



## Web 2.0

Michael Arrington  
Founder & Editor, TechCrunch  
September 2006

# Things We're Discussing

- Philosophy of Web 2.0
- Principles...
- Standards...
- Examples...
- The Future
- Discussion

**1997**

The One Way Web

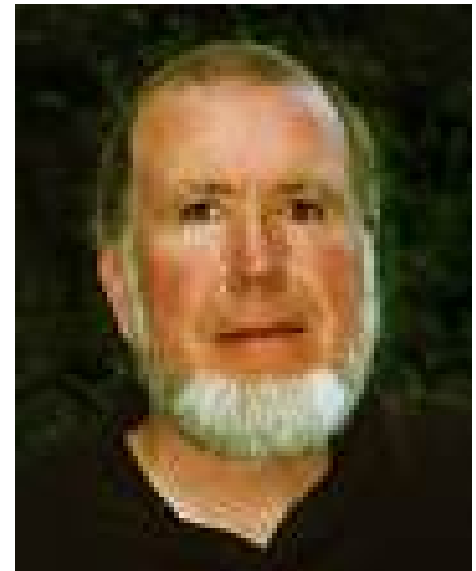
**2007**

The Two Way Web

“There is only one time in the history of each planet when its inhabitants first wire up its innumerable parts to make one large machine. Later that Machine may run faster, but there is only one time when it is born.”

**“You and I are alive at this moment.”**

*- Kevin Kelly, 2005*





# What this Means

- Web Sites talk to us, and we talk back
- Decentralization of Authority
- The Long Tail phenomenon is in full bloom: niche v. mass market
- Communication facilitation and overload
- Data is important, but not its location
- Software is not tied to a website
- Users and machines are one - Mechanical Turk

# Key Technologies

- Rich Internet Application Techniques:
  - Ajax
  - Flash/Flex
- Semantically valid HTML & Microformats
  - Letting computers understand the data
- RSS
  - Breaking content from the website
- Webservice APIs (REST, XML)

# Is Design Important?

- Lots of discussion about importance of visual design and aesthetics
- But Is Design Important?



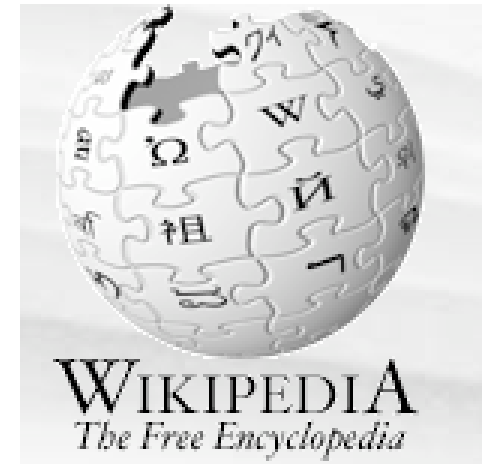
# Is Design Important?

- A clear and well organized site should be the goal
- Everything else is a fad
  - Gradient backgrounds & pastel colors
  - Supermarket “beta” stickers
  - Wet floor effects
- Competition between RSS, stripped down data and heavy design. Data will win.

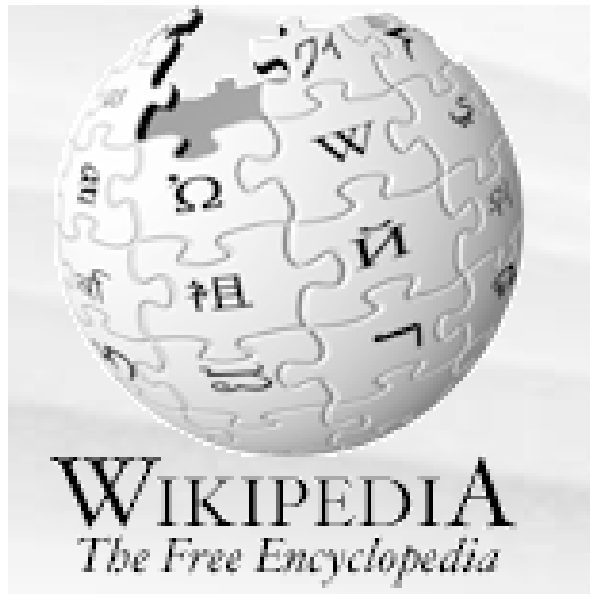
# Lets Look at Some Companies



del.icio.us



# Wikipedia



- Founded 2001
- Location: Everywhere
- 100% User Generated Content
- No one thought it would work
- 5 million articles
- One of the most beautiful things in the world.

# Skype



- Launched 2003
- Location: UK
- Free VOIP to Everyone
- Office Productivity
- Acquired by eBay in 2005

# Digg



- Launched 2004
- Location: San Francisco
- User Voted News
- May be the largest news site in the world
- Disrupting the way news is reported

# Del.icio.us

**del.icio.us**

- Launched 2003
- Location: NY/Silicon Valley
- Social Bookmark gathering and sharing
- Created by Joshua Schachter
- Part time project
- Acquired by Yahoo 2005

# Zoho



- Launched 2005
- Location: India/Silicon Valley
- Ajax Office Replacement
- Tenacious Founders
- Attention to Detail

# Netvibes



- Launched 2005
- Location: Paris
- Mash Up Site - All content comes from other websites and services
- 5 million users

# PicksPal



- Launched 2005
- Location: Silicon Valley
- “Wisdom of the Few”
- New type of collaboration model

# YouTube



- Launched 2005
- Location: Silicon Valley
- 100 million videos viewed daily
- 65,000 new uploads daily
- Built on the back of Myspace
- Viable as stand-alone company now

# Last Thoughts - The Future

- Reaching limits of Ajax - What's next?
- Desktop Apps will eventually be online, but not soon
- Portable Data, Collaboration, User participation and Network Effects are the most important aspect of Web 2.0

# Last Thoughts - The Future

- The web is creating information and communication overload today. Tomorrow, it will solve the problem. Our sanity depends on it.
- Scarcity of Resources exists on the web, too. It just manifests itself in different ways. Humans will always compete for status and resources.
- We will move towards perfect virtual reality in the online world. Cultural change will be tremendous. Who/what will govern this new world?

# Discussion