

Web 2.0 bakom hypen: Delingskultur som forretningsmodell

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Struktur i forelesningen:

1. Hva er Web 2.0?
2. Web 2.0 for publikum
3. Web 2.0 for designere
4. Web 2.0 for forretningsfolk

Hva er Web 2.0?

Web 2.0 er et samlebegrep for en rekke trender på nettet de siste par årene. Mange snakker om det som en nettrevolusjon, som man må henge med på om ikke man skal bli akterutseilt. De snakker gjerne om at brukere nå forventer å kunne være medprodusenter (engelsk «prosumers» eller på norsk «prosumenter»). Andre mener begrepet bare er tøv, uten innhold.

Tim Berners-Lee, oppfinneren av World Wide Web, sier:

Web 1.0 was all about connecting people. It was an interactive space, and I think Web 2.0 is of course a piece of jargon, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people. But that was what the Web was supposed to be all along. And in fact, you know, this 'Web 2.0,' it means using the standards which have been produced by all these people working on Web 1.0.

(Anderson, Nate: "Tim Berners-Lee on Web 2.0", *Ars Technica*, 1. september 2006, <<http://arstechnica.com/news.ars/post/20060901-7650.html>>).

Begrepet er uansett løst definert, en samling trender. Lignende ufokuserte felles forståelser kan være «generation X» eller «sekstitallet».

Jakob Nielsen oppsummerer Web 2.0 slik:

While there's no single definition of the much-abused "Web 2.0" term, I'll look at four trends that are often considered its defining elements:

- * "Rich" Internet Applications (RIA)
- * Community features, social networks, and user-generated content
- * Mashups (using other sites' services as a development platform)
- * Advertising as the main or only business model

(Nielsen, Jakob: "Web 2.0 Can Be Dangerous...", *Alertbox*, 2007, <<http://www.useit.com/alertbox/web-2.html>>).

Den originale definisjonen er gjort av forleggeren Tim O'Reilly, som fant på begrepet i 2004, og har organisert flere konferanser og gitt ut bøker om Web 2.0 siden.

Tim O'Reilly om Web 2.0

Web 2.0 ble opprinnelig definert som åtte trender:

Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet—a more mature, distinctive medium characterized by user participation, openness and network effects. [...]

- **Harnessing Collective Intelligence:** Også kalt «Wisdom of crowds». Nettsteder som utnytter kunnskapen man kan få ved å studere hva store antall brukere foretrekker.
- **Data is the next «Intel inside»:** Slik Intel hadde nær monopol på prosessorer kan man i dag tjene penger på å ha en unik database, slik f.eks. Amazon har om bøker.
- **Innovation in assembly:** Også kalt «Mashups». Tjenester satt sammen av tjenester andre selskaper tilbyr.
- **Rich User Experiences:** Sider med dynamiske og bevegelige elementer. Bruker teknikker som Flash, QuickTime eller Ajax.
- **Software Above the Level of a Single Device:** Nettjenester som spenner over flere apparater. Kroneksempelen er Apples iPod, Apple TV, iPhone og den tilhørende nettbutikken iTunes
- **Perpetual Beta:** Stadig utvikling, forandringer skjer hele tiden.
- **Leveraging the Long Tail:** Selg alt mulig rart i globale nisjemarkeder.
- **Lightweight Models and Cost-Effective Scalability:** Datamaskiner er billige, og moderne metoder er effektive.

(Musser, John, and Tim O'Reilly. *Web 2.0: Principles and Best Practices*. O'Reilly Radar. Ed. Tim O'Reilly. Sebastopol: O'Reilly, 2007.)

Web 2.0 for publikum: Sosiale Nettverksteder (SNS)

We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

(boyd, danah m., and Nicole B. Ellison. "Social Network Sites: Definition, History, and Scholarship." *Journal of Computer Mediated Communication* 13, no. 1 (2007).)

These four properties thus fundamentally separate unmediated publics from networked publics:

1. **Persistence:** Unlike the ephemeral quality of speech in unmediated publics, networked communications are recorded for posterity. This enables asynchronous communication but it also extends the period of existence of any speech act.
2. **Searchability:** Because expressions are recorded and identity is established through text, search and discovery tools help people find like minds. While people cannot currently acquire the geographical coordinates of any person in unmediated spaces, finding one's *digital body* online is just a matter of keystrokes.
3. **Replicability:** Hearsay can be deflected as misinterpretation, but networked

public expressions can be copied from one place to another verbatim such that there is no way to distinguish the “original” from the “copy.” 26

4. *Invisible audiences*: While we can visually detect most people who can overhear our speech in unmediated spaces, it is virtually impossible to ascertain all those who might run across our expressions in networked publics. This is further complicated by the other three properties, since our expression may be heard at a different time and place from when and where we originally spoke.

(boyd, danah m. "Why Youth [Heart] Social Network Sites: The Role of Networked Publics in Teenage Social Life." In *Macarthur Foundation on Digital Learning*, edited by David Buckingham. Cambridge: MIT Press, under utgivelse.)

(Figuren under er fra: boyd, danah m., and Nicole B. Ellison. "Social Network Sites: Definition, History, and Scholarship." *Journal of Computer Mediated Communication* 13, no. 1 (2007).)

Lenker fra forelesningen

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