

# Quick Overview of Internet Services

*406.424 Internet Applications*

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- introduction
- content authoring
- content syndication
- content filtering
- social communities
- crowd sourcing
- mashups
- RIA
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- outlook



# Louis Gray's Media Consumption Workflow

## My Social Media Consumption Workflow



tracking  
comments  
via disqus

monitoring  
210 FB  
friends

DISQUS

facebook

twitter

friendfeed

Google Reader

270 RSS subs:  
500 – 800 items / day

SHARED ITEMS

del.icio.us

Technorati

tracking activity via  
technorati and google  
blog search

twitter

following  
490  
users

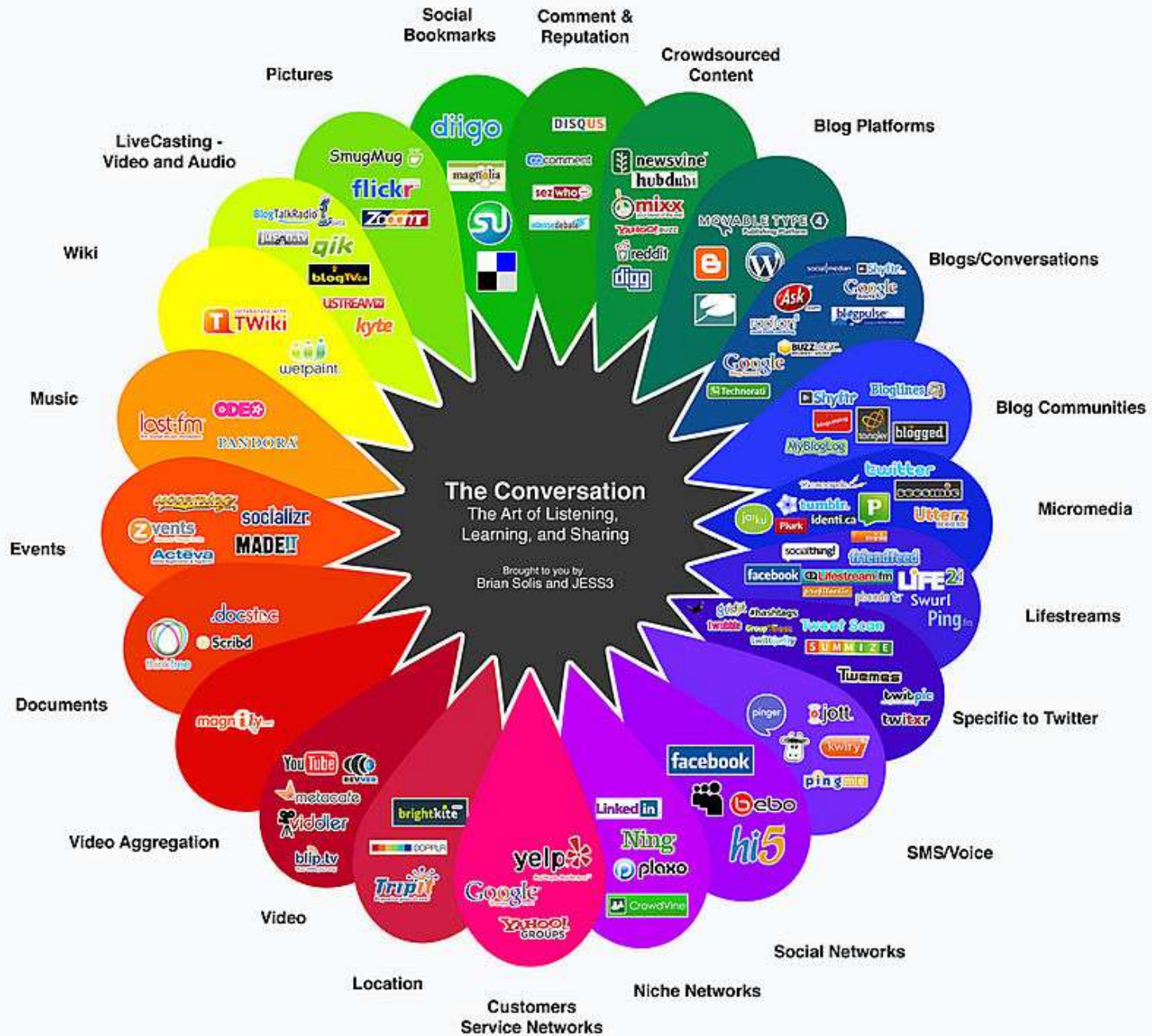
friendfeed

sub to 269 FF  
users

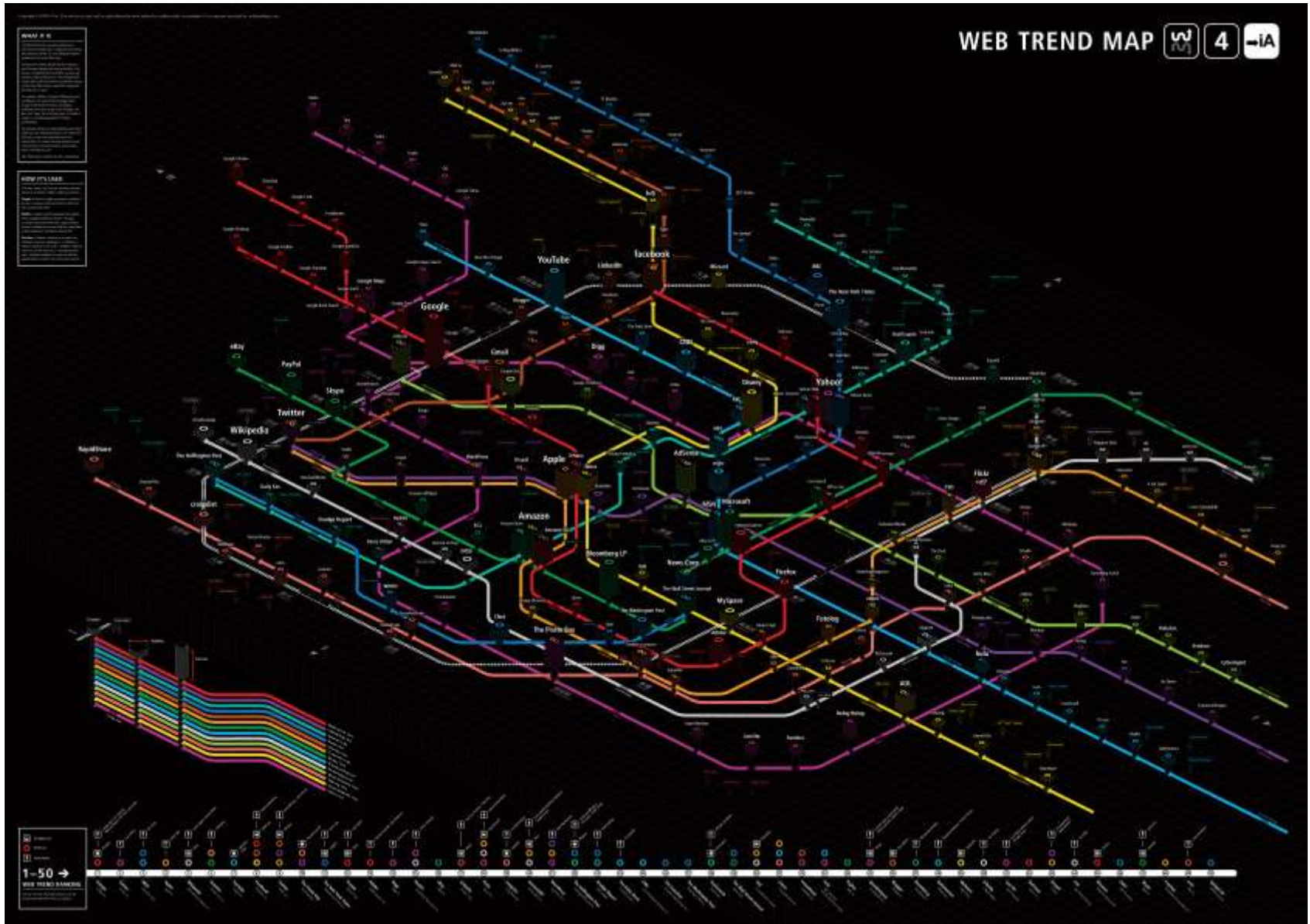
via LouisGray.com

+ blog posting, twitter updates, FF commenting, delicious bookmarking,  
and trading emails

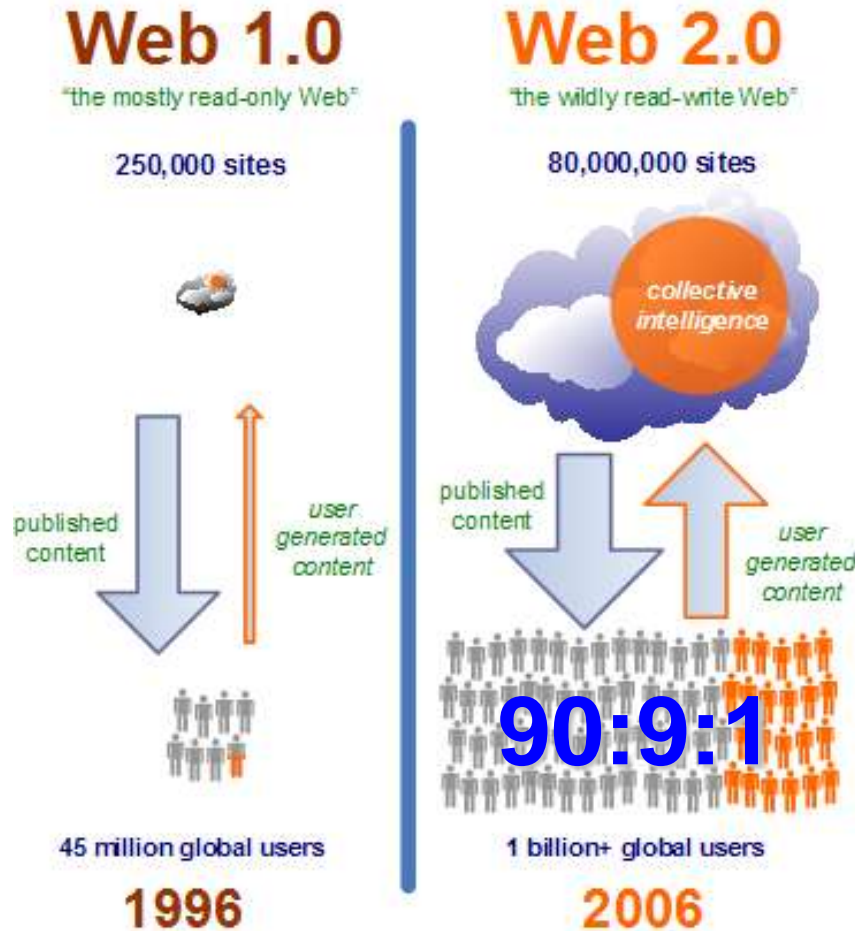




# web trend map: as of 2009



# Web 2.0: Been There, Done That?



platform

social

share

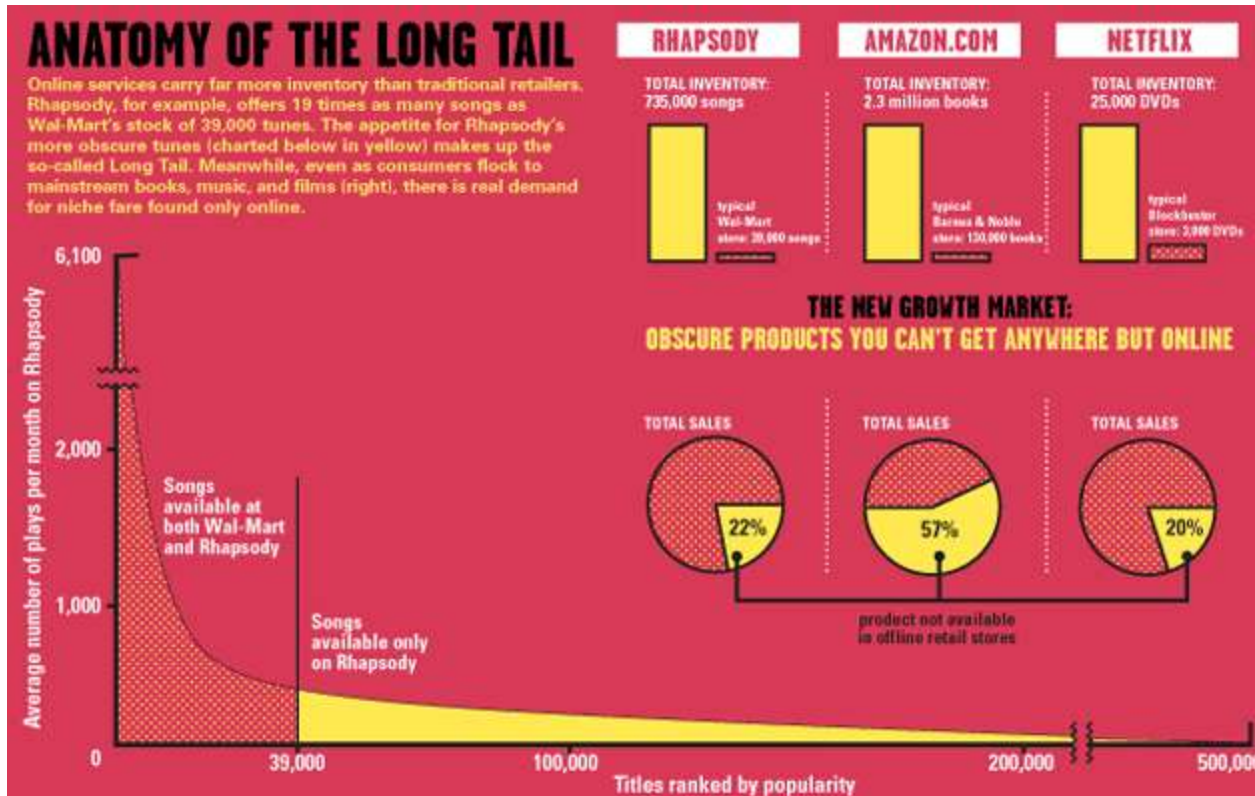
open

long tail



# long tail

- “Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the **millions of niche markets** at the shallow end of the bitstream” (Chris Anderson)
- what’s wrong with Pareto principle?



amazon.com

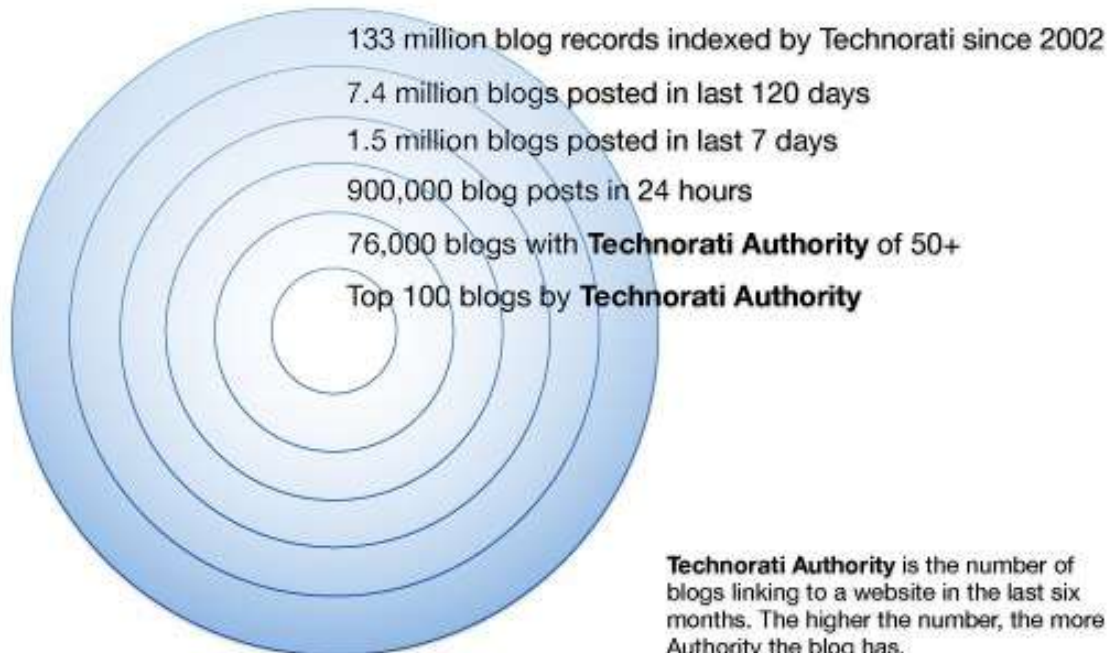
ebay®

Google™



# Blogs as Media

- chinese actress Xu Jinglei: 50M+ page views
- popular blog languages: japanese (37%), english (31%), chinese (15%)
- mean annual revenue: \$6,000
- \$75K+ for those with 100K+ monthly UV





# Blogs

- web log
- reverse chronological
- permanent link
- comments
- trackback / pingback
- meta-blogging
- XHTML / RSS

That's why smart companies like JetBlue and Zappos are legitimately engaging on Twitter. It's becoming a front line for customer service. At a minimum, every consumer facing company should be monitoring the chatter. Even better, participating can cut problems off at the pass or even better foster evangelists. The numbers may never tell this story. For more, see Chris Winfield's mini case study.

Technorati Links • Email this • Twit This! • Digg This! • Save to del.icio.us (30 saves, tagged: twitter socialmedia web2.0) • Sphere: Related Content • Track comments

Posted at 12:59 PM in Customer Evangelism, Marketing, Mobile, Moblogging, PR, Research, Social Networking, Web 2.0 | Permalink  ShareThis

## TrackBack

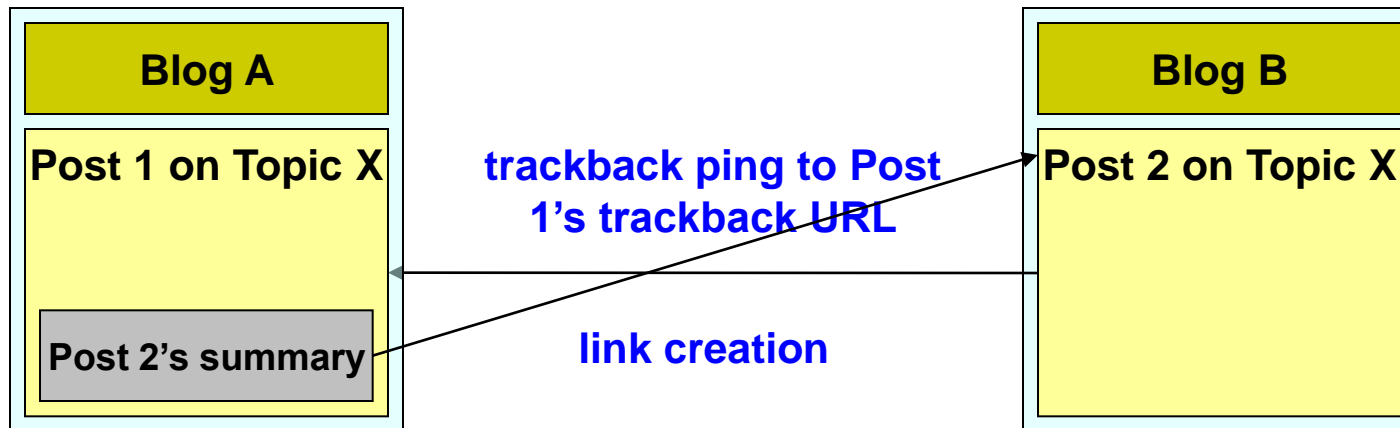
TrackBack URL for this entry:

<http://www.typepad.com/t/trackback/12807/28608460>

Listed below are links to weblogs that reference Even if Twitter is Just a Geek Haven, It's Still Very Influential:

- Prada Auctions, Yelp Yelped, Mo Rocca Talks Money, and Love Grows on Trees from Adrants
- Big spenders who can't be ... [Read More]

Tracked on Tuesday, April 29, 2008 at 11:55 PM

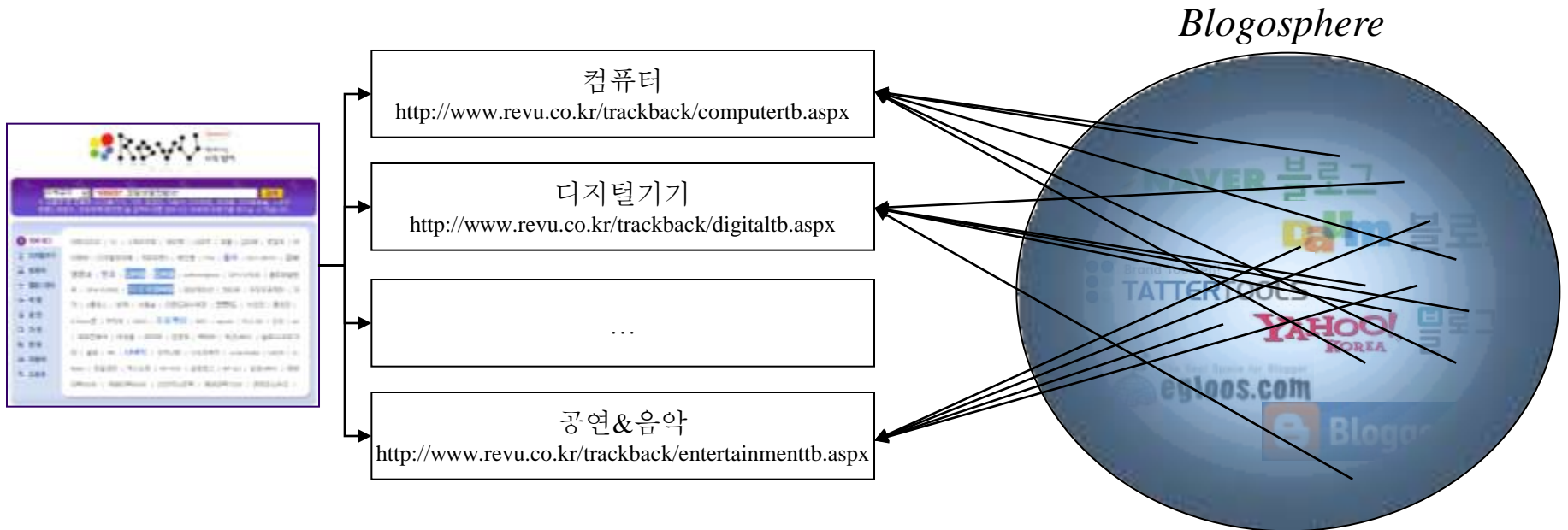


**note: link direction is now from “old article” to “new article”**



# application of trackbacks

- meta-blogging
  - aggregation of blog posts based on subjects by using trackbacks
- example: revu.com, allblog.net
  - each category has a unique trackback URL



# Micro-blogging & Life-streaming

- twitter: “what are you doing?”
  - following, RT, #, @, ...
- friendfeed: “what are you doing at social media sites?”

The screenshot shows the Twitter homepage. At the top, there's a search bar and navigation links: Home, Find & Follow, Settings, Help, Sign out. The main content area is titled "What are you doing?" with a text input field and an "update" button. Below this, there are tabs for "Recent", "Replies", "Archive", and "Everyone". Two tweets are visible: one from drburix03 about eating and another from drburix02 about inventing. On the right side, there's a sidebar with a greeting "Hi, your profile", a "Currently" section with the text "all day inventing", and a "Device updates" section. At the bottom of the sidebar, there's a "Stats" section with a table of activity counts.

Category	Count
Following_me	1
Followers_me	1
Favorites	0
Direct Messages	0
Updates	1

The screenshot shows the Friendfeed homepage. At the top right, there's a "friendfeed" logo. The main content area displays several updates. The first update is from Nathan Woodward favoriting a video on YouTube. The second update is from Susan Haldis sharing an item on Google Reader. The third update is from Caitlin Roran publishing three photos on Flickr. Each update includes a thumbnail image, the user's name, the action, and a timestamp. There are also links for "Comment", "Like", and "Options" for each update.

**friendfeed**

**Nathan Woodward** favorited a video on YouTube  
Kanye West and Daft Punk - Stronger (Grammy)

12 hours ago - [Comment](#) - [Like](#) - [Options](#)  
Peter Astley liked this

**Susan Haldis** shared an item on Google Reader  
3G iPhone on the Way?  
24 hours ago - [Comment](#) - [Like](#) - [Options](#)  
I keep saying I'm waiting for Android phones, but I would sell my soul to Apple in a heartbeat if the 3G iPhone came out. - [Nathan Woodward](#)

**Caitlin Roran** published three photos Flickr

January 28 at 11:30 pm - [Comment](#) - [Like](#) - [Options](#)  
Nathan Woodward, Susan Haldis, Lizzie Astley, and 5 other people liked this  
Wow, you have some amazing photos! - [Lizzie Astley](#)



# Wiki: a Tool for Collaborative Authoring



**WIKIPEDIA**

**English**  
The Free Encyclopedia  
1 670 000+ articles

**Deutsch**  
Die freie Enzyklopädie  
552 000+ Artikel

**Français**  
L'encyclopédie libre  
455 000+ articles

**日本語**  
フリー百科事典  
336 000+ 記事

**Italiano**  
L'enciclopedia libera  
269 000+ voci

**Svenska**  
Den fria encyklopedin  
213 000+ artiklar

**Polisi**  
Wolna encyklopedia  
356 000+ hasel

**Nederlands**  
De vrije encyclopedie  
280 000+ artikelen

**Português**  
A enciclopédia livre  
243 000+ artigos

**Español**  
La enciclopedia libre  
208 000+ artículos

search • suche • rechercher • szukaj • 検索 • zoeken • ricerca • busca • sök • busc.

English



Anyone can create/modify/delete page

article • discussion • edit this page • history

## Wiki

From Wikipedia, the free encyclopedia  
(Redirected from WIKI)

For other uses, see Wiki (disambiguation).

A **wiki** (IPA: [ˈwi ki] <WIKI-ee> or [ˈwi ki] <WEE-ee><sup>ⓘ</sup>) is a type of website in which users can create and change some website content, sometimes without the need for registration. The term wiki can also refer to the software used for collaborative authoring. The term wiki can also refer to the collection of such a website, or to certain specific wiki sites, including the computer science encyclopedias such as Wikipedia. The first such software to be called a wiki, WikiWikiWeb, was created in Honolulu, Hawaii. ("Wiki wiki" means "quick" in the islands.) It was created in 1994 and installed on the web in 1994 by Ward Cunningham.

**Contents (jwk)**

- History
- 1.1 Development of Wiki
- 2 Typical site operations
- 3 Key characteristics
- 3.1 Pages and editing
- 3.2 Linking and creating pages
- 3.3 Searching
- 3.4 Server-side versus client-side wiki
- 4 Controlling changes

Easy Linking System



# Content Structuring

- microformats.org
  - hCard, hCalendar, hReview, XFN, ...
- structuredblogging.org
- better search results, easier blog posting (?)

hCalendar-o-matic

summary	event title
location	seoul
url	http://
start	March 7 2007
end	March 7 2007
tz	none hour(s) from GMT
description	
boa concert	
tags	
separator) (comma	
Reset Build It!	

code

```
<div class="vevent" id="hcalendar-event-title">
  <abbr class="dtstart" title="20070307">March 7th</abbr>,
  <abbr class="dtend" title="20070308">2007</abbr>
  <span class="summary">event title</span> &mdash; at
  <span class="location">seoul</span>
  <div class="description">boa concert</div>
  <p style="font-size: smaller;">This
  <a
  href="http://microformats.org/wiki/hcalendar">hCalendar
  event</a> brought to you by the
  <a
  href="http://microformats.org/code/hcalendar/creator">hCal-
  Creator</a>.
  </p>
</div>
```

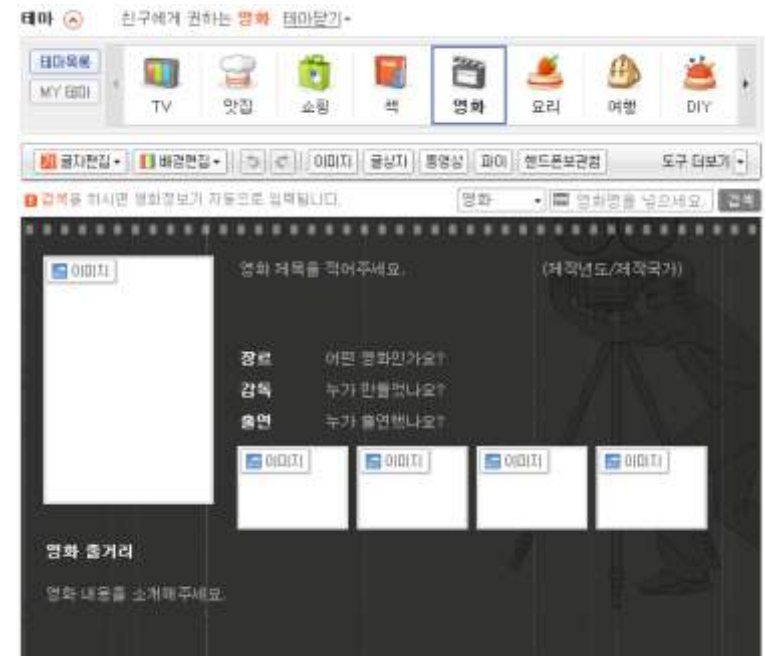
compact code

```
<div class="vevent" id="hcalendar-event-title"> <abbr
class="dtstart" title="20070307">March 7th</abbr>, <abbr
class="dtend" title="20070308">2007</abbr> <span
class="summary">event title</span> &mdash; at <span
class="location">seoul</span> <div class="description">boa
concert</div> <p style="font-size: smaller;">This <a
```

preview

March 7th, 2007 event title – at seoul  
boa concert

This hCalendar event brought to you by the hCalendar Creator.



# RSS

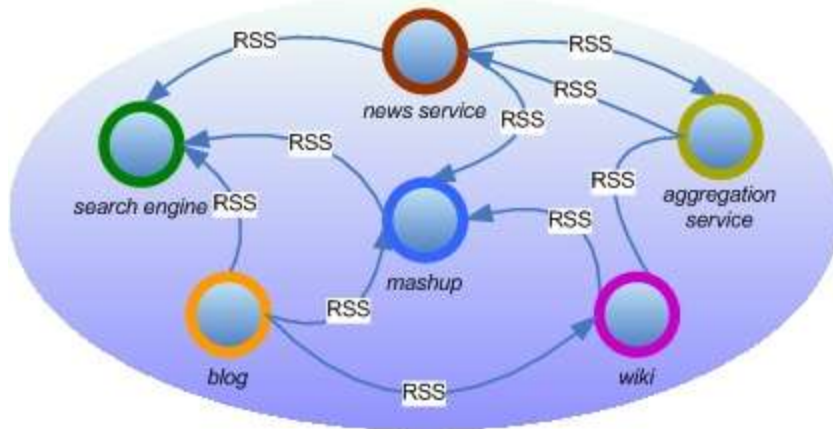


- a family of **web feed formats** used to publish **frequently updated digital content**, such as blogs, news feeds or podcasts

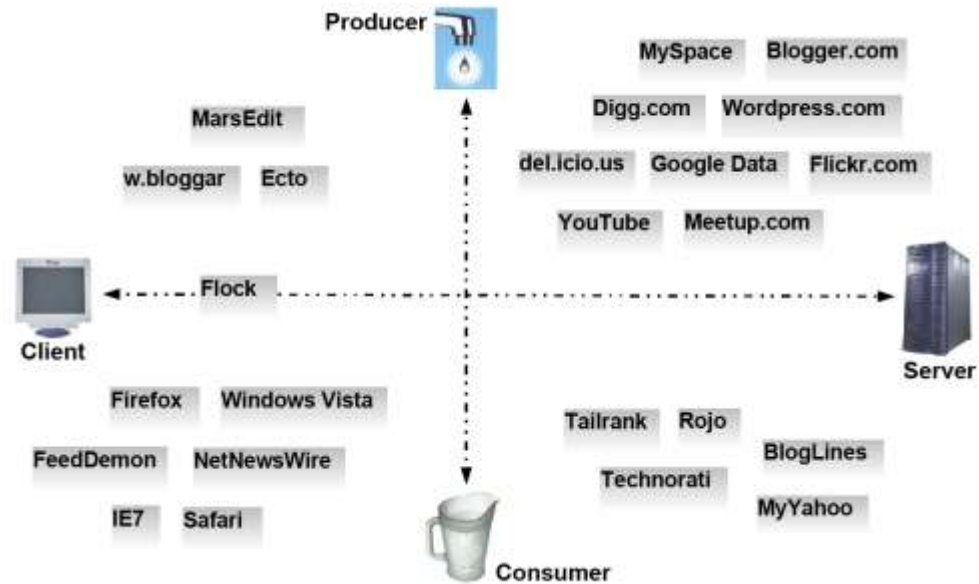
XML RSS RSS 2.0 | RSS 1.0 | ATOM 0.3

## RSS:

*Enabling the Web 2.0 Information Ecosystem*





Source: <http://web2.wsj2.com>



# an example RSS feed

    RSS 2.0 |  RSS 1.0 |  ATOM 0.3

**SERVICES »** [Emails](#) [RSS !\[\]\(313b3b3c8a0c38ad35f0f4cceb5f9abb\_img.jpg\)](#) [Podcasts !\[\]\(01fb5058363dcb3bfe1ee1159e9c248e\_img.jpg\)](#) [CNNtoGo](#)  
 External sites open in new window; not endorsed by CNN.com  
 [\[PipeLine\]](#) Pay service with live and archived video. [Learn more](#)

```
<?xml version="1.0" ?>
<rss version="2.0">
  <channel>
    <title>Liftoff News</title>
    <link>http://liftoff.msfc.nasa.gov/</link>
    <description>Liftoff to Space Exploration.</description>
    <language>en-us</language>
    <pubDate>Tue, 10 Jun 2003 04:00:00 GMT</pubDate>
    <lastBuildDate>Tue, 10 Jun 2003 09:41:01 GMT</lastBuildDate>
    <docs>http://blogs.law.harvard.edu/tech/rss</docs>
    <generator>Weblog Editor 2.0</generator>
    <managingEditor>editor@example.com</managingEditor>
    <webMaster>webmaster@example.com</webMaster>
    <item>
      <title>Star City</title>
      <link>http://liftoff.msfc.nasa.gov/news/2003/news-starcity.asp</link>
      <description>How do Americans get ready to work with Russians aboard
the International Space Station? They take a crash course in culture, language
and protocol at Russia's <a
href="http://howe.iki.rssi.ru/GCTC/gctc_e.htm">Star City</a>.</description>
      <pubDate>Tue, 03 Jun 2003 09:39:21 GMT</pubDate>
      <guid>http://liftoff.msfc.nasa.gov/2003/06/03.html#item573</guid>
    </item>
    <item>...</item>
    <item>...</item>
  </channel>
</rss>
```

channel (has a unique URL)

item (individual content)



# Players in Feed Market

- reader
- aggregator
- filter
- generator
- transformer
- mixer
- search
- recommendation
- promoter



The screenshot shows a feed reader interface with several news items. The main content area lists articles such as "Electronics and Fashion Among Top eBay...", "What Will Microsoft Do With Credentica?", and "Weekly Wrapup, 28 Apr - 2 May 2008". A sidebar on the right contains a search bar and a list of subscriptions, including "RSS, ATOM, and Really... (6)", "Search Engine Watch (7)", and "Techworld Top news... (1686)".



The screenshot shows a feed reader interface with search results for "web 2.0". The main content area lists articles such as "Web 2.0 Explorers" and "The Web 2.0 Show". A sidebar on the right contains a search bar and a list of subscriptions, including "Web 2.0 Explorers" and "The Web 2.0 Show".



The screenshot shows the FeedBurner website. The main heading is "Hello, our name is FeedBurner. Welcome to FreeBurner! Get PRO features gratis." Below this, there are three columns: "Blogs" (Promote content, build & measure audience, make it), "Podcasts" (Track your subscribable audio & video content), and "Commercial" (Join Web Street Journal, USA TODAY, Newsweek, etc.).



The screenshot shows the FeedBurner website with a form to start burning a feed. The text reads "Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)". Below the text is a search bar and a "Next" button.



The screenshot shows the FeedBurner website with news about Google's acquisition of FeedBurner. The text reads "Google has acquired FeedBurner". Below the text is a link to the news article.





# Feed Long Tail



# Key Characteristics of Feedmil.com



web 2.0 feeds results 1 - 10 of 17,400

feed type: all feeds sort by: latest feeds filter by: enable tweet filters

## Social Networking and Web 2.0

Viral Marketing, Web 2.0, Video Sharing, Social Networking and More

topics: google popularity: authority: activity: frequency: 11.2 posts per week

## GigaOM

Business, Internet, Technology & Strategy

topics: aster date system, gigaom, initial public offering, mobile internet devices, obama for america, private equity group, sponsor, terms of service, venture capital firm, windows mobile marketplace

popularity: authority: activity: frequency: 50.0 posts per week

## Mashable!

Social software and social networking 2.0.

topics: coman o'Brien, dallas fort worth, ding dong ditch, dog a life, facebook, google image search, google street view, natural language processing, pirate bay trial, twitter

popularity: authority: activity: frequency: 107.7 posts per week

## ReadWriteWeb

topics: blackberry enterprise server, google, google gmail connect, search, time to learn, twitter, user, wall st journal, wall street journal, web office suite

popularity: authority: activity: frequency: 73.7 posts per week

## topic significance



surprising

well known



# Tags & Folksonomy

- enable **classification** and **social search**
- most good people ignore them, but bad people exploit



holy cow

Uploaded on 1 May 2007



By **Laura Travels**

Laura Travels' photostream, or profile.

rural, bravo, cows, alabama ...



Avalon Cow Portrait

Uploaded on 22 May 2007



By **Airchinapilot**

His photostream, or profile.

portrait, canada, canon, cow ...



Schiernonnikoog cows

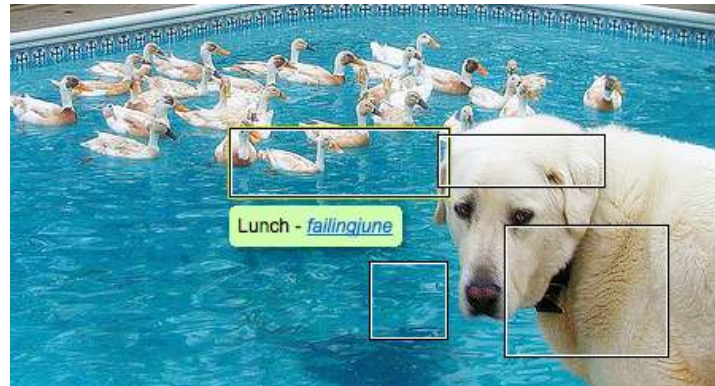
Uploaded on 16 May 2006



By **Henk & Anna**

Henk & Anna's photostream, or profile.

waddenzee, cows, 2006, schiernonnikoog ...



Lunch - *fallingjune*

Explore Flickr Through Tags

art australia baby beach birthday blue bw california canada canon cat china  
christmas city dog england europe family flower flowers food france friends  
fun germany holiday india italy japan london me mexico music nature new  
newyork night nikon nyc paris park party people portrait red sanfrancisco sky  
snow spain summer sunset taiwan tokyo travel trip usa vacation water  
wedding winter



# Social Bookmarking

- del.icio.us: bookmarking, tagging, subscribing
- stumbleupon: recommendation

url   do not share

description

notes

tags  space separated

originally posted on 2007-02-27. delete this post.

**recommended tags**  
business conferences event google presentation programming r&d RIA socialNetworks standards tools video web web2.0 yahoo

**your tags**    
add-ons adobe advertising aggregation ai ajax answers API asp.net authoring avatar bemplate bibliography blog book bookmark bpel browser business businessDirectory c2c camera CD cfp chat cms collaborations community conferences consulting copyright cyworld dataMining digg directory eCommerce eInfo eitNews eitRefs email encoding

**del.icio.us / drburix02 /**

All your items (835)

« earlier | later » page 1 of 17

구글의 경쟁력은 '통근버스'? - 1등 인터넷뉴스 조선닷컴    
to iBizNews google iwlab ... 2 hours ago

Loki - You Can Get There From Here    
to tags ...  ... 11 hours ago

olalog :: Life is ...    
to blog ...  ... 14 hours ago

**tags** aboutMe add-ons adobe advertising aggregation ai ajax answers API asp.net authoring avatar bemplate bibliography blog book bookmark bpel browser business businessDirectory c2c camera cartoon casualGames CD cfp chat cms collaborations community conferences consulting

News!

2277348

Korea

Online now - Joined Feb 8/07  
❤️'s: 3 - Fans: 0

-Pages I Like   Latest - 1-3

5:08pm  
Related Info for: stumbleupon.com/ | alexa.com/

Feb 25, 5:40am  
Yahoo! [yahoo.com]

Feb 18, 10:31am  
YouTube - AMAZING BREAKDANCING [youtube.com]

Latest - 1-3

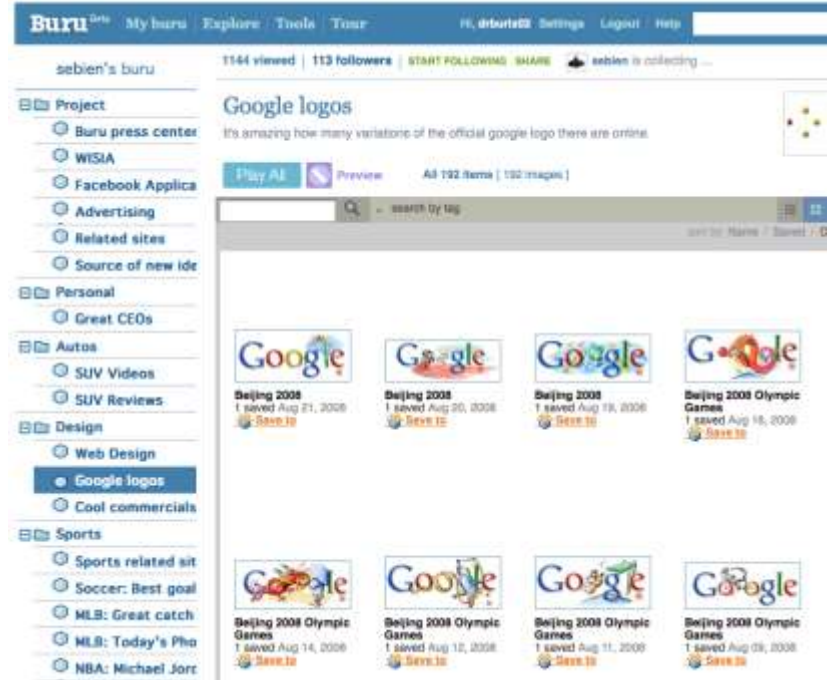
StumbleUpon at its best  
Synchronisation at its best

Stumble!

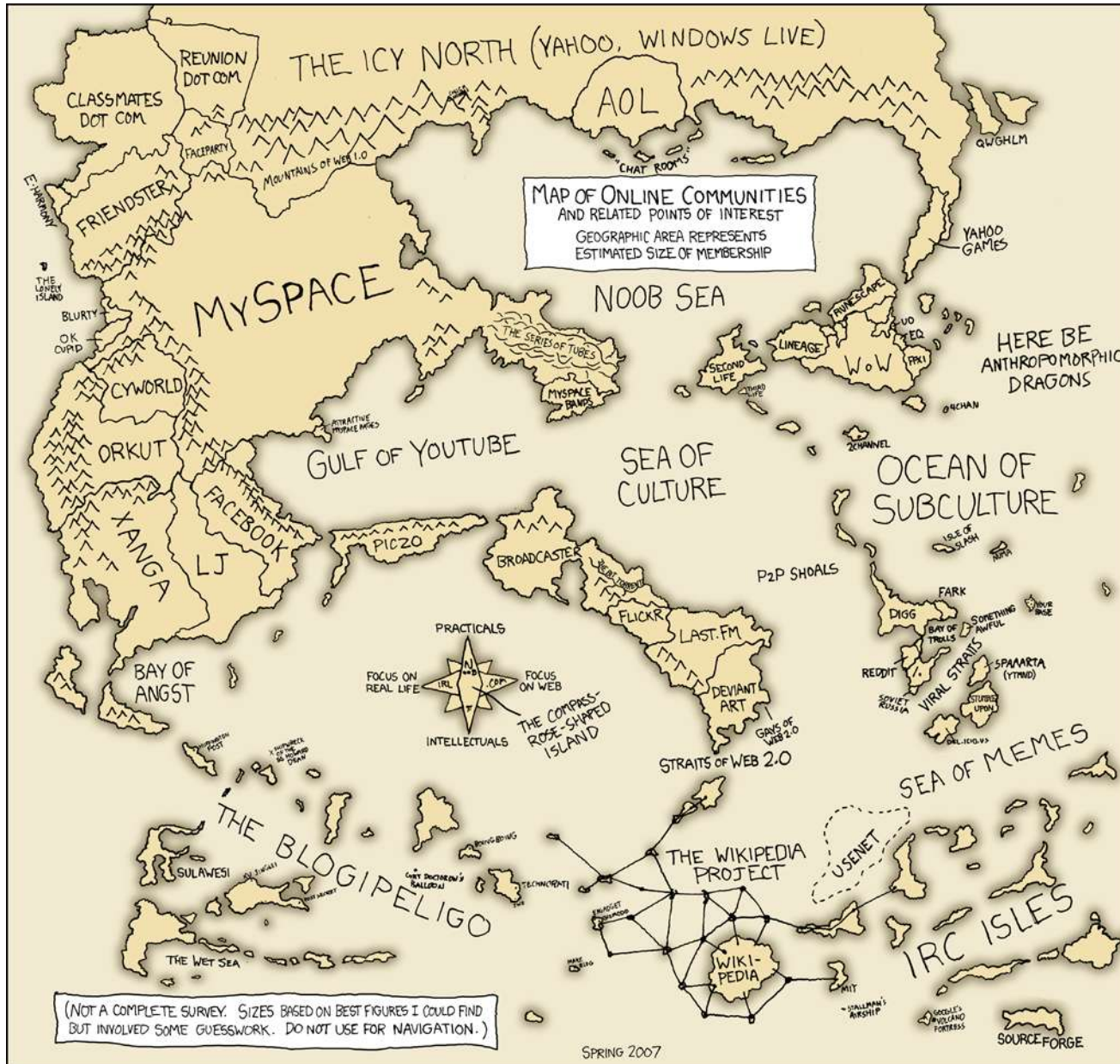


# Social Filtering

- digg: user-filtered news via “digg” and “bury”
- buru: evolution of topic focused web collections



# Social Networks & Communities



# Social Network Services

- sharing
- friends of friends
- privacy vs. fun of peeping
- facebook application vs. myspace opensocial
- white label social networks

The screenshot shows a Facebook profile page with a blue header. The main content area is titled "Add a Slideshow" and features a "slide" logo. A large image of a dog is being uploaded. Below the image, there are options to "UPLOAD your own Images" and "Upload Done". The page also shows a search bar, a list of applications, and a video player for "Wisn Y Yandel Live".

## Popular Networks on Ning

The screenshot shows the Ning website's "Popular Networks" section. It features a grid of network cards, each with a logo, name, and description. The networks listed include:

- Dalles Mavericks**: Created by hoodmaster
- All Games Radio**: The worlds only 24-7 Internet Radio Station but... Created by allgames
- crimespace**: A place for crime fiction writers, readers and ... Created by dhrad
- Fans of Neal Boortz**: Neal Boortz aka: The Talkmaster, Mighty Whitey ... Created by boortzwebwinch
- ATLANTAboy.com - The Ga**: The Gay Atlanta Social Network Created by blogboy
- Battlestar Group 75**: A social network for fans of the SciFi channel ... Created by BSGFan
- Pall Bearers**: Friends of PhotoCasket Created by catman
- Librar**: This ne others Create
- Connoisseurs of Microbrew**: A social network for microbrew enthusiasts. Created by kyleford
- Pacific**: This is depend Create
- Offshore**: San Francisco Surf & Happenings Created by jmsivins
- MyBe**: Welcom STUN

On the right side, there is a section titled "Get Your Own Social Network!" with a cartoon illustration of four people and the text: "Ning is the only online service where you can create, customize, and share your own Social Network for free in seconds. You can make it public or private and for anything - and anyone -". Below this is a "Sign up to get started..." button and a "Tags" section with various tags like "art blog books", "community dating", "education family", "friends fun", "internet site", "media movies".



# Multimedia Communities

- video, music, photo
- SNSs are yet strong players
- cold start problem
- IP problems

guitar



**Search** Video results for 'jessica alba' Results 1-20 of

Pages: 1 2 3 4 5

**Search In**  
• Videos  
[Channels](#)  
[Groups](#)  
[Playlists](#)

**Sort By**  
• Relevance  
[Date Added](#)  
[View Count](#)  
[Rating](#)

**Refine by Category**  
• All  
[Audio & Videos](#)  
[Comedy](#)  
[Entertainment](#)  
[Film & Animation](#)  
[Gadgets & Games](#)  
[Howto & DIY](#)  
[Music](#)

**Jessica Alba**  
03:39  
Jessica Alba  
Tags: [Jessica Alba](#) [pussycat dolls](#)  
Added: 2 months ago in Category: [Music](#)  
From: [zakiaterrol](#)  
Views: 19,808  
★★★★★  
36 ratings

**Jessica Alba Make up Shooting**  
03:09  
Jessica alba in a photo shooting  
Tags: [Jessica Alba](#)  
Added: 1 year ago in Category: [Entertainment](#)  
From: [Mefouz](#)  
Views: 183,764  
★★★★★  
191 ratings

**GodTube**  
SEARCH | LOGIN | HELP | INFO | CHANNELS | GROUPS | AWARDS

Player View Virtual Stage Video Chat Live Event 127 live

Watch videos from other users and upload your videos to other users. Find friends, make connections, and create an online social network. Send and receive messages, chat with other users on a blog, post and share photos, join groups and participate in their discussions. Share your videos, photos, and other content.

**Connect**

**Promoted videos**

Click To Play

Online Users

**last.fm** (the social music revolution) Music Users Listen Events

Upload music and videos Help | English | Music Search

**Pink Floyd**

Overview Videos Pics Bio Events Albums Listeners Similar Charts Tags Journals

**THE ALL-NEW 2009 MATRIX**  
GET IN TOUCH WITH YOUR DARK SIDE

**Pink Floyd** (read more)  
52,729,050 plays scrobbled on Last.fm

Pink Floyd (formed 1965 in Cambridge, United Kingdom) is a British band noted for psychedelic rock music, philosophical lyrics, avant-garde compositions, sonic experimentation, innovative cover art and elaborate live shows. One of rock music's most successful and influential acts, the group have sold an estimated 73.5 million albums in the U.S., and over 300 million albums worldwide. (read more)

[Tell a friend about this artist](#)

[Edit this artist description](#)

**Similar Artists**

- Roger Waters
- David Gilmour
- Led Zeppelin
- Syd Barrett

**Previews**

Pink Floyd - Time

**User Tags** (see more)

- british
- classic rock
- progressive
- rock
- psychedelic
- psy
- rock rock

[Tag this artist](#)

**Listeners** (see more)  
986,883 listeners total

Eclipse14 Just listened

ExitRose Just listened





# Crowdsourcing

**HOT or NOT.**

Select a rating to see the next picture.

NOT 1 2 3 4 5 6 7 8 9 10 HOT



Share Link: <http://hotornot.com/r/?id=S5EUAUS-HD> Share Picture

Flag picture as: Inappropriate Broken Best of What is this?

Your Account | Moderators | RSS Feeds | FAQ | Jobs - We're Hiring!

## NAVER 블링크

블로그에서 참여하기

블로그 포스트에서 포스트를 링크할 블링크주제를 선택할 수 있습니다.

블로그 참여하기

참여할 블링크 | 새로운 블링크에 참여

문근영 좋아해

아이깽나노 싫어

파리에 길미

십자수해부기 싫어

노브록 싫어

문근영 좋아해

아이깽나노 싫어

파리에 길미

십자수해부기 싫어

노브록 싫어

블링크참여 문근영 좋아해 × 파리에 길미 =

## NAVER 모자이크 BETA 2

네모 춤 | 네모 베스트 | 팬 네모 | 스타일 네모 | 느낌 네모

이미지가 모인다, 트랜드가 보인다! 네이버 모자이크

BEST 20

베스트 더보기

→ 새 네모 만들기

## HOT or NOT HOT LISTS SHARE YOUR STYLE

Find Your StylePix

Click the like sign on any StylePix below to start your hotlist!

Search from 150,000+ StylePix

블로그 포스트

- 1. 유모차 추천 - 두개이맘(2010-07-15) 300
- 2. 1000명 이상의 관심! 문근영(2010-07-15) 300
- 3. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 4. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 5. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 6. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 7. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 8. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 9. 문근영 사랑에 빠진 문근영(2010-07-15) 300
- 10. 문근영 사랑에 빠진 문근영(2010-07-15) 300

포스팅의 지원이 끝나-

네모 모자이크



# an effort for “writable” web

- aims to foster the participatory creation of hypertexts



## Text Visualization

By clicking on the links below you can find several destinations to other pages (co-links). You can also find more information about the co-links and their creators by clicking on the magnifying glass icon. To add a new destination to an existing link, click “add co-link” in the co-link menu. To transform other words into new links, use the following option:

[Insert new link](#) | [List texts](#) | [Edit text](#) | [History](#) | [Create new text](#)

### Introduction

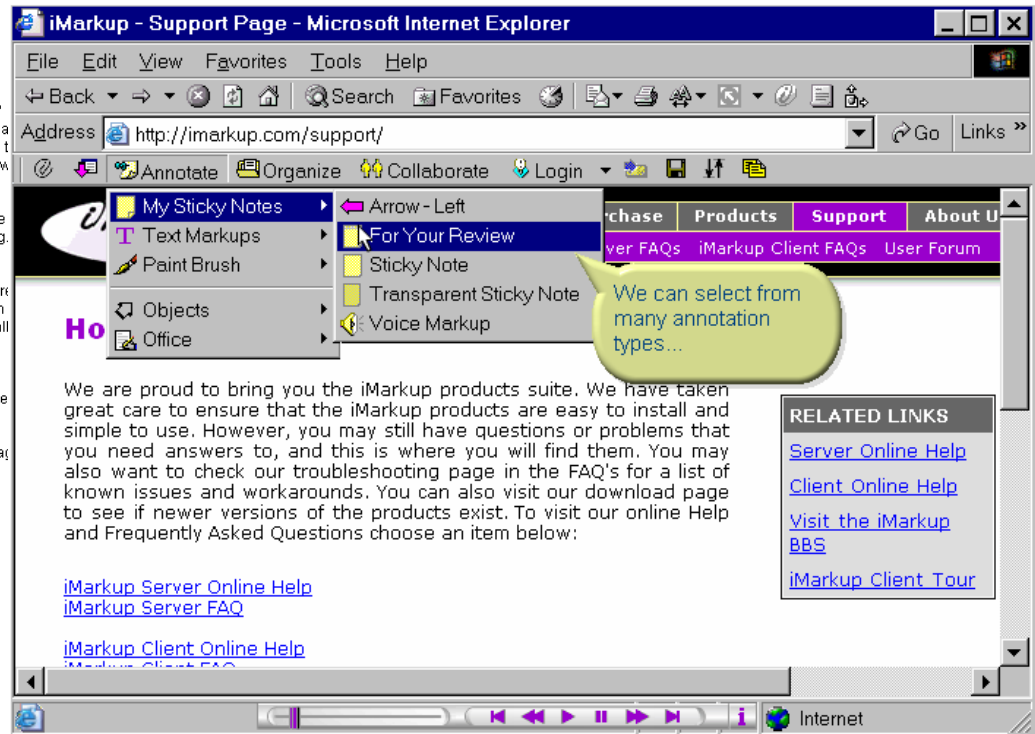
The World Wide Web is all about **hyperlinks**. They connect web pages through clickable words or images â€” called association links â€” creating **hypertexts**. The author has held all the power over the year. The author could also decide when to open a new browser window, the button gives even more power to programmers. Alas, average surfers can not create web pages as they like. Wards of science using in scientific projects. The Internet Readers were able to create new links, associative personal reading still does **Primo** and programmed by Ricardo **Ar** creation of hypertexts. This technology of associative links in a pre-existent text of Co-link technology is that no browser plug-ins are needed.

hypertexts

Add co-link to:

- <external Web page>
- <internal Wiki page>

[Vannevar Bush](#) ⓘ ⓘ  
[Ted Nelson](#) ⓘ ⓘ  
[Douglas Engelbart](#) ⓘ ⓘ  
[As we may think](#) ⓘ ⓘ  
[WikiPedia](#) ⓘ ⓘ  
[George P. Landow](#) ⓘ ⓘ  
[Hypertext definition](#) ⓘ ⓘ  
[outras definições](#) ⓘ ⓘ  
[Lijst](#) ⓘ ⓘ



# Human Computation

- leveraging human intelligence to solve problems

## Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

**18,506 HITs** available. [View them now.](#)

## Make Money by working on HITs

HITs - Human Intelligence Tasks - are individual tasks that you work on. [find hits now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



[learn more about being a Worker](#)

## Get Results from Mechanical Turk Workers

Ask workers to complete HITs - Human Intelligence Tasks - and get results using Mechanical Turk. [Get started.](#)

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results



[learn more about being a Requester](#)

**Google Image Labeler**

time left: 01:47

score: 0

passes: 0

Your partner has suggested 3 labels.

**Today's Top Pairs**

1. nkg123 - guest	2900
2. B - guest	2410
3. horsRACEinhumane - guest	2240
4. Poor Belle SoSad - guest	2180
5. DeSotoDriver - guest	2180

**All-time Top Contributors**

1. DeSotoDriver	23330220
2. Poor Belle SoSad	22623030
3. tinyurl com	15666670
4. slash 2PMZY4	15560200
5. Bots Dumb Today	15556380

In order to prove to us you are not a robot, select the three hot people:

meet me meet me meet me

meet me meet me meet me

meet me meet me meet me

switch to men

hotcaptcha by frozenbear

Submit Proof I am Human



# Q & A Services

- content creation: producer oriented -> consumer oriented
- motivation for answerers

**Google Answers**  
Ask a question. Set your price. Get your answer.

More than 500 carefully screened Researchers are ready to answer your question for as little as \$2.50 -- usually within 24 hours. Your satisfaction is guaranteed. Get out of it here as a tip.

Log In or Create a Google Account

Step 1: Enter your Question. Tick to your results.

Search Google Answers for:

Browse previously asked questions:

- Arts and Entertainment
- Business and Money
- Computers
- Family and Home
- Health
- Reference, Education and News
- Relationships and Society
- Science
- Sports and Recreation
- Miscellaneous

Recently answered questions:

- How does a smiling cat control HTML/CHEF code
- IMMIGRATION LABS CERT
- view all questions

**NAVER 지식인** 지식인 100만 명에게 물어봐

지식인 질문 | 지식인 답답 | 지식인 Q&A | 지식인 Q&A | 지식인 Q&A | 지식인 Q&A | 지식인 Q&A | 지식인 Q&A

대한민국 지식인 커뮤니티 (공지사항) 지식인 검색

지식인 Q&A | 질문하기 | 질문 | 답변하기 | MS 오피스 무료

현재 1,043기

**작업포서들이 두꺼워 졌어요**

받은 질문: 7000 | 2008.10.02 | 20:11

답변: 172 | 100% | 100%

작업포서들이 두꺼워 졌네요! 이준호 드리고 용도 알려주세요! 물론요.. 그리고 지식인에서 우리는 많은 사후발견을 경험해서 귀찮더라도 열심히도 도와요.. 이게 저희의 철학입니다.

의뢰: 1 | 상급

최종이메일:  | 비밀번호:  | 비밀번호:  |  |

**re: 작업포서들이 두꺼워 졌어요**

받은 질문: 1 | 2008.10.02 | 20:11

답변: 155 | 100% | 100%

연사:

**ChaCha** BETA

People Powered Search



**askville** by amazon

ask ... answer ... read ... play

ask a question, get real answers from real people

**Question** **Answers**

"Do you find that people -- perhaps even yourself -- are easily offended on this site?"

"What is the song from the Doubletree Hotel Commercial?"

"Why don't British singers sing with a British accent?"

**YAHOO! ANSWERS** Welcome, @lucakid2 (Sign Out, My Account)

**ask.** Can't find it with search? Ask

**answer.** Share knowledge Help others Earn points What people think of Answers How does it work?

**discover.** See a better Pet Lover see Pets

Search for questions

**Yahoo! Answers Blog**

**Ask Mike: Print the Legend** What does a psycho killer with a hook have in common with Mike from the Life cereal commercials? Both are the subjects of classic urban legends. Urban legends, those bizarre stories that could possibly be true but probably aren't, are extremely popular on Yahoo! Answers.

**Categories**

- Best of Answers
- Arts & Humanities
- Beauty & Style
- Business & Finance
- Cars & Transportation
- Computers & Internet
- Consumer Electronics
- Drugs Out
- Education & Reference

**Answer Questions**

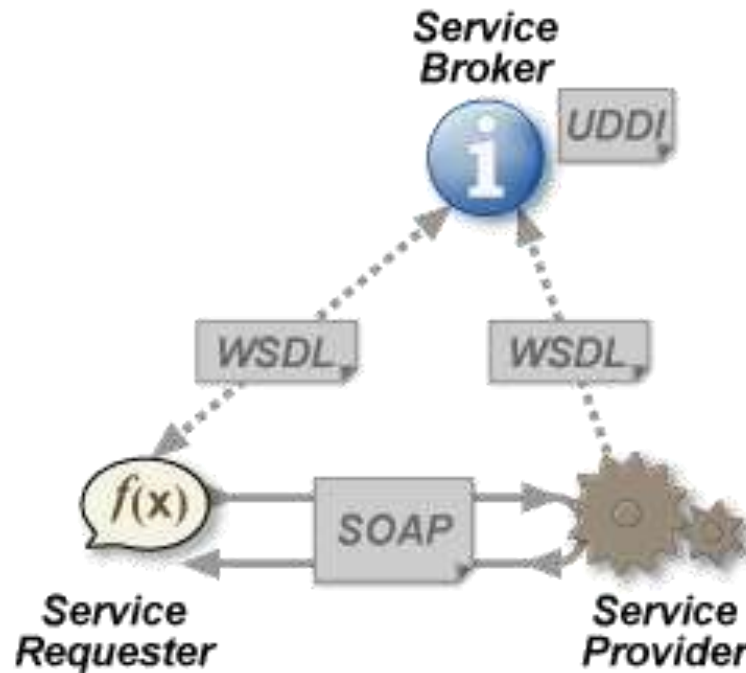
**US Army Russian Linguist?**

11 00222 - Asked by Jozsef2 - 1 answer 100 up



# web services

- software application identified by a URI, whose interfaces and bindings are capable of being defined, described, and discovered as XML artifacts
- web service supports direct interactions with other software agents using XML-based messages exchanged via Internet-based protocols (W3C)



# REST: REpresentational State Transfer

- considers the web to comprise hyperlinked resources, which can be any items of interest that are identified by URI
  - nouns instead of verbs
- advocates the use of HTTP methods for manipulating resources
  - HTTP POST (create), HTTP GET (retrieve), HTTP PUT (update), HTTP DELETE (delete)
- “Amazon has both SOAP and REST interfaces to their web services, and 85% of their usage is of the REST interface.”

```
listUsers();  
getUser();  
listLocations();  
getLocation();
```

VS.

```
http://example.com/users/  
http://example.com/users/{user}/  
http://example.com/locations/  
http://example.com/locations/{location}
```



1. publish resources as URLs

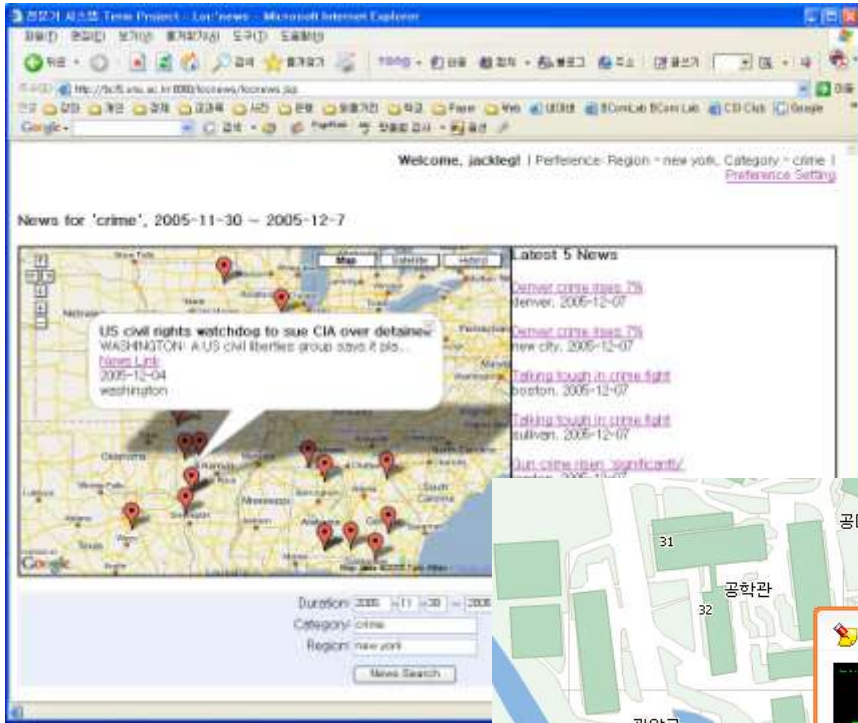
2. access the resources using HTTP

3. results returned usually in XML



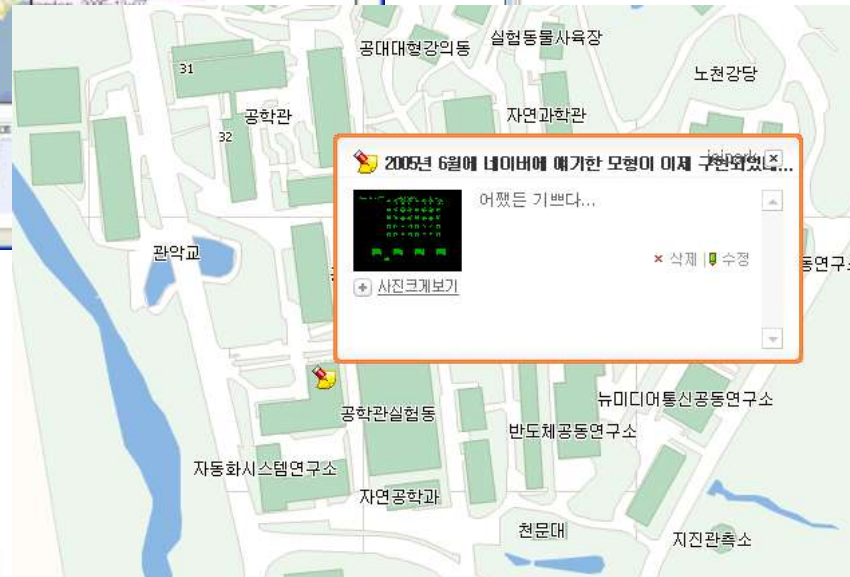
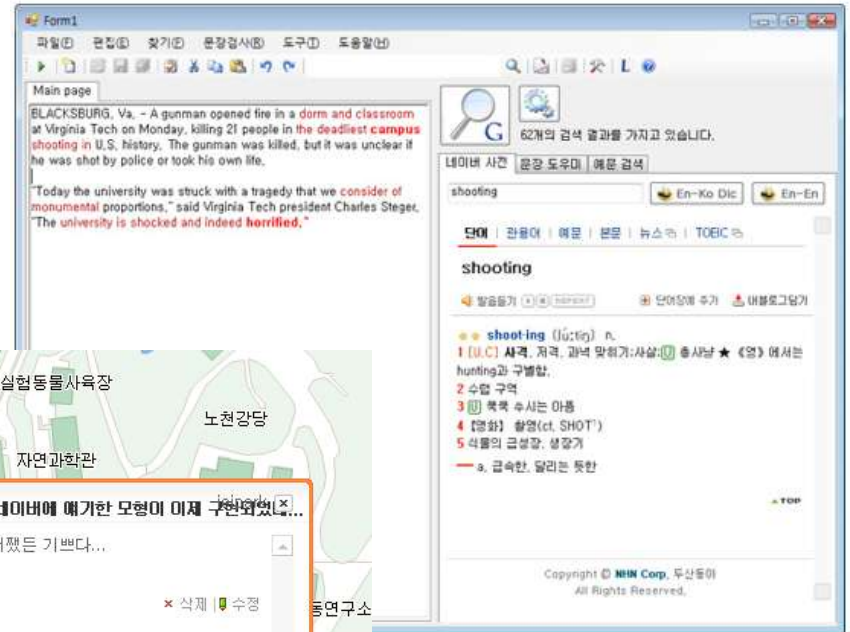
# mashups

- a website or application that combines content from more than one source into an integrated experience



## 거침없이 글짓기 서비스

Life story 2007/04/17 02:14



- Gunman kills 21 on Virginia Tech campus >



# SaaS for Reading & Commenting

- Disqus: benefits for both commenters and site owners
- MyBlogLog: tracking **recent readers** and **top links**, and **gathering statistics**

Comments

Add New Comment

Type your comment here.

Name \*

Email \* (not shown)

Website

Post (unverified)

Verify my post

DISQUS COMMENTS

Wire Harley-dar  
jdwireart

Etsy: Your place sell all things  
fredwilson.

I TOOK THE HANDMADE PLEDGE  
BUYHANDMADE.ORG

FLICKR PHOT

9 Comments

S.t (disqus.com/people/293a711437a282fcf... — view full profile)

unverified Is this you? Claim this profile.

Recent Comments

"Like many government run operations, its not particularly efficient. The line is long and full of pissed off people. No wonder the workers are behind bullet proof glass..." It's a wonder why Dems don't ...

7 hours ago — The Tow Pound — A VC

MyBlogLog

EDIT PROFILE | HELP | OUR BLOG | LOGOUT

MY HOME COMMUNITIES NEWS FEED INBOX

Don't freak! We didn't delete your messages, we just hid those not from your contacts. [Click here for the full scoop.](#)

drburix02  
Member Since: 11th Mar 2007  
Last Login: Online Now

View/Add Pics (0)

Sites and Blogs I Author

drburix02  
Readers: 1  
Page views: 7  
Offline clicks: 2

New Site Stats  
Get Widgets  
Edit Settings

\* NOTE: only site authors can see links to their site stats, widgets and settings

People Who Viewed This Page Recently

Recent Readers

Account Tools

Messages

DRBURIX02





# platforms for mashup

- yahoo pipe
  - an interactive feed aggregator and manipulator
  - example: a pipe for web search restricted to sites tagged in del.icio.us
- programmableweb.com

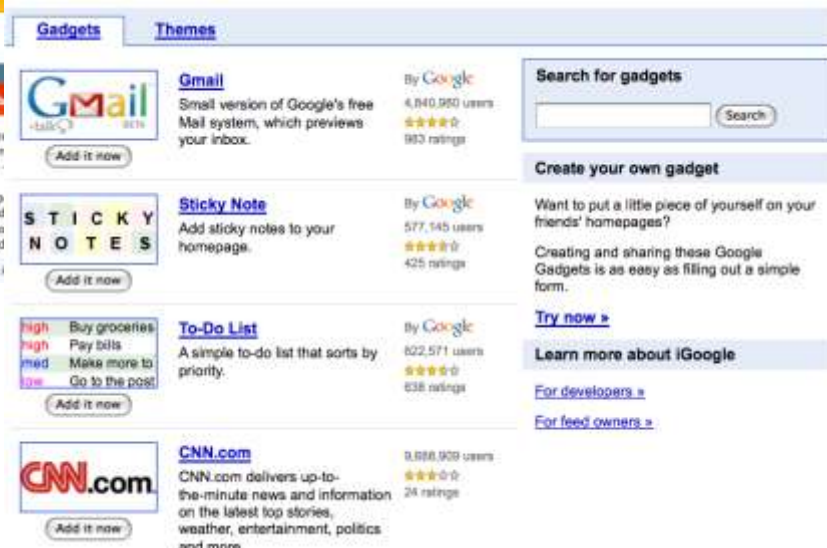
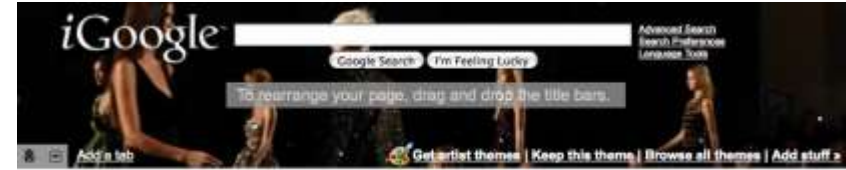
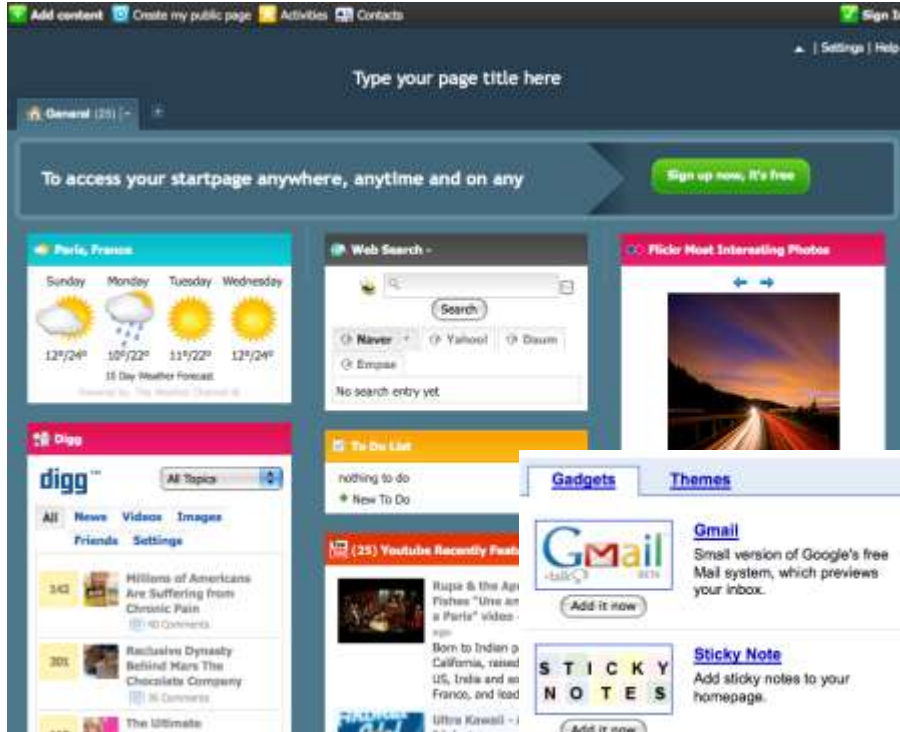
The screenshot shows the Yahoo Pipes web interface. At the top, it displays 'pipes del.icio.us flavored web search Pipe Preview...'. On the left, there's a sidebar with 'Sources' (Yahoo! Search, Yahoo! Local, Fetch, Google Base, Flickr), 'User Inputs', 'Operators', 'URL', 'String', 'Date', and 'My pipes'. The main workspace contains a 'URLBuilder' pipe connected to a 'Fetch' pipe. Below this, a 'del.icio.us flavored web search' pipe is configured with the query 'jsa' and 'Del.icio.us username: pbrute22'. A 'Pipe Preview' section at the bottom shows a list of search results with various icons and links.

The screenshot shows the ProgrammableWeb Mashup Dashboard. At the top, it says 'Subscribe Search + tag cloud programmableweb'. The dashboard includes a 'Mashup State' section with statistics: Total Mashups: 1546, Past 7 Days: 37, Past 30 Days: 123, Mashups/Day: 3.15, 7 Days Avg.: 5.25, 30 Days Avg.: 4.10. There's a 'Mashup of the Day' section for March 18, 2007, featuring 'CrispyShop.com'. A 'Connect. Collect. Mashup. Everything!' section lists services like openkapow. A 'Suggested Searches' section lists popular mashups. The 'API cloud' section lists various APIs like 23 30Boxes, 411Sync, 43Things, A9, AIM, AIMPhoneLine, Alexa, AlexaTopSites, AlexaWebInfo, Amazon, AmazonEC2, AmazonQueue, AmazonS3, AOLMusicNew, AOLVideo, AOLWebAIM, AonawareDictionary, Backpack, Basecamp, BBC, Blaugh, Biriksole, Blogger, Bloglines, BlueDot, Box.net, BTWeb21C, buySAFE, Buzznet, CafePress, ClearForest, Clickatell, CommissionJunction, Compete, Dapper, del.icio.us, DigitalPodcast, EasyJiti, eBay, Entrez, eSideWalk, ESV, Eventful, Facebook, FedEx, FeedBurner, FeedMap, Findory, Flickr, followTheMoney, Fotolia, FUTEFWikipedia, geocoder, geocoderCanada, Geotq, GeoNames, Gigablast, GlobeXplorer, Google, GoogleAdSense, GoogleAdWords, GoogleAjaxSearch, GoogleBase, GoogleCalendar, GoogleCheckout, GoogleCodeSearch, GoogleDesktop, GoogleHomepage, GoogleMaps, GoogleTalk, GrouperVideo, hostip, HotOrNot, ImageLoop, Indeed, InnerGears, CityState, Interfax, InternetArchive, Jots, JotSpot, Kayak, LastFM, LiveContacts, LiveJournal, LivingStones, Ma.gnolia, Map24, MapPoint, MapQuest, MechanicalTurk, MetaCerta, MicrosoftMSDN, Moreover, MSNMessenger, MusicBrainz, MusicMobs, NASA, Naver, Nestoria, NewsCloud, NewsGator, Ning, NOAA, Ontok, OntokWikipedia, OpenLayers, OpenStreetMap, PayPal, PhishTank, Pingdom, Pixago, Piazex, Prodigem, PubSub, RapLeaf, rawSugar, Revver, Rhapsody, Riya, Rrave, Salesforce, SecondLife, SeeqPod, Shadows, Shopping.com, Simply, Skype, SmashFly, Smugmug, Sparklines, SplogSpot, Start, StrikeIronSMSPro, StrikeIronTaxes, StrikeIronUSCensus, Syndic8, TagTooga, Tailrank, Technorati, Telcontar, Textamerica, Topicalizer, TradeSports, Trulia, Trynt, Twitter, TypeKey, TypePad, UPCDatabase, Upcoming, UPS, UrbanDictionary, USPostalService, USYellowPages, Vast, VirtualEarth, WeatherBug, WeatherByCity, Weblogs, WebPurify, WebShots.



# Personalized Aggregation

- browser within a browser
- personalized page with selected feeds and modules



# widgets / gadgets

- web widget: a small piece of content (like a game or an ad) that can be placed on a blog or web page
- desktop widget: a component of a graphical user interface that the user interacts with



Monday, November 10, 2008  
피켓 테스트

Top 20 Wii Launch Games

Join us as we count down the preliminary best of the best in Wii entertainment, and even hand out a few "Dunks" awards along the way. Michael Scott we ...

Nov 10 2008 12:40:03 GMT

Short White Kid Dunks Off Of A Teammates Back In Game

This is how a short white dude dunks... All thanks to my buddy Chip.

Nov 10 2008 12:30:06 GMT

The Rising Star Of Ubuntu

Given the recent Novell+Microsoft, Redhat vs. Oracle, and Sun Java Open Source news, Ubuntu is out there marching to its own drummer. It is...

created by M88 at 11:58 AM | 0 comments | [Link to this post](#)

Widgetbox - Directory of web widgets for WordPress, TypePad, MySpace and other blogs and web pages

widgetbox

About

About Me

Powered by

View my complete profile

YAHOO! WIDGETS

Find Widgets Create Widgets

Animal Planet Killer Clips

by apwidgets

★★★★☆ (4)

Get It!

Watch predator and prey collide in these stunning animal takedowns! Brought to you by Animal Planet.

Looking for something? Search for a Widget...

Top Rated

Informer

by Andy Duke

Downloads: 294,380

★★★★★ (520)

New Widgets

Sys Monitor

by Andreas Kressl

Updated: April 30, 2008

★★★★☆ (210)



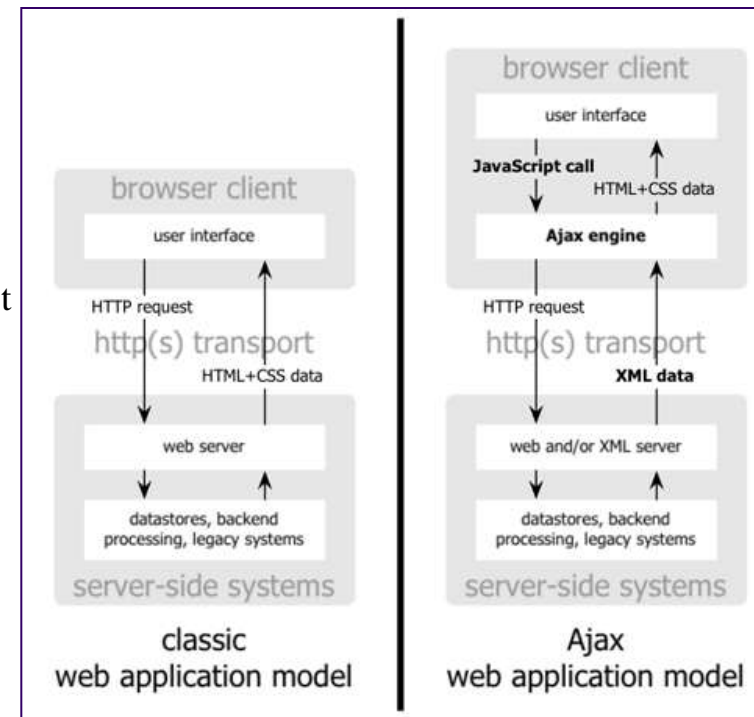
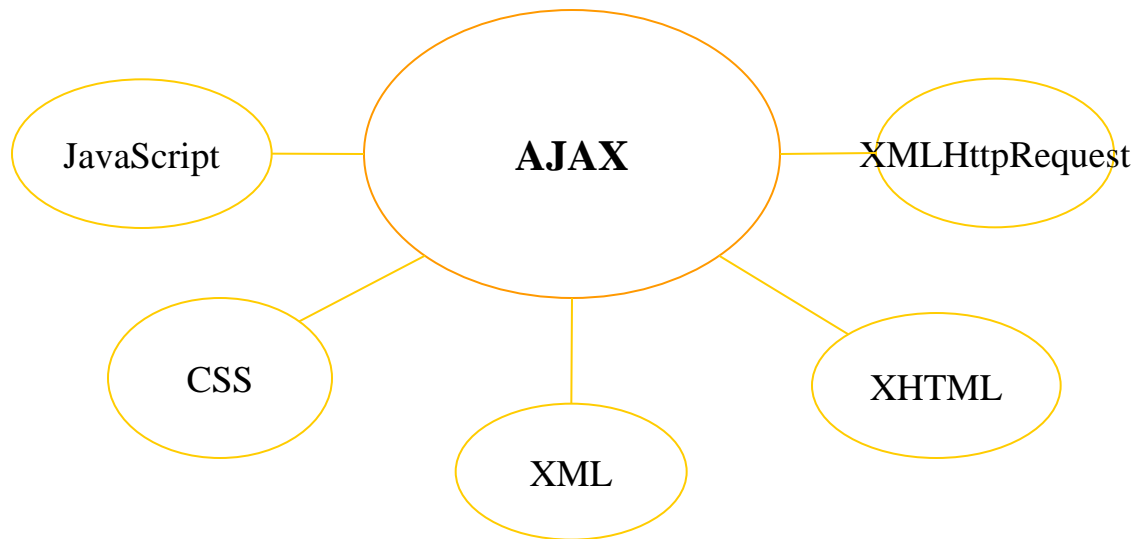
# RIA

- Rich Internet Application
- web applications that have the features and functionality of traditional desktop applications
- benefits
  - richer: drag and drop, using a slider to change data, ...
  - more responsive: no need to interact with server all the time
  - client / server balance, asynchronous communication, network efficiency
- methods
  - Macromedia's Flash Player & Flex
  - Active X Controls & Silverlight
  - Java applets
  - Java applications
  - User Interface Languages (e.g. XUL)
  - Ajax: asynchronous javascript and xml (XmlHttpRequest)



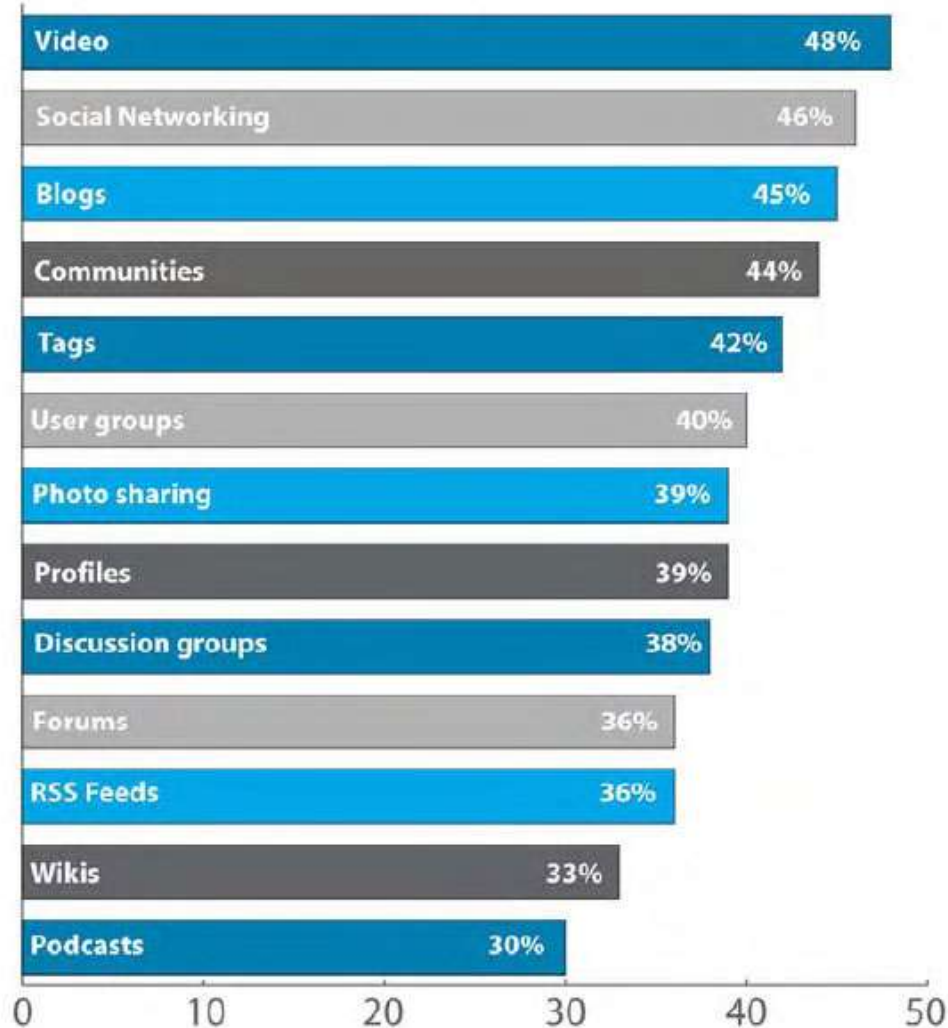
# AJAX

- a web development technique for creating **interactive web applications**
- to make web pages feel more **responsive** by **exchanging small amounts of data with the server** behind the scenes
  - entire web page does **not have to be reloaded** each time the user requests a change



# Web 2.0 Techs in Enterprises

What Web 2.0 technologies has your organization used successfully?



- “Enterprise spending on Web 2.0 technologies will grow strongly over the next five years, reaching **\$4.6 billion globally by 2013**, with social networking, mashups, and RSS capturing the greatest share”

(source:

<http://www.forrester.com/Research/Document/Excerpt/0,7211,43850,00.html>)



# Enterprise 2.0: the first generation

## collaboration



## finance



## wiki



## project mgmt



## office 2.0



## HR / marketing



# yammer: twitter for enterprises

The screenshot displays the Yammer interface for the organization **snu.ac.kr**. At the top, there are navigation links for Profile, Settings, Invite, Admin, and Sign Out. Below the organization name, there are links for Home, Members, and Tags, along with a search bar for finding people, tags, or messages.

The main content area features a status update box with the prompt "What are you working on?" and an "Update" button. Below this is a feed of messages, categorized by tabs: All, Following, Received, and Sent. The feed includes:

- A message from **jonghun**: "preparing a presentation material for LG-CNS solution fair" (5 seconds ago).
- A message from **dream83**: "has #joined the snu.ac.kr network." (5 days ago).
- A message from **jonghun**: "has #joined the snu.ac.kr network." (6 days ago).
- A welcome message from **yammer**: "Welcome to the snu.ac.kr network on Yammer! To get started, just post an update. You can use Yammer to keep up with colleagues, start a discussion, ask a question, or share a link. Learn more by taking a tour: [www.yammer.com/company/tour](http://www.yammer.com/company/tour)" (9 days ago).

At the bottom of the feed, there are options for "RSS", "message view", and "threaded view".

The right-hand sidebar contains several sections:

- Welcome**: A profile picture placeholder and the name "john park (edit)".
- Get Started**: A list of tasks to complete, such as "Add picture", "Complete my profile", "Add mobile phone", "Add IM", and "Invite colleagues".
- Last Message**: A preview of the most recent message from the feed.
- Device Notifications**: Controls for notifications on Email, Mobile, and IM, each with "on" and "off" radio buttons.
- Network**: Links to download the Desktop App, BlackBerry App, and iPhone App.

TechCrunch 50  
Conference 2008





# getsatisfaction: crowdsourcing for EIT

Home Companies Products You Sign in Or Sign up to Get Satisfaction

Find a: Company  Company Name  Go

Customer Service and Support for **Samsung**  
Samsung is here!  
1 employee is listening and participating

Topics People 7 Products Overheard

First time here? The Get Satisfaction support network connects you directly to employees from **thousands of companies**, including this one.

**SAMSUNG** Ask a question, share an idea, or report a problem about Samsung and get help from **1 employee** and a growing number of customers

Ask a question Share an idea Report a problem Start a discussion

Continue and add details

Recently active topics in Samsung

Browse all topics by recent activity

WHAT CAN WE DO ABOUT SAMSUNG?? [Show more...](#) 1 Reply  
Question asked 1 month ago  
rikashay rabbit

Samsung 30"monitor replacement nightmare... [Show more...](#) 0 Replies  
Problem reported 1 month ago  
jvismars

Samsung Memory Runaround [Show more...](#) 0 Replies  
Question asked 2 months ago  
genosmm

tv nightmare [Show more...](#) 2 people have this problem  
1 Reply  
drboca last replied 2 months ago  
flubner

Are you a customer of Samsung?  
If so, How likely is it that you would recommend them to a friend or colleague?  
Never Absolutely

Topics in Samsung  Search

Browse topics by tags

- mp3 alarm
- blackjack frozen
- frustration help
- desperation media
- mp4 music
- phone

See all tags

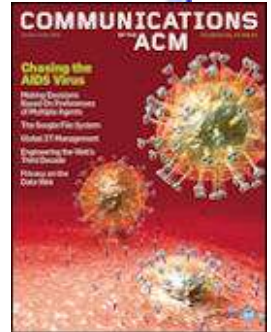
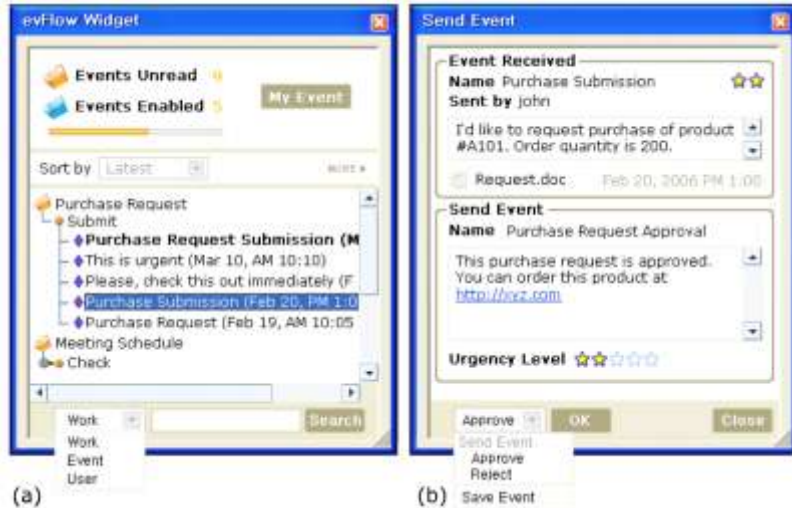
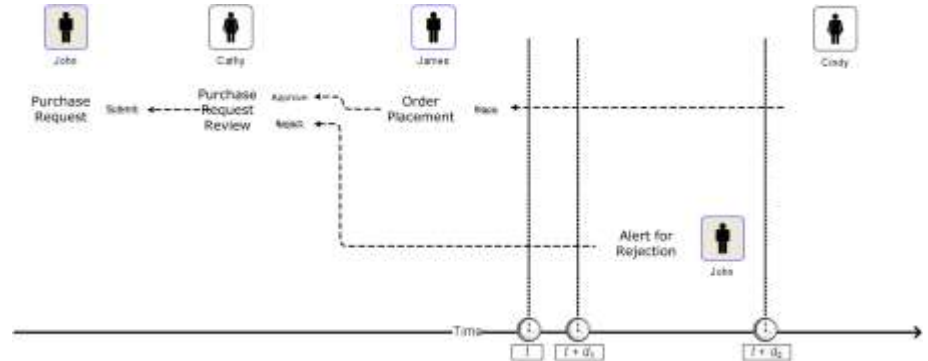
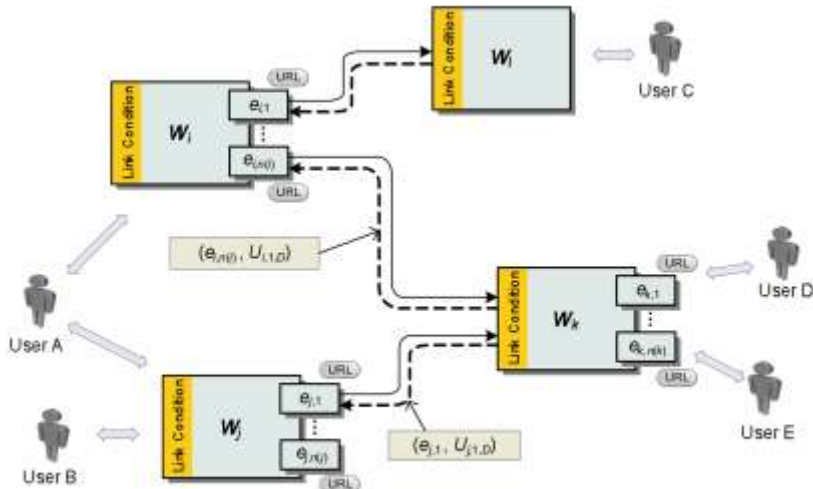
Popular products & services from Samsung

Blackjack 2 topics  
Rate

DVD-AR650 0 topics  
Rate



# evFlow: feeds for workflow



# google adsense

- program that can give you advertising revenue from each page on your website
- delivers **relevant text and image ads** that are precisely targeted to your site content
- when you add a google search box to your site, AdSense delivers relevant text ads that are targeted to the google search results pages generated by your visitors' search request
- micropayment: can be lucrative for developing countries



Ads by Google

**Dog Training**  
PetSmart Dog Training is Fun, Safe & Convenient. Find Classes Near You  
[www.PetSmart.com](http://www.PetSmart.com)

**Puppy Housebreaking**  
Discover IAMS Smart Puppy Formula. Register for Advice, Offers & More!  
[www.iams.com/smartpup](http://www.iams.com/smartpup)

You get relevant text and image ads that are precisely targeted to your site and your site content.

Dropables.remove  
이것에 대한 자료는 아직 없습니다. Dropables.js에 관련된 알려진 모듈을 드래그앤드롭을 사용하여 가져오는 기능을 불러오는데 실패했습니다. 사용법은 Dropables.js와 같습니다.

메세지는 "Drag and Drop Ajax Shopping Cart 실패"를 참조하세요.  
\* 이 메시지는 한 번만 나타나며 비정상적으로 보일 수 있으므로 중요적으로 취급하지 않습니다.

태그: Problem - 이 사이트는 Google Analytics를 사용하여 온라인 사이트의 성능을 추적합니다. Google Analytics에 대한 자세한 내용은 [이 페이지](#)를 참조하십시오. | 카테고리: 자료 - 인터넷 | 조회: 1000 | [피드백](#) | [도움말](#) | [약관](#) | [문의](#)

네스도구리 | [네스도구리](#)  
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Google

Reports | AdSense for Content | AdSense for Search | My AdSense

All tagged code | Ad labels | Channels | Customized ad tags

Select the option if your page uses frames: [Learn more...](#)

Ad will be placed on a framed page

Your AdSense code

Click anywhere in this box to select all code.

You may copy-and-paste the code into any web page that complies with our [program policies](#).

```
<script async src="//pagead2.googlesyndication.com/pagead/show_ads.js"></script>
```

```
<script type="text/javascript"><!--  
google_ad_client = "pub-8494067626122848";  
google_ad_width = 728;  
google_ad_height = 90;  
google_ad_format = "728x90_as";  
google_ad_type = "text_image";  
google_ad_channel = "";  
//--></script>  
<script type="text/javascript"  
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">  
</script>
```

Copy and paste a block of HTML code into your web pages, and you're ready to serve ads.



# google adwords & SEO

Your ads appear beside related search results...

People click your ads...

...And connect to your business



Keyword Variations
Site-Related Keywords

Enter one keyword or phrase per line:

 Use synonyms
   

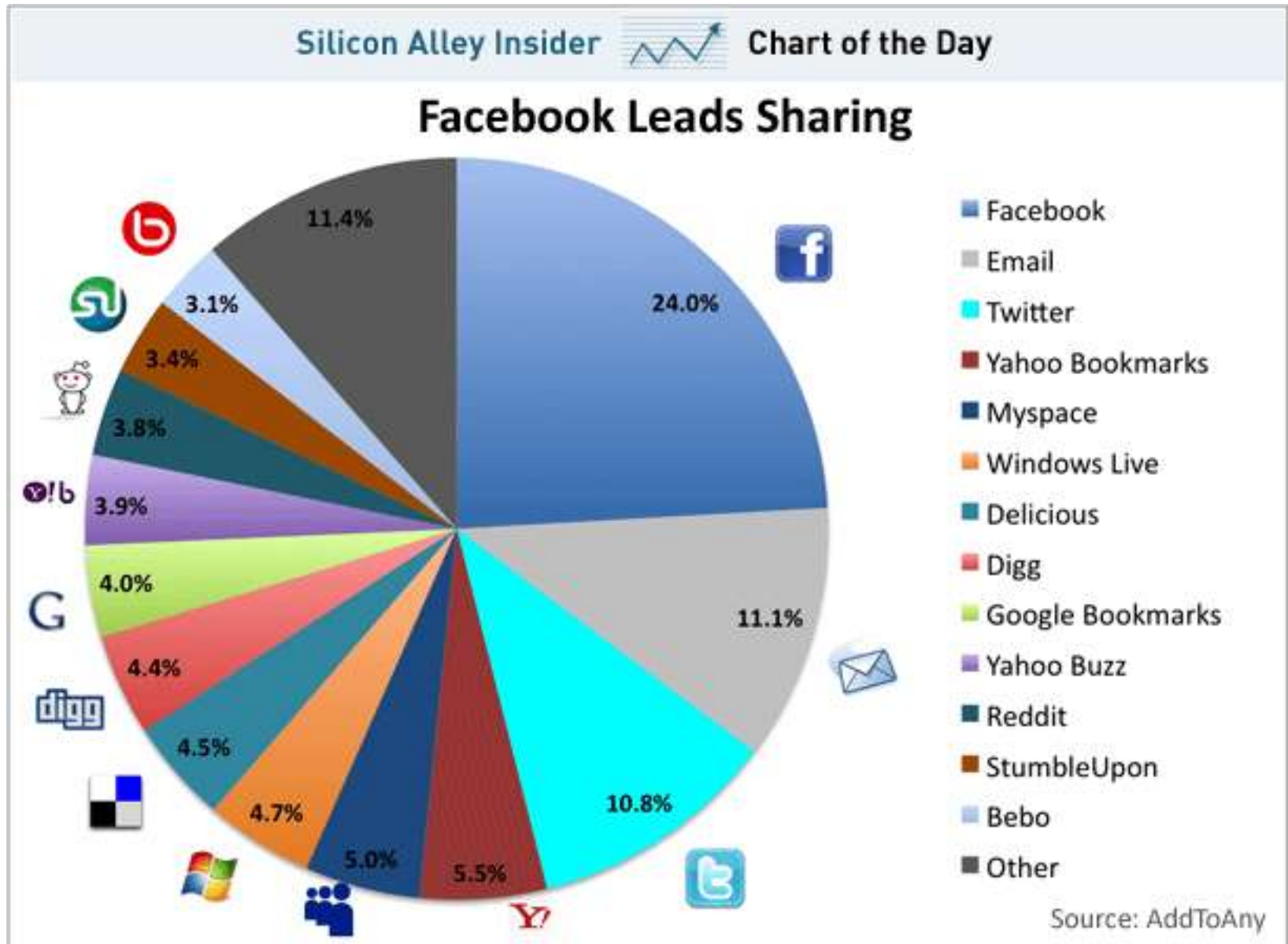
Choose data to display: Search Volume Trends

**More specific keywords - sorted by relevance**

Keywords	Avg Search Volume	Search Volume Trends (Feb 2006 - Jan 2007)	Highest Volume Occurred In	Match Type:
jessica	<div style="width: 20%;"></div>		Jul	<span>Broad</span>
jessica alba	<div style="width: 20%;"></div>		Jul	<a href="#">Add »</a>
jessica simpson	<div style="width: 20%;"></div>		Jul	<a href="#">Add »</a>
sarah jessica parker	<div style="width: 20%;"></div>		May	<a href="#">Add »</a>



# how people share content on the web



# key issues in web business development

- problem (mission statement)
- value proposition
  - defines how a company's products or services fulfill the needs of customers
- revenue model
  - describes how the company will earn revenue, generate profits and produce a superior return on invested capital
- market opportunity
  - refers to the company's **intended marketplace** and overall potential financial opportunities available to the company
- market strategy
  - plan that a company puts together that details its intended approach to penetrate a new market and attract new customers
- competitive advantage
  - superior products, higher performance, ...
- management & team: most important



# critical success factors in web business

## idea



## technology



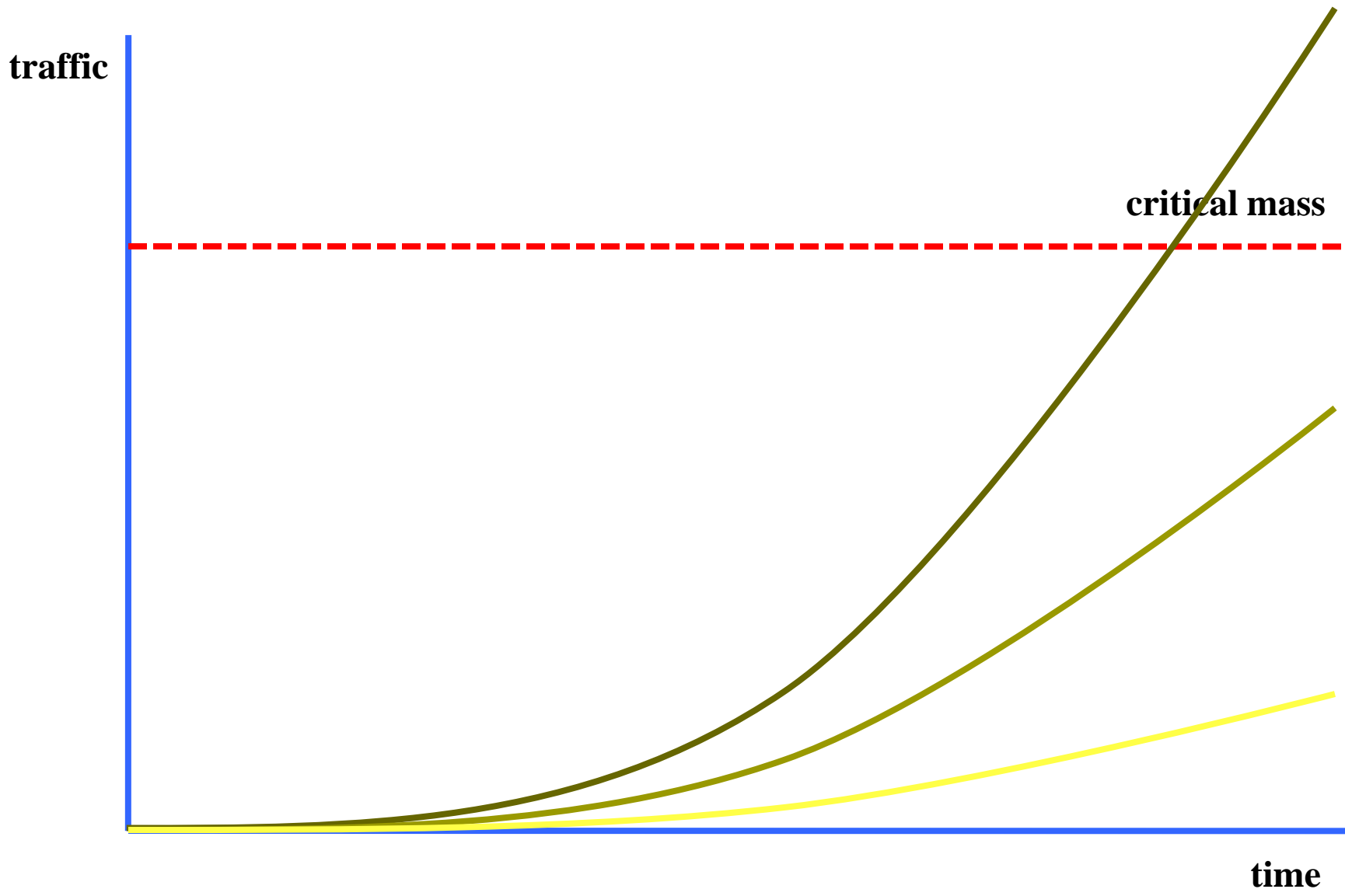
## money



## execution



# it's a long road (in most cases)





# what's next: from pull web to push web

- 3 REALs: real-time, real-location, real-event
- information filtering
- personalization
- more breakthroughs in stream publishing & consumption

