

Web 2.0 tools



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What is Web 2.0

- The second wave of the Web
- A paradigm shift from information to communication and entertainment
- Web 2.0 is participatory
- Not just easier to share, but to create (prosumer)
- User data is captured and relationships maintained via technology
- Combining web content

Two Generation of business models

Web 1.0

centralized intelligence

DoubleClick

For large websites, banner and popups for publisher and ad-agency

Ofoto

online photography service, Kodak Gallery, photos are deleted if users do not order prints after a certain amount of time

Akamai

Content delivery, e.g. mirroring leaving the same domain name, more server to improve service

Mp3.com

A music-sharing repository

Web 2.0

collective intelligence

AdSense

For single page, minimally intrusive, context-sensitive, consumer-friendly text advertising

Flickr

image hosting with collaborative categorization via tags

BitTorrent

Collaborative (P2P) file sharing, every client is also a server, files fragments from multiple locations, more people to improve service

Napster

P2P file sharing service

Britannica Online

general knowledge English encyclopedia

Wikipedia

multilanguage free encyclopedia built collaboratively using wiki software

personal websites

personal content published on the Web on HTML via FTP

blogging

personal diary consisting of posts, often themed on a single subject, commented by readers

evite

website for creating, sending, and managing online invitations

Upcoming.org and EVDB

social event calendar contributed by user communities

domain name speculation

identifying and registering or acquiring Internet domain names with the intent of selling them later for a profit

Search engine optimization

improving the visibility of a website in search engines

page views

a request to load a single web page, used in internet based marketing/advertising

Cost per click

advertisers pay the publisher when the advertisement is clicked (sponsored ads)

screen scraping

programmatic collection of visual data from a source, e.g. Capturing bitmap data from the screen and running it through an OCR engine

Web Services

software designed to support interoperable machine-to-machine interaction over the Internet

publishing

to publish enough content to keep pace with the user demand

Content management sys

to allow publishing, editing, and modifying content from a central page

Directories (taxonomy)

files arranged in a hierarchical structure or classification scheme

stickiness

content published on a website, which has the purpose of getting a user to return

Yahoo! (origin)

catalog, directory of links

...

participation

get the community to participate in the development of the content they want and need

wikis

a website whose users can collaboratively add, modify, delete content via a web browser using simplified markup language or rich-text editor

Tagging (folksonomy)

classification derived from the practice and method of collaboratively creating and managing tags to annotate and categorize content

Syndication

content (blog entries, news headlines, audio, and video) published in a standardized format (RSS) including full or summarized text plus metadata so as to be automatically read by many sites

Delicious

social bookmarking

...

Social Networking

- Blogging and Multimedia sites providing personalized information used and shared by communities
- Social Networks are communities of individuals linked by common interests, accessing, gathering, creating and sharing content.
- Social Networks combine web searching and personal recommendation



Recommender

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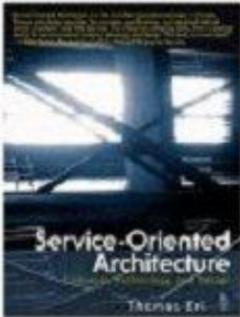
Improve Your Recommendations | Your Amazon Home | Your Profile | Learn More

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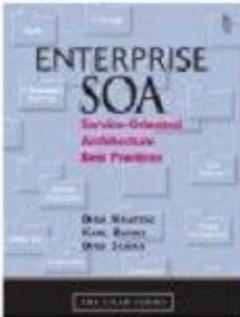
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1.  **Service-Oriented Architecture : Concepts, Technology, and Design**
by Thomas Erl
Average Customer Review: ★★★★★
Publication Date: August 2, 2005
Our Price: **\$40.49** | [Used & new from \\$29.43](#) | [Add to cart](#) | [Add to Wish List](#)

I Own It Not interested | [Rate it](#) ★★★★★
Recommended because you purchased [Service-Oriented Architecture](#) and more ([edit](#))

2.  **Enterprise SOA : Service-Oriented Architecture Best Practices (The Coad Series)**
by Dirk Krafzig, et al.
Average Customer Review: ★★★★★
Publication Date: November 9, 2004
Our Price: **\$32.49** | [Used & new from \\$31.66](#) | [Add to cart](#) | [Add to Wish List](#)

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- A Filtering system predicting the user preference of an unconsidered item or social element.
- A Recommender uses the characteristics (content-based) or the user's social environment (collaborative filtering).
- Amazon recommends additional items based on what other shoppers bought along with the currently-selected item
- Pandora Radio takes an initial song and plays music with similar characteristics, refining via the user feedback.
- Netflix offers predictions of movies that a user might like to watch based on the user's habits and the characteristics

Customer reviews

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Search Books GO Find Gifts Web Search GO

Hidden Order: How Adaptation Builds Complexity (Helix Books) (Paperback)
by [John H. Holland](#)
★★★★☆ (13 customer reviews)

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Availability: Usually ships within 24 hours. Ships from and sold by Amazon.com.

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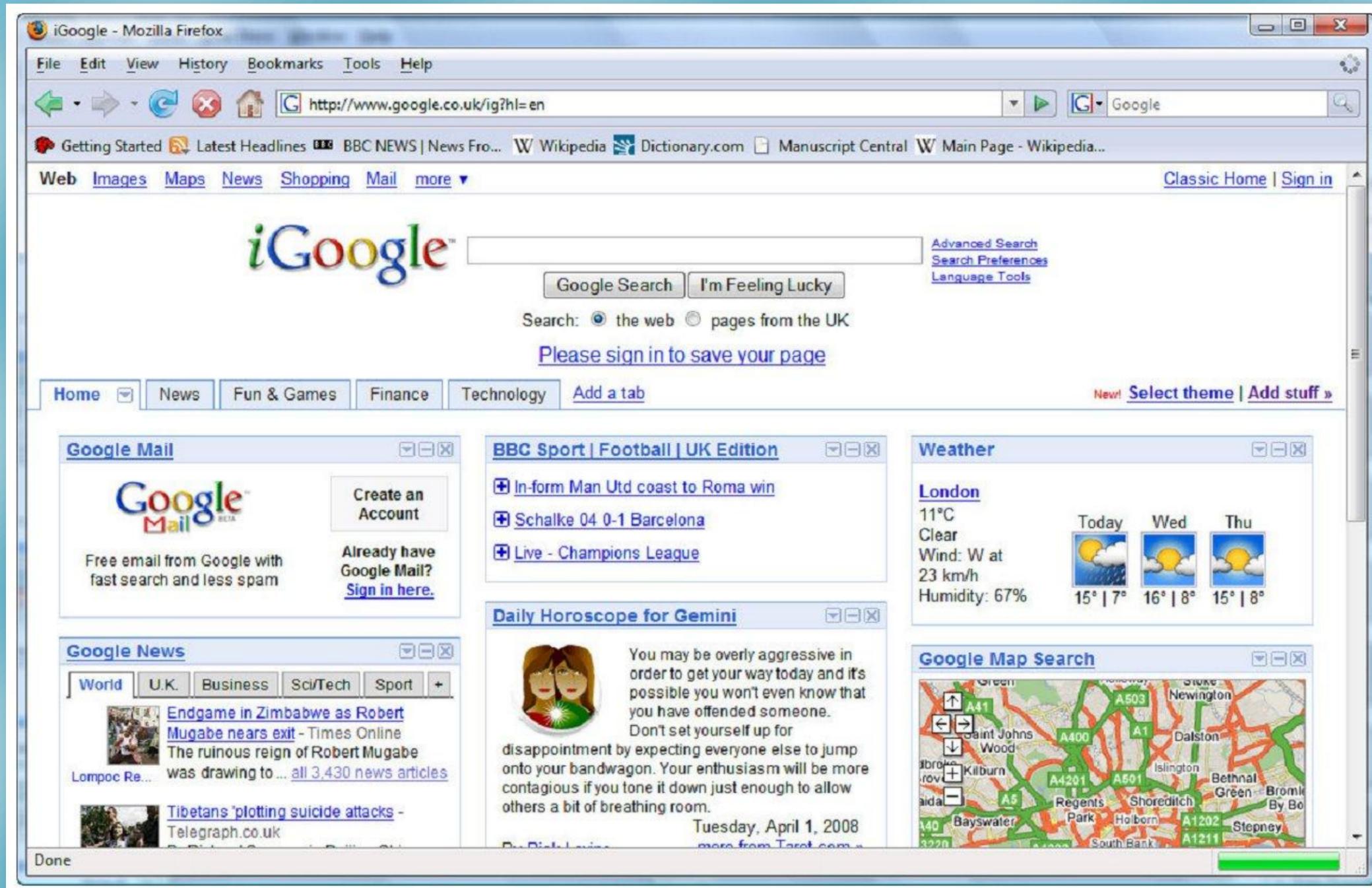
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Customer Reviews
Average Customer Review: ★★★★★
Number of Reviews: 13
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Search Customer Reviews GO

Customization



Online Opinions

- Trip Advisor : user reviews are of great value
- Users opinions and content become part of the sales process

The screenshot shows the TripAdvisor homepage. At the top, there's a navigation bar with links for Home, Hotels, Flights, Vacation Rentals, Restaurants, Best of 2012, More, and Write a Review. A search bar is located on the right with the placeholder text "City, hotel name, etc." and a "SEARCH" button. Below the navigation bar, there's a "Plan the perfect trip" section with radio buttons for Hotels, Flights, Restaurants, Vacation rentals, and Things to do, and a "Find hotels" button. To the right of this is a banner for "Announcing the world's best destinations for 2012" featuring a photo of Ubud, Indonesia. Below the banner, there's a section titled "What travelers are talking about" with tabs for Hotel Reviews, Photos (105,936), and Forums (105,169). This section displays several hotel reviews, including Gramercy Park Hotel, Hotel Chandler, and Ink48 - a Kimpton Hotel. To the right of this is a "Tips for your next vacation" section with a "Sign up" button for a newsletter. At the bottom, there's a section titled "Most popular places in New York City" with two columns: Restaurants (Eleven Madison Park, Levain Bakery) and Things to do (Manhattan Skyline, Jersey Boys).

Mobile Web

- smart phones are an online means for accessing the Web
- People use smart phones as a guide and an assistant (e.g. satellite navigator)
- Mobile payments
- Twitter (micro-blog)
- Cameras/phones use GPS reader to auto tag images



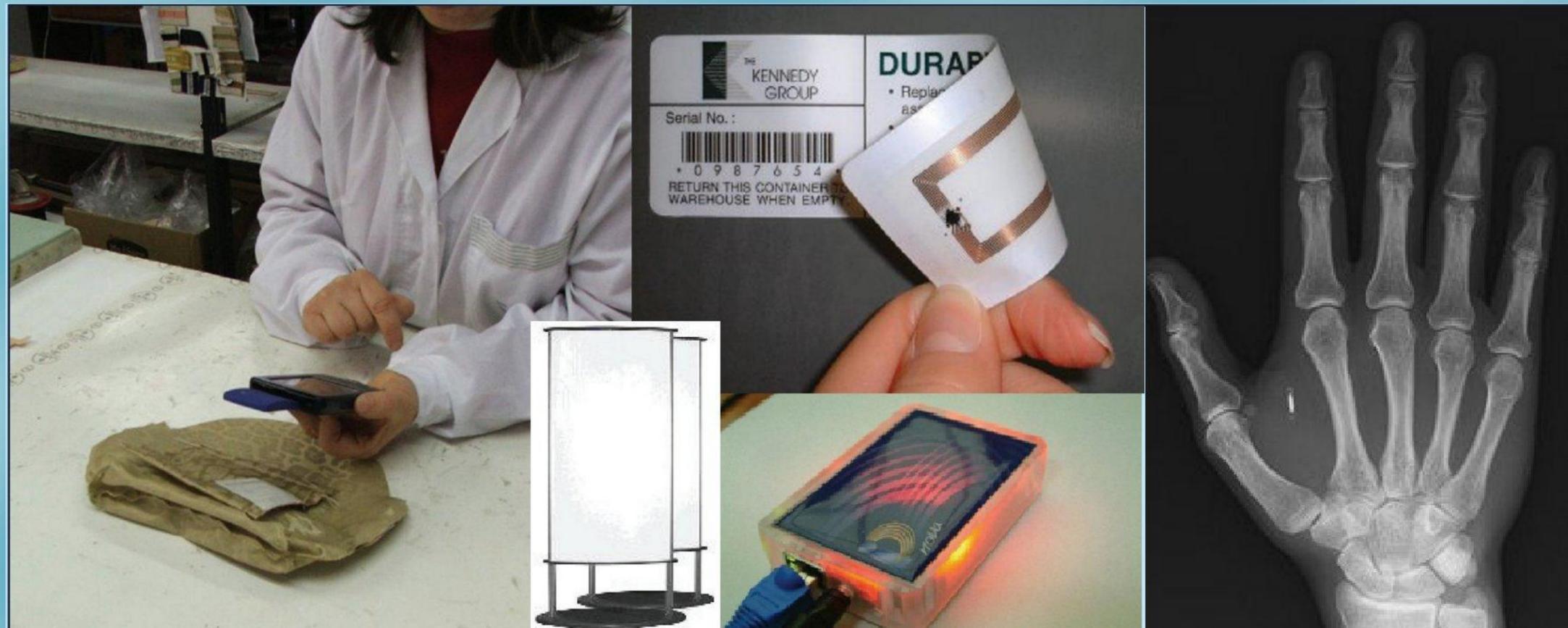
The Future

- Semantic Web
- Context-awareness
- Pervasive computing
- Software agents
- Emergent paradigm
(Web 3.0)



Internet of Things

- objects seamlessly integrated into the information network
- objects are active participants in business processes
- services interact with smart objects over the Internet



Mobile Service Recommender

SAMOR simulator v 2.0

Select mode:

ONLINE **BATCH**

MANUAL

BATCH

Show Tracks

```
Date End = 2009-10-19T08:05:00
Traffic = none
transport = walk
Latitude = 43.8373967
Longitude = 10.5061533

Event = EV_RAILWAY_STATION
Place = Pisa
Date Start = 2009-10-19T08:30:00
```

OUTPUT

```
Situation(Degree) :
Situation = Traveling(1)
```

Map Satellite Hybrid Terrain

Lecture at the Faculty of Engineering
from: 2009-10-19T09:00:00 to: 2009-10-19T12:00:00

POWERED BY Google



Context aware museum (London)

MUSEUM OF LONDON

[See it on Android](#)

Streetmuseum gives you a unique perspective of old and new London whether you're discovering the capital for the first time or revisiting favourite haunts. Hundreds of images from the Museum of London's extensive collections showcase both everyday and momentous occasions in London's history, from the Great Fire of 1666 to the swinging sixties.

Select a destination from our London map or use your GPS to locate an image near you. Hold your camera up to the present day street scene and see the same London location appear on your screen, offering you a window through time. Want to know more? Simply tap the information button for historical facts.

Once you've got the hang of it, use Streetmuseum to create your own trails around London. At home, on the way to work or enjoying a trip to the capital – whatever you're doing, Streetmuseum offers you a different outlook on London.

Of course with thousands of years of turbulent history, London has changed many times so some streets or buildings may not exist today. Where precise locations aren't available, relish the challenge of identifying recognisable landmarks which may offer you clues as to the current day site. A street name in the background or a church spire in the distance may be all you need to find the view. Our descriptions can also help you locate the right spot.

Want to continue your journey? Visit the Museum of London's spectacular Galleries of Modern London and discover the story of the world's greatest city and its people.

To find out more or buy prints of these and other images, visit www.museumoflondon.org.uk

[View fullscreen image](#)

1 2 3 4

MUSEUM OF LONDON STREETMUSEUM

Piccadilly Circus
1927, George Davison Reid

Google

3D View

Available on the iPhone **App Store**

[Need some help?](#)

ANDROID market

Web 2.0 landscApe



Workshop on Web 2.0 and tourism

- Impact of Web 2.0 technology on tourism demand/supply.
- Web 2.0 for the tourism and travel industry.
- The Internet, Web 2.0 and The Tourism Industry.

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- [1] D.Cook, Tourism in a Web 2.0 World: A Complete Multimedia Presentation by South African Tourism, 2009.
- [2] T. O'Reilly, What Is Web 2.0, Design Patterns and Business Models for the Next Generation of Software, 2005.
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- [5] C. Hepburn, Reactive, Web 2.0 for the tourism and travel industry, STA Travel.
- [6] The Internet, Web 2.0 and the Tourism Industry, Tourism e-kit, Tourism Australia.