

# Web 2.0 myth and reality

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- <http://dyomedea.com/papers/2006-XMP-Prague/>
  - XML Prague 2006
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# Web 2.0?

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- “Web 2.0 is a term often used to describe what is perceived as an important transition of the World Wide Web, from a collection of web sites to a computing platform providing web application to users. The proponents of this vision believe that the services of Web 2.0 will come to replace traditional office applications.”
- [http://fr.wikipedia.org/wiki/Web\\_2.0](http://fr.wikipedia.org/wiki/Web_2.0)  
(translation)

# Web 2.0? (cont'ed)

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- “The term was coined by Dale Dougherty of O'Reilly Media during a brainstorming session with MediaLive International to develop ideas for a conference that they could jointly host. Dougherty suggested that the Web was in a renaissance, with changing rules and evolving business models.”

# Web 2.0? (end)

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- “DoubleClick was Web 1.0; Google AdSense is Web 2.0. Ofoto is Web 1.0; Flickr is Web 2.0.”
- Google who has launched AdSense in 2003 was doing Web 2.0 without knowing it one year before the term has been invented in 2004!

# Technical layer

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- Web 2.0 relies on:
  - (X)HTML (1999)
  - CSS 2 (subset) (1998)
  - Javascript (1995)
  - XML (1998)
  - RSS or Atom (1999)
  - HTTP (1999)
  - URIs (1998)
  - REST (2000)
  - Web Services (2000)

# Hmm... what's new?

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- Using XML over HTTP **asynchronously** in a browser is new (Ajax)
- The appropriation of a wide range of mature web technologies by a large class of web developers is new.
  - In the cyberspace it still takes 5+ years for a technology to become mature.
  - Web 2.0 is a transition in the way to use mature technologies rather than a transition in the technologies themselves.

# Social layer

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- “Britannica Online (1.0)/ Wikipedia (2.0), personal sites (1.0)/ blogging (2.0), content management systems (1.0)/ wikis (2.0), directories (taxonomy) (1.0) / tagging ("folksonomy") (2.0)”
- [http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0)
- Technically speaking, some of these examples are Web 1.0!

# The web as it was meant to be

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- "Web 2.0 means using the web the way it's meant to be used." -- Paul Graham
- Web 1.0 had become a "read only web"
- Web 2.0 is about making the web "read/write" again.



# Technical and/or social?

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- Both layers appear to be tightly related:
  - To make the web writeable by the masses, we need to make it easier to write on the web.
  - The technical layer is a necessary foundation of the social layer.
  - Without the social layer, the technical layer would be a solution looking for its problem.

# Technical issues

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- Technically, Web 2.0 needs also to be the web as it was meant to be.
- That should mean a scrupulous respect of the REST principles:
  - Those related to HTTP.
  - But also those related to URIs (often forgotten or misunderstood)

# Ergonomic issues

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- Web 2.0 applications need to behave like web applications
  - URIs (again)
  - back/forward buttons
  - Web conventions

# Application development issues

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- Is developing and maintaining thousands of lines of Javascript a progress?
- Web 2.0 application development usually involve mastering a number of technologies.

# Methodologies

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- A clash between two paradigms
  - Procedural (“raw” javascript or through frameworks such as Ruby on Rails)
  - Declarative (XForms)
- No easy answer
  - Declarative could be more efficient
  - Procedural is more common
- Declarative can generate procedural
  - Brendan Eich (JS inventor) mentioned that in his Xtech 2006 keynotes

# Business model

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- Web 2.0 == bubble 2.0?
  - Web 2.0 startups are cheaper to create and that makes it difficult to say (a lot of creations are financed by private business angels).
  - Startups created without any other business model than to be sold to Yahoo! or Google are definitely bubbles.
  - OTH, Web 2.0 is about making you users create your content and that can be a solid business model

# Data lock-in

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- Tim O'Reilly sees three eras of lock-in:
  - Hardware lock-in era ruled by constructors
  - Software lock-in era ruled by software vendors
  - Data lock-in era (Web 2.0) ruled by who?

# Fake freedom

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- François Joseph de Kermadec says Web 2.0 gives a “fake freedom”.
- gmail, Flickr, del.icio.us, ... trade a service against the usage of your data.
- Be careful:
  - to read the terms
  - to trade against real services
  - to demand technical means based on open standards to get your data back



# Conclusion

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- Web 2.0 is a term to designate a transition in the Web.
- Web 2.0 uses existing mature technologies.
- Web 2.0 introduces a series of risks (technical, ergonomic, financial, privacy)
- Before anything else it's a wonderful bubble of new ideas and usages.