

# Moving to Web 2.0

## An Annotated Bibliography Preface

By Eric Pasternak

---

When Dale Dougherty coined the term “Web 2.0” and proceeded with colleague Tim O’Reilly to create the “Web 2.0 Conference” to capture a turning point in the development of designs and practices that they saw happening on the web, both of them knew that fundamental changes were happening in a post dot.com bubble. In their brainstorming sessions, they created a huge list of examples of companies that were still operating under Web 1.0 thinking and compared them to the new Web 2.0 way. Examples ranged from comparing DoubleClick to Google’s AdSense and publishing of proprietary content to user generated content. But with any new paradigm, there are differing opinions on its form and meaning.

There has been much debate as to what Web 2.0 really is and even if it truly exists. Definitions for Web 2.0 are varied as the viewpoints presenting them. From simple statements as “Web 2.0 = Ajax/XHTML” to O’Reilly’s seven principles and practices that include the web as a platform, harnessing collective intelligence, data is the next Intel Inside, the ending of the software release cycle, lightweight programming models, software above the level of a single device and rich user experiences.

As new companies start to over take the old kings of the web with Web 2.0 type thinking such as MySpace, Flickr, Facebook and YouTube, we see several similarities in design and implementations. The design aesthetics can be seen in looking at sites such as Basecamp ([basecamphq.com](http://basecamphq.com)), LinkedIn ([linkedin.com](http://linkedin.com)) and Technorati ([Technorati.com](http://Technorati.com).) Design styles such as big type, a lot of white space, colorful logos, liberal use of gradients and simple layouts are all characteristic of this new aesthetic.

Web 2.0 concepts are very important to current and future multimedia designers and writers, and to professional communicators because of its impact is being felt everywhere on the web. New techniques of linking, posting, tagging, mashing and discussion on these new sites are changing fast. This new frontier also presents new and exciting challenges in balancing user generated content with our own or our company’s messages. The following annotated bibliography will assist you in discovering what your definition of Web 2.0 will be.

# Moving to Web 2.0

## Annotated Bibliography

---

Angrignon, Troy with Nick Kellet, Gary Ralston, Ean Jackson, & Matthew

Fessenden. "Web 2.0: Strategies and lessons for Business Leaders." 3 Aug 2006. Change This. Issue: 25,05. < <http://changethis.com/25.05.Web2.0>>.

Troy Angrignon and contributors have created a list of strategies and lessons that explain Web 2.0 in terms that are beneficial to executives trying to move to or become more familiar with this new paradigm. By defining Web 2.0, the authors explain why this is not 'hype' by providing statistical facts supporting this new paradigm and then proceed to show how it can significantly affect their company's bottom-line by putting these new techniques into practice. The goal of this work is that of motivation and awareness of how Web 2.0 can help businesses create and/or develop new markets. The audience is intended to be for executives in companies that have not yet adopted the Web 2.0 framework into their business models.

Delaney, Ian. "10 definitions of Web 2.0 and their shortcomings." [Weblog entry.]

Twopointouch. 17 Aug 2006. <<http://twopointouch.com/2006/08/17/10-definitions-of-web-20-and-their-shortcomings/>>. 18 Aug 2006.

Ian Delaney grapples with many different definitions of Web 2.0 that are currently in use and explains their strengths and weaknesses in a creating a comprehensive definition. The author categorizes each definition into its basic characteristics and then analyzes each comparing it to his own interpretation of this difficult semantic definition. The author's purpose of this blog post is to show that there are many interpretations and viewpoints currently in use for exactly what Web 2.0 means. The audience of this post is for people that may use the term in Web 2.0 in one particular way and not realize that there are several other viewpoints or definitions in use.

Mittermayr, Roman. "Web 2.0 Design...in a nutshell." [Weblog entry.] 2.0 Culture. 3 Feb 2006. <<http://mittermayr.wordpress.com/2006/02/03/20-culture/>>. 12 Apr 2007.

Roman Mittermayr explores the characteristics of design that are prevalent in design of Web 2.0 websites. Roman identifies several characteristics of Web 2.0 websites and supports his findings with lists of websites that have adopted that technique. The author created this piece to sum up current design trends in the Web 2.0 world and give examples of their use. The audience for this blog post is mainly for designers and interface designers trying to figure out what a Web 2.0 website looks like in practice.

MacManus, Richard and Joshua Porter. "Web 2.0 for Designers." Digital Web Magazine. 4 May 2005. <[http://www.digital-web.com/articles/web\\_2\\_for\\_designers/](http://www.digital-web.com/articles/web_2_for_designers/)> 17 Apr 2007.

Richard MacManus and group explain the iteration of what a Web 1.0 website is compared to innovations that make a website Web 2.0. The authors' discuss the semantic change of the static page of Web 1.0 to the various new methods of creating social networks, new design techniques, using user generated content to create sites and reusing data through different channels. The authors' intent is to explain how vast an effect Web 2.0 has had on social, political, cultural and technical aspects of the web. The audience as proposed by the title is for designers, but anyone interested in the far-reaching effects of Web 2.0 would find this article interesting.

Nicol, Jonathan. "The visual design of Web 2.0." [Weblog entry] Pixel Acres. 21 Oct 2006. <<http://f6design.com/journal/2006/10/21/the-visual-design-of-web-20/>>. 17 Apr 2007.

Jonathan Nicol argues that even though Web 2.0 is an approach to generating and distributing content, there is distinct aesthetic that many of these new sites share in her blog post. Jonathan displays several images and techniques that are used on these new sites such as bigger text, more white

space, rounded corners on images and elements, bright colors, and a look that is similar to that used by Apple's web sites and marketing materials.

The author's goal of this blog entry is to show that Web 2.0 has some identifiable visual aesthetics. The author's audience is that of designers who are looking for references of the 'Web 2.0 Look.'

O'Reilly, Tim. "What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software." O'Reilly Media, Inc. 30 Sep 2005.

<<http://www.oreilynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>>. 11 Apr 2007.

Tim O'Reilly proposes a set of seven principles and practices that define what Web 2.0 is in comparison to older Web 1.0 models. Tim first explains the core of what the Web 2.0 concept is and then uses various company comparisons to illustrate the old versus new techniques and methods that help define a design pattern for creating new applications and business models. The author's purpose of clarifying what he and Dale Dougherty first brought to life by coming up with Web 2.0 and how companies need to apply this to their current practices. The intended audience for this is designers, developers and business people that compete in the online marketplace and for companies looking to hire a Web 2.0 company.

Porter, Joshua. "Introduction to Web 2.0." Squidoo. 12 Dec 2005.

<<http://www.squidoo.com/introtoweb20/>>. 1 May 2007.

Joshua Porter explains that Web 2.0 is a term referring to the change of the web to one of full participation by its users. Joshua demonstrates this using two themes "The Read/Write Web" in which users are both the readers and writes in the web seen as a two-way medium and "The web as platform" originally proposed by Tim O'Reilly, that the web is an evolving place which is supported by referenced websites highlighting his points. The author's intent is one of getting the reader started on what defines Web 2.0 by introducing two of the many themes of this paradigm and encourage the reader to follow the many links that are provided to learn more about this topic. The audience is one new to Web 2.0 concepts.

Ryan, Emmet. "Web 2.0 baffles businesses." Electricnews.net. 23 Apr 2007.

<http://www.electricnews.net/frontpage/news-10043911.html>. 24 Apr 2007.

Emmet Ryan analyzes a report by the Economist Intelligence Unit (EIU) and Fast, an enterprise search company, in regards to how some businesses and senior executives are having problems implementing Web 2.0

techniques and practices. His findings are based on the reports data of how companies are having difficulties cashing in on this new trend because of companies current competency levels. The author's goal in reviewing this report was to show that this new way of conducting business is difficult for many companies to put into practice. The intended audience is for developers, companies and executives looking to implement Web 2.0.

"Web 2.0." Wikipedia, The Free Encyclopedia. 28 Feb 2005. Wikimedia Foundation. 14 Apr 2007. <[http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0)>.

The many authors and editors of this entry into the Wikipedia explain what Web 2.0 is in the most democratically way possible by letting everyone list, defend and comment on proposed definitions of this term. The authors and editors cover many aspects of this term by showing history of the term, people that have proposed definitions, links to websites that also define the term and allow the public to comment on their work. The goal is to create the 'best' definition of this term by not excluding alternate viewpoints and incorporating similar meanings and usage. The audience is anyone interested in learning about Web 2.0 or would like to help define its nature.