



Moving From a 1.0 to a 2.0 World

Eric Pascarello

What is Web 2.0?



Web 2.0 Basics

- Coined by O'Reilly in 2004
- Tim O'Reilly:
“Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform.”



The Web as a Platform

- Enhance organization and grouping of data
- User Generated content
 - Users Add Value as they use it!
- Social Networks
- Switch from closed networks to an open networks
- Ease of use
 - User friendly, rich, interactive, non-refreshing



Aggregators Folksonomy Wikis User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Recommendation Social Software FOAF Browser
Videocasting Podcasting Sharing Collaboration Perpetual Beta Simplicity AJAX
Audio IM Video Design
Convergence Web 2.0 CSS Pay Per Click
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail
DataDriven Accessibility SOAP Microformats Syndication XML
Modularity

Web 2.0 Applications

- Google Maps, MapQuest, Live Maps
- Gmail, Yahoo Mail, Hotmail
- Google Docs/Notes/Calendar
- Itunes, Netflix, ebay, Skype
- RadiusIM, Meembo, Twitter
- Wikipedia, craigslist, Digg, del.icio.us
- TWIT, YouTube, MySpace, Facebook



Should we move our company to the Web 2.0 model?



What are the effects?



Should we open up our data?



Web 3.0?

- **Web 3.0** is a term that has been coined to describe the evolution of Web usage and interaction that includes transforming the Web into a **database**, a move towards making content accessible by multiple non-browser applications, the leveraging of **artificial intelligence** technologies and the **Semantic web** and three dimensional interaction and collaboration.

Taken from : http://en.wikipedia.org/wiki/Web_3





The tools to make life easier

Ajax/JavaScript

- Ajax ASP.NET: <http://ajax.asp.net/>
- Ajax Pro: <http://www.ajaxpro.info/>
- Prototype: <http://www.prototypejs.org/>
- Scriptaculous: <http://script.aculo.us/>
- JQuery: <http://jquery.com/>
- Yahoo Developer APIs:
<http://developer.yahoo.com/>



Firebug and Firebug Lite

- Features
 - JavaScript Debugger
 - Set breakpoints, step through code!
 - Real error messages
 - Console Writes
 - DOM Inspector
 - CSS
 - Network Activity profile
 - TONS OF FEATURES and must have!



Firebug and Firebug Lite(cont)

- Downloads
 - Firebug extension
 - <http://www.GetFirebug.com>
 - Firebug Lite
 - <http://www.getfirebug.com/lite.html>
 - Video on using Firebug
 - <http://www.digitalmediaminute.com/screencast/firebug-js/>



Firefox–Web Developer Toolbar

- Features
 - Box Model Display
 - CSS
 - HTML
 - TONS AND TONS OF STUFF!
- Download
 - <https://addons.mozilla.org/en-US/firefox/addon/60>



Firefox Extensions

- There are tons of extensions
 - Extensions for editing cookies
 - Changing headers
 - Altering CSS
 - Changing the way a page looks
- Find Them Today
 - <https://addons.mozilla.org/en-US/firefox/browse/type:1/cat:4>



IE Developer Toolbar

- Features

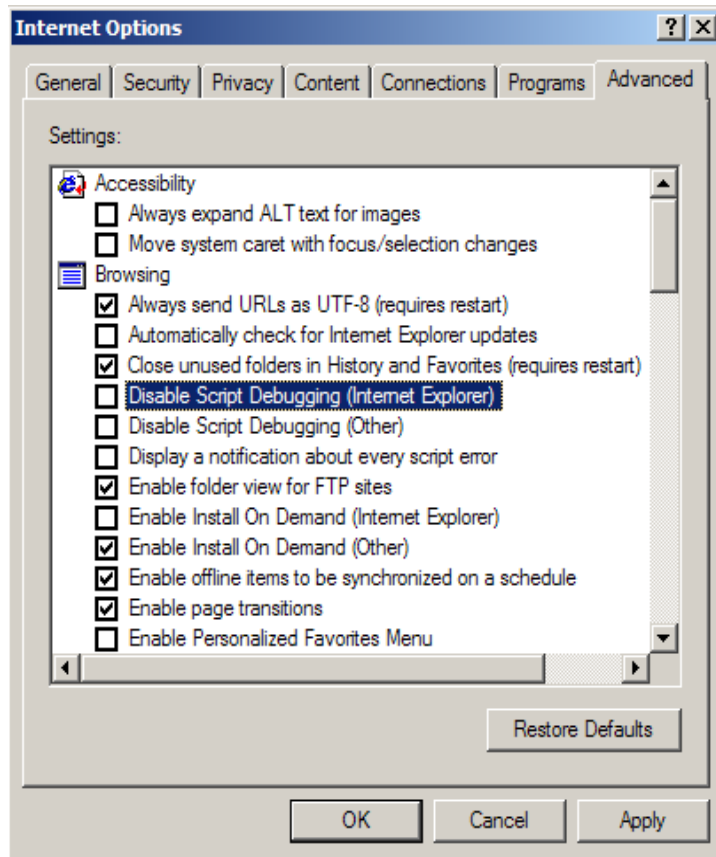
- VERY NICE DOM utility
- Clear cache/cookies
- Validation
- Layout Tools – view tables, css, divs, imgs
- Tons of other stuff

- Download

- <http://www.microsoft.com/downloads/details.aspx?familyid=E59C3964-672D-4511-BB3E-2D5E1DB91038&displaylang=en>



IE JavaScript Debugger



- Use Visual Studio!

Or

- Visual Web Developer



Opera Developer Toolbar

- Features
 - DOM
 - JavaScript
 - HTML
 - CSS
 - Validation
 - Tons More!
- Download

<http://operawiki.info/WebDevToolbar/>



Opera Web Developer Menu

- Quick links on Opera Tool bar to documentation
 - HTML
 - CSS
 - JavaScript
 - Unicode
- Download
 - <http://operawiki.info/WebDevToolbar/> (Different versions depending on your Opera version)

