

# Hypertext 2

Web 2.0, web services, user generated content,  
privacy

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2. Web services
3. User-generated content
4. Privacy

# **Web 2.0 definition**

The Web will be understood not as screenfulls of text and graphics but as a transport mechanism, the ether through which interactivity happens. It will appear on your computer screen, on your TV set, your car dashboard, your cell phone, hand-held game machines, maybe even your microwave oven.

—Darcy DiNucci, 1999



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I think Web 2.0 is, of course, a piece of jargon, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people. But that was what the Web was supposed to be all along.

—[Tim Berners-Lee](#), 2006

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## O'Reilly and CMP Exercise Trademark on 'Web 2.0'

Posted by [Zonk](#) on Fri May 26, 2006 10:03 AM  
from the can't-have-confusion-2.0 dept.

[theodp](#) writes

"On May 16, the USPTO notified CMP Media, which co-presents the [Web 2.0 Conference](#) with O'Reilly, that its [trademark for Web 2.0](#) was entitled to be registered. Eight days later, [CMP sicced its lawyers on not-for-profit IT@Cork](#), [taking the networking organization to task](#) for not only using the term Web 2.0 for its free conference, but also for linking to a [What is Web 2.0](#) article penned by Tim O'Reilly."

It should be noted that their trademark only applies to the titles of industry events (CMP is a show organizer).

► [trademark patents oreilly internet web20 story](#)

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# Web 2.0™

The term “Web 2.0” (2004–present) is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web

—[Wikipedia](#), 2010

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# Web Services

**Somebody else built it  
so you don't have to**

# Video hosting

## FANTASTIC BODY BOARDING

VIDEO

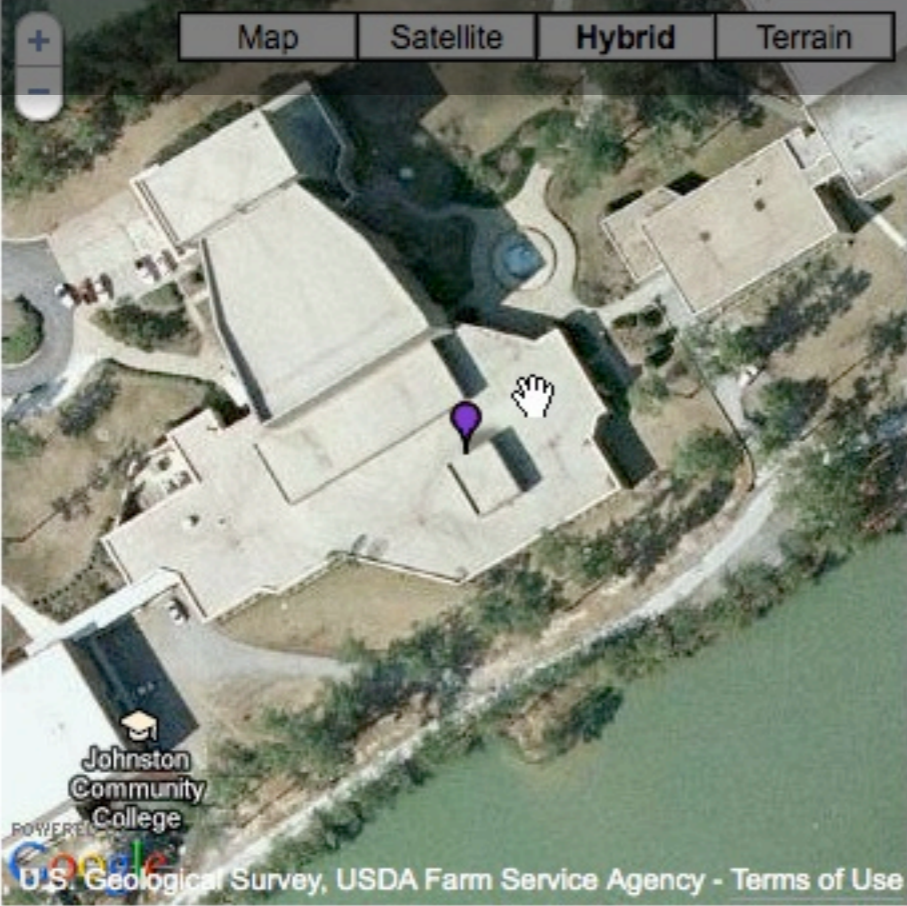
The [video game-like surfing video of Matt Meola](#) blew minds a few months ago and I'd say there are some sections of this body boarding video that come close, where guys are absolutely hucking themselves out of waves and doing some pretty insane barrel rolls on monster waves. It's filmed beautifully too.



Posted at 12:08 AM In [video](#) | [Permalink](#) | [Comments \(2\)](#)

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# Interactive maps



[Map](#) [Satellite](#) [Hybrid](#) [Terrain](#)

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## A Confederacy Of Drop Spots

Created by [the writer guy](#)

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In the JCC library, there is an old copy of John Kennedy Toole's "A Confederacy Of Dunces". Find it and turn to page 333. There's a little something there to amuse you...

POSTED FEB 15, 2010 / 10:50 AM

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That's the one you're looking for - at

ones to them, including mine. The second is that the readers are... Each post has resulted in at least one suggestion for the next Mondays without thinking through the logical progression of going to run with whatever people suggest and try to assemble it far. So if you have a suggestion for next week's topic, or any

as the rate of change in the time value of money. And we broke al rate, the inflation factor, and the risk factor. And we calculated y at an 11.1% rate of interest, you'd end up with \$1000 a year

few years to get your money back and receive annual interest say you invest the same \$900, receive \$100 each year for four r, you receive \$1000 (your \$900 back plus the final year's \$100

and they depend on what you do with the annual interest

et the cash and do something else with it. In that scenario, you interest that you would have realized had you taken the \$1000 one he deal, just with a longer time horizon. And your total proceeds \$1400 (your \$900 return of "principal" plus five \$100 interest

invest the interest payments at 11.1% each year and take a final invest each interest payment at 11.1% interest, at the end of year r principal payment. Notice that the total proceeds in this the ones you receive is because you reinvested the interest them.

# widgets!

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My Companies & Tickers

list overview

Company	News past 48hr
<a href="#">Facebook, Inc.</a> Palo Alto, CA	161
<a href="#">Twitter</a> San Francisco, CA	100
<a href="#">comScore Inc.</a> SCOR 15.14 (+2.02%)	9
<a href="#">Bug Labs</a>	6
<a href="#">Boxee</a>	4
<a href="#">Etsy</a> Brooklyn, NY	4
<a href="#">Activision Blizzard, Inc.</a> ATVI 11.11 (+0.36%)	3
<a href="#">Union Square Ventures</a> New York, NY	2
<a href="#">Disqus</a> San Francisco, CA	1
<a href="#">Foursquare</a>	1

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# How do they work?

- Application Programming Interface (API)
- Embeddable HTML
- Installed plugins, apps, etc.

**User-generated content**

**Various kinds of media content, publicly available, that are produced by end-users.**

—**Wikipedia**, 2010

# What sites do this?

- Delicious
- Facebook
- Flickr
- MySpace
- Twitter
- Vimeo
- Wikipedia
- YouTube
- NY Times
- CNN iReport
- The Museum of Modern Art

# Questions

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- Who owns the content?

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- Who owns the content?
- Who *controls* the content?

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- Who owns the content?
- Who *controls* the content?
- Why should we even care?

**Privacy**

Privacy is not simply about the state of an inanimate object or set of bytes; it is about the sense of vulnerability that an individual experiences. When people feel exposed or invaded, there's a privacy issue.

—[danah boyd](#)

**danah's why privacy  
issues matter... to me**

# danah's why privacy issues matter... to me

1. Does XYZ make any person or group of persons feel icky? Who? Why?

# danah's why privacy issues matter... to me

1. Does XYZ make any person or group of persons feel icky? Who? Why?
2. Are there any rational scenarios of how XZY can be abused by the creators, potential hackers, or ill-advised governments/coups?

# A (changing) norm

- What is considered acceptable is a product of group dynamics
- What's natural for one group may be abhorrent to another
- Standards evolve in response to social software “constitutional crises”

# Tips

- Be careful what you post online
- Learn how privacy features work
- Demand that social software does not make you feel “icky”

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- How is a user represented?
- Who “owns” your online persona?
- When is something private/public?
- Is private/public a binary condition?