

Web Technology
Workshop

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PQ 604a, Mong Man Wai Building, HK PolyU

Web 2.0 User generated content and
Social networking

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UK based - Hands on Publisher (futuretext) - Author (Mobile Web 2.0) - Chair: Oxford University's Next Gen Mobile Applications panel - PhD student UCL/UK

Recent and forthcoming talks include
Mobile world congress, Stanford University - MIT
Sloan - Web 2.0 expo - Ajaxworld
Supernova - CNN money - BBC - Oxford University
European parliament

web2.0
workgroup



Global top 20 wireless blogger
According to fierce wireless
www.opengardensblog.futuretext.com

Introduction and Goals

- Social networking, social software and user generated content - basics
- Web 2.0
- Business models
- Social network analysis
- Impact of Web 2.0 and UGC on media – Content, old media (newspapers, music, movies) – and new media (Blogging, podcasting etc)
- Convergence – emphasis on Mobile Web 2.0
- Operational issues: Threats, opportunities, legal, social issues, trust, copyright etc
- Conclusions

Social media is a much better term than User generated content .. User generated content is a term created by traditional media ..Also the boundaries are blurring .. **NOKIA PREDICTS 25% OF ENTERTAINMENT BY 2012 WILL BE CREATED AND CONSUMED WITHIN PEER COMMUNITIES**



Image source: http://www.optimizeandprophesize.com/photos/uncategorized/2007/05/30/social_circle.jpg

- Still an emerging area - no defined answer in many cases
- Emphasis on Taxonomy and Market statistics;
- But don't forget the social in social networking
- Holistic and interconnected;
- Video demonstrations;
- Social network analysis
- Advertising model as applicable to social network analysis (Personal CPM)
- Notes are comprehensive - and we will follow them - and hopefully you won't have to take too many notes .. we will use the discussions to clarify concepts

A lot of ground to cover ..

Emphasis, Learning and enjoying!

Participation – books 😊

Staying later also OK ..

Web 2.0 – the machine is Us/ing us

<http://www.youtube.com/watch?v=6gmP4nk0EOE>

Web 2.0 – Tim O Reilly

<http://www.youtube.com/watch?v=CQibri7gpLM&feature=related>

Social networking, social software and
user generated content

Social media - definitions

Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site.

Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories, and understandings.

- **Social media** – Defined by - connectedness, participation, digitization, multiformat
- **Traditional media** - newspapers, radio, tv, magazines, books, cinemas, theatre (plays), outdoor advertising
- Social media – **like air** (like part of all media streams)
- **Characterised by** Attention scarcity, unlimited distribution channels, conversations which cannot be controlled, users creating value
- **Relationship to traditional media:** Threat to media, media ignored user contribution (and now its too late)

- Defined less by the platform and more by the experience (community)
- Content consumed away from source
- Create excellent content and hope to create a conversation around the content (social objects) ex widgets
- Mass media is based on control, social media is based on empowering the users to gain control,
- Mainstream media ignored and resented UGC, then they embraced it (grudgingly),
- Reporters' jobs are threatened, there is resentment about codes of conduct, advertising revenue is migrating away to social media
- Traditional media tied to medium, social media transcends medium and it is often free
- Traditional media still has the brands, we still need the reporters
- The analysis section has gone to the social media to the greatest extent (capturing, editing and analysis)
- But all three impacted by new media (ex: Google YouTube deal first announced in techcrunch)
- Political analysis now has the customary blogger (and not the journalist)
- Traditional media finally embraces UGC, builds community (Sun

Bingo)

- Twitter may be a channel for traditional media

- **Big media needs content** (desperately – think of the out of job reporters!) and they leverage their brands
- **Social media becomes like all pervasive** - like air (and spans the web, traditional media, mobile and the enterprise) and beyond (for example politics)
- Media that is **paid for in one medium becomes free in the other** (YouTube)
- **Long tail and personalised** - as opposed to interruptive, one way, one size fits all
- **Tools** wikis, blogs, widgets, RSS, twitter, podcasting, video, del.icio.us, social networks, Mobile social networks
- **Metrics** - TNS Cymphony, Nielsen Buzzmetrics, Technorati, blogpulse
- **Impact on brands** - The web is being dominated by user generated content (Web 2.0). Brands that adapt to this new reality will survive. Many others will die. A brand is a symbolic embodiment of all the information connected to a company, product or service. (Wikipedia). In the digital world, brands are influenced by communities. Hence, an understanding of User Generated Content and Brands is critical.
- **Community** - Problem is not how to build a community (communities already exist), rather how to engage with them
- **Jimmy Wales** - Anarchy, aristocracy, democracy, monarchy

- **Online networks:** business networks, dating and flirting, alumni (depends on tendency to network in the first place – explains orkut but also the CIA? CIA launches facebook for spies
<http://news.bbc.co.uk/1/hi/business/6957828.stm>
- **Platforms:** Open, decentralised, content consumed away from source, social media objects, application platform (norm rather than exception despite woes)
- **Audience:** Niche (linkedin) or generic (facebook)
- **Reputation:** Management of reputation and Identity
- **Sponsor the access – charge the use** - Make users pay for the use of the services provided by the network, not the access to it - Fabernovel consulting

- Data portability
- Bill of rights for the social web
<http://blog.broadbandmechanics.com/2007/09/a-bill-of-rights-for-users-of-the-social-web>
- Federated Identity
- Open social (Google)
- Social recommendations (last.fm)

- Data portability - Caveats (politics!) Google - opensocial vs. Facebook, People aggregator, Does data portability really matter to users or just for gurus?

A feature - but not as big an impact as we may think ..

September 4, 2007

We publicly assert that all users of the social web are entitled to certain fundamental rights, specifically:

Ownership of their own personal information, including:

their own profile data the list of people they are connected to
the activity stream of content they create;

Control of whether and how such personal information is shared with others; and

Freedom to grant persistent access to their personal information to trusted external sites.

Sites supporting these rights shall:

Allow their users to syndicate their own profile data, their friends list, and the data that's shared with them via the service, using a persistent URL or API token and open data formats;

Allow their users to syndicate their own stream of activity outside the site;

Allow their users to link from their profile pages to external identifiers in a public way; and

Allow their users to discover who else they know is also on their site, using the same external identifiers made available for lookup within the service.

Traditional content

- Professional
- Edited
- Not free

UGC

- Created by users
- From scratch (blogs)
- Modified (mashup)
- Collaboration (wikipedia)

New media is talking about old media ..

Joss Stone - Son Of A Preacher Man (Live At UK Hall Of Fame)



Rate this video: ★★★★★ 770 ratings

[Save to Favorites](#) [Add to Groups](#) [Share Video](#) [Post Video](#) [Flag as Inappropriate](#)

Views: 301,412 | Comments: 420 | Favorited: 2529 times

[Try out the NEW \(beta\) version of this page!](#)

Added: November 17, 2006
From: [blackIPs127](#) [Subscribe](#)
Brought to you by: [http://joss-stone....](#) to blackIPs127
(more)

Category [Music](#)

Tags: [joss stone](#) [son of](#) (more)

URL

Embed

Related [More from this user](#) | [Playlists](#)

Showing 1–20 of about 23,200 [See All Videos](#)

 [Joss Stone Feat. Common - Tell Me What We're Gonna Do Now](#)
04:15
From: [blackIPs127](#)
Views: 539394

 [Joss Stone - Right to be Wrong](#)
03:47
From: [speddling](#)
Views: 216833



2006 :

New media **US 55 billion** (Including Mobile music, Internet, Online games)

Traditional content **US 455 billion**

However ..

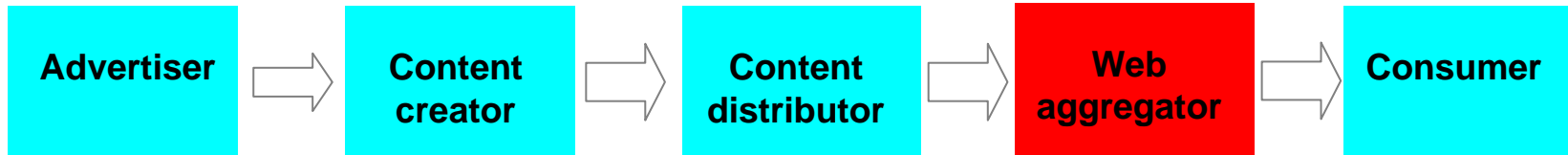
CAGR for new media for 2006 to 2010 is **23 percent**

Only **6 percent** for traditional

AND ..

If advertisers had an additional million dollars 50 percent will spend on Internet search, 42 percent on other forms of internet advertising and only **19 percent mentioned TV!**

- Mass adoption of broadband
- User generated content
- Open platforms
- Granular advertising and a shift to Internet advertising



Web aggregators is a different type of distributor. Everyone is trying to bypass the traditional distributors. Distributors are having to evolve

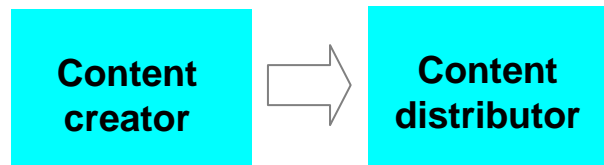
Distributors - Cable companies ; Web aggregators - YouTube

Advertiser to consumer - bud.tv, MVNO, IPTV

Content creators - like to go to Web aggregators

New distributors are coming in - freeview
set topbox \$70 and 10million units in 2006

A fork in the road for former partners? **FUTURETEXT**



Overall strategy

- Content owners (Maximise revenue, Protect content)
- Distributors - ex: Cable TV - Managed distribution/Walled gardens,)

Content owners:

Open distribution
user aggregation
Community
Leveraging assets

Content distributors

Long tail content - cheap (free!)
UGC = lower viewership for traditional content = lower license fees at next round of negotiations=lower money to make content

Community .. And customer intimacy!

Philosophy

People are sharing more – esp. personal information. (ex Twitter)

In an era of commoditization, people are looking to express themselves ..

What is the difference between a song and a ringtone: A song is something you consume vs. ringtone is something you display. Hence ringtone has 'more' value than the song even when it is a poor copy of the song

As computers become commoditised .. people buy the Apple for what it means! (and less for what it does) – i.e. a means of expression

Social software, social media, social networking are the drivers behind Web 2.0

What does social networking comprise of?

FUTURETEXT

Web based online communities

A user profile

Links to 'friends'

Groups (open or closed)

Free to join and use

Blogging

Sharing of multimedia content (video, pictures etc)

Around an object or around a person

Social maintenance

Self expression

Distraction!

Other social trends:

Byproduct of social life, Geography, Friends who never meet, Online dating

- 1) Keeping in contact with friends & family
- 2) Making new friends Arranging social life,
- 3) Kept in touch 24/7
- 4) Larger more complex friendship groups
- 5) Background chat to maintain relationships & co-presence,
- 6) Awareness of movements & mood of others
- 7) Asynchronous communications through wall postings & news feeds
text & MSN & email...

Before mobile

- 8) Face to face encounters then more face to face or not!
- 9) With mobile & MSN
- 10) Text and MSN safe media for getting to know people
- 11) People began to meet friends online through other friends

With social networking

12) Collecting friends part of social networking culture

13) Show relationship status online

14) Concerns about inappropriate disclosure of phone numbers & addresses

15) No firm plans (timewise)

- 1) Phone covers, ring tones, user names, profile decorations, second life profiles
- 2) In group humour supported by text
- 3) Group banter on MSN
- 4) Profile
- 5) listing of interests
- 6) Blogging
- 7) Writing on friends walls
- 8) Join groups
- 9) Sharing interests by posting comments
- 10) flash mobbing and record breaking (impromptu raves)

- 1) Snake!
- 2) Lecture based texting
- 3) MSN – an addictive distraction
- 4) Reading other peoples walls, adding friends,
- 5) Viewing & tagging photos
- 6) Creating lists
- 7) Joining groups

More contacts

Lower effort than MSN & text to maintain existing friends
Low risk way of making new friends
New way of finding friends in common

More distraction

Another reason not to work!

Greater self expression

Less privacy

Inappropriate display of personal information
Inappropriate posting of photos & video

Archive: 2008 | **2007** | 2006 | 2005 | Back

MySpace Received 74 Percent of U.S Social Networking Visits for April 2008

Average time spent increased 73 percent year-over-year

NEW YORK, NY - May 6, 2008 - **Hitwise**, the leading online competitive intelligence service, today announced that MySpace.com received 73.82 percent of the market share of U.S. visits in April 2008 among a custom category of 57 of the leading social networking websites. The market share of U.S. visits to the social networking custom category increased 3 percent in April 2008 compared to March 2008, but has decreased 16 percent year-over-year.

Top 5 Social Networking Websites Ranked by Market Share of U.S. Internet Visits

Rank	Name	Domain	Apr-08	Mar-07	Apr-07	YoY % Change
1	Myspace	www.myspace.com	73.82%	73.59%	77.87%	-5%
2	Facebook	www.facebook.com	14.80%	14.70%	11.21%	32%
3	myYearbook	www.myyearbook.com	1.33%	1.29%	0.23%	475%
4	Bebo	www.bebo.com	1.09%	1.20%	1.25%	-13%
5	BlackPlanet	www.blackplanet.com	0.98%	0.95%	0.85%	15%

Note - data is based on a custom category of 57 of the leading social networking websites ranked by market share of U.S. visits, which is the percentage of online traffic to the domain or category from the

<http://www.hitwise.com/press-center/hitwiseHS2004/social-networking-visits-april.php>



Online Media Habits by Age

- Online media participation rates decline with increasing age
- Rates highest among Millennials and GenX - “digital natives”

	Total (18-75)	Millennials (18-24)	Generation X (25-41)	Boomers (42-60)	Matures (61-75)
Reading Blogs	53	85	66	41	26
Writing/Updating blogs	28	66	35	17	5
Posting comments to a blog	37	67	48	27	11
Getting news and information	80	80	83	78	78
Researching products and services online	75	63	80	76	73
Shopping and e-commerce	69	66	74	70	60
Instant Messenger	57	82	64	48	42
Uploading/Sharing digital photos online	55	75	67	45	33
Downloading digital music	37	69	52	25	8
Contributing to message boards	37	49	50	31	14
Watching streaming television shows and movies online	33	62	42	25	11
Uploading/Sharing video online (e.g. YouTube)	21	41	26	14	7
Viewing/Listening to podcasts	19	26	23	16	9

6

n = 2,350

<http://www.blogger.com/files/BlogHer.CompassPartners.Social%20Media%20Study.ppt.pdf>

Top 10 Social Networking Sites for May 2008 (U.S., Home and Work)

Site	May-08 UA (000)	May-07 UA (000)	YOY Growth
Myspace.com	60,676	56,586	7%
Facebook	26,042	14,196	83%
Classmates Online	14,344	11,936	20%
LinkedIn	7,691	3,124	146%
Windows Live Spaces	7,649	8,172	-6%
Reunion.com	7,286	4,011	82%
AOL Hometown	6,564	7,413	-11%
Flixster	4,854	2,851	70%
Club Penguin	4,455	3,196	39%
Imeem	3,157	1,566	102%

Source: Nielsen Online

<http://www.marketingcharts.com/interactive/top-10-us-social-network-and-blog-site-rankings-issued-for-may-4966/nielsen-top-10-social-networks-may-2008.jpg/>

Web 2.0 ..

When Basecamp asked 1000 of their customers what Web 2.0 meant to them:

- **13% answered that they didn't know what it was**
- **87% who answered yes on the question, nearly everybody came up with a different description**



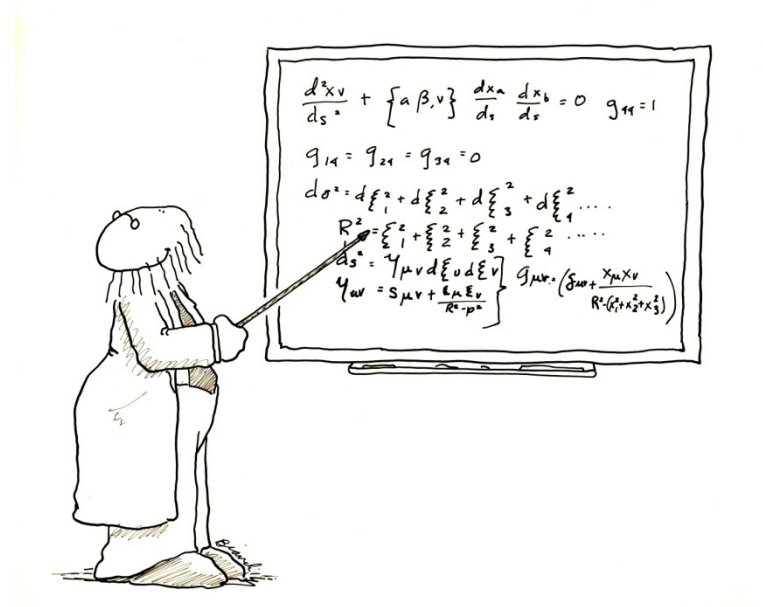
Tim Berners Lee: *nobody even knows what it means*

- **Power is moving away from the old elite
(Rupert Murdoch, CEO NewsCorp.)**
- **Our industry is facing a profound challenge from
home-made content
(Tom Glocer, CEO Reuters)**

Source: Arthur D. Little

“Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an “architecture of participation,” and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.”

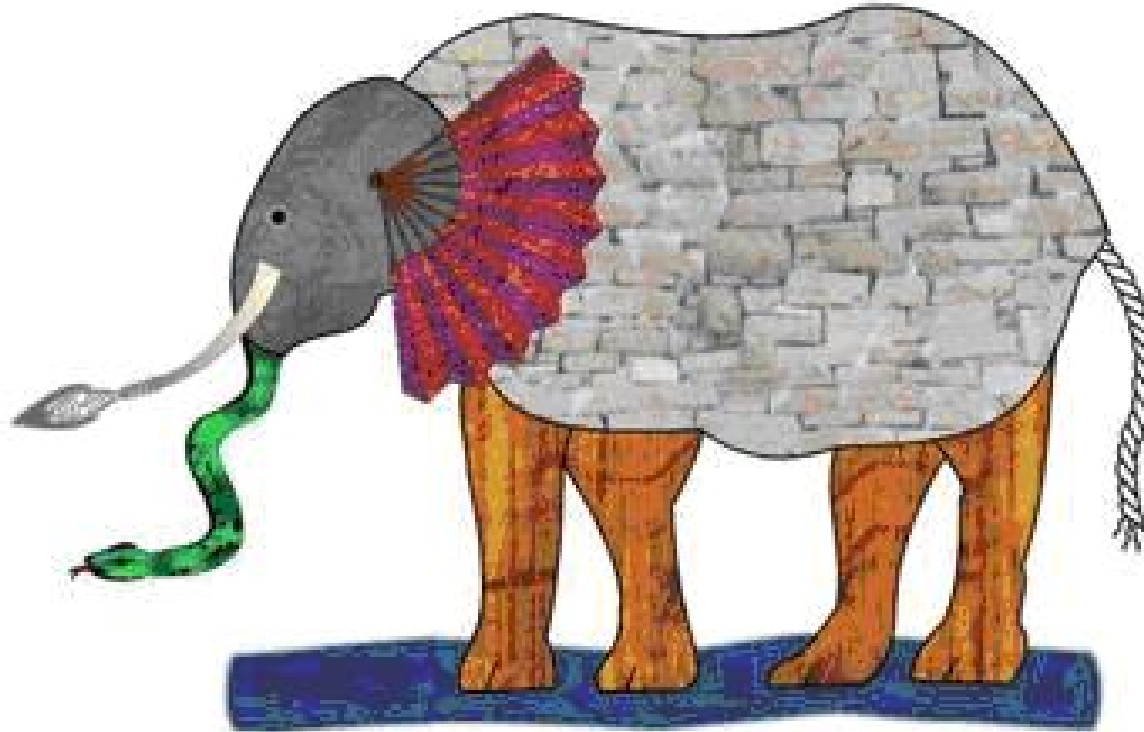
- Strong **User generated component**
- Strong **'social'** use of the web
- Element of **'Sharing'/'Free'**
- Yet, useful applications (Flickr v.s. petfood.com)
- Services predominantly free but **ad funded**
- Coined by **Tim O Reilly at a conference in 2004**
- Official definition of Web 2.0 as above (although there are many other definitions)
- Even if you think it is hype (which I do not think so), **it is a very good lexicon**



Soft concepts are more difficult to explain. Not a formula or an equation!!

<http://springprojectwhs.tripod.com/sitebuildercontent/sitebuilderpictures/formula.jpg>

What is Web 2.0: Of elephants and blind men **FUTURETEXT**



Like the parable of the blind men and the elephant, many see only one aspect of Web 2.0, but miss the big picture

Image source: <http://www.wordfocus.com/word-act-blindmen.html>

What is Web 2.0

- a) Web as a platform:
pets.com TV (v.s. Google)
A web of mainframes?
Connecting the farmer in Africa to the rest of the world.

- b) Harnessing collective intelligence : Google page rank
The platform is the Internet,
On the Internet, the rules are different.
Information sharing is actually better than information hoarding.

With enough people sharing information – you build a database and the database becomes bigger and better with incremental users

Business models

User enhanced databases - Amazon reviews

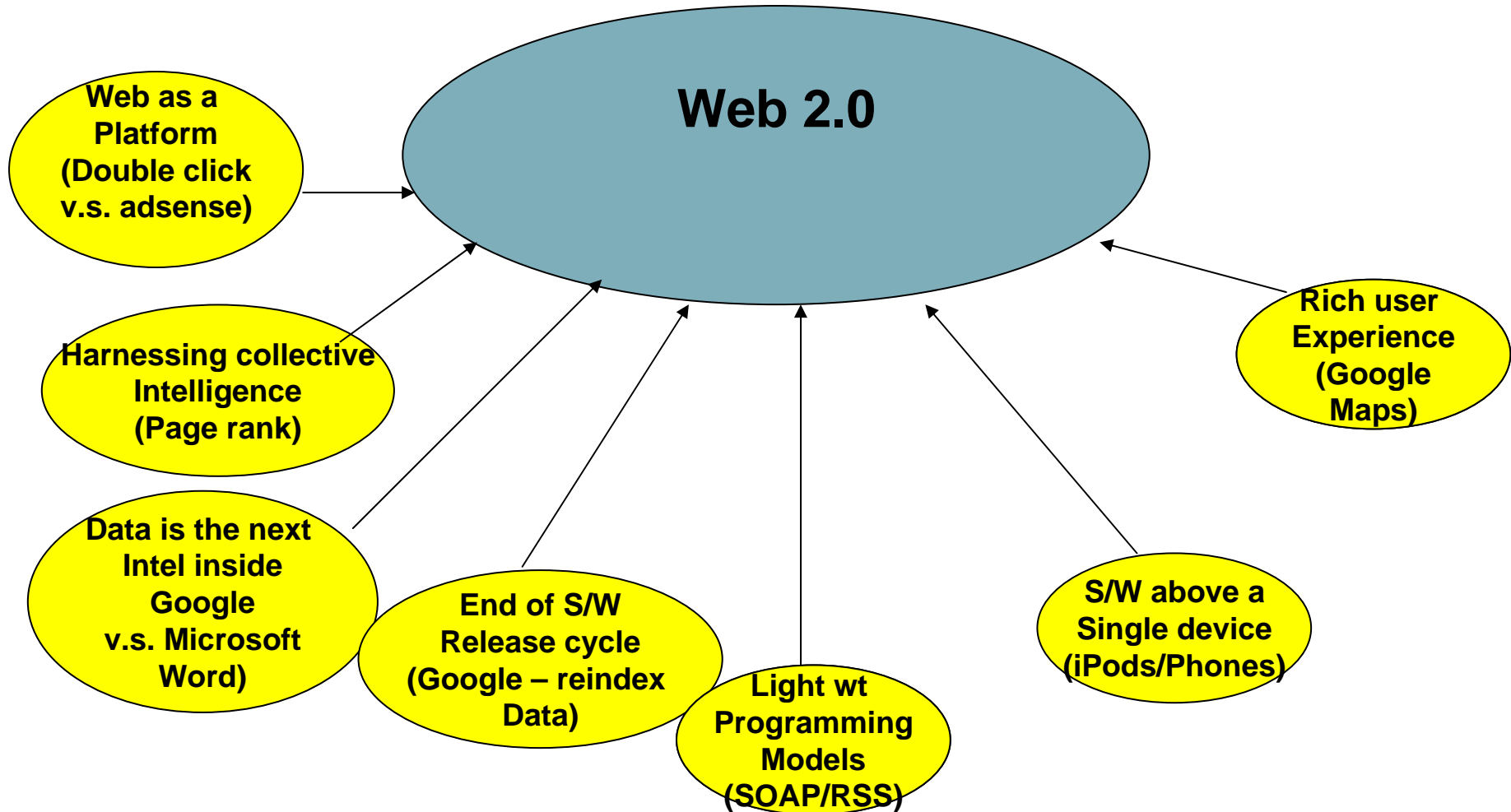
On the Internet, you build a product that gets better as you harness the intelligence of the users. Hence, users must contribute.

Amazon is a commodity business on one hand (you can't get more commodity than selling books!) but has implemented many small

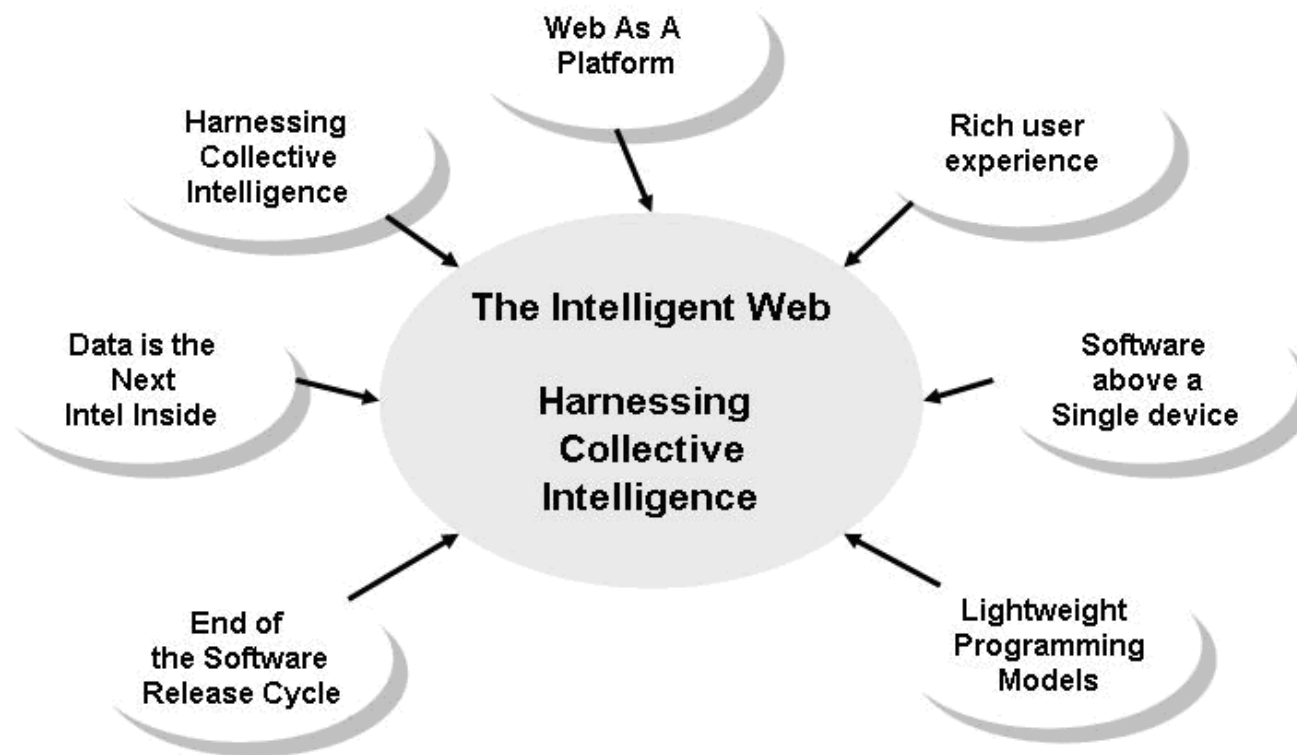
Web 2.0 innovations (like reviews) so that they are far away from the commodity.

Web 2.0 is all about building systems that get better the more people use them





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

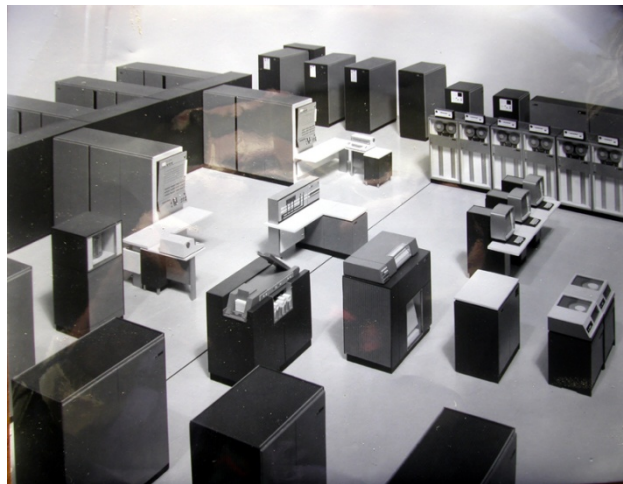


Was featured on the O Reilly radar : April 2006 (All other principles feed into the second principle http://radar.oreilly.com/archives/2006/04/principles_of_web_20_make_more.html)

Harnessing collective intelligence is a complex process. There are at least five ways to harness collective intelligence (Dion Hinchcliffe)

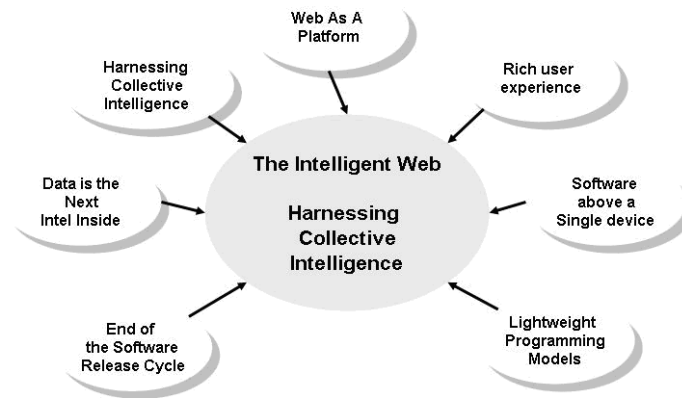
- 1) Be the Hub of a Hard to Recreate Data Source – ex wikipedia
- 2) Seek Collective Intelligence out – Google
- 3) Trigger Large-Scale Network Effects - Katrinalist and CivicSpace (<http://en.wikipedia.org/wiki/CivicSpace> (Howard Dean's political campaign))
- 4) Provide A Folksonomy - Self-organization Flickr and del.icio.us .
- 5) Create a Reverse Intelligence Filter - Memorandum have been using this to great effect. The idea is that hyperlinks, trackbacks, and other information references can be counted and used as a reference to determine what it's important. (Digg)

Web as a platform: The Web / Open standards is the only true global unifying force - you can't build a 'Web' out of mainframes - powerful as they are!



<http://www.staff.ncl.ac.uk/roger.broughton/firmware/mainframe.htm>

Harnessing Collective Intelligence: Now becomes the 'main' principle.

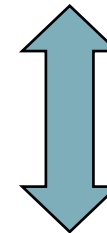
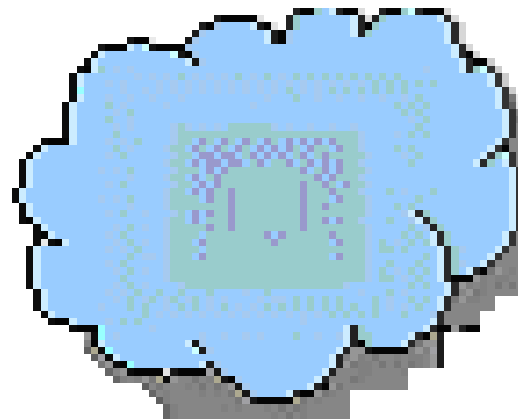
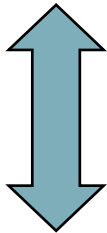


Think page rank:

Global, Web based, Billions of individual contributions (information about web pages), Algorithm, Derived information commercially valuable

Data is the next 'Intel Inside'

Google™



End of the software release cycle

Google™	95
Google™	97
Google™	2000
Google™	2003
Google™	2007

Makes no sense does it!!

Lightweight programming models ..



The heavy weight programming models catered for the few. In contrast, using lightweight programming models we can reach many more people (hence sources of information – to enable data collection and a more intelligent web).

For example: Amazon.com's web services are provided in two forms: The more complex SOAP (Simple Object Access Protocol) web services stack and the simpler REST (Representational State Transfer) stack. (REST is essentially providing XML data over HTTP)

The SOAP stack is used by high value B2B connections (like those between Amazon and retail partners like ToysRUs). However, 95% of the usage is of the lightweight REST service.

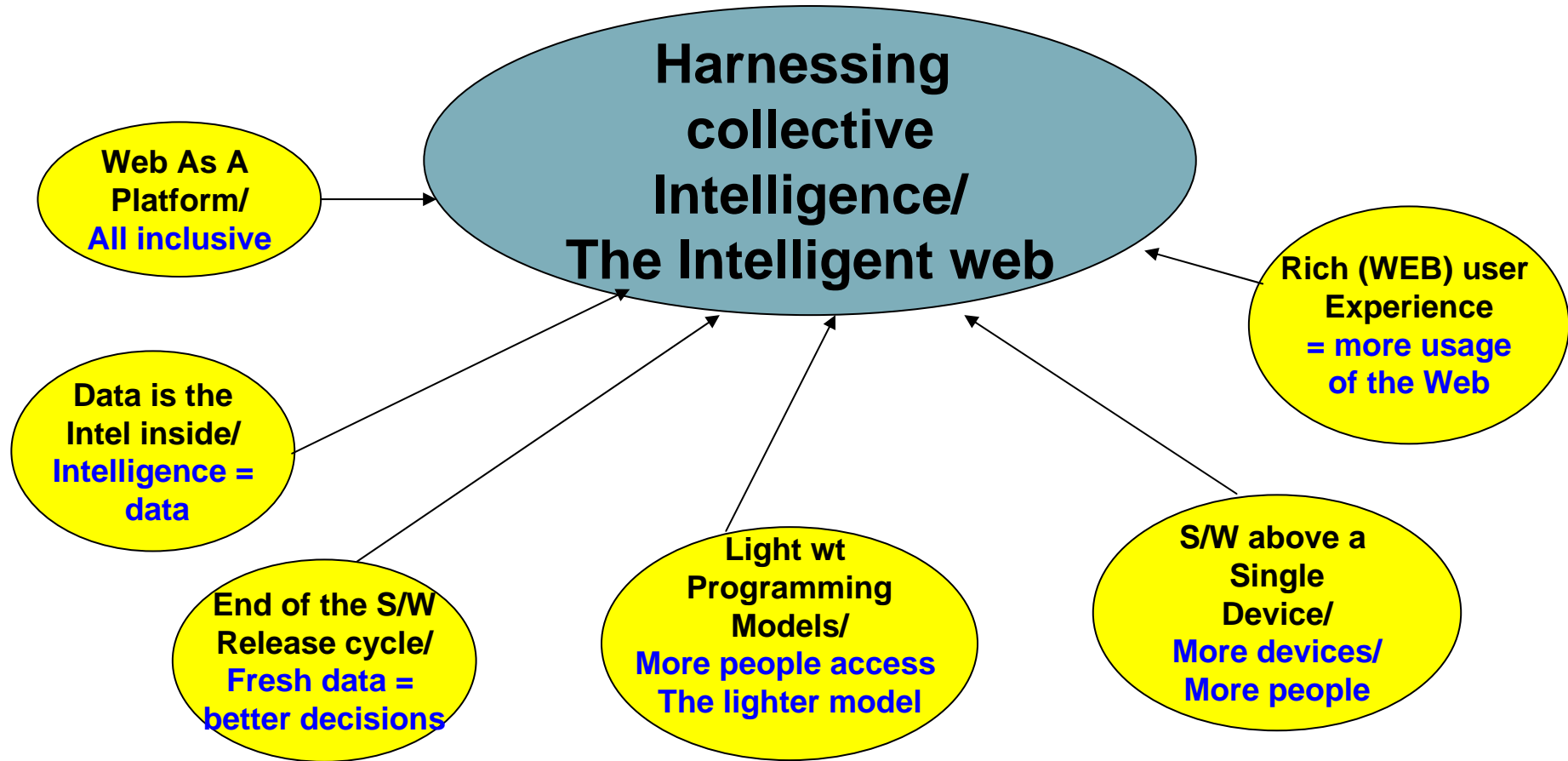
Software above a single device ..

In a word: Mobile Web 2.0!!

Rich user experience ..

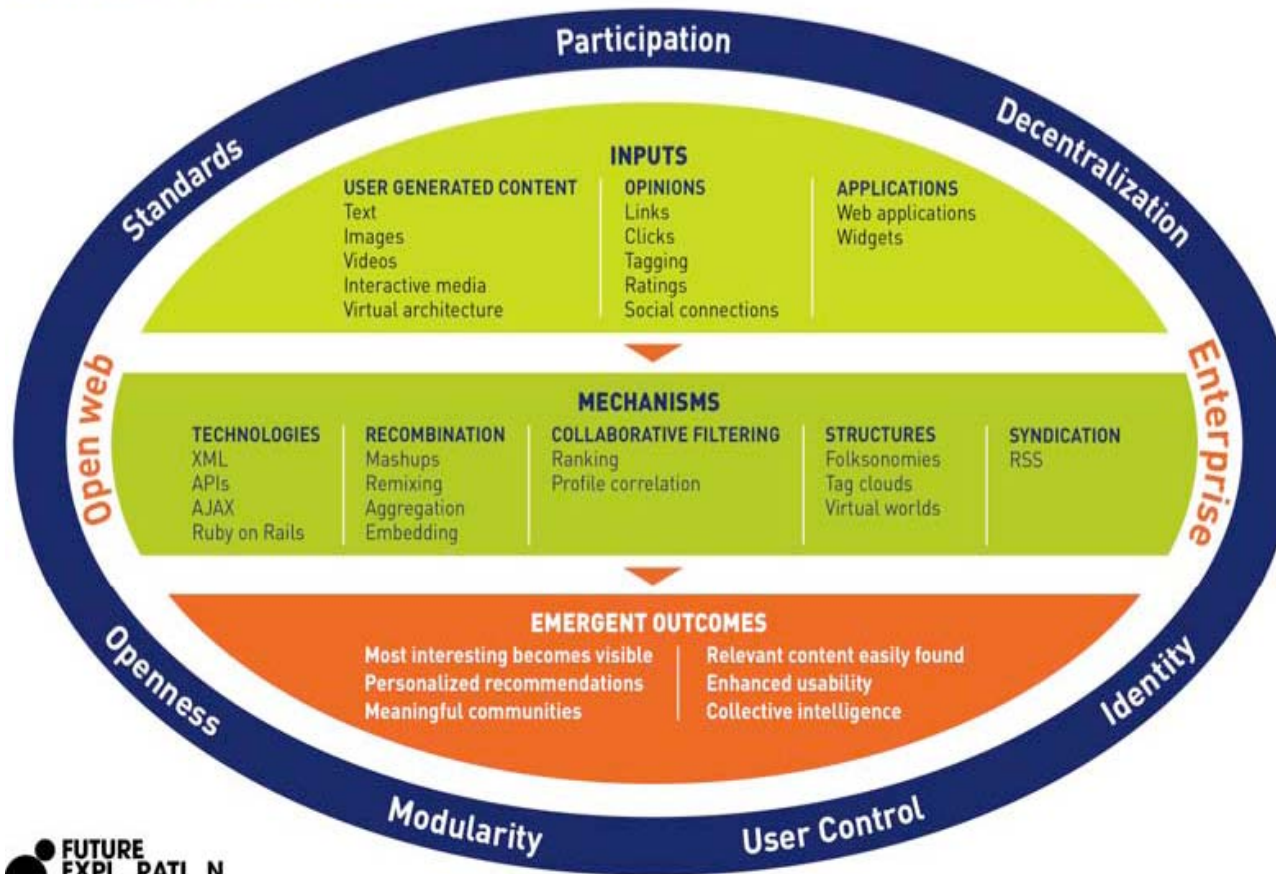
Desktop like UI - best exemplified by Ajax but also Adobe Flex and others

A rich user experience is necessary to enable better web applications leading to more web usage and better information flow on the web - leading of course to a more 'Intelligent' web.



Was featured on the O Reilly radar : April 2006 (All other principles feed into the second principle http://radar.oreilly.com/archives/2006/04/principles_of_web_20_make_more.html)

WEB 2.0 Framework



www.futureexploration.net

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<http://www.futureexploration.net/executives.html>

http://www.youtube.com/watch?v=6a_KF7TYKVC&feature=related social networking In plain English

<http://www.youtube.com/watch?v=MpIOCIX1jPE&feature=user> social media in plain english]

<http://www.youtube.com/watch?v=y-MSL42NV3c&feature=user> podcasting in plain english

<http://www.youtube.com/watch?v=-dnL00TdmLY&feature=user> wikis in plain english

<http://www.youtube.com/watch?v=NN2I1pWXjXI&feature=user> Blogs in plain english

<http://www.youtube.com/watch?v=x66IV7GOcNU&feature=user> social book marking in plain english

Business models

- Hype – but not as before
- No 'mom and pop' investors (characteristics of a bubble)
- Revenue model ! (Ad funded)
- Revenue model generally expected to be stronger (online advertising)
- Useful applications (flickr v.s. petfood.com)
- No cash burn!
- Low levels of funding (very little cash needed to start – relatively speaking)
- Wiser industry, Wiser entrepreneurs
- Infrastructure present

- Advertisement Based
- Transaction Based
- Infomediary
- License Based
- Subscription Based

And Web 2.0 is entirely advertisement based - which has implications as we see later ..

Source: Teemu Arina Dicole

Example revenue of X

- 40% premium memberships
- 42% Google Adsense
- 10% selling one ad directly to advertiser
- 5% text link ads
- 3% referral money from amazon.com and linkshare

Minimal self funded start-up costs, focus on a specific community, value created to the user base through a clever combination of services driving repeat visits and premium subscription, viral growth, advertising revenues and eventually (hopefully juicy) sponsorships.

Source: Teemu Arina Dicole

Minimal self funded start-up costs, focus on a specific community, value created to the user base through a clever combination of services driving repeat visits and premium subscription, viral growth, advertising revenues and eventually (hopefully juicy) sponsorships.

Economies of scale imply that the operating costs of the website are less than proportional to the number of users on the platform i.e. the more users the website has the less it has to spend per user

Network effects depend on: Decentralised is cheaper (lower CRM costs) and Viral marketing (cost of customer acquisition is cheaper)

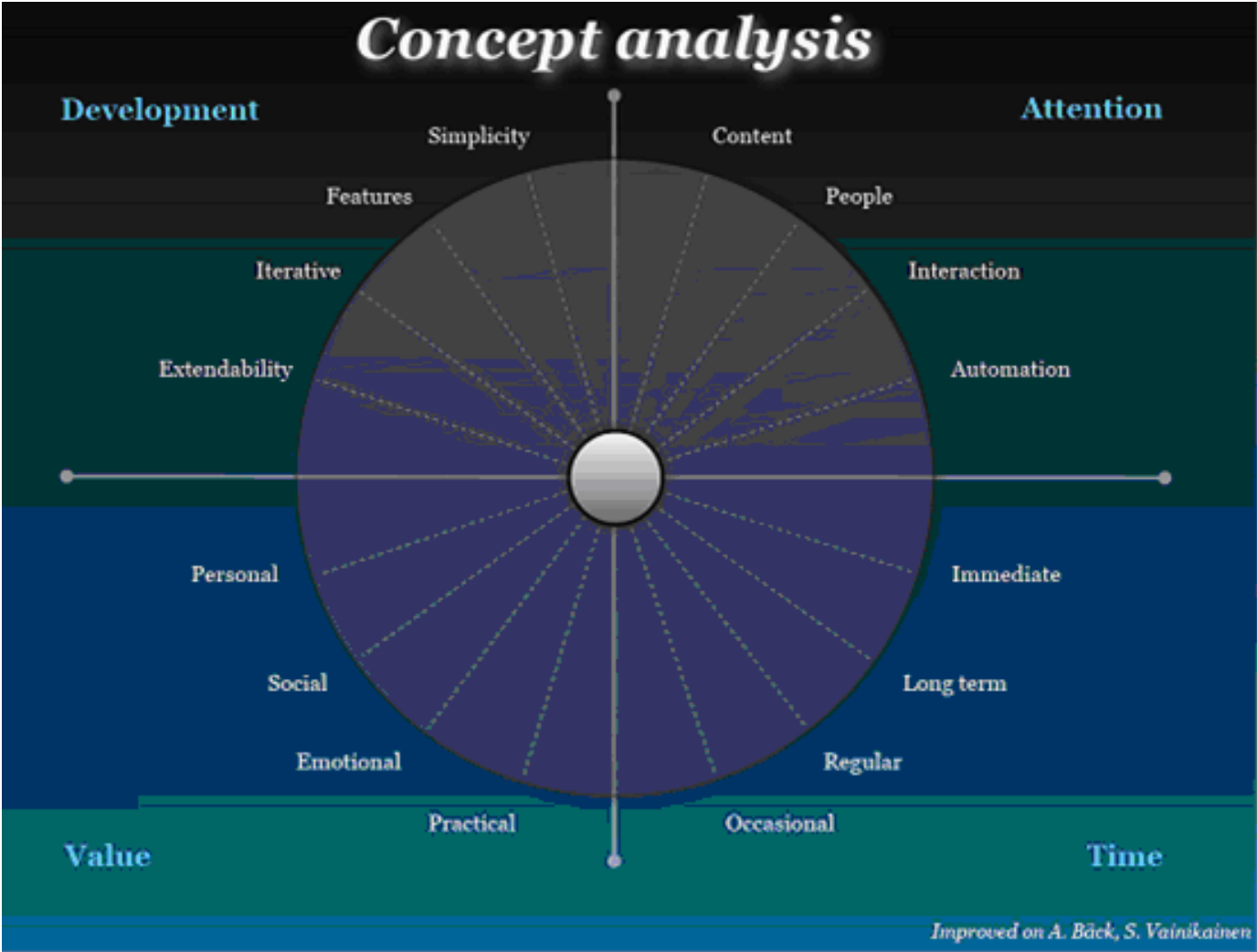
Note that having said this - many Web 2.0 services have no business model and YouTube is not a viable business (see discussion on advertising model below)

Less than 200K euro

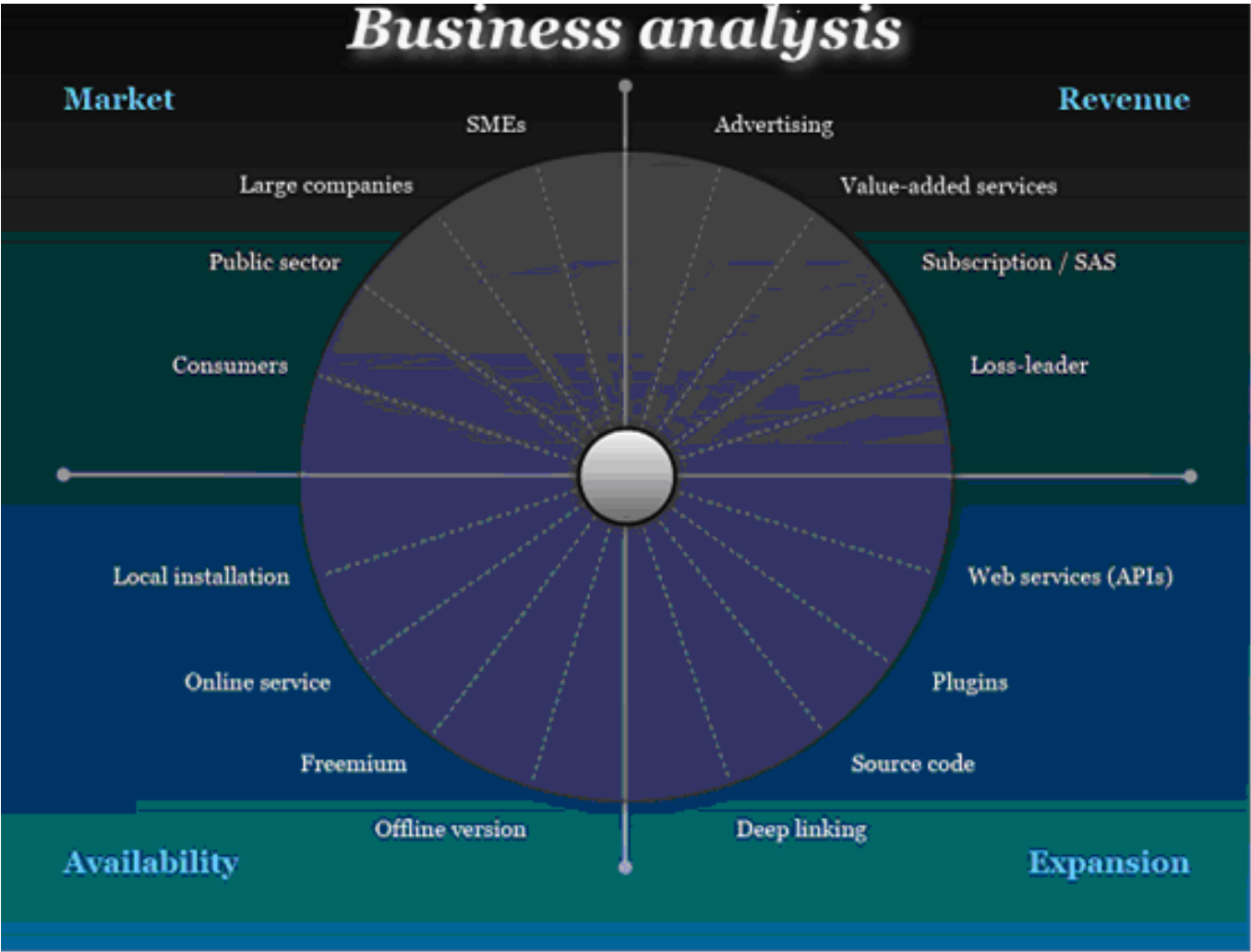
Source: Teemu Arina Dicole

Expansion strategies

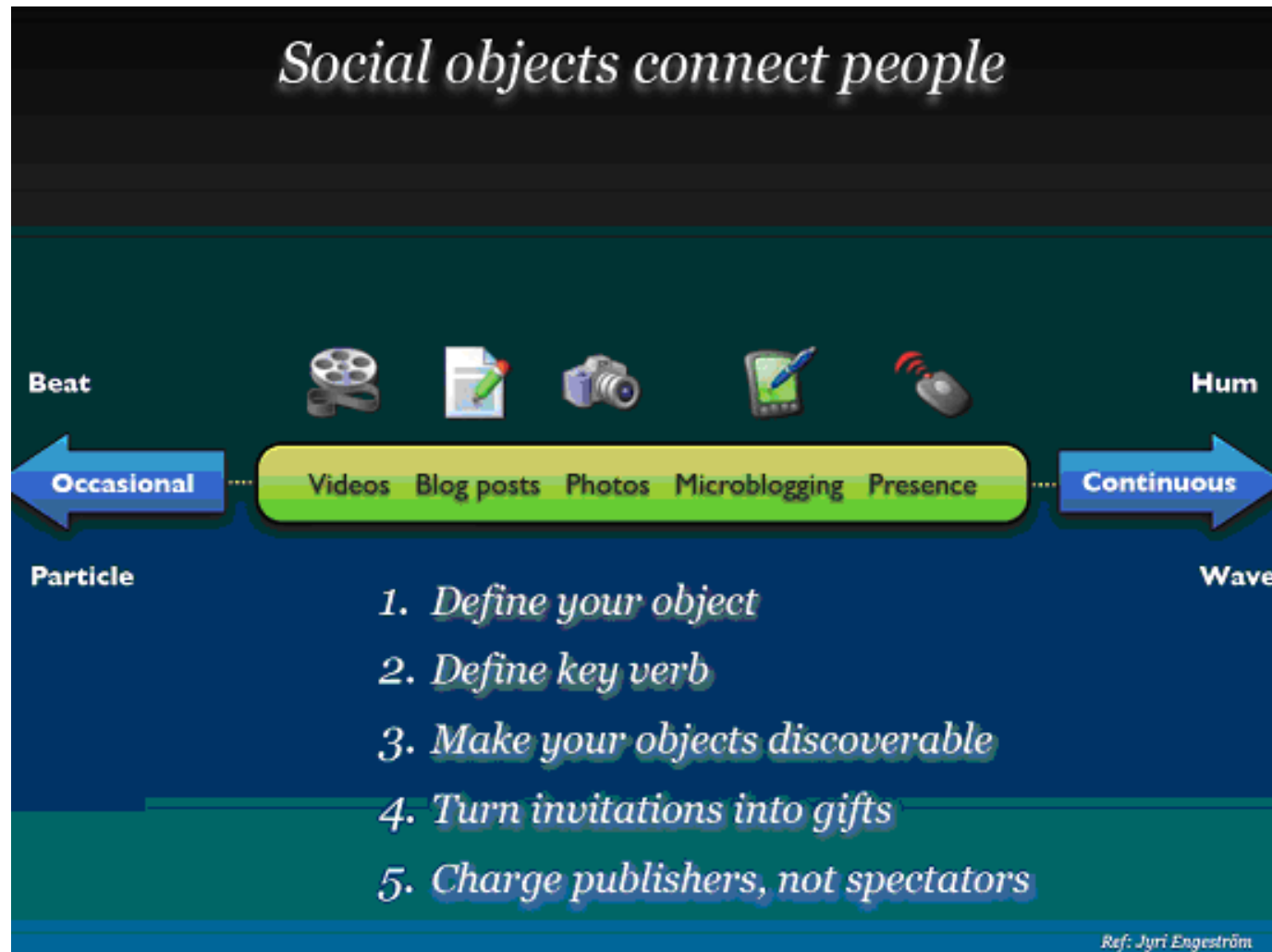
1. Create an API (Application Programming Interface)
2. Distribute source as Open Source (e.g. Sugar CRM)
3. Create developer ecosystem (e.g. Amazon)
4. Create browser plugins (e.g. del.icio.us)
5. Create plugins for other platforms (e.g. blogging)
6. Create embeddable widgets (e.g. Meebo)
7. Advertise on Google AdSense (e.g. everyone)
8. Utilize SEO (search engine optimization)



Source: Teemu Arina Dicole



Source: Teemu Arina Dicole



- The biggest strength of Web 2.0 is also its biggest weakness - the Ad model. Web 2.0 is driven by UGC. The ad model does not work with UGC!!

(Financial times - Web 2.0 fails to produce cash!!)

http://us.ft.com/ftgateway/superpage.ft?news_id=fto052620081432231624

- That does not mean the Ad model does not work on the Web. Note that the Ad funded model is now very well established on the web BUT it does not work for User generated content (which drives Web 2.0)

- Google's three-year, \$900 million deal with MySpace and NWS' other big Web properties is now a problem

http://www.alleyinsider.com/2008/2/google_myspace_deal_hurting_us_nws

- Sergey Brin: **we have had a challenge in Q4 with social networking inventory as a whole**

The problem has four facets:

- a) Unsuitable metrics – CPM may not be the best indicator of social network analysis
- b) Attention (rather lack thereof)
- c) Privacy - ex Facebook Beacon program
- d) Content

Source: MIT technology review

<http://www.technologyreview.com/advertisement.aspx?ad=biztech&id=40&redirect=%2FBiztech%2F20922%2F%3Fa%3Df>

Lookery, an advertising network that buys ad space on Facebook in bulk, has been reselling that space at 13 cents per thousand times an ad is served, or in ad industry jargon, at a \$0.13 cost per mille (CPM). Facebook sets a minimum CPM of \$0.15 for its "social ads," which allow advertisers to target ads to Facebook users and groups according to characteristics like location and age. And over the last year, MySpace has lowered its banner-ad rate from a CPM of \$3.25 to one of less than \$2. By way of comparison, a banner on Mashable, a blog covering the world of social networking, has a CPM of \$7 to \$33, depending on its size. Websites with clearly defined audiences of executives and technologists who purchase corporate products and services, such as TechnologyReview.com, do best of all. Technology Review's site boasts a CPM of \$70.

Source: MIT technology review

<http://www.technologyreview.com/advertisement.aspx?ad=biztech&id=40&redirect=%2FBiztech%2F20922%2F%3Fa%3Df>

Solution: Personal CPM, Cost per relevant audience

TABLE 2-3

Percentage of online consumers using forums, ratings, and reviews

	United States	United Kingdom	France	Germany	Japan	South Korea
Participate in discussion forums	18%	12%	11%	15%	22%	7%
Read ratings and reviews	25%	20%	12%	28%	38%	16%
Post ratings and reviews	11%	5%	3%	8%	11%	11%

Figures include consumers who participate at least monthly.

Source: 2007 Technographics surveys.

From Groundswell: Winning in a World Transformed by Social Technologies

by Charlene Li and Josh Bernoff

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TABLE 2-2

Percentage of online consumers visiting social networking sites

	United States	United Kingdom	France	Germany	Japan	South Korea
Visit social networking sites	25%	21%	3%	10%	20%	35%

Figures include consumers who visit at least monthly.

Source: 2007 Technographics surveys.

From Groundswell: Winning in a World Transformed by Social Technologies

by Charlene Li and Josh Bernoff

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TABLE 2-1

Percentage of online consumers using blogs and user-generated content

	United States	United Kingdom	France	Germany	Japan	South Korea
Read blogs	25%	10%	21%	10%	52%	31%
Comment on blogs	14%	4%	10%	4%	20%	21%
Write a blog	11%	3%	7%	2%	12%	18%
Watch user-generated video	29%	17%	15%	16%	20%	5%
Upload user-generated video	8%	4%	2%	2%	3%	4%
Listen to podcasts	11%	7%	6%	7%	4%	0%

Figures include consumers who participate at least monthly.

Source: 2007 Technographics surveys.

From *Groundswell: Winning in a World Transformed by Social Technologies*

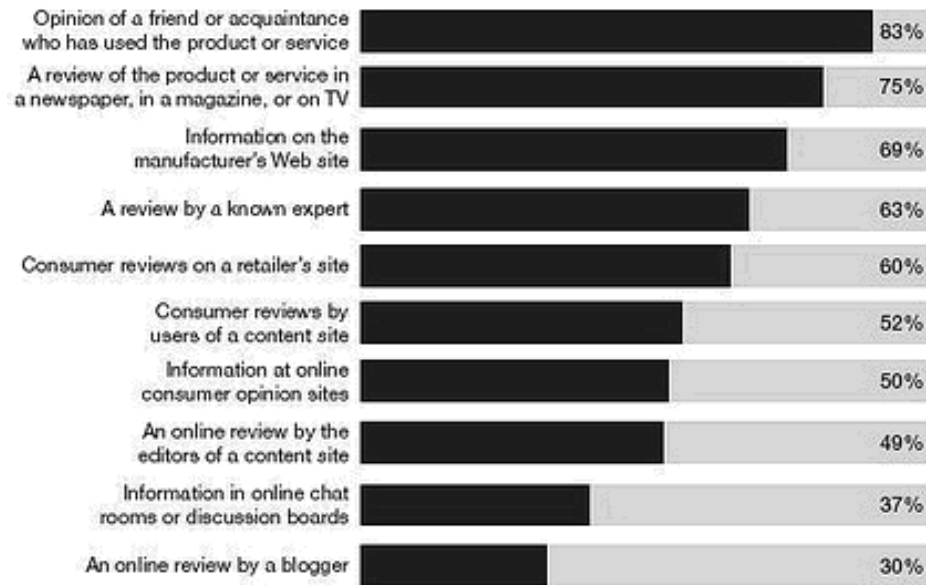
by Charlene Li and Josh Bernoff

Copyright 2008 Forrester Research, Inc.

FIGURE 7-1

How much online North American consumers trust sources of information about products or services

Note that friends' opinions rank higher than reviews in a newspaper, in a magazine, or on TV. Note also that 60% trust reviews on a retailer's site—reviews from people whom they have never met.



Figures include respondents who answered 4 or 5 on a scale of 1 (do not trust) to 5 (trust completely).

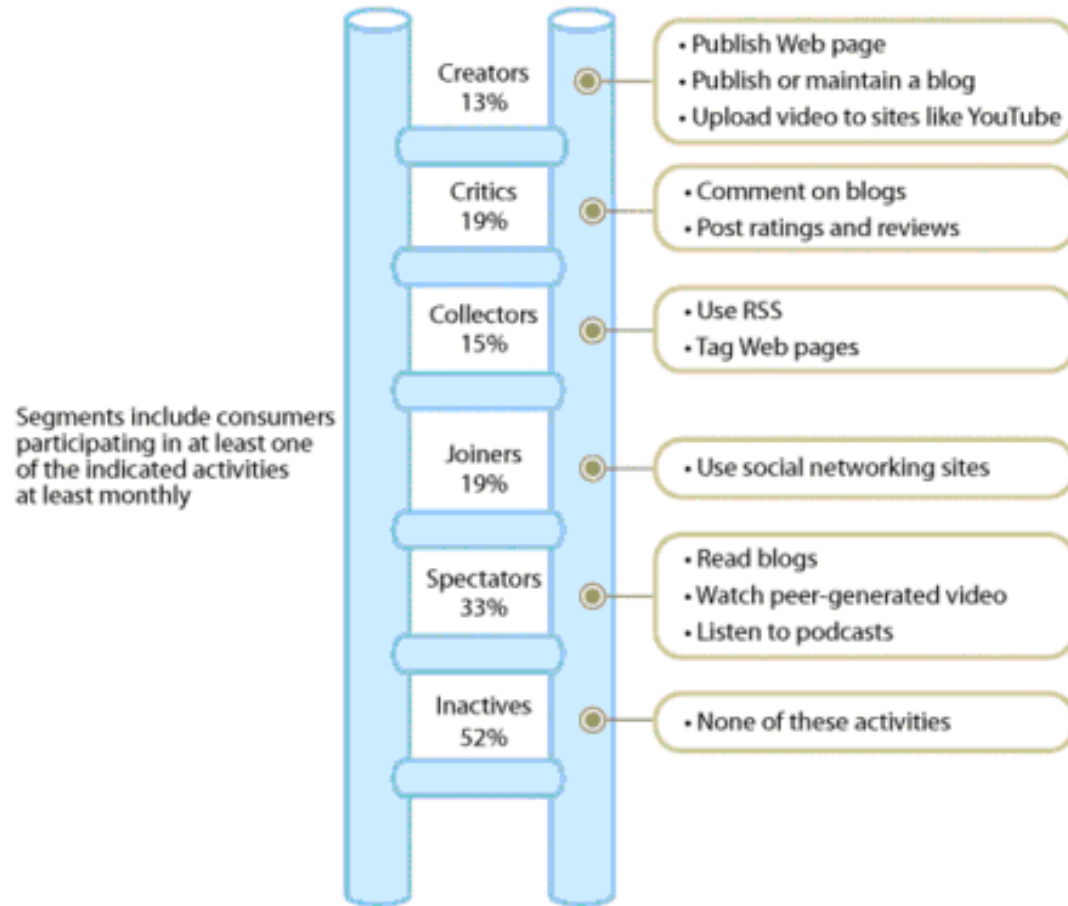
Base: Online North American consumers.

Source: Forrester's NACTAS Q3 2006 Media & Marketing Online Survey.

From *Groundswell: Winning in a World Transformed by Social Technologies*

by Charlene Li and Josh Bernoff

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Base: US adult online consumers

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

42057

Source: Forrester Research, Inc.

Social network analysis ..

Why do Web 2.0 services work?

Because they mirror the user's social graph and focus on user generated content (UGC is a form of communication).

Brad Fitzpatrick of facebook defines "social graph" as "The global mapping of everybody and how they're related".

How closely is the social map mapped online (or on mobile devices)

Wikipedia ..

In scale-free networks, some nodes act as "highly connected hubs" (high degree), although most nodes are of low degree. Scale-free networks' structure and dynamics are independent of the system's size N , the number of nodes the system has. In other words, a network that is scale-free will have the same properties no matter what the number of its nodes is.



(a) Random network



(b) Scale-free network

Convergence - with an emphasis on
Mobile Web 2.0

<http://www.youtube.com/watch?v=J715B63ddfY&feature=related> iphone sdk effects

<http://www.youtube.com/watch?v=jn83wizEMAw&feature=related> iphone touch fighter

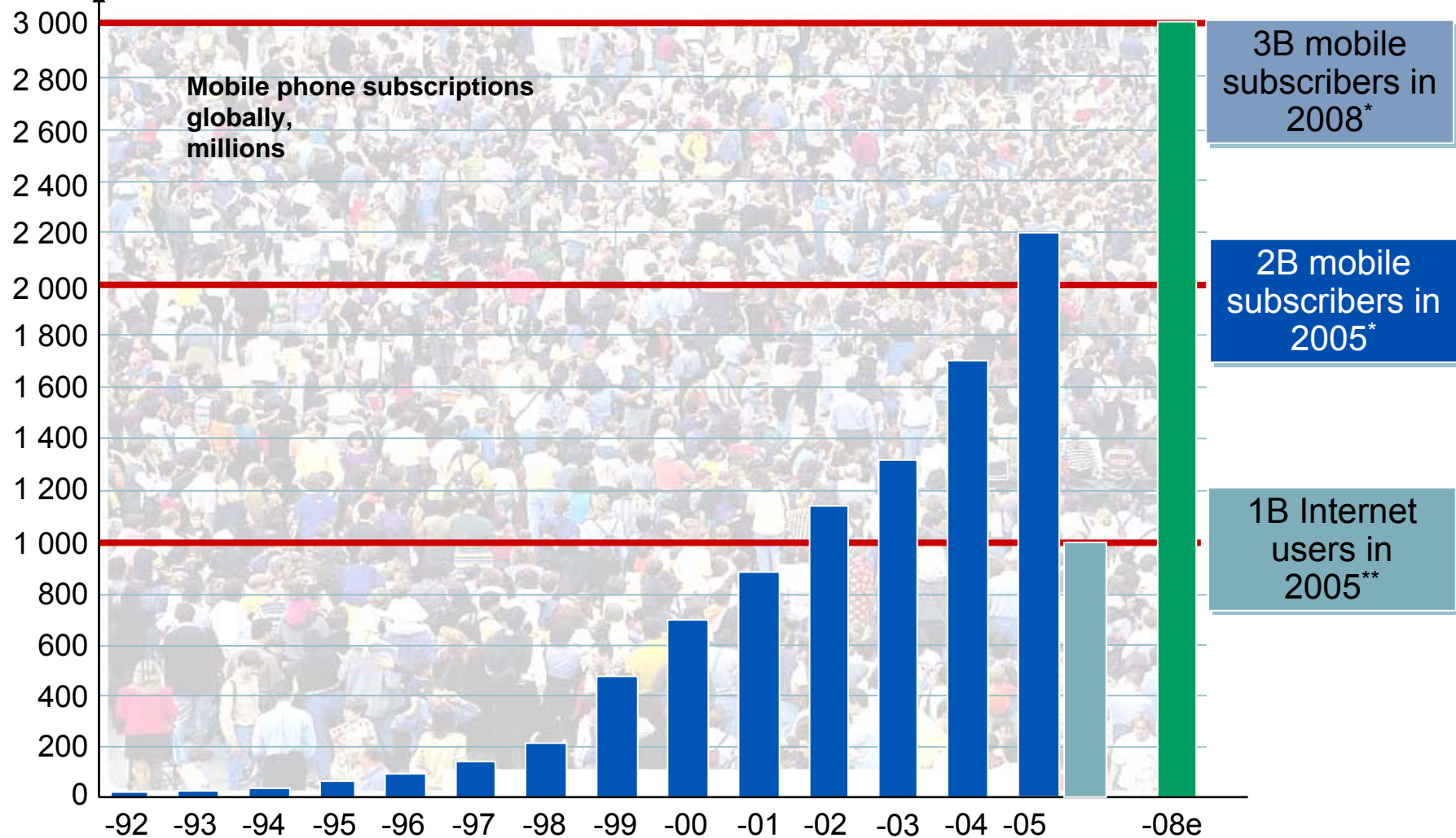
<http://www.youtube.com/watch?v=4i-YCMj9L-g&feature=related> iphone SDK short
version

<http://www.youtube.com/watch?v=xkB6dOTB3IQ&feature=related> iphone spore

http://www.youtube.com/watch?v=zEiDR_PLphk&feature=related salesforce.com

The resurgence of mobile browsing **FUTURETEXT**

Mobile subscribers outnumber Internet users 2 to 1



Sources: *Nokia; **Morgan Stanley Research and Morgan Stanley Communications Equipment Research.





- Globally, at end of 2005, there were 2.1 billion mobile phones vs. 1.0 billion Internet users.
- Even amongst those one billion Internet users, over 200 million of them accessed the Internet via a mobile phone (mostly in Japan, China and South Korea).

Mobile is now a first class citizen of the Web.
More so, with Web 2.0 (Mobile Web 2.0)

We now say that, Mobile web 2.0 extends the principle of 'harnessing collective intelligence' to mobile devices

This seemingly simple idea of extending Web 2.0 to Mobile devices raises many questions, for example:

- a) What are the implications of extending the Web to mobile devices?
- b) As devices become creators and not mere consumers of information, What categories of intelligence can be captured/harnessed from restricted devices?
- c) What is the impact for services as devices start using the Web as a massive information repository and the PC as a local cache where services can be configured?

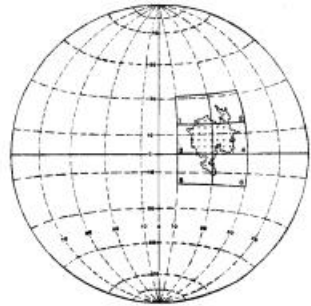
When we extend this definition to 'Mobile Web 2.0' – there are two implications :

- a) The Web does not necessarily extend to mobile devices
- b) Even though the Web does not extend to mobile devices, intelligence can still be captured from mobile devices.



76 most popular tags

answer and and architecture art australia baby beauty
beach berlin birthday blue books cake candy low
california cameraphone canada car cat cats chicago
china christmas church city clouds cow music event eye so dog ear england
europe family festival festival florida flower flowers food france
friends fun garden goddess quantity go graduation graffiti green house
holiday home language house kids school daily japan july juno kids like
landscape light london magazine media news may me mexico meeting
music nature new newyork novelty restaurant night
nyc ocean orange orange pens park party people photo photo portrait
rd school take walky red wine sanfrancisco school school sea Seattle sky
sky snow esch spring street summer sun sunset taiwan tape theater
trip's travel trip uk vacation what was vacation
vancouver vancouver water wedding white winter yam car



- Capturing intelligence at the point of inspiration
- Tagging
- Unique data elements like location



Figure 39: Finding the missing element in an image

If the person capturing the third image wanted to query 'other landmarks around Big Ben', he could get a response which included 'The River Thames', 'The Houses of Parliament' and the 'London Eye'. Note that the response is derived, based upon tags from other users (which also include Big Ben).

Not ringtones etc (packaged content)!

FUTURETEXT



Mobile Web 2.0 != Packaged content
(ringtones)

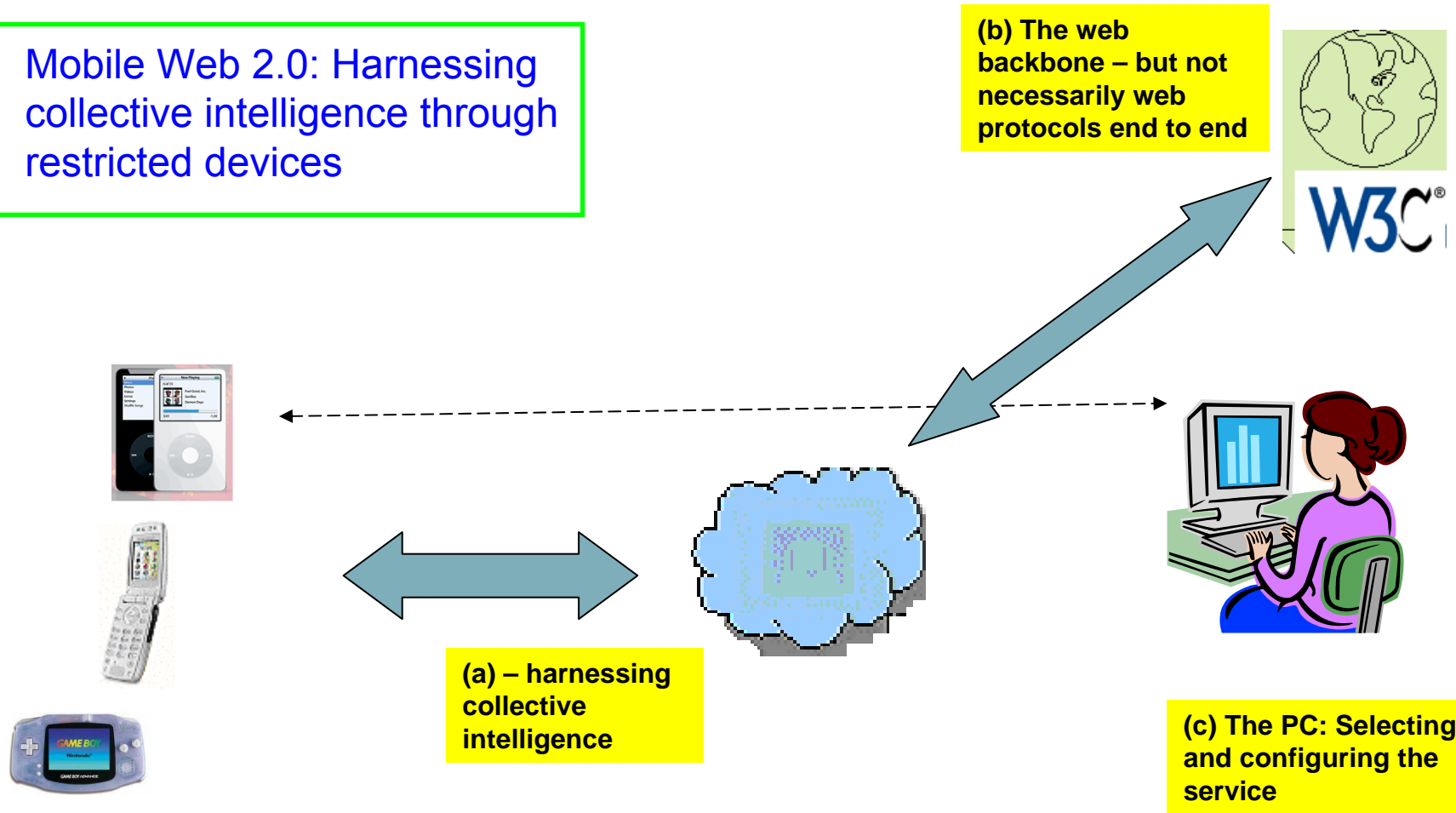
WHAT?

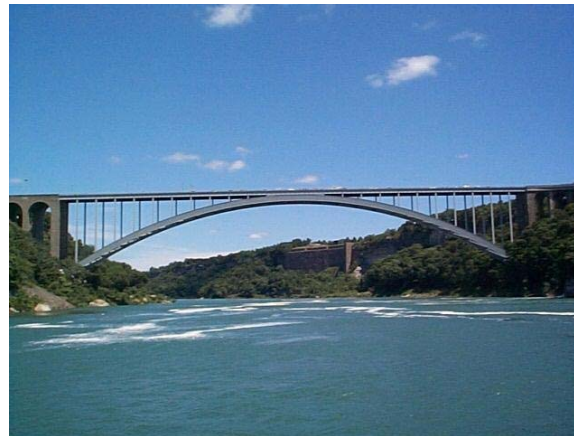
- Capturing intelligence at the point of inspiration
- Tagging
- Capture data elements unique to mobile (ex: location)

HOW?

- Through the Mobile Web
(Ideally - BUT not always!)

Mobile Web 2.0: Harnessing collective intelligence through restricted devices

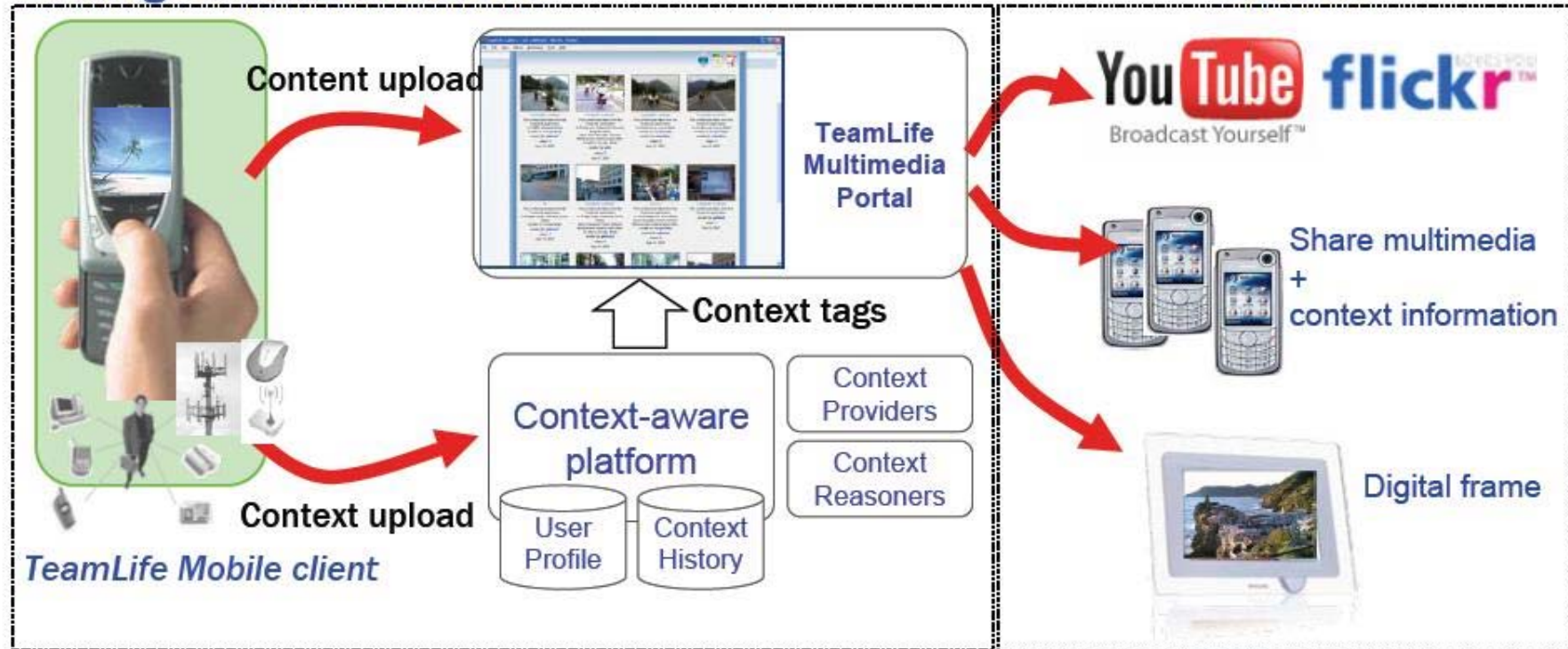




So, the question is: How does the mobile device adopt the ethos of the Web and yet maintain some unique advantages? **i.e. bridge the world of the Mobile and the Internet?**

Getting Context & Content

Share!



At least **twelve ways are possible** for mobile to add a unique element to the Web (cross Web and Mobile open implementations)

1) The Operator implementation – This will be likely based on IMS/SDP/. Some apps may need QOS/differential QOS

2) The handset implantation – This approach is best indicated by Nokia's Ovi strategy and the iPhone.

3) The Enterprise network strategy – Best epitomised by Cisco's foray into Web 2.0 based on recent acquisitions such as Tribes and Five Across and Webex

4) The Web players coming to mobile .. Best example of this approach is Android.

5) Mobile Web 2.0 and Devices –Amazon Kindle

6) SCWS (Smart card web server) – A relatively new approach with the SIM cards being increasingly powerful and with the deployment of a web server on SIM cards.

7) **Identity and Security** – Identity and Security can complement almost any service and a telecoms network has an advantage there.

8) **Browser APIs/DOM extensions**

9) **Voice Call detail records** to create social graphs –

10) **Make it quicker / easier** – users will always pay extra for the small improvements which make their life easier even when other (more cumbersome) ways exist which may be cheaper. 11)

11) Umbrella social networks – social networks that span the fixed web and the mobile web

12) The converged address book – The ‘phone’ address book as a social network.

Impact and synergies between new
media and old media



User generated content is driving the next web .. and everyone has a view point – even the forces of darkness - whether we like it or not!

The object of this discussion is to show a new value chain which is emerging

The 'BIG' screens of life

Cinema (shared with other members of the public):

TV (shared privately within our homes)

PC (personal or shared use)

The 'small' screens of life

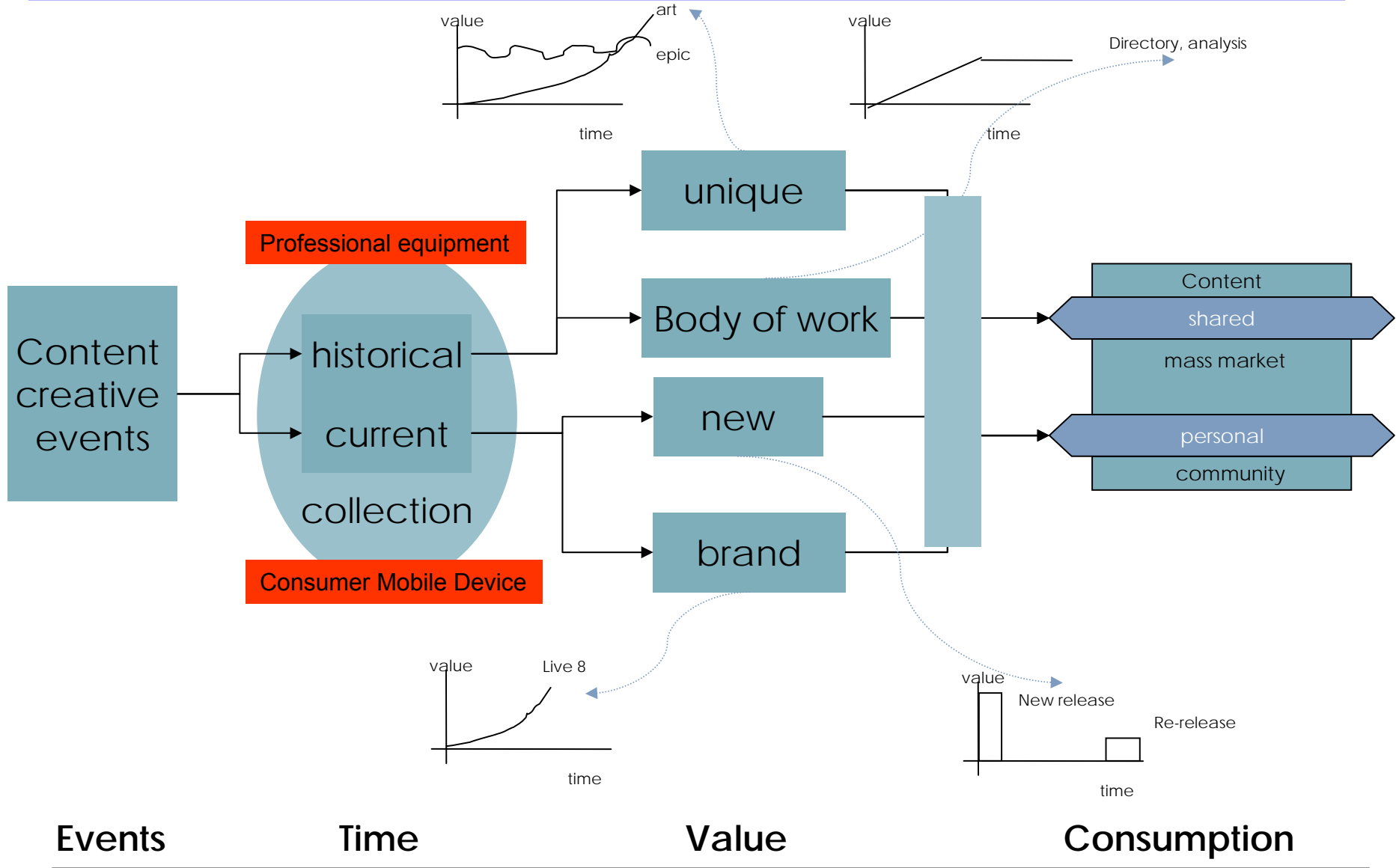
Fixed/Portable Players (fixed devices in things that move such as cars, planes, etc)

Information screens e.g. iPod, radio.

The mobile device, an individual and personalised handheld device

**Both for Big and Small screens, the user has traditionally been a passive receiver of content (i.e. content has been broadcast to the user) OR the user has been seen as a member of a carefully controlled and managed audience (for example voting)
– but not as a primary creator of content**

Content is king – unless the creator changes **FUTURETEXT**



Events

Time

Value

Consumption

Content is king – unless the creator changes

FUTURETEXT

- The content value chain as depicted earlier, is oriented towards broadcast content. (excluding some exceptions like blogs)
- However, the notion of '(Broadcast) Content is King' changes dramatically when user generated content becomes the dominant content type.
- We introduce three ideas:
 - a) Content creation is triggered by events
 - b) User generated content is increasingly being consumed by the community and
 - c) The community could take on some of the functions of the editor.

Content is king – unless the creator changes

FUTURETEXT

Content is created due to the occurrence of an event.

No matter how it is triggered, content falls into four value brackets:

Unique content: such as a film epic whose value increases or decreases depending on marketing and fashion (trends). Unique content could also include a piece of art work or innovation, whose value increases with each passing year

A body of work: such as a database that could be used for statistical analysis.

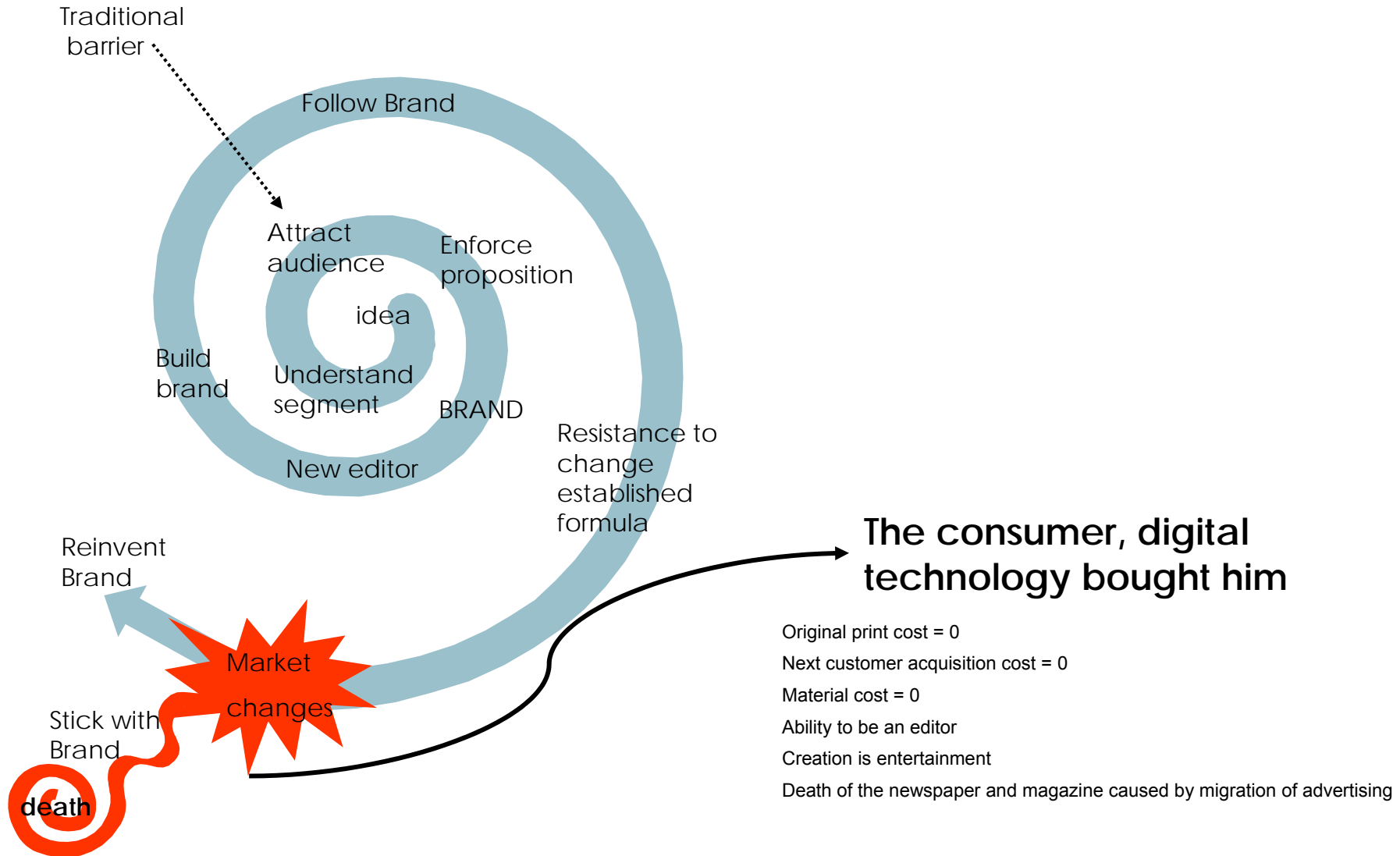
New and News: A new story or a re-release of something that has come back into fashion. In just about all cases, news value falls off within 24 hours for there is something newer. Its value is short and time limited.

Brand: in rare cases, an event will become a brand, such as Live8 , which, if it reaches unique status, produces increasing value over time.

Content is king – unless the creator changes

FUTURETEXT

- The content thus produced was originally consumed only in the mass market media.
- Now, that content is increasingly being consumed by the 'community'.
- By community, we mean people who are no longer passive consumers but are influenced by direct recommendations from friends they know, ratings from peers they don't know and statistical aggregations (such as Google page rank or Alexa ratings).



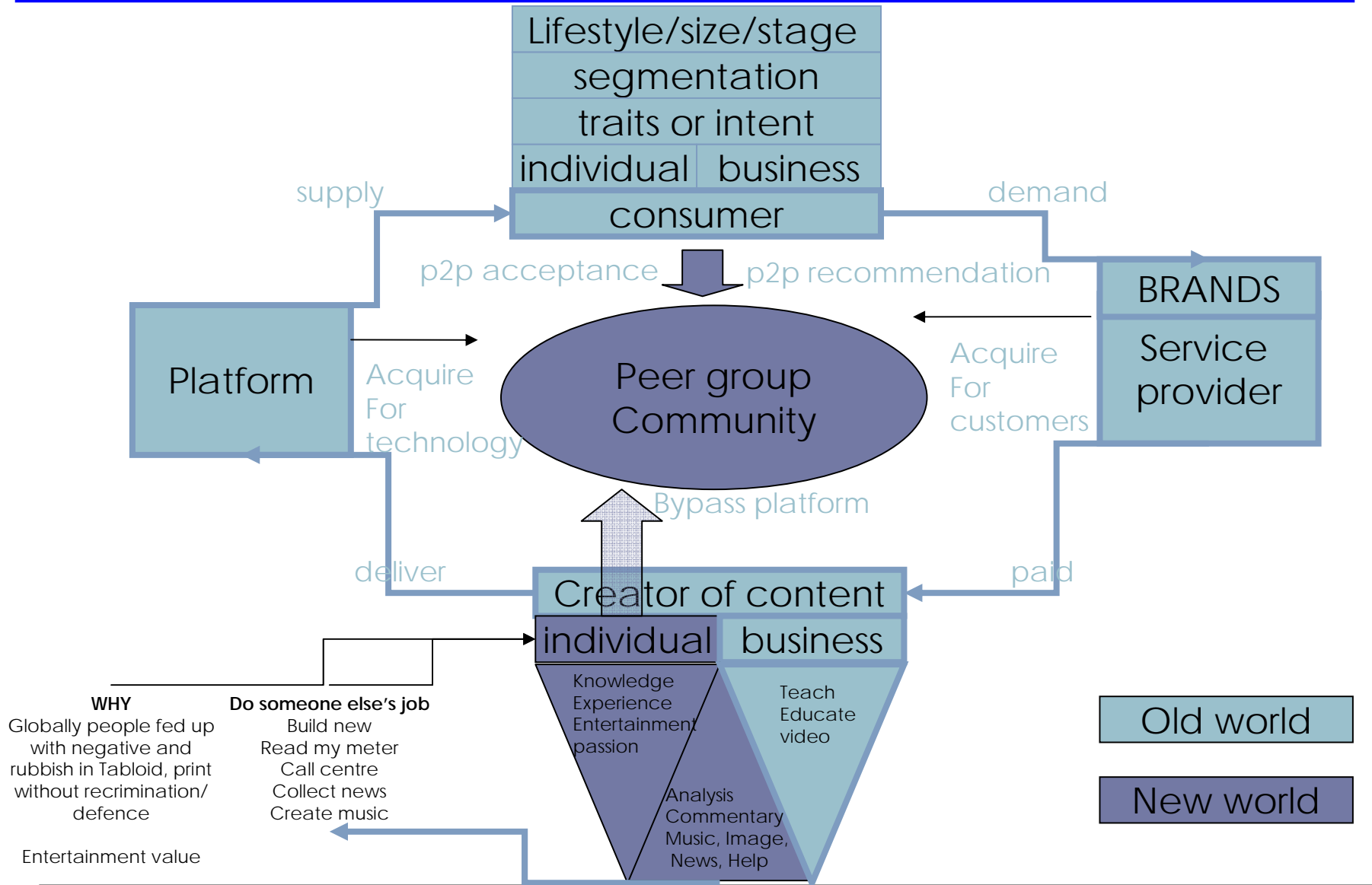
- In the old media economy, the editor was the person who had an idea.
- The content creation process started with the journalist/editor.
- While the editor was not often the expert, the editor was certainly knowledgeable about the subject and had a passion for the content.
- The business model : either sponsorship (advertisement) or price (subscription) or a mix of both.
- The editor had now created a brand i.e. the publication.

- Over time the editor moved on, and a new editor was selected for their insight and understanding of the segment.
- Taking on from the original editor, this new editor's role was to build the brand further or maintain its values.
- As new editors came and went, slowly, passion was replaced by 'following the brand'/conforming to the 'house style'.
- Assuming that the publication/production worked i.e. made money: this formula becomes self reinforcing.

- But success had a price! Ironically, the brand, which the editor created out of his own passion, had become a shackle.
- The brand and readership move in step and create a symbiotic relationship.
- The editor's viewpoints are predictable and the readers are used to a viewpoint within a certain frame of reference (for example: many newspapers lean either to the left or to the right of the political spectrum. Their 'news' is often tainted by the makeup of their political 'lens').
- Around the rise of the web (late 1990s/2000), this cosy relationship changed forever.

- The consumer became the creator.
- The traditional barriers of print cost, customer acquisition have migrated to zero.
- Everyone is now empowered and takes on the role of a creator.
- At first, the media ignored the threat of user generated content, as they still had a focus on embracing new digital channels.

- But, when advertising dollars began to migrate to newer online properties and communities such as MySpace the industry was hit hard.
- Is there a role for the editor? In some ways, there is, because as the sheer volume of content grows, there is a need to select the good from the bad.
- Here, the community could step in to perform the function of the editor (the filter).
- Examples include: Digg and Youtube.



WHY
 Globally people fed up with negative and rubbish in Tabloid, print without recrimination/defence
 Entertainment value

Do someone else's job
 Build new
 Read my meter
 Call centre
 Collect news
 Create music

Old world
 New world

To recap:

- The six screens of life
- Content creation is increasingly becoming personal. Content and context are important
- Content creation is triggered by events
- Content is increasingly being consumed by the community
- The community could take on some functions of the editor.

We will introduce two more ideas:

The creative / consumption balance was **originally** driven by demand

The creative / consumption balance is **now** driven by supply

- Freelancers:
 - Journalists were already freelancers.
 - Outsourcing/contracting created more free lancers
- Zero cost of ownership, widespread content distribution
- Content now became supply driven



Self Actualization is the intrinsic growth of what is already in the organism, or more accurately, of what the organism is. (Psychological Review, 1949)

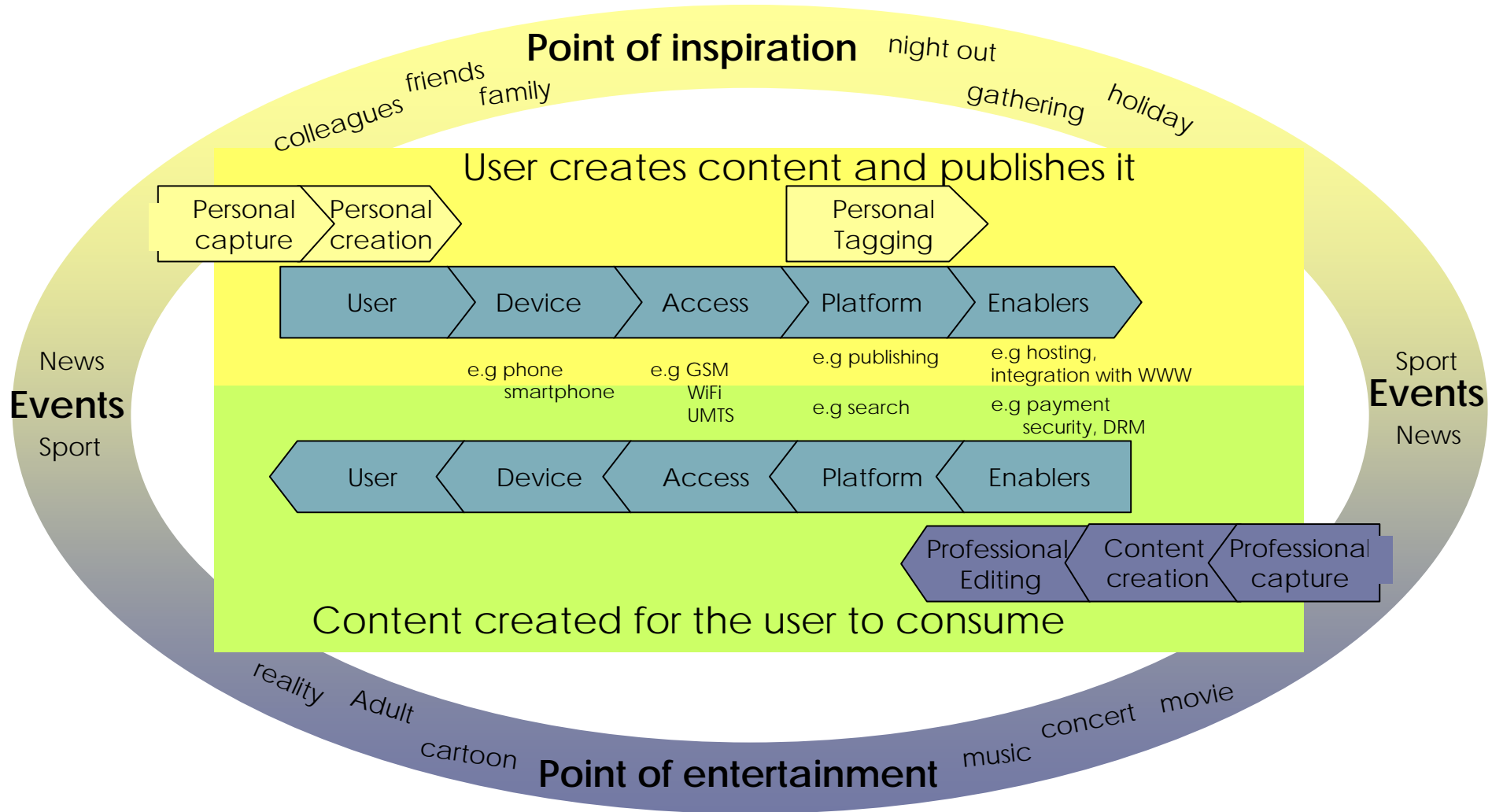
- They embrace the facts and realities of the world (including themselves) rather than denying or avoiding them.
- They are spontaneous in their ideas and actions.
- They are creative.
- They are interested in solving problems; this often includes the problems of others. Solving these problems is often a key focus in their lives.
- They feel a closeness to other people, and generally appreciate life.
- They have a system of morality that is fully internalized and independent of external authority.
- They judge others without prejudice and objectively

Source: wikipedia

Thus, self actualization is the need that motivates the bloggers and others who create content. Ironically, this need is similar to the original editors (passion for their jobs and their subject matters) – before they were subsumed by commercial considerations and the brand.

Thus, the creation process has come full circle!

Ecosystem Balance



To explain this, consider a soccer match

let's approach the same 'event' from the left (user perspective) and the right (professional media perspective).

- *If the user records the event, the user captures the event on their mobile device / digital camera*
- *The content is uploaded via the access network to a platform.*
- *The platform then enables the user to publish and edit the content maybe on the device or via a PC.*

Note that, in this process, the content had metadata about location and time, and also any additional tags (annotations) made by the individual who recorded it. This metadata allows for easy searching and indexing. It is much easier to find the same data by location than by an individual's description of that picture.

In contrast, moving from right to left (professionals record the event)

The same event is edited and delivered to the same user as content to be consumed.

In this case, it is a push model.

- *Both models record the same event and both models will co-exist.*
 - *One could argue that the professionals produce content of better quality.*
 - *However, content produced by amateurs is easy to search and more personal*

- *Both will co exist*

Operational issues: Threats, opportunities, legal, social issues, trust, copyright etc

- Threats
- Legal
- Social issues
- Trust
- Copyright
- Commercial
- Community

- Your responsibility to users when they post personal content
- Obligation to keep information safe
- Purposes that information can be reused
- How much data can you collect
- How long can you save it?
- Obligations to statutory and legal bodies



Welcome to Second Life. We hope you will have a richly rewarding experience, filled with creativity, self expression and fun. The goals of the Community Standards are simple: treat each other with respect and without harassment, adhere to local standards as indicated by simulator ratings, and refrain from any hate activity which slurs a real-world individual or real-world community.

Behavioral Guidelines - The "Big Six"

=====

Within Second Life, we want to support Residents in shaping their specific experiences and making their own choices. The Community Standards sets out six behaviors, the "Big Six", that will result in suspension or, with repeated violations, expulsion from the Second Life Community.

All Second Life Community Standards apply to all areas of Second Life, the Second Life Forums, and the Second Life Website.

Intolerance

Combating intolerance is a cornerstone of Second Life's Community Standards.

Actions that marginalize, belittle, or defame individuals or groups inhibit the satisfying exchange of ideas and diminish the Second Life community as whole.

The use of derogatory or demeaning language or images in reference to another Resident's race, ethnicity, gender, religion, or sexual preference is never allowed in Second Life.

Harassment

Given the myriad capabilities of Second Life, **harassment can take many forms**. Communicating or behaving in a manner which is offensively coarse, intimidating or threatening, constitutes unwelcome sexual advances or requests for sexual favours, or is otherwise likely to cause annoyance or alarm is Harassment.

Assault

Most areas in Second Life are identified as Safe. **Assault in Second Life means: shooting, pushing, or shoving another Resident in a Safe Area (see Global Standards below); creating or using scripted objects which singularly or persistently target another Resident in a manner which prevents their enjoyment of Second Life.**

Disclosure

Residents are entitled to a reasonable level of privacy with regard to their Second Lives. **Sharing personal information about a fellow Resident --including gender, religion, age, marital status, race, sexual preference, and real-world location beyond** what is provided by the Resident in the First Life page of their Resident profile is a violation of that Resident's privacy. Remotely monitoring conversations, posting conversation logs, or sharing conversation logs without consent are all prohibited in Second Life and on the Second Life Forums.

Indecency

Second Life is an adult community, but Mature material is not necessarily appropriate in all areas (see Global Standards below). Content, communication, or behaviour which involves intense strong language or expletives, nudity or sexual content, the depiction of sex or strong violence, or anything else **broadly offensive must be contained within private land in areas rated Mature (M)**. Names of Residents, objects, places and groups are broadly viewable in Second Life directories and on the Second Life website, and must adhere to PG guidelines.

Disturbing the Peace

Every Resident has a right to live their Second Life. Disrupting scheduled events, repeated transmission of undesired advertising content, the use of repetitive sounds, following or self-spawning items, or other objects that intentionally slow server performance or inhibit another Resident's ability to enjoy Second Life are examples of Disturbing the Peace.

Policies and Policing

=====

Global Standards, Local Ratings

All areas of Second Life, including the www.secondlife.com website and the Second Life Forums, adhere to the same Community Standards. Locations within Second Life are noted as Safe or Unsafe and rated Mature (M) or non-Mature (PG), and behaviour **must conform to the local ratings**. Any unrated area of Second Life or the Second Life website should be considered non-Mature (PG).

Warning, Suspension, Banishment

Second Life is a complex society, and it can take some time for new Residents to gain a full understanding of local customs and mores. Generally, violations of the Community Standards will first result in a **Warning, followed by Suspension and eventual Banishment from Second Life. In-World Representatives, called Liaisons, may occasionally address disciplinary problems with a temporary removal from Second Life.**

Global Attacks

Objects, scripts, or actions which broadly interfere with or disrupts the Second Life community, the Second Life servers or other systems related to Second Life will not be tolerated in any form. We will hold you responsible for any actions you take, or that are taken by objects or scripts that belong to you. Sandboxes are available for testing objects and scripts that have components that may be unmanageable or whose behaviour you may not be able to predict. If you chose to use a script that substantially disrupts the operation of Second Life, disciplinary actions will result in a minimum two-week suspension, the possible loss of in-world inventory, and a review of your account for probable expulsion from Second Life.

Alternate Accounts

While Residents may choose to play Second Life with more than one account, specifically or consistently using an alternate account to harass other Residents or violate the Community Standards is not acceptable. Alternate accounts are generally treated as separate from a Resident's principal account, but misuse of alternate accounts can and will result in disciplinary action on the principal account.

Buyer Beware

Linden Lab does not exercise editorial control over the content of Second Life, and will make no specific efforts to review the textures, objects, sounds or other content created within Second Life. Additionally, Linden Lab does not certify or endorse the operation of in-world games, vending machines, or retail locations; refunds must be requested from the owners of these objects.

Reporting Abuse

Residents should report violations of the Community Standards using the Abuse Reporter tool located under the Help menu in the in-world tool bar. Every Abuse Report is individually investigated, and the identity of the reporter is kept strictly confidential. If you need immediate assistance, in-world Liaisons may be available to help. Look for Residents with the last name Linden.

Future developments

- Niche (the Opposite of MySpace)
- Greater regulation
- Greater self expression
- The advertising model becomes mainstream
- Greater demographic acceptance (older users)
- Mobile Web 2.0 / Convergence
- Enterprise

- Ning
- Vox
- Esnips
- Dogster



Ning

Why would anyone want digital graffiti?

It allows a new kind of self-expression

It's a new way for social networks to talk

It has subversive overtones: users can see things not everyone can, and have the ability to tag institutions

Creative content will be a form of street entertainment

Messages might be useful

It's not visually polluting

It 's a new art form

It adds a new layer to our physical lives

Although the above statement is known anecdotally, figures are now beginning to back it up.

Over 2/3rds of European phone users regularly use SMS (Forrester Research)

Dutch SMS traffic went up by 45% on Valentine's day in 2002 (Europmedia.net)

24% of Europeans claim to have engaged in "txt sex" (Phillips)

Germans and British are most likely to send romantic messages.

Italians and Spanish are most likely to use phone for love affairs.

In Asia half of mobile phone owners feel it is easier to SMS somebody they are attracted to than to actually speak to them (Siemens)

Typical Web 2.0 problems

1. Spam and scammers
2. Inability to scale business after reaching a certain number of users
3. Crowds flee to the next cool service
4. Many sites competing on user attention

Thank You

FUTURETEXT

Thank You

See my book at

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My UK mobile is : 00 44 7776 180 099

All images: Google images unless indicated otherwise