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## Web 2.0, What?

Folks who've been reading technical magazines or even **USA Today** have probably heard about something called Web 2.0. We all use the web, so what is Web 2.0? A new browser version?

Not really, Web 2.0 is a term coined in 2004 by O'Reilly Media in collaboration with MediaLive International. It refers to a new generation of web-based capabilities for information sharing, many of which you are probably using today. Wikis (like Wikipedia.org), blogs, RSS (Really Simple Syndication), Skype and social software are just a few examples of Web 2.0 services. The whole idea behind Web 2.0 in general is "social networking" or the idea of using the Internet to share and re-use information - "the market as a conversation".

Web 2.0 turns static web information (one-way) into interactive content and conversation (two-way). Just think about how wikis and blogs are used. Folks post information or ideas, other folks can add, comment or otherwise interact with that information to enrich the content - and the value of the blog or wiki.

From a technical standpoint (for those who like to get "under the covers"), Web 2.0 is built on server software, content syndication, messaging protocols, standards-based browsers with plug-ins and extensions and client applications. Web sites include:

- Ajax-based and non-Ajax-based Internet applications
- CSS
- XHTML markup and/or the use of Microformats
- Syndication and aggregation of data in RSS/Atom
- URLs
- Folksonomies (tags or tagclouds)
- Weblog publishing
- Mashups
- REST (Representational State Transfer) or XML Webservice APIs.

These technologies are aggregated to provide new social networks that allow people to work together and share information among discrete communities of interest.

Turning the web into a collaborative, even more open environment is the concept behind the words Web 2.0. If you haven't participated in a blog or wiki or tried out Skype for your voice communication - maybe now is the time to get a taste of the new web world. We've attached some links for further reading below (from Wikipedia.org).

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### **Critical**

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- [Russell Shaw](#) (2005-12-17). [Web 2.0? It doesn't exist](#). [ZDNet](#). Retrieved on [2006-08-06](#).
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