


Web 2.0 Glossary

	Definition	Think...
Social Networks	Online communities of like-minded people connected on the web. User can create a profile, share interests, and socialize with others.	 
Blogs	A simple method for users to 'post' news relating to their work or areas of interest. Users can submit comments to encourage debate.	
Wikis	Software that allows users to collaboratively create, edit, and link web pages.	
RSS (Really Simple Syndication)	A web feed format used to publish frequently updated content such as news, stories, alerts, etc.	
Tagging and Social Bookmarking	A Tag is a keyword to describe a bookmark, such as a website link. Bookmarks can be shared with other users and viewed by category or tags.	
Podcasting	Audio content that can be downloaded automatically so that it can be viewed or listened to online or offline.	
Widget	Small program that performs a specific functionality. Widgets can be easily embedded in a web page.	
Mashups	A new and richer application or service created as a result of the combination of two or more data sources.	
RIA (Rich Internet Application), AJAX	Web applications that have provide desktop-type features and functionality, such as no page refreshes and better interactivity. AJAX (Asynchronous JavaScript and XML) is a technology used to create RIA or interactive web applications.	

Group Exercise

"iWantToMakeADifference.org" is a non-profit organization that aims to provide shelter, food, and basic education for underprivileged children under the age of 12. *It has a Web 1.0 site (informational, not personalized, no community) and is particularly struggling to attract donors on its fundraising site.*

The CEO of this non-profit organization has a friend - Mr. Enterprise 2.0 - who has gotten him excited about Web 2.0. So to start with, she changed the name of her company to "WeCanMakeADifference.org".

Now that the company has a new name, the CEO is looking to take it to the next level but applying Web 2.0 concepts to the Web channel.

What Web 2.0 strategies and features would you propose?

Strategic Questions

- How might your organization open up to “collective user value” so that users within the organization and visitors from outside can share information with each other?
- How might a Web 2.0 enabled approach change your organization’s current practices, business model, or competitive advantages? What existing aspects of your organization might feel threatened by this shift?
- How can you maximize your organization’s online opportunities?
- How might a Web 2.0 enabled approach impact your organization’s marketing, customer support, and services provided?
- What are some short-term steps you might take to raise the awareness of those in your organization about the power of social networks?

Tactical Questions

- How can you allow users to participate on or “join” your site? Can they share their ideas and questions?
- What features of your site will help users make connections with each other?
- How might you encourage users to bring other users to your site?
- How much information are your users comfortable sharing about themselves? What concerns do you have about privacy of user data?
- Can users keep up with information on your site without having to visit it through syndicated content?
- Do you provide or make use of programming interface tools so developers can combine content from your site with complimentary materials from elsewhere?