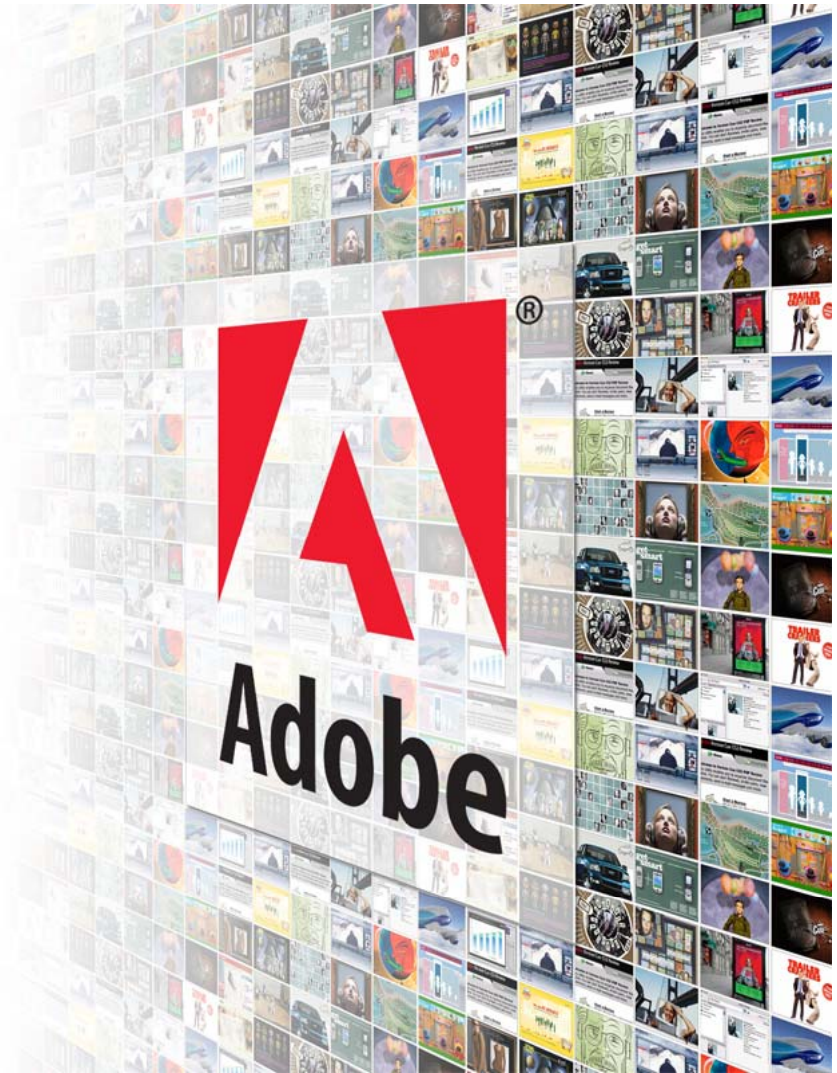


Web 2.0 Architecture for the New Internet

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Overload



Web 2.0?

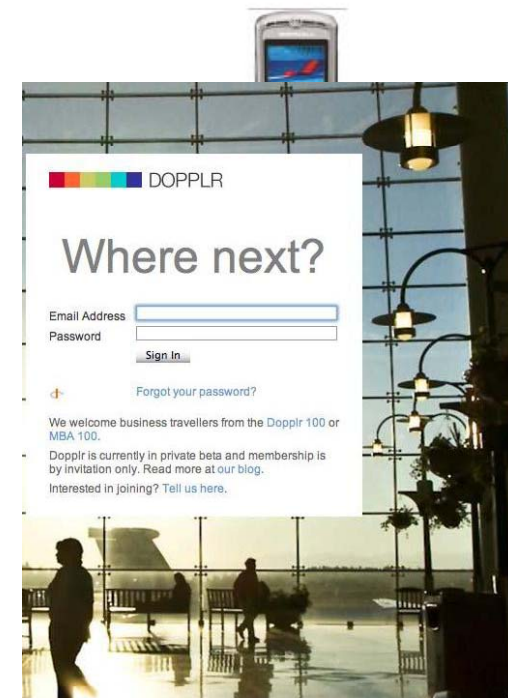
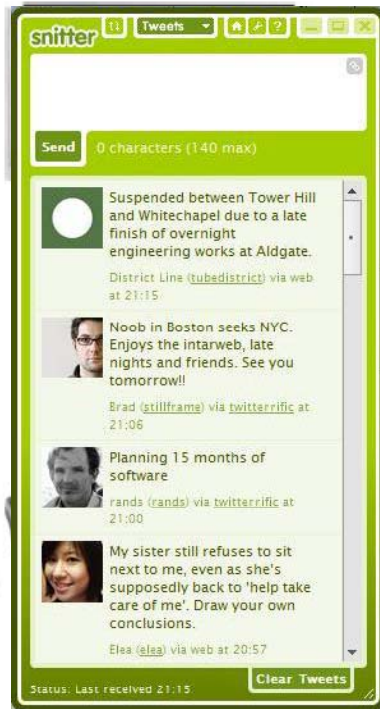
- Does it need definition?
- What is it really?
- Frame?

*“Web 2.0 is the network as platform,
spanning all connected devices”*

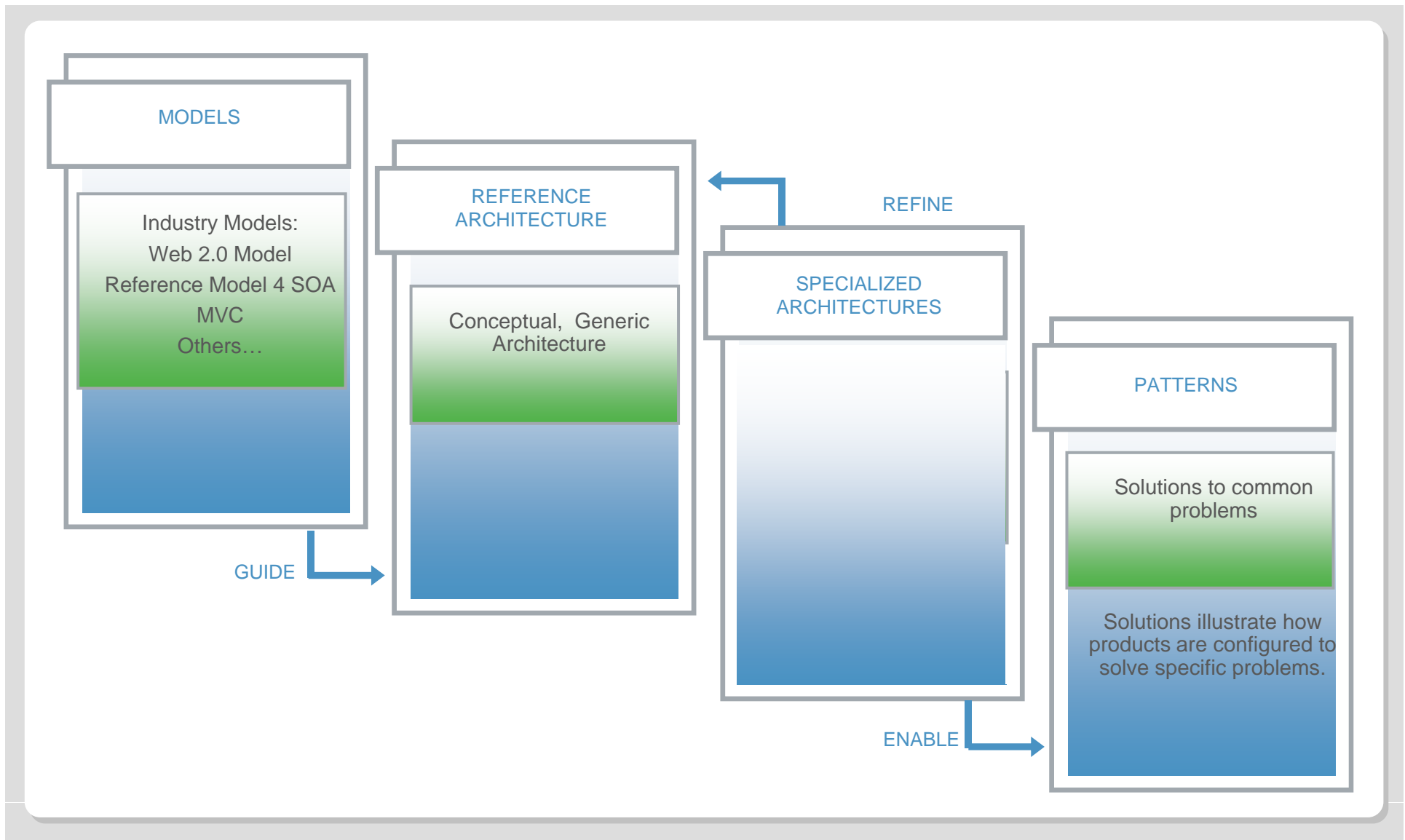
*“... an ecosystem for communicating,
connecting, collaborating and
creatively expressing ideas and
information in revolutionary new
ways”*

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

Where does it begin / end?



Methodology used to identify Patterns & Architecture



Patterns from examples, Models from Patterns

| Web 1.0 | | Web 2.0 |
|----------------------------|-----|----------------------------|
| DoubleClick | --> | Google AdSense |
| Ofoto | --> | Flickr |
| Akamai | --> | BitTorrent |
| mp3.com | --> | Napster |
| Britannica Online | --> | Wikipedia |
| personal websites | --> | blogging |
| evite | --> | upcoming.org and EVDB |
| domain name speculation | --> | search engine optimization |
| page views | --> | cost per click |
| screen scraping | --> | web services |
| publishing | --> | participation |
| content management systems | --> | wikis |
| directories (taxonomy) | --> | tagging ("folksonomy") |
| stickiness | --> | syndication |

- Architectural patterns can be distilled out of examples.
- Models based on concepts to enable patterns.
- Conceptual Architecture (Abstract) based on Model.