Web 2.0 Evolution into The Intelligent Web 3.0

100 Most Asked Questions on Transformation, Ubiquitous Connectivity, Network Computing, Open Technologies, Open Identity, Distributed Databases and Intelligent Applications

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Web 2.0 Evolution

Web 2.0 Evolution into The Intelligent Web 3.0: 100 Most Asked Questions on Transformation, Ubiquitous Connectivity, Network Computing, Open Technologies, Open Identity, Distributed Databases and Intelligent Applications
Web 2.0 Evolution 100 Success Secrets

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Web 2.0 Evolution 100 Success Secrets

There has never been a Web 2.0 Evolution Guide like this.

100 Success Secrets is not about the ins and outs of Web 2.0 Evolution. Instead, it answers the top 100 questions that we are asked and those we come across in forums, our consultancy and education programs.

It tells you exactly how to deal with those questions, with tips that have never before been offered in print.

This book is also not about Web 2.0 Evolution’ best practice and standards details. Instead, it introduces everything you want to know to be successful with Web 2.0 Evolution.
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The Historical Background of Enterprise Mashups

The technological advancement has brought various applications into their present position today. In case of enterprise mashups technology, it acquired its recognition in the world of information technology for the past few years along with the impetus that Web 2.0 is experiencing.

Initially, enterprise mashups acquire data from various sources that include Craigslist. Enterprise mashups also combines its data from mapping services and photo services to build data visualization. As mashups continue to grow, it primarily focuses on the consumer needs. But since its growth is inevitably growing the scope of the services it provides expand not just to the consumer needs but to the interest and acceptance of enterprises that employ mashups.

Hence, organizations and enterprises gained new knowledge and they eventually realized that they can actually place their well-defined services. Such well-defined services can perform discrete fragments of business logic along with other services that are already existing. The already existing services mean internal or external services of the organization that can be utilized in providing another innovation or new and remarkable perspectives on the data.

So, enterprise mashups continue to inflate its influence among organizations and as it becomes developed techniques on how to create enterprise mashups goes along with it. Various companies are already employing enterprise mashups in creating their business models. In the US alone, real estate market employs Redfin and Zillow since both uses massive amount of real
estate data from public and private sectors. And if this continues to happen, the real estate site that will be created can actually gather more data from various sources like local schools, hospitals, classified ads or job advertisements and so on and so forth.
The Web 2.0 Colors That You May Enjoy Incorporating on Your Page

Web 2.0 is not all about data services. In fact Web 2.0 has developed immensely that it became all-embracing provider of web services. The Web 2.0 colors can serve as evidences that Web 2.0 can also be stylish and really eye-catching. So, if you create your own web site, you are also exposed to various choices when it comes to putting colors on your site.

The nicest colors are presented in the Web 2.0 colors which are also often called as Web 2.0 color palette.

In blog making for instance, Web 2.0 colors can be your perfect companion now that you are focus in designing your own website. In developing and finalizing your blog, Web 2.0 colors add meaning to the overall impact of your site. As it brings your site towards a higher level, it also gives higher value to your site.

There are tons and tons of tools and generators available on the Web so the problem now lies in where on the Web will you get your color schemes for your Web 2.0 project, in this case, your blog. There are actually sites on the Web that allow you to create your own color scheme or let you choose among the color schemes that are already available. Web applications that provide Web 2.0 colors are in fact also providing tips and help tools so that you can operate the color tools and make adjustments as long as you want.

Both creation of Web 2.0 color scheme and picking up of what color scheme to employ are two means that are beneficial when you want to put colors and shades on your site.
The Web 2.0 Logo Made in Photoshop

Using Photoshop can be very interesting once you have knowledge about it and have a full blast employing it especially in Web 2.0. So if you are that interested in creating your Web 2.0 logo made in Photoshop, you might want to learn the basic skills first and learn from other designers and developers as well if you want to start exploring your creativity and as it gets reflected on your own work, in this case your Web 2.0 logo.

The Steps in Web 2.0 Logo Making:

1. Download the application you need and install the style of file you want to create in your Photoshop.
2. Then, load or run the style you installed then call up the Style dialogue box that is found on your Photoshop tools. So from Windows go to Style. Then, click the small arrow on the right corner located on the top. Then from the top down choose Load Styles option. From the list search for the option that says Web20 and then load it. Then, from the arrow drop down click on the option called Large List.
3. The style you installed gives you the liberty of mixing the default logos provided. If you want to know how to draw your own logo you can also do so.
4. In case of drawing you Web 2.0 logo go to the option named “mixd logo” and you will have more options like “mixd text,” rounded rectangular, small dot, and smaller dot. Then try to explore and employ more design functions to make your logo more stylish.
5. You can also utilize the Blending Options for the style you have chosen or drawn.
With this helpful tips, you will realize that coming up with your Web 2.0 logo is as simple as patience.
Unleashing the Web 2.0 Programming

Web 2.0 has opened doors for many things. Through Web 2.0 programming, developers were able to obtain advantages when it comes to designing their web applications to provide services to the service consumers. Because of this innovation and architectural changes, flexible designs, creativity in reusing applications, easier updates can be employed.

But such pleasures of innovation come with a price because the developer has to rethink how traditional applications in web development technologies and addition of original ideas are necessary.

Though online and print materials and resources can be of great help, experience and training in Web 2.0 programming are still the best teachers. So, before we further move forward to what the future has to offer when it comes to Web programming developers should be aware of various technologies that can be employed and can provide both consumer service and client service satisfaction first.

When we say Web 2.0 programming, this is a deal in using the internet as a platform. It is already a fact that Web 2.0 is a homogenous platform. That is why in Web programming, developers should be aware of the tools and knowledge they need that will enable them to create Web 2.0 applications that employ essential and key components. Such flexibility in the choice of key components is necessary so that any application that a developer will create will be applicable to whatever environment the developer, user, and client will use.

Once a developer gained an immeasurable knowledge in Web 2.0 programming (e.g. HTTP and other tools) then building application would be more efficient.
Understanding Web 2.0 Traffic

You didn’t make your site just for nothing. And if you really want your site for nothing, then you better change your mind and find a purpose out of your site’s creation. An understanding on the Web 2.0 traffic can help you maximize the web site you created primarily for nothing.

There are tons and tons of Web 2.0 companies available on the internet. However, to distinguish which one is getting the most Web 2.0 traffic is another story. But in recent polls and lists made by some researchers, it seems that the companies that get the most of the Web 2.0 traffics are those sites that enable people to collaborate, contribute, and share information via the Web in the most convenient and innovative means. Some of the websites that gather very good Web 2.0 traffics are: YouTube, MySpace, Facebook, eBay, PhotoBucket, Xanga, FotoLog, and many more.

On the other hand, Web traffic is also as important as sales generation when it comes to online businesses. As long as you acquire a solution that provides good traffic sources and services your online business will continue to grow and exist. More online activities can actually generate good traffic but this still depends on what kind of online activity.

In this case, doing online business can be considered as an online activity and to maintain your good traffic you can employ strategies like RSS feeds (a more conventional way) and most especially the Web 2.0 traffic sources (the trend today).
Locate Your Map Mashups

Mashups when used in music space can unite tunes that are not connected before as it can still create pleasant music. On the other hand, mashups when used on the Web, it unites data that came from various sources. In fact, enterprise mashups are designed for easy execution, friendly and accessible to Web users, and designed to present significant contents.

To enable success of map mashups creation, mashups and developers should have broad knowledge about their audience, as well as full understanding in various business undertakings. Therefore it is as simple as this, spending insufficient time in comprehending what business are you putting up, what your business is all about, and taking for granted what your business needs is like ending your business even before it get started. In line with this truth, you are actually putting yourself and your future business in jeopardy.

Map mashups have the capabilities to become context-focused based on the applications that were created and built. This is beneficial to enterprises because everything is places in the context of the end-users like what the end-users do.

Finally, and to gain more understanding on enterprise mashups, here are the four kinds of mashups that are connected in creating map mashups:

1. The back-end mashups that aim to get a bigger audience while sorting out the information it can provide to the users.
2. The business mashups that primarily deals with orchestration processes in events organization.
3. The front-user mashups that is specifically designed to perform technicalities in the business lines which
involve information that is embedded in the page or other connected sources.

4. The social enterprise mashups created by developers to provide social interaction and it also involves activities that are linked to the applications.
Designing Your Web 2.0 Header

Simple yet very effective design of the whole website can be attributed to designing your Web 2.0 header. So if you are just a beginner when it comes to developing the design of your Web 2.0 header then, here are the helpful steps and tutorial that can help you move on along the way.

The target design would be a simple and easy-to-make design. Here are the steps:

1. To start of, create a new document. You may use the size 600 x 190 pixels for the size of your header. And then, part of this first step is to fill your background layer with white. The command would be Edit then Fill.
2. Next would be to create a new layer and you may select the design shape called rectangular marquee. Then, your pixels selection in this part, which is on the top, would be 600 x 120. And for the color, it would be nice to use a linear gradient which is from a lighter blue shade to darker blue shade. The command would be Layer then New then Layer.
3. Then add some highlights to the header itself. You can use the radial gradient and then white transparent.
4. Then another highlight, this time with intensity. Do the step number 3 but this time on the right side of the banner.
5. Then another design that you may want to incorporate is the abstract brush design which of course belongs to the shade of blue.
6. For this step, its time to put the text you want on your Web header. Choose the simplest first though.
7. Navigation should be done next by using another new layer this time its black. Contrast it with the white shade of the text.
8. Finally, place your link on the background of navigation as you finalize the font that you would want to use.
Be Educated with the Web 2.0 Presentations on the Web

Since Web 2.0 is gaining an immense recognition as it offers great benefits to many organizations and enterprises that employ internet as their essential network and service provider.

And so, getting knowledge and better understanding on Web 2.0 seems to be a requisite if you want to further your career in Web creation, development, design, and other related functions done on the Web using Web 2.0.

This is the reason why there are many Web 2.0 presentations available on the internet. So if you can’t avail of the seminars, trainings, and short courses in Web 2.0 then you may want to feed your mind with Web 2.0 information through viewing and downloading Web 2.0 presentations.

The Web 2.0 presentations try to be comprehensive as much as possible. Apart from the basic skills that the author wants to impart, other essential information about Web 2.0 is also incorporated in the presentations. The goals and the objectives of the Web 2.0 are elucidated using genuine cases and applications. The theories behind Web 2.0 are put into practice until the desired purpose is met.

Other common contents of Web 2.0 presentations are:
1. The reason behind the creation of Web 2.0
2. The definition, the etymology, and the founders
3. The comparison among Web 1.0, Web 2.0 and the latest Web 3.0
4. The components of Web 2.0
5. The most recognized Web 2.0 sites (e.g. social networking sites, bookmarking sites, Ajax-based sites, etc) and how they become full grown from being Web 2.0 startups
6. The core Web 2.0 techniques and the job of the Web developer
7. The current status of Web 2.0 in the market industry
8. The future of Web 2.0
Get Started With Web 2.0 Startups

Tim O'Reilly was able to give a definition of Web 2.0 at a time when many people take the term for granted and out of context. Yes, before Web 2.0 was meaningless. However, because of O'Reilly a working definition was made. Web 2.0, starting the day of conference in 2004 attended by O'Reilly himself, was defined as a platform used by the internet that is linked with the business revolution that exists in the computer industry.

So, as Web 2.0 increasingly becoming a trend so is the Web 2.0 startups which means the newest addition in the websites that employ Web 2.0 in creating, developing, and designing their entire website. Enterprises and organizations have been exhausting the benefits that Web 2.0 can provide with no great costs at stake. So when a Web 2.0 hit the internet and then instantly accepted by the users and even the audience that doesn't belong to its scope of influence, it can be considered as a major Web 2.0 Startup revolution.

The most prominent Web 2.0 Startups that are now dominating the World Wide Web are the following:

1. MySpace which is a social network that was launched in July 2003.
2. YouTube which is a video sharing network that was launched in February 2005.
3. Facebook which is a social network that was launched in February 2004.
4. Wikipedia which is a Wiki-based encyclopedia that was launched in January 2001.
5. Bebo which is a social network that was launched in January 2005.
6. Digg which is a social content bookmarking and voting network that was launched in November 2004.
7. Flickr which is a photo sharing network that was launched in February 2004.
8. Netvibes which is an Ajax-based StartPage that was launched in September 2005.
9. Del.icio.us which is a social bookmarking network that was launched in 2003.
10. Meebo which is an Ajax-based instant messaging network that was launched in September 2005.
Get Yourself a Web 2.0 Training

The scope of Web 2.0 in the industry at present is so wide-ranging. So, if you want to take advantage of the opportunities that are linked in having knowledge in Web 2.0, training is what you need. Developers of Web 2.0 gained their momentum in the recent years because Web 2.0 is widely acquired in many huge enterprises because of the great services it can provide. So if you want to advance your career as an IT professional, then Web 2.0 training is really an essential option you should obtain.

Trainings in Web 2.0 include seminar workshops that aim to provide techniques, software development strategies, execution of the latest innovations in applications and other information on making a Web 2.0 specialist becomes an expert.

Upon completion of a specific seminar say for instance Web 2.0 applications with other advanced user interface application designs the trainee will be knowledgeable in:

1. Designing complex Web 2.0 and other traditional applications
2. Incorporating prototypes and employing cases that can validate issues with regard to design issues
3. Creating and building intricate navigation designs and models in Web and Windows transactional systems that are based on both the Web and the Windows
4. Employing the visual design that is already proven since it can already resolve user interface issues and problems

If you are an attendee you will realize how many benefits you can actually get from Web 2.0 training because you instantly become exposed to the development techniques, unique approaches in application designs and addressing problems that are connected with Web 2.0. so, to become effective developer when it comes to Web 2.0 constant learning is a must.
Web 2.0: CRM Made Easy!

Web 2.0 basically describes how the internet is running today. It includes the improvements and the developments of internet utilization like the presence of blogs, social network, video and photo sharing and others. All of these were embraced and somehow evolved into how businesses are marketing their companies and products today.

Like some experts say, business has accepted the internet as another platform for its operations. With this said, a company cannot avoid using Web 2.0 applications in their business operations. It also discovered the usage of new Web 2.0 applications for customer relationship management.

Businesses have found new creative and innovative ways to market their companies. And since they are in the internet platform or Web 2.0, CRM had to be done in Web 2.0 applications as well. This meant that customers became more involved in the development and even in the improvement of the products and services.

Typically company websites or online stores would now have forums, memberships, message boards, blogs and even video sharing. These provide a venue for customers to express their impressions of the products and their experience using the product. Through memberships, companies are also able to engage in follow up with the customers. They can send emails regarding new ways of using the product or how to maintain certain products, for example. In the case of social networks, marketers are able to target customers better by understanding the interests of their customers. So, what happens really is an exchange between customers and companies. Products and services are created better because of this exchange and custom-
ers are better satisfied as well. All of these are possible because of the Web 2.0 applications.
Web 2.0 is the term used to call the new developments in the World Wide Web today. According to experts Web 2.0 has presented new and innovative ways of using the internet. While the first phase of the internet was all about reading content on the internet, Web 2.0 is now about “reading and writing.”

Businesses have welcomed these improvements or enhancements of the internet. Web 2.0 applications have given businesses new ways of marketing their products and services. It has also paved a way for better customer relationship management.

On the part of many individual users, online word processing and online spreadsheets have become a possibility. Examples of which are Writely, Thinkfree and gOFFICE. Thanks to these three services, people were able to write documents and make spreadsheets through the web browser. This meant that they were also accessible so the author can edit it anywhere he is. He can also share them with others by publishing what he made and providing people with the links.

The Web 2.0 PowerPoint application was missed for a while. But thanks to Thumbstacks, making PowerPoint presentations through one’s browser now became possible. And just like Writely and gOFFICE, they can be saved, published and shared with other people.

So what Web 2.0 really brings is a new way of using the internet. While businesses have their way of taking advantage of it, Web 2.0 also has benefits for personal users. And although several other experts have questioned its proper definition, it is
quite apparent that Web 2.0 has enabled people to do more than just retrieving data and information.
Where Will Google Be Upon Web 3.0 Wikipedia Implementation?

Web 3.0 is being touted as the phase next to Web 2.0. It is a name coined to describe the future wave of the World Wide Web. Like Web 2.0, the Web 3.0 would describe the changes in internet usage. This includes the upcoming technologies like the use of artificial intelligence. Faster internet connections and more advanced computer graphics are also to be expected.

Web 3.0 is still under development. But the vision for the next generation internet is to develop an intelligent web. And aside from artificial intelligence, it is also looking into data mining and the use of the semantic web, recommendation agents and machine learning.

Web 3.0 or also known as the Semantic Web promises a new way of information organization. The next generation World Wide Web is seen to operate in a more logical way. Compared to Google, which makes use of human comprehension, Web 3.0 also known as Wikipedia 3.0 will operate on machine comprehension.

Again, researchers are still in process of defining the best and the most appropriate design models. For it to work to its potential, it is important that knowledgeable people participate in the development of domain-specific ontologies.

Unlike Google, which works by matching keywords, Wikipedia 3.0 will work by translating concepts and inferring new information. When one uses Google to make searches today, it will come up with results by matching keywords. For example, if one makes a search using “Italian cuisine” as keywords the
results will be limited to sites advertised or tagged with the same keywords. Results from the semantic web would, on the other hand, also include sites that were tagged as “pizza joint or pizza parlor.” With such a more intelligent semantic web, people are wondering if there would still be place for Google then.
Web 2.0: Data Open Sharing Is the Trend

Web 2.0 has brought many improvements to the World Wide Web. For one Web 2.0 concepts have given internet users some new things such as blogs, video sharing, social-networking sites, wikis and such. But the changes in the World Wide Web are not limited to these examples. It all stemmed from Web 2.0 concepts and certain applications that innovatively created them as products. With these internet enhancements, other layers of applications were also developed like using social-networking or blogs for marketing businesses, for example.

In many of these innovative developments in the internet, Web 2.0 data open sharing is something that is common. Just as there is open software, open sharing and re-use of data has also been quite apparent in the second phase of the World Wide Web.

It is very apparent that Web 2.0 is quite for the use of data and information in databases in order to render services. There is also a trend that is going for the opening up of stored information to the public. If one will observe, white papers and ongoing researches and tests are published at a faster rate. As the researches are being done, some partial results are already published. Web 2.0 concepts are geared towards open exchange of data and towards the adoption of open standards as well.

It can also be noted that there are some degrees in data sharing. For instance, YouTube allows people to upload videos and it allows others to view them. But the site does not allow actual downloading of the content. Other sites, on the other hand, allow exporting of data from the site in the form of XML text file.
Web 2.0 Scripts Can Be A Threat Disguised in Data

There is no single definition for Web 2.0. There are many separate views on the term. But generally, Web 2.0 refers to the world wide web of today. It refers to the enhanced functionality and use of the internet. It is geared towards the enhancement of creativity and sharing of information. Web 2.0 facilitated the development of video and photo sharing, social networks, blogs and so on.

Tim O'Reilly relates Web 2.0 to business. According to him, it refers to this development in which business has taken the internet as its new platform. Business does so to take advantage of the benefits that the internet brings like gaining global exposure.

Web 2.0 data contains rich data. This means that they are not just merely data but embedded in them can be a series of scripts or programs. This is because Web 2.0 data allows formatting, markup, images, special characters and other syntax. While this has its advantage, it also presents threats and risks of possible attacks from applications or service suppliers.

By embedding the right Web 2.0 scripts, anything can execute data in the internet. The type of code used would depend on the destination of the data. It could be in Javascript, LDAP, shell script, SQL and others. For example, a malicious SQL can be integrated with a user query. This method is known as SQL injection.

Since there is no more just plain data in the internet today, data could be small programs for downstream systems. The
problem is when codes are embedded maliciously. Something that seems harmless at the moment could be harmful when one’s system is able to reawake or decode a dormant attack.
Information About Web 2.0 Calendar

In general, Web 2.0 refers to the changing trends in the utilization of World Wide Web technology. It also refers to the web designs that can enhance creativity, information sharing, collaboration and functionality in the web.

But what is Web 2.0 calendar?

Web 2.0 calendar are web applications that make creation of calendar easier. This is for people who have so many appointments and social commitments. They need a convenient way to remember their schedules and to enable them to share these schedules efficiently. There are many existing web 2.0 calendar applications.

1. There are web 2.0 calendar that keeps track of “Things to Do” list, events, schedules and birthdays. A user can choose from so many applications. There are those that specifically provide a quiet interface that enhances a user’s experience.

2. There are also applications that send invitations, add repeating events and receive alerts. There are those that can be accessed through mobile phones, can be added to a MySpace page, can be posted to a blog and can be emailed to friends.

3. A user can also choose an application that has easy color-coding events which makes them easier to categorize and find.

4. A user can also create an online calendar that implements drag & drop technology, sends AIUM or SMS reminders and RSS feeds.

These web 2.0 calendar applications are all available online. There are those that are offered for free. There are also
others that can be bought as a software package, a hosted solution or as virtual equipment.
Web 2.0 Ideas That Failed

The World Wide Web is a growing business but it is also considered a fickle business. Although there are many Web 2.0 ideas that were very successful, there are those that were a complete flop. Nobody can really tell the exact factors that contributed to their failure. However, this will be an interesting topic for those who want to learn from the past mistake of others. This is especially true for those beginner website designers.

What are these failures?

1. Syndication, which makes it easy to subscribe to websites and also share Outlook Calendar with others, was a complete failure. There are companies that stopped syndication and even sold the software for a small fee.

2. There are also Web 2.0 ideas that just duplicated other existing ideas already. The issue here is that it can never compete with what was original such as the Windows Live Expo. This was made originally as a response to the popularity of Craigslist. The lesson here is that a website designer may create a website that competes with an established website. But better make sure that it offers something special.

3. Another Web 2.0 idea is a virtual nightclub for people who doesn’t have a social life or for those who are not comfortable socializing in real life. The principle behind this website is to connect people who are frequenting the same venues. The lesson behind this is that never create a website idea that is already prolific in other websites.

4. An online photo back-up site was also created which is meant for users who want to be assured that their photos will be saved. This is just in case when the computer of the user bogs down and he doesn’t have a back up. However, this did not become successful also.
There are many Web 2.0 ideas. However, a designer must be aware of what worked in the past so he does not commit the same mistakes as the others.
What is WSUS 3.0 Web?

WSUS 3.0 is short for Microsoft Windows Server Update Services. It is considered to be a significant member of the software update management of Microsoft. WSUS 3.0 is an improvement of the previous versions and offers various improvements, functionality and scalability. The said improvements are said to be user friendly for both new and experienced WSUS administrators.

What are its highlights?

WSUS 3.0 Web offers some new features and enhancements for those who are using Microsoft Windows Small Business Server environments.

It is also useful not just in big companies but with small companies as well. WSUS 3.0 Web is available as commercial products for those companies that can afford a software distribution tool. However, there is also a free tool that is popular with IT shops and small companies.

It is good for companies with small infrastructure and also for big companies with as much as 20,000 users and numerous plants around the world. All the company needs is to have Windows Server 2003, Windows XP with Service Pack 2 and Windows 2000 with Service Pack 4.

What are its disadvantages?

WSUS 3.0 Web has its downside. It patches only Microsoft platforms and unfortunately not even 100% of them. Third-party patch managers are usually supported by Unix and Linux.
Furthermore, this does not help uninstalls since this process is done through Systems Management Server.

Other users have said that WSUS 3.0 Web is time-consuming and burdensome. This is because a user who has several domains has to exit first before using the console interface.

Although there are several downsides to WSUS 3.0 Web, businesses that have been using Microsoft environments would certainly appreciate the various improvements made.
Basic Tips for Web 2.0 Designer

A Web 2.0 designer needs to understand that it is easy to create a website. All it takes is learning about designing, creativity and patience. However, the important question at the end is that “Has the website designer created a high quality and effective website?”

Tips and tricks

A Web 2.0 designer must always keep his websites simple. Simplicity means that he would use as few features as possible to achieve what needs to be done. Why is this so? The user’s attention is limited. Therefore, a designer must keep in mind that the more stuff there is in the screen, the less likely the user will notice the more important features. If noise can be minimized, then better do so. The important thing is that the Web 2.0 designer conveys his message across as simply and as economically as possible.

How to simplify?

A Web 2.0 designer must know two important factors for simplification. First, he needs to remove the not important components without sacrificing the effectiveness of the site. Second, he must also think of simpler alternative designs that could achieve the same results. Simplicity means that if he can use lesser pixels, then the better.

The Web 2.0 designer must also look at areas of the page that has less relevance and make it less visually appealing. He must add more visual details such as lines, words and color to those areas that are communicating more relevant information.
Simplicity is just one of the factors that a Web 2.0 designer has to consider when creating a website. There are also other factors to think about but simplicity comes in the forefront.
Understanding Web 2.0 Photoshop Tutorials

Web 2.0 has become so popular because of the boom in information technology. In simpler terms, Web 2.0 is about the changes and trends in World Wide Web technology and web design. It is not just about information sharing and collaboration. It is also about the enhancement of creativity. This is what Web 2.0 Photoshop tutorial is all about.

Why Web 2.0 Photoshop tutorials?

Web 2.0 Photoshop tutorials would be helpful to those who are designing various websites. Having the right knowledge would aid the website designer to make his websites simpler, brighter and more interesting.

There are many Web 2.0 Photoshop tutorials available on Internet. It has introduced a design revolution, which includes soft shadows, reflections, rounded corners and other imaging effects.

These tutorials may come as step-by-step tutorials about typical features and imaging effects. However, there are also those that are offered in series. Usually, the series involve making gradients or the glass effect, reflections, soft shadows and glows and popping up star shapes or violators. The tutorials also include learning how to make diagonal line patterns and rounded corners which is the new fad in web designing.

Although there are various Web 2.0 tutorials and guides online that teach you how to make effective use of the web 2.0 design, many designers think that these kills creativity. This is
because most of these guides teach a standard design of glossy badge and bold fonts. The result is numerous websites with the same standard design.

Web 2.0 Photoshop tutorials are helpful for those who want to learn more about web designing. However, one must also remember that originality should not be forgotten.
Flickr Mashups: Revealing the Wonders of Wiley’s Aptitude

Flickr Mashups is a book published by Wiley under Wrox imprint. This book was intentionally written to give out supplementary information about the details of recent and changed Flickr features, pointers to remarkable Flickr tools, including the functions and a host of other helpful bits and pieces.

Basically, Flickr Mashups will serve as a practical guide to developing applications including mashups through the use of Flickr API. Its contents are discussing about the various remixes and mashups. Also, this book discusses the different technologies applied in their creation. This why this book is claimed to provide the necessary guidelines needed to come up with a creative variety of mashups. The remises of the chapters inside also show the step by step process as to how one can turn up a completely working application from a project idea.

Flickr Mashup is viewed by many as a good project for it incorporates substantial contents. Another helpful topic it tackles is the usage of the Flickr API, which is used to host someone’s own gallery. Additionally, this book also discusses the process of producing Greasemonkey and Firefox to significantly modify the Flickr web site as well as the procedure of mixing Flickr data with other data sources and applications. Examples are Google Maps and RRS feeds.

Therefore, this book is beneficial for a novice programmer aiming to write web functions; or for an experienced developer seeking for an opening to the setting of mashups. When searching for the code used in Flicker Mashups, it can be downloaded from the Wrox web site in a zip file. This features the entire code
written in the book. Other information about the book is featured in Flickr related links.
Take the Challenge: Learn Web 2.0

Previously, Web 2.0 was perceived as a meaningless concept. But when the time comes that this phrase resounds and finally gain its meaning to the market, many people became interested to learn Web 2.0. Numbers of people nowadays perceive that learning Web 2.0 is a form of building a community with sustainable guidance, success stories and best practices. This is also why there are already organizations nowadays which offer assistance to help people build their web 2.0 sites successfully.

The conception of Web 2.0 actually started with a conference brainstorming meeting between MediaLive International and O'Reilly. Web pioneer Dale Dougherty and VP O'Reilly were able to perceive the growing importance of web because of the emergence of new sites and bracing new applications. These occurrences gave them the mark to create a turning point for the web—giving birth to Web 2.0.

From that time on, Web 2.0 Conference was also built. But as what was mentioned, the acceptance for Web 2.0 was harsh at first. Many recognized it as a meaningless marketing catchphrase. Good thing, there were also some people who accepted this as new form of uprooting wisdom. But things do change after sometime; Web 2.0 is already widely accepted these days as a living term that describes the development in the use of World Wide Web when it comes to design and technology, which intends to improve creativity, web functionality, information sharing, and collaboration.

Now that the essence of Web 2.0 is clearly understood by the market many people now became interested to learn more of this concept too. It has been a challenge for numbers of people to
learn the ways for effective evolution and development of web-based communities like blogs and social-networking sites.
Web 3.0 Semantic Web: Makes Online Searching Simpler

The Web 3.0 otherwise known as Semantic web is originally founded by Tim Berners-Lee, World Wide Web inventor. According to the CEO of Radar Networks, Nova Spivack, Web 3.0 Semantic is a set of principles that turns the Web into a full-size database. This is also a place that has an echelon of artificial intelligence where software tools and search engines could read and understand web pages the way humans read them. This is the reason why web 3.0 is viewed as a very helpful tool in simplifying online searches.

Computer scientists have been constantly developing the foundation of web 3.0 to further enhance its function, which is to find the answers to the searches of online searchers. One good example of web 3.0 project is the project that is developed by the University of Washington called as KnowItAll. This project significantly compiles and extracts user posted information in review site and product. This is also the project that is supported by Google.

Additionally, one of the early adapter examples of web 3.0 is the Adaptive Blue. This software can effectively detain the meaning of the web page browsed by the user, develop productivity, and personalized web experience. Like for instance, when a user browse for a specific book, this tool will identify what the page is all about and immediately search for vital information from different sites. So, through this tool it will also be easier on the part of the user to search for the sites where he can also buy the book since the tool will also be responsible in looking for possible links.
Join the Unique Music Beat of Flounder’s Mashup

One entry posted by Andy Horwitz, artist with specialization in “applied creativity,” in Culturebot online magazine that is dedicated to live arts and contemporary performance is about Flounder’s Mashups. He featured his personal experience when he tripped up on Flounder’s mush-up while he was navigating the radio dial on a radio station in Washington DC101. Dudes are known to listen to it at all times since they play good music.

According to Andy, the DJ did awesome mash-ups, totally mixing beats, eras, styles, ideas, and artists into a hardcore, danceable, and pounding rocking groove. He also added that the DJ turned Miley Cyrus really interesting. Some people can understand what Andy is actually feeling upon hearing the music he describes; while some may not. There are still several individuals who are not aware as to what Mushup music is all about. For the benefit of these people, mushup also called as bootleg is a kind of song or composition produced from the blend of one kind of music with another.

Mushup music is also taken as part of musical genre of the European bastard pop. This type of music merges two or more songs wherein the vocal track of one song is overlaid of another track. Currently, there are numbers of people who are getting fond on this type of music. To those who are interested to listen to this music, the website of mushup is always available to offer the complete list of their songs. Sometimes, DC101 also gather the fans of their music into one party to enjoy their songs live.
Fixing the Flaws of Web 2.0 CMS

The healthy and large yield of open source content management systems (CMS) is no longer new. Some people claim that there are as high as 500 active projects are suspended in the cyberspace. However, the true numbers of essential projects are actually low. True, the market of open source CMS is healthy that its users are guaranteed with feasible sources. On the contrary, open source Web 2.0 CMS is experiencing the irony—lacking an effective marketing.

The response of the current players to the functionality challenge of Web 2.0 is being relied on to third party developers. They release extension that can be blocked in to supply various pieces. Some systems these days, such as blogging platform Wordpress, are more responsive to Web 2.0. However, it is still a draw out to the current player to wrap up the interaction and community-generated content, which is the mark of a precise Web 2.0 implementation.

Of course, extension is just fine. However, a problem can occur from this. The current players can lose the integration in the process, which a proper purpose contribution would bring. It has to be noted that many companies these days are seeking for their Web 2.0 CMS to meet the recent needs of the paradigm. These companies want their tool to be enabled for them to seize the available opportunities. Therefore, any problem that is presently meeting by Web 2.0 CMS needs to be properly addressed, especially when it deals with its foundation and marketing. Similarly, the challenges in facing vendor need to be accurately discussed.
Ways to Get Free Mashups

Mashup is generally a term used to indicate that a certain thing, digital or not, came from combining different other things. For example, in digital, the mashup is any digital file that has combining graphics, audio, text, animation, or video from already existing sources in order to create a new digital work. There is also a mashup on music which is a combination of two or more songs in one music file. With the availability of better sharing through the Internet, it is now possible that these mashups can be shared to other people for free. The interesting approach on mashups is undeniable. Good thing there are ways on how to get free mashups and enjoy this new trend of combining and mixing.

For music, one can already download from different P2P sites the different free mashups. Some sites may require installation of certain programs before these free mashups can be downloaded. The users are advised to check the background of any applications that are required to be installed since some of these might include spyware or Trojans.

Aside from websites, personal sharing of mashups can also be done to get free mashup copies. The digital innovation in the world today made it possible for fast and easy copying of files, even free mashups.

Other than music mashups, other kinds of mashups can also be downloaded or copied for free. Video mashups shared on video-sharing sites like YouTube can be downloaded for free using some applications. Anyway, watching these free mashup videos is always allowed at YouTube.
For those looking for free mashup applications, there are also available on the web from sites providing free programs. Using some mashup applications for free is also possible with their trial versions.
Web 1.0 VS Web 2.0: The Difference between the Two Web Versions

Community websites are considered Web 2.0. However, if there are Web 2.0 websites, then there should be the older versions—the Web 1.0. Many are still confused on how to determine the difference between the two Web versions. The best way to determine the difference between the two is to define them first.

The Web 1.0 is the older mode of World Wide Web. Any website which was designed or styled before the Web 2.0 phenomenon are all considered as part of the Web 1.0. In other words, the Web 1.0 refers to the websites before the boom of Internet usage through community websites.

Meanwhile, the Web 2.0 is described as the developments done to the technology of World Wide Web and its web design. The Web 2.0 is aiming to develop the creativity, collaboration, functionally, and information sharing of the Web. The development of the Web 2.0 has made a lot to the evolution of different web-based communities like social networking sites and blogs.

There are obvious design elements that are only used for the Web 1.0 and not present in the Web 2.0. One of these is the static web pages compared to the dynamic contents generated by users in the other version. The Web 1.0 also uses framesets and tags that were introduced during the so-called first browser war. This also features online guestbooks and GIF buttons. The typical size of Web 1.0 is 88x31 pixels.

However, the Web 2.0 is featuring different techniques like cascading style sheets, microformats, folksonomies, rich
Internet applications, mashups, wikis, forums, Internet privacy, syndication, REST, and APIs.

Overall, it can be said that the Web 2.0 is more advanced and easier to use. But the power of Web 1.0 can never be denied with other websites specially those made for businesses.
Boost on Web 2.0 Job

The development of the World Wide Web use through the Web 2.0 has not only created better websites or better online communities. It has also created boost on employment. More and more IT professionals are on demand to take care of the more complex, yet better management, modification, and creation of different websites.

Many experts believe that the growth in employment can be partially owed to the renewed IT projects around the world. However, these renewed projects were only realized because there was development on the Web 2.0. This new World Wide Web concept is aimed at connecting different people around the world. Because of that companies are now on the lookout for more man power to maintain different community websites to cater this big demand.

Then, companies may only look for a programmer. But not anymore because of the different development in the Web 2.0 and demands on Web 2.0 job. Companies need not only programmers but programmers who know how to do graphics design. Companies do not only need graphic designers but designers who know the basics of programming.

Due to the development on Web 2.0, there are now unusual job positions required. Included to these are the senior interface hacker, PHP ninja, and ruby on rails developer.

Many professionals are also available to answer the increasing demand on Web 2.0 jobs. In fact, online job hunting is increasing every day. Many companies are posting new jobs related to Web 2.0. Many schools are now also offering specialized courses for Web 2.0.
With the continuous development on Web 2.0, there is certainly a bright future waiting for those who deal with this technology. The promise of development is also undeniable as more and more consumers and businesses are needed to answer the also continuous demand of the market.
Creating Web 2.0 Reflection with Adobe Photoshop

Making an attractive website or webpage depends highly on how creative the webmaster is. With Web 2.0, many functionalities and features can be added on a certain website to make it look better and more beautiful. One of the most famous techniques that may add elegance or professionalism on a certain website is the use of Web 2.0 reflection. Using one of the best photo editors, Adobe Photoshop, the Web 2.0 reflection can be achieved easily.

The first step is, of course, opening the Adobe Photoshop application CS3 or CS. When the Adobe Photoshop window is already active, the “file” at the menu bar should be clicked. Then, the “New” should be chosen. The canvas should be named by typing on the ‘name’ field. Then, the size of the canvas should be determined. After that, the color of the foreground and the background should be selected. It is important that the colors combined should be light and dark. It should also be remembered that the Web 2.0 reflection looks better on a dark background. Anyway, the foreground and the background colors can always be changed anytime.

Entering the text should be the next step. That text should be duplicated by pressing ctrl+J. There should be a new layer created after that. The copied text should be put under the original text. The copied text should be flipped vertically through pressing ctrl+T. That will be the reflection. To make the reflection look like a real reflection, the opacity should be decreased to the desired level. It should be filled with gradient to make it more attractive. It just needs adjusting of the opacity and the color to
achieve the desired reflection. After that, there will be the Web 2.0 reflection.
The Web 2.0 TV’s Gift to the World

Discussions on Web 2.0 and the technology is not only limited to the new form of communication which is the Internet. Even the conventional media is an effective way to discuss about Web 2.0 and its developing technologies. One of these is the television. In fact, there is a broadcasting network known as Web 2.0 TV that focuses on the shared innovative content and social media.

The Web 2.0 TV is not only a one-channel broadcasting network. It is consisted of many channels which are all aimed at providing different detailed insights on various topics about the technology, especially the Web 2.0. Included to the diverse topics by the Web 2.0 TV are technology, news, business, gaming, entertainment, film and music.

Effects of the Web 2.0 on marketing, world economy, and specific businesses are the main topics of discussions on Web 2.0 TV. Web 2.0 TV said that their goal is to provide the hottest as well as the most relevant contents from various industry leaders, entertainment gurus, business innovators, social media experts, outspoken commentators, and other professionals.

With the programs aired on different channels of Web 2.0 TV, the community will certainly be enlightened of the help of Web 2.0 technology to the world. Many people are still not aware of the word “Web 2.0” and they should know this technology which is already contributing a big factor on people’s everyday living. Also, Web 2.0 is expected to continue developing and become more useful for the people. In that sense, the need for mediums like the Web 2.0 TV becomes more intense. With this, people will be informed on the Web 2.0 technology and will learn how this works for everybody’s benefits.
Better Information Sharing with Mashup Wiki

Mashup, as used in web development, is described as a web application which may combine different data from two or more sources. Usually, the contents used for mashups are from third party through public interface or web services. There may also be coming from Web feeds like Atom or RSS. Screen scraping can also be a source of mashup information. Meanwhile, wikis are collection of different Web pages that were designed to allow anyone to contribute as well as modify the content using simple markup language. With the combining power of the mashup web application and wiki, better sharing of information can be enhanced.

Commonly, the mashup has three parts that help for better wiki pages. The first part is the content provider which is also known as the source of data. These data can be made available through using an API and other Web protocols like REST, Web Service, and RSS. Another mashup part is the mashup site. This is the web application which gives new services using the different information sources that do not actually belong to the site. The last mashup part is the client web browser which is the user interface used by the mashup application. This is needed since in the web application, different contents can be combined by the client web browser through a certain Web programming language like JavaScript.

With the mashup wiki, different users of a wiki website will have better usage, modifying process, and improved sharing experience of worthwhile information. Besides, wikis are made not just for sharing photos or videos but for sharing knowledge
to the world. The combined features of mashup wiki make it more enjoyable to join in this world-sharing of knowledge.
Various Web 2.0 Features for Better Web Experience

Web 2.0 is a common term used in the World Wide Web to refer the developments and changing trends in the technology. This concept also aims in enhancing the creativity on the Web as well as sharing of information, functionality, and collaboration on the Web. Actually, the concept of Web 2.0 has led to the development of different web-based communities like social networking sites, wikis, video sharing sites, and blogs. But what are the specific features and characteristics included in the Web 2.0?

Then, the World Wide Web only allowed users to retrieve information. Users can do more than just that with Web 2.0. The Web 2.0 allows users to create interactive facilities that may provide network platforms for computer. This also leads on permitting users to execute programs through the Web browser. Users are allowed to own certain data on the Web and therefore have control over them with the use of Web 2.0. There are also instances that the Web 2.0 may allow other allowable people to modify some settings on the owner’s webpage and contents. These are also easy to do with the user-friendly interface that Web 2.0 features like those based on Ajax, Flex, and OpenLaszlo.

Usually, websites under the Web 2.0 may include several techniques or newer features. Included to these are the cascading style sheets, microformats, folksonomies, APIs based on XML or JSON, REST, valid use of HTML and XHTML, use of rich Web applications, tools on weblog publishing, wikis, forums, privacy on the Internet, and use of Atom or RSS feeds.
Users may have richer Web experience as well as better participation having these Web 2.0 features. This Web technology is still expected to progress as the World Wide Web continues to evolve every day.
The Purpose of Web 2.0 Platform

Generally, a platform is defined as a computer system where some application programs can be executed. A platform is usually composed of the operating system, hardware performing different specific functions, and coordinating programs. Platform may also be defined as a technology base where other processes or technologies are created. The Web 2.0 can be considered as a platform since this is a technology that is used to create other technologies.

The Web 2.0 describes the developing trends on how to use the World Wide Web technology in order to enhance information sharing, creativity, functionality, and collaboration. The Web 2.0 platform made ways to the many developments on the Internet usage. Some of these are the web-based communities like social networking sites, wikis, folksonomies, blogs, and video sharing sites.

Included to the many developing technologies in the Web 2.0 platform are the server-software, messaging protocols, syndication of content, different client applications, standard browsers, extensions, and plug-ins.

With the many functionalities of the Web 2.0 platform, many experts say that it went beyond the capabilities of the Web 1.0. The Web 2.0 is also able to provide a certain network as a platform of computing which allows different users to run programs or software applications through a Web browser. Therefore, using every Web page and managing the contents of a website become very easy with the platform Web 2.0.

Having all the already installed features in the Web 2.0 platform, users of the Internet can expect better and continuous
development of the World Wide Web. The capabilities as well as features provided by the Web 2.0 platform are all beneficial and helpful for the ongoing progress of the Internet usage.
Definition of Web 2.0 Tag Cloud

Tags are commonly defined as commands inserted in a certain document. These specify the manner on how a specific document or a portion of it should be layout or formatted. Meanwhile, tag clouds are visual depiction of the tags generated by users. Typically, tag clouds are the different words used in a certain website in order to describe the overall content of the website. Tag clouds may also listed alphabetically. The more important a certain word or tag is the bigger its size. There are also tag clouds that have hyperlinks leading to certain collection of related tags. The Web 2.0 has also tag clouds.

There are Web 2.0 tag clouds available on different websites. The words included to the Web tag cloud are blogs, wikis, folksonomy, participation, usability, joy of use, social software, recommendation, simplicity, and AJAX. Other words or tags included are design, CSS, affiliation, economy, the long tail, web standards, standardization, microformats, data driven, and remixability. Some tags in the tag cloud are OpenAPIs, mobility, convergence, video, and audio.

Other than tag clouds, there are also data clouds and text clouds. The data cloud is a visual representation to display different data. It uses the font size or font color in order to indicate the specific numerical value of data. Meanwhile, the text cloud is a visualization of different word frequency. The more that a certain word is used in the website, the bigger it will appear on the image. These two can also be used instead of the Web 2.0 tag clouds.
What Is a Mashup?

A mashup can be generally defined as the creation of new things from combining different other things. There are mashups everywhere but the most common are the digital, music, and web application mashups. But what makes these mashups differ from one another?

The digital mashup is a specific kind of mashup defined as a media file that may contain combination of texts, audios, animations, videos, and graphics. All these were taken from already existing sources and were combined to create a new digital work. This kind of mashup can be seen on different websites like online forums and blogs. Another type of mashup is the music mashup.

Music mashup is also known as bootleg. This is a song created through combining different music. Example of this is an a cappella combined with the recorded sound of the sea. Song from different artists can also be made into one music mashup. This is usually done through overlaying one track to another song. The beauty of mashup music depends on how well the songs were combined and how well the transitions are made.

Another kind of mashup is found in the web development. Mashup for this is a web application that can combine different data from two or more sources into one integrated tool. This mashup is composed of three parts. These are the content provider, which is the source of data; the mashup site, which is the web application providing new services through different sources of data; and the client web browser, which is the utilized mashup user interface.
Types of Mashups

A mashup is defined as a website that combines content data from more than one source to create a new user experience.

Mashups are of many types, some of these are:
1. Consumer mashups. This is a combination of the different forms of media from multiple sources and combination of them into a single graphical interface. It is designed for the general public or consumers. Examples of consumer mashups include the many Google Maps applications, iGuide and Radioclouds.

2. Data mashups. This is a combination of similar types of media and information from multiple sources into a single graphical representation. Example of data mashup is the Havaria Information Services' AlertMap. The AlertMap combines current data from over 200 sources related to severe weather conditions, biohazard threats and seismic information from around the world, and displays them on a single map of the world. Another example of a data mashup is Yahoo Pipes, an application that provides a graphical user interface for building applications that aggregate web feeds, web pages, and other services, creating Web-based apps from various sources, and publishing those apps.

3. Business mashups. Is a mashups that focus on various forms of data aggregation into a single presentation. It allows collaborative functionality amongst businesses and developers. It automates the critical activities across teams and systems for a more productive environment.

Mashups uses Web 2.0 techniques. In order to create a mash-up, you will need to have multiple input sources and inputs should be on an XML based output stream. The mash-up uses the XML outputs as inputs and consolidate them. Once the data
streams have been combined, the mash-up will usually generate its own output, which displays a combination of the original inputs.
What Web 2.0 Is About?

During the early stage of internet technology, the internet was used only to get information. Users or readers browse the internet for information. In 2004, the word web 2.0 was coined by O'Reilly Media Inc. It is described as a web platform where it allows readers or viewers to get things done. It is a remix of older technologies into new applications. It had a concept that instead of seeing the web as a place where browsers viewed information through small windows on the reader's screen, web 2.0 allows websites to be interactive in nature.

Web 2.0 is centered on collaboration and communication. It is made up of four basic application of technology.

1. Social Networking- it is a network where people and organization of similar interests communicate. The most popular social networking websites are MySpace and Facebook widely used in North America; Bebo, MySpace, Facebook and Hi5 in parts of Europe; Orkut and Hi5 in South America and Central America; and Friendster, Orkut, and Cyworld in Asia and the Pacific Islands.

2. Wikis – A website allows anyone who visits it to edit its pages. The wiki is designed to be the ultimate form of peer review. Wiki’s are a product of everyone’s knowledge who participates in the peer review and for which the website is considered highly accurate.

3. Folksonomies- is also known as tagging. It is where any content on the internet can be tagged with descriptors of that content. It uses freely chosen keywords instead of controlled keywords.

4. Blogging – a website originally used as textual web diaries, but is now used as an online technology community
website. It is considered as a valuable tool for commentary purposes, proposals for new ideas, editorials, announcements and many other uses.
The use of web-based, user-driven social computing, networking, and collaborative applications are increasing. Web 2.0 allows users to do more than just retrieve information. The applications include wikis, blogs, social networking sites, peer to peer file sharing, social book marking and tagging mashups, and virtual spaces.

Web 2.0 allows more dynamic participation and interaction online. In as much as it is a web based community, people of same interest share ideas and information. Some share photos, music’s and videos. Web based communities and host services provide opportunities for users to upload and download information. Some have programs that convert files to different formats. Example is video sharing host service wherein the video host store videos on its server and users are provided with different types of code to allow others to view this video. The same thing applies for photos and music sharing. As you upload your photos and music, those within your community are given the opportunity to download your photo and music.

Web 2.0 allows people get connected to information. People prefer to trust their friends in terms of downloading stuff, than take the risk of catching a virus from an unknown website. Web 2.0 downloads come in many types. Some take the form as web 2.0 tool bar, services icons, web templates, web generator, etc.

Some Web based communities and host services provide you link for download to improve your website. As users try to improve their respective websites, other viewers are encourage to improve theirs as well. Check out available downloadable Web 2.0 applications and enhance your web.
Web 2.0-Based Communities and Host Services

Web 2.0 is the new method of how searchers use the web, and how the web is used other than doing a search. It is aimed to enhance creativity, information sharing, collaboration and functionality of the web.

The Web 2.0 service is not limited to what programmers and information technologists can do, but rather it involves user as well. Users are given the opportunity to create, merge ideas and make use of what the web could provide. Web 2.0 service is about people, ideas and collaboration. Its concept led to the development and evolution of web-based communities and hosted services.

Examples of Web 2.0, web based communities and host services are:

1. Social networking service are those that focuses on building online communities of people sharing same interests and activities, or those people interested in exploring the interests and activities of others. Popular social network services are: MySpace, Facebook, Hi5, Friendster, etc.

2. Video sharing service is a type of host service where individuals are allowed to upload video clips to an Internet website. Examples of websites that host video sharing service are YouTube, Yahoo Video, Flickr, PhotoBucket, etc. The video host will store the video on its server, and provide user as to the different types of code to allow others to view this video.

3. Wikis is a page or collection of Web pages. It is designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Best known wiki host service is the Wikipedia.
4. Blogs is a website that contains regular entries of commentary, descriptions of events, or other material such as graphics or video. Most often blogs are presented in textual format but some include artlog, photoblog, sketchblog, vlog, MP3 blog and podcasting.
Web Mashups for Mapping

A web application that takes information from one or more sources and presents the information in a new way or unique layout is known as web mashups. An example of a web mashups is when you try to locate a store that sells Nintendo Wii. A web mashups will take you to various stores and websites that sell Nintendo Wii and will even provide you the map to locate the store location.

Web mashups architecture is composed of three parts:

1. The content provider. Refers to the source of the data. Data is made available using an API and different Web-protocols such as RSS, REST, and Web Service
2. The mashup site. It is the web application that provides the new service using different data sources that are not owned by it.
3. Client Web browser. It is the user interface of the mashup. The content can be mashed by the client web browser through client side web language such as JavaScript.

Mapping is the most common example of a Web Mashups. Mapping refers to the use of mapping tools such as Yahoo maps or Google maps to compile data onto a map with markers, text, pictures, audio, video, or online resources. Examples of Mapping Web Mashups are CLEARMAP, TheCampingMap.com and WikiCrimes.

1. CLEARMAP is a mashup web application of the Chicago Police Department. The application integrates the department’s database of reported crimes with Google Maps in order to help stop crime in areas and warn citizens of areas where the crime rate is high.
2. TheCampingMap.com is a mashup web application that shows camp-sites in Europe.

3. WikiCrimes is a website that follows a wiki-style wherein internet users place pins on a GoogleMaps to report crimes. The crimes are classified by pin color.
Sites Having Web 2.0

Web 2.0 is a new version of the World Wide Web, where it does not update any technical specifications, but changes in the ways software developers and end-users use the web.

The internet or the Internet, host services such as social-networking sites, video sharing sites, wikis, blogs, and folksonomies. Websites who make use of Web 2.0 applications allow its users to do things more on the net rather than just retrieving information. The Web 2.0 brings the idea of interconnectivity and interactivity of the web delivered content.

Net sites with Web 2.0 application provides users with rich experience and participation. It usually provides dynamic content, metadata, web standards and scalability. There is openness, freedom and collective intelligence through users participation.

O’Reilly who coined the word Web 2.0 in 2004 described Web 2.0 into four levels of hierarchy:
1. Level 0 – applications that work offline or online. Examples of these net sites are MapQuest, Yahoo Local, and Google Maps.
2. Level 1 – applications that operate offline but may gain features online. Examples of these net sites are Writely, now known as Google Docs & Spreadsheets and iTunes.
3. Level 2 – applications that operate offline but gain advantages from going online. An example is Flickr, as it benefits from its shared photo-database and from its community-generated tag database.
4. Level 3 – application considered to be the most Web 2.0 oriented. It exist only on the net, deriving their effectiveness from the inter-human connections and from the net-
work effects. Examples of these net sites are eBay, Craigslist, Wikipedia, del.icio.us, Skype, dodgeball, and AdSense as examples.
Tips on Web 2.0 Design

Web 2.0 browsers provide users the opportunity to create, merge ideas and make use of what the web could provide. Users are able to own information on a site and exercise control over the information. The digital information of today has provided opportunities even for individuals to own a website free.

Web 2.0 is centered on collaboration and communication. It uses web based communities and hosting services such as social networking sites, blogs, wikis, and folksonomies. As users begin to create their website, they are given options as to the web design, template, font, download generator, etc. they wish to adapt.

In creating your Web 2.0 design, here are some tips for you to remember:

1. Keep it simple. You need to know that Web sites have goals and all web pages have purposes. It is necessary to keep your viewers attention on what they want. The more designs on your website, makes it less likely for viewers to notice the important stuff.

2. Position your layout at the center. Sites that sit straight front & center feel more simple, bold and honest.

3. Use fewer columns in your text presentation. Communicate clearly using less information. Viewers will feel bored reading if there are information that are redundant and irrelevant. Avoid using more than 3 columns.

4. Separate the top sections to make the page distinct among the rest and to make known where the pages start.

5. Use simple navigation. Position permanent navigation links apart from content. Try to differentiate navigation by using color, tone and shape. Make navigation items large and bold.
Create and Edit Your Websites Using Web 2.0 Photoshop

Web 2.0 has grown its popularity and the term visual style has been associated with the term. Corporate sites, web service sites, ecommerce sites, and even personal blogs make use of clean, minimalist design coupled with fancy graphic effects.

Photoshop is a popular image editing program developed by Adobe Systems. It has released an online photo editor that is totally web based and totally free. The Web 2.0 Photoshop competes with web based communities and host services such as Picnik.com, Splashup.com, Fotoflexer.com and Flauntr.com. These websites also allow users to make their blog pictures. With Photoshop users can upload pictures and do basic adjustments such as cropping, resizing, changing saturation, tweak brightness, etc.

There are tutorials available on the internet on how to create and edit Web 2.0 Photoshop. You need to remember that with web 2.0, users are given the chance to create their own website and take control of it. It is necessary that in order to get readers attention is to create a website that conveys your goals and purpose. A website where ideas are expressed through pictures other than text.

Some Web 2.0 Photoshop tutorials include creating a web logo, adding reflections or putting blend on logo, dropping shadow for style buttons, adding text to photoshop style buttons, and adding strokes to photoshop stickers.
You need to be creative. Your website Photoshop should be relevant and informative. Your choice of text font, pictures and backgrounds would determine the rate of your website rating.
Web 3.0 is one of the terms used to describe the evolutionary stage of the Web that follows Web 2.0. It has been introduced to hypothesize about a future wave of Internet innovation. Web 3.0 was a term coined by John Markoff of the New York Times in 2006. He has referred Web 3.0 as the third generation of Internet-based services that collectively comprise what might be called 'the intelligent Web'. A web service that uses semantic web, microformats, natural language search, data-mining, machine learning, recommendation agents, and artificial intelligence technologies. All of such is to emphasize machine-facilitated understanding of information in order to provide a more productive and intuitive user experience.

An example is a situation wherein you plan of going to a theatre, find out the movies showing in the theatre, know the reviews and rating of the movies. You would also want to eat in a Japanese restaurant before watching the movie. Instead of giving you multiple searches, you may just type a complex sentence or two in your Web 3.0 browser and all the information you need will be provided by the web. Web 3.0 will analyze your response, search the internet for matching results and organize the results for you.

Web 3.0 is referred also as the Semantic Web. It is a gradual change of the World Wide Web where in semantics of information and services on the web are defined. With Web 3.0, web is able to understand and satisfy the requests of people and machines to the use of web content.
What are the Basic Characteristics of Web 2.0?

The Web 2.0 is a living term that describes the changing trends in the use of World Wide Web technology and web design. It is aimed to enhance creativity, information sharing, collaboration and functionality of the web. It is a perceived second generation of web-based communities and hosted services such as social-networking sites, wikis, folksonomies, and blogs.

O'Reilly Media, Inc. introduced the word Web 2.0 in 2004. Tim O'Reilly defined Web 2.0 as “the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform”.

Internet websites were not viewed only as providing information, but also with Web 2.0 the social element is present wherein users generate and distribute content, usually with freedom to share and re-use.

The following are some of Web 2.0 basic characteristics:

1. "Network as platform" – delivers applications through a browser and allows users to use such applications.

2. It provides user’s ability to own the information on a site and exercise control over the information.

3. It has architecture of participation, which encourages users to add value to the application as they use it. This is in contrast to the hierarchical access-control in applications, where systems try to categorize users into roles with varying degrees of functionality.

4. It has a rich, interactive, user-friendly interface based on Ajax (Asynchronous JavaScript and XML) or similar frameworks.
5. It has provides social-networking aspects.
Ajax Web 2.0 – Breaking Down the Info Bit by Bit

A lot of people want better alternatives in order to make work a whole lot faster and more efficient. This is where the cross platform technique known as Ajax comes in. This is a wonderful operation which can easily be used on several operating systems and also some web based applications that run on Javascript and even on DOM. Most people say that this is a very powerful approach when it comes to the web application techniques that also use the client-side scripting in order to exchange data back and forth with the web server.

This simply means that when you use Ajax for web 2.0, the web pages will increase in interactivity as well as facilitate faster responsiveness in terms of user interface because it will have an independent communication system with the actual server itself. Thanks to this, we can now say goodbye to the more traditional means of browsing the World Wide Web which demonstrates some lags due to the time it takes for new pages to communicate with each request of the users. Because of Ajax, we now have a more dynamic application for the web with a very efficient user interface that can easily render the effective usability of most desktop applications.

Ajax, in particular, is also serves out the primary purpose of increasing the actual interactivity, speed, usability and functionality. This is a great application which employs the use of several technologies like some existing web applications via the like of XHTML and also the well-known CSS, utilized mainly for some standard-based presentations.
Music Video Remix with MTV Mashups

Previously, if you want to play music, you need the record tape of the artist. Then these tapes were upgraded to CDs, DVDs and MP3s. And then MTVs came popularly, too. If previously you can just hear the artists sing songs now you can even see them perform while they sing. And what is the latest craze after MTVs? Of course, the very famous MTV Mashups!

Just search on You Tube, and you will return millions of MTV mashups for you to enjoy. If you are one of those persons who still do not know what MTV mashups are all about then probably, you need to know the future of music videos. Mashups are popular with the youth now since these videos are being made with the use of technology where one MTV can be remixed with another music video. In here a music data, video data or even a text data are being mashed together to create an exciting variety of innovative technology, most popular to the young generation. Usually, these data are being sourced from different sites in the Internet and are being manipulated to create a mashup.

Youths now enjoy these MTV mashups because they would actually see two or more artists in just one MTV. And of course, with that they can also experience quality music remix with the technology behind mashups. Mashups are actually the trademark of what they call Web 2.0. They are part of those high level technology brought about by the new web applications.
Web 2.0 Applications: Redefining the Internet as a Participatory Platform

Web 2.0 applications redefined the use of the Internet. The use of Web 2.0 applications enhanced the capability of the Internet to deliver a highly interactive and user focused content. With Web 2.0, the online world became a participatory platform harnessing the individual experiences of ordinary users to enrich the content.

Web 2.0 applications are not new technology innovations. When referring to Web 2.0, it is easy to think that a new set of software or design platforms have been developed to supplant the current web technologies. This is not the case however as the technologies that created the original web applications are also the tools being used to develop Web 2.0.

In effect, Web 2.0 and all the applications associated with it do not recreate technology. It created a new paradigm to view, use, and share the web. In other words, Web 2.0 applications reoriented the web to make it a community of users actively sharing and creating content that benefits everyone. This is a qualitative leap from the static web pages of old where the Internet served as a platform to provide non-linear information. Although this is still being applied today and had its own benefits, the introduction of Web 2.0 applications could literally engage the user in further improving online content.

Examples of Web 2.0 applications are blogs which are significantly different from personal web pages. Through the use of blogs, authors can collaborate with readers and readers can actively participate in the development of the blog page.
The Importance of Web 2.0 Conference in Advancing the Technology

There are many organizations that sponsor a Web 2.0 conference. The diversity was brought about by the lack a central unifying body for Web 2.0 practices, implementations and technologies. Some of the most prestigious conferences are sponsored by the pioneers of Web 2.0. Although almost all Web 2.0 summits and conference could provide benefits, it is still best to attend those that have been accepted in the industry as the authorities in Web 2.0 technologies.

A Web 2.0 conference highlights the achievements, challenges and new technologies for the new Internet. Industry players, developers, thought leaders, and technology academics normally attend such gatherings. Through the conference or summit, the practices and common applications of Web 2.0 are assessed and crystallized into a higher level of learning. The crystallization of ideas could produce new concepts and designs to further enrich Web 2.0 applications and practices.

Web 2.0 conferences also touch the current culture and orientation of the web. Participants to the conference survey different theories and principles that were proposed by leading technology analysts and developers. These principles could be used to align or realign the technology with the dominant culture of Internet user. It will give new ideas that can be used by developers to design new products and services.

A Web 2.0 conference is usually an annual event. Some conferences are open to the public but there are also gatherings that will be exclusive to some sectors of the web market. Webmasters and programmers could gain a lot if they attend such
conferences. The lively and productive sessions of the conference could help them in their technology ventures.
A Fun Internet World with Web 2.0

They say that if you want to keep people coming to your site, you need to make sure that you involve them. If they find that your site is interactive and fun, you need not even beg them to pay your site a visit. This is the principle behind Web 2.0. Web 2.0 is the big leap in the World Wide Web as it tries to employ a web application that gives an interactive platform. This then allows its users to be part of those people who add up contents on the web.

Are you familiar with Wikipedia, Digg, Stumble Upon and You Tube? These are the best examples of Web 2.0. Every user has the capability to join in providing contents to the site whether it is in a format of a video, photo, text or what-have-you’s. They are also popular in being a rich social media networking. You can use Web 2.0 so that you can gain the traffic for your website or company.

What sets Web 2.0 different from the previous technology? In here you let the users to be the producers of your website. You give them the liberty to add contents, produce new materials from different Internet resources, give them the freedom to express themselves and give their own opinions. If you know how to use this new era in the Internet, you can be sure that you would be able to get more traffic and you would be able to impart fun for those users of your website.
How Web 2.0 Mashups Help Websites to Become User-oriented?

Web 2.0 and mashups are two different concepts. But the two are closely intertwined and complementary that it would be nearly impossible to separate them. Web 2.0 is the new Internet. It is a new concept of the online interactive media that puts users at the forefront of its development. Mashups on the other hand refer to the different applications and processes put together on a website. If integrated into the new concept of Web 2.0, mashups transform into a whole new set of functionalities that will define the character of the website. Thus, the phenomenon called Web 2.0 mashups came to be known.

The term mashups originated from the music industry to refer to a track consisting of different slices taken from other music tracks. So, a mashups recording could contain different rips, lyric lines, and beats from two or more songs to create a new song. This is the general concept of Web 2.0 mashups. A site, oriented towards Web 2.0 functionalities, could consist of two or more processes and tools to create a unified Web 2.0 application. Web 2.0 mashups therefore could be a combination of RSS feeder, JavaScript, XML, and tag clouding tools. There are still other applications that can be included in the Web 2.0 depending on the orientation of the website and the need of webmasters to attract user participation.

The use of Web 2.0 mashups will greatly improve the user friendliness of websites. That’s because mashups will not require users to have advanced programming skills and knowledge. It can be installed on websites and users can instantly use the web applications just like they are using other web based tools.
Web 2.0 Software: Making Websites More Interactive

Web 2.0 software is the application used to enhance the user friendliness of a website. Web 2.0 depend primarily on purely web based access and interface, that is why the software should also allow users to use the functionalities of the website without installing anything on their local computers.

Most Web 2.0 software is called rich-internet applications. These are traditionally used applications that have the capability to improve and enhance the browsing experience of the user. Such applications like JavaScript, Flash, and Java platforms will allow web browsers to view vector based graphics and at the same time use the tools that run on these applications. Cast feeders and readers are also web based applications used by Web 2.0 sites. This type of software will enable users to request updates from the site by streaming the headline of web content direct to the browser of the user.

For blogs which are also considered Web 2.0 sites, feeders, XML, and Atom, make subscription to the sites easier. By just clicking the buttons or links of these syndication tools, blog readers will be able to get updates from blog authors in real time. There are also blog tools specifically designed for other functions such as pinger applications and social bookmarking tools.

There are also server side and client side applications designed to improve the performance of the website and to speed up the interface. Most Web 2.0 site owners use server side software for their web utilities. However, some websites supply client side software to lessen the load and burden of the web server.
The Ever Popular Demand for Web 2.0 Tools

The world has indeed become a whole lot smaller and because of this, communication is now more rapid than ever. It has also increased in terms of speed and, with the advent of web 2.0 tools, has been said by almost all to be a whole lot easier as well. As such, networking is now such a breeze to perform.

In the year 2003, O'Reilly media had been the first to conjure up the term web 2.0 in order to place a bigger emphasis on the post effect of the dot come generation especially since there have been so many sites as well as services that utilize the World Wide Web as its launching platform. Using web 2.0 also means that the newer generation of the World Wide Web users will also be guided by a new and better improved set of grounding principles that a lot of communities found on the web – including the hosted services – a whole lot more enjoyable for its users.

Indeed, the tools that are provided by web 2.0 has greatly helped when it comes to vanquishing most of the world of Internet due to its flexible nature, its usability and also the impetus that serve as the driving force of most social communities. It is therefore unsurprising to see web 2.0 and the tools that come with it as the one and only quintessential solution to on line Internet dominion and flexibility that has clearly shoved aside the once highly regarded web 1.0 and was made obsolete.
The Future According to Web Services 3.0

From one to two and finally to 3.0, the web has reached its current level of technological expertise and know how in terms of web services. The term web 3.0 has been said to have been coined by a certain John Markoff who worked for the New York Times publication back in the year 2006. Mr. John Markoff actually used the term web 3.0 to refer what he liked to call the third generation of services that are Internet-based and when compiled, can also comprise what one refers to as the intelligent web. To illustrate, one may picture in one's mind images of a semantic web that is in a microformat or even a type of natural language search.

Included in this would be machine learning, data mining, artificial intelligence technologies and also recommendation agents. All of these and more all emphasize some machine-facilitated sense of understanding of the different types of information which can be used to come up with more productive and meaningful – as well as highly intuitive – user experience. Other people have decided to come up with their own meaning of web 3.0 and one of them would be Nova Spivack. Spivack suggests that web services that are branded 3.0 are labeled as such because they belong to the third decade of the entire history of the World Wide Web. At that time, there will be several major complementary types of technological trends that can help reach higher levels of maturity and also include a lot of action-propelled agents.
Best Web 2.0 Awards: Providing Incentives to Improve the Internet

There are online institutions that hand out awards for the best Web 2.0 site. These websites are carefully selected by a jury composed of technology experts. Different websites are short listed for the best Web 2.0 awards to determine if the nominees are really Web 2.0 capable.

The best Web 2.0 awards are given annually. The categories for the awards are numerous and highly specific that each niche website that utilizes Web 2.0 functionalities would have a fair chance of being chosen. The best Web 2.0 site will be given a distinction badge by the award body which can be displayed prominently on their web pages.

Web 2.0 is not a new technology. In fact the basic architecture used on the web is also being used by Web 2.0 sites. However, Web 2.0 adds another layer of technology to make websites more participative and highly interactive. Essentially, Web 2.0 is the process of reorienting the Internet. Websites now have become extremely user focused and content are primarily user generated. Through Web 2.0 concepts and applications, the Internet has become a very vast social community cutting across all demographics.

It is not surprising therefore to see lots of highly acclaimed online institutions to give awards to the best Web 2.0 practitioners. The awards will serve as an incentive for webmasters to create more websites that are attuned to Web 2.0 applications. As technology advances, more Web 2.0 applications will be developed to further improve the Internet. And certainly, more websites can receive the best Web 2.0 awards.
The Awaited Move of Web 1.0 to Web 2.0

Making the move from the former web 1.0 to the newer version which is web 2.0 has necessitated some differing segments of the entire World Wide Web and also a website which is not just any old kind of website but one that can promote to the fullest. Moving from web 1.0 to web 2.0 also means that the promotion of the products and services of one thing and holding on to a reliable source of exchanging information by letting visitors maintain their own blogs as well as manage their own communities also mean that it is quite easy for one to share the information with others.

This of course spells nothing but good news for all users and all those who will directly and inadvertently be affected by the move from web 1.0 and web 2.0. This is a way for the new generation to come up with a synonymous platform for the many public communities on the web, as well as the cloverleaf manner of exchanging information. All these and more will require from the users a sense of open communication and a more cosmopolitan nature that puts the entire market on the path where it can best serve its wide host of web based applications to the different types of end users.

Furthermore, one should also be aware that broadening one's web horizon and harnessing web 2.0 also means that such can be used as an open source where you can continually access the market and the many resources that come with it, gaining for yourself a sense of individual control.
Features that Set Web 2.0 Blog Different

The greatest hype in the new era of Web 2.0 is blogging. Usually, these personal homepages are just created to account the personal experiences of the owner. And until now, there are still bloggers who do just that. But what makes the new web 2.0 blog different from what it was used to? Of course right now the blog organization is somewhat different with how it is being promoted and being released. And the biggest features that set it apart are the permalinks and the RSS or Real Simple Syndication.

Right now Web 2.0 blog has the RSS technology which allows the readers to subscribe to it so that they would be informed of any update made on the blog. And with the proliferation of the use of RSS, it is now also being used widely for other things like weather and stock quotes. And since this does not only allow a link or a bookmark on the page, this increases the visibility of these blogs once a user subscribed to this RSS.

Additionally, using permalinks is on feature that makes blogging different. This two-way linking process helps to build a great social network. Bloggers can actually create links back to their site by commenting on the other blog. This is the reason why the blogosphere is creating such publicity from different search engines. Blogs has the capability to create a loud echo effect with their two-way linking. Using permalinks and RSS are the characteristics that made Web 2.0 blog bolder in the Internet world.
Clearing Out the Air on Web 2.0 Development

It is quite common to come across the misconception that the term web 2.0 actually refers to several types of visual design elements. This confusion of web 2.0 development also includes rounded corners or even some drop shadows. But the design elements also have been found, quite lately, on the more popular sites that employ the use of web 2.0 and as such the association of this is that of a more fashionable type. This may also be likened to a designer preference which will then be a bit more popular at the same time the term web 2.0 development will finally become a buzzword worthy enough to generate its own sense of excitement.

There is also another type of confusion regarding web 2.0 developments and that has something to do with Ajax. This is a type of error which comes out because there are a lot of web 2.0 sites that also rely quite heavily on this program and is also associated with the effects of DHTML. So when Ajax is also often required for many of these web 2.0 sites to function in a good manner, it is of course not really as required as it should be. As a basis of function, the applications that come with Web 2.0 also builds on the currently existing architecture of the web server but it really leans more on the back end software it utilizes. Because of this, syndication is the name of the game and ends up nominally differing from the other types of methods that are published by others who are also into this.
A First Look at Web 2.0 Layout

If you want to come up with a plan for your web applications to run in a more efficient manner, you have to look no further than web 2.0 layout. There are many web 2.0 websites that can help to allow many users to perform more tasks rather than just mere information retrieval. They can come up with tasks that will help them build more interactive facilities that have web 1.0 as a foundation or as a way of functioning as network platform type of computing. Doing this will then allow the users to use a layout which can run many software types of applications right on that particular browser.

Additionally, there are many users who can proceed with owning the data on many web 2.0 sites and come up with measures of control over that particular amount, type and quantity of data. These sites are the ones that actually have layouts that call for architecture of participation – something which can help encourage more users to supply added value to these applications as they can help to use it. This also stands as a form of contrast to the more traditional means of working with website layouts, the type that can limit its visitors to the viewing of content and modification of content which only the site owner can have access to. There are many of these layouts that have a really good sure friendly type of interface that is also based on Ajax and others like Flex and OpenLaszlo to name a few.
The 4 General Characteristics of a Web 2.0 Site

To create a Web 2.0 site, web administrators and designers need to understand its underlying features. The divide between Web 2.0 and Web 1.0 concepts is so thin that some people could mistake their site as Web 2.0 while in fact it is not. Here are the most important general characteristics of a Web 2.0 site.

First, a Web 2.0 site should always contain fresh and useful or entertaining content. In today’s Internet landscape, having static content is tantamount to driving away visitors. Modern web users want a site that can offer new and engaging content every time they visit it. That is why video sharing sites, probably the most prolific Web 2.0 sites, are so popular because they can offer new content by the minute.

Second, a Web 2.0 site should provide tools enabling visitors to have a hand in its development. As Web 2.0 concepts are all about interaction, participation, and sharing, applications on the site should empower the users to create their own content.

Third, webmasters must ensure that the applications their site can be adopted even by those without programming knowledge. For example, a bookmark tool or a feeder should be click and go tools. Users therefore need not do any complicated technical tweaks just to use the application of the Web 2.0 site.

Lastly, a Web 2.0 site should become a standalone platform and not dependent on the device of the user. This means the utilities of the site should all be based on the web and will not
need local installation to become useful. Examples of these types of Web 2.0 tools are document collaboration sites.
The Benefits We Enjoy Come from Web 2.0 Technology

Thanks to web 2.0 technology, the future of Internet has changed tremendously. In the past, one might see that looking up some information regarding albums or popular films, for example, might mean being limited to simply viewing the content, now you can actually download the content digitally, coming from the very same media formats. Now, you can actually be in possession of the exact physical form of the information instead of just relying on what others wrote about the content. Because of this, social networking has also become the new buzzword.

Thanks to places to interact such as MySpace and Facebook – among the many other types and aspirants of social networking – one can truly say that the life we have “online” or on the Internet truly is very much a part of who we are. And of course, this is all thanks to web 2.0 technology. With the technology that comes with web 2.0, you can have an easy time catching up with your old friends and also to update your current ones with what you are doing at the very precise minute.

You can also add a lot of media to your work and you can also place their music –either your favorites or the ones you have composed by your very own self – which you can share with literally billions of people who live all over the world and may stumble upon your personal space on the web, like it and stay there. All of this is made possible by web 2.0 technology.
The Place of Web 2.0 in 2007

History tells us that the Internet was first launched in the year 1969. Back then, it was quite simple and served but a simple purpose – to establish across the networks type of communication for governments. Forty years later, it has now become more than what it is – and its past is nothing but a shadow of the glory that it is right now. There are so many information resources that make up the entire Internet and so many web pages that have gone through so many transformations.

In web 2.0 in the year 2007, we can clearly see that the improvements have proved to be an essential part of our lives. The past life of the Internet or the World Wide Web shows us that it was part of the research framework of NASA and government institutions that had the goal of connecting all their computers together. It was once called ARPAnet back in the day, but now in 2007 web 2.0 is more commonly known as simply, the Internet. With web 2.0, there are now a wide host of web servers that are alive and well.

While this calls a lot of problems when it comes to connecting them and taking into consideration the different languages of users as well as the time zones, one cannot deny their usefulness. As such, the conflicting hardware where computers refuse to communicate with one another prompted the development of a standard. And this was done in the eighties, a revolutionary time in Internet technology that serves as the foundation for what we know the Internet to be right now.
Mobile Web 2.0 Applications for the Modern Internet User

Mobility is the driving force of modern information and communication technology. Mobile access is becoming the norm in today’s business and personal computing. The introduction of hybrid mobile devices and the increasing power of wireless networks contributed to the upsurge of mobile computing.

Within this technological milieu, web applications should add another abstraction layer on their architecture. Web applications should be able to cater to the increasingly widening mobile users that access the Internet. That is why the concept of Mobile 2.0 or mobile Web 2.0 is slowly becoming the hottest buzzword.

Mobile Web 2.0 is the practice of integrating web applications with that of mobile devices such as smart phones. Mobile Web 2.0 however is not just a concept anymore. It is being adopted and deployed today at an ever accelerating rate. Mobile and telecom services providers are trying to upstage each other in the Mobile 2.0 market. It is not surprising to see high end mobile devices that are capable of performing the functions of desktop or laptops.

While the mobile wars are intensifying, the competition between different software developers is also increasing. Literally hundreds of Web 2.0 applications have been developed for mobile users only. There are mobile blogging applications, social networking apps, and even business applications that can be installed on mobile phones to quickly access different web services.
As the technologies of Web 2.0 and Mobile 2.0 advances, access and use through mobile services will surely surge forward to give users a more convenient platform for wireless Internet connection.
The Lowdown on Web 2.0 Application

Web 2.0 application is a type of living term which one can use in order to describe the different changes that happen to trends in the Internet realm, as well as web design and technology. These all aim to enhance one's creativity. Apart from this, it also involves information sharing, functionality and collaboration of the entire World Wide Web. There are a lot of web 2.0 applications which have consistently led most to the development and also the evolution of most communities that are web-based in nature and also have a lot of hosted services.

Some examples of these hosted services include social networking sites, wikis, video sharing sites, folksonomies and also the very popular blogs. This term also became highly notable right after the very first conference on O'reilly Media Web 2.0 back in the year 2004. Even though such a term also suggests a newer version of the whole World Wide Web, we must also take caution when we say that it does not also pertain to any type of update on the technical specifications. Rather, these web 2.0 applications work in order to change the many ways in which software developers as well as end-users work to utilize the Web.

There are also some technology experts who say that it is their task to question whether it is true that one can try to use the term for a different but altogether meaningful way, since a lot of the technological components that compose its organic makeup – the organic makeup of web 2.0 applications, that is – have been in existence ever since the earlier days.
There is Business with Web 2.0

Since the term Web 2.0 became popular in the World Wide Web, there have been so many questions that came about regarding its business value. One of the famous questions is can you really establish a business with the ideas presented by Web 2.0? Of course, people appreciate its new web applications and the social association that come along with the technology but still some are not confident if what are the business advantages of Web 2.0.

Web 2.0 can actually add up to your business value and can give you a competitive edge if properly employed in the company. Let’s take Craigslist as an example. This site actually exists because of its co-users as well as the contributors. They make sure that in their business, the information that are available in their site are difficult to reproduce. And one thing that makes Craigslist become productive is it incorporated a revenue model on the site.

There are also some other companies out there who employed the concepts of Web 2.0 in their business and right now they are getting more income with this venture. They try to utilize all their resources and make use of their users to gather combined intelligence and social teamwork. In using these tools, they are able to reach out to many people thereby getting most of those targeted market. There is indeed business with web 2.0 but you need to apply the principles appropriately. It is not enough that you just use the technology, you need to use it right to get its real business value.
3 Important Factors to Consider When Buying a Web 2.0 Hosting Plan

There many Web 2.0 hosting solutions and plans that will cater to different kinds of site content. Webmasters could choose from a wide variety of web hosts that offer multiple solutions for a single payment plan. However, there are also free Web 2.0 hosting plans that are ideal for trial sites. These free hosting plans are usually ad supported.

Before shopping for a Web 2.0 hosting provider, webmasters and web developers should carefully consider specific features of the plan.

First, webmasters should carefully measure the amount of disk space that their Web 2.0 site will require. The hosting plan should be weighed then based on the requirement of the site. Disk space is measured in megabytes or gigabytes. If the Web 2.0 site will feature lots of video or photo uploads, then lots of disk space would be needed.

Second, the data transfer limit of Web 2.0 hosting provider should also be considered. Data transfer is the amount of outbound traffic allocated by the host on the Web 2.0 site. Webmasters expecting heavy traffic for their website with lots of downloads should choose an unlimited data transfer plan. This is to ensure that the Web 2.0 site will not experience downtimes.

The last consideration should be the cost of the plan. The Web 2.0 hosting should be aligned with the budget of the webmaster. Most hosting providers bill their customers on a monthly basis. But there are plans that will allow a full year free hosting for premium plans of hosting services.
Social Media Networking: An Effective Web 2.0 Marketing Strategy

With the rise of Web 2.0 tools just like blog, podcast, social networks like MySpace, Friendster, microblogging such as Twitter and other user-producer sites like You Tube or Wikipedia, social media networking is becoming popular as the best marketing strategy. Imagine, with the help of these Web 2.0 sites, you would be able to reach out different users to come and pay your site a visit. But you need to play it right so that you would know if it is working well for your company.

Take blogging for instance. Blogging can be the start of your social media marketing. But if you have rich content, you are updating it regularly but do not have much of readership, then it’s becoming useless. You need to make people know about you and have them want to hear more from you.

In some cases social media sites such as MySpace may also be helpful to your marketing strategy. It can happen that you have about a hundred of networks but then your site is not clear on where you are leading them, then it becomes useless.

Many people prove that social media networking is the best web 2.0 strategy. They say that you can get the best visibility for using these new generation tool. But if you did not use them well, they may not the best marketing strategy after all. That is why constant monitoring as well as developing the technique is still required to maximize the use of social media networking.
The Defining Characteristics of Web 2.0 Sites

There are hundreds of millions of existing websites today but not all can be considered as genuine Web 2.0 sites. A web 2.0 site transcends the traditional orientation of a web page in providing content. A traditional website delivers information to users in an almost one way manner. One can imagine a vast book set on an electronic platform and deliver content as they appear on the site. With a Web 2.0 site, the content jumps out of the screen and drags the reader to actively participate in creating the website.

This is the essence Web 2.0 where sites provide a platform for user’s active participation. Tools and utilities are all web based, open source, scalable and can be accessed by users to make the online experience easier and more meaningful. And probably the most important defining characteristic of a Web 2.0 site is the way content is structured and packaged. Sites should primarily have user generated content that can be easily shared to others to qualify as Web 2.0.

The most popular and widely used Web 2.0 sites today are social networking, social bookmarking, and blogs. The phenomenal success of these sites proves that Internet users are increasingly focusing their engagements through the use of Web 2.0. Video and photo sharing sites are also the best example of Web 2.0. These kinds of Web 2.0 sites contain web materials that are purely generated by users. Video and photo sharing revolutionized the way people distribute media and information. Web 2.0 sites therefore became the vehicles to popularize the new method of creation and distribution of social media.
The Benefits of Using Web 2.0 Templates

Web 2.0 templates offer many advantages. Veteran or budding webmasters can use Web 2.0 templates to improve their existing websites or design a new one. Templates designed for Web 2.0 use and applications could totally change the look and orientation of any static web pages. The good news is, there lots of free Web 2.0 templates available on the Internet for download.

The most important advantage that webmasters can get from Web 2.0 templates is its cost benefit. Web building and development are very expensive nowadays that some small businesses prefer to create their websites out of the available templates on the Internet. For just a few dollars, company webmasters can get a whole set of Web 2.0 templates consisting of hundreds of designs and functionalities. Of course there are free templates which are good for those who want to break-through their skills in web building and development.

Another important advantage of using a Web 2.0 template is the time efficiency that webmasters can enjoy. Creating a website is not easy especially for starting web designers. There are lots of codes to be written and the pages should be designed individually. With a Web 2.0 template, web design and editing can be on the fly. Templates come in standard designs and sometimes can be customized by the designer. If the basic framework has been set, editing and future updates would be easier.

Lastly, Web 2.0 websites can attract more traffic than traditional static web pages. This is probably the most important benefit that can be enjoyed by using Web 2.0 templates.
Mashup Defined for the Web

Because web 2.0 is very in demand right now, one can probably assume that very little detail is given to those who are not yet in the know – especially when it comes to web mash up. The Internet and also the many associated web pages are also consistently and busily evolving all the time, and this actually causes the entire web mash up. There is also the term called Rich Internet Application, which also refers to the application and the web page which can provide the user with a better experience in terms of resembling the many applications that run on their computer.

A little tidbit? Rich Internet Application is also but a single aspect that is part of the evolution that web 2.0 is undergoing. A mash up, by way of definition is actually a somewhat quick way of explaining a particular web page or site that can bring the information coming from multiple sources together. It does so in a highly unique way that can give a lot of value to the web user himself. There are lots of examples of mash ups, and the best one would probably be the kind that actually display pertinent activity-related information on the whole map.

Many thanks to programs such as Microsoft Maps and even Google Maps, it is now quite easy to actually display the locater pins to set the different locations with information that is interesting as well. With web mash up, you can definitely have a better way of putting information together – information that you can easily access whenever and wherever you need it the most.
Data Mashups: Emerging Potential Applications To Various Social Network Systems, Educational and Scholarly Initiatives At Large

Everyone may not know but the concept of Mushups has actually been around for many years now. But it was only recently that they grabbed and fostered interest and imagination of various users and audience. Facebook and MySpace among others are excellent illustrations of Mashups’ capabilities once integrated into social network systems online. Mushups’ potentials however prove to go beyond, thus constantly evolving from the basics.

Mushups are defined as web applications that are capable to integrate data from multiple and/or various sources through a single, unifying tool. Although mashups may have been initially designed particularly for data visualization, eventually they have been proven useful in enhancing different kinds of creative products. The term “mashup” was derived from the music industry—different pieces of music and film clips assembled into distinguished satire productions. Specifically, data mashups function as powerful tools in visualizing and navigating different datasets—of which the entire process involve understanding connections between and among interrelated factors, such as distance, time, and location; contrasting multiple sourced data to uncover new relationships; and other functionalities.

In addition, mashups have been useful in creating tools and/or applications that are capable to grab, organize, and display online data similar to the author’s preferences (e.g., Google’s Mashup Editor). Also, Yahoo! Pipes is another mashup
authoring tool that enables users to combine RSS content, filter and display them over the Internet. Eventually, finished “pipes” can be readily published, shared, and used for other purposes and placed in different web pages.

Lastly, Mashups have also established relevance in learning, teaching, and creative expression. They have enabled access and use of different web-based applications—such as videos, interactive graphs and charts—that innovate educational and learning systems.
How To Create Personal Web Video Mashups On Omnisio

Mushap technology continues to evolve and keep the interests of its users. With advancing features and benefits, mushap provides users with better, easier, and faster ways of doing usual tasks, (e.g., online searching and researching; creating maps, videos, and more). Omnision is a recent web video mashup service that desires to modifying processes of editing and re-editing online videos.

Specifically, Omnision is a company that attempts to provide various clients with effortless and quick uploading of videos on the web. The process of uploading is as easy as copying and pasting the URL of current online videos. Omnision however, exclusively accepts URLs or videos from Google Video, YouTube, among others.

To edit a submitted video URL, the user is led to a separate web page containing a simple cropping tool enabling accurate selection of desired portion of the video to keep. Merging this clip with another web video can be simply done by clicking the “Add Video” button just below the editor. Herein and forward requires the same process of copying and pasting video URLs.

By clicking the “Publish” button leads the user to a specified web page wherein to enter information or fields (e.g., title, subject, and description) that may be searchable. Once completed and saved, the uploaded video thus currently exists and accessible on Omnisio, which is readily searchable and accessed. The existing video can be shared by copying and pasting embedded or URL links to desired location on the web.
Generally, Omnisio is among the new mashup services that offers easier and faster uploading of videos online. Also, it includes features such as enabling comments posting within uploaded videos. Lastly, there are no other web sites similar with Omnisio, particularly in keeping hosting and maintenance costs involved down.
Famous Best Mashups On The Internet

Online mashups nowadays have evidently captured interest and continue escalating its popularity. Acquiring the capability to combine data/information with an application to create and produce conclusive and useful entertaining output is apparently what these awesome mashups are all about—enough reason for everyone to get crazily into. Following are several best mashups ever known on the Web—all of which are both visually catchy, interesting, and either absolutely entertaining and/or useful.

- **WeatherBonk** – web mashup that is suitable to anyone who desires to become a traffic reporter or weather man/forecaster. It combines multiple weather or traffic information/resources enabling an individual an excellent role-play as forecaster or reporter.

- **MusicMesh** – web mashup is perfect in visually browsing through various music bands. It basically offers a fun way of knowing and gathering more information about music bands, single artists, albums, and songs.

- **HouseMaps** – extremely useful mashup particularly for anyone desiring for a new home. It essentially creates a relevant utility—combines information from Craigslist with features of Google Maps—useful in finding a house for rent or sale.

- **FindNearby** – perhaps one of the most useful and updated web mashup, particularly in locating hard-to-find items.

- **Mapdango** – web mashup that combines valuable information from various relevant and information-rich web sites (e.g., Wikipedia, Flickr, and Youtube). It is significantly useful
when searching or finding out more about particular locations, including current events held and weather.

Generally, web mahsups are Internet technologies that continue to revolutionize the methods of doing online research and searching—easier and faster gathering of results.
Drawn from the two-day seminar on Web 2.0 held in Rome earlier of 2008, a 33-megabyte PDF version of the presentation on Web 2.0 version 52 was created and made downloadable. Having the Web 2.0 v52 particularly published under the well-known GNU Free Documentation license (GFDL) has made its usage even better. Basically, GFDL gives the user freedom to modify and reuse the material in any way needed or preferred, free of charge. Hence, document user can absolutely benefit from it without any worries.

Following are several beneficial modifications and/or additional features done to the document’s last version.

- Downloading is currently allowable for up to 5.5 million-counts.
- Additional bullet point linked to a YouTube video, allowing some audiovisual definition/description of Web 2.0 (based on a specific Wikipedia article).
- Additional bullet point linked to the sarcastic YouTube’s spoof, “Restaurant 2.0.”
- Additional bullet point liked to the Business Week article, “Beyond Blogs.”
- Additional new pages to show particularly the Twhirl – client-side tweet-reader (can run on both Mac and Windows computers); the Twitter website – useful especially for individuals who have not heard about Twitter; and Tweestats, plus further aspects of Twitter.
- Additional fields for Twitter description, which results to a real-time instant messaging, person-to-person correspondence, whereas Twitter is regarded as a baby email that enables an individual to select whose message he/she desires to read.
• Additional bullet point linked to a case study illustrating a particular size of business using Twitter.

These are but few of the many significant modifications and additions on Web.20 v52. Apparently, the author of the material gave substantial emphasis of its impact, overall functionalities, and benefits. Apart from being useful, the PDF proved to be more preferred than any other of its available formats.
Mashups Rock: Definition And Its Future

Specifically, a mashup or bootleg is defined as a musical piece, composition, or song created by combining the music of one composition with the acappella version of another song. Also, a mashup refers to a song created from a couple or multiple songs. This is done by overlaying the song's music track seamlessly over the vocal track of another.

Globally, mashups are recognized through several different names or terms, which include boot, bootlegs, smashups (or smash-ups), bastard pop, blends, mash-ups, powermixing, and cutups (or cut-ups).

Specifically, in the music world, mashup is perceived as that new sound created and heard when a DJ energetically mixes various songs of different beats and styles altogether. There are various firms nowadays attempting to explore and awaken the emerging potential for mashing up relevant and suitable data and applications. Such initiatives are revealed at the Web services conferences held recently.

Mixing different songs along with various applications does appear exciting, interesting, and fulfilling even. However, such scenarios pose significant implications particularly in software development and production. It has been rather believed that mashup technology can possibly reduce software development phases or cycles. Normally, it takes about 18 months to build a new software or application. Compared to when mashing up together existing data sources and applications, the derived, hybrid, or resultant product can get to market much easier and faster.
Consequently, to prevent possible problems and issues between mashing up and conventional process of creating new compositions or songs, integration and governance tools were formulated as means to managing policies. While creating new derivative products involve creative combination of existing components to produce something new, deploying the products will require compliance to certain local regulations and laws. Hence, firms are ensured in producing faster and secured products.
Whatmakesupthebestmashups?

MashupsarepracticallyanywhereintheInternet. WhenyousevisitawebsiteyouusuallyfindmashupfilesviaanyRSS feeds. However, not all mashup files that you encounter are what may be considered the best and most effective mashups. The best mashups would practically encompass all these three substantial parts:

a. Who provides the data? For the best mashup to be completed, it requires that a provider of content is identified clearly. A content provider as the name implies is the source where data being mashed up comes from. The data that you use to mashup is readily available by using any API tool or from the various protocols of the web such as the RSS and REST or the Representational State Transfer.

b. What is the mashup site? The mashup site is the site that allows for applications on the web which provides services to the mashup file or site the data from varied resources which are not being owned by the mashup file itself. This is one of the more difficult things to locate and search.

c. How is the web browser that stands as a client? The client web browser is the actual interface or the working environment that the mashup file or site is actually using. This interface is capable of being mashed up by any web application particularly the Javascripting language.

When these three relevant elements are found in the mashup file or site, then you can almost be assured that you have the best and only the best mashup file or site.
How to get free icons via the Web 2.0

The Internet is one of the biggest avenues to get many free items and freebies. The websites owners who are all looking and thinking at how to entice the Internet users to come and visit their website resort to giving out freebies to every visitor that they catch. A lot of Internet users are just loving this and most of the time, the Internet users are clamoring to get free items such as icons and wallpapers – the computer graphics that we basically love.

Free icons are anywhere on the Internet. In fact, because of the massive demand for icons from Internet users, even those sites that are using the Web 2.0 technology are engaging into giving free icons as a form of attraction to their potential visitors. Free icons may come in various forms – it may be a whole package of toolbar icons just like what Yahoo and Google provide or a single free icon.

Free icons are very enticing “gifts” because of the practicality that it possesses. It is one of the more common useful things that people use on their personal computers and generally a lot of people would to love to personalize from time to time their systems. Apart from that, there is no hassle that is attached when claiming for this free item on the side of the claimer because these are free items that can be downloaded right in front of their systems. This is also going to be a lot cheaper and inexpensive on the part of the website because they can basically save these freebies on their systems and allow them to be just downloaded.
What Microsoft has to do with Web 2.0

The Microsoft Company as a leader in the software development and solutions provider is very much involved in the development and progress of the Internet as a whole. Many of the recent developments in the computing industry was created or was spearheaded by Microsoft Company, not to mention the very aggressive actions of Microsoft in pushing the expeditious and speedy developments in the Internet arena.

The truth of the matter is that, Microsoft has been creating on the hidden side some of its powerful tools like Microsoft Windows Sharepoint Services which allows web developers and designers the right tools to make use of the web parts as part of the large building blocks of web designing and creation. Websites like Yahoo and Google are very open in saying about how Microsoft can greatly influence the movements that are happening in the Internet industry. Some of the more convincing facts about how Microsoft has participated in the Internet industry are the following:

a. Some of the software packages that we are using at the moment are all Microsoft made.

b. Part of the idea in building the Internet came from Microsoft and its people.

c. Great portion of the websites are owned by Microsoft.

This goes to show that Microsoft Company is regarded to be one of the most influential companies that helped shape what the Internet is at the moment. This is history and no one on the Internet or about to invade the Internet can ever deny of that claim.
The Apps Files in the Web 2.0 Platform

The Web 2.0 platform is one big engine system which engine parts are joined together to come up with a working as designed mechanism. These engine parts are substantially functional as they perform a specific function relevant to the whole design of the platform. These engine parts are sometimes referred to as the application files or shorter, the apps files of the Web 2.0 platform.

The apps files of the Web 2.0 are relatively those which are deemed instrumental on how to create a total new look on the webpage that is being created using this platform. These tools which are not delimited to this section are what we refer to as the formatting tools. These formatting tools may encompass the apps file that directly work with how the graphical side is being made or how the text and font styles are being changed or the color that you put on the site and its contents. These are application files that are deemed essential in making a total package for the website.

Some of these application files that are present on the Web 2.0 platform are out of the main engine and are usually found on a third party application such as Microsoft products. This is basically designed in order to allow for more application files to work compatibly with the Web 2.0 platform. In essence, this gives the user of the platform more choices to choose from without being limited to what the platform can provide. This is a move that allows for diversity and dynamism to practically exist.
The Web 2.0 and the Companies that made it what it is

What used to be a mere concept is now a gigantic and considered milestone of the century – the Web 2.0. The Web 2.0 being a theory gets to claim its fame and status because of the many big companies that showed support and appreciation to what this theory can do. Some of the big names in the Internet industry that showed support and appreciation to Web 2.0 are the Yahoo.com, the Mapquest.com, Google, Wikipedia, Skype, Ebay, and Craigslist. All these big names in the Internet industry have contributed to what Web 2.0 is at the moment.

Yahoo.com and Google.com for instance have been using the Web 2.0 concept in building some of their well known Internet features like Google Adsense and Yahoo!Local. Google and Yahoo think that the Web 2.0 has all the potential means and methods that could help Internet developers and web designers create a more powerful and strong website for Internet users. Incidentally, when these two giants of the Internet have used the Web 2.0 in majority of their applications, more and more Internet companies have started to appreciate and use the same tool that Yahoo and Google are using – the Web 2.0.

Now, Web 2.0 is no longer just a mere concept in the Internet industry. It is now being considered one of the more influential and useful Internet tools that the modern Internet industry has. After just about a few years of its existence, it is now being considered a pillar in the industry of web designing and development.
The New Web 2.0 Logo Creator

The world of web-making and designing is a highly artistic and aesthetically driven arena. Not only do you need to know what looks beautiful and appealing but you also need to contain the skill to appreciate the works of others in order for you to be able to create one that will be highly appreciated. It may seem to be highly technical to arrive at a very aesthetically driven web design, not to mention the fact that it is going to be highly tedious, too.

However, because there are just too many considerations to take a look at when creating a well-designed web, a tool known as the web logo creator was created and established. This tool will not only help eliminate the tedious side of drawing and creating from a scratch a better logo but more importantly this tool will allow for people to learn and use the knowledge and art inclination of other people. This may be sounding “a gone too far” projection but this is actually existing.

The tool has a feature that will help assist logo makers to make the whole process of creating a logo design a lot easier and more comfortable. In addition, the logo creator in Web 2.0 allows users to make utility of the pre-loaded designs of logos on the application software. This creates the total package a lot more help-driven.

To date, the logo creator that is in use practically revolves around logo enhancements and logo makers which are two of the more useful tools that have been included on this application.
The Proliferating use of a Web 2.0 Photoshop Tutorial

Learning new things especially in the field of World Wide Web is being taken in varied forms and methods. There are people who learn new things and discovering innovative method by merely looking at how the experts are doing it; there are some who are engaging and seeking for professional help either from a school or from a freelance expert. There are people who are able to catch new learning by merely reading a reference either a site or book.

With the advent of the Internet and the electronic learning, there are just a few new things that help facilitate learning the easy and fun way. People are learning by reading using a tutorial aid usually created under application software known as the Photoshop software.

The Web 2.0 is a general and wide software concept that needs to be learned in the easy and fun way. The makers of the Web 2.o have created a tutorial aid using Photoshop language for a reason or two:

a. There is an easy and secure downloading of the file when using the Photoshop software. The easiness and security are two important factors to consider when you ask people to download something from the net.

b. If you are the maker of the file, the use of the Photoshop makes it easy for you to upload the file in a compressed form making it not “heavy” for your transmission process.

c. You get to tie up your site to a grand and gigantic software solutions provider making a milestone in your own website.
The Emerging Web 2.0 Technologies

In the early times of the Internet, uploading a picture onto the Internet requires several processes in order to have it fully performed. Not to mention that you will need extra application programs to help you facilitate the tedious process. However, as days pass by and as the technology that we have progresses, majority of the complex things that you used to work very tediously on the Internet is practically one click away.

These kinds of emerging technologies are practically because of the revolutionizing Web 2.0 technology that we have. We basically owe the simplicity and less complicated process that we need to undertake in order to upload a video or listen to an audio file or practically view personal pictures that you have.

The Web 2.0 technology is such a diverse and dynamic concept. In fact, in order to make sure that understanding it will not require any instrument to decode it, an expert on the field created a level or hierarchy of the Web 2.0 web site classification so that there is an easy to understand concept about what these web 20 sites are all about. Indeed, this leveling that had occurred made it easier for people to comprehend the existence of the web .2.0 and how this concept created an impact to the Internet industry.

Apparently, the Internet has gone a long way, so is Web 2.0. When the Internet industry was starting to make waves in the industry, there was a little notion about web 2.0 hitting the Internet very hard. In such a short span of time, the Web 2.0 created greater heights in the face of the Internet industry.
Dissecting the Web Builder 2.0

The industry of web development and designing is fast rising. This is attributed to the fact that a lot of business people are seeing the potent impact of the Internet in the business. Many of the businesses that we have today are basically relying on the Internet to make their business works. You see, everything that we traditionally do has been converted into an online activity like shopping, ordering your pizza, paying your bills, and even looking for your lifetime partner. All else that we used to physically perform is basically a click away on your pointing device.

The high demand for web developments and design prompted the web designers to have a tool that will help them facilitate the easy creation of a web site in more efficient and effective method. There are a lot of web building tools that are available online but the Web Builder version 2.0 is one of the more trusted and used among all these. The Web Builder 2.0 is an application software that is designed to help a web designer to come up and build a web in jut an instant. The features that go along with Web Builder are a lot appropriate based on the increasing needs of the web developer. Some of these features are listed below:

a. There is a feature that easily helps a designer edit and modify a designed webpage. Various tools like text formatting and color enhancements are present on the software.

b. The Web Builder 2.0 is compatible with generally all of the web browsers that we currently have on the market. This makes it easier for any web designer to launch and upload the web content on the Internet.
The Anatomy of DJ Mashups

We are all aware that one of the major classifications of mashup is the audio or the music mashup. As what the name basically implies, audio or music mashup refers to the kind of fusing more than one music or audio file in order to come up with a single, solid mashup audio file.

One of the more developments that surround the mashup industry is the presence of the DJ mashup. A DJ mashup or a disc jock mashup is a person that is solely responsible in mixing and fusing more than one culture of music and diverse forms of sounds in order to come up with a single music mashed up file.

A lot of people are engaging in DJ mashup because these people have the great passion and interest in the fusion of varied music types. Not only that, there are also a lot of people who seem very interested with how these music files are being fused and merged which leads to having a so many websites that are offering mashed up audio or music files.

So, what is basically the thing required in order to become a DJ mashup? Are there specific qualifications?

Certainly, there are qualifications and best of all these qualifications may not be as complex and as intricate as how you may perceive them to be. To become a DJ mashup, all you basically need is to have the right ear to know what sort of music file is best and capable of being fused and merged. From there, all of these things that you need in order to become a disc jock are practically going to form part in the creation of a better DJ mashed up music file.
A Thrilling tour in the mashups.com site

Certainly, there are a lot of Internet users who are very much interested to obtain knowledge and essentially, the right access to the kind of derived work from fused and merged things to come up with a solid, single item like video, music, digitized objects, or practically a combination of any of the two mentioned. The whole process of making this possible is what we call as the mashup theory.

Mashup in the computer world is practically the merging or fusing of two or more existing pieces of multimedia that result into a more interesting item that used to be provided by another web service. The wonder of fusing these items together made a lot of people very interested. Due to this, many Internet whiz and experts have seen the potential of earning more by developing a website that will practically encompass things about mashups.

The mashups.com web site is a site that caters practically all things about how to mash up from the items that you can mash up to the techniques of doing effective mashing up and the best mashed up items that have ever been done. The mashup.com site is visible to almost all search engines because of the timely and relevant contents that the mashup.com site is capable of providing its potential clients.

Mashup.com sites are powered by generally any computer and Internet wizard. It is not a domain that is owned exclusively. This means that anyone who has the interest to build a mashup.com site or someone who has the interest on mashing up can practically build and create the mashup website.
The ASP.net 2.0 and Web Hosting

One of the most prominent application tools that most of the web developers and designers are using is the ASP.net method. This method has a lot of features and tools that can help a designer create dramatic illusions and effects on the website that is being developed. The ASP.net has brought the idea of graphical and illusionary masterpieces into the forefront making just every website that is developed at par with excellence.

These types of websites that are aesthetically made are designed to be showcased to generally all types of viewers and spectators. As such, these types of websites require that they are effectively hosted. Hosting a website shall make the website a lot more visible in the eye of the search engines which creates a greater impact towards being viewed by majority of the Internet viewers. The more powerful your site is hosted the better chances that it gets to be viewed and visited. As such, this makes your website rank highly making it a priority for every keyword search that Internet users make.

Websites are created beautiful via the application software packages available; however, the process of making it beautiful should not prohibit you and your resources from making a great move to host it effectively. This is because, the life of the website does not rely only with how well it was designed and how relevant its contents were made, but apparently, one of the more important elements that needs to be considered in the development of the website is the hosting mechanism that you have for the website.
Creating a Page Banner using the Web 2.0

It is a common knowledge that the Internet is capable of providing its users the means and methodologies on how they can come up with a banner design that is intricately and beautifully made. However, what majority of the users do not know is that there is or should I say there are tools borne out of the same concept that they can use in a more simplified and easy way. These tools are bearing the similar concept of Web 2.0.

Web 2.0 is such a dynamic method that one can use in terms of designing and developing the contents of the website. This capacity to do that is basically because of the numerous compatible application softwares that can run and execute the Web 2.0. Some of the frontrunners in the usage of the Web 2.0 are the Extensible Markup Language or the XML, best scripting language that you can use in creating and designing the web content such as the banner, the AJAX language, which is best in running and executing large databases of the web site, and the DHTML or the Dynamic Hypertext Markup Language which is just the same in function and contribution as the XML software, however, this application is more capable of putting web effects to the site.

Web page banners are capable of being made in not so intricate manner. In fact, this can be created and made in just a snap if you only know the right and appropriate tools that you have at hand.
Working on Web 2.0 Font

As we all very well know, font type or font in simplest term creates an appeal and impact to the readers. Font type may not be deemed essential at the first stage of creating the web site, but apparently, the font type can make or break the whole web site. When people who visit the site cannot understand or seemingly cannot appreciate the way the information was written, no matter how interesting and relevant the information included on the web content, people can just walk away from the site and stop reading it.

The Internet may not be all about font type and all, as it practically gears towards attaining relevance and importance in terms of its contents. Font types for the web is basically taken out from the web browser that you use, but there are certain applications and applets that you can use so that you can practically have very dynamic and diverse choices to choose from.

Some of these applications and applets are forming part of the whole Web 2.0 engine. The Web 2.0 engine clearly indicates that one of the primary application sections that work on to make sure that all designs and graphical illusions are perfectly drafted in one engine is the font engine. The font engine basically tries to resolve issues about, of course, problems that concern font usage and application.

The Web 2.0 may seem to be looking very huge in terms of what it encompasses and font and its types is just one big chunk of it.
The Evolving Web 2.0 and Mashup Technologies

The Web 2.0 technology has continually emerged as one of the widely used and appreciated technologies in the modern times. The at times regarded complicated and intricate structure of the Web 2.0 is correlated with how the server package, the syndication of the web content, and protocols that are being used in terms of message exchange drastically change and impacted by the evolving technology. This is also impacting the emerging trend in merging and fusing varied pieces of items like sounds and other multimedia platforms. This is because the mashup or the process of combining two media platforms is one of the features that Web 2.0 websites have.

Mashup technology has started to create waves in the Internet scene when it became of the techniques that Web 2.0 has. The mashing up of multimedia items like video and audio came in the list of features of Web 2.0 along with Folksonomies, Web logging, Wikis, and Microformats – all these powerful features of the Web 2.0. The mashup method became a surprise hit when it started to draw attention from a large percentage of Internet users. This has radically created a new thing on the Internet.

The mashup and the Web 2.0 technologies are conjoined together. The failure of each method creates an impact with the other. This means that whatever movements are made on the other side affects the other one.

As the Internet industry continues to grow and progress so will these two technologies, too. Mashup will continue to evolve and Web 2.0 will be a strong platform for this evolution to pursue.
The Scripts that provide Structure to Web 2.0

It is a common knowledge to many computing enthusiasts how powerful scripting features are necessary in order to come up with an equally strong webpage. The scripts are the major building blocks of a website. The scripts are the determinants to how well-structuralized a website is. Scripts are just essential elements that every designer of a web considers.

Web 2.0 as a platform towards building a website also requires the presence of the dynamic scripts just like any other platforms. Web 2.0 is cognizant of the fact that no matter how robust the platform is when the scripts to help facilitate the creation of that feature is not present, then it all becomes more difficult for the web 2.0 user to make things realizable. Evidently, the life of any platform depends on the scripts that are made available. This is a fact that every Web 2.0 user must learn to accept.

Some of the scripting languages that are being used by the web 2.0 platform are considered some of the finest in the industry. For example, the Extensible Markup Language which array of scripts to come up with a very strong website is just very overwhelming. This claim goes the same with the use of the Dynamic Hypertext Markup Language which is also a powerful scripting language that Web 2.0 platform has.

In the same manner, scripting languages must also adhere to what the platform is dictating it to perform and do. The standards and protocols are still being mandated by the base platform – in this case, the Web 2.0.
The Necessity for Relevant Text on Web 2.0 Websites

Majority of the websites that are present on the Internet gives focus and importance on how the textual contents are created and presented on the website. It is through the textual content that they see potential page traffic. No matter what platform these websites are using like Web 2.0, they still see the importance of having relevant textual content and secondary of which is the platform being used and the overall design of the website.

Even the websites that are driven by the Web 2.0 platform are seeing the major impact of having a well written textual content. In fact, you will not see any single website using the Web 2.0 platform that bears non relevant and essentially useless pieces of information contained in those sites. Otherwise, any type of website that has this kind of textual content shall not go a long way in the Internet arena.

Web 2.0 is very particular about how you can use this platform towards giving your website a better chance online. In specific, it also draws into account what sort of sustaining elements it should include on its engine to make sure that everything is well provided to the user.

The textual element of any website is one major component or building block towards the right sustenance of the website life and its span. It is for this reason that any web designer or developer should think about what to cover and what to include on the web content. And essentially, the Web 2.0 is an advocate of the same principle.
Enterprise Web 2.0: The Leader in Web Development

The Web 2.0 version has created massive impact in the Internet industry. In fact, the massive effects that it has brought in the Internet community has spanned to a greater heights that it influenced even the giants and leaders of the Internet world such as Yahoo and Google. During the initial stage when it was being released, not a lot of people took their time to try and test the utilities that it possesses. As time goes by, Web 2.0 has gradually made a name for itself and was able to establish good name reputation in the Industry.

The success of the Web 2.0 is seemingly incomparable and is considered a milestone by a lot of experts. Because of this, the Web 2.0 version came into sunset however, a newer and a lot powerful version came into the scene. This newer version is the Enterprise Web 2.0. The Enterprise Web 2.0 is being regarded as the new face but with a lot more features of the Web 2.0 version. True to this claim, the Enterprise Web 2.0 has been considerably more stable and its features to edit and modify are just very perfect for the users of today because of the easy to navigate tools that it has, the friendly environment that it possesses, and lastly the help tool that is integrated on it that basically made the whole process of using very simple and easy.

The Enterprise Web 2.0 has set foot on the market with a big bang. It created more impact because of the growing needs of people that concerns web development and design.
Mashups may be a relatively new term to a lot of people, but basically, in order to understand mashups you will have to start thinking out of the box. This means that you should not only be relatively focused on one dimension when we talk about mashup.

A mashup may take varied forms and methods. Generally, Mashups can be correlated with so many things such as digital mashups, music and audio mashups, video mashups, and mashups for web application hybrid.

A mashup in whatever form refers to combining practically two things that each of these things may be the derivative of the other and essentially come up with a single, derived work. In terms of the Internet, a mashup is an application of the web that tries to merge one data with another data or with varied sources of data to come up with a solid data altogether.

Although mashups may relatively be complicated to understand and comprehend, working on downloading these mashups from the Internet is practically very simple and easy. In order to effectively download any mashup, you will basically need to make sure that you are able to locate a mashedup file with similar derivation like music and another music or video to another video. These types of mashup files are not difficult to download because the file types that made the single file are common with one another making the merging or the combining of the two files very simplified and easy. This is one trade secret for an easy downloading of a mashup file.
Learning the facets of the ASP.net Web 2.0 parts

The ASP.net is a very powerful application that a lot of web designers can claim and defy to contest. All through these years, the ASP.net application had been able to sustain the web designing needs of every person who is engaged in web development and designing. Every year, there are just so many new things and features that ASP.net is introducing in the market. At times the release of the newest features is practically overwhelming.

Web parts as a new feature of the ASP.net for Web 2.0 is a feature that is capable of supporting the contents and designs of the web page to become more personalized and attached. With this web parts system, the web developer or the user per se can actually modify the web page based on what they want – they can perform editing, changing, and moving of contents to suit their preference.

The Web parts of the ASP.net for Web 2.0 is a module of data which purpose is to basically form the significant building blocks in creating and designing a web page. Suffice to say, these web parts may or may not be alike with one another in terms of behavioral patterns and also in appearance.

Web parts for ASP.net Web 2.0 are available in any online web gallery part. Incidentally, if you think that what may be available online are the web parts that do not suit your preference, you can actually create your own web parts or rely on third party software to have your own set of web parts just like the Microsoft software.
The Progressive Companies engaged in Web 2.0

Web 2.0 is a significantly growing concept in the world of wide web. A lot of net enthusiasts are inclined to knowing and grasping the theories and concepts that encapsulates web 2.0. The sudden appreciation of net people about web 2.0 is due the revolutionizing business industry that takes pride into using the Internet as the major platform in making business. Majority of companies are looking at a bright future ahead of Web 2.0 and as a result, these companies are putting too much weight in trying to comprehend the best way to utilize this new platform towards the success of the company.

The huge amount of interests that a lot of business people are putting into the use of the Web 2.0 resulted into many Web 2.0 companies to jumpstart their endeavors. To date, there is a recorded all time increase of 7% in the number of companies that are engaging into providing technical assistance and expertise in terms of how to make the web design and its contents highly competitive and drastically appealing.

The fast evolution of Web 2.0 into Web 3.0 these days is a good indication of how well the industry of World Wide Web is turning out to be. There are so much to expect from the companies that have shown great work about the stuff that the do in as far as providing technical assistance to major companies which are looking at how to make their company web site very competitive, high ranking, and well-visited.
The Fonts and the Web 2.0

In almost every application software or any scripting language that we know, fonts and style are essentially significant in the overall package of any website or page. The reality about fonts and font style is that they are just playing on the side of the whole development process. The font styles attribute is merely on the last portion of formatting the whole site. However, no matter what priority stage it bears on the whole process, the thing is that it still is important to the whole web design process and that it bears impact on the totality of the website.

The Web 2.0 platform as has been mentioned has a separate engine for font styles. This engine is used for obvious reasons in formatting and enhancing the font appearance of the site to make it work in consonance with the whole package of the website that is being developed. However, since the engine that works on providing font style choices is limited to a certain number of font styles due to storage consideration, the Web 2.0 platform has worked on third party applications that will act as repository support mechanism for the font style files. This third party repository mechanism is provided for by some of the trusted and established companies such as the Microsoft. Microsoft Company as a third party program does not only provide a repository support but also contributed in creating and adding up to the list of other font styles that Web 2.0 platform users can choose from.
A better way to Photo Manipulation using Web 2.0

Have you heard about the Flickr site? Well, for most of us, we could say that we have actually seen and used the Flickr site when we are faced with the dilemma on how we can have a better design and method of looking at the pictures that we have on a media. Photos are such better way to recall all the captured moments that you have in your life. And by that, you should have a better means on how you can have these captures moments safely and securely uploaded on the Internet.

The Flickr site is one of the widely used sites in terms of uploading the pictures online apart from the Picassa site. Incidentally, the Flickr site is using the technology of the Web 2.0 that allowed it to have varied and dynamic features of manipulating and controlling the way the pictures are being uploaded on the Internet just like the so many Internet sites that we know like Google Adsense, Yahoo, Wikipedia and the numerous web log sites that we know.

With the Flickr application, there is just a lot better way that you can safely keep and store your sets of photos and have them readily available when the time comes that you want them viewed and seen. Although not a lot of people really know how to navigate through the Flickr site, learning the various and easy ways to use this would not take you an hour to do it. It is just very simple and very easy to learn and learning it is just so fun and amusing.
The Need to Search for Web 2.0 Related materials

The Web 2.0 as a concept and as theory has gradually proliferated and has had greater influence to some key people in the Internet. Many people are seeking generally more types of articles or materials that can sustain their need to enhance their learning and knowledge about how to strongly use the Web 2.0 mechanism.

Many people in the Internet are seeking new things about anything because they think that the world of the Internet has still a lot of things to offer. One of the highly sought after concepts and ideas in the Internet world is the concept the encompass Web 2.0. Incidentally, there are just a lot of new ideas that are surfacing the web 2.0 that prompt people to continue to search for related materials about Web 2.0. Below are some of the more noted ones:

a. The building blocks that make up the whole concept of Web 2.0. The concepts and theories that surround Web 2.0 is fascinatingly impressive that many people are looking for answers about what and how these building blocks were created.

b. The things that Web 2.0 can encompass. It is widely known how huge Web 2.0 can encompass however, to a lot of people, the boundary that besets the web 2.0 idea is practically needed to be drawn so that newer concepts can draw their lines as to what they can do.

These are some of the things that beleaguer people that prompt them to continue searching for materials that can help them answer some of the questions and inquiries that they have in mind.
The Hierarchy of Web 2.0 Websites

Websites even when they are common with one another have to be given categories and leveling in order to make clear distinction and classification. The purpose of classification is, of course, because of the need to for an easy understanding about what they are for. Web 2.0 websites embody this principle of hierarchy and leveling. Below are the four levels of websites for the Web 2.0

a. The Level 0 are the websites that are capable of being worked on both online and offline mode. Some of the more classified example that belong to this category and level are the MapQuest site, the Yahoo!Local and the very famous and widely used in the world the Google mapping. These websites are practically capable of being worked online and offline.

b. The Level 1 refers to the application websites that are capable of being worked and operated offline however, has gained online features. This means that you will need to be directly connected to the Internet when you would like to make use of this feature.

c. The Level 2 refers to the applications that are capable of being operated and used offline but will essentially be strong and powerful when used and operated online. The Flickr website is one of the classic examples that belong to this level of web 2.0 web applications.

d. The Level 3 are those applications that are basically web 2.0 based. They are the websites that practically work and exist when there is the Internet. Some of the more noted examples that belong to this category are Wikipedia, Craigslist, Google Adsense.