

What are all these new
technologies I hear
about in the media?

Presented by
Willie Pritchard

In the media...today!

THE CHRONICLE OF HIGHER EDUCATION

The Wired Campus

Education-technology news from around the Web

May 30, 2007

INFORMATION TECHNOLOGY

For coverage of information technology, visit our [Information Technology](#) section.

[Complete technology coverage](#)

The Wired Campus Blog

- iTunes opens a special section for free collegiate content. ([See item](#))
- An avatar at Ball State explains "Second Life" to dummies. ([See item](#))
- Computer science discovers its social side. ([See item](#))

[Details and other news](#)

Web 2.0

- What is Web 2.0?
- Second generation of web technologies
- Utilizing interaction with other individuals or data
- Including:
 - Wikis
 - Social networking
 - RSS feeds
 - Weblogs (blogs)
 - Podcasting
 - Vlogs
 - Mashups
 - Virtual Worlds
 - Google Applications

Web 1.0

- 1.0

- static
- individual web sites
- clicking & viewing
- reading

- 2.0

- dynamic
- communities
- participation
- sharing

Wired but not Web 2.0? That's normal, study says

By [Candace Lombardi](#)

Staff Writer, CNET News.com

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Although most U.S. adults have a cell phone, a computer and Internet access, a study says only a small percentage are participating in Web 2.0 activities.

The Pew Internet & American Life Project released on Sunday a study ([PDF: A Typology of Information and Communication Technology Users](#)) of people's "evolving relationships to cyberspace."

Pew found in a survey that 73 percent of U.S. adults own a cell phone, 68 percent have a desktop computer, 30 percent possess a laptop, and 73 percent connect to the Internet, but that very few use them to express themselves publicly via Web 2.0 applications.

The study defines Web 2.0 users as people who take advantage of technology "to express themselves online and participate in the commons of cyberspace," including maintaining a personal Web site, blogging, vlogging, remixing media or sharing new-media creations.

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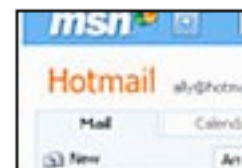


Up to \$

100 entries
The Fin

 **Windows Vista**
Ultimate

Limited time



Featured gallery
Images: Hotmail's extr
As Microsoft gets set to launch service, here's a peek at how evolved

Faculty Survey

Many College Professors See Podcasts, Blogs and Social Networking as Potential Teaching Tools

- Nearly 50 percent of faculty respondents who are familiar with social networking sites say they feel such sites have or will change the way students learn.
- Nearly 35 percent of respondents view podcasting as a valuable communication tool to reach students.
- Nearly 10 percent of faculty members surveyed indicate they have their own blogs. Comparitavely, fewer than 8 percent of Americans have a blog.

The Machine is Us/ing Us

Wiki

- Hawaiian for “quick”
- “A web site that allows user to add, remove, edit, and change content”
- Most popular is Wikipedia
 - Built on the philosophy of collective knowledge is “the most, best knowledge”
 - written collaboratively by anyone who wants to contribute

Wiki

- Wikis can be used for other things, too
 - For discussion groups
 - In Catalyst
 - For shared development of documents by a group

Social Networking

- Web sites that rely on interaction between many individuals through “virtual communities”
- Examples:
 - MySpace
 - FaceBook
 - LinkedIn



RSS



- Web-based “feeds” to other web sites or software
 - **R**eally **S**imple **S**yndication
 - **R**ich **S**ite **S**ummary
- User subscribes to RSS site via a web site or an “aggregator”
- Popular aggregators are iTunes, NetNewsWire (Mac), SharpReader (PC), NewsGator, Google Reader

Example: *New York Times*

Weblogs (Blogs)



"This seems redundant since I read his blog."

Scott Arthur Masear

Weblogs (Blogs)

- Web site where entries are listed in reverse chronological order
- Provides commentary on subjects like:
 - Politics
 - Education
 - News
 - Sports
 - Local government
- Many act as personal diaries
- Rely on RSS

Weblogs (Blogs)

- Also can be variations on standard text blogs
 - Photoblog
 - Audioblog (podcast)
 - Videoblog
 - Some faculty create blogs for their classes

Weblogs (Blogs)

- Blogger.com
- Radio Userland
- De Anza Manila site
- iLife plus .Mac

Podcasts

- Really, just another word for...
- Audio blogs
 - Individuals record themselves or others, post to web, with syndication (RSS) or iTunes
 - De Anza has an iTunes U site for faculty for posting their mediated (audio & video) material
- **Myth:** You **don't** need an iPod to get podcasts!

Video blogs (Vlogs)

- Similar to podcasts, but uses video recordings
- Can be very professional, or very amateur

Examples of Audio and Video Podcasts

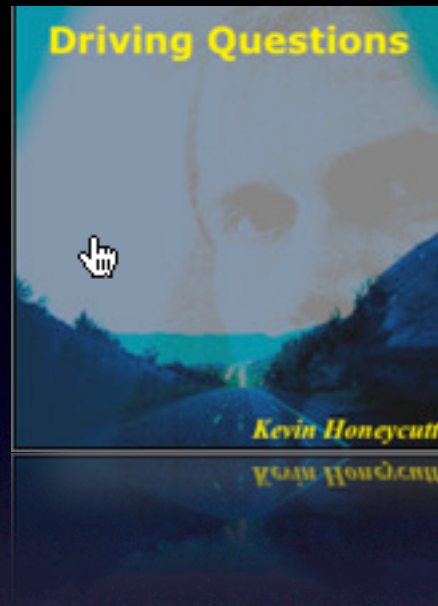
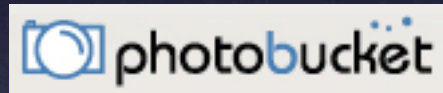


Photo Sharing Sites



.mac

Mash Ups

- Combination of a web-based data set with Google Maps to create a new web site
 - HousingMaps
 - GoogleMapsMania

Virtual Worlds

- A *virtual world* is a computer-based simulated environment intended for its users to inhabit and interact via avatars
- Second Life – Not just a video game, but a robust environment that includes
 - Virtual economy
 - Property acquisition
 - Educational institutions

Web page of resources

- Go to my Manila site for a list of links to all of the material I presented
- Check out the EDUCAUSE “7 Things You Should know about...” series

The End