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## **Abstract**

Web 2.0 is all about interactive user experience using evolving technologies with web collaboration. A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community. It requires a different development and architect mind set. All backend will be in private or public cloud http backbone and the game will be played on font end development. With devices getting smarter and always available and browser getting more powerful with client side smart runtime environment and storage we developers and architects need to reskill ourselves in new realm of universal connectivity.

## Introduction

What is web 2.0? There is no clear definition of it. In the e-mail below let us try to find a definition of it. One approach we can take to explore typical web 2.0 businesses and explore the emerging pattern.

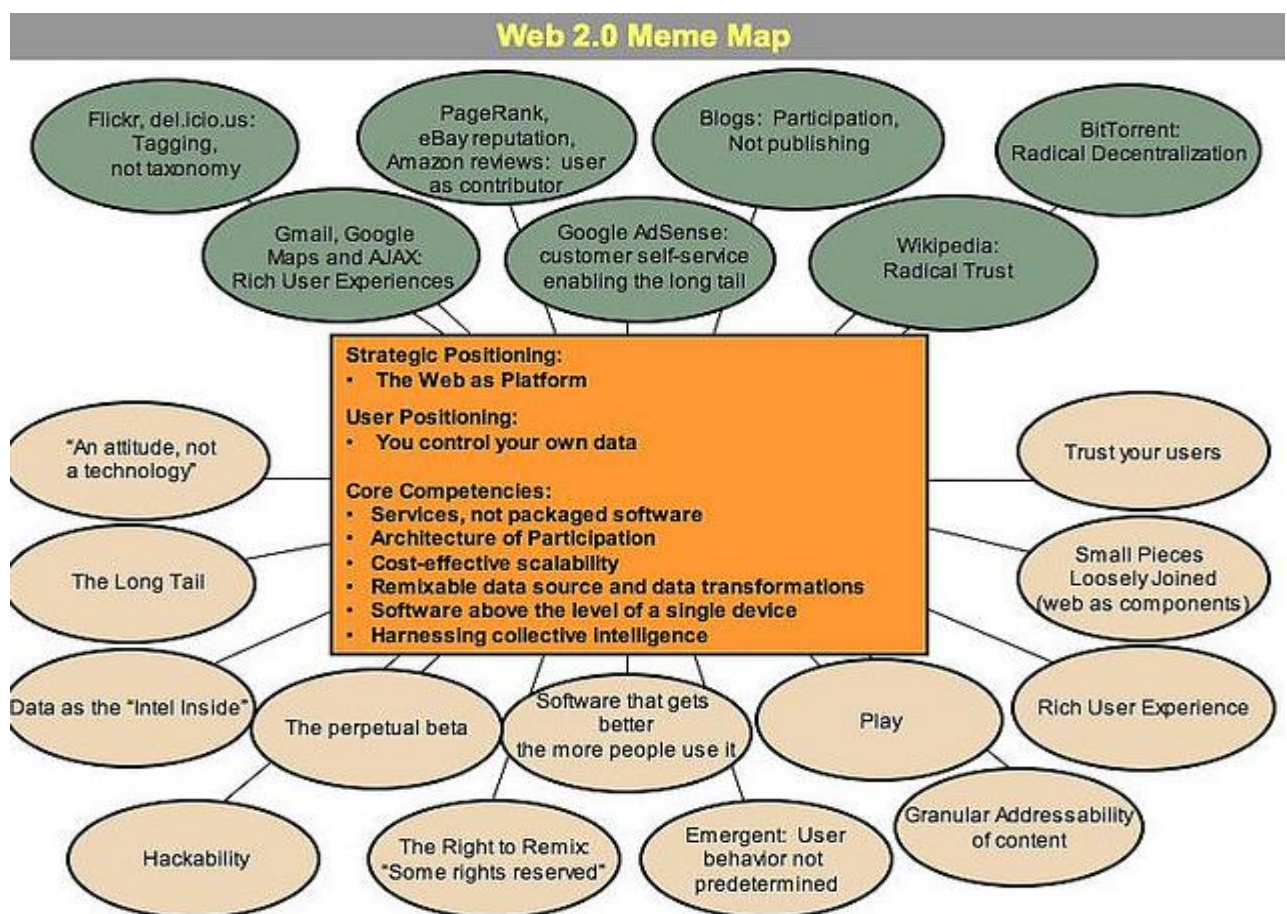
### Typical Web 2.0 Businesses

Typical 2.0 Businesses	Key Business	Architecture	Comparison with web 1.0 Architecture	Key Architecture Patterns
Google AdSense	Contextually specific ads on web pages	Contextual serving of ads using user profile patterns, user click tracking	Banner Ad placement. No tracking of user behaviour.	Software as a service, Mashup, Rich user experience, Semantic web grounding, Asynchronous particle update
Flickr	Photo sharing	Community platform	Static photo publishing	Software as a service, Participation-Collaboration, Mashup, Rich user experience, The synchronized web, Collaborative Tagging, Declarative Living and Tag gardening. Persistent Rights management
BitTorrent	Content distribution network	Peer-to-peer architecture. (Decentralized content sharing. Recipients supply data to other recipients)	Distributed content-caching service	Service oriented architecture, Software as a service, Participation-Collaboration, The synchronized web
Napster	Music distribution	Shared, decentralized P2P architecture. (compared to BitTorrent it keeps track of all peers for easy search, so it is a hybrid P2P model)	Client server. Server stores all music files and make them available to interested users	Service oriented architecture, Software as a service, Participation-Collaboration, The synchronized web, Collaborative Tagging, Declarative Living and Tag Gardening, Persistent right management
Wikipedia	Encyclopaedia	Crowd sourcing	Experts and editors driven content creation	Software as a service, Participation-collaboration, Rich user Experience, They synchronized web, Collaborative tagging
Blogs	Information sharing	Social networking	Static information sharing	Participation-collaboration, Collaborative tagging, Declarative Living and tag gardening, Software as a service, Asynchronous Particle Update, The synchronous web, Micorformat
Web Services	Information Sharing	Standard base publish API	Screen-scraping	Service-oriented Architecture, Collaborative tagging
Wikis	Creation and publication of information	Using single system to create and publish information	Outward publication	Participation-Collaboration, Collaborative Tagging

Tagging (Folksonomy)	Taxonomies (navigation mechanism)	Social networking to create metadata	Directory structure	Participation-collaboration, Collaborative tagging, Declarative Living and tag gardening, Software as a service, Semantic web Grounding, Rich user Experience
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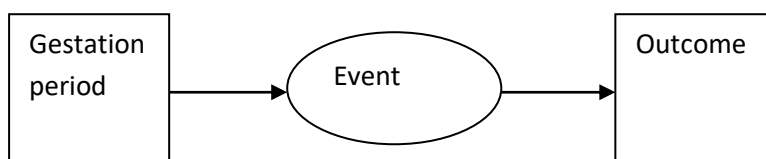
Base on this business analysis few people in one of the O'Reilly brainstorm to define web 2.0 and they came up with meme map for web 2.0.

### Meme map for web 2.0



What is meme map?

Meme map is one of the technique of representing evolution and transition of event across time and space. So in simple term it can be represented as

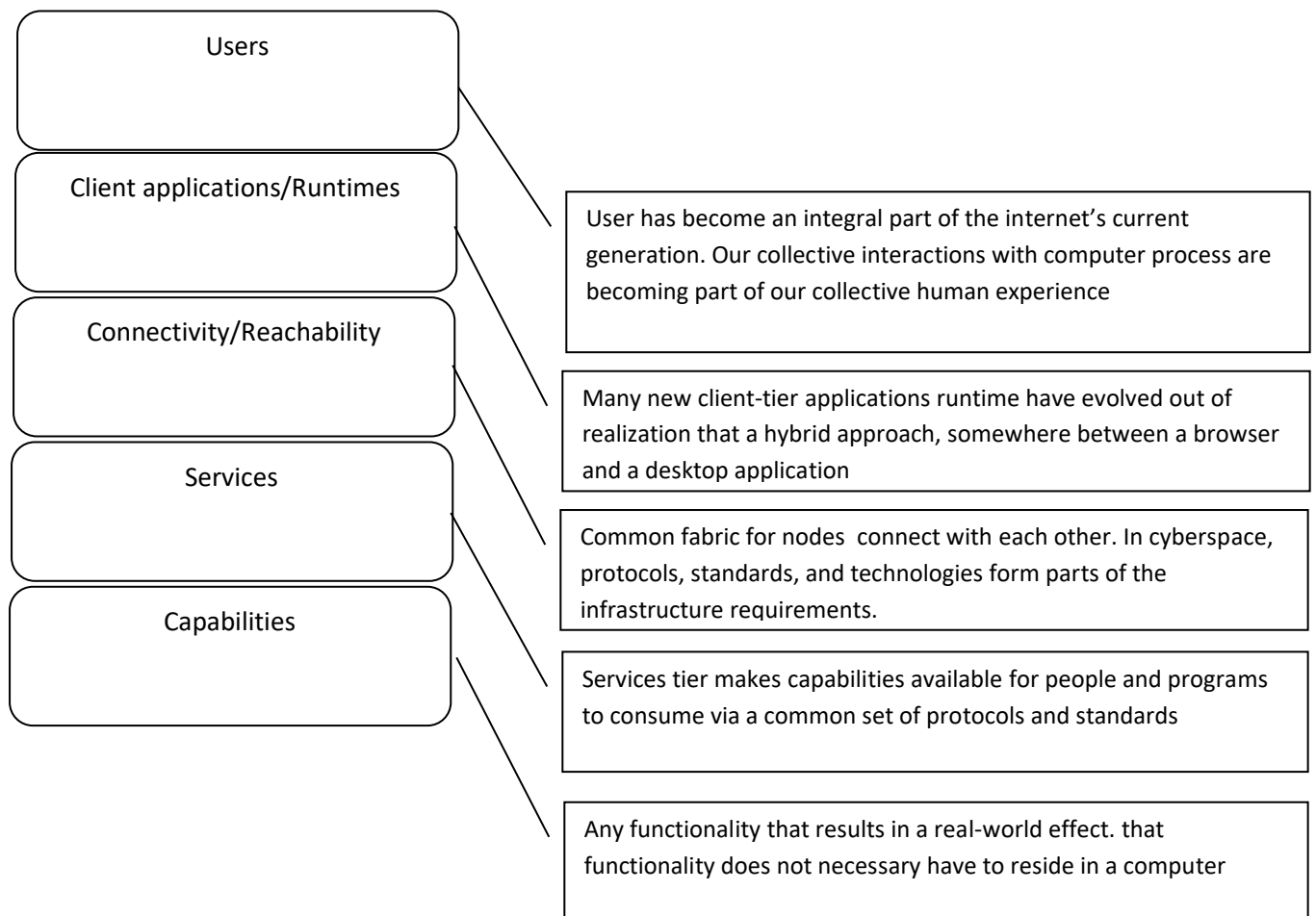


Tim O'Reilly has posted a meme map of Web 2.0. In the meme map for web 2.0 bottom bubbles are the things that happen in gestation period. Middle portion represents the event which define web 2.0 and the top bubbles are the outcome of web 2.0 businesses.

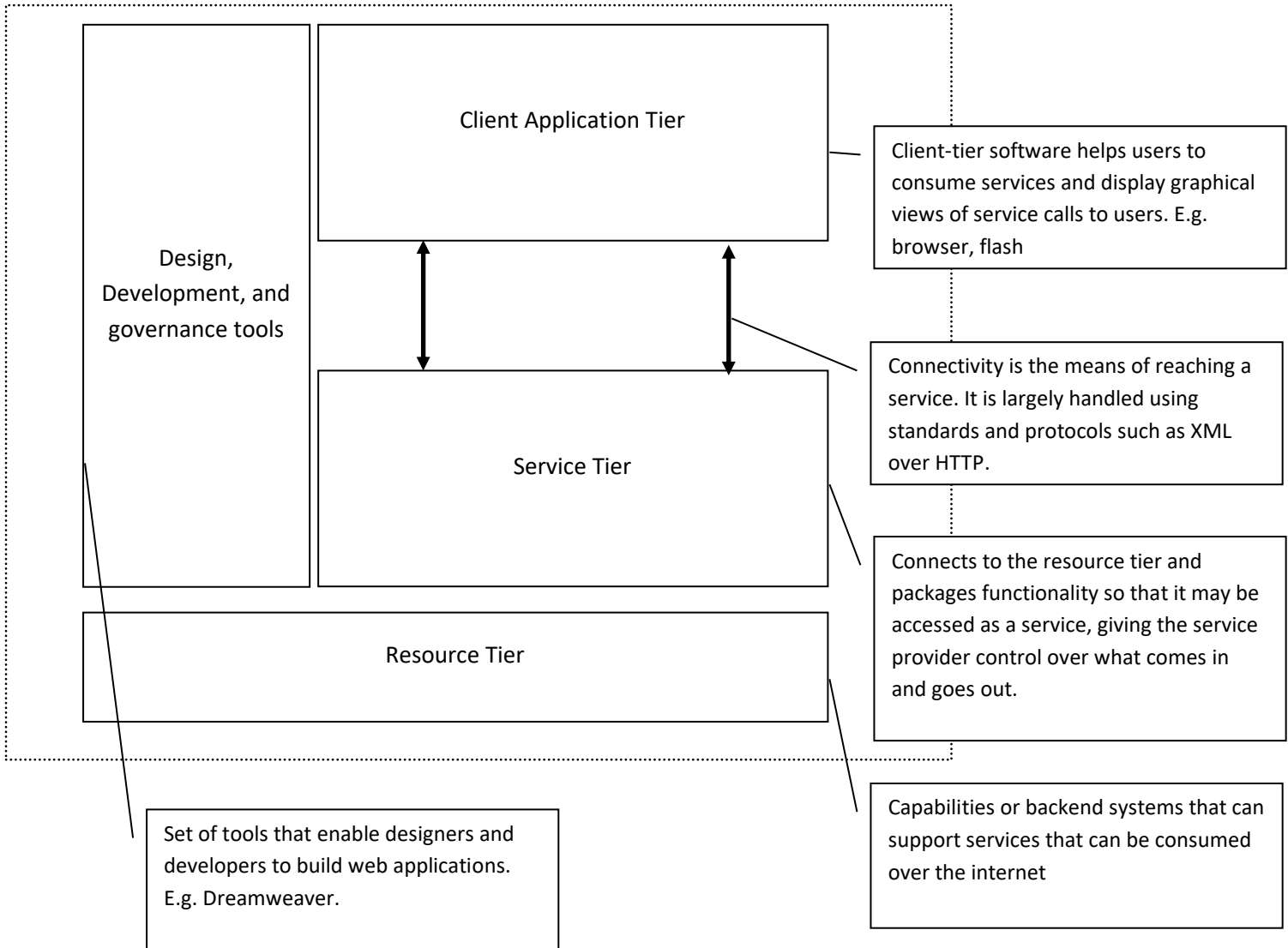
## Reference Architecture

The Web has entered the age of participation, the era of the amateur. Web 2.0 is a time of radical decentralization with innovations such as social software, the folksonomy, user tagging, the long tail. RSS, trackbacks, permalinks, comments, blogs, wikis, API's, Mashups, Ruby on Rails, AJAX and the Zeitgeist.

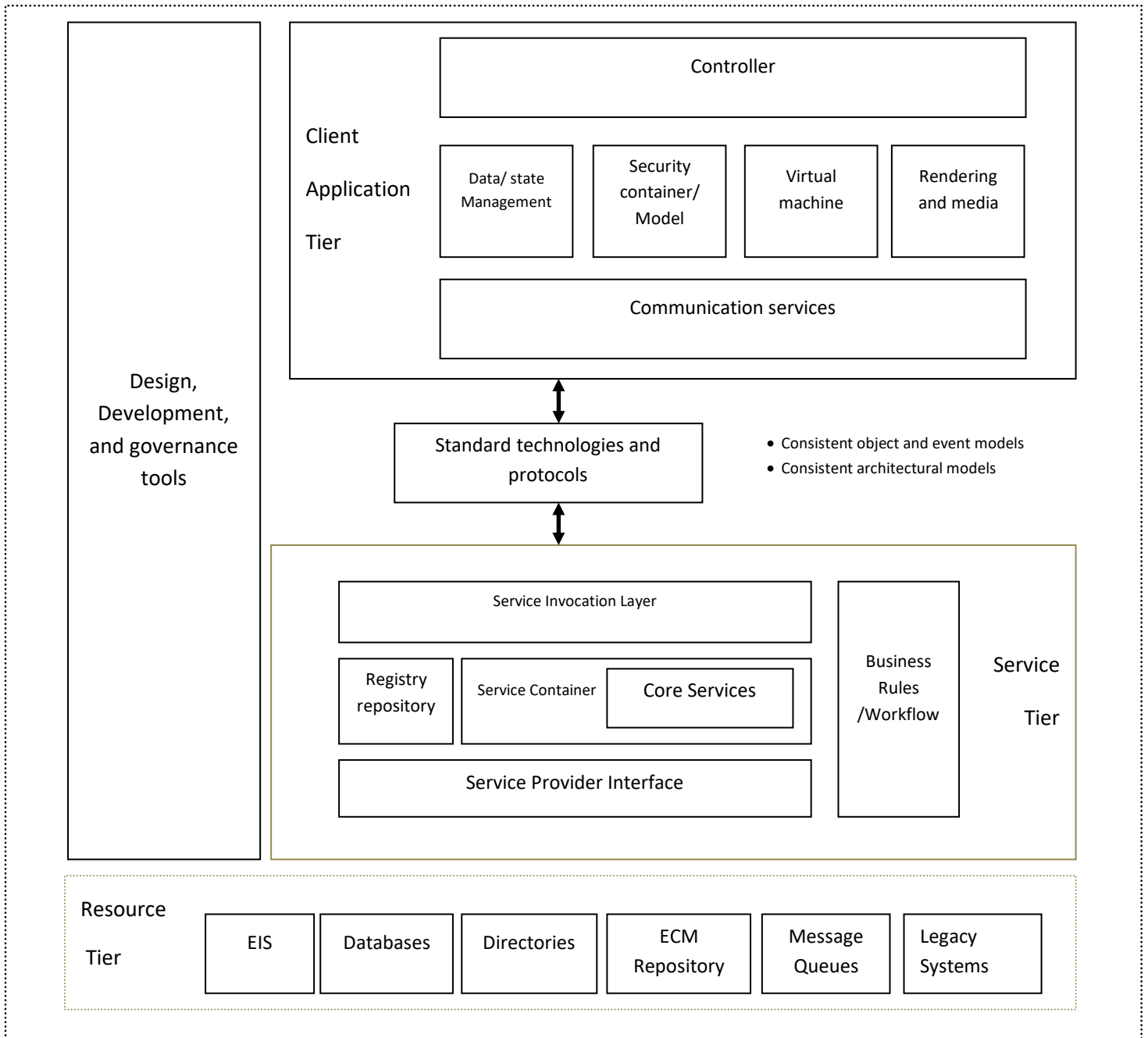
This requires modification of typical client /server and response/request model of HTTP. Web 2.0 has evolved the old client/server model into five tier model.



## Reference Architecture for Developers



## Detailed Reference Architecture



## **What is there for developers and architects then?**

It is generally accepted that Web 2.0 companies acknowledge the following set of principles:

- The Web is a Platform.
- The Network Effect.
- Harnessing Collective Intelligence.
- Data is the Next Intel Inside.
- End of the Software Release Cycle.
- Less is More.
- Syndication.
- Design for Re-Usability.
- Software for More than One Device
- Rich User Experiences.
- The Long Tail.
- Social Software.

### **List of patterns which define web 2.0**

- Service oriented architecture
- Software as a Service
- Participation-Collaboration
- Asynchronous Particle Update
- Mashup Pattern
- Rich User Experience pattern
- Synchronized web
- Collaborative tagging pattern
- Declarative Living and Tag gardening pattern
- Semantic web grounding
- Persistent Rights management (PRM)
- Structured Information pattern



## Conclusion

In summary, web 2.0 is a platform which empower user to derive own experience. More over there is run time environment on client evolving with HTML5, Adobe flash etc which is blurring the difference with browser base applications and desktop applications. In future front end development skills will evolve and require re-skilling with business object development, front end storage, user experience, real time response and real time data analysis for personalization.

## Reference

<http://oreilly.com/web2/archive/what-is-web-20.html>

Web 2.0 Architectures: What Entrepreneurs and Information Architects Need to Know

by James Governor

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(Author), Dion Hinchcliffe (Author), Duane Nickull (Author)