



WEB 2.0

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What is Web 2.0?

When the internet first emerged, it was filled with static web pages that were filled with text. Web 2.0 describes the newer webpages that are filled with sharing and interactive collaboration. These pages include: wikis, blogs, podcasts, video conferencing, and social media sites.

How can Web 2.0 benefit your company?

Q: Does your business advertise?

A: Social media sites allow you to reach existing and future customers

Q: Is your business internationally known?

A: Web 2.0 allows you to reach clients in virtually all technology-driven countries.

"We have big data. We have big problems. It's time to work together to find big solutions."

*- Ken Goldberg
Founder of Hybrid Wisdom Labs*

Blogs

A blog is basically an online journal created by someone that is updated on a regular basis. It contains opinions on different topics and/or products. Blogs obtain followers that are very interested in the blogger's opinion and ideas. Therefore, many businesses pay highly trafficked blogs' authors.

Wikis

Wikis are similar to blogs, but they do not have a single creator. They are shared among many users, where each user can create pages and edit pages

In This Issue

- Wikis
- Blogs
- Podcasts
- Video Conferencing
- Social Media Sites



Web 2.0 Allows People to Collaborate from Virtually Anywhere in the World

Video Conferencing

Video conferencing allows people to meet online, rather than having to travel to see one another. Users simply need a computer, a webcam, and an internet connection. Video conferencing allows users to share documents, videos, and websites.

Social Media Sites

Social media sites, such as Facebook and Twitter, offer a free option for businesses to communicate with both existing and potential customers. Customers can provide feedback and share past experiences with others.

Resources

Internet: <http://www.slideshare.net/guest3fb336/web-20-101-introduction-what-it-is-and-why-its-important>

Book: *Small is the New Big* by Seth Godin

Web 2.0 Puts the World at Your Fingertips

Podcasts

A podcast is an internet audio broadcast. Like blogs, users can subscribe to a podcast channel. Companies can create their own podcast stations or create an advertisement, which can be inserted in other podcasts.



Web 2.0 is Priceless

"If your target audience isn't listening, it's not their fault, it's yours."

*- Seth Godin
Author of Small is the New Big*