




**Demystifying Web 2.0**

Presented by: Micheal Axelsen  
Director  
Applied Insight Pty Ltd




**INTRODUCTION**

**About this presentation**

**Objectives**

- To inform and entertain in the context of the impact of Web 2.0 on business.

**Agenda**

- <List>



**About the speaker**




**Services**



- Micheal Axelsen provides consulting services in the business governance of information technology, and the development and implementation of information technology business strategy

**Position and qualifications**

- Director of Applied Insight Pty Ltd
- Chair of CPA Australia Information Technology & Management Centre of Excellence
- Qualifications
  - Bachelor of Commerce (Hons)
  - Masters of Information Systems
  - CPA (Specialist in Information Technology)



**INTRODUCTION TO WEB 2.0**

**Overview**

**What is Web 2.0**

- An umbrella term for an emerging core of technologies, trends, and principles, Web 2.0 is not only changing what's on the Web, but also how it works.

**What's changed?**

- Web 2.0 attributes differ from traditional web apps

Characteristics	Web 1.0	Web 2.0
Mode	Read	Write and contribute
Primary unit of content	Page	Post and record
State	Static	Dynamic, application-like
Viewed through	Web browser	RSS readers and web browsers
Architecture		Web services
Content Created by		Everyone
Domain of	Geeks	Amateurs

**Business issues**

**What we hear:**

- "Our taxonomy doesn't work" or "We need a taxonomy but it's all too hard"
- "Nothing we do is written down, and if it is it's not updated"
- "We want to be the hub for what's new in our industry"
- "How can we keep lessons learned alive?"
- "We don't want to be another organisation of faceless experts"

**Folksonomies**

- User-generated taxonomies
- Organic and useful
- People using it:
  - Australia Post
  - Slashdot



**Slashdot**

**del.icio.us**

**THE BUSINESS OF WIKI**

**ai**  
applied insight

**Qi**  
applied insight

## The business of wiki

- User-managed content
- Wiki means 'What I know, I know'. It's also Hawaiian for 'Quick'.
- People using it:
- Australia Post
- The System Works

**Qi**  
applied insight

## Wikipedia

The screenshot shows the Wikipedia article for 'Folksonomy'. The article text includes: "A folksonomy is a user generated taxonomy used to categorize and organize web content such as Web pages, photographs and their links, using open-ended metadata called tags." It also discusses how folksonomies are different from taxonomies and how they are used in social environments.

**Qi**  
applied insight

## Business focussed wikis

The screenshot shows a page from 'The Biz Wiki' titled 'How Do I...'. The page content includes: "This page will contain answers to FAQs that the business researcher (and even general theory user) may have. Content will be added to this page as needed." It also features a 'Contents' table of contents and a 'Cite My Sources' section.

**Qi**  
applied insight

## Business content online

The screenshot shows the Wikia website. The main content area features an article titled 'Midterms or Angry Clients? The Student Entrepreneur' with a sub-headline '(Transcribed from HubPages.com)'. The article text begins: "As the 'Information' class joins the work force and the 'Generation Y'ers surrounded with their father's job as middle managers, more and more of those important tasks of running their own company and of becoming a middle manager..."

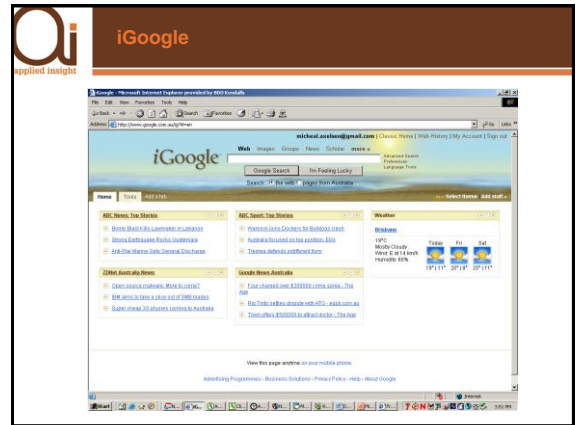
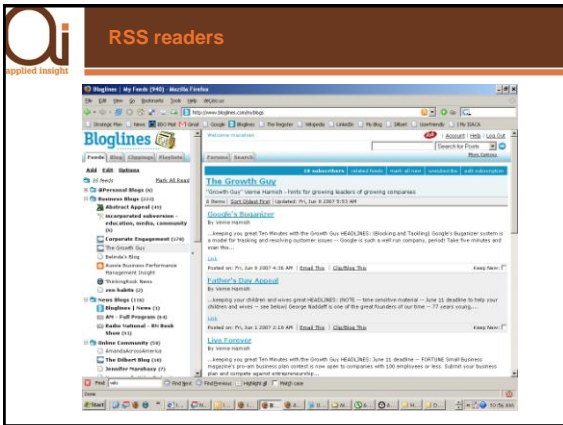
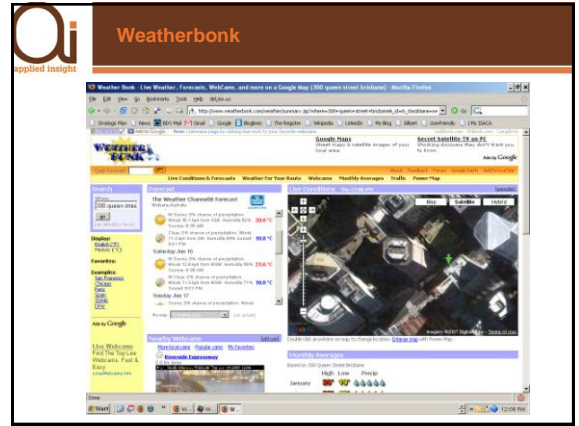
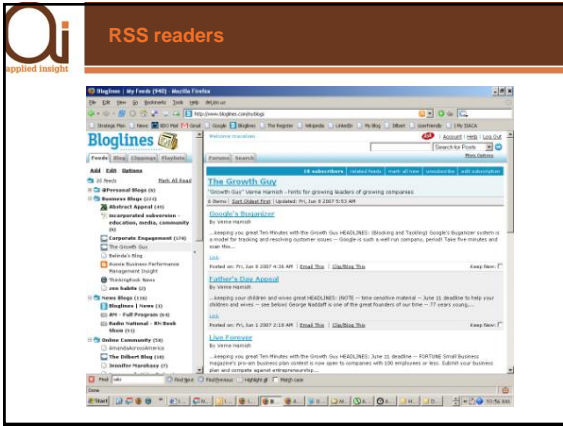
**THE BUSINESS OF RSS**

**Qi**  
applied insight

**Qi**  
applied insight

## The business of RSS

- You can subscribe to a 'feed' so that new items are brought to your attention
- Bringing together all kinds of content:
- iGoogle
- Lever other people's content & tools - 'Mashups'



**THE BUSINESS OF PODCASTING**



**The business of podcasting**

- Audio and video news over the net – specific and niche, large audience
- People using it:
  - Universities and education
  - The Mobile Media Show
  - ABC

**ai** applied insight

## Personal podcasting

Weekly Podcast from Professor Paul Bell in the Department of Health Services and Information Management East Carolina University

All Dates	Date	Time	Duration	File Size	Download	Play
3	October 20th - Nov 1st	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
4	October 20th - Oct 28th	2:01:00:00	2:01:00:00	38.1 MB	Download	Play
7	October 27th - Oct 28th	1:01:00:00	1:01:00:00	19.1 MB	Download	Play
8	October 28th - Oct 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
9	October 30th - October 30th	1:41:00:00	1:41:00:00	24.1 MB	Download	Play
10	September 27th - Oct 2nd	2:01:00:00	2:01:00:00	38.1 MB	Download	Play
11	September 28th - Sep 28th	2:01:00:00	2:01:00:00	38.1 MB	Download	Play
12	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
13	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
14	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
15	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
16	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
17	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
18	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
19	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play
20	September 28th - Sep 28th	1:11:00:00	1:11:00:00	19.1 MB	Download	Play

**ai** applied insight

## Vodcasting

**ai** applied insight

## THE BUSINESS OF BLOGGING

**ai** applied insight

## The business of blogging

- Self-publishing to the web
- People using it:
  - Telstra (nowwearetalking)
  - The growth guy

**ai** applied insight

## Notitia ratio procuratio

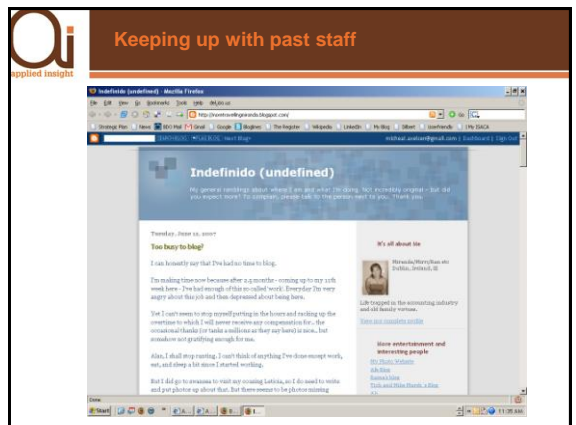
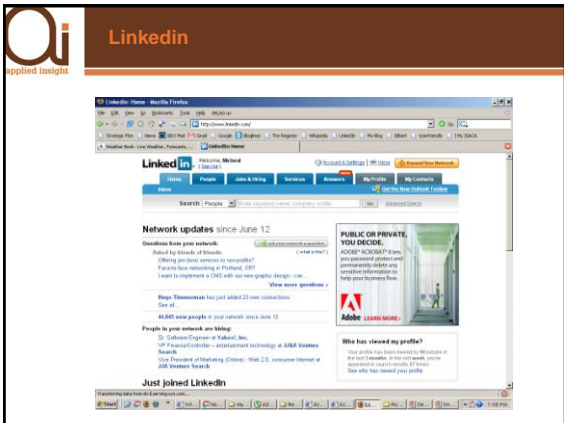
**ai** applied insight

## Keeping up with past staff



**Ai** applied insight <Subject>

- LinkedIn
- MySpace
- YouTube
- Second Life
- Twitter
- Radar



**Keeping up with past staff**

**Keeping up with past staff**

**BENEFITS**

**ai**  
applied insight

**Benefits**

- A whole different world!
- More organic information management rather than bureaucratic information roles
- Creating engaged communities driving people to your website and content
- Simple tools enhancing collaboration
- Small players can become big
- Low cost of entry - 'free'
- GenY (and some GenXers) work with this every day

**But wait!**

- Still evolving...
- Transparency and candour - the blogosphere can smell a rat!
- What is your business's appetite for risk?
- Free is not 'free'

**Warnings**

**But wait!**

- Still evolving...
- Transparency and candour - the blogosphere can smell a rat!
- What is your business's appetite for risk?
- Free is not 'free'
- Impact of 'New Media' and vlogging
- All the issues of 'old media' - defamation and your employees, think-before-you-type
- Not all good news:
  - Employee blogging policy
  - Blogging and job security
  - Search 'my company name' and 'blog'

**CONCLUSION**

**ai**  
applied insight



## The web 2.0 Top Five

Business Issue	For consideration
"Our taxonomy doesn't work" or "We need a taxonomy but it's all too hard"	Folksonomy for useful information management
"Nothing we do is written down, and if it is it's not updated"	Wikis for community knowledge
"We want to be the hub for what's new in our industry"	RSS for publication of content
"How can we keep lessons learned alive?"	Podcasts and Vodcasts
"We don't want to be another organisation of faceless experts"	Blogs for thought leadership, projects



### CONTACT DETAILS

Micheal Axelsen  
Director, Applied Insight Pty Ltd  
m: 0412 526 375  
t: +61 7 3139 0325  
e: [micheal.axelsen@appliedinsight.com.au](mailto:micheal.axelsen@appliedinsight.com.au)  
blog: [www.michealaxelsen.com](http://www.michealaxelsen.com)

Applied Insight Pty Ltd  
PO Box 603  
Toowong DC 4066  
AUSTRALIA

