Arguments Against Web 2.0/3.0

A BAT AND A BALL COST $1.10,

IF THE BAT COSTS 1 DOLLAR MORE THAN THE BALL

HOW MUCH DID THE BALL COST?

Web 2.0 Overview

- Ability to transform data
- Nice UI
- User centered
- Continuous improvement

Against Web 2.0

- "Web 1.0 was all about connecting people. It was an interactive space, and I think Web 2.0 is of course a piece of jargon, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people."-Tim Berners-Lee

Against Web 2.0

- "Web 2.0" is then just an extension of "Web 1.0"
    - Refer to UI as AJAX

Against Web 2.0

- Some of the talk about Web 2.0 makes me want to point back to Clue Train Manifesto. The only part of the Web 2.0 stuff that I have a reaction to is when Web 2.0 people say- now at last the Web is for users and users have a voice. And I want to say: NO, back from the very beginning what drove people onto the net was not so that people can shop at Amazon. Weblogs and all that have made it way, way easier but the Web has always been about voice and conversation." -David Weinberger
- http://cluetrain.com/

Against Web 2.0

- "Web 2.0" is then just an extension of "Web 1.0"
    - Refer to UI as AJAX
    - Social Interaction is not a new concept for the Web

Web 2.0 Doesn't Exist

- "The problem I have with this "Web 2.0" slogan is that it is a contrivance, meant to imply a unified movement or wave toward a better Web. Just the very numbering of the thing brings out my moo-goo detector: 1.0 sounds like a beginning. 2.0 (as opposed to a tenth-decimal, such as 1.7 or a 2.4 implies - by its very roundness, a coordinated, standards-based, like-minded rebirth, reconstruction, renaissance, resurrection, whatever you want to call it. 2.0 is the ideal number for such an impression: it implies a concerted, noble effort at refreshing an inspired, but now aging, creation. even "3.0" implies, well, we didn't get it right the first time, 2.0 was transitory and is getting long in the tooth, so here we are transitioning to 3.0. But 2.0 sounds good. Well, Web 2.0 is bunk. Not that the elements of this rebirth aren't there. I write about some of them, and Richard has them nailed. It's just that they cannot be classified under a common umbrella. They are forward lurches of various standards and technologies, some compatible, some not. Some revolutionary, some evolutionary, some impractical. Some are collaborative, others are highly competitive with each other. " Russell Shaw "Web 2.0? It doesn't exist"
- http://blogs.zdnet.com/ip-telephony/?p=805

Why Web 2.0 Is popular?

- "But nothing, not even the rants of political bloggers, was as exciting as the scent of money. As the first properly valued "Web 2.0" properties began to find buyers, a frenzy like the old one popped hideously back to life. Yahoo spent how much? Google bought what? Here was real blood in the water. But how to persuade the other sharks in the tank that this blood feast was different from the previous boom-and-bust? Easy: Dismiss everything that came before as "Web 1.0." Jeffery Zeldman
http://www.alistapart.com/articles/web3point0
  - "....As for me, I'm cutting out the middleman and jumping right to Web 3.0. Why wait?"

Why Web 2.0 Is popular?

- As the previous slide suggests, money
- The illusion of change
- It is trendy

Why Web 2.0 Is popular?

- "You always think about that, because it's hip and trendy and you feel like a loser if you're not doing that... But frankly I don't see an environment where people are going to talk about their shared experiences with our 2 GB USB drive. It's just not going to happen."- Mark Leatham, Kingston Technology Company Inc.

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- http://searchcrm.techtarget.com/news/article/0,289142,sid11_gci1340721,00.html
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Why Web 2.0 Is popular?

- "When I was in sixth grade, I tried to get my mom to let me see (old fogey alert!) "Saturday Night Fever" by telling her "all the other kids" had already seen it or were going that very weekend. In what is surely karmic payback, my second-grader uses the same lame argument on me at least a dozen times a week. "All the other kids watch wrestling," he said the other night as I was telling him for roughly the thousandth time that he couldn't tune in to "WWE Smackdown." This trip down memory lane is my long-winded attempt to warn companies not to adopt a newish technology just because "all of the other companies" appear to be doing so. That's what I suspect is happening with some companies' use of Web 2.0 tools in an effort to strengthen customer relationships. And I am not the only one."
- http://www.itbusinessedge.com/blogs/tve/?p=434

Mashups

- Issues preventing the maturity of mashups
    - No SLA's
    - Security
    - Data Quality
- "There's no way to get an exact count of how many mashups, consumer or enterprise, are floating around the Web, but as they say on Wall Street, Musser's site gives you good directional guidance. Programmableweb.com has collected nearly 3,000 mashups to date, but only 30 are enterprise-oriented. That compares with 1,615 mapping mashups (the most popular, by far) 442 photo, 393 shopping and 351 search mashups. There are plenty more, but you get the idea. "
- "Less obviously, but very important, is the lack of SLAs (service level agreements) for the APIs that are out there. "There's no way IT will use an API that doesn't come with a decent SLA," Musser says. Interestingly, two major SLAs were announced recently; Google Maps Premier, which starts at a hefty $10,000 a year, and Amazon Web Services, which offers silver and gold support for $100 and $400 per month respectively. "
- http://weblog.infoworld.com/tech-bottom-line/archives/2008/04/mashing_the_ent.html

The Myth of TechnoDemocracy

- "Social-media sites like Wikipedia and Digg are celebrated as shining examples of Web democracy, places built by millions of Web users who all act as writers, editors, and voters. In reality, a small number of people are running the show. According to researchers in Palo Alto, 1 percent of Wikipedia users are responsible for about half of the site's edits. The site also deploys bots—supervised by a special caste of devoted users—that help standardize format, prevent vandalism, and root out folks who flood the site with obscenities. This is not the wisdom of the crowd. This is the wisdom of the chaperones."-Chris Wilson
- http://slate.com/id/2184487
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- "The same undemocratic underpinnings of Web 2.0 are on display at Digg.com. Digg is a social-bookmarking hub where people submit stories and rate others' submissions; the most popular links gravitate to the site's front page. The site's founders have never hidden that they use a "secret sauce"—a confidential algorithm that's tweaked regularly—to determine which submissions make it to the front page. Historically, this algorithm appears to have favored the site's most active participants. Last year, the top 100 Diggers submitted 44 percent of the site's top stories."

- Backup-http://asc-parc.blogspot.com/2007/05/long-tail-and-power-law-graphs-of-user.html
- "Then tyranny naturally arises out of democracy, and the most aggravated form of tyranny and slavery out of the most extreme form of liberty"-Plato The Dialogues of Plato

Some Fear Mongering

- *"Every social application needs a mutual purpose — what's in it for the customer and what's in it for the company. Companies in the next two years are all going to struggle with this idea of mutual purpose. As economic times get bad it's going to be vital to prove the value."*
- *http://www.itbusinessedge.com/blogs/tve/?p=433*
- *What is your value to these companies?*
- *How are the profiting off of you?*
- *Do you want your data bought/sold/traded because you clicked an okay button so you could look up an older classmate?*
- *Does this benefit you or the corporations?*
- *OpenID+Promise of unlimited mobile connectivity of web 3.0 equals ability to track you?*
- *Will/Are fake reviews spread as people become more dependent on online reviews to make decisions?*
- *Will companies pay off retailers to remove bad reviews?*
- *Will retailers start to sue based on libel claims on certain products?*