

# Web 2.0 For the Rest of Us

Joshua Porter  
Director of Web Development  
User Interface Engineering

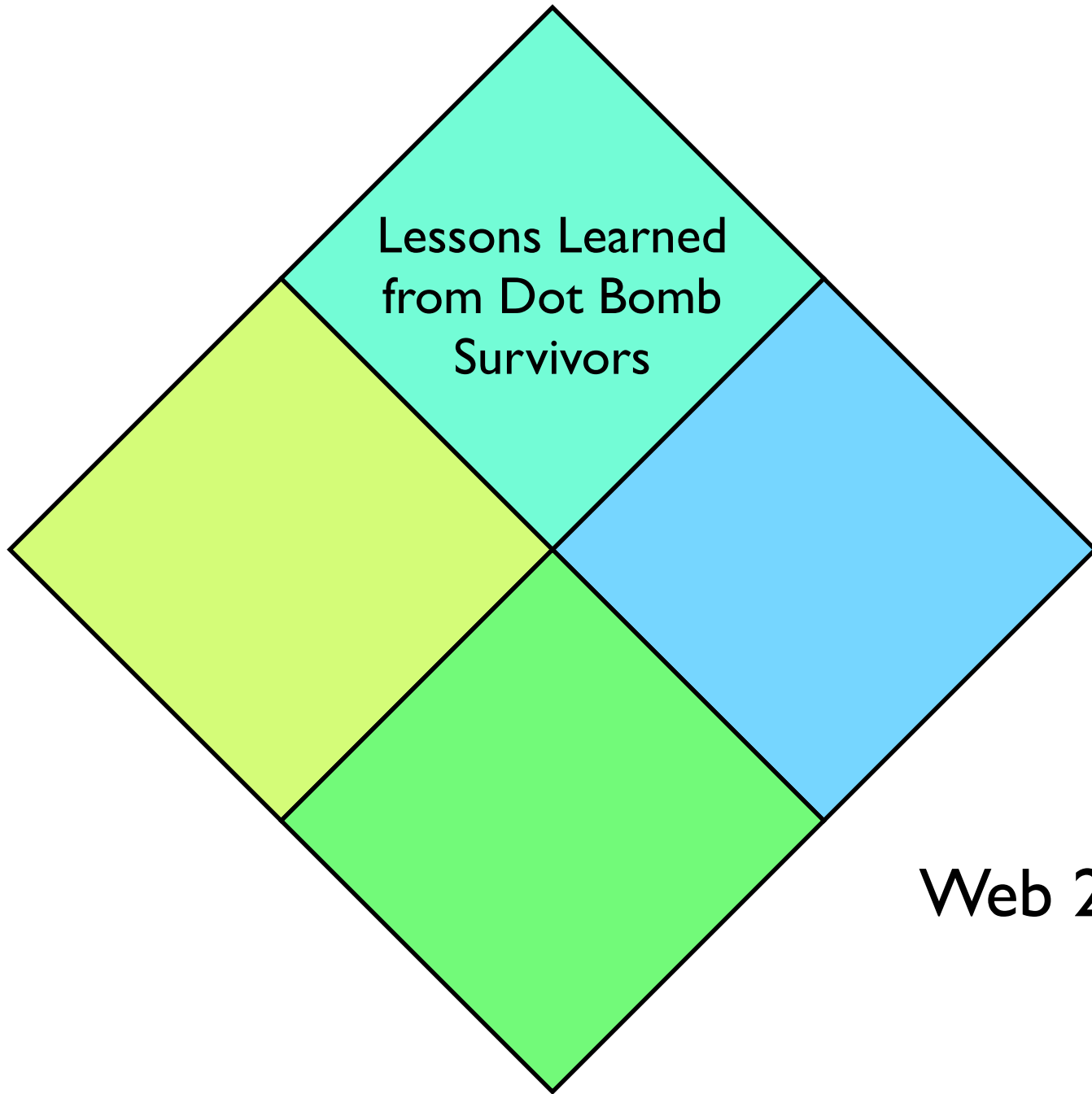
*“The accretion of tiny  
marvels can numb us to the  
arrival of the stupendous”*

*Kevin Kelly, “We Are the Web”, Wired Magazine 13.08*

*“The accretion of tiny  
~~marvels~~ hacks can numb us  
to the arrival of the  
stupendous”*

# Web 1.0 Hacks

- `<font>` tags
- `<table>` for layout
- Nested tables
- Spacer gifs
- Forgiving rendering (don't have to close `<p>` and `<li>` tags to render)



Web 2.0

# Hacking from a Different Angle

- Hacking = Design on the Fly
- Focus on context and current user needs instead of standards & conventions
- Brings the ire of purists ( Google.com doesn't validate...oh the horror! )
- Lends itself to multiple iterations, trial/error
- How innovation most often happens, especially on the Web!

*To this day the big four dot bomb  
survivor's web sites are riddled with  
HTML hacks:*

*Google, eBay,  
Amazon, Yahoo*

*But they're also riddled with social  
hacks:*

*“did you mean \_\_\_\_\_?”*

*“customers who bought this also bought”*

*“Top 1000 reviewer”*

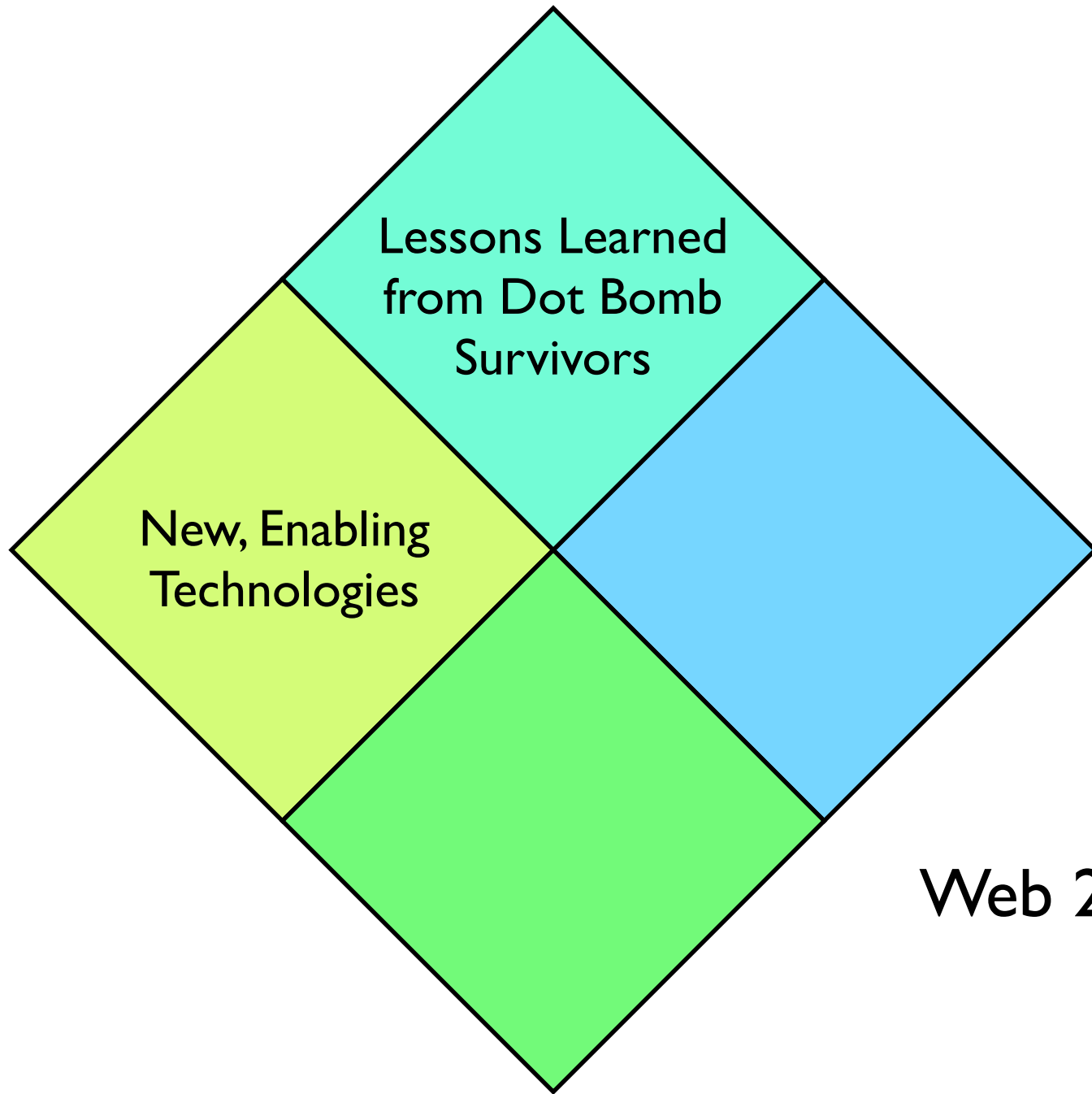
*“why are we making you sign in again?”*

*“leave feedback for this seller”*



# Major Lessons Learned from Dot Bomb Survivors

- Hacking is not just OK, it's GOOD for innovation
- Users are the most important asset of a company
- Attention is paramount
- Scalability is as important as algorithm



Web 2.0

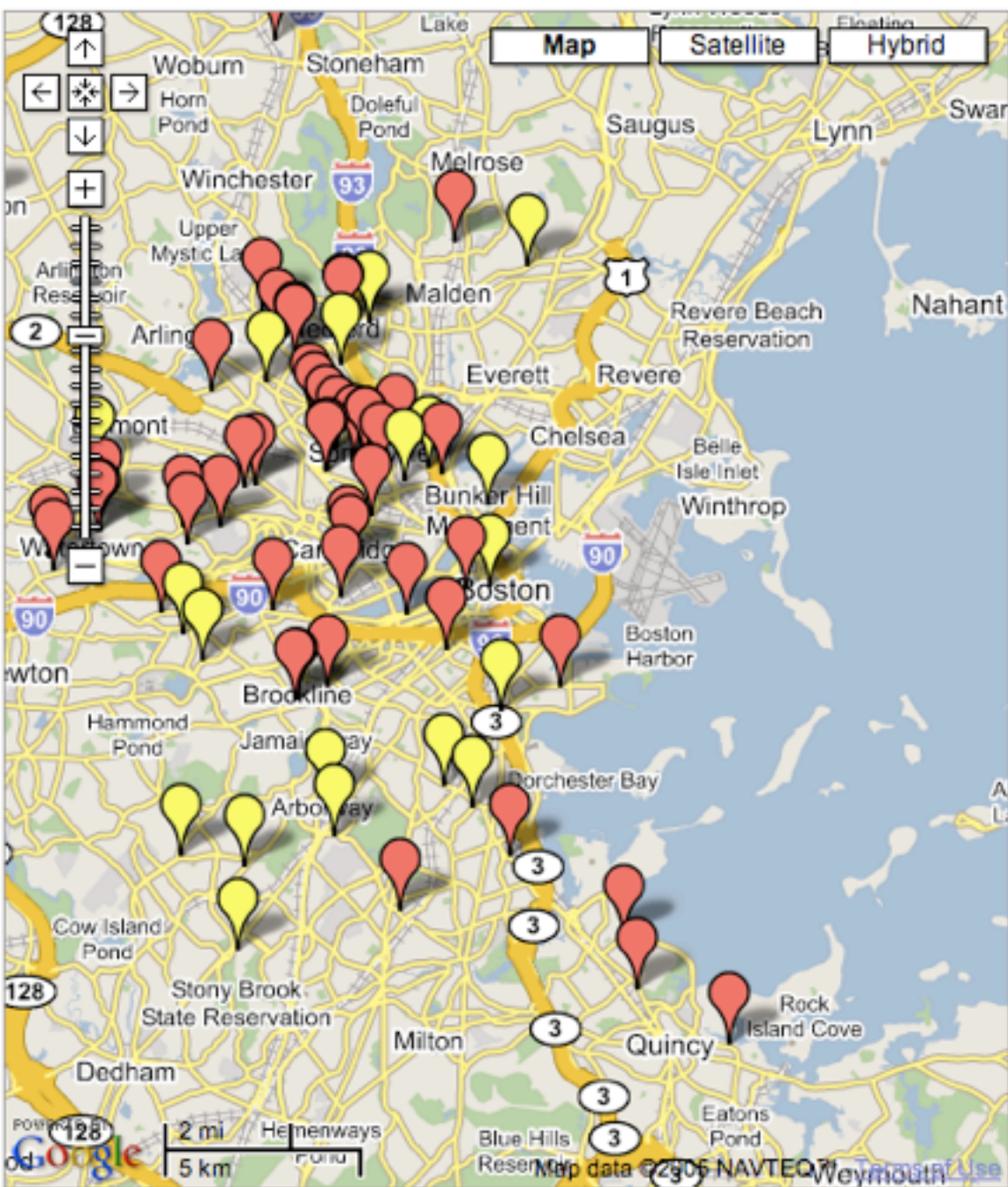
# RSS and the Subscription Model

- Email is push model (anyone can “push” you an email once they have your address)
- RSS is based on a subscription, or pull, model (you only get content that you pull away from provider)
- Benefits: No SPAM, efficient, permission-based, Open, eminently hackable.

**For Rent** [For Sale](#) [Rooms](#) [Sublets](#)

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pics	price	bd	description	city	date
	\$1800	4bd	<a href="#">No Fee* 4 Bed in a Great Location *First Month Rent Free*</a>	Medford	9/07
	\$1595	1bd	<a href="#">No Fee; 1BR on Back Bay's Marlborough St.</a>	Boston Ma	9/07
	\$1600	3bd	<a href="#">Victorian Duplex Style Townhouse in Home</a>	Salem	9/07
	\$1500	3bd	<a href="#">Beautiful 3BR First Floor Apt. w/ Garage Parking</a>	Belmont	9/07
	\$1600	2bd	<a href="#">Beautiful 2 bedroom, 1st fl of Victorian house</a>	Brookline M	9/07
	\$1650	2bd	<a href="#">Sunny two bdrm working fireplace with parking for 2</a>	Watertown	9/07
	\$1600	4bd	<a href="#">house for rent in hyannis</a>	Centerville	9/07
	\$1500	3bd	<a href="#">Beach house with ocean views</a>	Hampton Be	9/07
	\$1500	1bd	<a href="#">Back Bay 1 bedroom newly remodeled and Furnished. No Fee</a>	Boston	9/07
	\$1600	2bd	<a href="#">Cute Single Family House</a>	Arlington	9/07
	\$1650	2bd	<a href="#">Walk to river, Bu, Mit. available in October</a>	Cambridge	9/07
	\$1700	3bd	<a href="#">Deleaded - Great Location! Move Right In!</a>	Medford	9/07
	\$1800	3bd	<a href="#">Brookline sunny three bedroom</a>	Brookline	9/07
	\$1575	3bd	<a href="#">Must See Heated Hugh 6 Rooms, Hardwoods, Transportation, No Fee</a>	Brighton	9/07
	\$1825	2bd	<a href="#">Beautiful Large Town-H, Hardwoods, Laundry, Ac, Parking &amp; More</a>	Newton	9/07
	\$1500	4bd	<a href="#">Somerville 4 bed winter hill area walk to T.</a>	Somerville	9/07
	\$1700	1bd	<a href="#">1 Barm, SPACIOUS Apartment on Copley Sq.</a>	Boston	9/07
	\$1500	3bd	<a href="#">1/2 Month Rent Free * 3 mins Walk to T Orange Line * Parking *</a>	Charlestown	9/07





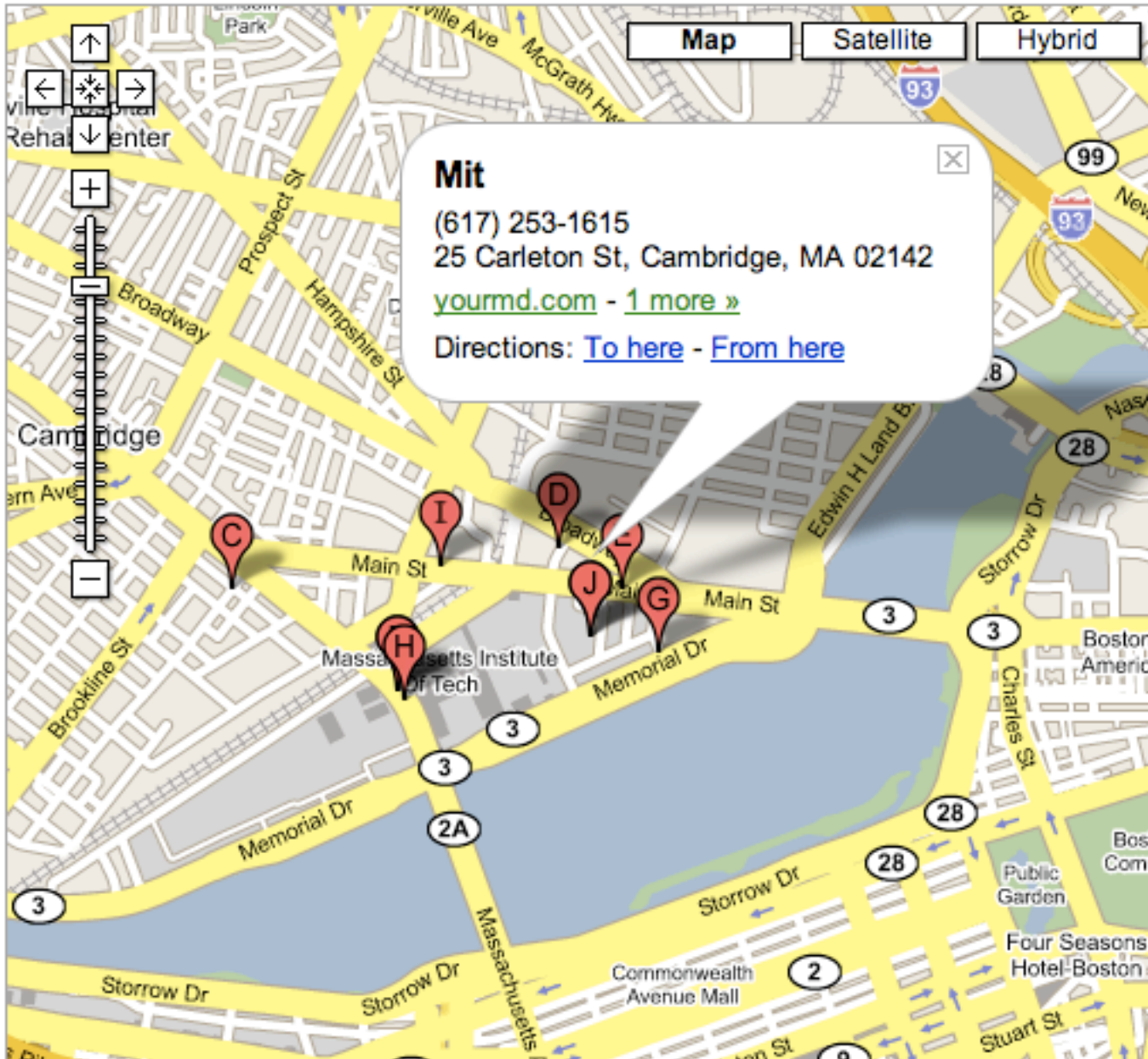
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## **\$1670 / 1br - Charming Beacon Hill Condo, Furnished or Unfurnished**

Reply to: [anon-95922116@craigslist.org](mailto:anon-95922116@craigslist.org)

Date: 2005-09-07, 8:44AM EDT

Adorable 1 br, 1 ba Pied-a-terre in PRIME location. Walk to all points in the City! Quiet, historic building overlooking cobblestoned Acorn Street, the most photographed in the country! Next to famous Louisburg Square. Perfect place to hang your hat while living in the city or visiting for business, shopping or the theatre. beautiful paned windows to view the surrounding trees and their beauty in all seasons. Hardwood floors throughout, sub-zero minifridge, kitchenette, tiled bath, Secure Elevatored building, laundry. Available furnished or unfurnished, short or long term. A must See! Available immediately.



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keywords:

rent:    ☐ cats ☐ dogs

Found: 143 Displaying: 1 - 50  
[ 1 | 2 | 3 ]

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(cambridge,MIT/kendall/harvard) <<[rooms & shares](#) [pic](#)

Sep-11 [\\$45 / 1br - Short-term Stay: 1 night~6 wks](#) (Cambridge) <<[sublets & temporary](#)

Sep-11 [\\$800 - MIT employee looking for housing Oct. 1](#) (Somewhere near the redline) <<[room/share wanted](#)

Sep-11 [\\$600 - Furnished room with private half-bath](#) (Natick, Framingham, Sudbury, Wayland, Weston, Waltham)  
<<[rooms & shares](#)

Sep-11 [\\$2174 / 1br - Beautiful, Spacious 1 Bedroom Loft in University Park; No Fee](#) (Cambridge)  
<<[apts broker no fee](#)

Sep-11 [\\$2912 / 2br - Modern Luxury Corner 2 Bed, 1 Bath Loft in Central Square](#) (Cambridge) <<[apts broker no fee](#)

Sep-11 [\\$600 - &Up \( PERFECT SITUATION& LOCATION\)\(RED&GREEN LINE, KENDALL/MIT/HARVARD](#)  
(Cambridge,Harvard T&KendalT/MIT) <<[apts by owner](#) [pic](#)

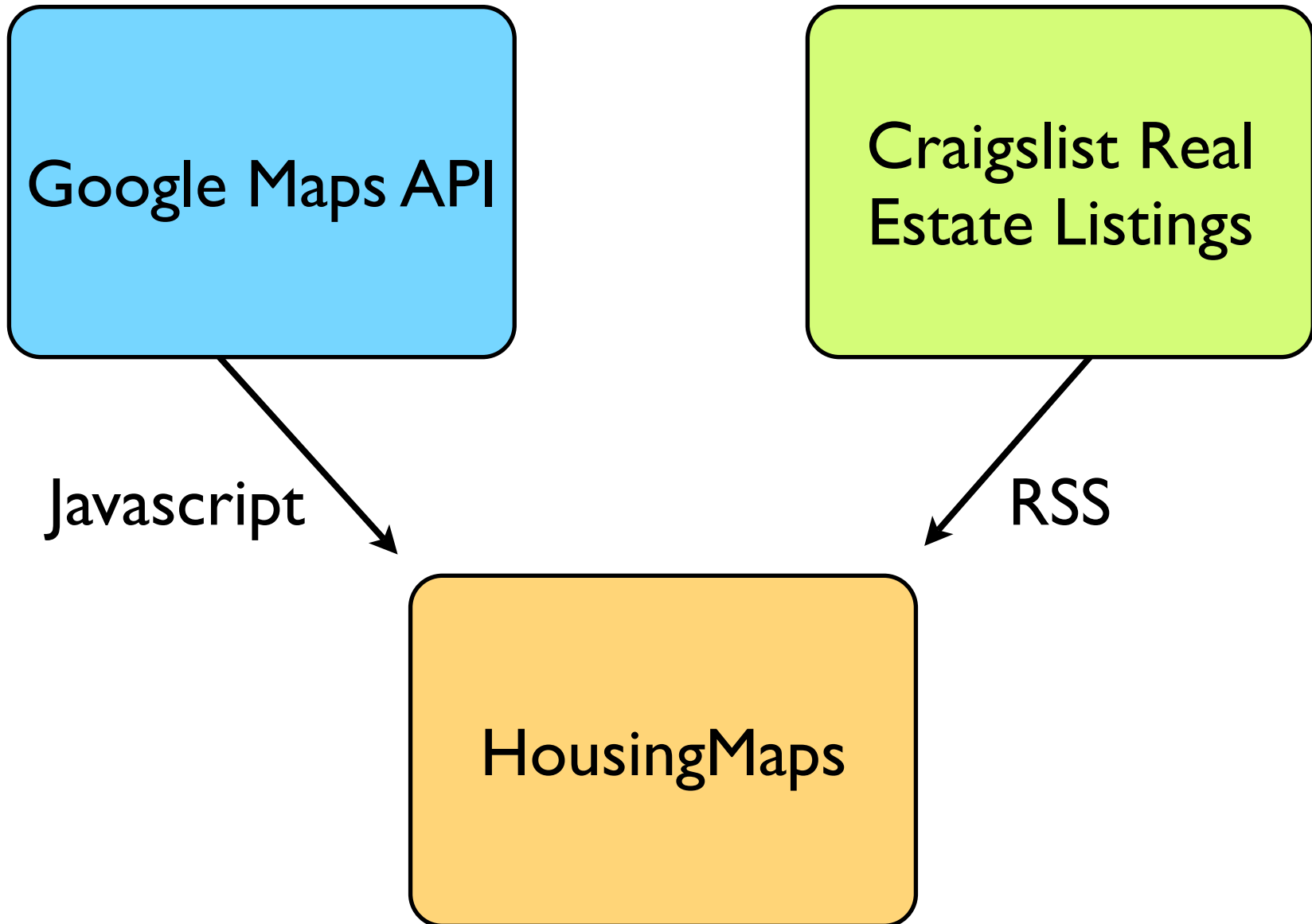
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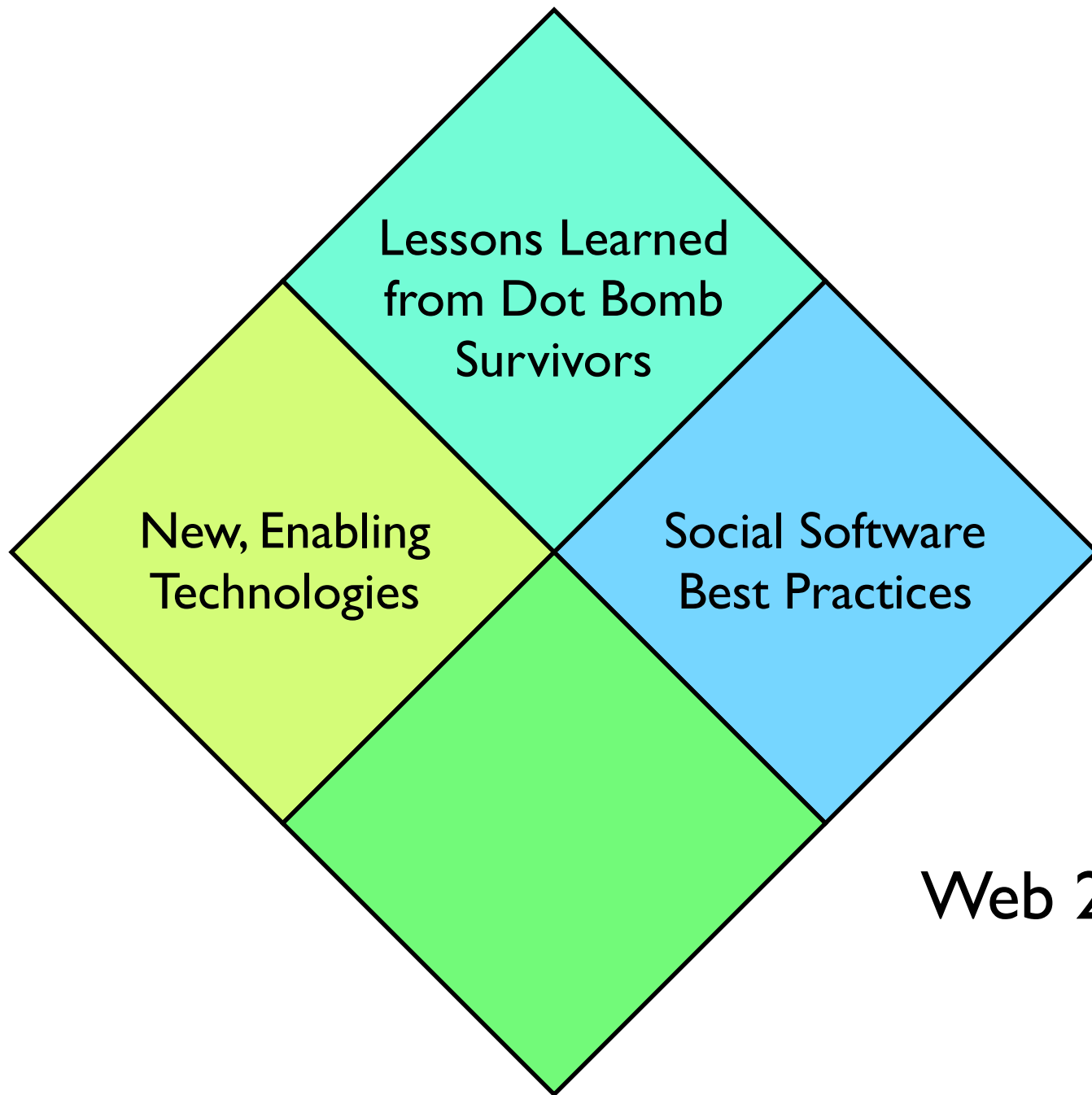


# Hacker Innovation

- Housingmaps.com was hacked by Paul Rademacher in his *spare time*!
- Former Technical Lead of Animation Tools, Dreamworks, now at Google
- *Paul may have unwittingly hastened the destruction of the entire real estate industry with only 30 or 40 hours of work*

# New, Enabling Technologies

- RSS promotes the subscription model
- APIs promote information remixing, hacking, and innovation
- REST approach promotes easy to use software as a service
- Permalinks promote finer-grained attention



Web 2.0

# Tagging and Aggregate Behavior

- Tagging is a personal activity: usually done to remember something for later
- Tagging is also a social activity, as groups form to tag things similarly
- The aggregate of tagging is a semi-structured organization often called a folksonomy
- The trends we see in folksonomies provide value above the simple service of which they are a part



http://del.icio.us/bokardo

RSS

Google



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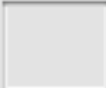
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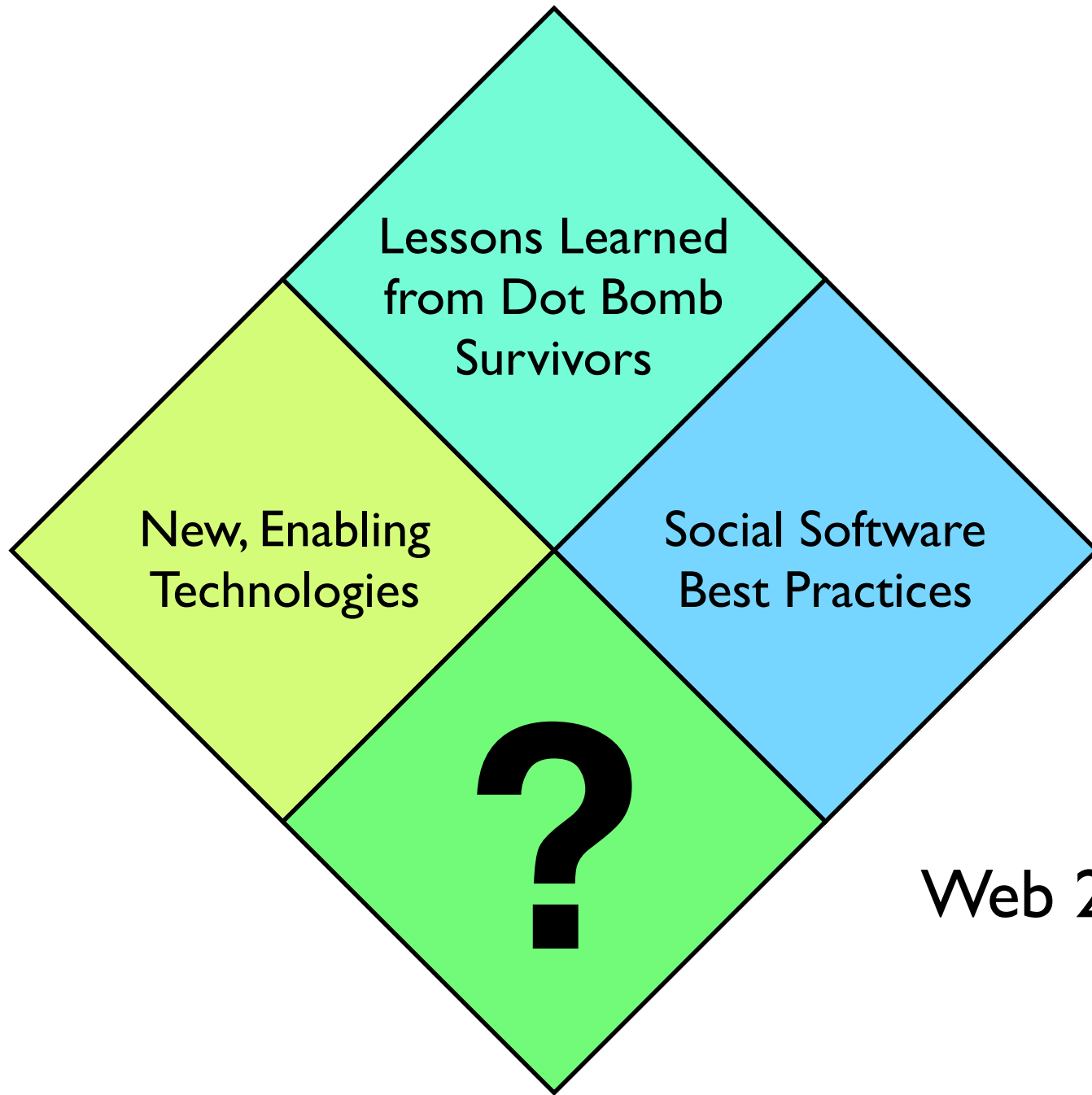
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# Hacker Innovation

- Del.icio.us was created by Joshua Schachter in his *spare time*!
- Quit his job after an initial round of funding
- *Joshua may have unwittingly found a great way to organize huge amounts of information, making traditional Information Architecture techniques pale in comparison*

# Social Software Best Practices

- Folksonomies harness personal and social behavior
- Blogs harness individual voices and conversations with readers
- Wikis promote collaboration
- Providing tools to discover, recommend, share, and promote word-of-mouth



Web 2.0



**jmspool / Jared Spool** pro

Like jmspool's photos? Subscribe to them! [Add him as a contact.](#)

I'm just a guy trying to find my place in the 'verse...

I'm **Male** and **44**.

[User Interface Engineering](#)

jmspool's contacts ([34](#))

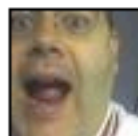
You aren't on jmspool's contacts list.



[i0ckergrn0me](#)



[Tim O'Reilly](#)



[dennisschleicher99](#)



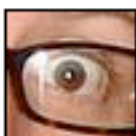
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Testimonials

jmspool doesn't have any testimonials yet.

[Block this person?](#)

## Add jmspool as a contact?

Click the **OK** button below to confirm adding jmspool as a contact.

Marking someone as a contact includes their photos on your [contacts' photos page](#) so you can see their latest photos as they are posted. You can also grant special permissions to people on your contact list.

If you'd like jmspool to be able to see selected private photos, you can also mark him as a friend or family.

Would you also like to...

- ☐ Mark as a **friend**? *(optional)*
- ☐ Mark as **family**? *(optional)*

**OK!**

Or [cancel this and return to jmspool's profile](#).

## Photos from your contacts

Or, [only show photos from your family and friends](#)

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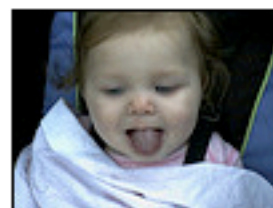
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# Web 2.0 Made Explicit

## What do these things have in common?

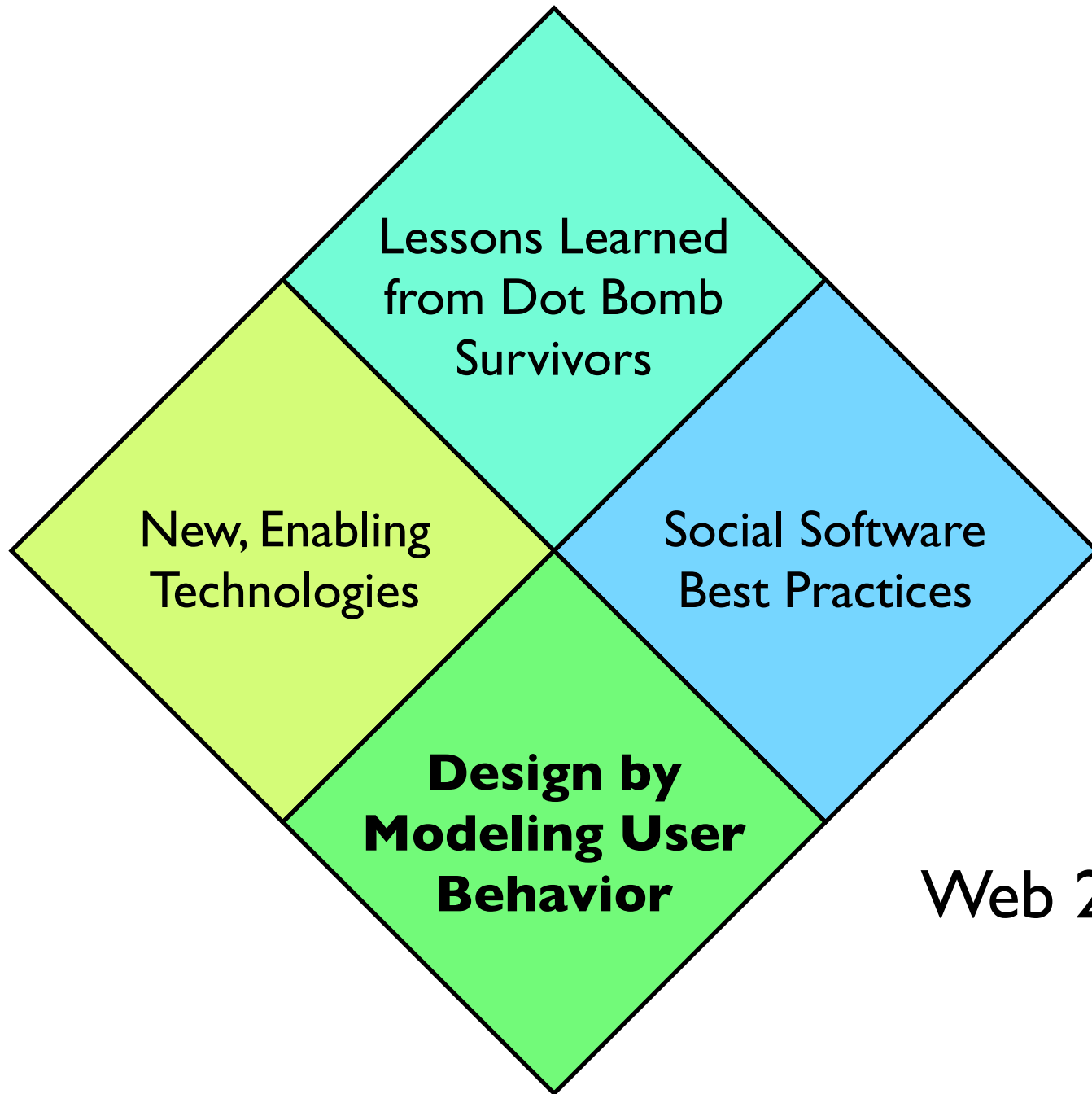
1. The lessons learned from the Dot Bomb Survivors (hacking is GOOD, users are important, attention is crucial)
2. The most valuable uses of new, enabling technologies (blogs as conversations, folksonomies as aggregation, wikis as collaboration)
3. Best practices in Social Software (recommendations, popularity, most linked to)



*Design works best when it  
Models User  
Behavior*

# Modeling User Behavior

- Google models how we value content
- Amazon models how we value books
- Flickr models how we share photos
- Del.icio.us models how we save things
- Housingmaps models how we find real estate



Web 2.0

*“The accretion of tiny hacks  
can numb us to the arrival  
of the stupendous”*

# UIE Research

- We blog:  
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