

# WEB 2.0 READ/WRITE WEB

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# WORLD WIDE WEB

- **Sir Tim Berners-Lee**
  - **World Wide Web Inventor-1989**
- **Web 2.0 – The Read/Write Web**

# BLOGS

- Coined phrase in 1997
- Short for Weblogs
- Bloggers are people who blog
- Google has a free one – Blogger
- <http://wordpress.org/showcase/>



# BLOGGER

- Leading blogging site is Blogger
- 6.7 million people blog
- Majority of bloggers are women
- Business uses them to get customers
- 14% earn a living by blogging
- <http://www.socialmediatoday.com/content/blogconomy-blogging-stats-infographic>



# BLOG CHARACTERISTICS

- Easily created
- Easily updated by author
- Web site that contains dated text entries in **reverse chronological order** (newest entry first) about a particular topic

# WIKIS

- A collaborative Webspaces where anyone can add content and anyone can edit it.
- Wikipedia (online encyclopedia)
- Wikispaces (free resource)
- <http://www.wikispaces.com/site/tour#introduction>



# SOCIAL MEDIA SITES



- Online communities of people who share interests and/or activities or want to share information
- Younger people use social networking sites more

# MALWARE

- Definition
- A term that describes a group of **malicious software** programs intended to annoy you or destroy your data
- Examples: worms, viruses, Trojan horses, spyware





# TROJAN HORSE

- A destructive program that pretends to be a safe application, but tries to steal your information.
- It does not replicate (reproduce itself).



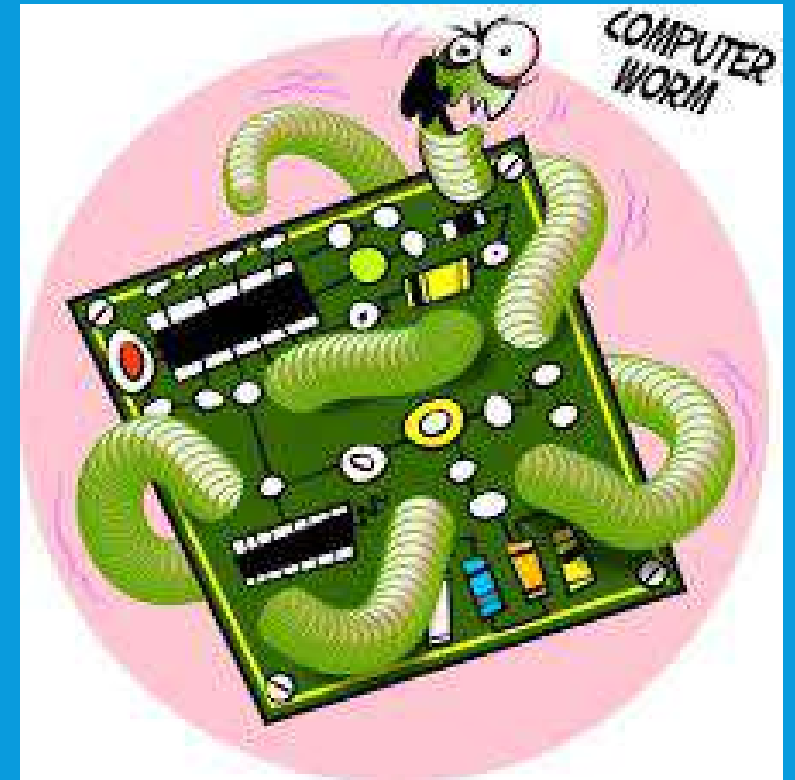
# VIRUS

- A program that is loaded on your computer, without your knowledge, and tries to damage your computer.
- Typically uses all your memory by replicating itself.



# WORM

- A program that replicates itself over a computer network and performs malicious actions.
- A type of virus.
- Cannot reproduce itself.



# SPYWARE

- Software that secretly gathers user information through your Internet connection without your knowledge.
- Is usually downloaded as part of freeware or shareware.



# SUMMARY

- Web 2.0 has many great tools:
  - Blogs
  - Wikis
  - Social Networking Sites
- Malware
  - Trojan Horse
  - Virus
  - Worm
  - Spyware



# REFERENCES

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