



### Critics of 2.0

- **Tim Berners-Lee**
  - “nobody even knows what Web 2.0 means”
- **Nicholas Carr**
  - “Implicit in the ecstatic visions of Web 2.0 is the hegemony of the amateur. I for one can't imagine anything more frightening”
- **Andrew Keen**
  - “Without an elite mainstream media, we will lose our memory for things learnt, read, experienced, or heard”

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### Web 2.0 evangelism

To a hammer, everything looks a nail.  
**Mark Twain**

### Beware evangelism

What is the agenda?  
Who gains?  
Fads versus fundamentals

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### Web 1.0

- Still remains very important fundamental for many organisations, due to type of stakeholders
- Many weaknesses still in Web 1.0 efforts
- There is a trade off in energy and resources between 1.0 and 2.0
- No “one right way” for all organisations
- Don't go for 2.0 just because you are stalled on 1.0


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T01	AdSense
T02	BasecampHQ.com
T03	Blogs
T04	Creative Commons
T05	Enterprise 2.0
T06	Flickr
T07	Google Docs
T08	Long Tail
T09	Mashups
T10	Mobile Web
T11	Office 2.0
T12	Podcasting
T13	RSS
T14	Secondlife
T15	Semantic Web
T16	Tagging/Folksonomies
T17	VoIP
T18	Wiki
T19	Yahoo Pipes

2.0  
embraces

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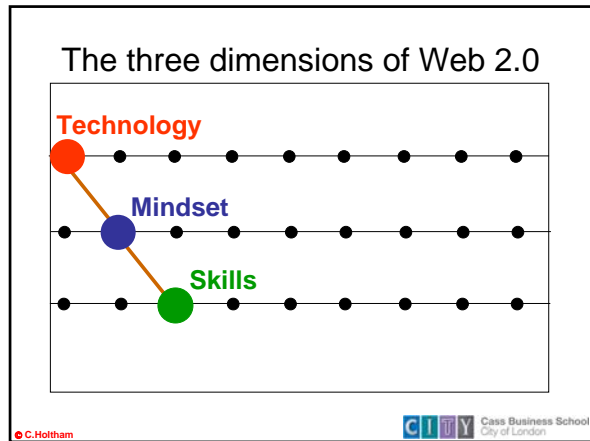
## Important transient 2.0 software


37SIGNALS PRODUCTS

-  **Getting Real: The book**  
 The smarter, faster, easier way to build a successful web application. 171 page PDF, \$19. Buy it now and download it today!
-  **Basecamp project management**  
 Everyone's favorite web-based project management tool. Easy, fast, elegant. Free trial.
-  **Campfire group business chat**  
 Simple and easy web-based group chat for business has finally arrived. Try it free today.
-  **Backpack information manager**  
 Gather your ideas, to-dos, notes, photos & files online. Set email and mobile reminders. Try free!
-  **Writeboard collaborative writing**  
 Write, share, revise, compare. Sharable web-based text documents with simple version control.
-  **Ta-da List, to-do list manager**  
 The web's simplest, fastest, and most useful to-do list manager. Get things done. Free, 10 second download.

- Easy to use
- Quick to implement
- Disposable
- Eg BasecampHQ.com

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- ### Second Life
- Under 100K paying users and falling
  - One quarter of all SL sessions crash (SL's own data)
  - Questions over governance and future of SL
  - Incredible hype, much from media who have never used it.
  - Excellent niche tool eg 3D art/design
  - Better tools out there head-to-head for almost each business function
  - Business advice
  - Teenager advice
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## Personal Vision for Web 2.0

- Web 2.0 is currently vastly overrated, repeating most dot.com errors, and ludicrous evangelism detracts from it
  - BUT
- The architecture is attractive to some organisations/processes already
- The technology is developing fast and is already “good enough” for some today
- Ultimately it cannot develop faster than the mindset and skills of the organisation allow

