Facebook is the most popular social network, with over 500 million active users.

### Learning Objectives

1. Describe Web 2.0 and the key enablers of Enterprise 2.0.
2. Explain how organizations can enhance communication using Web 2.0 applications.
3. Explain how organizations can enhance cooperation using Web 2.0 applications.
4. Explain how organizations can enhance cooperation using Web 2.0 applications.
5. Explain how organizations can enhance cooperation using Web 2.0 applications.
6. Explain how organizations can manage their interdependencies and deal with potential pitfalls associated with Web 2.0 applications.

### Defining Web 2.0

- What makes Web 2.0 different from Web 1.0?

### Blogs

- Who has a blog and what do you blog about?
- Web 2.0...the creation vs. the consumption of content!
Social Presence

- Who is a micro blogger and what does it do for you?

Instant Messaging

- Has instant messaging been replaced by text messaging and microblogging?

Virtual Worlds

- Who participates in a virtual world and how to companies make money from this?

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Media Sharing

- How many different ways to individuals and organizations share media and how to commercial organizations make money from this?

Social Bookmarking

- What are your “favorites” and why would I care?
Social Cataloging

- What is the value proposition of sites like Zotero?

Tagging

- What do we mean when we say that metadata is data about data?
- What is tagging and geotagging and how does this create value?

Tag Clouds

- How do you interpret a tag cloud?

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Virtual Teams

- Who has ever worked on a virtual team?
- Why was a virtual team needed?
- What tools did you use while working on these teams?
- What were the pros/cons?

Tools for Collaboration

- Collaboration tools help with many different communication needs, such as talking, sharing documents, or making decisions.
Google Apps

- Why is using Google Apps better than just e-mailing documents around in your team?
  - Gmail
  - Google Calendar
  - Google Talk
  - Google Docs
  - Google Sites

Microsoft SharePoint

- What is Microsoft SharePoint and why would anyone use SharePoint when Google Apps is free?

Wikis

- What is a Wiki?
- How many of you utilize Wikipedia for school assignments?
- What are the pros/cons of using a tool like Wikipedia?

Human-Based Computing (Crowdsourcing)

- What is "crowdsourcing" and has anyone ever worked on a project that utilized crowdsourcing?
- What are the pros/cons?

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Social Networking Communities

- Will Google+ get any traction or will the network effect of Facebook be too powerful to overcome?
- Why did MySpace crash-n-burn?
- What will displace Facebook and Why?
Viral Marketing

- How would you use the Internet to drive a viral marketing campaign?

- Remember to...
  - Do something unexpected.
  - Make people feel something.
  - Make sequels.
  - Allow sharing and easy distribution.
  - Never restrict access to the content.

Social Search

- What are the pros/cons of including content from social networks, blogs, or microblogging services compared to the traditional techniques used by Google?

Syndication

- Who uses Real Simple Syndication (RSS) feeds to pull together information of interest from various sources?

Web Services

- Why would an organization want to use Web Services?

Widgets

- What are your favorite widgets?

Mashups

- Give me an example of a mashup?
Future Web Capabilities

- What is the "Semantic Web" and what innovations do you predict for Web 3.0?

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Managing the Enterprise 2.0 Strategy

- What are the major challenges faced by organizations when it comes to leveraging Web 2.0 technologies?