

Web 2.0 and participatory media

LIB 1201

September 21, 2011

What is Web 2.0?

What is (are?) Social Media?



What is Social Networking?

Baker on the Charms of Wikipedia

- Wikipedia began with public domain reference works
 - your thoughts/comments?
- Wikipedia's "upper crust"—similar to traditional publishing, the most persistent content is contributed by a tiny percentage of editors
- Should Wikipedia have limits?

Jaron Lanier on Social Networking

“While you arduously tend your fake self on Facebook, the company compiles a secret dossier about a more real you and everyone else so that access to you can be sold to political campaigns, teeth whiteners, or finance hucksters. You are the product, not the customer. Meanwhile the things you might offer online—your creative work, your opinions, your advice—are all made worthless in terms of the kind of real money that buys food and pays rent.”

Jaron Lanier, *You are Not a Gadget* Q&A

<http://www.jaronlanier.com/gadgetcurrency.html>

Other Wikis

- [Wikileaks](#)

“a non-profit media organization dedicated to bringing important news and information to the public. We provide an innovative, secure and anonymous way for independent sources around the world to leak information to our journalists. We publish material of ethical, political and historical significance while keeping the identity of our sources anonymous, thus providing a universal way for the revealing of suppressed and censored injustices.”

- [History Engine](#)

“an educational tool that gives students the opportunity to learn history by doing the work—researching, writing, and publishing—of a historian. The result is an ever-growing collection of historical articles or "episodes" that paints a wide-ranging portrait of life in the United States throughout its history and that is available to scholars, teachers, and the general public in our online database.”

What is crowdsourcing? The hive mind?

- [Wikipedia](#): **Crowdsourcing** is the act of outsourcing tasks, traditionally performed by an employee or [contractor](#), to an undefined, large group of people or community (a [crowd](#)), through an open call.
- [Wired](#) (2006): Technological advances in everything from product design software to digital video cameras are breaking down the cost barriers that once separated amateurs from professionals. Hobbyists, part-timers, and dabblers suddenly have a market for their efforts, as smart companies in industries as disparate as pharmaceuticals and television discover ways to tap the latent talent of the crowd. The labor isn't always free, but it costs a lot less than paying traditional employees. It's not outsourcing; it's crowdsourcing.

Homework for Monday, September 26

Discussion: Access – personal, institutional; the digital divide

Reading: Martin, Ch. 7, [The Politics of Research](#)

Assignment: Write one reading response blog post

Classes are canceled Wednesday-Friday, 9/28-9/30

The College and Library are open!