

web 2.0 for social movements

where we're going

- Survey of web 2.0 concepts, services, and technologies through scenarios.
- Demoing, brainstorming, troubleshooting, hacking, and playing.

services technologies

services technologies platform
richuserexperience attitude hacking beta
remix people play emergent thelongtail
data media contribution decentralized
community stories power searching
sharing social group organize collaborative
participation democracy folk bottomup
personal identity connection understanding
discover feed RSS bookmark aggregator
plugin tag metadata semanticweb
mobiledevice framework AJAX blog
mashup API del.icio.us twitter jott tumblr

what is web 2.0?

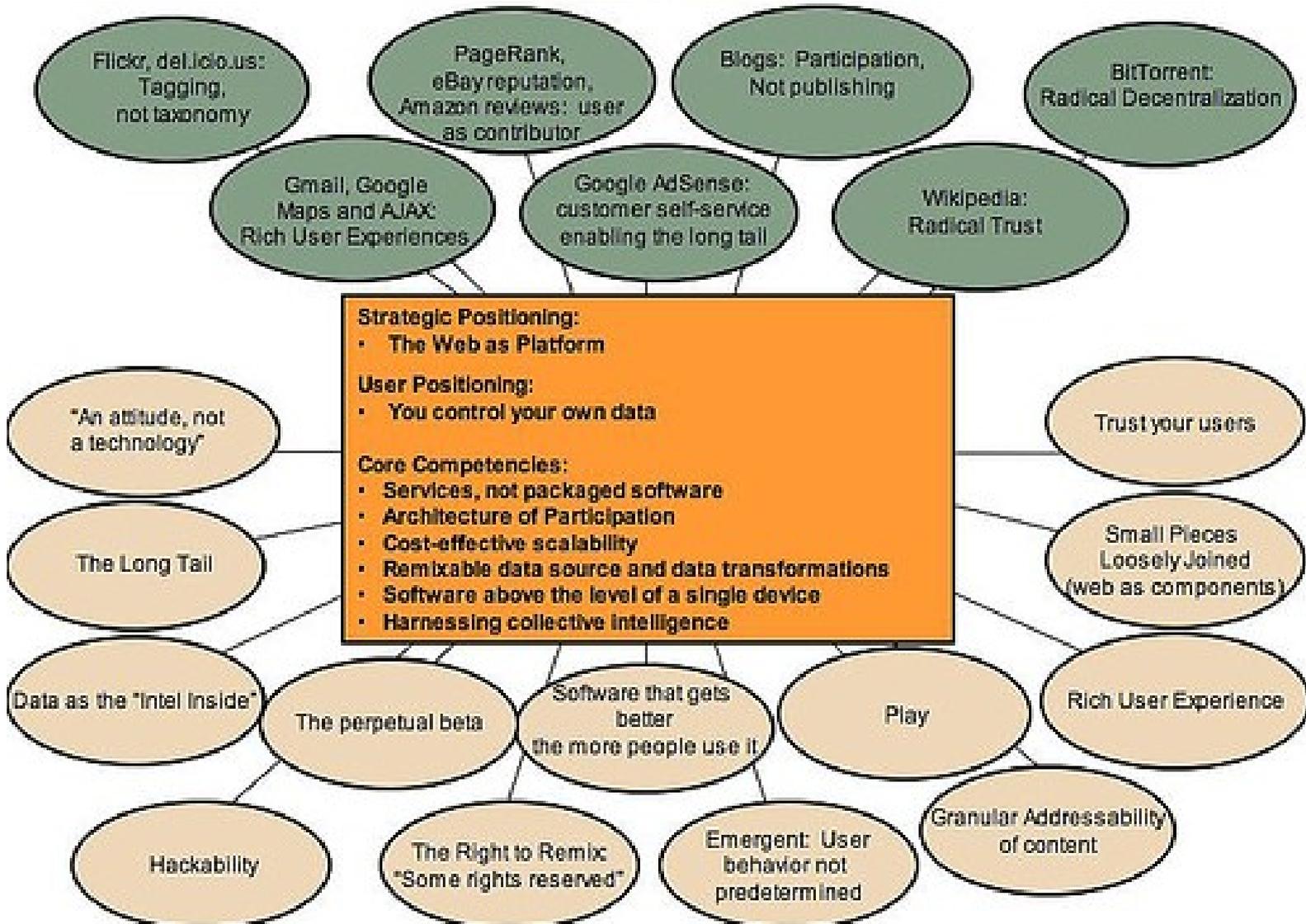
“Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform.”

-Tim O'Reilly

internet platform

but what does that mean for social movements?

Web 2.0 Meme Map



as tags

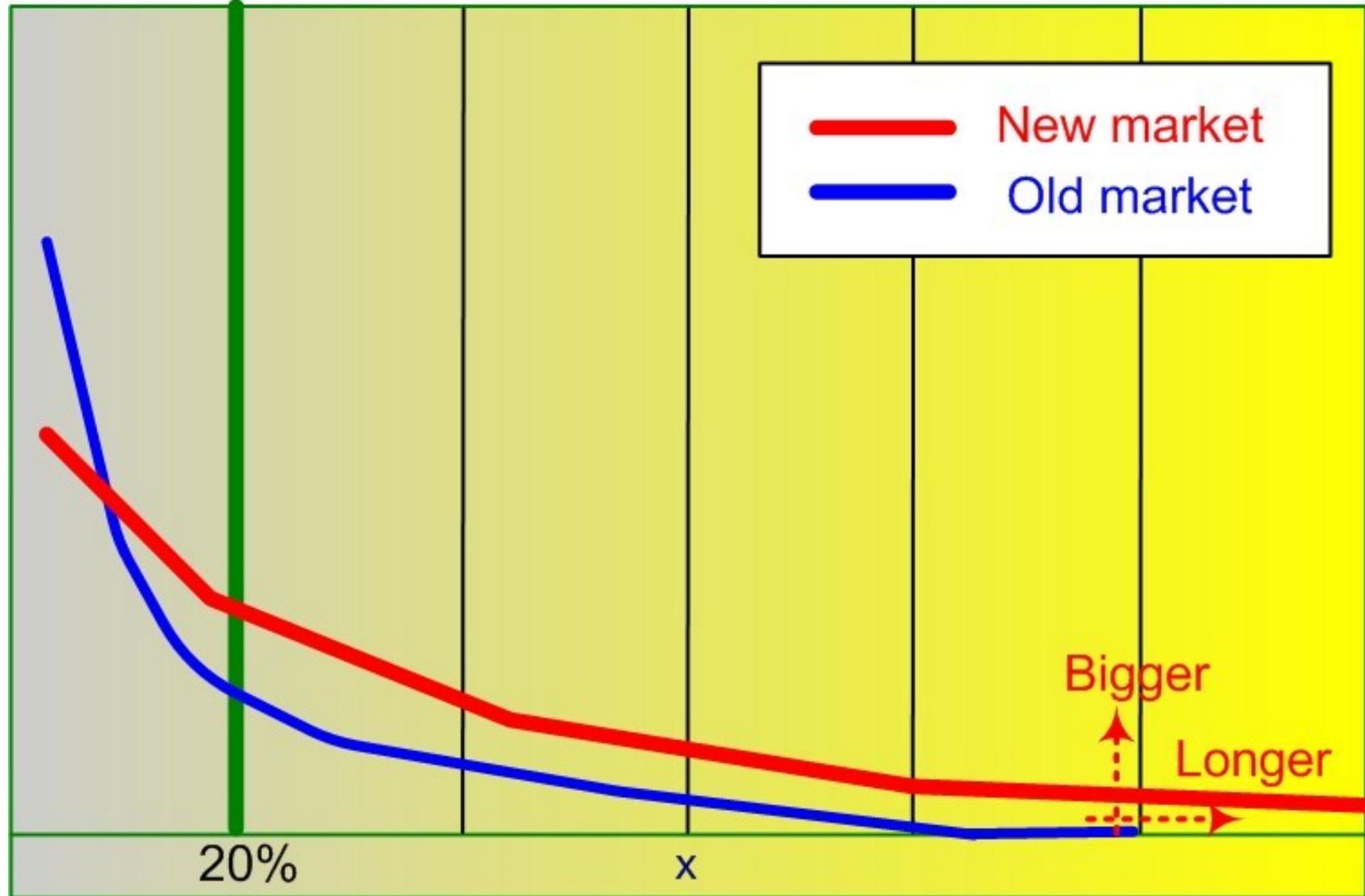
rich experience trust contribution
decentralized community attitude
hacking beta remix people play
emergent pieces the long tail

“the long tail”



thelongtail

“the long tail”



thelongtail

web 2.0 + social movements

Use the web as a platform to help aggregate people's diverse and sometimes marginalized experiences, skills, stories, and culture into power!

web platform aggregate stories power

pattern 1: sharing information with a group

Challenge: Finding websites in posts to a community organizing e-mail list.

Strategy: Use the del.icio.us social networking website to save and share bookmarks.

searching sharing bookmarks social community group

the challenge

- E-mail list with over 170 messages sent so far
- Some contain links to important or informative websites
- How do you go back and find these links?

the strategy: del.icio.us

- social bookmarking site
- easy to post
- easy to share
- easy to propogate
- expands meaning and understanding

del.icio.us feed RSS bookmark social webservice
aggregator plugin

folksonomy + tagging

social collaborative participation keyword
community subversive metadata semanticweb
democracy bottomup folk personal meaning
object identity connection meaning understanding

tagging

“A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.”

-del.icio.us

tag describe organize discover interest

describing information: personal perspective



2. Gender:

- Male
- Female
- I prefer not to respond

3. Disability: Do you consider yourself disabled?

- Yes
- No
- I prefer not to respond

4. Primary Race/Ethnicity:

- African American/Black
- Native American/Alaskan Native/Aleut
- Asian
- Hispanic/Latino
- White
- Native Hawaiian/Other Pacific Islander
- I prefer not to respond

the old way: yahoo.com in 1996

- limited categories
- hierarchical

category limited hierarchical old

the new way: folksonomy

- free tagging of information and objects for one's own retrieval.
- social environment (usually shared and open to others).
- tagging by the person consuming the information.

social information free person tag

“tagging that works”

“The value in this external tagging is derived from people using their own vocabulary and adding explicit meaning, which may come from inferred understanding of the information/object. People are not so much categorizing, as providing a means to connect items (placing hooks) to provide their meaning in their own understanding.”

- Thomas Vander Wal

people meaning connect hook meaning
understanding

pattern 2: notifying people about events, meetings, information

Challenge: Activist groups often use e-mail or social networking sites to coordinate meetings and events - but at risk of excluding those without frequent Internet access.

Strategy: Use web services to share information via the phone and mobile devices.

group coordination access
digitaldivide mobiledevices phone

twitter

- Like a micro-blog
- Post updates on “what are you doing?”
- Follow other users to see what they're doing
- Update/follow via the web or mobile device

twitter blog update follow web
mobiledevices

jott

- converts your voice into emails, text messages, reminders, lists and appointments.
- post to blogs using only a phone.
- send e-mails to a group using only a phone.

voice phone jott convert post

twitter + jott

- non-Internet folks can follow a twitter feed using Jott and their phone and stay in the loop
- non-Internet folks can post to a twitter feed using Jott and their phone and drive the loop

mashup feed twitter jott phone

pattern 3: adding media to the mix

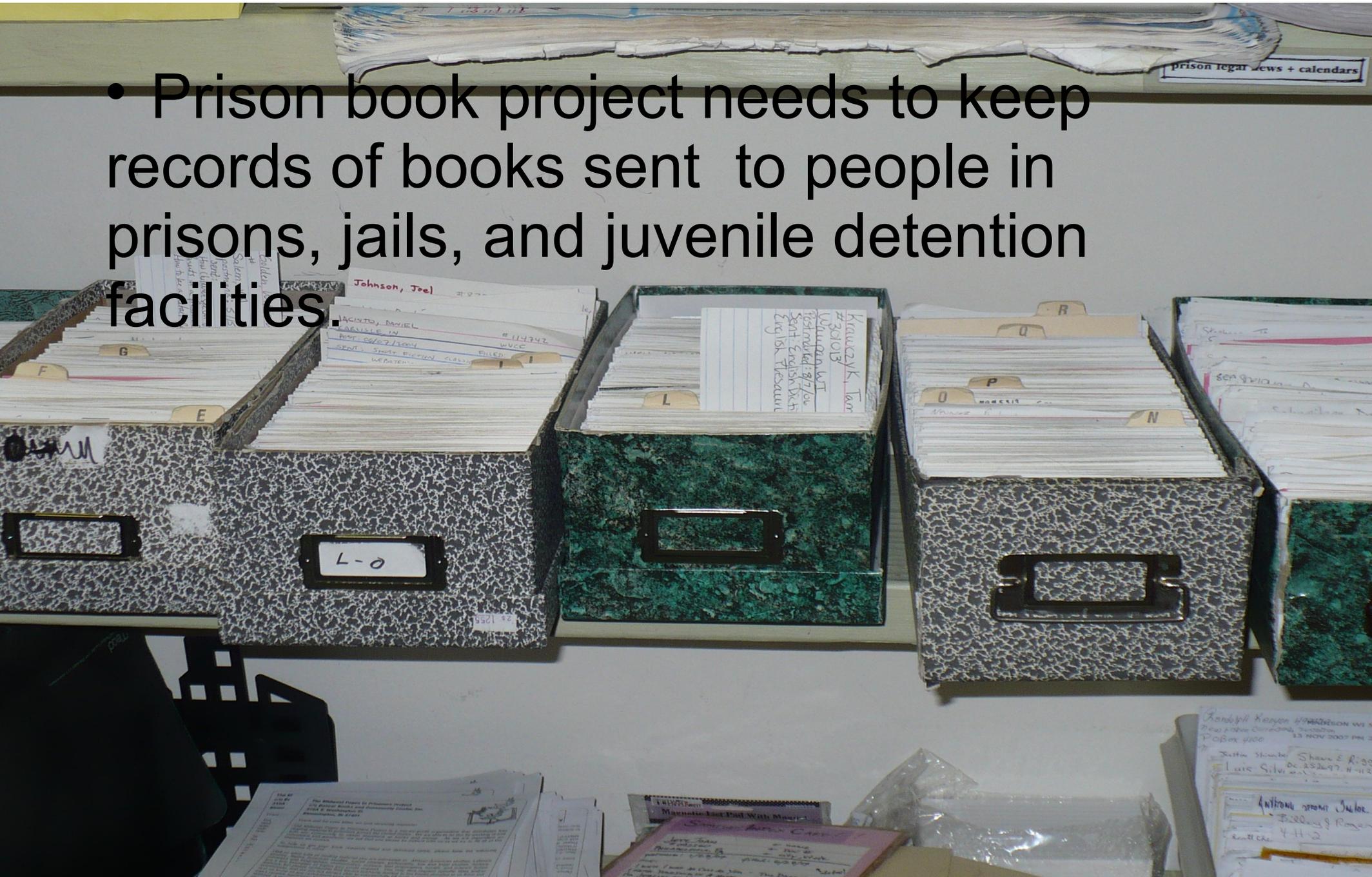
Challenge: Moving the focus from record keeping to stories and experiences.

Strategy: Use an enhanced blogging service to store and share media and use the service's API to post this content from within a record keeping service.

data media content share

the challenge

- Prison book project needs to keep records of books sent to people in prisons, jails, and juvenile detention facilities.



but ...

- Record keeping is time consuming and confusing.
- Ends up mirroring the PIC – numbers and records and not people.
- Experiences, stories, and lives of incarcerated people remain hidden.

the strategy – halfway there

- a custom built web service to keep records for the project.
- use a high-level web programming framework (django) to make development easier.
- use AJAX (script.aculo.us and prototype) to improve user experience

service framework highlevel django AJAX
scriptaculous prototype richuserexperience

the strategy – the other half

- post images, quotations, writing, and other media to a blog
- integrate this with the record keeping service

media blog integrate mashup

tumblr

- If blogs are journals tumblelogs are scrapbooks.
- more structured
- easier, faster, and more fun to post and share stuff you find or create

tumblr blog media structure fast easy
fun share

API

- a set of declarations of the procedures that a web service provides to support requests from another service or program.
- Examples
 - Google Maps
 - Flickr
 - Amazon

API service request remote googlemaps flickr
amazon

contacts + references

geoff@terrorware.com

<http://del.icio.us/ghing/amc+web2.0>