

Social Media...

What's Hot and What's on the Horizon

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Social Media just
one area of a
larger trend to
use metadata on
the web

A key to this is
Collective
Intelligence

Need to be able to
manage, understand and
respond to user generated
real-time data

Data is now
driving the Web

Massive Amounts of
Information now
produced and now
accessible

Leads to some big questions...

How to give this data meaning and structure?
How to connect underlying metadata?

Web growing exponentially not sequentially

Web 3.0?

No...Web Squared



Increasingly driven by mobility and sensors

Location is a poster child for this...
built into many apps now.

The Internet of Things being realized...

Web is becoming
“intelligent”

Inferred learning

Apps and systems that are
learning and also being
taught from crowd sourced
data

Exponential participation and
content creation providing
the fuel

How do we use this?

Facebook

Finds structure in metadata

Creates a useful social graph from this data

Augmented Reality and Imaging - also benefiting

Gigapixel Imaging

Adobe's Infinite Images System

Flickr crowd sourced images

Image and Facial
Recognition

Mobile Apps - Layar, Wikitude

Data Visualization and Pattern Detection

Underlying Subsystems
of data need to work together

Will increasingly become
important with social media
and other forms of
information

The Real Time Web is being realized...

Twitter... limits
have led to
innovations by the
users

#hashtags

@twitter

URL shorteners

Just starting to explore this

Bottom Line

Web Squared is on a collision course with the real world.
Both are being linked in unprecedented ways now

Profound implications for future directions of the Web

Key Issues for what's next on the (social) Web
- its all about Metadata

Where - Location

What - RFID

Who - People

When - Time

This is important metadata that computer systems use
but only people help pull this together

Deluge of Information leading to Serendipity

Need to learn how to work with this

Look at examples of online etiquette

Flickr vs. YouTube

The TweetDeck Example

Developer
exploring
underlying
metadata of
Twitter streams

Sentiment Analysis

Who said What, Where,
When...

Leads to knowing who you are
communicating with...

Google Wave



Program



Platform



Protocol

Some Services to Watch

Yammer

Present.ly

Plaxo

Brizzly

Keep Watching...

Twitter Apps

Facebook Connect

Mobile Apps

Geome.me

Sources

Web Squared: Web 2.0 Five Years On
Tim O'Reilly and John Battelle 2009 Web2Summit Conf.
www.web2summit.com/websquared

GigaOm.com - What Comes Next for the Web?
Oct. 19, 2009 online roundtable
http://bit.ly/next_web

Twitter Data and Future of TweetDeck
ReadWriteWeb.com
http://bit.ly/tweetdeck_future

Thanks!

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Example Links

<http://plaxo.com>

<http://gigapan.org>

<http://presentlyapp.com>

<http://geome.me>

<http://yammer.com>

<http://wave.google.com>

<http://brizzly.com>

<http://layar.com>

<http://wikitude.org>

<http://maps.google.com>

<http://twitter.pbworks.com/Apps>