

American Associations of Museum Annual Meeting. Denver, April 27 through May 1, 2008.

## **Technology 101 Tutorial - Web 2.0**

### Web 2.0 Buzzwords

Here is a list of buzzwords that were used in the survey responses, which I'm going to attempt to define and then provide links for more information. The links are all not specific to museums but there are many examples of museums using the technology. This reference will continue to be added to, so keep checking back for new material that will be added to the list of references.

#### **Ajax**

Asynchronys Javascript and XML is a combination of web programming languages that allow for fast delivery of web content without refreshing the page. You've seen it in action if you've ever looked at the pop-up reviews in Netflix.

<http://del.icio.us/gloster/ajax>

#### **API**

Application Programming Interface allows applications to talk to each other. Common to software developers, its arrival in the web world enables me to do things like map my Flickr images to Google maps. (see mashups)

<http://del.icio.us/gloster/api>

#### **blog**

Web logs, or blogs, allow someone to distribute ideas online without needing any technical skills. While they're most commonly used as diaries, blog software could be helpful to small museums without technical staff who want to establish a presence online.

<http://del.icio.us/gloster/blog>

#### **CSS**

Cascading Style Sheets allow web designers to establish a style in one place and then refer to it throughout the site. Using different style sheets for the same content allows you to deliver to mobile phones, handhelds, and kiosks.

<http://del.icio.us/gloster/css>

#### **Facebook**

A popular social networking application. You can post your own profile including where you went to school, the city you live in and your interests. Others find you based on your profile. While originally started as a way for college students to communicate with each other, it has now been expanded to include pages from businesses and institutions.

<http://www.facebook.com>

#### **Flash**

This web animation tool has been around since the early 90s and generally isn't considered web 2.0. However as Flash gets more sophisticated as a application tool, more and more developers are using it to build online applications.

<http://del.icio.us/gloster/flash>

#### **Flickr**

Flickr is the most popular photo sharing site out there. Many museums are using to allow their visitors to post their images around a theme or exhibitions. Some museums are distributing their own images via Flickr.

<http://del.icio.us/gloster/flickr>

### **folksonomy**

The practice of collaborative tagging, this allows visitors to associate keywords with information. The word is a play on folk and taxonomy, meaning people powered taxonomy. See tagging, metadata below  
<http://del.icio.us/gloster/folksonomy>

### **geotagging**

When you associate geographic data to information you enable it to be mapped. A blog could illustrate the travels of a curator. A scientist could geotag images to illustrate a principle on a map

<http://del.icio.us/gloster/geotagging>

<http://del.icio.us/gloster/googleMaps>

<http://del.icio.us/gloster/GoogleEarth>

### **Java**

Again, not a new programming language but used in new ways by web 2.0 developers

<http://www.sun.com/java/>

### **LinkedIn**

Another social networking site, LinkedIn caters to business professionals and allows you to see the professional network of your colleagues.

<http://www.linkedin.com/>

### **mashup**

A mashup is when two or more applications are combined. If I were to map the GPS location of all the taxis in NYC to a Google map of the city I would have a mashup. See API above.

<http://del.icio.us/gloster/mashup>

### **meme**

A reference to quick cultural evolution, often used to refer to a fad. A recent meme involved tricking your visitor through elaborate hoaxes to link to the Rick Astley video of never Going to Give You Up (otherwise known as "rickrolling"). A longer running meme is the lolcat phenomenon, in which photos of cats are captioned with cute anthropomorphic phrases. Web 2.0 doesn't have to be serious all the time.

[http://en.wikipedia.org/wiki/Internet\\_meme](http://en.wikipedia.org/wiki/Internet_meme)

<http://en.wikipedia.org/wiki/Rickroll>

<http://icanhascheezburger.com/>

### **metadata**

Data about data. An object's collection information might be your most common form of metadata.

Artist name, creation date, keywords. not new to web 2.0 but used by developers to sort information

<http://del.icio.us/gloster/metadata>

### **Myspace**

Yet another social networking site. This one has been around a long time but its popularity is dwindling. Still one of the best places to explore new music. Museums trying to interest a younger audience might establish a presence there

<http://www.myspace.com/>

### **open source**

Take an application or programming code and allow others to edit and improve. Firefox, OpenOffice, and Gimp are popular desktop applications that were opened up to community built programming. Open source applications are often free or low-cost

[http://en.wikipedia.org/wiki/Open\\_source](http://en.wikipedia.org/wiki/Open_source)

### **podcast**

A subscription model of delivering media. Once you sign up for a podcast, your computer regularly looks for new content. Many museums are allowing visitors to sign up to receive media, either audio or video. It is free both to distribute and receive and you do not need an iPod to play. See RSS, Blog

<http://del.icio.us/gloster/podcast>

## **RSS**

Really Simple Syndication allows your visitor to sign up for content. This is done with a text document XML, that tells your software where to get the content.

A sample RSS feed for a podcast will be posted for the workshop

## **SEO**

Search Engine Optimization is the magic of getting the big search engines to link to you. Search engines have algorithms that weigh the content of your site, the number of links that point to your site and the popularity of those sites that link to you.

<http://searchenginewatch.com/> is a great resource for learning how to optimize your site

## **social networking**

Just as it sounds, social networking is meeting new friends and colleagues based on shared interests. The tools we're exploring today enable us to do this on a massive scale.

## **tagging**

Tagging allows your visitors to help define your content. A curator might define a photograph by the photographer, date, content, and process. A stylist might define a photograph by the hair style worn by the person in the photograph. Your visitor comes to your collection on their own terms. Tagging allows them to leave them there.

<http://del.icio.us/gloster/tagging>

## **web 2.0**

see above

Web 2.0 is a confusing term because it means something different to everyone who uses it. I'm not going to attempt to give another definition. Instead I'm going to turn you over to the man who coined the phrase, Tim O'reilly. The article's from 2005 but the sentiment is still true 3 years later.

## **wiki**

From the most famous, wikipedia

"A wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content..."

More can be found at <http://en.wikipedia.org/wiki/Wiki>

This is all getting entirely too meta (see above) for me

If you've read all this, followed the links and still want more, join me in

<http://www.buzzwordhell.com/thecondemned/>