



## Your Web Coach, Christine Chubenko:

### What is Web 2.0?

by Christine Chubenko | for Oakland Business Review  
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Recently, I was talking with a client who wanted to take their Web site to the next level. As we were discussing some of the features they wanted to add, I mentioned that we may have to change their Web hosting package to accommodate the new features.

They responded with the question "Does that mean I need to get that Web 2.0?" It was then that I realized I had the perfect topic to discuss. I can't imagine that anyone who reads any type of business magazine has not heard the term "Web 2.0." Although it sounds like a new application, it isn't, but not everyone is in agreement about what that term really means.

In its simplest sense, Web 2.0 is a framework that resides in the World Wide Web and is more feature-rich than its predecessor, Web 1.0. I'd like to take a moment to point out that although the WWW is often used interchangeably with the Internet, they are not the same thing. Where the WWW refers to the software, hence framework, the Internet pertains to the actual hardware connections (networking) among the millions of computers out there in cyberspace.

Back to our topic; Web 2.0 does not have a clear definition, but there are a number of components and ideas that do go into describing it. For one thing, this new framework is more service-oriented than previous incarnations and that gives Web 2.0 an experiential quality.

A very good example that I've seen cited is the difference between the online version of Encyclopedia Britannica (old) and Wikipedia (new). There is no doubt that Encyclopedia Britannica is chock full of information, but Wikipedia is a living document that is constantly (as in every minute) being updated by contributors all over the world. A term today may have even more supporting information added tomorrow.

Blogging is a great example of the experiential quality of Web 2.0 because it goes beyond the regular "column" approach. Readers get to contribute their thoughts, and now, you essentially have an online discussion.

Probably the most popular example of the power of the Web 2.0 framework is the social networking programs like MySpace, LinkedIn, Twitter and Facebook, to name a few. These programs have really done a great job to make connections, business and otherwise, where perhaps none would be made. And contrary to what some might say, they do encourage the eventual face-to-face contacts that grow relationships.

I'm sure there are many exciting things in store for us as this new framework expands.

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