



# Users and Internet

The beginning of the web dialogue  
towards knowledge Management

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# Users' revolution

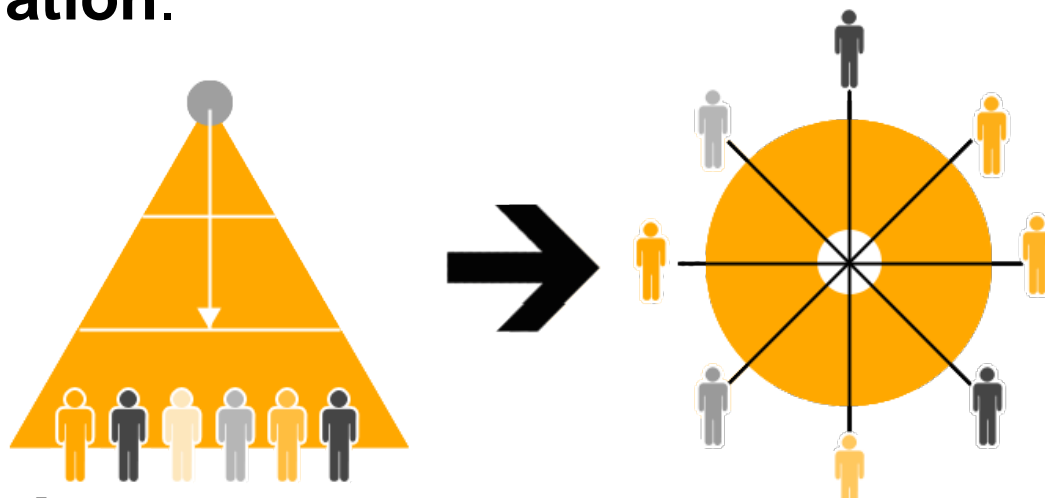
- Users are changing the Internet: they want to take part in it
  - consumers participate in ways never experienced before
  - people interact with each other
  - users produce their own content: articles, photos, videos, ...
  - they ask to their social network before buying something
  - people have discovered new ways to share their knowledge

# Web 2.0 – What is it?

creative commons microformats communication  
collaboration aggregators web as platform audio  
reputation / trust conversations user generated content  
mash-up Web 2.0 recommendations  
collaborative filtering tags semantic  
video mobility open APIs participation  
social networks share long tail simplicity  
folksonomies syndication rich interfaces

# Web 2.0 – What is it?

- Definition: “*Web development and web design that facilitates interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web*”. Wikipedia
- It is NOT a reference to an update of technology.
- From one-way communication to **open dialogue** and **collaboration**.



# Web 2.0 – What is it?

- New tools, but not new technology

- Blogs
- RSS Feeds
- Videos, photos
- Social networks
- Wikis
- Social tagging
- Podcasting
- Microblogging
- Recommendation systems

## WEB 2.0 Landscape

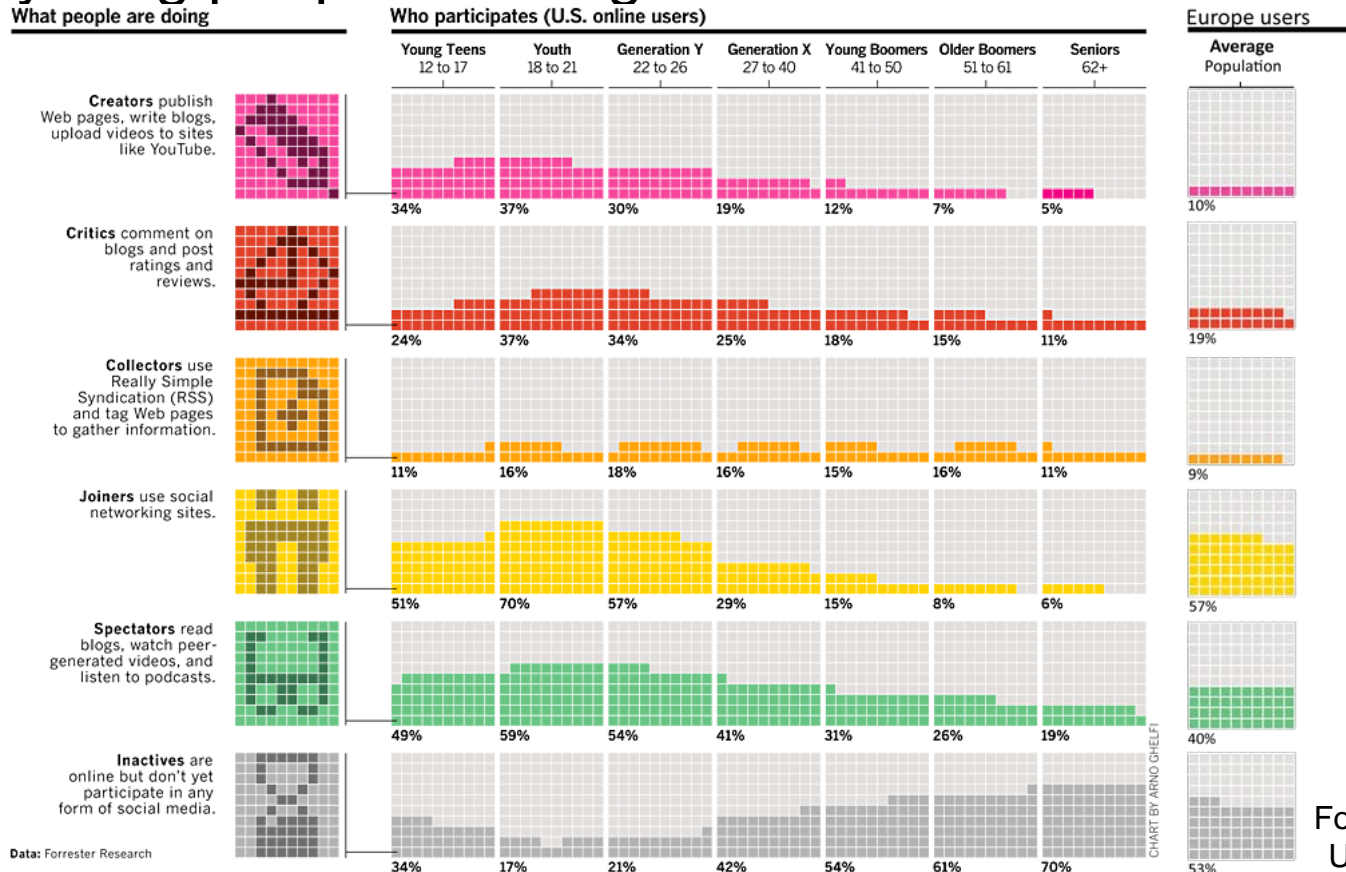


Note: Each of these Web 2.0 applications has multiple functionality – for each service the primary positioning has been used

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# New roles in Internet

- People are taking part in this revolution: spreading from young people to all ages



Data: Forrester Research

# Some figures

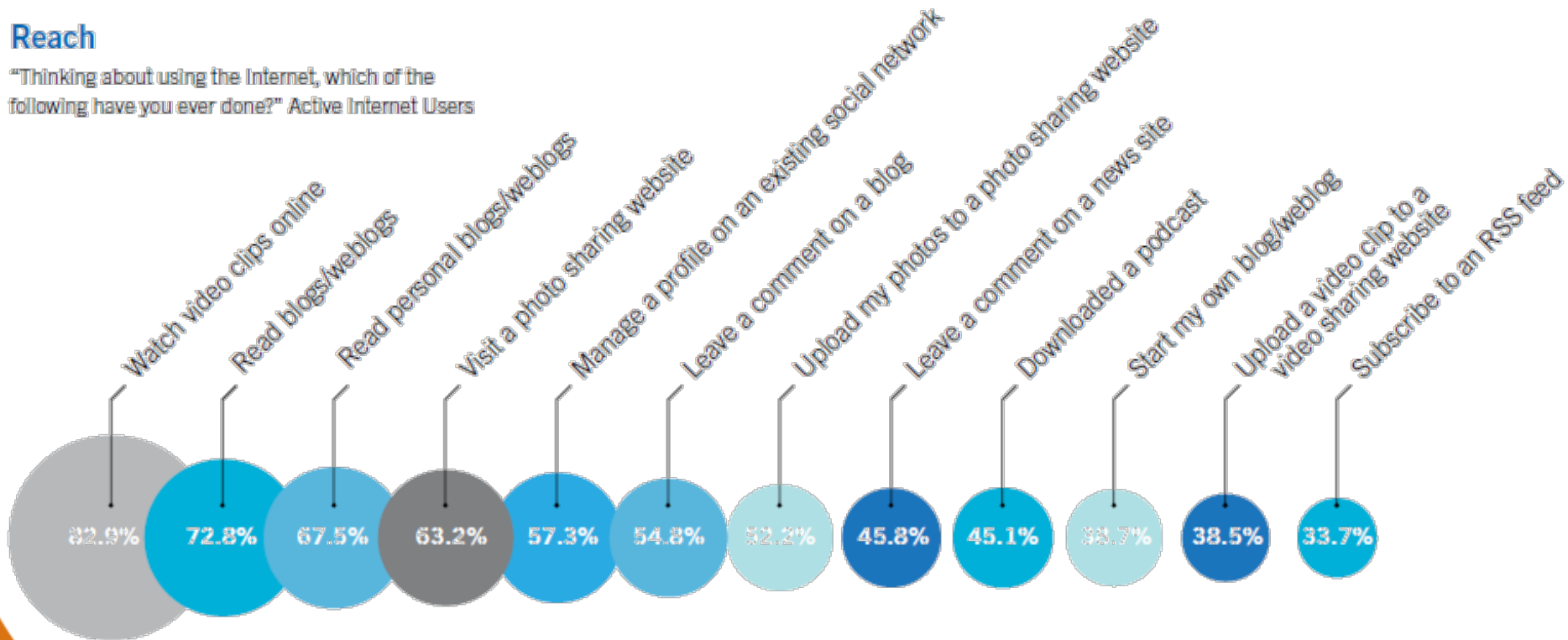
<b>Application</b>	<b>State of diffusion (indications)</b>	<b>Rate of creation of new content (indications)</b>
Blogs	<ul style="list-style-type: none"> <li>- 39% of US Internet users read blogs</li> <li>- 70+ M blogs tracked by Technorati</li> <li>- Active blogs are substantially fewer</li> </ul>	<ul style="list-style-type: none"> <li>- Doubling every 5-7 months until mid 2006</li> <li>- After then about linear 120.000 with new blogs created daily</li> </ul>
Wikis	<ul style="list-style-type: none"> <li>- 7.5 M articles in all combined Wikipedia</li> <li>- 250 languages</li> <li>- Almost 10% (reach) of global Internet users visit Wikipedia a month (much higher in some statistics)</li> </ul>	<ul style="list-style-type: none"> <li>- Growth in number of articles in EN Wikipedia tailed off since 2006, still about 600.000 articles are created each year.</li> <li>- Reach of Wikipedia is still rising</li> </ul>
Social networks	<ul style="list-style-type: none"> <li>- 250M profiles in social networks</li> <li>- 25-50% of Internet users visit social networks</li> </ul>	<ul style="list-style-type: none"> <li>- Major sites MySpace and Facebook level off after extremely rapid growth rates.</li> </ul>
Multimedia sharing	<ul style="list-style-type: none"> <li>- 1+ billion images in photo sharing sites</li> <li>- 40M videos on video sharing sites</li> </ul>	<ul style="list-style-type: none"> <li>- 1M new photos are uploaded daily in Flickr</li> <li>- 65,000 daily video uploads in YouTube (2006)</li> </ul>
Social tagging	<ul style="list-style-type: none"> <li>- Millions of photos tagged in Flickr, videos in YouTube</li> <li>- 230 million blog posts using tags or categories</li> <li>- Some 7% of US Internet users tag content online on a typical day</li> </ul>	<ul style="list-style-type: none"> <li>- Over 1M tags added per week in Flickr (2006); 2.6M geotagged photos in Flickr in Aug 2007, up from 1.6 M in 2006</li> </ul>

# Some figures

- New tools. New activities

## Reach

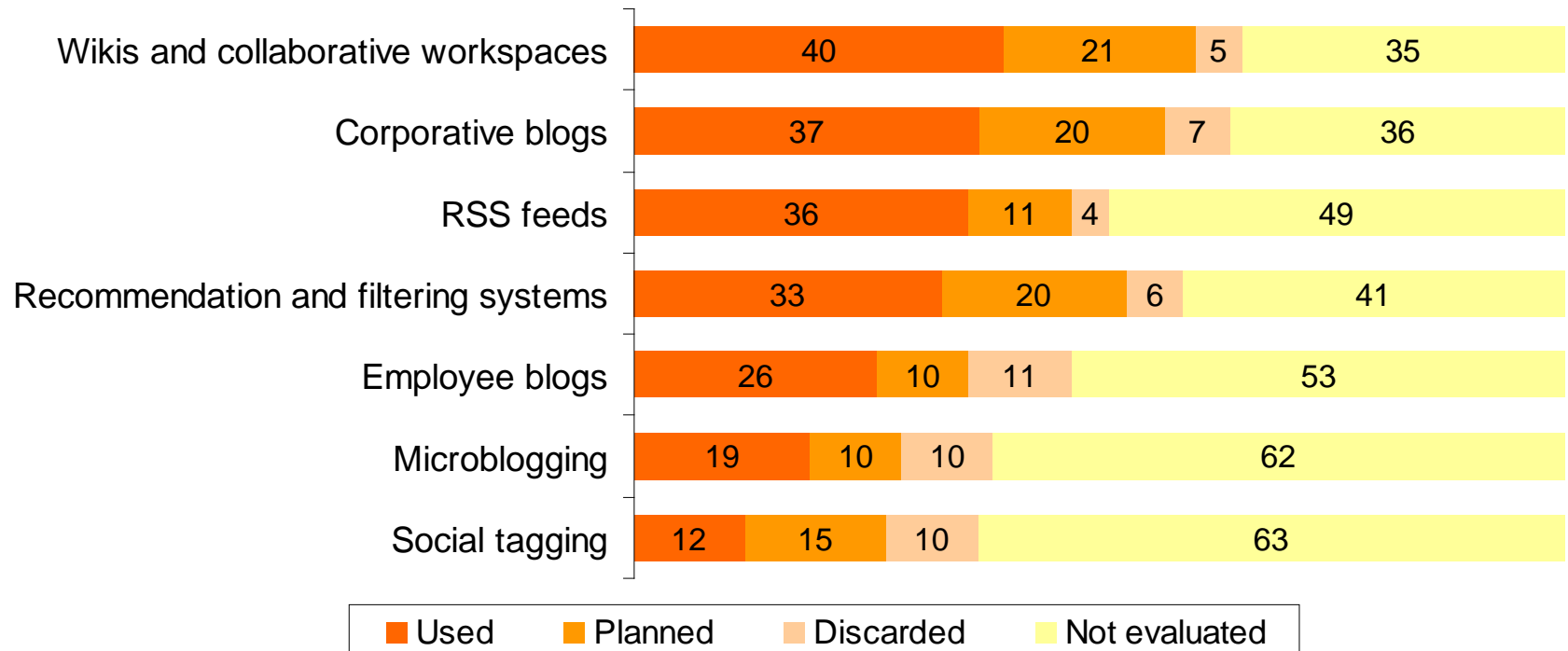
"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



# Some figures

- The impact on the enterprise

Enterprise use of social software (%) - Spain



# Knowledge Management 2.0

- Tomorrow core-applications
  - Mashups, blog, social bookmarking, social network, microblog, forum, tagging, gadgets, wiki.
  - Each of these technologies has a particular advantage and field of application...
  - ... but is the **combination** of these applications which allows a greater choice in daily use to bring out the **full potential**.

# Knowledge Management 2.0

- Web 2.0 → Knowledge Management evolution

Social software links content



Social software links content with people



Social software links people

**It's no longer about reading the best documents, but most of all finding the right contact person**

# Knowledge Management 2.0

- But social software alone is not the solution: it is just a tool
  - It is easier, more intuitive, with a better interface... but it won't guarantee an audience
  - The key factor are the users, not the technology
- Employees must know the tools to get involved in the process

# Knowledge Management 2.0

- Knowledge Certification
  - Enabling employees to demonstrate that they possess the knowledge and abilities to participate in the Information Society
  - **European Software Institute (ESI)** as knowledge certifier: **IT Card**
    - Almost 300,000 tests around the World: Spain, Bulgaria, Panama
    - More than 650 people certified in 2.0 related tools (examples: eLearning platform, Social Networks, ...)

# Key questions for the future

- How to involve people in this dialogue?
- Flood of content: quality VS quantity VS immediacy
- The privacy in the social networks: Where are the limits?
- Social networks and customers: Should companies use corporate accounts or allow their employees to speak in their own name?

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