

Abstract:

Web 2.0, the current Internet evolution, can be described by several key features of an expanded Web that is more interactive; allows easy social interactions through participation and collaboration from a variety of human sectors; responds more immediately to users' queries and needs; is easier to search; and provides a faster, smoother, realistic and engaging user search capability, often with automatic updates to users. The purpose of this study is three-fold. First, the primary goal is to propose a conceptual Web 2.0 framework that provides better understanding of the Web 2.0 concept by classifying current key components in a holistic manner. Second, using several selective key components from the conceptual framework, this study conducts case analyses of Web 2.0 applications to discuss how they have adopted the selective key features (i.e., participation, collaboration, rich user experience, social networking, semantics, and interactivity responsiveness) of the conceptual Web 2.0 framework. Finally, the study provides insightful discussion of some challenges and opportunities provided by Web 2.0 to education, business, and social life.

Citation:

Kim, D., Yue, K., Hall, S. & Gates, T., Web 2.0 Technologies, Principles, and Applications: Global Diffusion of the Internet XV: Web 2.0 Technologies, Principles, and Applications: A Conceptual Framework from Technology Push and Demand Pull Perspective, Communications of the Associations of Information Systems, Vol. 24, 2009, pp 657-672.