91.113 Exploring the Internet, Fall 2011

Lecture 8 Web 2.0 (4)
Social Tagging, Bookmarking, and More

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Some slides courtesy off Eugene Barsky and Suite101.com

Tagging

- *History of Tagging*
  - Tagging, or labeling content, is part of the collaborative nature of Web 2.0
  - Tag is any user-generated word or phrase that helps organize web content and label it in a more human way
- *Tag Clouds*
  - Visual displays of tags weighted by popularity.
- *Folksonomies*
  - Classifications based on tags
  - Formed on sites such as Flickr, Technorati and del.icio.us
- *Flickr*
  - Flickr—a popular photo-sharing site—was launched in February 2004 and acquired by Yahoo! in 2005
  - Key content-tagging site
- *Technorati*
  - Social media search engine that uses tags to find relevant blogs and other forms of social media

Text cloud of major Web 2.0 terms from this chapter. You may generate a text cloud using Wordle: http://www.wordle.net/

Social Bookmarking

- Social bookmarking sites = share your Internet bookmarks (e.g., your favorite websites, blogs, and articles) through a website.
  - del.icio.us
  - Diigo
  - Reddit
  - Ma.gnolia
  - Blue Dot
  - StumbleUpon
  - Simpy
  - Furl

Web Services, Mashups, Widgets and Gadgets

- Incorporating web services into new programs allows people to develop new applications quickly
- *APIs*
- Provide applications with access to external services and databases
  - Examples: Sun's Java API and Web Services APIs
- *Mashups*
  - Combine content or functionality from existing web services, websites and RSS feeds to serve a new purpose
    - Housingmaps.com
    - Yahoo! Pipes

- *Widgets and Gadgets*
  - Mini applications designed to run either as stand-alone applications or as add-on features in web pages
  - Personalize your Internet experience by displaying real-time weather conditions, aggregating RSS feeds, viewing maps, receiving event reminders, providing easy access to search engines and more.
- *Amazon Web Services*
  - Amazon is a leading provider of web services
- *REST (Representational State Transfer)-Based Web Services*
  - Architectural style for implementing web services
  - Identified by a unique URL
  - RESTful web services are alternatives to those implemented with SOAP

Location-Based Services

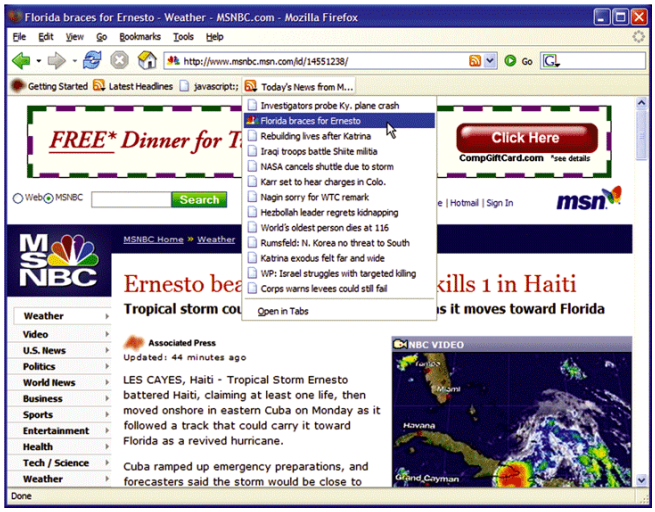
- **Locati**on-Based Services (LBS)
  - Applications that take your geographic location (city, state, location of your mobile device, etc.) into consideration
  - Global Positioning System (GPS)
  - Local search
- *Global Positioning System (GPS)*
  - Uses numerous satellites that send signals to a GPS receiver to determine its exact location.
- *Mapping Services*
  - Google Maps is one of the most popular mapping applications available online.
  - Google Earth provides satellite images of virtually any location on the planet
  - MapQuest provides similar mapping services
  - Additional mapping services include Yahoo! Local Maps and MSN Live Search
  - Companies such as NAVTEQ and Tele Atlas provide digital map data for in-vehicle and portable navigation devices, websites, location-based services and more
- *GeoRSS and Geotagging*
  - Set of standards for representing geographical information in an RSS feed (GeoRSS)
  - Geotagging can be used to add location information (longitude, latitude, etc.) to websites, images, RSS feeds, videos and more
- Foursquare:
  - http://foursquare.com/

RSS

- A Web 2.0 server technology that allows users to “syndicate” their posted material
- Syndicated content is “polled” by an RSS client
- RSS clients display a time ordered list of publications featuring new or updated content
- Similar to a bookmark, except for the time ordering of the syndicated content
- RSS feeds are updated dynamically
- Syndicated content can include any type of electronically recorded material
- Syndicated audio content originally known as a podcast

- Viewing RSS content:
  - RSS clients (aka Aggregators) can be standalone applications (FeedReader),
  - A browser feature or add-on (IE v7+, Firefox 1.5+)
  - Web site aggregator services (Google Reader, NewsGator Online)
  - Add-ons to older browser or mail clients
- IE/Firefox includes an integrated RSS client

- Feedreader is a standalone RSS client


Florida braces for Ernesto - Weather - MSNBC.com - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
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Getting Started Latest Headlines javascript:; Today's News from M...
Investigators probe Ky. plane crash
Florida braces for Ernesto
Rebuilding lives after Katrina
Iraqi troops battle Shiite militia
NASA cancels shuttle due to storm
Karr set to hear charges in Colo.
Nagin sorry for WTC remark
Hezbollah leader regrets kidnapping
World's oldest person dies at 116
Rumsfeld: N. Korea no threat to South
Katrina exodus felt far and wide
WP: Israel struggles with targeted killing
Corps warns levees could still fail
Open in Tabs
FREE* Dinner for T
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MSNBC Home » Weather
Ernesto bea kills 1 in Haiti
Tropical storm cou s it moves toward Florida
Weather
Video
U.S. News
Politics
World News
Business
Sports
Entertainment
Health
Tech / Science
Weather
Associated Press
Updated: 44 minutes ago
LES CAYES, Haiti - Tropical Storm Ernesto battered Haiti, claiming at least one life, then moved onshore in eastern Cuba on Monday as it followed a track that could carry it toward Florida as a revived hurricane.
Cuba ramped up emergency preparations, and forecasters said the storm would be close to
NBC VIDEO
Havana
Grand Cayman
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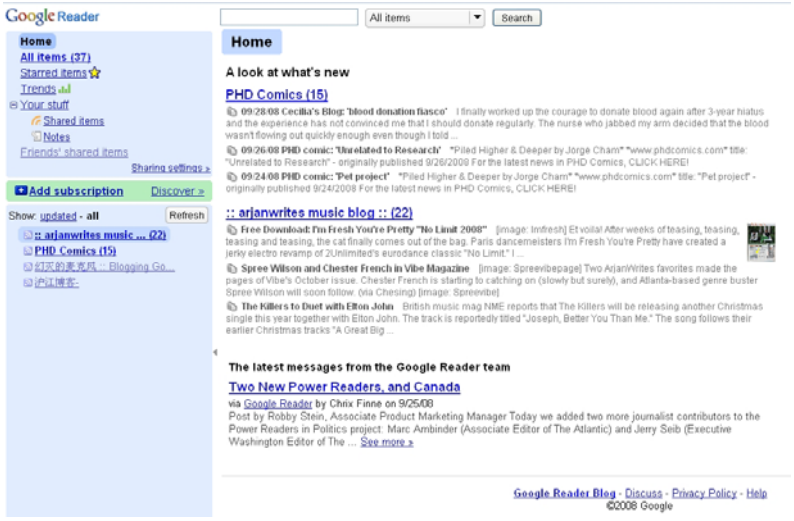
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PHD Comics (15)
幻灭的麦克风 :: Blogging Go...
沪江博客
Home
A look at what's new
PHD Comics (15)
09/28/08 Cecilia's Blog: 'blood donation fiasco' I finally worked up the courage to donate blood again after 3-year hiatus and the experience has not convinced me that I should donate regularly. The nurse who jabbed my arm decided that the blood wasn't flowing out quickly enough even though I told ...
09/26/08 PHD comic: 'Unrelated to Research' "Piled Higher & Deeper by Jorge Cham" "www.phdcomics.com" title: "Unrelated to Research" - originally published 9/26/2008 For the latest news in PHD Comics, CLICK HERE!
09/24/08 PHD comic: 'Pet project' "Piled Higher & Deeper by Jorge Cham" "www.phdcomics.com" title: "Pet project" - originally published 9/24/2008 For the latest news in PHD Comics, CLICK HERE!
:: arjanwrites music blog :: (22)
Free Download: I'm Fresh You're Pretty "No Limit 2008" [image: Imfresh] Et voilà! After weeks of teasing, teasing, teasing and teasing, the cat finally comes out of the bag. Paris dancemeisters I'm Fresh You're Pretty have created a jerky electro revamp of 2Unlimited's eurodance classic "No Limit." I ...
Spree Wilson and Chester French in Vibe Magazine [image: Spreevibepage] Two ArjanWrites favorites made the pages of Vibe's October issue. Chester French is starting to catching on (slowly but surely), and Atlanta-based genre buster Spree Wilson will soon follow. (via Chesing) [image: Spreevibe]
The Killers to Duet with Elton John British music mag NME reports that The Killers will be releasing another Christmas single this year together with Elton John. The track is reportedly titled "Joseph, Better You Than Me." The song follows their earlier Christmas tracks "A Great Big ...
The latest messages from the Google Reader team
Two New Power Readers, and Canada
via Google Reader by Chrix Finne on 9/25/08
Post by Robby Stein, Associate Product Marketing Manager Today we added two more journalist contributors to the Power Readers in Politics project: Marc Ambinder (Associate Editor of The Atlantic) and Jerry Seib (Executive Washington Editor of The ... See more »
Google Reader Blog - Discuss - Privacy Policy - Help
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- Finding RSS feeds:
  - http://www.syndic8.com/
  - http://newsisfree.com/
  - http://www.feedster.com/feedster.php
  - http://blogstreet.com/
- Many Web sites (and browsers) now include RSS feed support
  - Look for these icons in/near the URL field:

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Lecture 8. Software on the Internet

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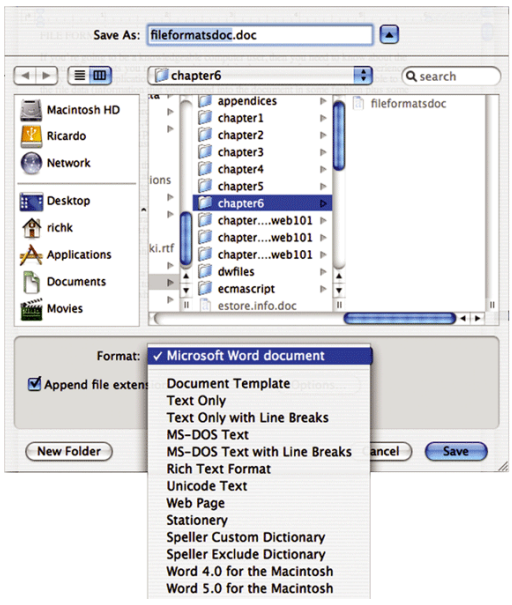
Learning Objectives

- Learn about file formats.
- Learn how to navigate FTP servers and download files from them.
- Learn to manage your software

File Formats

- Each software product that allows users to create files has its own method of storing the file contents.
- Usually in the form of *meta-data* plus user data.
- Meta-data - information about the contents and organization of the user data.
- In some cases, the meta-data may also describe how the user data should be displayed.

- Applications are often unable to decipher the meta-data and understand the organization of a file created by a different application.
- Some file formats are intended to be universal, like *rich text format* (rtf) files - most word processors can read these.
- Some applications allow you choose the specific file format you wish to use.



- File extensions can be used to identify the particular file format and the type of application that created it.
- File extensions are typically three characters preceded by a period appended to the file name.
- Changing the extension on a file does NOT change the file format!

- Some common file formats:
  - .exe (Windows executable file, installer)
  - .js (Javascript file)
  - .sea (Mac self-extracting archive)
  - .tar (UNIX, Linux archive file)
  - .zip (compressed file format)
  - .wma (Windows media player)
  - .bmp (bit map image)
  - .png (portable network graphic)
  - .tif (tagged image file)

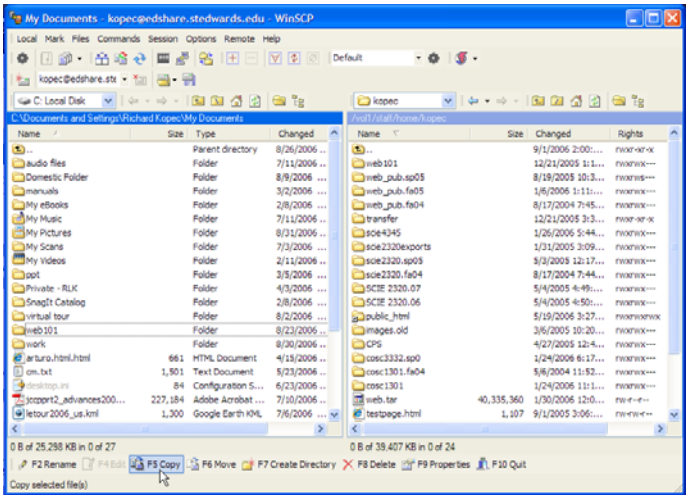
- Some common file formats:
  - .css (cascading style sheet)
  - .pdf (portable document format)
  - .csv (comma-separated value, spreadsheet)
  - .tab (tab-separated value, spreadsheet)
  - .avi (Windows media player - audio/video)
  - .asp (Microsoft active server page)
  - .html (hypertext file - Web page)
  - .shtml (secure Web page)
  - .doc (Microsoft Word file)

FTP Software Archives

- File Transfer Protocol (FTP): An Internet protocol that makes it possible to transfer files between two host machines.
- FTP has been used since before the Web to share files on the Internet.
- To reach an FTP server you can use your browser or an FTP client (Fetch or WinSCP).
- A mirror site is an alternate FTP site that contains the same files as the main FTP site.

- If you aren't sure where to go on an FTP server, look for files named index, welcome or readme.
- Read everything available that could help you navigate the site.
- If you get an error when trying to download a file, try again later.
- If mirror sites are available, use the one closest to you.

- Web browsers can be used to download files from Web and FTP servers.
- Browsers can also upload files to FTP servers.
- If you use FTP servers a lot, a graphical FTP utility will save a lot of time.



Managing Your Software

- Now that you are ready to download lots of software, you need to learn to manage it all
- If your computer becomes unusually sluggish or unable to open new applications, try restarting it.
- Restarting your computer can recover RAM and speed up processing.
- When programs start, they set aside RAM.
- When they quit, they are supposed to release the RAM (they don't always)

- Running a disk optimizer on your hard drive may improve performance by reducing file fragments.
- Fragmented File: A file that does not occupy contiguous space on a hard drive.
- Some books recommend defragmenting your hard drive once a month. (At least once a year is good)

Finding Good Software Reviews

- General sites:
  - ZDNet Reviews http://review.zdnet.com/
  - CNET http://www.cnet.com/
- Windows sites:
  - Win Planet Reviews http://www.winplanet.com/ or http://cws.internet.com/
  - PC Magazine http://www.pcmag.com/
- Mac sites:
  - MacReview Zone http://macreviewzone.com/index.php
  - MacDirectory http://macdirectory.com/mewmd/mac/

Hands-on Exercises

Exercise 1

- Learn to use SSH Secure Shell to download and upload files from a FTP site.
- Learn to submit files on mercury.cs.uml.edu using your CS account.