

Times of India Event

Making the Extraordinary Ordinary

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Making the Extraordinary Ordinary

Aims

- ➔ To define the context of the 'Extraordinary'
- ➔ To describe the limitations of the current web
- ➔ To introduce to you the opportunities of the future web

What do we mean by the 'Extraordinary'?

The future perspective

- ➔ Origin of the web
- ➔ The web was primarily designed to display content over the internet using HTML
- ➔ From Web 1.0 to Web 2.0

Web 2.0: What it entails

- * Rich, powerful and engaging user interfaces e.g bbc.co.uk



Web 2.0: What it entails

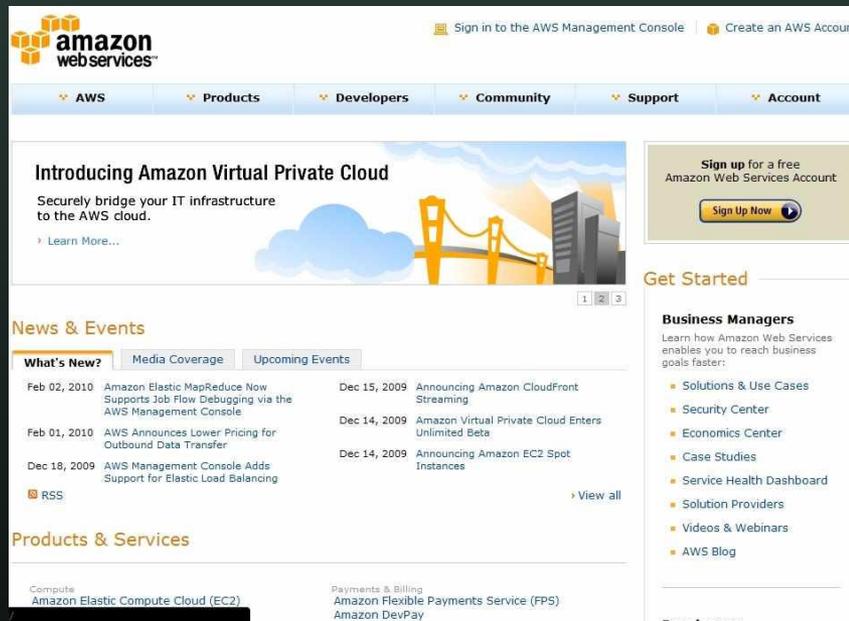
- * Web with desktop capabilities i.e RIAs e.g acrobat.com, ebay desktop



Web 2.0: What it entails

* Cloud computing - Everything as a Service

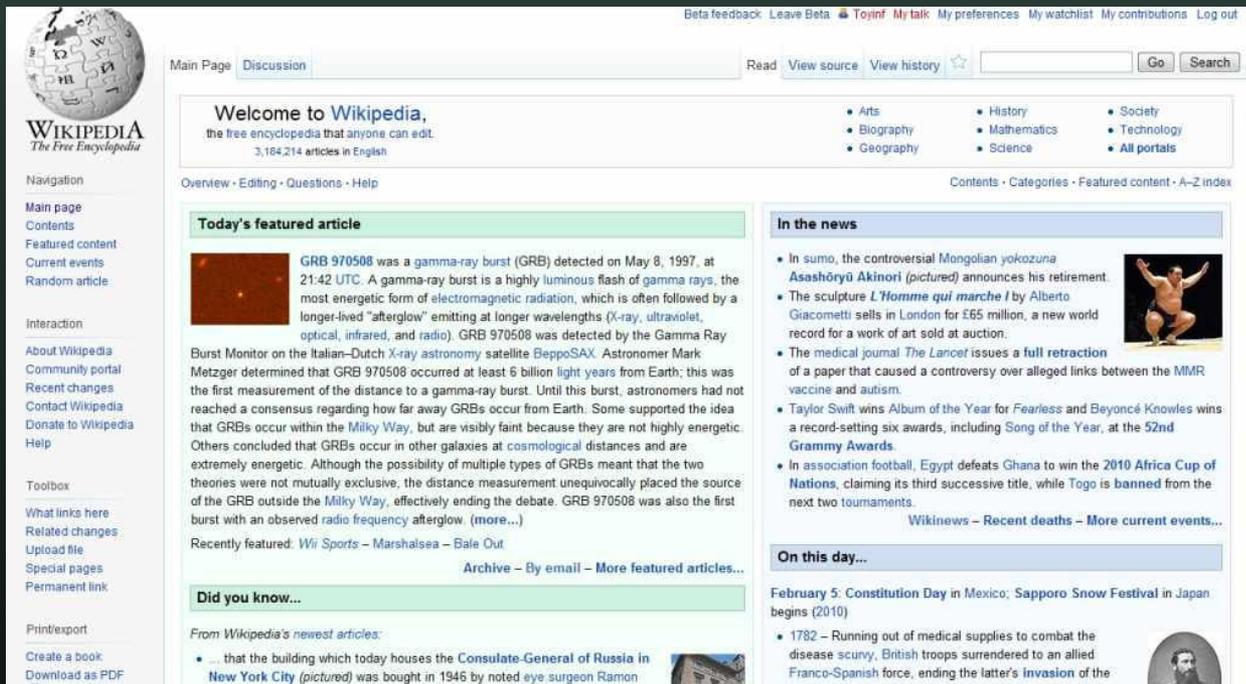
- Application as a Service e.g Webmail, Google Apps, Amazon Web Services
- Platform as a Service e.g Amazon SimpleDB, Paypal
- Infrastructure as a Service e.g Amazon EC2



The screenshot shows the Amazon Web Services (AWS) website. At the top, there is a navigation bar with links for AWS, Products, Developers, Community, Support, and Account. Below this, a banner for "Introducing Amazon Virtual Private Cloud" is visible, along with a "Sign up for a free Amazon Web Services Account" button. The main content area features a "News & Events" section with a "What's New?" tab, listing several announcements from late 2009 and early 2010. Below the news section, there is a "Products & Services" section with links to various AWS services like Amazon Elastic Compute Cloud (EC2), Amazon DevPay, and Amazon Flexible Payments Service (FPS).

Web 2.0: What it entails

- * A collaboratory information space e.g blogs, wikis, video sharing, social networking, customer reviews etc



The screenshot shows the Wikipedia homepage as of early 2010. At the top left is the Wikipedia logo, a globe made of puzzle pieces, with the text "WIKIPEDIA The Free Encyclopedia" and "3,184,214 articles in English". The main content area features a "Welcome to Wikipedia" message and a "Today's featured article" section about the gamma-ray burst GRB 970508. To the right, there is an "In the news" section with several headlines, including one about a sumo wrestler's retirement and another about Taylor Swift's Grammy win. Below that is an "On this day..." section for February 5th, mentioning the Mexican Constitution and the Sapporo Snow Festival. The left sidebar contains navigation links like "Main page", "Contents", and "Random article". The top navigation bar includes links for "Beta feedback", "Leave Beta", and user options like "Tajinf", "My talk", and "My preferences".

The Evolutionary Web

Category

Web 1.0

Web 2.0

- Web Pages
- Portals
- Content Sharing
- Knowledge
- Referencing
- Encyclopedia
- Browsers
- Talk
- Events
- Content Sharing
- Photo Sharing

- Personal Websites
- CMS
- Akamai
- Directories
- Stickiness
- Britannica Online
- Netscape
- Netmeeting
- Evite
- Publishing
- Ofoto

- Blogs
- Wikis
- BitTorrent, P2P
- Tagging
- Syndication
- Wikipedia
- Google Chrome
- Skype, Yahoo Msg
- Upcoming.org
- Participation
- Flickr

Limitations of the Current Web

- The web today is about documents
- Searching is based on the syntactic level and not semantics
- Computers can only display web pages but do not understand the meaning behind a web page
- Agent software are not used
- Lack of automation

The Semantic Web: Web 3.0

- According to Tim Berners-Lee

“The Semantic Web is not a separate Web but an extension of the current one, in which information is given well-defined meaning, better enabling computers and people to work in cooperation.”

We need a web where information could be organized, processed and found based on meaning and not just text.

Benefits

- It is a web of data
- Searching is based on semantics
- Computers can understand data because of rich description
- Software Agents are used
- Automatic interpretation and processing of information

Opportunities - diverse

- Semantic Blogs
- Semantic wikis
- Semantic search engines
- Semantic Web Services/Applications
- Companies/individuals can automatically pull data from various sources to form a context.

Current limitations

- Semantic web tools
- Technologies require high learning curve
- Lack of ontologies/semantic annotations of data

Conclusion

The promise of the future web looks extraordinary, however, they are applicable to our everyday life.

Thank you!

Questions?