

What is Web 2.0?

Tim O'Reilly

O'Reilly Media, Inc.

www.oreilly.com

W3C

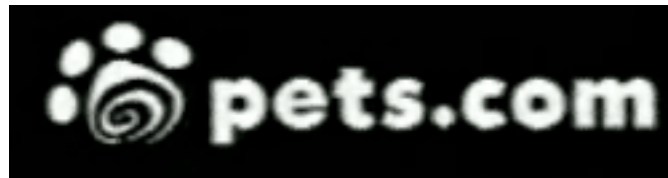
May 8, 2007



Let's Get One Thing Out of the Way

Web 1.0 = Web 2.0

It was Web 1.5 that got it wrong :-)



The Open Source Paradigm Shift

The Open Source Paradigm Shift

- How many of you use Linux?

The Open Source Paradigm Shift

- How many of you use Linux?
- How many of you use Google?

The Open Source Paradigm Shift

- How many of you use Linux?
- How many of you use Google?
- What's being missed here?



Desktop Application Stack

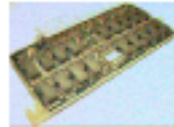


Proprietary Software
(Control by API)
Network Effects Drive Lock-In

System Assembled from
Standardized
Commodity Components

Hardware Lock In
By a Single-Source
Supplier

OpenOffice.org



Free and Open Source Software



Cheap Commodity PCs



Intel Inside

Internet Application Stack



Proprietary
Software As a Service
(Network Effects Drive Lock-In)

Integration of Commodity
Components



Subsystem-Level Lock In

Understanding Open Source

- Focus on software licensing turned out to be a red herring
- What mattered more:
 - Modular architecture allows cooperating programs
 - Internet-enabled collaborative development
 - Users as co-contributors
 - Viral distribution and marketing

Web companies leverage those same principles in new ways. The open source “alpha geeks” showed the way.

What Do These Apps Have in Common?

Google™

YAHOO!®

ebay®

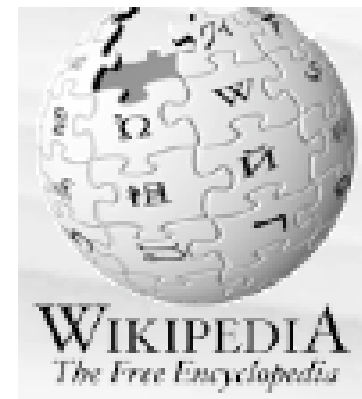
amazon.com.

MAPQUEST®

craigslist

myspace.com®
a place for friends

You ™ Broadcast Yourself

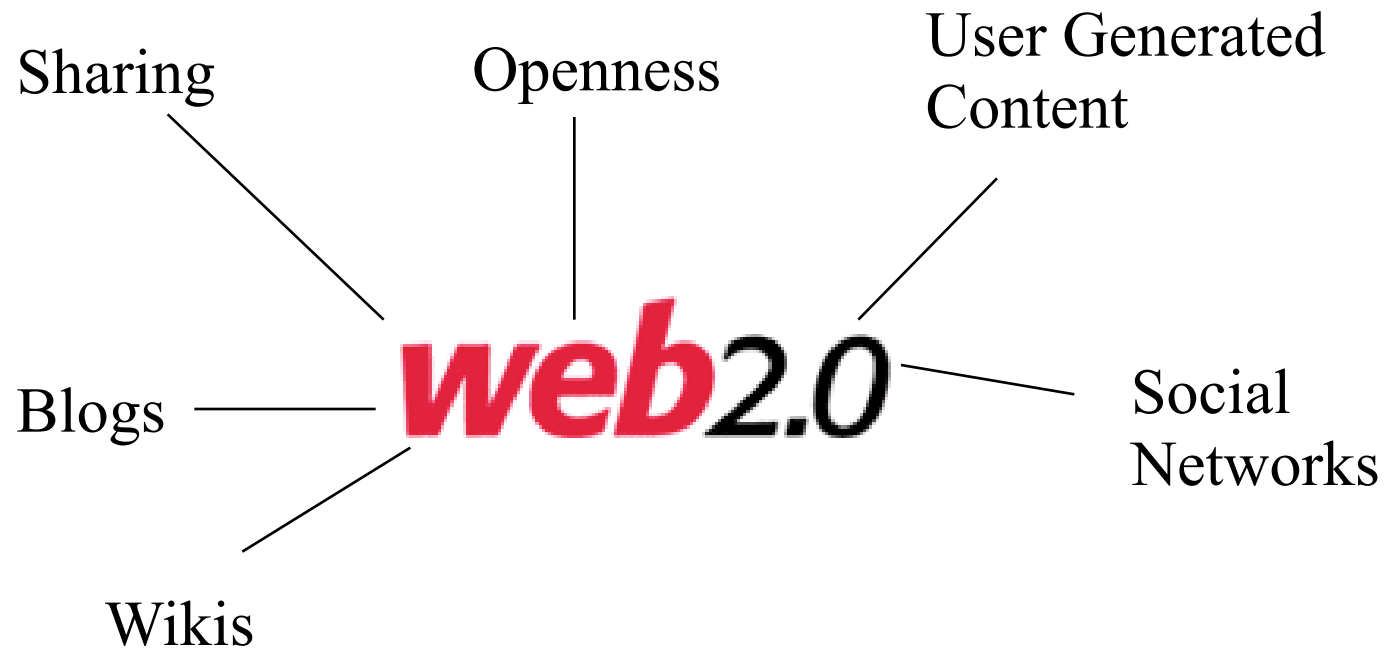


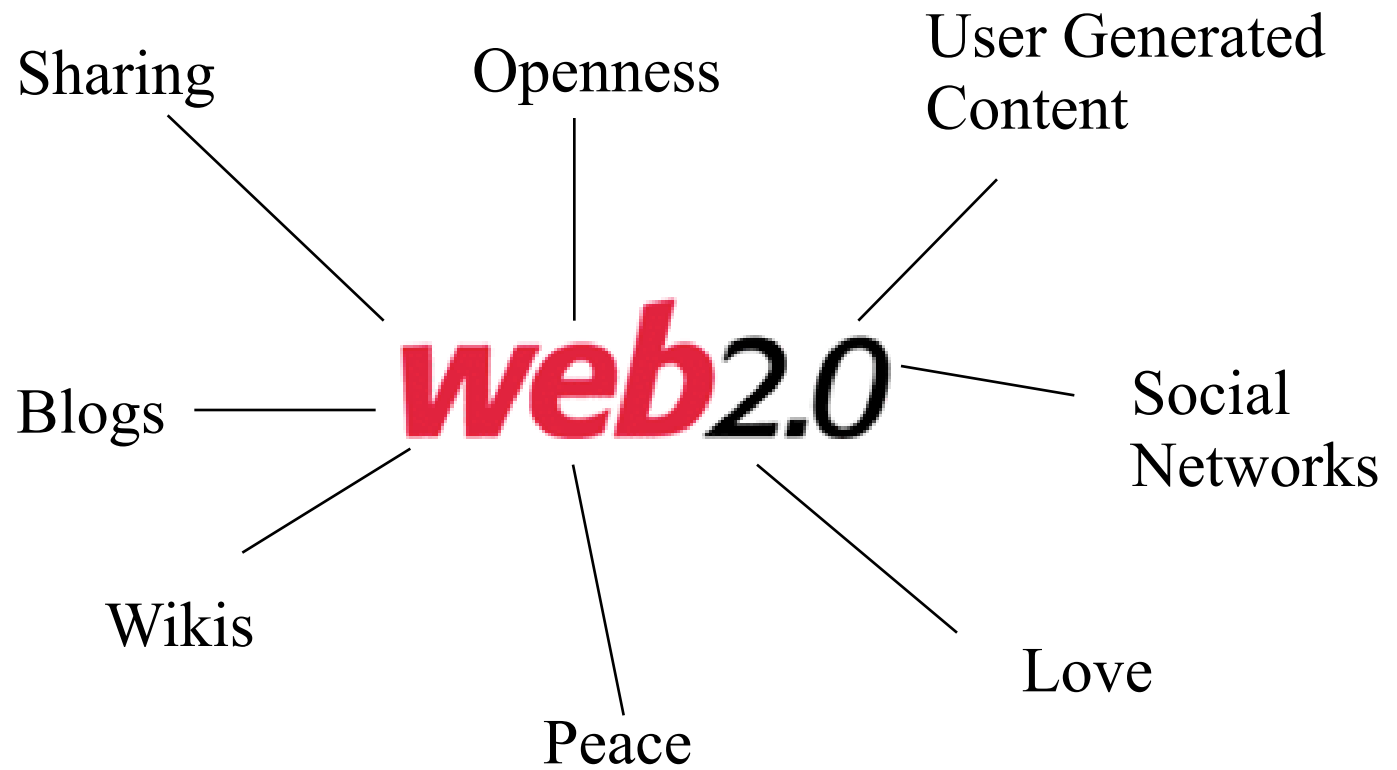
What Do These Apps Have in Common?

- The Internet, not the PC, is their platform
- Built on top of open source software, but not themselves open source
- Services, not packaged applications
- Data aggregators, not just software
- Network effects from user contributions are key to their market dominance

“The future is here. It’s just not evenly distributed yet.”

*web*2.0







"The Law of Conservation of Attractive Profits"

"When attractive profits disappear at one stage in the value chain because a product becomes modular and commoditized, the opportunity to earn attractive profits with proprietary products will usually emerge at an adjacent stage."

-- Clayton Christensen

Author of *The Innovator's Solution*

In *Harvard Business Review*, February 2004

What Really Distinguishes Web 2.0

Systems that harness network effects to get better the more people use them.

craigslist

boston ^w

post to classifieds

help subscriptions

search craigslist

community >

event calendar (975)

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

"fair" housing lawsuit

> Katrina Relief <

best-of-craigslist

craigslist factsheet

job boards compared

list in space

craigslist T-shirts

::: craig blog :::

craigslist foundation

download firefox

system status

terms of use your privacy

about us help

community (5019)

activities	lost+found
artists	musicians
childcare	news+views
general	politics
groups	rideshare
pets	volunteers
events	classes

personals (25225)

strictly platonic
 women seek women
 women seeking men
 men seeking women
 men seeking men
 misc romance
 casual encounters
 missed connections
 rants and raves

discussion forums

arts	housing	politic
autos	jobs	psych
beauty	kink	queer
comp	legal	rofo
crafts	loc pol	science
ecology	m4m	selfemp
educ	money	shop
feedback	music	spirit
film	night	sports
fitness	npolngo	testing
food	open	transg
food	outdoor	transit
gaming	over 50	travel
garden	parent	tv
haiku	pefo	v4v

housing (41457)

apts / housing
 rooms / shared
 sublets / temporary
 housing wanted
 housing swap
 vacation rentals
 parking / storage
 office / commercial
 real estate for sale

for sale (57781)

barter	auto parts
bikes	baby+kids
boats	cars+trucks
books	cds/dvd/vhs
free	clothes+acc
furniture	collectibles
general	computer
jewelry	electronics
sporting	garage sale
tickets	household
tools	motorcycles
wanted	music instr

services (8547)

computer	automotive
creative	household
erotic	labor/move
event	skill'd trade
financial	real estate
legal	sm biz ads
lessons	therapeutic

jobs (24674)

accounting / finance
 admin / office
 arch / engineering
 art / media / design
 biotech / science
 business / mgmt
 customer service
 education / teaching
 government
 human resources
 internet engineering
 legal / paralegal
 marketing / pr / ad
 medical / health
 nonprofit sector
 retail / food / hosp
 sales / biz dev
 skilled trade / craft
 software / qa / dba
 systems / network'g
 technical support
 tv / film / video
 web / info design
 writing / editing
 [ETC] [part time]

gigs (1923)

computer	event
creative	labor
crew	writing
domestic	talent
	adult

albany	las vegas	spokane	arica
albuquerque	lexington	st louis	cairo
allentown	little rock	stockton	cape town
anchorage	los angeles	syracuse	jo'burg
ann arbor	louisville	tallahassee	
ashville	madison	tampa bay	europa
atlanta	maine	toledo	amsterdam
austin	medford	tucson	athens
bakersfield	memphis	tulsa	barcelona
baltimore	miami	verlusa.co	berlin
batonrouge	milwaukee	wash, DC	brussels
bellingham	minneapolis	westem mass	copenhagen
birmingham	mobile	west palm	florence
boise	modesto	west virginia	frankfurt
boston	montana	wichita	geneva
buffalo	monterey	wyoming	madrid
burlington	montgomery		milan
chambena	nashville	canada	moscow
charleston	new hamp	calgary	munch
charlotte	new haven	edmonton	paris
chattanooga	new jersey	halifax	prague
chicago	new orleans	hamilton	rome
chico	new york	kitchener	stockholm
cincinnati	norfolk	montreal	vienna
cleveland	n dakota	ottawa	zurich
co springs	okla city	quebec	
columbia	omaha	saskatoon	asia
columbus	orange co	toronto	bangalore
dallas	orlando	vancouver	bangkok
dayton	palm springs	victoria	beijing
delaware	pensacola	winnipeg	chennai
denver	philadelphia		delhi
desmoines	phoenix	americas	hyderabad
detroit	pittsburgh	buenos aires	hong kong
el paso	portland	lima	istanbul
eugene	providence	mexico city	jerusalem
fort myers	puerto rico	rio de janeiro	manila
fresno	raleigh	costarica	mumbai
gainesville	redding	santiago	osaka
grand rapids	reno	são paulo	seoul
greensboro	richmond	ljuna	shanghai
harrisburg	rochester		singapore
hartford	sacramento	uk & ie	taipei
houston	salt lake	hawaii	tel aviv

Top Sites on the Internet - 2005

Rank	Company	# Employees
1	Yahoo	9,000
2	TimeWarner	85,000
3	Microsoft	61,000
4	Google	5,000
5	eBay	11,000
6	News Corp	38,000
7	Craigslist	18
8	Disney	129,000
9	BBC	60,000
10	IAC	26,000



Google™

Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

Some Lessons from Google

- Harnesses users without them even knowing it
- Minimalist design
- Search relentlessly focused on relevance
- Advertising serves the user - unobtrusive
- Top ad position doesn't go to highest bidder but to *bid times expected click-through-rate*
- *This requires real-time monitoring and feedback loops*

Web 2.0 = “Bionic Software”





Tags

(Or, try an [advanced search](#).)

Hot tags

In the last 24 hours

[pillowfightclub](#), [sexta](#), [happyfurryfriday](#), [californiapoppy](#), [sextaposer](#), [barrybonds](#)
[furryfriday](#), [photoaday](#), [s5200](#), [april62006](#), [mobilife](#), [creative1](#), [creative2](#), [contextwatcher](#), [featheryfriday](#), [colorweek](#), [parallels](#),
[cellnetwork](#), [inca](#), [cellsignal63](#)

Over the last week

[april2006](#), [colorweek](#), [april12006](#), [portraitthrowdown2](#), [brisbanezombiewalk](#), [apr2006](#)
[kinnemet2006](#), [fidae](#), [blogak](#), [april2](#), [soulclipse](#), [cazasco](#), [sharplydone](#), [april06](#), [boatrace](#), [aprilfoolsday](#), [april1](#), [fools](#), [aprilfool](#),
[msh0406](#)

All time most popular tags

05 [africa](#) [amsterdam](#) [animal](#) [animals](#) [architecture](#) [art](#) [australia](#) [autumn](#) [baby](#) [barcelona](#)
[beach](#) [berlin](#) [birthday](#) [black](#) [blackandwhite](#) [blue](#) [boston](#) [building](#) [bw](#)
[california](#) [cameraphone](#) [camping](#) [canada](#) [canon](#) [car](#) [cat](#) [cats](#) [chicago](#)
[china](#) [christmas](#) [church](#) [city](#) [clouds](#) [color](#) [concert](#) [day](#) [dc](#) [december](#) [dog](#) [dogs](#)
[england](#) [europe](#) [fall](#) [family](#) [festival](#) [florida](#) [flower](#) [flowers](#) [food](#) [france](#)
[friends](#) [fun](#) [garden](#) [geotagged](#) [germany](#) [girl](#) [graffiti](#) [green](#) [halloween](#) [hawaii](#)
[hiking](#) [holiday](#) [home](#) [honeymoon](#) [hongkong](#) [house](#) [india](#) [ireland](#) [italy](#) [japan](#) [july](#) [kids](#)
[lake](#) [landscape](#) [light](#) [london](#) [losangeles](#) [macro](#) [march](#) [me](#) [mexico](#) [moblog](#) [mountain](#)
[mountains](#) [museum](#) [music](#) [nature](#) [new](#) [newyork](#) [newyorkcity](#) [newzealand](#) [night](#)

Today's popular items → view [all](#) | [fresh only](#)

[PhotoShop Massive List Of Plugins, Filters, Brushes, Actions & Gradients](#) [save this](#)

first posted by [walden](#) on 2006-03-12 ... [saved by 299 other people](#) (272 recently)

[CSS Showcase | CSS Navigation Menus, Tabs and CSS Navigation Techniques Showcase](#) [save this](#)

first posted by [poomoo](#) on 2006-04-07 ... [saved by 441 other people](#) (133 recently)

[Inside AdSense: Meet Ivan the optimiser -- but please, no paparazzi](#) [save this](#)

first posted by [BocaJuniors](#) on 2006-04-08 ... [saved by 112 other people](#) (104 recently)

[Playboy Centerfolds 1953 - 2003](#) [save this](#)

first posted by [brucutu](#) on 2006-03-02 ... [saved by 190 other people](#) (70 recently)

[Ten video sharing services compared - DV Guru](#) [save this](#)

first posted by [frenzminds](#) on 2006-04-08 ... [saved by 155 other people](#) (64 recently)

[How to pull an all-nighter](#) [save this](#)

first posted by [cmontoya](#) on 2006-04-05 ... [saved by 100 other people](#) (53 recently)

[Windows to Ubuntu Transition Guide](#) [save this](#)

first posted by [beachbum01](#) on 2006-04-07 ... [saved by 260 other people](#) (45 recently)

[Vyew.com - Free Web-Based Collaboration](#) [save this](#)

first posted by [hu_man01](#) on 2006-04-08 ... [saved by 77 other people](#) (41 recently)

[Rube Goldberg devices](#) [save this](#)

first posted by [shinynew](#) on 2006-04-07 ... [saved by 115 other people](#) (40 recently)

[Mindfulness: The practice of being "here" | 43 Folders](#) [save this](#)

first posted by [bradbeck](#) on 2006-04-07 ... [saved by 172 other people](#) (32 recently)

[Dr. Web Weblog - Collection of Web 2.0 Navigation Menus](#) [save this](#)

first posted by [drwebien](#) on 2006-04-07 ... [saved by 100 other people](#) (32 recently)

[Tutorials](#) [save this](#)

first posted by [toddc0](#) on 2006-04-08 ... [saved by 50 other people](#) (27 recently)

popular tags

» [see more tags](#)

- [blog](#)
- [software](#)
- [design](#)
- [reference](#)
- [web](#)
- [music](#)
- [news](#)
- [tools](#)
- [programming](#)
- [webdesign](#)
- [art](#)
- [web2.0](#)
- [css](#)
- [video](#)
- [linux](#)
- [javascript](#)
- [shopping](#)
- [free](#)
- [windows](#)
- [howto](#)
- [blogs](#)
- [mac](#)
- [photography](#)
- [technology](#)
- [ajax](#)
- [security](#)
- [tutorial](#)
- [search](#)
- [business](#)
- [media](#)
- [internet](#)
- [home](#)
- [games](#)

Need a meeting solution for *Now*?



All News

Popular Stories

Upcoming Stories (6,324)

[Newly Popular](#) | [Top in 24 Hours](#) | [7 Days](#) | [30 Days](#) | [365 Days](#) |

[Digg Home!](#)

6787 diggs [1 Miiiiiillion Users](#)

[blink21](#) submitted, made popular **6 days ago** ([blog.digg.com](#))

It's now been more than two years since the first story was submitted and dugg on Digg. Since then you guys have helped Digg move from a personal project amongst a group of friends to a huge online community. Now, your contributions in submitting, digging, and commenting on content have propelled Digg to a point I never dreamed of – as of today D [More...](#)

[307 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Tech Industry News](#) | [Bury](#) |

6644 diggs [This Animation will make you hallucinate](#)

[frank3000](#) submitted, made popular **2 days ago** ([www.neave.com](#))

Stare at the center for a minute, then look away. [More...](#)

[326 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Design](#) | [Bury](#) |

4987 diggs [Pick Images And It Will Tell You About Yourself \(cool\)](#)

[Jo9100](#) submitted, made popular **3 days ago** ([dna.imaginl.net](#))

Who are you? Find out! You pick images from a webpage on your preference and another, and so on. At the end, it gives a cool description about yourself. Personally, I loved it! [More...](#)

[186 comments](#) | [Blog It](#) | [Email It](#) | Topic: [World News](#) | [Bury](#) |

4352 diggs [The best feature of Vista that you never knew about!](#)

[dougbarrett](#) submitted, made popular **3 days ago** ([i16.tinypic.com](#))

A screenshot, pretty self-explanatory. [More...](#)

[387 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Microsoft](#) | [Bury](#) |

What's Digg?

Digg is all about user powered content. Everything is submitted and voted on by the Digg community. Share, discover, bookmark, and promote stuff that's important to you!

[Join](#)

[Login](#)

[Learn More...](#)

Top 10 in All Topics

- 3632 [\(Pic\) A cartoon illustration of digg & other social media sites](#)
- 3131 [Ever Wondered Who The RIAA Really Are?](#)
- 2459 [The "300" Workout](#)
- 2060 [Over a million free photos](#)
- 1927 [Awesome Ipod mod](#)
- 1812 [First Congress Member To Come Out As Atheist](#)
- 1701 [Viacom is SUING YouTube for \\$1 Billion](#)



Need a meeting solution for *Now*?

TRY IT
FREE
CLICK HERE

All News

[Popular Stories](#) [Upcoming Stories \(6,324\)](#)

[Newly Popular](#) | [Top in 24 Hours](#) | **7 Days** | [30 Days](#) | [365 Days](#) |

[Digg Home!](#)

6787 diggs [1 Miiiiiiiion Users](#)

[blink21](#) submitted, made popular **6 days ago** (blog.digg.com)

It's now been more than two years since the first story was submitted and dugg on Digg. Since then you guys have helped Digg move from a personal project amongst a group of friends to a huge online community. Now, your contributions in submitting, digging, and commenting on content have propelled Digg to a point I never dreamed of – as of today D [More...](#)

[307 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Tech Industry News](#) | [Share](#) | [G+](#)

6644 diggs [This Animation will make you hallucinate](#)

[frank3000](#) submitted, made popular **2 days ago** (vimeo.com)

Stare at the center for a minute, then look away. You'll see things that aren't there.

[326 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Design](#)

4987 diggs [Pick Images And It Will Tell You About You](#)

[Jo9100](#) submitted, made popular **3 days ago** (dailymotion.com)

Who are you? Find out! You pick images from a grid and at the end, it gives a cool description about you.

[186 comments](#) | [Blog It](#) | [Email It](#) | Topic: [World News](#)

4352 diggs [The best feature of Vista that you need to know](#)

[dougbarrett](#) submitted, made popular **3 days ago** (dailymotion.com)

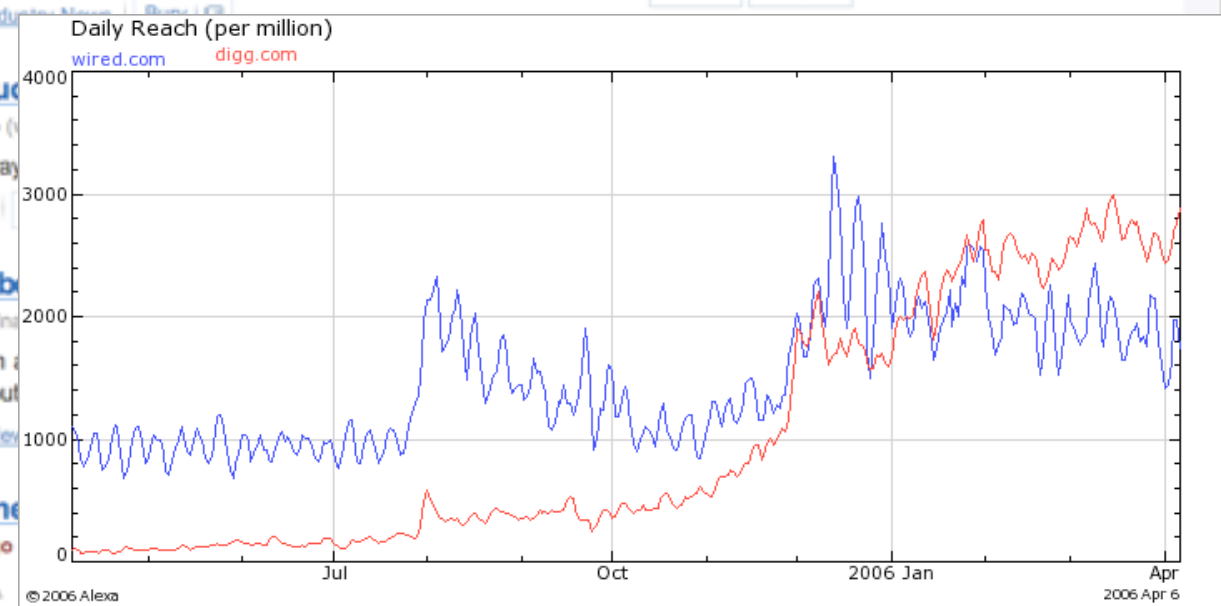
A screenshot, pretty self-explanatory. [More...](#)

[387 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Microsoft](#)

What's Digg?

Digg is all about user powered content. Everything is submitted and voted on by the Digg community. Share, discover, bookmark, and promote stuff that's important to you!

[Join](#) [Login](#) [Learn More...](#)



Music on Last.fm

How to Tune In

Click to Play

Click a radio button to start listening instantly in the Last.fm flash player, right in your web browser.

Get scrobbling

If you want Last.fm to remember your music taste and improve based on your musical profile, [create an account](#) and [download Last.fm](#) for your computer.

Listen Now

Every Last.fm radio stream is unique, personalised just for you. Here are a few ways to get started...

Similar Artist Radio

Enter the name of a band or artist you like to create your own radio station of similar music:

User Tag Radio

Tune in to a variety of stations created by Last.fm who tag their music with keywords:

PANDORA™

created by the Music Genome Project™

Ever since we started the [Music Genome Project](#), our friends would ask:

Can you help me discover more music that I'll like?

Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.

We created **Pandora** so that we can have that same kind of conversation with you.



Pandora Tip: Want to rename a station or edit your feedback? Just click the triangle next to a station name.

PANDORA™

created by the Music Genome Project™

Ever since we started the [Music Genome Project](#), our friends would ask:

Can you help me discover more music that I'll like?

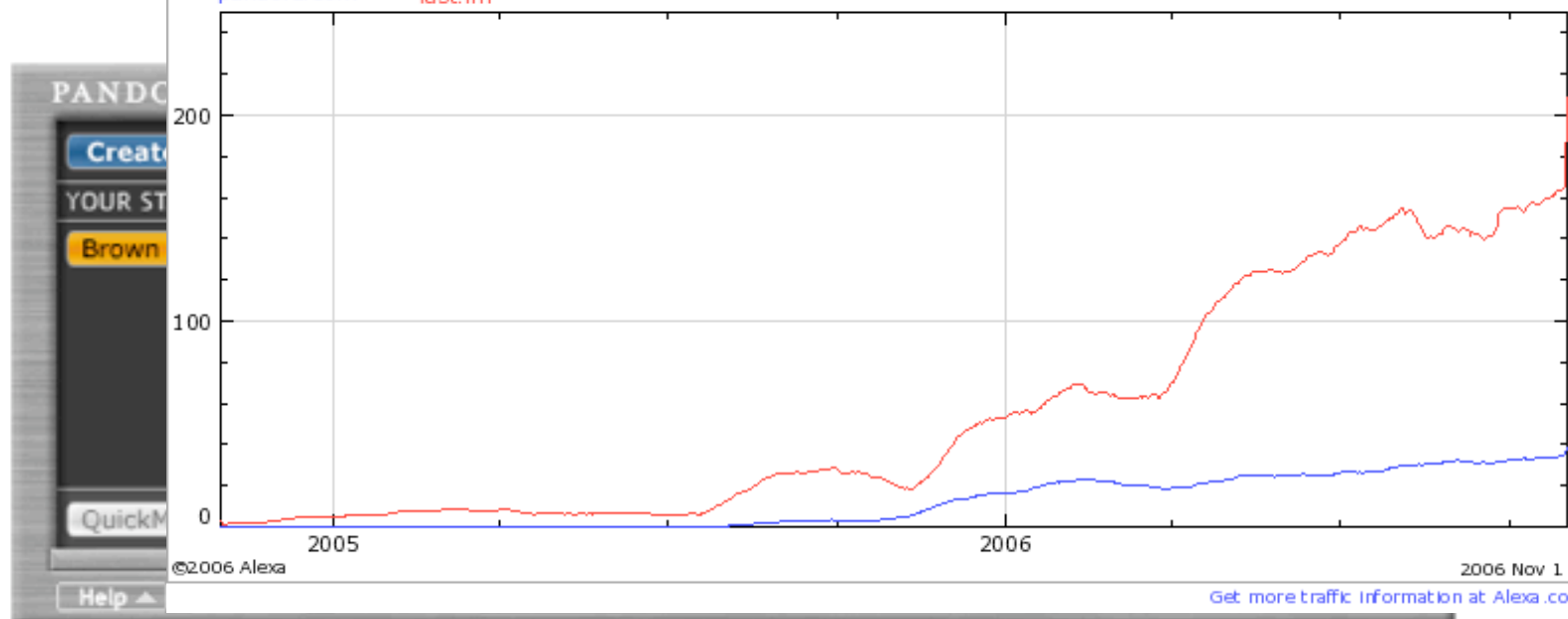
Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.

We created **Pandora**

Daily Pageviews (per million)

[pandora.com](#)

[last.fm](#)



Pandora Tip: Want to rename a station or edit your feedback? Just click the triangle next to a station name.

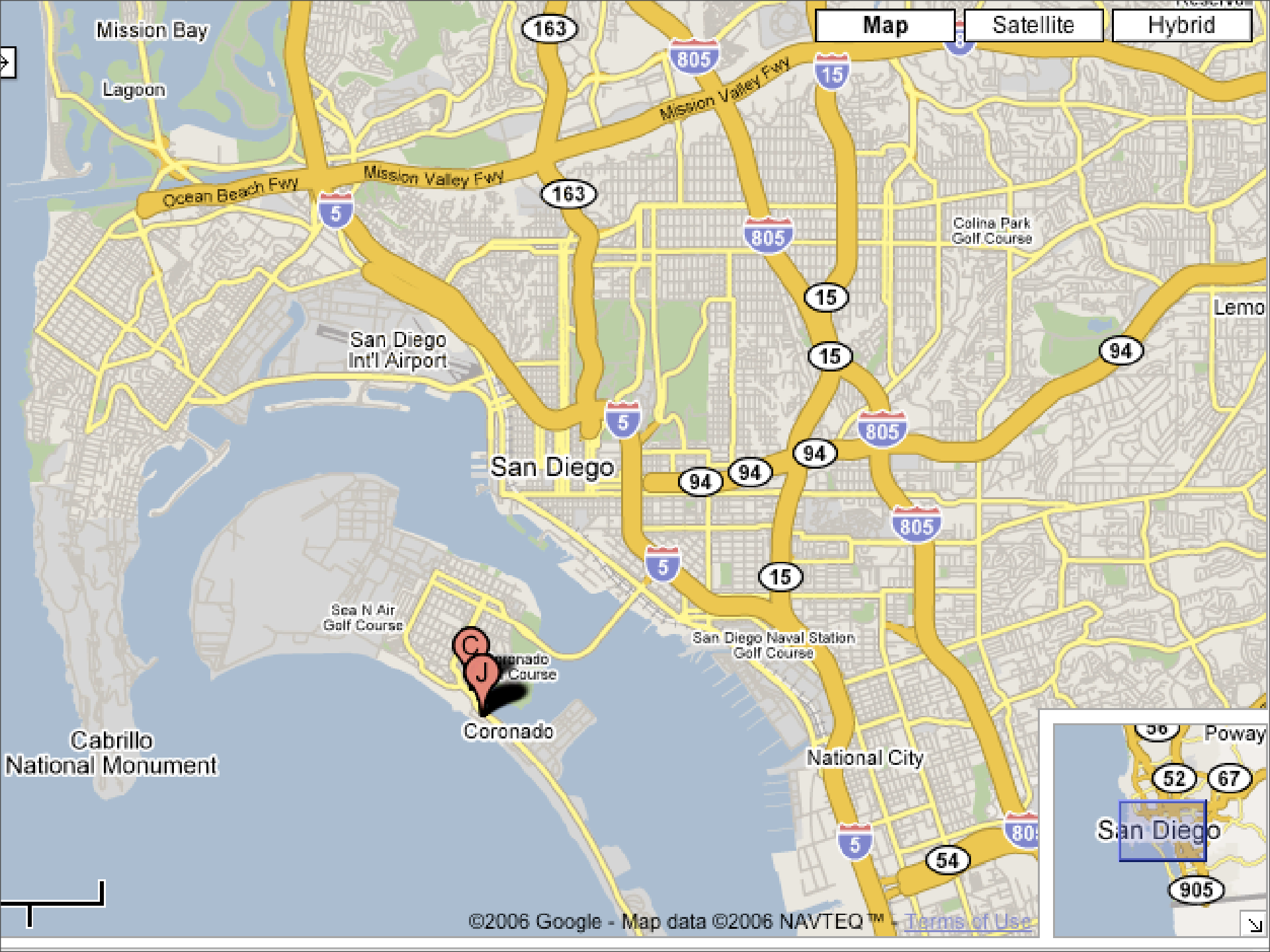
Intelligence Augmentation, not Artificial Intelligence

We set out to have them make us smarter.
Instead, we make *them* smarter.

Data is the Next “Intel Inside”

Applications are increasingly data-driven.

Therefore: Owning a unique, hard-to-recreate source of data may lead to an Intel-style single-source competitive advantage.



Map

Satellite

Hybrid

Mission Bay

Lagoon

163

805

15

Ocean Beach Fwy

Mission Valley Fwy

Mission Valley Fwy

163

805

15

Colina Park Golf Course

San Diego Int'l Airport

Lemo

94

San Diego

5

15

15

805

94

94

94

805

Sea N Air Golf Course

San Diego Naval Station Golf Course

15

Coronado

Coronado

5

Cabrillo National Monument

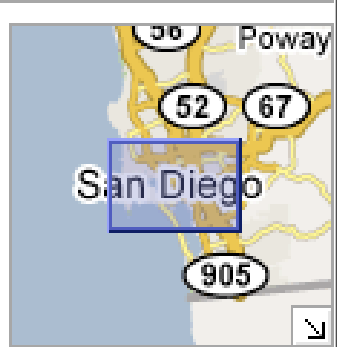
National City

805

5

54

805





Map

Satellite

Hybrid

Mission Bay

Lagoon

163

805

15

Ocean Beach Fwy

Mission Valley Fwy

Mission Valley Fwy

163

805

Colina Park Golf Course

San Diego Int'l Airport

15

15

Lemo

94

San Diego

5

805

94

94

94

805

Sea N Air Golf Course

5

15

San Diego Naval Station Golf Course

Cabrillo National Monument

Map data ©2006 NAVTEQ™

Poway

52

67

San Diego

905

54

5

805



jetzt endlich lieferbar **NAVTEQ** on board
496 x 496 pixels - 46k - jpeg
www.shop.gutsches.de



Navteq
140 x 64 pixels - 5k - gif
www.hp.com



Buy additional maps
76 x 36 pixels - 4k - gif
idrivennavigator.com



Navteq Logo
127 x 69 pixels - 6k - gif
www.mapnetwork.com



... trademarks or trademarks by **NAVTEQ**.
79 x 33 pixels - 2k - gif
www.navigation.com



NAVTEQ ON BOARD
55 x 22 pixels - 2k - jpg
www.clarion-eu.com



Small & Medium Business
148 x 110 pixels - 33k - jpg
h10010.www1.hp.com



GPSmap 276 C
154 x 78 pixels - 3k - jpg
www.gpscenter.be



ROUTE 66 Navigate Europe 2004
...
150 x 71 pixels - 6k - jpg
www.euroatlas.cz



... **navteq** on board 2.0 bva 2005 ...
150 x 112 pixels - 5k - jpg
www.ctavou.com



... **NAVTEQ ON BOARD** are trademarks ...
211 x 81 pixels - 5k - jpg
www.lowrance.com

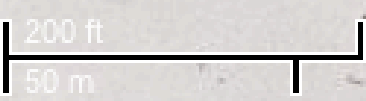


... **NAVTEQ ON BOARD** are trademarks ...
185 x 76 pixels - 7k - gif
www.lowrance.com



Map

Satellite

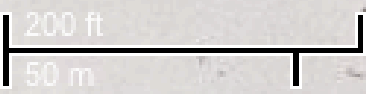


Map

Satellite



Imagery ©2006 Sanborn, DigitalGlobe



©2006 Google Imagery ©2006 Sanborn, Map data ©2006 NAVTEQ, Terms of Use

GRACENOTE PRODUCTS

Consumers will expect more from the next generation of digital music products. Give it to them.



MusicID™



Mobile Music ID™



Playlist™



Link™



Playlist Plus™



MediaVOCS™



Discover™



Media Manager™

POWERED by GRACENOTE

See how today's most advanced products enhance the listening experience with Gracenote.



PDHercules Digital Recordable Jukebox II uses the Gracenote Media Recognition Service to rapidly archive music from CDs into MP3 files, storing them in the Jukebox's internal hard drive - all without using a computer or internet connection! See how Gracenote is enabling more home, portable, and software products.

NEWS, PRESS & EVENTS

16 March 06

MarketWatch - [Gracenote video clip: Digital Music Everywhere](#)

20 March 06

Sacramento Bee - [Keeping tracks](#)

15 March 06

Gracenote Selected by OnHollywood as Top 100 Private Company Award Winner
[Recognized for Leadership in Emerging Technology](#)

January 06

PC World - [Software Aims to Help You Pick New Tunes](#)

5 January 06

Gracenote and Muze Partner to Create Integrated Global Entertainment Data and Content Offering

5 January 06

Gracenote Introduces Discover™ Industry's First Global Multi-Method Music Recommendation Engine

Owning Data Provides Huge Leverage

- But data owners be aware:
 - Web 2.0 sites are putting friendly front-ends on existing databases, and opening them to user contribution.
 - User-enhanced data can create new “Intel Inside” positions

MoveMyData.org

Because if you can't move it it's not really yours

[Intro](#) | [Participate](#) | [It's a cause](#) | [Requirements](#) | [Programming](#) | [Upload/Download](#) | [Miscellaneous](#) | [Links](#)

You own your content

The basic features and concept

Your content and data should be yours to manage and do with as you please. Your images, writing, tags, profile, blog entries, comments, testimonials, video, and music should be yours to download and move anyplace you want.

We will help ensure that no website ever holds your data hostage.





A freely browsable database of crimes reported in Chicago.

Browse by: [Crime type](#) · [Street](#) · [Date](#) · [Police district](#) · [ZIP code](#) · [Ward](#) · [Location](#) · [Route](#) · [City map](#) Search: **GO**

Welcome to [chicagocrime.org](#)

Currently listing crimes from [November 2, 2005](#) to [September 11, 2006](#).

Browse crimes by...

- » [Crime type](#)
Examples: [Arson](#) · [Homicide](#) · [Assault](#) · [Gambling](#)
- » [Street](#)
Browse streets to block level, and map nearby crimes.
- » [Date](#)
Drill down to detailed hour-by-hour lists of all crime reports.
- » [Police district / beat](#)
Not sure which district you're looking for? Find it on our map.
- » [ZIP code](#)
Examples: [60615](#) · [60634](#) · [60659](#)
- » [Ward](#)
Examples: [Ward 3](#) · [Ward 23](#) · [Ward 44](#)
- » [Location](#)
Examples: [ATM](#) · [CTA train](#) · [Gas station](#) · [Bowling alley](#)
- » [City map](#)
Filter crimes by multiple criteria, and view them on one map.
- » [Route](#)
Draw a line on the map of Chicago, and we'll display crimes along that route.
- » [Blotter](#) **NEW FEATURE**

Search by exact address...

 GO
Example: "1060 w. addison"

Site news **RSS** [More site news](#)

[New block-level archive pages](#)

May 9, 2006
Now that we're storing crime data (i.e., not deleting it any more after 90 days), we'll be making some changes to the site to make it easier to view older crime reports. Today we unveiled the first phase of this plan: Each block page, which displays only the latest 20 crimes, now has a link to a page with *all* crimes reported on that block since this site began collecting data Nov. 2, 2005. For example: [100 S. State St.](#) has a link to [all crimes on 100 S. State St.](#)

[New feature: Police blotter](#)

March 21, 2006
Until now, this site has featured raw crime-report data, with no "stories behind the crimes." Thanks to help from the Chicago Journal newspaper, now we're displaying synopses of selected crimes. The new [blotter page](#) lists all crimes that have synopses, and each crime that has a synopsis will display it on its crime page ([example](#)). Synopses

Web 2.0 and the Semantic Web

- PageRank - semantic overloading, not semantic specification
- What would Google do with social network data from phone calls if it were Verizon?
- How does this compare with what social networking sites do? With FOAF?

For More Information

- What is Web 2.0?

<http://www.oreillynnet.com/go/web2>

- <http://tim.oreilly.com>

- <http://radar.oreilly.com>