

# Web 2.0 in Learning

# DAY ONE: CLIENT SIDE

Participants will explore the full range of web 2.0 applications from a client perspective, exploring and creating content on a wide variety of web sites and services.

The intent will be not online to provide participants with a strong understanding of current web technology, but to explore the underlying technologies and to develop a sense of what to expect in the future.

9:00 - 10:30 Introducing Web  
2.0

# A quick tour – looking at Web 2.0 sites

- Flickr - <http://www.flickr.com>
- Gliffy - <http://www.gliffy.com>
- Wikipedia - <http://www.wikipedia.org>
- YouTube - <http://www.youtube.com>
- Facebook - <http://www.facebook.com>
- Second Life - <http://www.secondlife.com>

# Basic principles and trends

- Structured data
- Services instead of Websites
- Remixing content
- Users are in control
- Communities build social information
- Separating content from style

[http://www.digital-web.com/articles/web\\_2\\_for\\_designers/](http://www.digital-web.com/articles/web_2_for_designers/)

# A look at major writings

- Cluetrain - markets are about conversations  
<http://www.cluetrain.com/>
- Clay Shirky / Chris Anderson - the long tail  
<http://www.thelongtail.com/>
- O'Reilly - the web as platform  
<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>
- Suroeiki - the wisdom of crowds  
<http://www.randomhouse.com/features/wisdomofcrowds/>
- Boyd - MySpace is my identity space  
<http://www.danah.org/papers/AAAS2006.html>



# Outline of Underlying Technologies

- Social Networking
- Tagging
- AJAX
- Application Program Interfaces
- JSON

# Future directions

- Learning as Creation
- Social Learning
- Personal Learning Environment
- Immersive learning
- The Living Arts

Things You Really Need to Learn

11:00 - 12:30 User-Generated  
Content

# Blogs and blogging software

- Blogger - <http://www.blogger.com>
- WordPress - <http://wordpress.com>
- LiveJournal - <http://www.livejournal.com>
- Movable Type - <http://www.movabletype.org>
- TypePad - <http://www.typepad.com/>

# Blogging Resources

- **Mashable -**  
<http://mashable.com/2007/06/19/blogging-toolbox/>  
Numerous resources for Blogger, WordPress, etc., themes, templates, plugins
- **WordPress Plugins**  
<http://wordpress.org/extend/plugins/>
- **Business Blogging Toolset**  
<http://www.businesscreditcards.com/bootstrapper/the-business-blogging-toolset-100-resources-for-entrepreneur-writers>

# About blogging, how to blog, uses of blogs

- How to Be Heard -  
<http://www.downes.ca/post/2>
- How to Blog (Robin Good) -  
[http://www.masternewmedia.org/independent\\_publishing/bloggng-how-to-blog/guide-to-publishing-first-blog-20071104.htm.htm](http://www.masternewmedia.org/independent_publishing/bloggng-how-to-blog/guide-to-publishing-first-blog-20071104.htm.htm)
- **Blogging for Beginners**  
<http://www.problogger.net/archives/2006/02/14/bloggng-for-beginners-2/>

# Educational Blogging

- Educational Blogging -  
<http://www.downes.ca/post/40939>
- Uses of Blogs - bookmarks, discussion, news and events
- Five Stages of Educational Blogging
- The Use of Blogs in Education

# Blogs and marketing

- Robin Good

[http://www.masternewmedia.org/news/2004/12/07/how\\_to\\_use\\_blogs\\_for.htm](http://www.masternewmedia.org/news/2004/12/07/how_to_use_blogs_for.htm)

- Top Marketing Blogs

<http://adage.com/power150/>

- Beth Kanter - nonprofits

<http://www.bethkanter.org/>

- Viral Marketing (and Memes)

<http://www.wilsonweb.com/wmt5/viral-principles.htm>



# Citizen Journalism

- **11 Layers of Citizen Journalism** - Poynter  
[http://www.poynter.org/content/content\\_view.asp?id=83126](http://www.poynter.org/content/content_view.asp?id=83126)
- **We the Media** - Dan Gilmor  
<http://www.oreilly.com/catalog/wemedia/book/index.csp>
- **Citizen Media Initiatives** -  
<http://www.cyberjournalist.net/news/002226.php>
- **OurMedia** - free media uploads -  
<http://www.ourmedia.org>

# Blogging accessories - tagging, Technorati, folksonomies, blogrolls

- Technorati - <http://www.technorati.com>
- Tagging - Technorati Tags  
<http://technorati.com/help/tags.html>
- Flickr - Tagging <http://www.flickr.com/help/tags/>
- Rashmishinha - Cognitive Aspects  
[http://www.rashmishinha.com/archives/05\\_09/tagging-cognitive.html](http://www.rashmishinha.com/archives/05_09/tagging-cognitive.html)
- Rashmishinha - Social Aspects  
[http://www.rashmishinha.com/archives/06\\_01/social-tagging.html](http://www.rashmishinha.com/archives/06_01/social-tagging.html)

1:30 - 3:00 Syndicated Media

# The idea of content syndication

- Content Syndication and Online Learning - <http://www.downes.ca/post/148>



# RSS and Atom

- RSS
  - 1.0 <http://web.resource.org/rss/1.0/>
  - 2.0 <http://cyber.law.harvard.edu/rss/rss.html>
- RSS Tutorial <http://www.mnot.net/rss/tutorial/>
- How to Create an RSS Feed  
<http://www.downes.ca/post/56>
- Atom [http://en.wikipedia.org/wiki/Atom\\_\(standard\)](http://en.wikipedia.org/wiki/Atom_(standard))
  - RFC 4287 - "The Atom Syndication Format"
  - RFC 5023 - "The Atom Publishing Protocol"

# RSS readers – Google Reader, Bloglines, others

- Google Reader - <http://reader.google.com>
- Bloglines - <http://www.bloglines.com>
- Desktop readers - Newsgator, FeedDemon, NetNewsWire, Outlook 2007 and Windows Live Mail
- Browser-based: Live Bookmarks, Favorites

# Yahoo Pipes and customized syndication engines

- River of News - Dave Winer  
<http://www.reallysimplesyndication.com/riverOfNews>
- Yahoo Pipes - <http://pipes.yahoo.com>
- 10 Filters for RSS Feeds -  
<http://www.oscandy.com/hacking/581-filter-rss-feeds>
- Combine and Filter feeds - Blogsieve  
<http://www.blogsieve.com/>
- Edu\_RSS - <http://www.downes.ca/edurss02.htm>

# Related specifications: OPML, FOAF

- OPML - <http://www.opml.org/spec>
- SuprGlu - <http://suprglu.com/>
- MyGlu - <http://www.downes.ca/myglu.htm>
- OPML Editor - <http://support.opml.org/>
- FOAF - <http://www.foaf-project.org/>



# Social Networking Theory – Watts and Barabasi

- **Social Network Theory -**  
<http://www.istheory.yorku.ca/socialnetworktheory.htm>
- **Six Degrees -** <http://www.sociology.columbia.edu/fac-bios/watts/faculty.html>
- **Current Research -**  
<http://www.ccs.neu.edu/home/perrolle/archive/Ethier-SocialNetworks.html>
- **Linked - Barabasi**  
<http://www.andreas.com/faq-barabasi.html>

# Social networks

- Friendster - <http://www.friendster.com>
- Orkut - <http://www.orkut.com>
- Yahoo 360 - <http://360.yahoo.com>
- MySpace - <http://www.myspace.com>
- Bebo - <http://www.bebo.com>
- Facebook - <http://www.facebook.com>

**3:30 - 5:00 Making Multimedia**

# Essential multimedia formats

## – MP3 and beyond

- Audio File Formats  
[http://en.wikipedia.org/wiki/Audio\\_file\\_format](http://en.wikipedia.org/wiki/Audio_file_format)
- Video File Formats  
Containers and CODECS  
<http://www.shallowsky.com/linux/videoformats.html>
- Flash Video  
[http://en.wikipedia.org/wiki/Flash\\_Video](http://en.wikipedia.org/wiki/Flash_Video)

# Podcasting and audio – iTunes, Audacity and beyond

- Podcasts / iTunes -  
<http://www.apple.com/itunes/store/podcasts.html>
- iPodder (now Juice)  
<http://juicereceiver.sourceforge.net/>
- Audacity - <http://audacity.sourceforge.net/>
- LAME - <http://lame.buanzo.com.ar/>

# Photos and Photo Editing - Flickr, Picasa and the rest

- Flickr - <http://www.flickr.com>
- Picasa - <http://picasa.google.com>
- Pixier - <http://pixier.us/>
- Photo Editing <http://www.basic-digital-photography.com/editing-photos.html>

# Video and YouTube – From MovieMaker to Premiere

- YouTube - <http://www.youtube.com>
- Google Video - <http://video.google.com>
- Windows MovieMaker  
<http://www.microsoft.com/windowsxp/using/moviemaker/default.mspx>
- Premiere -  
<http://www.adobe.com/products/premiereel/>
- Camtasia - scieen video  
<http://www.techsmith.com/camtasia.asp>

# Flash content – Slideshare and other online creations

- Slideshare - <http://www.slideshare.net>



# Trends

- citizen journalism
- recommender networks
- e-learning

# DAY TWO: SERVER SIDE

In the second day, participants will look behind the scenes, accessing a live web server and trying some hands-on software installations and configurations.

The session will progress from essential concepts common to all web servers to systems and applications specific to Web 2.0 including the advanced scripting techniques used to create interactive web programs.

# 9:00 - 10:30 Providing Services

- A Few Things We Missed
- Today's Plan:
  - Self-Organization
  - Learning Strategies

# A few things we missed from Day One

- Screen Capture in Windows
- Slideshares
- Wiki - Jotspot, Wikispaces
- Skype and Instant Messaging
- Mystream
- Zoho and Google Docs
- My website - presentations

# Today's Plan

## 1. Self-Organization

- We will divide into workgroups
- Each workgroup will plan how to work together

## 2. Learning Strategies

- Workgroups will receive learning tasks
- Workgroups will plan learning strategies

# Self-Organization

- How to prepare...
- You will be given a task later this morning:
  1. You will need to prepare a learning program
  2. You will need to learn a Web 2.0 technology
    - How will you do this? What is your plan?
- How will you communicate as a group?
- How will you prepare resources?



# Your Learning Tasks

- Group 1

An airline based in KL is deploying a new reservation system. The company has provided a simulation that students can practice on. You have been asked to provide the students with additional resources, to help them share what they've learned and to create their own lessons to help each other.

- **Group 2**

Children in Sarawak has been given inexpensive laptop computers. These computers can connect to the internet. You have been asked to support this program by providing online literacy education.

- Group 3

Your company has won a contract from an Australian university to support its online learning program in Malaysia. You have been asked to create a learning community that can organize events for itself in KL and support each other by sharing resources.

- Group 4

There has been a number of serious accidents involving the improper use of cooking oil. The government has contracted you to set up a safety program for people. You cannot use radio, television or newspapers (these are too expensive). Can you organize the community to create safety training programs?

- Group 5

An author has published a new book, *The Art of Persuasion*. The target market is business professionals around the world. The publisher would like to set up a community to help learners share stories. The publisher would also like to advertise training events and follow-up publications.

- Group 6

Every high school in Malaysia has now been connected to the internet and the government would like students to take a course in Malaysian history. They would like students to create exhibits for a multimedia cultural fair based in KL in two years.

# 11:00 - 12:30 Content Management

- Client Server Architecture

[http://www.webdevelopersnotes.com/basics/client\\_server\\_architecture.php3](http://www.webdevelopersnotes.com/basics/client_server_architecture.php3)

- Servers - administration, accounts, permissions

- The web server architecture

# A quick intro to LAMP ☒

- LINUX - <http://www.linux.org/>
- Apache - <http://www.apache.org/>
- MySQL - <http://www.mysql.com/>
- Perl - <http://www.perl.org/>
- PHP - <http://www.php.net/>
- Python - <http://www.python.org/>
- LAMP How-To <http://lamphowto.com/>



# GET and POST: How CGI scripts work

- Common gateway Interface (CGI)  
<http://hoohoo.ncsa.uiuc.edu/cgi/>
- HTTP GET
- HTTP POST

# Accessing Web Servers – FTP and SSH

- **FTP** - [http://en.wikipedia.org/wiki/File\\_Transfer\\_Protocol](http://en.wikipedia.org/wiki/File_Transfer_Protocol)
  - Filezilla - <http://filezilla-project.org/>
  - WS FTP - <http://www.ipswitch.com/>
  - CyberDuck - <http://cyberduck.ch/>
  - Fetch - <http://www.fetchsoftworks.com/>
- **SSH** - [http://en.wikipedia.org/wiki/Secure\\_Shell](http://en.wikipedia.org/wiki/Secure_Shell)
  - Terminal
  - PuTTY - <http://www.chiark.greenend.org.uk/~sgtatham/putty/>

# Configuring Databases – MySQL and DBI

- **Set Up MySQL**

<http://www.washington.edu/computing/web/publishing/mysql-install.html>

- **PHPMyAdmin -**

[http://www.phpmyadmin.net/home\\_page/index.php](http://www.phpmyadmin.net/home_page/index.php)

- **CRUD - Create, read, update and delete**

[http://en.wikipedia.org/wiki/Create,\\_read,\\_update\\_and\\_delete](http://en.wikipedia.org/wiki/Create,_read,_update_and_delete)

# Hosting Services

- Cpanel -  
<http://www.cpanel.net/index.html>
- Direct Admin  
<http://www.directadmin.com/>
- Plesk <http://www.swsoft.com/plesk/>

**1:30 - 3:00 Planning Your Web  
2.0 Learning**

# The Manager Intervenes...

- The manager has taken a Workshop on new technologies and has decided that a Web 2.0 technology should be used to support your learning program.
- He has assigned this technology to your group. You will have to learn how to use this use this technology and to configure it to adapt it to your use.

# Technology Assignments

1. PHPWiki
2. Drupal
3. Ning
4. Edublogs
5. Wikispaces
6. Second Life

**3:30 - 5:00**

- Presenting and Critiquing Your learning Solutions
- e-Learning 2.0 - closing Lecture