CART 351
SOCIAL MEDIA & WEB 2.0

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Summary

- Introduction to AJAX
- What is Web 2.0?
- Social Media / Inspiring Work
- Discussion

What is AJAX (*AsynchronousJavascript+XML*)

AJAX is a mashup of technologies to allow website or application to partially update screen.

Interactional.

XMLHttpRequest

- Core technology of Ajax.
- A javascript object.
- Allows browser to use an HTTP POST (to pass data to the server) or GET request.
- XMLHTTP ActiveX from Microsoft® Internet Explorer® team in 2000 allow IE browser communicates with exchange server for accessing emails.
- Mozilla quickly incorporated this as the XMLHttpRequest object in their browser.

- W3C standard of XMR object of level 1 & level 2, cross domain www.a.com to www.b.com.

Developing XMLHttpRequest

- Google Gmail was the first interactive web using XMLHttpRequest in 2004.

- More product Google Suggest, Googles Personlize, Google's orkut, Google Maps.

- High responsiveness and interactivity.

- Google uses xmr lay out the foundation of Ajax.

Birth of Ajax

An article from Jesse James Garrett in February 2005.

 Ajax isn't a technology. It's really several technologies, each flourishing in its own right, coming together in powerful new ways. Ajax incorporates:

- standards-based presentation using XHTML and CSS;

- dynamic display and interaction using the Document Object Model;

- data interchange and manipulation using XML and XSLT;

- asynchronous data retrieval using XMLHttpRequest;

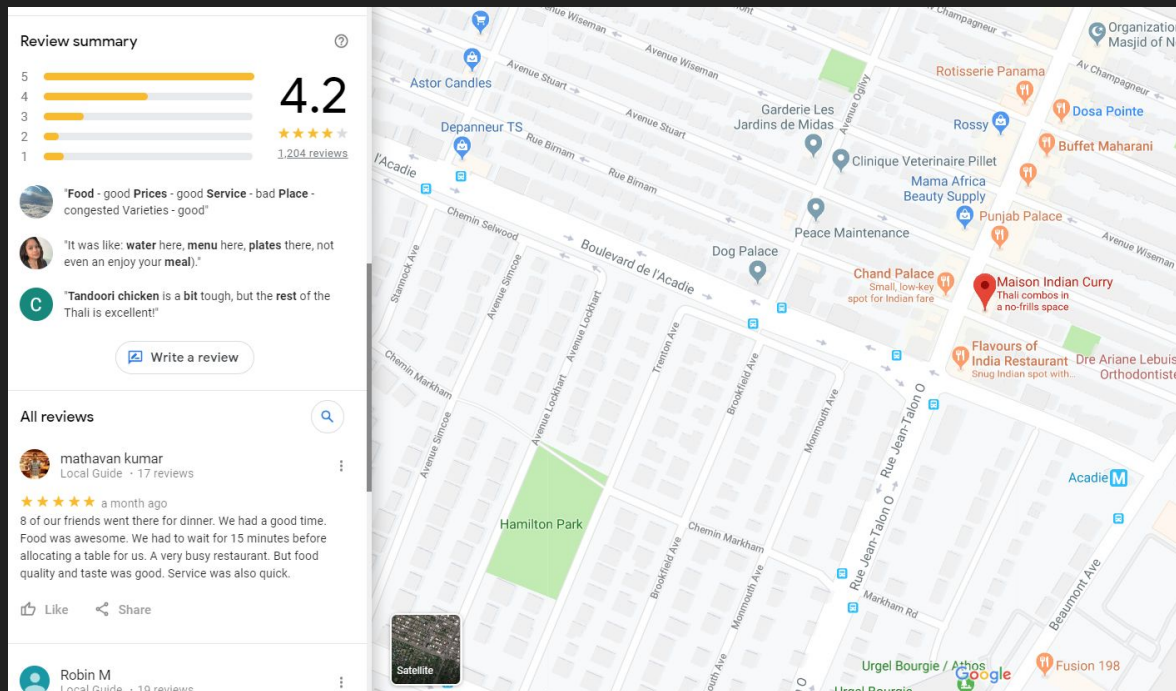- and JavaScript binding everything together.

What Is Web 2.0?

According to Tim O'Reilly Web 2.0 is a collection of principles, rather than one thing alone. Those Principles are:

- Services vs. packaged software.
- Control over data sources that get richer as more people use them.
- Trusting users as co-developers.
- Harnessing collective intelligence.
- Leveraging the long tail through customer self-service.
- Software above the level of a single device.
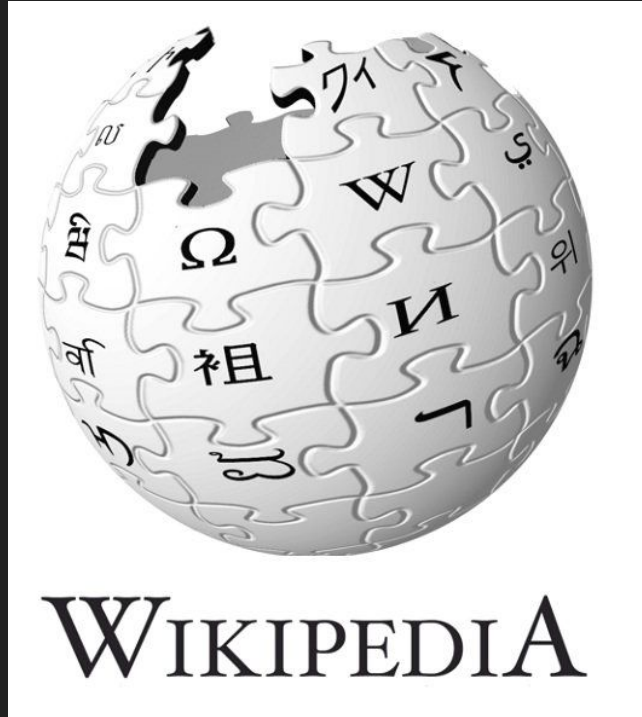- Lightweight user interfaces, development models, AND business models.

Service Vs Packaged Software

Control over data sources that get richer as more people use them

Trusting users as co-developers & Harnessing collective intelligence

- Analysing how people use software and adapt its features accordingly, allowing organic growth.
- What is popular on corporate controlled mainstream media (TV), is competing with what users select as having value (YouTube). The Audience decides what is important!
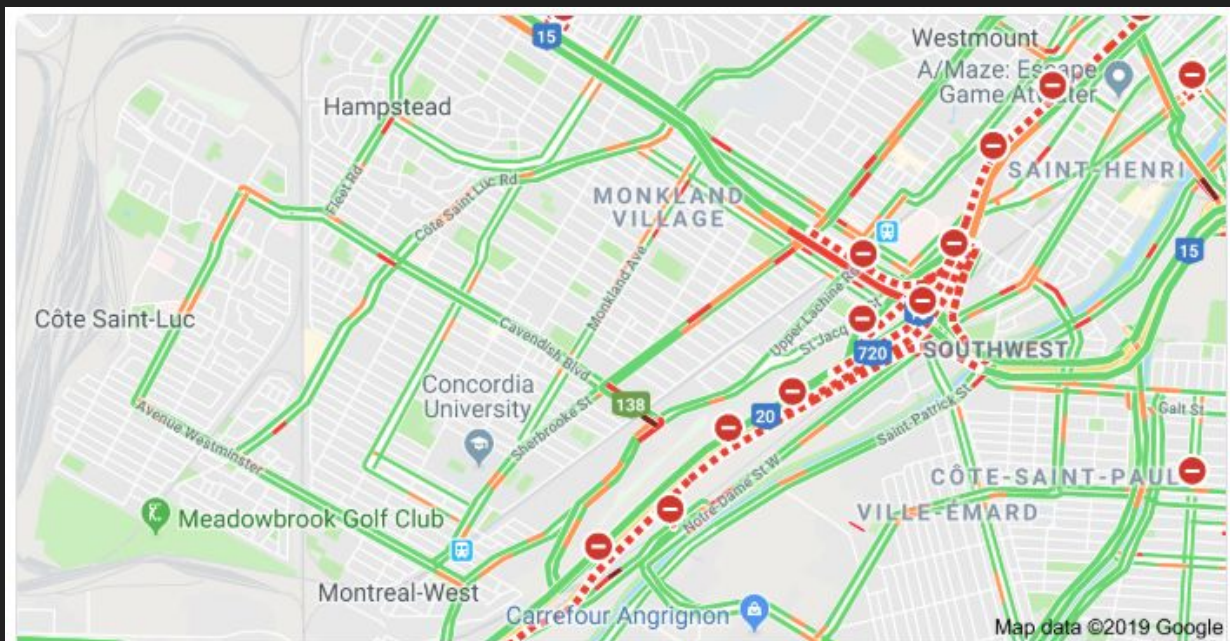
Leveraging the long tail through customer self-service

VS

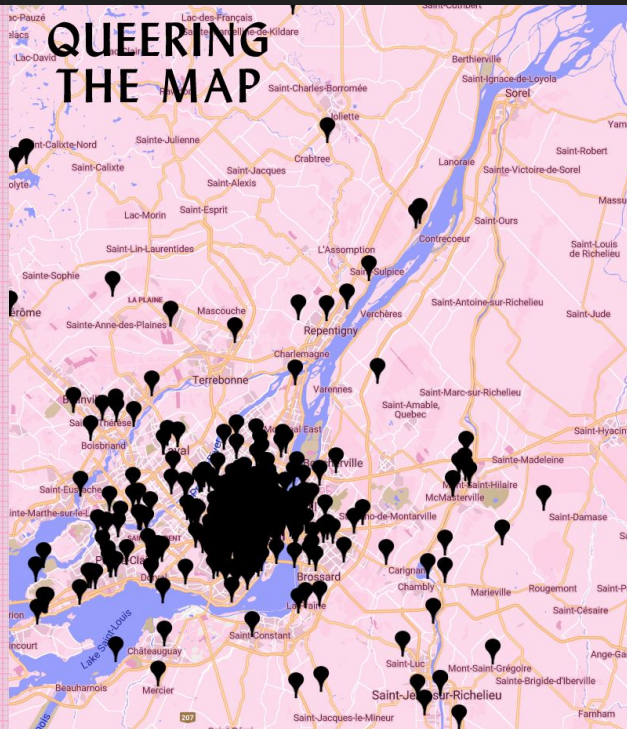# Software above the level of a single device

Current traffic for Notre-Dame-de-Grâce

Montreal, QC

Lightweight user interfaces, development models, AND business models:

Queering the Map is a community-generated mapping project that geo-locates queer moments, memories and histories in relation to physical space. As queer life becomes increasingly less centered around specific neighborhoods and the buildings within them, notions of 'queer spaces' become more abstract and less tied to concrete geographical locations. The intent of the *Queering the Map* project is to collectively document the spaces that hold queer memory, from park benches to parking garages, to mark moments of queerness wherever they occur.

There are no guidelines to what constitutes an act of queering space. If it counts to you, then it counts for *Queering the Map*. Anything from direct action activism to a conversation expressing preferred pronouns, from flirtatious glances to weekend long sex parties; all are part of the project of queering space. Queer history matters, and elders of the community are encouraged to add moments and places of historical significance to the map that enrich our collective memory.

Through mapping these ephemeral moments, *Queering the Map* aims to create a living archive of queer experience that reveals the ways in which we are intimately connected.

Territorial Acknowledgment

Queering the Map acknowledges that this project was started on the traditional territory of the Kanien'kehá:ka. The Kanien'kehá:ka are the keepers of the Eastern Door of the Haudenosaunee Confederacy. The island called "Montreal" is known as Tiotia:ke in the language of the Kanien'kehá:ka, and it has historically been a meeting place for other Indigenous nations, including the Algonquin peoples.

To find out on which Indigenous peoples' land you are located, please visit www.native-land.ca. Beyond simply acknowledging the colonial histories of the land on which you are located, we encourage you to take concrete steps towards decolonization by learning more about the ways in which you can support local Indigenous groups. If you are located in Canada/Turtle Island, a good place to start is www.reconciliationcanada.ca.

Social Media

• Social media as a Web 2.0 innovation.

• Encourages user-generated content, and allows users to share other content to share among their networks.

• "A virtual laboratory. An addiction machine." - Richard Seymour (2019).

• The Approval, attention, retweets, shares and likes light up the reward center of our brains. This is similar to poker machines/casinos.

• Its unpredictability regarding feedback of likes/retweets/approval etc. is what makes social media this compulsive.

Social Media

• Having a strong social media presence can create major internal anxiety regarding your online influence

• "Every food and drink, if taken beyond its dose, is poison." - Paracelsus, Renaissance natural philosopher.

• Many platforms such as Instagram have started removing/hiding likes in hopes that their users will feel less "pressure" regarding the content that they post and how popular it may appear to be on the platform.

Inspiring Work - Black Mirror - Nosedive (2016)

- Considers the murky relationship between humans and technology.

- Technology reflects the darkest elements of humanity right back at us.

- The minute you see someone you can also see their ranking.

- Focuses on the anxiety stoked by a modern obsession with online approval.

- Every aspect of their lives including their status within society is determined by their rankings.

- A reality in China as of 2020!

Discussion

•What will web 3.0 be like? What kind of technology will bring a new evolution?

• Can you think of an online service that conforms to the Web 2.0 principles? Which ones?

• How would the world change if we lived in a society much like the one in Black Mirror's Nosedive? Where our every interaction/action etc. can be ranked and processed, allowing you certain rewards or punishments.