CART 351 - Presentation

Chosen Theme — Web 2.0 and Social Media

Chosen references from the readings —

Kahentawaks Tiewishaw-Poirier — Tim O'Reilly, What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software, Sept 2005.

Chloé Fraïlé-Boudreault — Richard Seymour, The machine always wins: what drives our addiction to social media, The Guardian (https://theguardian.com), August 23 2019.

Ruixuan He — Rob Larsen. "An introduction to Ajax." IBM. June 6, 2011
The birth of AJAX – an amazing story." Techtracer. March 3, 2007.

Three Questions —
1. What will web 3.0 be like? What kind of technology will bring a new evolution?
2. Can you think of an online service that conforms to the Web 2.0 principles? Which ones?
3. 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.

Introduction to AJAX — Ruixuan He
What is Ajax(AsynchronousJavascript+XML):
- "Ajax, defined simply, is a development and design pattern that allows a website or application to update the screen with live data without the aid of a page refresh." Rob Larsen. "An introduction to Ajax." IBM. June 6, 2011
- The birth of AJAX actually took place through an article written by Jesse James Garrett.
    Ajax isn't a technology. It's really several technologies, each flourishing in its own right, coming together in powerful new ways. Ajax incorporates:
1. standards-based presentation using XHTML and CSS.
2. dynamic display and interaction using the Document Object Model.
3. data interchange and manipulation using XML and XSLT.
4. asynchronous data retrieval using XMLHttpRequest.
5. and JavaScript binding everything together.
- The article mentions: HTML and CSS represent the data and style, the DOM and associated methods allow the page to be updated in real time, XHR allows for communication with the server, and JavaScript orchestrates the whole show.
- User can send and get partial data of a page instead of whole page.

- A combination technology to help browser to communicate with server.
- Web becomes more interactive, Starting application patterns to the web.

Core technology of Ajax: XMLHttpRequest
- A javascript object.
- Developed by Microsoft® Internet Explorer® team called XMLHTTP ActiveX in the IE for exchange data with server.
- **Mozilla** quickly incorporated this as the **XMLHttpRequest** object in their browser.
- Allows browser to use an HTTP POST (to pass data to the server) or GET request.
- W3C standard of XMR object of level 1 & level 2.
- Level 1: pure text only, no img, video or audio. Unable to see the process.
- Level 2: cross domain, can see the process.

Google leading role:
- Google Gmail was the first interactive web using XMLHttpRequest in 2004.
- More product Google Suggest, Googles Personalize, Google's orkut, Google Maps.
- High responsiveness and interactivity.
- Google uses xmr lay out the foundation of Ajax.
- An article from Jesse James Garrett in February 2005 give a definition for the Ajax.

What is Web 2.0? — Kahentawaks Tiewishaw-Poirier

According to Tim O'Reilly Web 2.0 can be thought of as a collection of values. These values are:

1. **Services vs. packaged software:** The difference between a licensed desktop application like Microsoft Word vs a web based service like GoogleDocs.
2. **Control over data sources that get richer as more people use them:** Google Maps uses copyrighted satellite/street imagery, and route data. This data is enriched by their users as they submit restaurant reviews, as well as traffic information!
3. **Trusting users as co-developers:** Developers must observe how people are using their software, and adjust their software accordingly. Why waste time on features that aren't being used? Furthermore, they must allow for the users to make the kind of features they want for themselves. Mashups are the way of the future!
4. **Harnessing collective intelligence:** The users have the power to assign value to content as they see fit. 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!
5. **Leveraging the long tail through customer self-service:** Recognising that the bulk of the web is made up of smaller websites, rather than just a few corporate giants. The service needs of those smaller websites will not be the same as the giants, so

companies need to account for that. If they do, they will have a broader reach across the internet.

6. **Software above the level of a single device:** Software that stops thinking of our devices as one machine accessing a network of information, but rather one device that is capable of contributing to AND participating in that network of information!

7. **Lightweight user interfaces, development models, AND business models:** Loosening the grip on the data outputted by your service. This will permit the users to take the data and use it in new and innovative ways! It allows for a more flexible business! PLUGINS and Addons!

Some companies will excel at some of these things, while failing at others. But the more of these principles they can adopt, the more of an edge they will have over the competition.

Artist work — Queering the Map —
https://www.queeringthemap.com

Queering the map is a Montreal based web project by Concordia Student Lucas Larochelle. By building upon the existing data provided by GoogleMaps, users can insert anecdotal location markers of Queer moments.

Demonstrates the following Web 2.0 Principles —

- **Services vs. packaged software:** Exists purely as a free service on the web, rather than a packaged desktop software.
- **Trusting users as co-developers:** Community post moderation. Larochelle experienced an incident hackers that populated the site with hate speech. The community (upon hearing about the incident) responded by offering moderator solutions.
- **Harnessing collective intelligence:** The user gets to decide in a very direct way what constitutes a "queer moment." They have control over the content of the site.
- **Software above the level of a single device:** The devices used to access Queering the Map can also be used to contribute to it. The software was designed to allow for this sort of interaction. The devices contributes AND participates in this vast network of queerness.
- **Lightweight user interfaces, development models, AND business models:** Queering the Map is made possible partly because of GoogleMaps loose(ish) grip on their data.

Web 2.0 Bibliography —

Tim O'Reilly, What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software, Sept 2005.

https://www.queeringthemap.com/

Social Media/Inspiring Work — Chloé Fraïlé-Boudreault

Before FB, Twitter… - you would email an interesting piece of content to your friends.
Social media simplified this process down to the click of a button.
Social media - fits under the whole Web 2.0 evolution, a Web 2.0 innovation.
It revolves around easy-to-use platforms and encourages user-generated content.
Allows users to curate/share/create their own content or other's within other networks.

Social media became the first ever public, love, collective, open-ended writing project.
A virtual laboratory. An addiction machine. — according to Richard Seymour.
The rise of mobile phone and internet capabilities made it easier to connect wherever you were.

Why is it so addictive? —
Approval, attention, retweets, shares and likes get us hooked.
Our social media accounts are set up like enterprises competing for attention/approval.
Like any type of addiction, notifications light up the reward centres of the brain.
If we don't get enough approval, we feel bad.
Its unpredictability regarding the number of likes/retweets/shares is what makes it so addictive.

A strong social media presence can create major internal anxiety regarding your online influence.
But when filled with positive information can create a positive self-acceptance (stabilizing).
^^^Erin Vogel, postdoctoral fellow in Psychiatry.
"Every food and drink, if taken beyond its dose, is poison." Paracelsus.
^^^Everything needs to be balanced, taken lightly, dose by dose.

Platforms have started removing likes - to relieve pressure regarding the content they post.
Hiding the likes and video views each post gets, the rest of the world can't tell how popular it is.

Inspiring Artist/Work — Black Mirror Nosedive.
Considers the murky relationship between humans and technology.
Plays with the fear that technology will progress faster than us.
Message the technology reflects the darkest elements of humanity right back at us.
Every interaction is ranked by people, your surroundings.
The minute you see someone you can also see their ranking.
^^^People are then trying to aggressively out-nice each other and bump up their ratings.

Nosedive appears as a critique on the obsession with likes/approval on social media.
Focuses on the anxiety stoked by a modern obsession with online approval.
Everyday people must walk on eggs, trying their best to get their ranking up.
Every aspect of their lives is determined by their ranking (rent, job, friends, status in society).

Real in China as of 2020! —
Chinese Social Scoring system designed by the government.
Powerful surveillance CCTV network with facial recognition.
Collects and performs profile association on a huge amount of data about citizen's lives.

With the data, the government can give people a score - reward or punishment.
Crossing the road outside the crosswalk: punishment!
Being late in the payment of your loan: punishment!
Buy some high quality milk for your newborn: you're responsible - reward !
After processing your score, it allows you holidays, visa or the possibility to buy a house etc..

We find ourselves using technology for a variety of reasons ranging from anxiety to pleasure.

Social Media Bibliography —
Richard Seymour, The machine always wins: what drives our addiction to social media, The Guardian (https://theguardian.com), August 23, 2019.

Techopedia Staff, What is the Difference Between Social Media and Web 2.0?, Techopedia (https:/techopedia.com), November 29, 2011.

Chloe Metzger, I'm in Love With Myself: The Age of Digital Narcissism, Marie Claire (https://www.marieclaire.com), February 12, 2018.

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Harry Pettit, Black Mirror is Almost a Reality: China on track to launch dystopian scorecard system that ranks citizen on behaviour by 2020, Daily Mail (https://dailymail.co.uk), September 19, 2018.

Alice Vincent, Black Mirror Coming True in China, Where Your 'Rating' Affects Your Home, Transport and Social Circle, The Telegraph (https://telegraph.co.uk), December 15, 2017.