

Instructor: Dr. BENADDA Abdelouahid

Level: Master 1 / Language and Communication

Module: E- Learning

Unit II/: The Role of Social Media in English language Learning

Lesson 5: The Social Web: “Web 2.0”

- **Course Scope:** This course is an overview of a wide variety of Web 2.0 tools to use in teaching and learning

- **Course Learning Objectives**

At the conclusion of this course, you should be able to:

- List examples of Web 2.0 tools
- Learn how to effectively integrate Web 2.0 technologies into your learning practices and create engaging activities.
- Evaluate a potential technology tool for applicability to your learning objectives

Guiding Questions to the Course

1. What do you know about Web 2.0?
2. What are the characteristics of Web 2.0 tools that facilitate interactive learning?

- **Course Content**

2.1 Web 2.0 Defined

- ✳ **Wikipedia defines Web 2.0 as** “The improved form of the World Wide Web that contains the technologies like weblogs, social bookmarking, wikis, podcasts, RSS feeds, social software, web application programming interfaces (APIs), and online web services. It allows users not only to manipulate data, but also to retrieve. It provides a wide range of software and services, which attracts the web users”.¹
- ✳ **For Wilson et al.(2011)** Web 2.0 refers to “the second generation of the Web, wherein interoperable, user-cantered web applications and services promote social connectedness, media and information sharing, user-created content, and collaboration among individuals and organizations” (Wilson, Lin, Longstreet & Sarker, 2011)

2.2 Web 2.0 Technologies

Some specific Web 2.0 technologies are also important to understand. These include:

- © **AJAX:** An acronym derived from "Asynchronous JavaScript and XML." AJAX is an important underlying technology used to create interactive Web applications. Ajax is what enables Web 2.0 sites to behave dynamically.

¹ [https:// en wikipedia.org/wiki/Web_2.0](https://en.wikipedia.org/wiki/Web_2.0)

- ☉ **Atom:** A format for the syndication of online content, atom functions as a newer alternative to RSS.
- ☉ **Blog:** Originally derived from the word "weblog," a blog is a simple content website created with inexpensive self-publishing tools. Blogs are the backbone of Web 2.0's democratic spirit.
- ☉ **Mashups:** Websites or applications that combine content from one or more sources.
- ☉ **RSS:** Shorthand for "Real Simple Syndication," RSS is a protocol that makes it easy for computer users to receive content from their favourite providers whenever the content is updated. The flow of content the user receives is called an "RSS feed."
- ☉ **Social media:** A generic term used to describe Web-based tools that harness the power of collaboration and group interaction. This can take many forms, from the personal web pages of MySpace to the virtual worlds of Second Life to the professional networking popular on LinkedIn.
- ☉ **Tags:** User-generated keywords used to describe online content. Tags make it easier for both humans and search engines to find relevant and related information.
- ☉ **Wikis:** A dynamic Web document that allows users to add, change, or edit the content displayed on the page. The user-created Wikipedia online encyclopaedia is the most famous example.
- ☉ **XML:** An abbreviation for "Extensible Mark-up Language," XML is a programming code for online data that preserves the structure and formatting of a digital document regardless of whatever application is used to read it. XML is an important enabling technology for RSS feeds.

1.3 Characteristics of Web 2.0

Web 2.0 creates new ways for large groups of people to collaborate and exchange information. The key characteristics of Web 2.0 are:

- Available at any time, any place.
- Variety of media.
- Ease of usage.
- Learners can actively be involved in knowledge building.
- Can create dynamic learning communities.

- Everybody is the author and the editor, every edit that has been made can be tracked.
- User-friendly.
- Updates in the wiki are immediate and it offers more sources for researchers.
- It provides real-time discussion.

☉ **The key features of Web 2.0 include²:**

- **Openness**—A willingness to share information and content, also known as transparency.
- **Folksonomy** – Free classification of information; allows users to collectively classify and find information (e.g. "tagging" of websites, images, videos or links)
- **Ease of use**—Systems are intuitive and users can easily learn to manipulate them.
- **Social Interaction**—People can have conversations. A blog with the comments allows users to discuss plans and programs.
- **Creation of Content**—new information is created via collaboration.
- **Sharing**—Content is freely available for use and reuse. By using RSS, a library syndicates content from various sources to other Web pages within its community.
- **Decentralization**—Content is reused, “mashed up,” and new systems are born.
- **Participation**—Everyone has a hand in the creation of conversations and content. Ideas flow freely.
- **Trust**—many systems must be based on trust between library staff and trust with library users for participation and collaboration.

1.4 Web 2.0 Sites Features and Techniques

They include the following, referred to as the acronym **SLATES**³ by Andrew McAfee.

- **Search:** Finding information through keyword search.
- **Links to other websites:** Connects information sources together using the model of the Web.
- **Authoring:** The ability to create and update content leads to the collaborative work of many authors. Wiki users may extend, undo, redo and edit each other's work. Comment systems allow readers to contribute their viewpoints.

² https://en.wikipedia.org/wiki/Web_2.0

³ McAfee, A. (2006). Enterprise 2.0: The Dawn of Emergent Collaboration. MIT Sloan Management review. Vol. 47, No. 3, p. 21–28.

- **Tags:** Categorization of content by users adding "tags" short, usually one-word or two-word descriptions to facilitate searching.
- **Extensions:** Software that makes the Web an application platform as well as a document server. Examples include Adobe Reader, Adobe Flash, Microsoft Silverlight, ActiveX, Oracle Java, QuickTime, and Windows Media.
- **Signals:** The use of syndication technology, such as RSS feeds to notify users of content changes.

2. Web 2.0 Tools

Web 2.0 tools can very broadly be defined as “end-user applications that require dynamic interaction, social networking, or user interfacing between people and information”. In a Web 2.0 environment users decide “how they want to use, interact with, and create information. This contrasts with earlier Web 1.0 environments where one simply read static information on the Web (Morrison & Lowther, 2005). As such, the end user is not only a user of the application but also a participant by⁴:

- **Podcasting:** is a way of making audio or video files available on the internet that can either be listened to or viewed on a PC or downloaded to a handheld device such as an iPod or mp3 player
- **Blogging:** is a contraction of the words web log. Blogs usually provide commentary or information on a particular issue, event or topic.
- **Tagging:** involves using labels to provide content with additional information (using a particular set of keywords). It allows a user to identify someone else in a post, photo, tweet, or status update.
- **Curating with RSS:** is the process of gathering, creating, and compiling information on a specific subject and presenting it to readers. It allows users and applications to access updates to websites in a standardized, computer-readable format.
- **Social bookmarking:** is an advance way to store, organize, and share collection of website across the internet. It is used to save the links to website that the user wants to retain or share.

⁴ [https:// en wikipedia.org/wiki/Web_2.0](https://en.wikipedia.org/wiki/Web_2.0)

- **Social networking:** Social networking allows an individual to create a profile for themselves on the service and share that profile with other users with similar interests to create a social network. Popular social network services include Facebook and MySpace.
- **Wikis:** a collaborative website that anyone, within the community of users, can contribute to or edit. A wiki can be open to a global audience or can be restricted to a select network or community.
- **Content Hosting Services:** allow users to upload content that they have created for others to view. Two of the most popular of these sites are YouTube www.youtube.com for videos and Flickr www.flickr.com for photographs.

✚ Examples of Web 2.0 Tools⁵:



[MPS Google Drive](#). Share and archive documents. Collaborate. Create forms. Build spreadsheets. Post presentations.



[Edmodo](#) provides teachers and students a secure place to connect and collaborate, share content and educational applications, and access homework, grades, class discussions and notifications.



[Twitter](#) is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting.



Founded in February 2005, [YouTube](#) allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

⁵ https://mpls.k12.mn.us/uploads/web2_0tools.pdf



[TED](#) Interesting talks, free to the world. Technology, Entertainment, Design...



Turn photos, video clips, and music into stunning video masterpieces to share with everyone.
Fast, and free.



<http://www.wikispaces.com/>

Academic year : 2021 / 2022.

You can share work and ideas, pictures and links, videos and media. It is special because it has a visual editor and a bunch of other tools to make sharing all kinds of content as easy for students as it is for their teachers.



[Kidblog](#) is designed for K-12 teachers who want to provide each student with an individual blog. Students publish posts and participate in academic discussions within a secure classroom blogging community. Teachers maintain complete control over student blogs and user accounts. Kidblog helps students to create classroom discussions, learn digital citizenship, practice writing skills, create an e-portfolio, reflect on learning, and assess writing.



You can use [Audacity](#) to record live audio, convert tapes and records into digital recordings or CDs, edit MP3, WAV or AIFF sound files, cut, copy, splice or mix sounds together, change the speed or pitch of a recording.



[Tagxedo](#) turns words -- famous speeches, news articles, slogans and themes into a visually stunning word cloud, words individually sized appropriately to highlight the frequencies of occurrence within the body of text.



[Doodle](#) radically simplifies the process of scheduling events, whether they are board or team meetings, reunions, weekend trips, or anything else.