

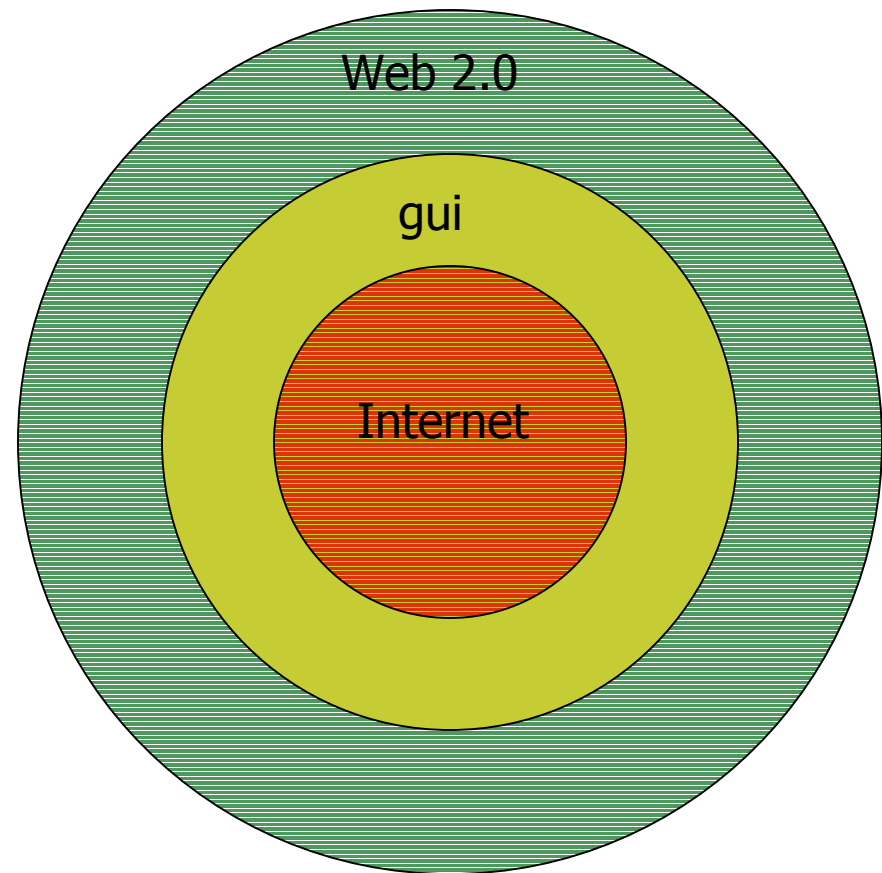


Web 2.0 eCommerce Revolution

- Charles W. Jaeger, Ph.D.
- School of Business
- Southern Oregon University

What is Web 2.0

- Internet
(wires/fiber)
- Web (gui)
- Web 2.0
(interactive)





Interactive Engagement: Web 2.0

- A medium “unlike any other?”
 - No: it’s still communication
 - Yes: speed and power
 - Yes: interactive; collaborate and share
- Technology is raising the bar on a new set of communication tools
 - Moore’s law/Metcalf’s law
 - Kurzweil’s predictions
- ...changing the nature of human interaction



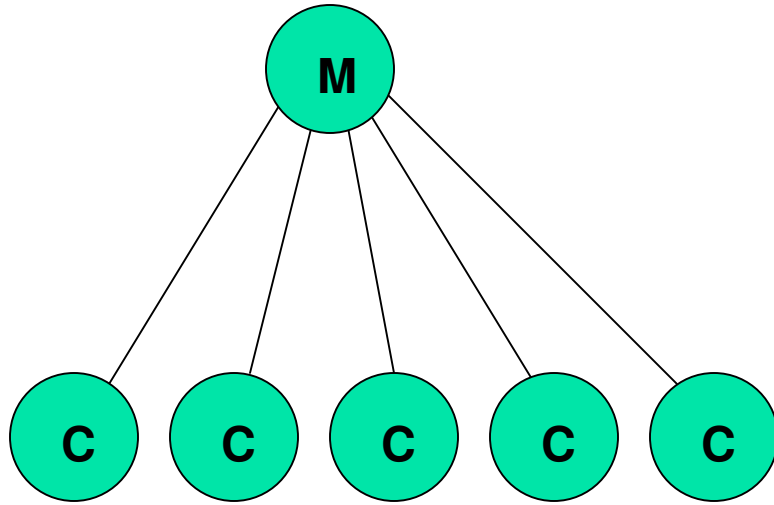
Apple's Knowledge Navigator

- John Scully's vision, 1980s
- <http://www.youtube.com/watch?v=HGYFEI6uLy0>
- The Newton Division, circa 1992
- 2008's iPhone? Incessant texting? 24/7
- Communication democracy...

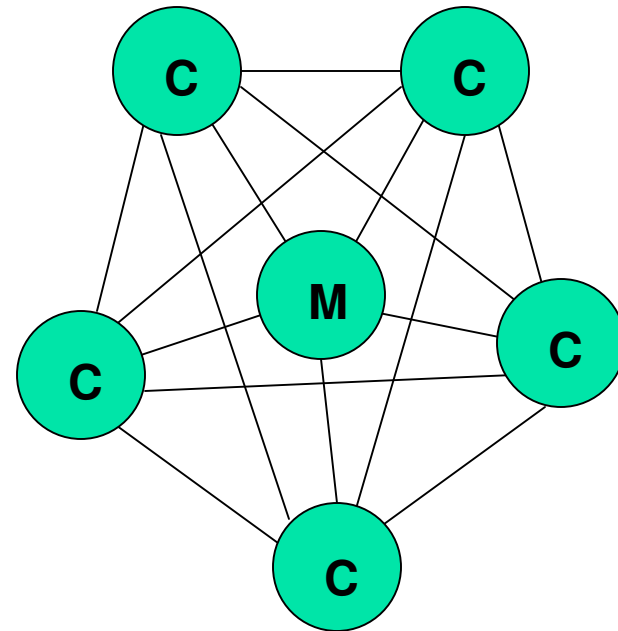


Communication Democracy

- Traditional: authoritative control and filtering of channels and content
 - The one-to-many model (including Web 1.0)
- Web 2.0: ubiquitous decentralization
 - Mobile technology enables real-time, synchronous communication
 - “On demand” information, user initiated
- The power of the network
 - Metcalf’s Law (Network power = $n(n-1)$)



Web 1.0
Interaction Model



Web 2.0
Interaction Model

Marketers and Customers Web Interaction



Co-creating an Online Experience

- Customers taking control of information
 - Content generation
 - Content shared one-to-many-to-many
 - Customers in control at p.o.s.
- Developing online relationships and communities
- Supporting offline relationships



Web 2.0 Perceptions

- Excited by You Tube, phone images, iPhones
- Relevant
- Participatory
- Homey
- Fun (they use the medium!)
- Modern
- Entertaining
- Friendly



The Future

- Digital worlds converge
 - Higher level of integration
 - Platform for customer democracy
- Content management systems/wikis
 - Joomla, XOOPS, SMS
 - Social anxiety, meet “Micro networking”
- Kurzweil...and Turing Test Success
 - John Scully’s Knowledge Navigator...
 - ...becomes the Shopping Navigator