

Chapter 2: The Read-Write Web

- **“EDIT THIS PAGE”-early blog application**
- Anyone can now on a press and make the news.
- P.24=Completeness of the news.
- In the past 150 years we have had one to many and one to one communication
- Now we have many to many
- Technologies are fueling a conversation in which grassroots are absolutely essential.
- Steven Johnson on O’rielly...The whole is smarter than the sum of its parts.

The Tool Kit of the Internet:

Mail Lists and Forums:

- Before blogs
- Allows the journalist to write something and then hear about it from an expert
- The consist of subscribers which can make the list private
- They tend to be narrowly targeted
- They are populated with experts and avidly interested people
- Yahoo! Groups 2000
- **Online Forums** unlike mail lists are open to all people.
- Great for getting answers to specific questions.
- **Amplify the news, early warning, background data, very valuable.**

Weblogs

- Expanding into the space between email and web
- First tool making it easy to publish on the web (read/write)
- Online journal comprising of links and postings
- Meg Hourihan calls them post centric
- You can comment, allowing for audience discussions
- The best blogs tend to have in common is Voice—they are written by passionate human beings.
- **NYU’s Jay Rosen claims that the blogs are an extremely democratic form:**
 1. **Comes out of the gift economy, where most journalism is based on market economy**
 2. **Blog is the domain of amateurs and the professionals are the ones being invited in.**
 3. **Low barriers of entry: computer and net connection.**
- Businesses have begun to blog. Because email has turned into spam and the corporate websites tend to be dry and misleading, as if they were written by a committee of lawyers and marketing people.
- Part of running conversations as bloggers can link and point to each others post.

Wiki

- Give absolute editorial freedom.
- Ward Cunningham-“tool for collaboration.”
- Wikis are works in progress
- Should be very chaotic, but it is not

- The collective knowledge is greater than the individual knowledge

SMS

- Weblogs=Opinion pages SMS=Headlines
- Companies that have time sensitive information have begun to use SMS services.
- Individuals and small groups can tell each other important news.
- Gilmore argues that were just at the beginning of the technology's development: Gateway into video messaging

Mobile Connected Camera

- Pictures are part of journalism
- Now the camera has true mobility
- These cameras can instantly send an image to anyone over the web.
- The big events will be seen, and will be captured by several or many people.
- The Tsunami and 2005 London train bombings are great examples of how the mobile camera has been used for citizen journalism.

Internet "Broadcasting"

- What he says is kind of outdated, because the cost of uploading has dropped dramatically.
- With Youtube, people can video broadcast and blog for free.
- A phenomenon that has become very popular.

Peer to Peer

- Napster was the revolutionary website that developed peer to peer sharing.
- Sadly it has been a haven for copyright infringement.
- They provide the closest thing to anonymity

RSS

- This revolutionary system allows readers of blogs and other kinds of sites to have their computers automatically retrieve the content that they care about.
- Mainstream method of distributing and collecting various kinds of information.
- The user is in control. You can subscribe to what you want.
- Save lots of time and help the reader gain a more complete sense of the news
- Drawbacks: news undoes the feel of weblogs, readers assign equal weight to what they see regardless of the source.

Internet is infinitely complex: keeping track will require assortment of new tools.

Devices will connect seamlessly: the spreading of news will occur without any help from the mass media.

We need to adjust our assumptions and behavior.