



Jefferson Township Public Schools Office of Instructional Technology

"Developing 21st Century Skills One "Byte" at a Time"

Newsletter

May 2009

A Closer Look at Web 2.0

Have you heard the term "[Web 2.0](#)"? I will use this term frequently in my newsletters, workshops and emails. Web 2.0 refers to the new web, the "Read and Write" web.

Web 1.0 now refers to the Internet between roughly 1994 and 2004. The web during this time represents static content, one way publishing, and standard HTML coding.

Information that was to be posted on the web was written, reviewed and edited, then published to the web by a webmaster with knowledge of HTML and framesets.

Web 2.0 represents a new type of web. This is the "read and write" web. No longer are web users limited to reading content. Web 2.0 allows users to contribute content to a site. This allows for a host of new opportunities for collaboration and information exchange. It has given everyone the opportunity to publish their work and thoughts.

Here are some of the innovations that have contributed to the new web 2.0

- **Social Networking** - Web sites that allow users to collaborate, discuss, document and link exchange, and network. (ex: [Classroom 2.0](#), [myspace](#), [linkedin](#), [facebook](#), [ning](#))
- **Social Bookmarking** - Allows for web managed favorites that can be shared among a network allowing users to share resources. (ex: [del.icio.us](#), [diigo](#))
- **Wikis** - Websites that anyone with rights can contribute to in a very simple to use format. Allows for collaboration. (ex: [wikispaces](#), [pbwiki](#))

- **RSS Feeds**- Having updated content delivered to you. (ex: [iGoogle](#), [pageflakes](#), Google reader)
- **Podcasts** - Audio and video syndication delivered to you. (ex: found on [iTunes](#))
- **Blogs** - A web log of opinions, information and ideas that readers can comment on. (ex: [blogger](#), [wordpress](#))
- **Web Based Software** - Applications that run over the web. No longer limited to a desktop and accessible from anywhere with a web connection. (ex: Google Docs, [bubbl.us](#), [animoto](#), [blabberize.com](#))
- **File Sharing** - Posting of audio and video for others to view and comment. ([YouTube](#), [Google video](#), [voicethreads](#), [teacher tube](#), [school tube](#))
- **Interactive Web Apps** - Yahoo Maps, [Google Maps](#), [Google Earth](#).

These technologies have transformed the web. Information is not only doubling at an exponential rate, but the collaboration and networking aspects have flattened our world. We have created an online learning community, publishing portal, and information resource.

With this transformation comes some concern. How can we identify the accuracy of information? How can we ensure the safety of our children, our personal information and our data? How do we protect copyrights? What is the balance between Web 2.0 as a tool vs. a distraction?

These are areas that we as educators must work together to address. It is important that we recognize the tools available to us and our students. We also must become familiar enough with these tools to be able to contribute to the education of our students regarding the pros, cons and safety concerns.

Stay tuned for professional development opportunities that address these tools.

By the way, [Web 3.0](#) is coming!

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Tools of the Trade

Google Safe Search

Google has added a preference you can set on their search engine to filter content for safe internet searching.

Here are the details:

Many users prefer not to have adult sites included in search results (especially if their kids use the same computer). Google's SafeSearch screens for sites that contain explicit sexual content and deletes them from your search results. No filter is 100% accurate, but SafeSearch should eliminate most inappropriate material.

You can choose from among three SafeSearch settings:

- **Moderate filtering** excludes most explicit images from Google Image Search results but doesn't filter ordinary web search results. This is your default SafeSearch setting; you'll receive moderate filtering unless you change it.
- **Strict filtering** applies SafeSearch filtering to all your search results (i.e., both image search and ordinary web search).
- **No filtering**, as you've probably figured out, turns off SafeSearch filtering completely.

You can also adjust your Safe Search settings on the Advanced Search or the Advanced Image Search pages on a per search basis.

You can set it up permanently by clicking on **Preferences** next to the search bar.



What's cool on the web?

<http://www.searchme.com>

Want to see the future of web searching? Check out this new search engine!

www.slideshare.net

Slide Share is a free service for web sharing presentations and slideshows. You can search for already made PowerPoint presentations. You can also post your own presentation and then embed it into a website, blog or wiki.

<http://science.pppst.com/index.html>

This site hosts pre-made PowerPoint presentations for most science topics.

www.animoto.com

Animoto is a web based digital story creation tool. Take your pictures, music and narration and create your own web based movie to share with the world.

Technology Tidbits

- Want to find out who won a professional sports game last night? Open up www.google.com and type the name of the team. The first search result will be the score of the last game.
- Need to compute currency conversions? Open up www.google.com and type the conversion you are interested in. Ex: 100 usd in euros.