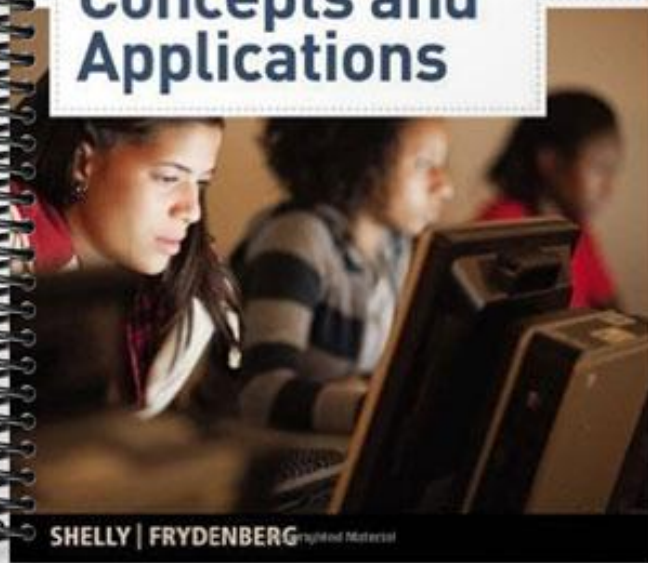


# SOLUTIONS MANUAL

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## **WEB 2.0** Concepts and Applications



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# WEB 2.0: CONCEPTS AND APPLICATIONS

## CHAPTER TWO: PUBLISHING ONLINE

### END OF CHAPTER SOLUTIONS

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## Think

1. Name three ways that blogs and wikis are similar. Name three ways in which they are different.

Sample answers include:

Blogs and wikis are similar in that:

- Both require users to interact with a Web application in a browser
- Both provide users with the capability to create and publish online content
- Both store user content in a database and display it in a browser

Blogs and wikis are different in that:

- Blogs are primarily used for creating user content and expressing views, while wikis are a collaboration tool
- Users cannot edit each other's posts in a blog, but can edit each other's content in a wiki
- Users comment on a wiki article on a wiki's discussion page; comments on a blog are associated with posts

2. What are the three tiers in a three-tiered architecture, and what is the significance of each?

- Database Tier: This tier stores all of the data and responds to requests from the middle tier.
- Middle Tier: This tier interacts with both the database and presentation tiers and acts as an interface between the two. The processing of any information based on the application's business logic is done here.
- Presentation Tier: This tier deals with the presentation of the information to the user. The user directly interacts with this tier.

3. Other than for this class, why might you create your own blog?

Sample responses may include:

- I would create a blog to express my views about a topic I'm interested in and form a community of like-minded people who might respond to posts on it.
- I might try to earn some money using Google AdSense on my blog.
- I would create a blog for an organization I'm in to let people know what we are doing.

4. To what do permalinks on a blog permanently link? Why are permalinks needed?

The permalink is a URL that permanently links to a particular blog post. The URL may contain

words from the title of the blog post. Permalinks are used to direct readers to their blog posts regardless of when they were published on the blog.

5. What is the significance of the World Live Web?

World Live Web is a term used to refer to the dynamic nature of content on the Internet. The content on Web sites like news sites and blogs and other Web sites keeps changing continuously as users keep updating information.

6. Name two ways that blogging has changed the way that people share and report news and information.

Sample responses may include:

- Blogging has created the concept of citizen journalism. Bloggers share real time data about events and happenings they witness and also share their opinions about current affairs. This has created a lot of user generated news content.
- Newspapers and television stations may have blogs that host a variety of videos, images and user content on their Web sites, which were earlier not available.

7. How does Google AdSense help bloggers make money from their blogs? What are two things that you can do to drive traffic to your blog?

- Google AdSense helps bloggers place context-based advertisements on their blogs. The bloggers get paid on the basis of number of clicks on the ad or number of impressions or appearances.
- Two things that can drive traffic to a blog are:
  - *Advertising your blogs in e-mail signatures, status messages, twitter updates, and at other blogs.*
  - *Pinging the search engines after updates to the blog.*

8. What is search engine optimization and why is it important?

Search engine optimization is the process of making a particular blog or Web site easily discoverable in a search engine's results. This is important because the higher the ranking of a particular Web page in search results, the higher traffic is driven to the page.

9. Describe two advantages and two disadvantages of using a hosted wiki application or installing and managing wiki software such as MediaWiki on your own Web server.

Advantages of managing wiki software on a private Web server are:

- The wiki software can be customized according to the needs of the organization.
- The wiki can have a custom domain name which would be easy to remember and associate with a company.

Disadvantages:

- Using wiki software and a Web server requires expertise to maintain the software and the server.
- While the software is often free, there is an extra expense for purchasing or maintaining equipment.

Advantages of using a hosted wiki application:

- Basic capabilities are often free.
- No software to install or servers to maintain.

Disadvantages of a hosted application:

- Additional costs for storage or premium features.
- May not be fully customizable.

10. What are two key features of a wiki that make it a useful collaboration tool?

- Several contributors can edit the same content.
- It is possible to revert back to an earlier version of the wiki because the wiki application keeps a history of all changes that contributors made.

11. Describe a group that you are involved in for which a wiki could improve how information is gathered or shared among its members.

Sample responses may include:

- In a group project with a formal document as a deliverable, a wiki can be used to make drafts of the document. The document can be updated by any team member whenever required and the updated version would be available to others simultaneously. Links of references and other pages can also be provided.
- Members of an organization can share information about what they are working with other members.

12. What steps does Wikipedia take to ensure the quality of its articles?

Wikipedia has well established policies for adding and updating articles. New articles are posted first in the user's private area where it is reviewed by other members. After correcting the article based on feedback, the article is moved to live state where it is visible to everyone. There are sections for discussions about articles where new articles and updates to articles are discussed. These steps ensure that every article meets a certain quality standard.

13. Why do you think Wikipedia is so successful if anybody can post or change almost anything?

Sample responses may include:

Wikipedia is successful because of the fact that anybody can post or edit anything, and a community of users oversees the content. This has provided Wikipedia with the widest possible range of sources for its content. The availability of articles about anything and in several languages has made Wikipedia successful. Users also feel powerful due the fact that they can create content on their own. The standard of the articles is maintained because of the quality policies.

## Watch

What are two reasons why group collaboration over e-mail can be a cumbersome process?

Answer:

1. E-mails have to be sent to and fro between all of the collaborators and any addition to the group requires somebody to send the e-mail chain to the new person.
2. Finding the relevant and latest attachment can be difficult and time consuming.
3. As the number of e-mails increase, the inbox gets flooded and it is difficult to read through the e-mail chain and find relevant information. In other words, important information is locked up in inboxes.

Name two ways in which collaborating with a wiki are an improvement over collaborating over e-mail.

Answer:

1. As there is a single common copy of the document, the latest version is visible to all and can be easily edited.
2. A new collaborator just needs to be given access to the wiki and no e-mails need to be sent.
3. Relevant links and e-mails can also be attached to the wiki if needed.

## Try

Visit the Online Companion at [scsite.com/web2](http://scsite.com/web2) and follow the steps as you complete the tutorials for this chapter.

**Tutorial 2-1: Create a Blogger Blog and Post to It**

In this tutorial, you will learn to create a Blogger blog and add a post.

Note to instructor: Students may submit the URL for their blog for you to click on and view that they completed this exercise. Alternatively, if they entered it on the class wiki blog directory page, (see collaborate exercise #1) you already have it.

**Tutorial 2-2: Configure the Appearance and Settings of Your Blog**

Blogger has many features for customizing the appearance of a blog. In this tutorial, you will learn to change the appearance and settings of your blog.

Note to instructor: A sample student blog is shown below.



## Blog

1. Write a short post introducing yourself on your blog. Write about three of your favorite Web sites.

Notes to instructor: Students should write a short paragraph of introduction and list three Web sites they visit frequently. Sites are likely to include Google, Yahoo, Facebook, Gmail, Ebay, Amazon, and others. Be sure the post has a title. Students can submit the permalink to a blog post so all you have to do is click on the link in order to visually inspect that their blog contains the required information.

2. Add a photograph of yourself to your blog if you're comfortable doing so.

Notes to instructor: Students will add a photo to their blog, either in a blog post, or in the sidebar. Students can submit the permalink to a blog post or the hyperlink to their blog so all you have to do is click on the link in order to visually inspect that their blog contains the required information.

3. Search the Web for a recent article about a company that uses wikis for collaboration. Write a blog post containing a link to the original article and a summary of its main points in your own words.

Notes to instructor. Answers will vary. A Google search for terms such as "wikis, collaboration, industry" will produce several results. Students can submit the permalink to a blog post so all you have to do is click on the link in order to visually inspect that their blog contains the required information.

4. Use a search engine to find a list of some of the most popular blogs. Add a Links gadget to the sidebar of your blog, and share hyperlinks to two popular blogs with readers of your blog.

Notes to instructor: Answers will vary. Students may submit the hyperlink to their blog so all you

have to do is click on the link in order to visually inspect that their blog contains the required information.



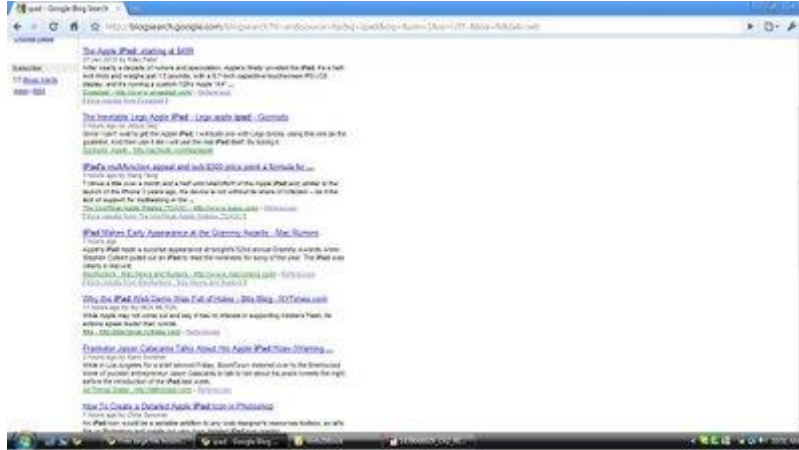
## Explore

1. Perform a Google Blog Search and a Technorati search for the same topic. How similar are the results?

Note to instructor. Answers will vary. One sample result is shown below:

The results are quite different. Only two or three results were common in the top ten.





2. Research some of the differences in features between Blogger and WordPress. Write a blog post or speak to what you have learned.

Note to instructor: The student's findings might include these points:

- Blogger is owned by Google; WordPress is open source.
- Blogger blogs contain only a blog page. WordPress can be used to create Web sites because it hosts blogs and pages.
- Blogger blogs are easy to use. WordPress is a bit more complex, but also more customizable.
- Blogger requires no installed software as it is maintained by Google. WordPress allows users to create blogs at wordpress.com or install the software on their own servers for maximum control and customization.

3. If your blog is configured to be indexed by Google, use Google Blog Search to search for a unique keyword or phrase that you wrote in one of your posts, and see whether Google Blog Search or another blog search engine can find it.

Note to instructor: Answers will vary depending on student blog posts. Students might submit a screenshot or permalink to a blog post, and the link to the search results. Unless the phrase is very unique, it's unlikely that Google Blog search will find it on the first page of search results.

4. YouTube provides the ability to record short videos directly from a Webcam as one of the site's options for uploading videos. If you have access to a Webcam, use this feature to create a short video greeting that you upload to YouTube and embed in a new post on your blog. In order to complete this exercise, you will need to create an account on YouTube if you don't already have one, and you will need access to a Webcam.

Note to instructor: To access this feature, students follow these steps (key screens shown):

- Visit youtube.com
- Sign in with your YouTube or Google id
- Click the Upload button
- Click the Record from Webcam button
- Click Allow on the Adobe Flash Player Settings pane to allow YouTube to access a camera and microphone
- Be sure the microphone and Webcam settings are correct

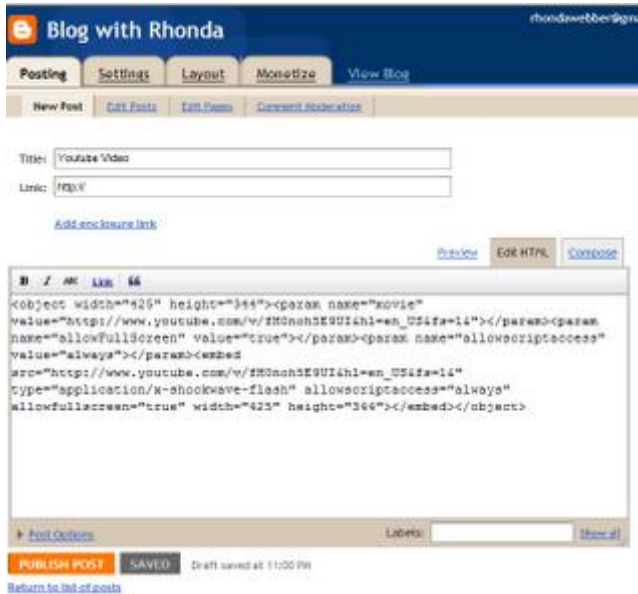


- Click ready to record
- Click the red "stop" button to stop recording
- Click Publish to publish the video to YouTube
- Click the My Videos button to see your video
- Click the video itself to find the embed code



To embed the video in a blog:

- Create a new post in blogger
- Click the Edit HTML tab
- Copy the embed code from YouTube and paste it in the editor
- Click publish post in the editor and view the post in the blog



- Using PBworks, set up a wiki for a student organization, group project, or class in which you are involved, and explain to your group the benefits of using it.

Note to instructor: You might also allow students to use Google Sites. Benefits might be to allow students to edit or contribute to the same page and to provide a central location for storing organizational information.

- Use a search engine to find an article about how to create a new article on Wikipedia. Read it and give it a try.

Note to instructor: [http://en.wikipedia.org/wiki/Creating\\_a\\_new\\_page](http://en.wikipedia.org/wiki/Creating_a_new_page) describes the process. Students should read this page carefully to make sure they cite their sources. Many new articles on Wikipedia must be worthy of being included in an encyclopedia. Is there an article about your school to which students might contribute (or you might demonstrate)?

- Create an account on one of the Web sites that uses wikis listed in Table 2-3. Find its Sandbox page and use it to modify some text.

Note to instructor: This exercise is purely experiential.

- Use the Paint application on the Windows operating system, or another photo-processing program, to resize and save a picture taken from a digital camera in various formats (BMP, GIF, JPG, PNG). Compare the file sizes and quality of the images that result.

Note to instructor: Students should find that BMP is often largest (uncompressed) as a bitmap image, and the other formats, compressed, are much smaller. Use Windows explorer to view file sizes. Sample results are shown.

Name	Size	Rating
pic1.bmp	204 KB	☆☆☆☆☆
pic1.gif	27 KB	☆☆☆☆☆
pic1.jpg	14 KB	☆☆☆☆☆
pic1.png	93 KB	☆☆☆☆☆

## Collaborate

- Add your name, your Google ID (or Gmail address), and the URL of your blog to a roster page that your instructor created on your class wiki.

Instructor preparation: Create a page named Class Roster for this exercise on the class wiki. If you are using Google Sites, you might create a List page, custom list, and select a URL field for students to enter the name of the site and its URL. Or use a standard Web page, and have students enter the name and use the Link button in the editor toolbar to create the hyperlink. Be sure to remind students to check the URLs they enter by clicking on the links to make sure they are correct.

If using a regular Web page, enter your information as a sample for students to follow.

One reason for creating this roster page is so that when you assign student blog exercises throughout the course, you will have a single page with a list of links to each of the student blogs on this page.

Remind students to click on the hyperlink they enter with the URL to their blog to make sure that the link works and actually takes them to their blog. If it does not, they should fix it and try again. Tell them that if the link doesn't work, you can't give them credit for any of their blogging assignments.

- Together with members of your class, write your own Wikipedia-style article about blogs, wikis, Web 2.0, or another topic on a page on the class wiki that your instructor created. Because this is a wiki, you should feel free to edit or rearrange the sentences that your

classmates wrote so that the article appears as if one person wrote it. Use the Discussion page to describe why you made the changes you did. Remember that the wiki software keeps track of changes and previous versions of each page, so your instructor will be able to tell exactly what contribution you made to the article and when you made it.

Instructor preparation: Create a page for each Wikipedia style article. You might have students work in groups of 4 to 8 to complete this exercise, assigning each group a different topic. Students should add a sentence or two, and edit the entire article so that it reads fluently.