WEB 2.0

The internet is constantly changing and expanding. The "next generation" of the internet technologies, commonly referred to as **Web 2.0**, help people [____] with others around the world.

People can write and [____] on [____] and listen to audio files called **podcasts**. **RSS feeds** make it easy to subscribe to [____] content and with an **aggregator**, so that content can be read, watched, or listened to at the user's convenience.

In the business world, [____] and **webcasts** allow companies to use visual media to keep colleagues connected. Customers, competitors, and advisors can all interact using [____] sites.

Web 2.0 invites users to be _____. We can use our collective expertise to create wikis that serve as online encyclopedias with constantly _____ entries.

We can share collections of interesting web _____ using social bookmarks and tag these links to create folksomonies for easy searching and reference.

Folcsonomía o folksonomía (en contraste con "taxonomía") es una indexación social, la clasificación colaborativa por medio de etiquetas simples. Las folksonomías son conjuntos de términos (tags) del lenguaje natural empleados para describir el contenido de un documento o recurso Web.

Contexto: Se utiliza en el ámbito de la Web Social, como recurso para efectuar el etiquetado social (social tagging). En el que los usuarios pueden describir con sus propios términos recursos propios o ajenos.

Web 2.0

Web 2.0 is a term that describes the "next generation" of internet technologies and capabilities.
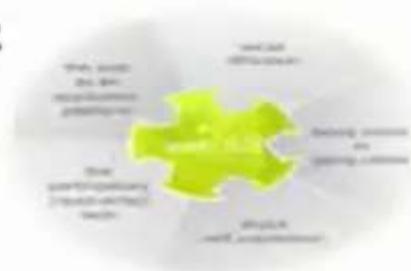
Web 2.0

Web 2.0 allows ____ to interact and collaborate as a community to share and create content in new ways.

example:

"Web 2.0 has made it easier to interact with our customers and find out what they think of our products."

blog

A blog is a website that individuals or companies can use to easily ____ news, opinions, and other information using text, photos, and ____ .

example:

"David's new blog is keeping our customers updated on new products."

podcast

A podcast is an audio ____ that listeners can access through a ____, syndication, or RSS feed.

podcast

Podcast content can include interviews, news commentary, music, and educational material.

example:

"Listening to podcasts has really helped to improve my listening skills and understand different types of accents."

RSS feed

Really Simple Syndication

Syndication: Redifusión de contenidos web

Artículo principal: Redifusión web

Parte del contenido de una página web se pone a disposición de otros sitios o suscriptores individuales mediante fuentes web, también conocidas con el vocablo inglés "feeds," con el fin de aprovisionar a otras personas un sumario o actualización de contenido agregado recientemente a sitios (por ejemplo, contenido de noticias o mensajes de foros). El estándar de redifusión web más extendido es RSS. Los programas informáticos compatibles con alguno de estos estándares consultan periódicamente una página con titulares que enlazan con los artículos completos en el sitio web original. A diferencia de otros medios de comunicación, los derechos de redifusión de contenidos web suelen ser gratuitos, y no suele mediar un contrato entre las partes sino una licencia de normas de uso. En síntesis, la redifusión de contenidos web es el proceso que permite la distribución de feeds.

RSS feed

An RSS feed makes it possible for internet users to subscribe to websites like blogs, news _____ and podcasts.

example:

"We provide an RSS feed on our blog so that subscribers can get new content regularly."

aggregator

You can use an aggregator, such as iTunes, to manage subscriptions to blogs and _____.

aggregate

If a site offers an RSS feed, you can aggregate the updates so that they are all accessible on one _____ or service.

example:

"I use Google Feedreader to aggregate the feeds from all my favorite blogs."

webinar

A webinar is a _____ that is broadcast live over the internet.

webinar

Participants can ask questions and have live _____

example:

"Webinars have been a great way for us to keep staff up to date, regardless of where they are located."

social networking

Social networking involves _____ of users who want to connect with others.

example:

"Our management team doesn't mind staff using social _____ sites on company time as long as work gets done."

collaborative

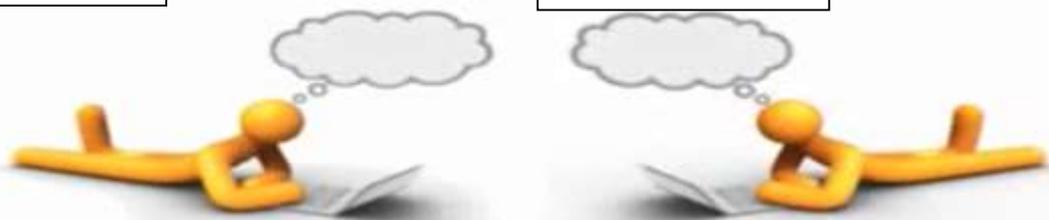When people work together on a _____ they are collaborative. Each person makes a contribution.

example:

"Our team did well on this marketing campaign, but I can't take all the credit. It was truly a collaborative effort."

wiki

A wiki is a website that allows any user to contribute, _____ or change _____

wiki

It is a way for users
to [_____]
and share their
existing knowledge
on a topic.

example:

"Many software developers use
wikis to [_____] code and
suggestions with each other."

example:

"My social [_____]
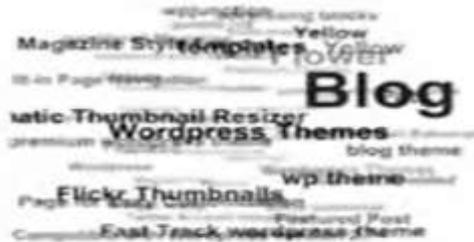include sites on marketing
and non-profit development."

tags

Tags are descriptive _____ that help users categorize and find the sites they bookmark.

tag cloud

A tag cloud is a group of tags related to a collection of bookmarks or blogs.

example:

"Using _____ for my bookmarks has really helped organize my work."

PRACTICE

Employees from five locations will participate in the _____.

question 1

The training course is supplemented with videos posted on _____.

question 2

Once we start a _____ we need to post regular updates.

question 3

Let's set up a _____ to share information on this project.

question 4

I like to listen to [_____]
on the way to work.

question 5

Having a better
understanding of [_____]
will help increase
customer satisfaction.