Counting Web 1.0, 2.0 & 3.0

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Agenda

- **Introduction**
- **Repeat for** $n = 1.0, 2.0, \text{ and } 3.0$
  - *What is Web n?*
  - *How to Recognize Web n*
  - *Principles for Counting Web n*
  - *Examples of Web n*
  - *What does the Web n Count Mean?*
- **Additional Resources**
Introduction – Web 1.0, 2.0 & 3.0

- Historically, Web has gone through two generations and is beginning a third.
- There are differences in the counting guidelines for Web 1.0 and Web 2.0.
- The counts derived for Web 1.0 have a different significance than for Web 2.0.
- Web 3.0 is our next challenge!
What is Web 1.0?

- Everything That Came Before Web 2.0
- Developed Between 1984 and 2004
- Meant to Present Static Information
- Sometimes Called Brochure-ware
- According to Reed Hastings, Netflix founder, it “was dial-up, 50K average bandwidth.”
How to Recognize Web 1.0 – According to Wikipedia

- Static pages instead of dynamically generated content
- The use of Framesets
- Proprietary HTML extensions such as the `<blink>` and `<marquee>` tags introduced during the first browser war
- Online Guest Books
- GIF buttons promoting web browsers and other products
- HTML forms sent via Email
Principles for Counting Web 1.0

- **Establish Application Boundary**
  - May Include Multiple Applications
  - Exclude Browser Functionality

- **Identify Logical Files**
  - Mostly EIFs maintained by tool (Dreamweaver)
  - Some ILFs for Security and Other Purposes

- **Identify Transactions**
  - Mostly EQs to Display Information
  - EOs May Exist for Derived Data
  - EIs for Bulletin Boards
Examples of Web 1.0

- **www.ifpug.org**
  - Primarily Used for Information Lookup
  - Has Site Security, Bulletin Board and e-commerce

- **Most Vendors have Web 1.0 Sites**
  - www.softcomptech.com
  - [www.davidconsultinggroup.com](http://www.davidconsultinggroup.com)
  - www.qpmg.com
What does the Web 1.0 Count Mean?

- Normalize Quality Measures
  - Number of Broken Links
  - Typographical Errors
- Amount of Information – Is a long novel always better than a short one?
- Estimating Development
  - How long does it take to write a poem?
  - Many tools make “development” trivial.
What is Web 2.0, and How Do You Recognize It?

- Wired Magazine’s Approach to Build Web 2.0 Startups (September 2006)
- It's a [market] site that uses [hyped tech] and [hyped tech] to do [service] in a [architecture]. We call it [name].
- For example, “It’s a photo site that uses tagging and RSS to do search in a community. We call it FLICKR.”
- According to Reed Hastings, Netflix founder, it “is an average 1 megabit of bandwidth.”
- Basically, Web 2.0 applications are like any other applications, but hosted on the internet.
Web 2.0 Markets

- Dating
- Reviews
- Gambling
- Maps
- Porn and Music
- Gaming
- Video
- News
- Photo and Productivity
- Sports
Web 2.0 Hyped Techs

- AJAX
- Streaming
- Ruby on Rails
- Bittorrent
- RFID and Wireless
- Flash
- Java
- VoIP and GPS
- RSS
- Tagging
Web 2.0 Services

- Recommendations
- Messaging
- Entertainment
- Publishing
- Buying/Selling
- Search and Discussion
- Aggregation
- Data Mining
Web 2.0 Architecture

- Podcast
- Auction
- Blog
- Vodcast
- Social Network
- Store and Wiki
- Community
- Sharing
- Portal
- Utility Software
Principles for Counting Web 2.0

- Establish Application Boundary
  - Exclude Browser and Search Functionality
  - Otherwise, Same As Any Application
- Identify Logical Files Just Like Any Application
- Identify Transactions Just Like Any Application
- Establish the Value Adjustment Factor Just Like Any Application
- Web 2.0 is a client-server application!
Examples of Web 2.0

- **www.amazon.com**
  - Primarily Used for e-commerce
  - Has Site Security
  - Contains much product information
  - Ignore any backend processing

- **Most Well Known Sites Are Web 2.0**
  - www.myspace.com
  - www.youtube.com
  - www.flickr.com
  - www.zillow.com
  - www.wikipedia.org
What does the Web 2.0 Count Mean?

- A Tool for Estimating Development
  - In Some Ways Like Web 1.0
  - In Other Ways Like Traditional Applications

- May Be Used to Govern Outsourcing

- Used To Normalize Quality Measures
  - Number of Broken Links
  - Number of Production Defects

- Cannot Be Compared to Web 1.0 Counts!
What is Web 3.0?
What the Monks Think

- *Tim Berners-Lee thinks it involves scalable vector graphics and semantics.*
- *Reed Hastings says “Web 3.0 will be 10 megabits of bandwidth all the time, which will be the full video Web, and that will feel like Web 3.0.”*
- *A 3D User Interface may be part of Web 3.0.*
- *It may be the convergence of Service-Oriented Architecture and the Semantic Web.*
How to Recognize Web 3.0

- Protégé is the most popular ontology editor. It was one of the first available, it is free and open source. It supports the two most common ontology languages.

- Ontology Languages
  - OWL
  - RDF Schema
Principles for Counting Web 3.0

- Establish Application Boundary – Same as Web 2.0
- Identify Logical Files – Especially EIFs That Are Mined for Information
- Identify Transactions – Which Should Be Less Than Many Web 2.0 Applications
- Establish the Value Adjustment Factor Just Like Web 2.0
- Web 3.0 Counts Will Ignore Ontology Building!
Examples of Web 3.0

- www.twine.com
- base.google.com
- www.freebase.com
- www.zoominfo.com
- www.powerset.com
- www.garlik.com
What does the Web 3.0 Count Mean?

- *It Will Not Be Comparable to Web 1.0 Counts.*
- *It Probably Will Not be Comparable to Web 2.0 Counts, and Probably Will Not Be Useful For Estimating Development.*
- *It Might Not Even be Comparable to Other Web 3.0 Counts, but it Might Normalize Quality Measures.*
Additional Resources

- 1.0 – *White Paper on the IFPUG Web Site*
- 2.0 – *Draft Version of Web Site White Paper From the New Environments Committee*
- 3.0 – Nothing Yet
- 1.0, 2.0 & 3.0 – *FP-320 Course*