

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*
 - *www.qpmsg.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*