

# SWOT UP ON WEB 2

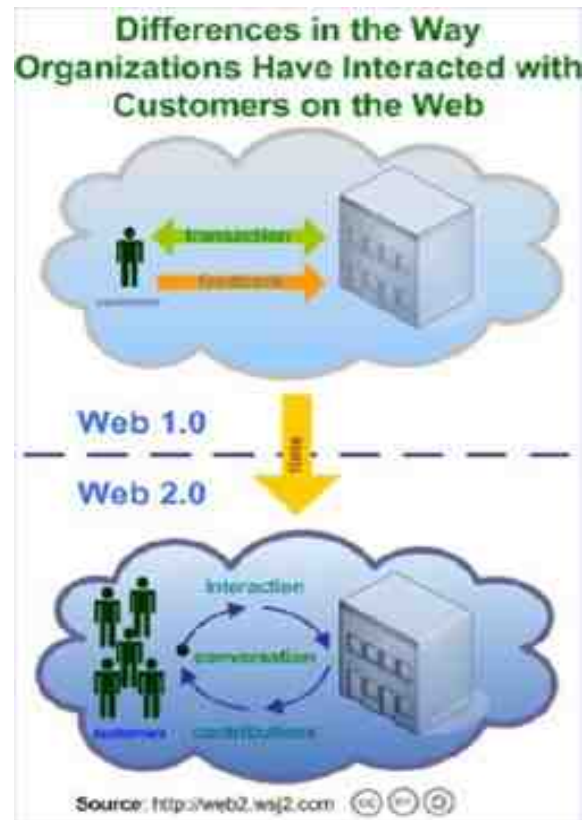
Andrew Churches  
Kristin School  
Auckland

The machine is us/ing

# So what is web 2?

## Web 1.0

- The read web
- Static
- HTML/DHTML
- Javascript



## Web 2.0

- Read/write web
- Dynamic
- Applications
- AJAX
  - Javascript
  - XML
  - CSS
  - DOM

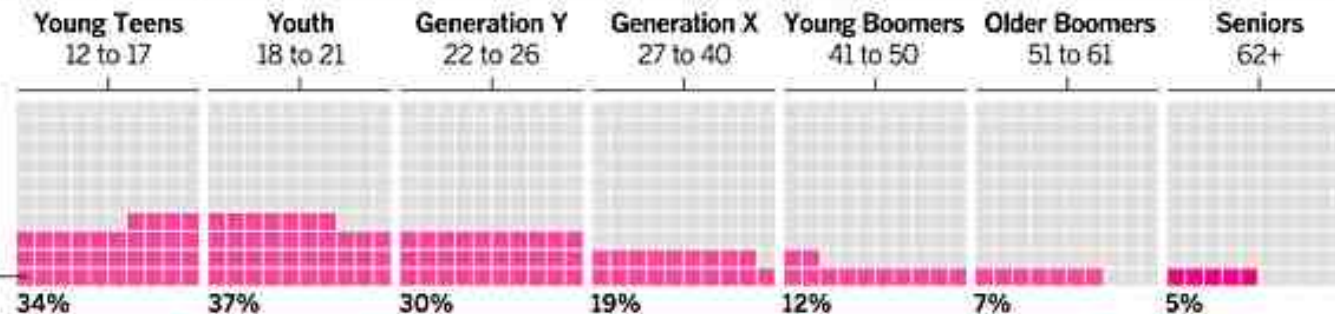
Strengths  
Weaknesses  
Opportunities  
Threats

The icon consists of a bar chart with five vertical bars of increasing height from left to right. Below the bars is a semi-circular gauge with a vertical line and two small circles, resembling a speedometer or a control knob.

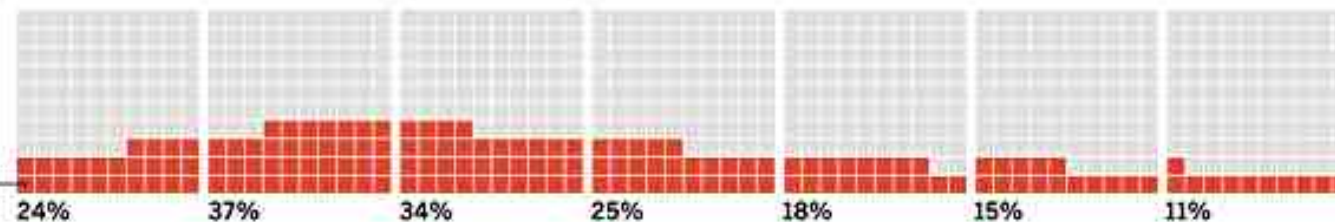
## What people are doing

## Who participates (U.S. online users)

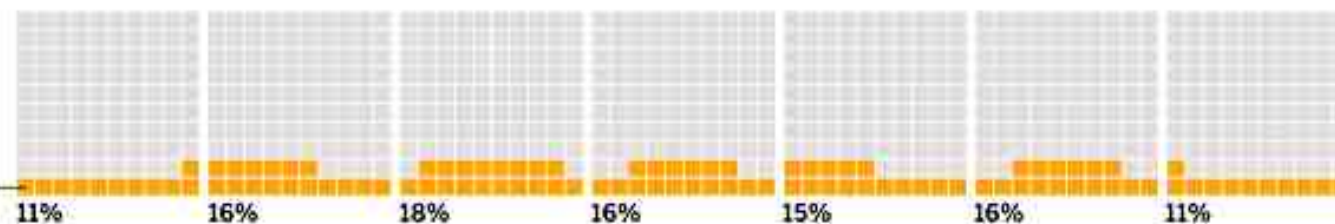
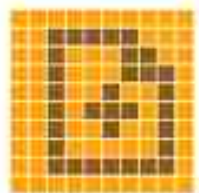
**Creators** publish Web pages, write blogs, upload videos to sites like YouTube.



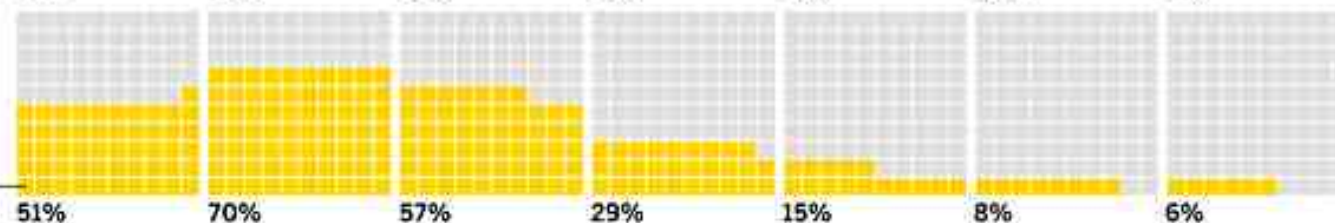
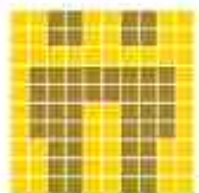
**Critics** comment on blogs and post ratings and reviews.



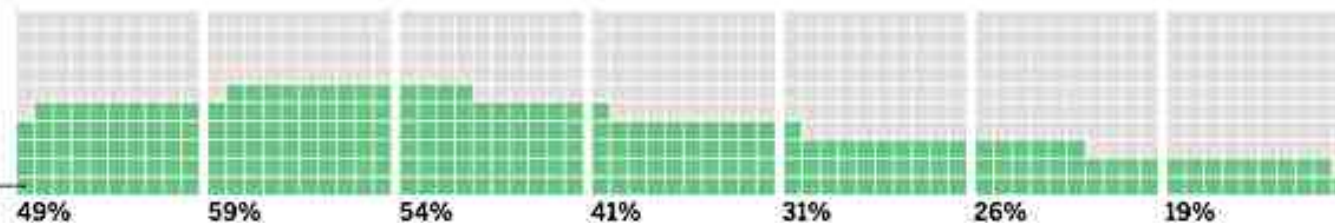
**Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.



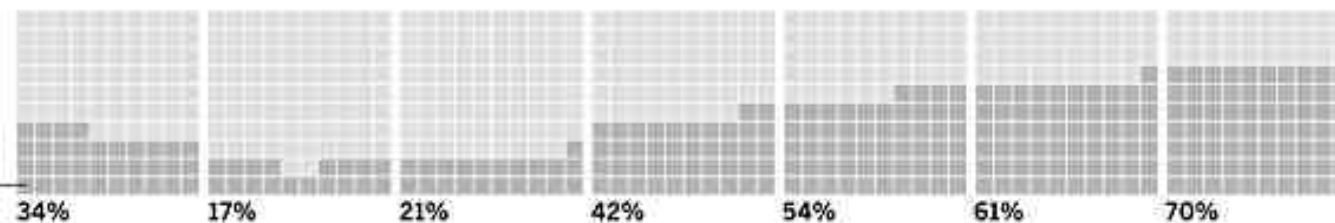
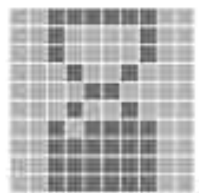
**Joiners** use social networking sites.



**Spectators** read blogs, watch peer-generated videos, and listen to podcasts.



**Inactives** are online but don't yet participate in any form of social media.



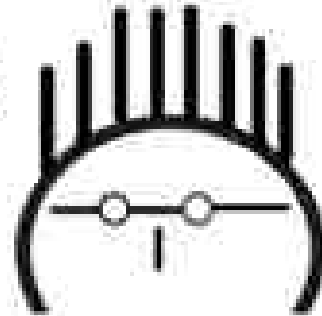
# SWOT Analysis

Strengths

Weaknesses

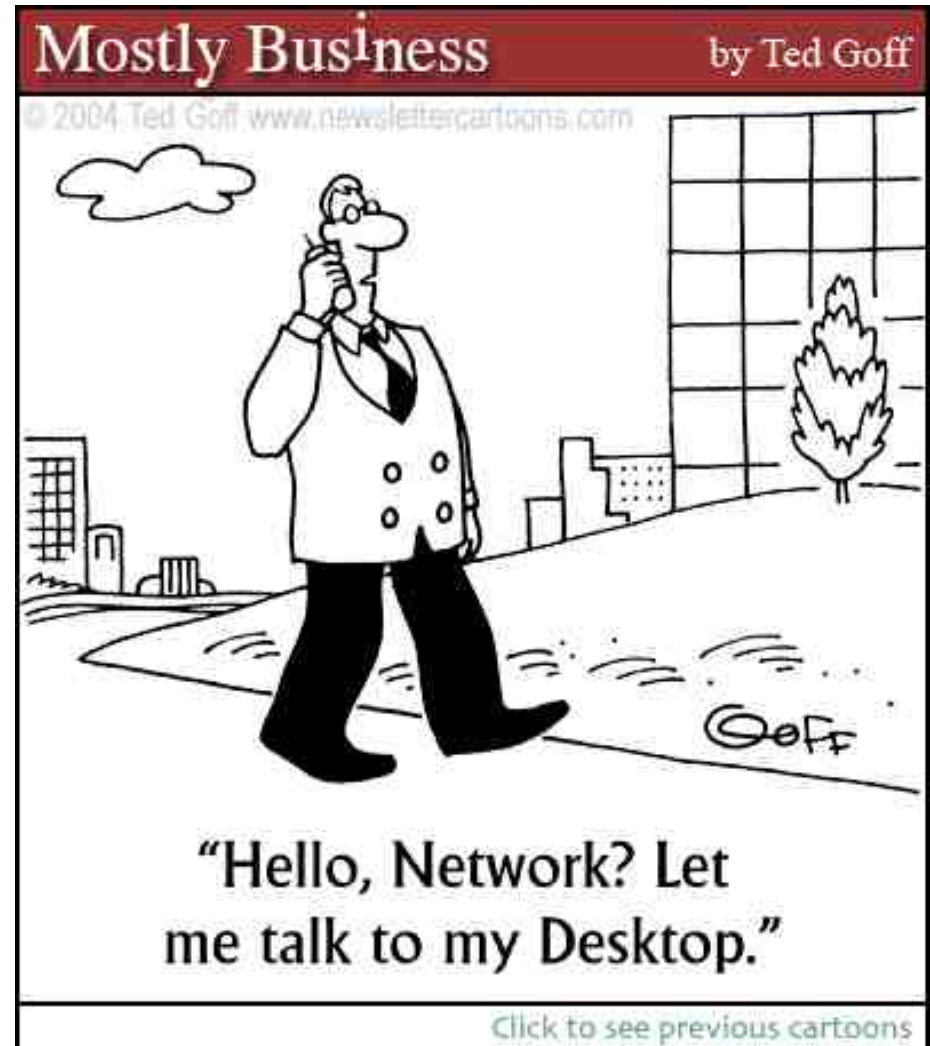
Opportunities

Threats



# Strengths – Cost, Accessibility, Platform

- Cost
  - Reduced cost of investment
- Accessibility
  - Anywhere, any time
- Platform independence
  - Standard
  - Web technology



**Strengths**  
Weaknesses  
Opportunities  
Threats



# Strengths - Variety

- Variety
  - Productivity tools
    - [Google](#)
    - [Zoho](#)
  - Communication and Collaboration
    - [RSS](#) – News, Podcast, Vodcast
    - Journal and reflective practice - Blogging
    - IM & Chat
    - [Social bookmarking](#) - Del-icio-us
    - [Social Networking](#) - Facebook LinkedIn
    - Collaboration – Wikipedia
    - Photosharing - Flickr

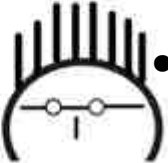


**Strengths**

Weaknesses

Opportunities

Threats





## Office Suite



### Zoho Writer

Online word processor with collaboration features. No download, No install, just sign up to create documents.

100% free [Try Now](#)



### Zoho Sheet

Online spreadsheet application to create and share spreadsheets on the web. 100% free [Try Now](#)



### Zoho Show

Online presentation tool to create, edit, publish, and show presentations.

100% free [Try Now](#)



### Zoho Wiki NEW

Wiki that is as easy to use as a word processor with group concept, versions, sub-pages and more ...

100% free [Try Now](#)



### Zoho Notebook (beta) NEW

Create, Aggregate and Collaborate on multiple types of content online.



### Zoho Meeting (beta) NEW

Web conferencing - Quick and easy Web meeting, Desktop sharing, Remote assistance [Try Now](#)



### Zoho Projects

Project management software to create, manage & collaborate online.

Free for 1 project. For more, price starts at \$5 [Try Now](#)



### Zoho CRM

Elegant & Affordable On-Demand CRM Solution

Free upto 3 users. For more, price starts at \$12 [Try Now](#)



### Zoho Creator NEW LOOK

Create Online Database Applications in minutes. Build Forms, Collect Data and Manage.

100% free [Try Now](#)



### Zoho Planner

Online organizer to maintain your todo's, reminders, notes, attachments etc.

100% free [Try Now](#)



### Zoho Chat

Unique and intuitive way to make group decisions faster.

100% free [Try Now](#)



### Zoho Mail (private beta)

A web-based collaboration groupware that includes Email Client, Documents, Calendar and more.

On-Demand - Free for Individuals. [Try Now](#)



# Strengths - variety

- Variety
  - Video and Audio
    - Upload-edit-share
  - Geographical information
    - Google maps
    - [Google Sky](#)
    - [Google Earth – To Kristin](#)

gliffy

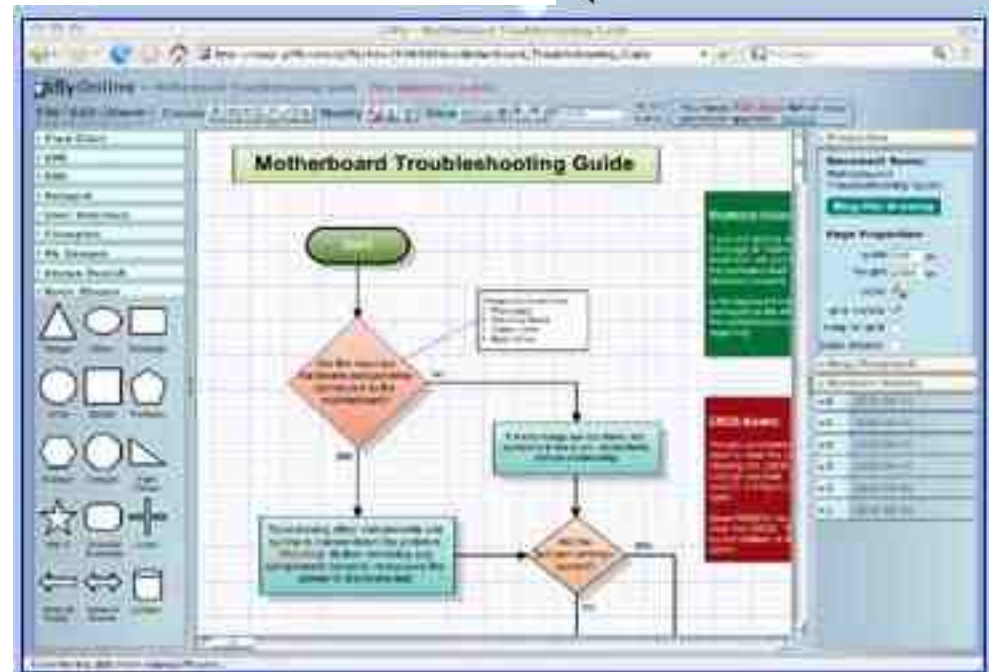
Google  
Earth

Strengths

Weaknesses

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# Weaknesses

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- Dependence on high speed access
  - Cost
  - Available speed & Bandwidth
  - Loop Projects – Super loop, **NEAL** etc
  - KAREN – Kiwi Advanced Research and Education Network

- Accessibility & Reliability

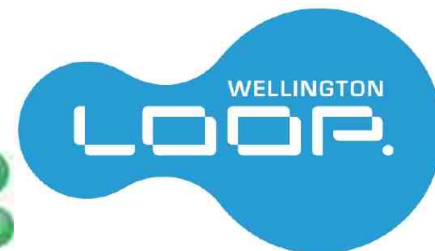
- **IMPACT**

Strengths

Weaknesses

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# Kristin School – Web Access(After)

## Graph of Usage by User Per Time of Day



All Users

Limited to All users

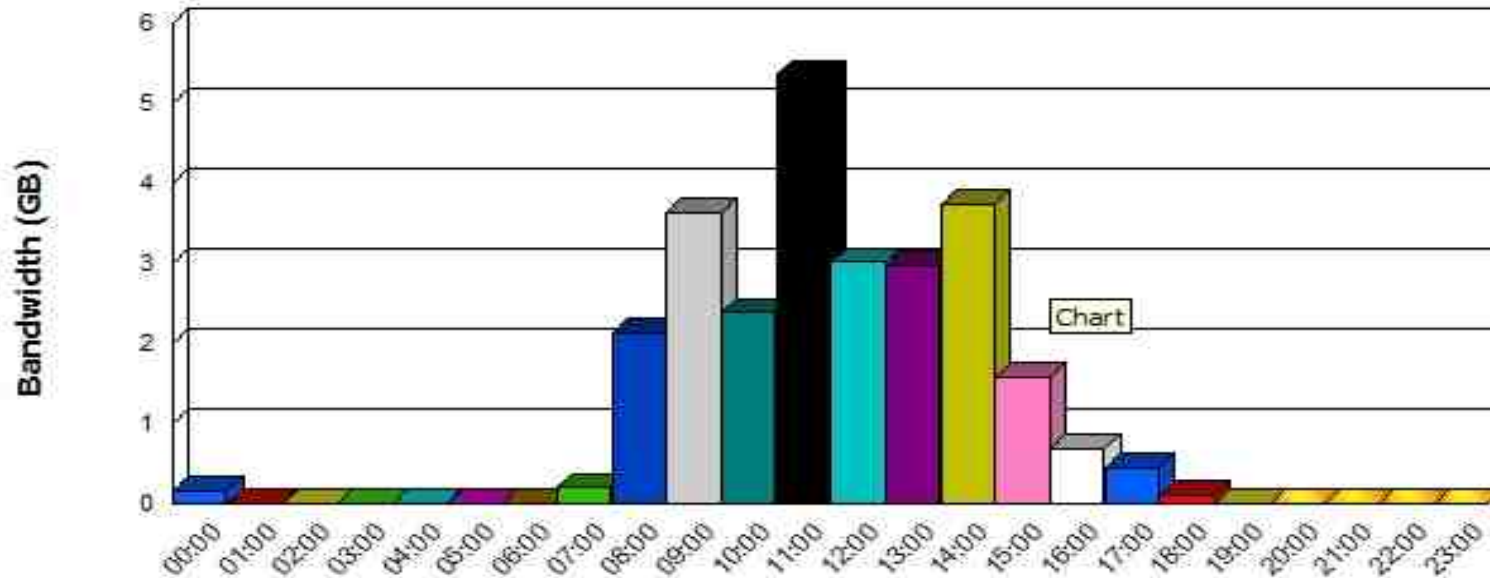
Summarized and sorted by Bandwidth

For week commencing 25-Jun-2007

Printed: 01-Aug-2007 at 09:56

Total for all reported users

Total Bandwidth: 26.4 GB



# Kristin School – Web access(Before)

## Graph of Usage by User Per Time of Day



All Users

Limited to All users

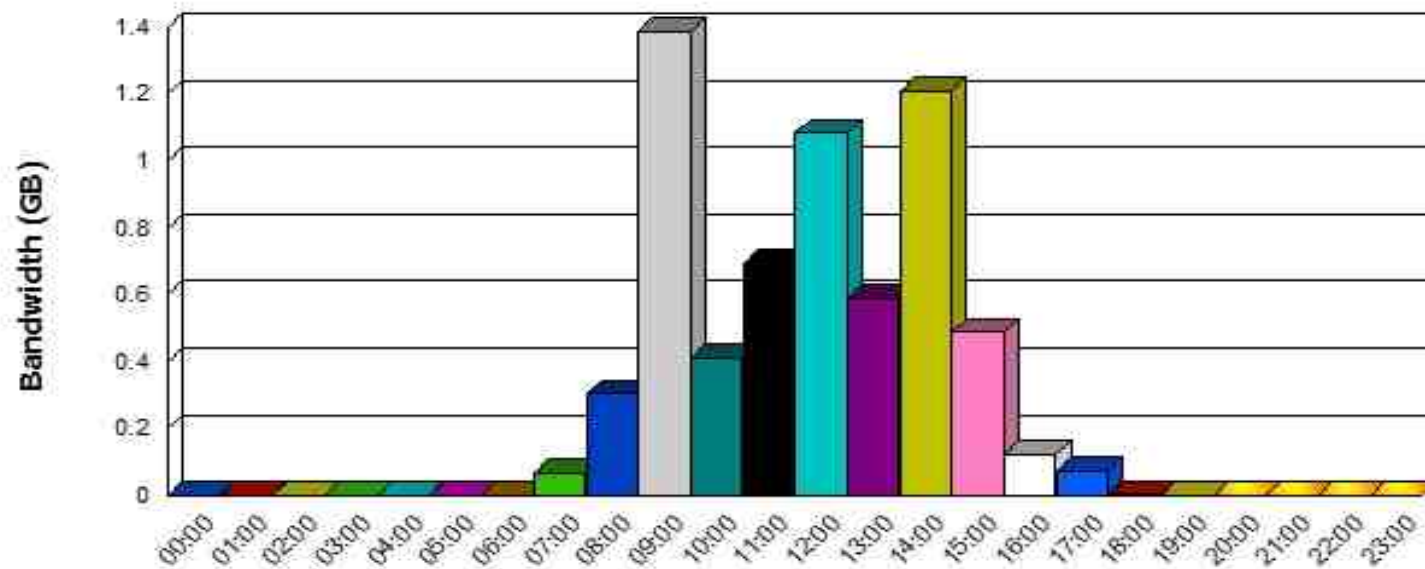
Summarized and sorted by Bandwidth

For week commencing 02-Apr-2007

Printed: 01-Aug-2007 at 09:53

Total for all reported users

Total Bandwidth: 6.4 GB



# Weaknesses – The Google effect



The image is a screenshot of a dark blue announcement page. At the top, the JotSpot logo (with 'o' in yellow) and the Google logo are displayed in white. Below the logos, the main heading reads 'Google has acquired JotSpot' in large white text. Underneath, there are two sections: 'Existing users:' followed by a paragraph of white text reassuring users about account access and support, and 'New users:' followed by a paragraph explaining that new registrations are closed and providing an email sign-up option. Three links are listed in yellow text: 'Frequently asked questions about the deal', 'Contact JotSpot support', and 'Press inquiries'.

**JotSpot** Google™

## Google has acquired JotSpot

**Existing users:**

**Rest assured** — you will continue to have uninterrupted access to your JotSpot account! Our support team is still available to help you.

[Frequently asked questions about the deal](#)

[Contact JotSpot support](#)

[Press inquiries](#)

**New users:**

We've closed off new account registrations while we focus on migrating to Google's systems. If you'd like to be notified when we re-open registration, enter your email address below.

Strengths

Weaknesses

Opportunities

Threats





# Opportunities - Collaboration

WIKIMEDIA  
META-WIKI

- Online collaboration
- **WikiMedia**

- Wikipedia
- Wikiquote
- Wikiversity
- Wikimedia commons
- Wikispecies
- Wikibooks
- Wikicommons

Strengths

Weaknesses

Opportunities

Threats



# Opportunities – Virtual Field trips

- A Number of approaches
- Google Earth, maps and street view
- Microsoft live maps and Photosynth
- Wikimapia
- [Street View](#)
- [Google Sky](#)

Strengths  
Weaknesses  
Opportunities  
Threats

A diagram icon for a SWOT analysis, consisting of a semi-circle with five vertical bars of varying heights above it, and a horizontal line with two small circles and a vertical line below it.

Use Street View to:



View street level photographs (select cities)



Take virtual walks; pan, rotate and zoom



Explore cityscapes, landmarks, points of interest



Find shops, restaurants, parks, hotels and more

# Opportunities – iPhone & Maps



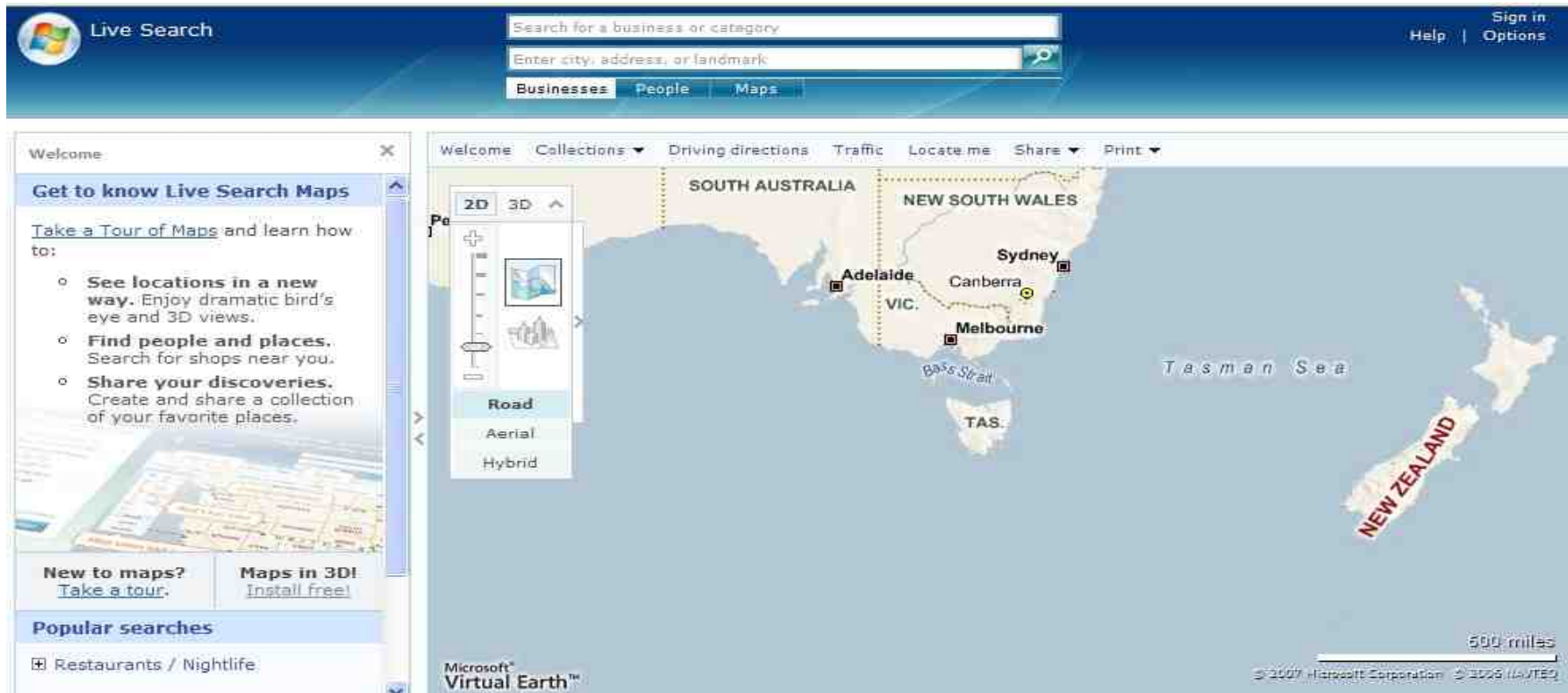
## iPhones and Maps

Strengths  
Weaknesses  
Opportunities  
Threats

A stylized icon representing a SWOT diagram, consisting of a semi-circle with vertical lines of varying heights extending upwards from its top edge, and a horizontal line with two small circles and a vertical line extending downwards from its center.



# Opportunities - Microsoft



Strengths  
Weaknesses  
Opportunities  
Threats



Photosynth - Microsoft Live

# Opportunities - Resources

- Online materials
  - Youtube - [Malcolm X](#)
  - Google video - [Music](#)
  - Teachertube
  - Others
    - [teenage affluenza](#)
    - Commoncraft
      - [RSS in Plain English](#)
      - [wikis in plain english](#)

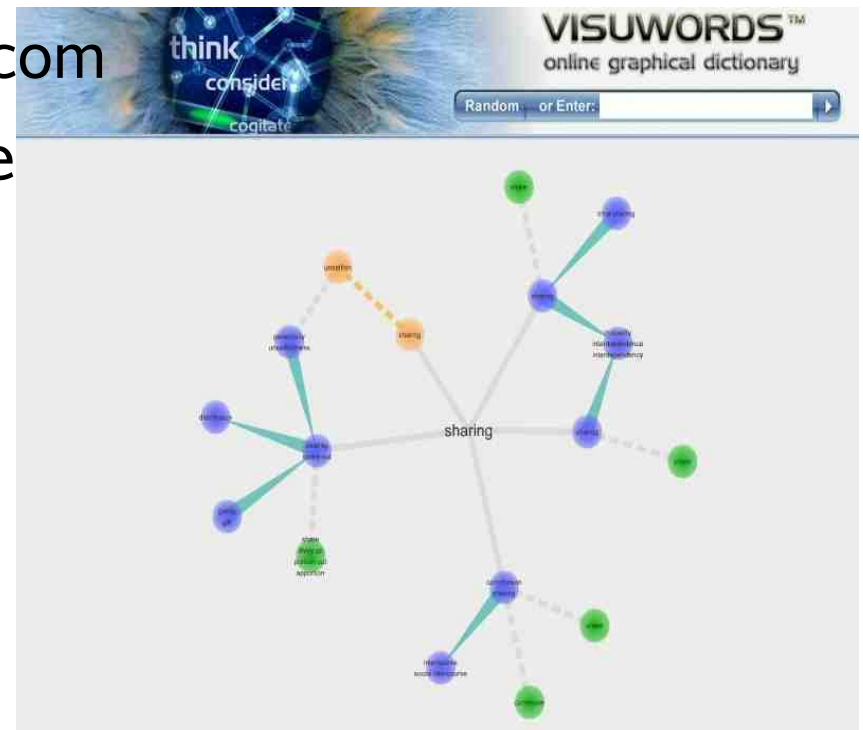
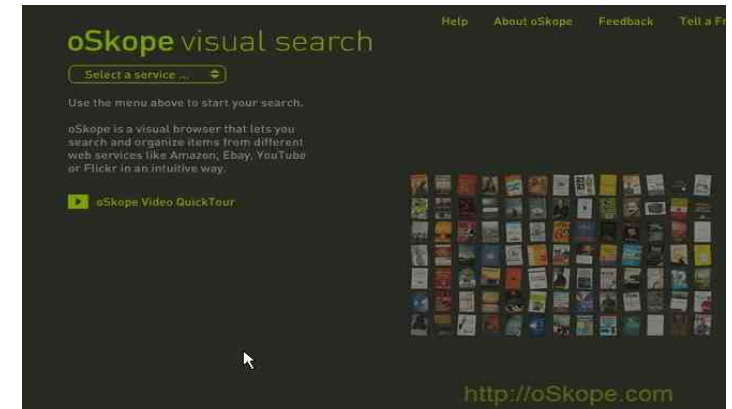


Strengths  
Weaknesses  
Opportunities  
Threats

A SWOT diagram icon consisting of a semi-circle with four vertical bars of varying heights inside it, and a horizontal line with two small circles below it.

# Opportunities – Search Tools & ....

- Voice and Text based search engine
  - Midomi
  - [www.midomi.com](http://www.midomi.com)
- Oskope
  - Flash based tool - <http://oskope.com>
  - Ebay, amazon, flickr and youtube
  - [oSkope on youtube](#)
- Visual Dictionary
  - [Visuwords](#)
  - [www.visuwords.com](http://www.visuwords.com)



# Opportunities - Collaboration

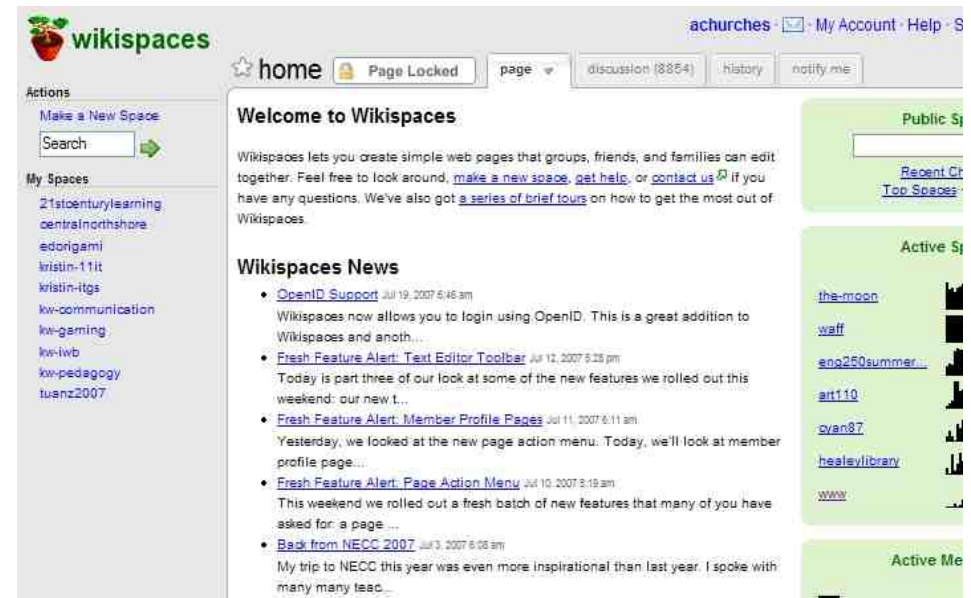
- Wikis

- Collaborative online tool
- Wiki – Means Quick
- Simple edit, link and embed tools
- Different levels of rights/permissions
- First in basis
- Classroom Wikis



- Creative Commons

- wanna work together



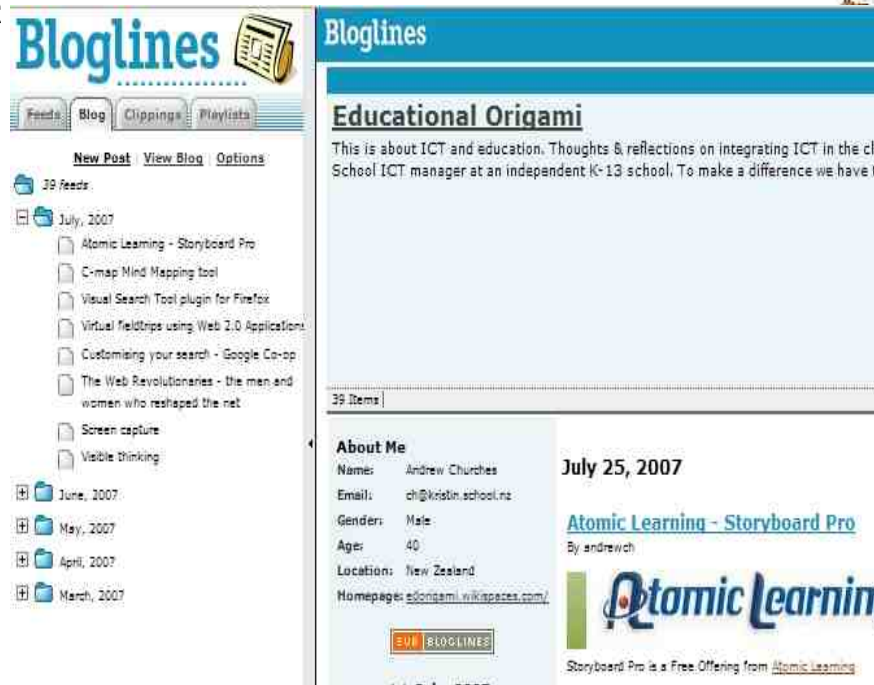
# Opportunities - Collaboration

- Blogs
  - Web Logs
  - Hosting
    - School
    - Web
  - Reflective Practice
- Community
  - Centre4/TKI



The screenshot shows the Bloglines interface with a list of 23 feeds. The feeds include:

- 21st Century Collaborative (0) (13)
- 2e Worth (1) (13)
- Alan November Weblog
- Around the Corner v2 - MGuhlin.net (3) (26)
- Bloglines | News
- Changing the Face of High Schools (0) (13)
- Derek's Blog (0) (3)
- Digital Planet (7)
- Dilbert (35) (6)
- E-Learning Blog : Blogging on the Spot
- Forum - Stop Cyberbullying
- Infinite Thinking Machine (0) (13)
- Learn Online (1) (10)
- LibriVox's New Releases (87) (3)
- National Geographic News: Animals & Nature (112)
- Newstalk ZB (157)
- Scientific American (52)
- Slashdot (200) (7)
- Teaching Learning & Technology in Higher Education (1) (3)



The screenshot shows a blog post titled "Educational Origami" on the Bloglines website. The post is by Andrew Churches, dated July 25, 2007. The post content is partially visible, starting with "This is about ICT and education. Thoughts & reflections on integrating ICT in the classroom. I am the School ICT manager at an independent K-13 school. To make a difference we have to..."

**About Me**  
Names: Andrew Churches  
Email: [ch@kristin.school.nz](mailto:ch@kristin.school.nz)  
Gender: Male  
Age: 40  
Location: New Zealand  
Homepages: [elearning.wikispaces.com/](http://elearning.wikispaces.com/)

**July 25, 2007**  
[Atomic Learning - Storyboard Pro](#)  
By [andrewch](#)

**Atomic Learning**  
Storyboard Pro is a Free Offering from [Atomic Learning](#)

Strengths  
Weaknesses  
Opportunities  
Threats



# Opportunities – Online Media tools

Screen  
cast  
-o-  
Matic

The screenshot shows the Jamglue website interface. At the top, there are navigation tabs: HOME, MIXES (highlighted), TRACKS, PEOPLE, and CONTESTS. Below the navigation is a breadcrumb trail: "You're Here: Jamglue > Mixes > andrewch's 1st mix > Remix". A button labeled "<< Add stuff to this mix" is in the top right. A notification bar says "Jamglue Nobody else can see this mix until you publish it from the Mix Details Page". The main content area features a mix player for "andrewch's 1st mix" with a "Go to the Mix Details Page" link, playback controls (back, play, forward), a timer showing "0:00.000", a "SAVED" button, and a "SAVE A COPY" button. There are also controls for "Mix Tempo" (bpm) and a "SYNC TRACKS TO MIX TEMPO" button. A help box on the right says "Look in this box for context-sensitive help as you use the mixer." Below the player is a "MASTER TRACK" section with a "Zoom:" control and a timeline from -10 to 2:50. A large orange button "Add Stuff to this Mix" is at the bottom left.

The screenshot shows the jumpcut website header. The logo "jumpcut" is on the left. On the right, it says "Signed in as andrewch: Help | Sign Out". Below the logo is a navigation menu with links: Home, My Page, Explore, Groups, Create, and Upload.

## Make a Movie

### Use a simple wizard

Everything should be this easy. Especially making movies.

- Give your movie a title
- Upload your stuff and go

 [Start the Wizard](#)

Strengths  
Weaknesses  
Opportunities  
Threats



# Opportunities – Video Conferencing

- Video Conferencing
  - EVO
    - <http://www.bestgrid.org>
    - Multiple cameras
    - EVO Video
  - Access grids
    - Access Grid Video



Strengths  
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Threats

A diagram showing a vertical bar chart with five bars of varying heights, and a horizontal line with two circles below it, representing a SWOT analysis.

# Threats

- Reliability
- Continuity of Service
- Privacy
- Security
- Teacher reluctance

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**JotSpot** Google

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[Frequently asked questions about the deal](#)

[Contact JotSpot support](#)

[Press inquiries](#)

**New users:**

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# Threats - Safety

ADCOUNCIL

Strengths

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Opportunities

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# 6 Pillars of the Web 2.0 Classroom

- 1) Internet Privacy and security
- 2) Information literacy
- 3) Internet citizenship
- 4) Internet teamwork
- 5) Intentional Internet activities
- 6) Engaged teacher

<http://coolcatteacher.blogspot.com>

Victoria A Davis

# Digital Students@Analog Schools

Digital Students @ Analog schools

# The Final Word

Herding cats

Strengths  
Weaknesses  
Opportunities  
Threats

