Comparative Study of Amazon.com, Wikipedia.com and SZABIST-isb.edu.pk in the context of the Web 2.0 Attributes and Services

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ABSTRACT

This paper analyses the web 2.0 attributes presented in wikipedia.com and amazon.com. They are among the most popular websites in the fileds of education and business respectively. Most of the web 2.0 attributes have been added in these two websites due to which they are more feasible, popular and well-organized. These two websites provide common community portal such as online searching, online digital library, online shopping, sharing thoughts, feedbacks etc. and last is SZABIST university website (www.szabist-isb.edu.pk) which has its own style of representation of web 2.0 attributes. Many of the web 2.0 services have not been included in SZABIST university website such as searching ideas (very limited), community based discussion and sharing views etc.

Key Words: Wikipedia.com, Amazon.com, SZABIST (www.szabist-isb.edu.pk) website, Web 2.0 Attributes

INTRODUCTION

The internet is a very basic source of information, electric communication and nowadays it is also used for business purposes. Web 1.0 was static ideology of information and information flow in web 1.0 was static in nature in this regard web 2.0 brings efficiency of dynamic flow of information. Static flow of information provides limited information; which cannot be used for conclusion and for that reason web 2.0 comes which presents idols information using dynamic scenario.

The behavior of real world users can better understand and present the use of resources and services as compared to the marketing influences. For this reason, resource and service model has been presented very accurately by the amzon.com and wikipedia.com. Amzon.com is the web of online business as well as online shopping means that provide all necessary attributes according to the user perceptions. Wikipedia.com is the website of the social networks which includes navigation, current events, digital archives and community portal by Baird et al. (2005). Last one is SZABIST university websites which does not have community portal, Ajax technology, mashups, folksonomy etc.

This paper is divided into the following sections. Section I presents the difference between web 1.0, 2.0 and 3.0, Section II presents the role of amazon.com in context of web 2.0, section III explains the available resources in wikipedia.com and their usage and section IV explains what are the available services in SZABIST University's website (www.szabist-isb.edu.pk) and what are not. VI contains conclusion.

Web 1.0:

Cormode, & Krishnamurty (2008) say that architecture of web 1.0 was read-only and static in nature there was no concept of cluster intelligence. The main website was used to handle with an individual administrator; it was extremely complex mechanism of updating the website; user suggestions and recommendations were not added directly in

websites. The web 1.0 was demotivated for that reason by real businesses companies and the websites were used only for general information of company, address and a brief product detail instead of online buying and selling etc. In web 1.0 content creators were very few in number and the majority of users were acting as only content in Cormode, G. (2008) which makes web 1.0 very less user-friendly and complex in nature when compared to web 2.0 and 3.0. A diagrammatic scenario of web 1.0 in figure 1 below is given which shows that the original web contents are updated by only web master and other users are only consumers of contents

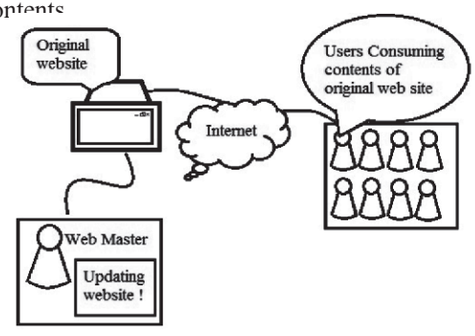

Figure 1. Scenario of Web 1.0

Web 2.0:

Web 2.0 provides a very intelligent functionality of information shearing which makes it completely different from web 1.0. In web 2.0 the flow of information is dynamic in nature and dynamic information is up-to-date which brings awareness towards the latest information about anything Levy, et. al (2007). In web 2.0 instead of web master the web can be updated by other users also and it is one of excellent features of web 2.0 in Cormode, (2008). The concept of blog, posting and forms in Becky Gibson (2007) makes web 2.0 extra efficient and fast because in this case web updates continuously by registered users. Web 2.0 is liked by business organizations because it provides a very efficient feature of online customization which makes online buying and selling very easy for business organizations, the detail of product can be updated ubiquitously by web master and users. It is shown in a diagrammatic scenario of web 2.0 in figure 2 below that the original web contents can be updated by web master and registered users which makes it easy and fast and the results are much better because it is updated by panel and cluster of users.

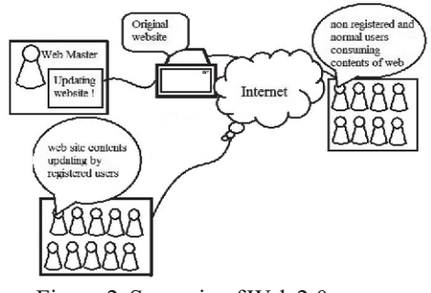

Figure 2. Scenario of Web 2.0

Web 3.0 The semantic Web:

The web of future provides an intelligent environment not only for the internet users but also for machines and other peripheral devices by Dwivedi et al. (2011), Jing He at el. (2012) and Dwivedi et al. (2011). With the services of semantic web the users and devices perform advance intelligent operations. If we take an example of computer hardware drivers we will better understand the whole scenario. Web 1.0 was capable of only giving the information; where web 2.0 is capable of giving exact information and download links of driver but talking about the most efficient and intelligent web semantics is capable of automatic updating of drivers where the scenario of web 3.0 there is no need of user to manually install the driver the machine will automatically interact with the internet and solve the problems. This attribute will provide extra efficiency extra ordinary performance and quality of service QOS by Jing He et al. (2012). To elaborate the given example a diagram representation of web 3 has been provided which displays a picture of scenario used in web 3.0.

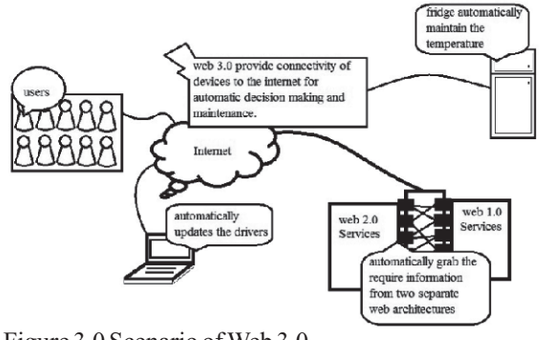

Figure 3.0 Scenario of Web 3.0

Web 2.0 and 3.0 Attributes role in Amazon.com:

Kamel Mellahi & Michael Johnson (2000) say that Amazon is the first online selling web site in e-commerce field. These facilities are increasing the use of web. Actually amazon.com tests the different perceptions of users to know what they like and dislike about products. These kinds of perceptions are based on previous experience and give the rating to the given titles of products, this overall rating is done by the website by using Ontology Web Language for Services (OWL-S) and it is the feature of web 3.0; Martin et al. (2004). Amazon supports attributes of web 2.0 by Levy (2007) such as API and Blogs by Reilly & Tim (2007), tag and tag clouds, mashups by Cheung et al. (2008), RSS, Communities Services, Users navigation, aggregation and it also supports the service of web 3.0 like product rating attribute. API provides the basic layout or interface to the user for better understanding of directions of web by Becky Gibson (2007), for example: what will occur if user presses this button etc. It embeds different products of different companies into e-markets and presents them as the perceptions and requirements of users. Mashups provides to combine information from different sources and creates new things (ideas) according to the choice of user in Chatti et al. (2011) and this is the same obligation of Amazon.com to collect products information from different sources (companies) and

care the clients requirements, for example, on amazon.com, there is latest Panasonic HD TVs available in all sizes. This information is gathered from different companies. Tags play important role in amazon.com where each user tags the information according to his needs. Different tags are combined to make tag clouds. Blogs are the two-way communication tools to express their thoughts, comments. Amazon.com also provides information of different organizations through Blogs search. Communities Services are integrating from different partners of amazon, providing best services for their clients. Digital libraries are also supported by amazon. Client can buy any kind of products such as books, TVs, magazines etc by just one click of a mouse. Amazon keeps the clients aware of latest news about the products by use of RSS feed. One of the great achievements of Amazon is to observe the navigation paths of the clients to know different choices of the clients and in this way it aggregates the beneficial services to fulfill the requirement of clients.

Web 2.0 attributes role in Wikipedia.com:

Wikipedia is one of free sources of active information that is created by panel of volunteers by Baird, Derek & Fisher (2005). It is using attributes of Web 2.0 which is the user driven technology and provides all those services which are the need of today's world, the future of web 2.0 is very bright and it is a revolution in the filed of internet services and security perspective. Some of the rich websites which have included the attributes of web 2.0 to provide better services for their community portal are flicker.com, amazon.com in Kamel Mellahi & Michael Johnson (2000) and wikipedia.com. Levy et al. (2007) says "Wikipedia's popular success has meant that the concept of the wiki, as a collaborative tool that facilitates the production of a group work, is widely understood". Wiki has the capability to add, change or delete the contents of pages. So wikipedia is the combination of web pages and documents that is accessible through internet. MINERVA (2008) says that "wikipedia (pronounced /'wi-ki-pi-di/ or /'w ki-pi-di/) is a multilingual, web based free content encyclopaedia project". Those articles which are laid on the wikipedia website provide more additional information and links for user guidelines. Wikipedia is free online encyclopedia and is a community gateway through which users can search, get, edit and share their own knowledge. So sharing knowledge on wikipedia website may call library users and these users use online digital library provided by wikipedia. Today internet is one of the combinations of social community of digital world where Communications & Strategies (2007) say "bloggers want to publish their own production, Flickr or YouTube users want to store their pictures or videos, Wikipedians begin to write an article about their personal concern etc". So that is the main reason that web users come to publish their own products and others' comments about those products. Through community portal web users express their views and everyone comments on that and at last it brings fruitful results. Wikipedia provides another best approach to monitor the user community activities as well as to correct the mistakes by use of watchdog. Web 2.0 services (attributes) which have been embedded in wikipedia website such as Social networking, aggregation services, mashups, tracking and filtering contents, folksonomy (tagging), collaborative environment, online digital library, remixing, embedding and it works under crowed. According to Paul Anderson et al (2004). that "social networking sites that facilitate meeting people, finding like minds, sharing content". In Aggregation services it collects information from scattered

locations and places on a single web page which has news and RSS feedback. The main aim of wikipedia is that the web services push and pull data from different sources to generate new services called mashups. Wikipedia also supports tracking and filtering contents of user, for example: to track the object (user) from where he/she is, whether he/she is legitimate user or not and to find out the material whether it is correct or not. Folksonomy or tagging that helps to distinguish among different information where user can find out specific information through tags/ labels in online digital library. Once a user finds out the relevant information from digital library or community then he/she can easily remix it with his/her own knowledge. Wikipedia gives the concept of virtual world where nobody can say that I didn't get anything from this web site. Wikipedia gives a chance to put (embed) your questions to community to provide best solution.

Web 2.0 attributes role in SZABIST University website:

Most of the institutions are providing online information for their students to help them in any criterian of education. To fulfill this required criterian, SZABIST university (www.SZABIST-isb.edu.pk) is also providing online information but every institute has its own methodology to complete the needs of the students on its standard way such as SZABIST is one of them to present its own website according to their requirements. If we analyse SZABIST website, we will find out what they have and what they don't have. SZABIST university website provides account for students, online digital library and this online digital library is a great achievement of SZABIST such as ACM, Oxford, springer etc. In account information, it also shows irrelevant information: when student logins to his own account; for example MS student does not have interest in BS, MBA schedules etc. University website has RSS feeds but I haven't seen updated. There is no tagging concept used.

We would like to suggest the following web 2.0 attributes which are:

Mashups, API's, Tagging and tag clouds, Blogs, Ajax and Aggregation, remixing, embedding.

Other suggestion for university web site is that there is no students' progress report of performance, attendance on daily basis such as no performance graph.

CONCLUSION

Internet has become a global village and users of this global village can access one another through World Wide Web and this World Wide Web must follow the standards of web 2.0; web 2.0 has a big impact on internet and web 2.0 has been built to remove the gap between web user and internet. Nowadays most of the web developers use the standard of web 2.0 to care the needs of web users, suppose amazon provides online shopping to facilitate their users. All business relevant information is available on Amazon site. Amazon and other competitors sell the same products when they receive same product descriptions but amazon has created a science of how to engage the user. Amazon allows participation in different ways virtually on every page. Wikipedia is already ranked in top 100 websites and some of them believe that it will be in top 10 websites due to its creations of different contents with changed dynamics. This dynamic change in contents results in great achievements of target and this is the aim of Wikipedia. All this information exists on both web sites (Amazon.com and Wikipedia) due to web 2.0. SZABIST university website

(SZABIST Islamabad) is not in touch with web 2.0 attributes. Only two services of web 2.0 have been used e.g. online digital library, RSS. SZABIST university website should have community portal from where everyone can participate, share thoughts, suggest or comment on others' views because the aim of web 2.0 is to connect people, not devices.

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