Wikis--Tools for Collaborative Content Management

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Google to acquire YouTube for \$1.65 billion in

By Ben Chamy Last Update: 4:14 P ET Oct 9, 2006

SAN FRANCISCO (MarketWatch) - Google Inc. said Monday it's buying No. 1 Inte YouTube Inc. for \$1.65 billion in stock. The deal is regarded as a largely defensive leading role in a burgeoning Internet marketplace. Moreover, the Google/YouTube of (GOOG: 489.75, +1.92, +0.4%

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betting heavily on video to attra BBC keep pace with their rival. On I the deal, which was announced

Home News Sport Radio TV W chiming in on the deal Monday OUK version OInternational version | About the version The News in 2 minutes

NEWS Last Updated: Tuesday, 10 October 2 News Front Page

Google buys YouTube

Print

Disa

Google is buying videosharing website YouTube for \$1.65bn (£883m) in shares after a weekend of speculation that a deal was in the offing.

The two companies will continue to operate independently. Google said as it announced the news on

YouTube, launched in February one of the most popular website

It has 100 million videos viewer 72 million individual visitors ead

'Natural partners'

Read More About: Google (294) • Web Utilities (467) • Mergers/Acquisitions (328)

Google Buys JotSpot, Offers Free Wiki Pages

With JotSpot purchase, Google enhances its Webbased collaboration offerings.



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Ben Service

In a bid to grow beyond its roots as a search engine, Google has acquired JotSpot, a developer of wiki technology for collaborative Web sites.

Earlier this month. Google announced that it would offer online word processing and spreadsheet applications to its millions of Web searchers. The company also has a blogging service, but hasn't vet introduced a tool for Web-based collaboration.

Now Google has filled that gap by acquiringJotSpot, according to a Tuesday post on JotSpot's blog by its cofounder and CEO. Joe Kraus. He did not disclose the terms of the deal, and Google did not answer requests for comment.

Joining Google allows us "to plug into the resources that only a company of Google's scale can offer," like a huge audience, access to world-class data centers, and a team of incredibly smart people, Kraus said in his blog.

JotSpot's Background

Kraus and his partner, Graham Spencer, founded JotSpot in Palo Alto, California, just three years ago, but they can already boast of customers with big names like eBay, Intel, and Symantec. The term "wiki" is typically used to describe software that allows users to share and edit documents on the

JotSpot has stopped accepting new registrations while it ports its application to Google's software architecture, but it will continue to support those existing users. Visitors and

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Outline

- Introduction to Wikis
- The Brave New Web
- Why Wikis?
- What are Wikis?
- Wiki-related Issues
- Demos

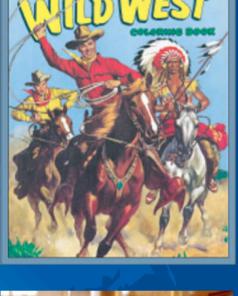
Walking Down the Memory Lane



- · 1980-91.
- 1992-1995
- 1996
- 1999-200

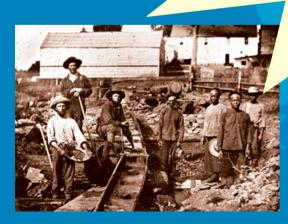
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social networks





collaboration



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Courtesy of Steven Warburton

Web 2.0?

- Definition of Web 2.0
- A term proposed by Tim O'Reilly to describe the contemporary web
 - Modern way of using it
 - New tide of web applications
 - "Second generation" web

Web 1.0 vs Web 2.0

Web 1.0	Web 2.0
HTML, Java, Flash	AJAX, CSS
Website, encyclopedia, CMS	Blog, wiki, wikis
As a book/magazine	As a platform/tool
Company-oriented	User-contributed
B2B and B2C	Audiences = Authors
Fee-based advertising	Free information
Sales channel	Social network
	Website, encyclopedia, CMS As a book/magazine Company-oriented B2B and B2C Fee-based advertising

Web 1.0 vs Web 2.0

Web 1.0:

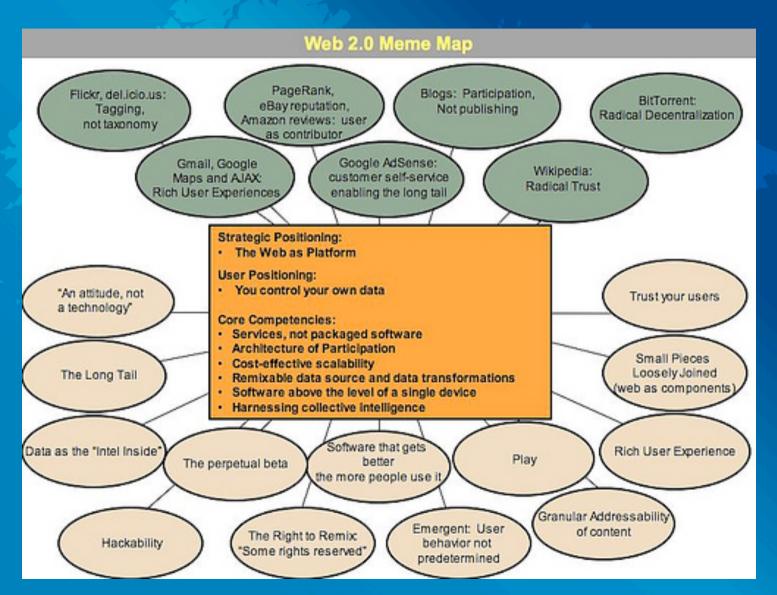
- HTML and HTTP rolled out from academia
- Standardization of different protocols
- Quickly commercialized
 - The dot-com fever
 - Later on, becomes the dot-com bubble

Web 1.0 vs Web 2.0

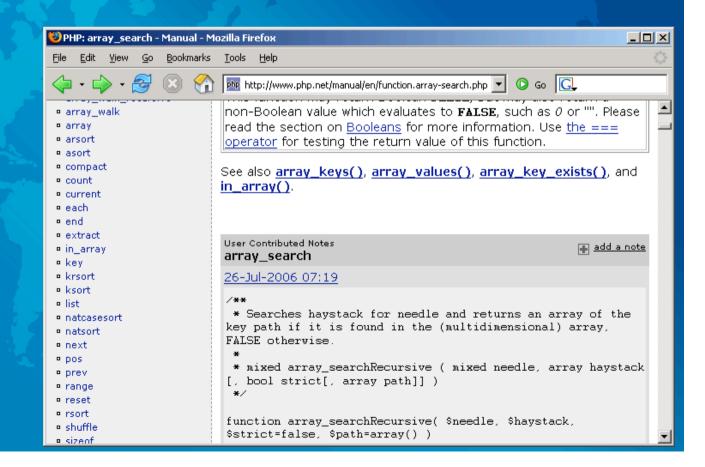
Web 2.0:

- Gradually developed New things:
 - LAMP model, Blogs, CMS, Wiki, Gmail, YouTube, Skype, ...
- A paradigm shift
 - Human-centric and to connect people

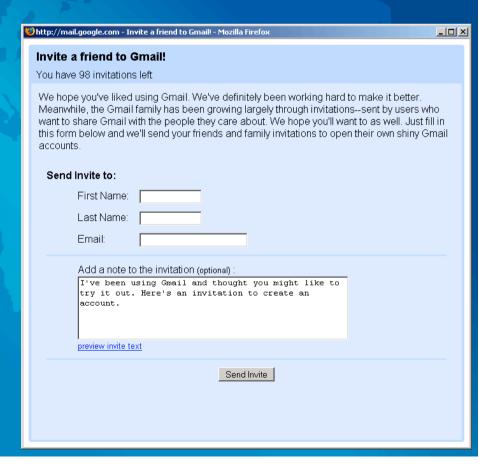
Web 2.0 Meme Map



Notes on PHP programming



Referral invitation model of Gmail et al



The success of YouTube

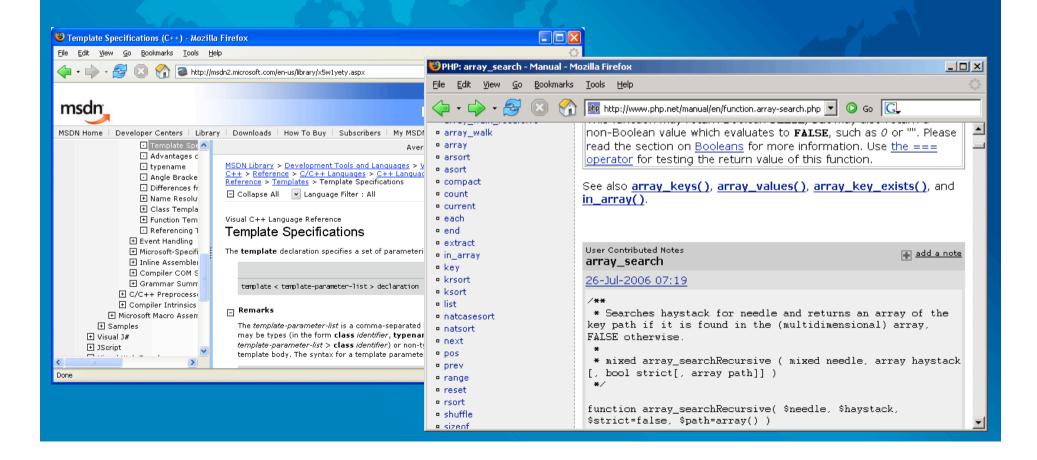


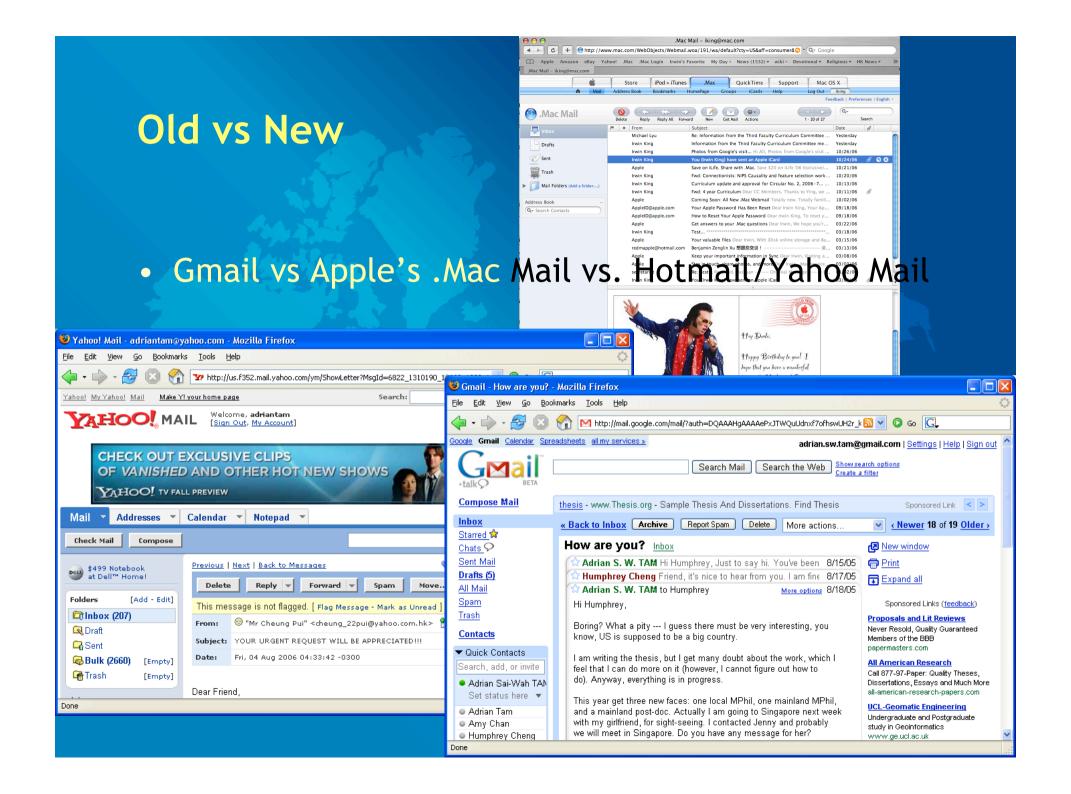
The collective effort of Wikipedia



Old vs New

• User's contribution: MSDN vs php.net





Summary

- Technology-centric vs. User-centric
- Individualistic vs. Group Behavior
- Consumer vs. Producer
- Transactional vs. Relational
- Restrictive vs. Empowerment
- Top-down vs. Bottom-up
- People-to-Machine vs. People-to-People
- Search & browse vs. Publish & subscribe
- Closed application vs. Service-oriented services
- Functionality vs. Utility
- Data vs. Value

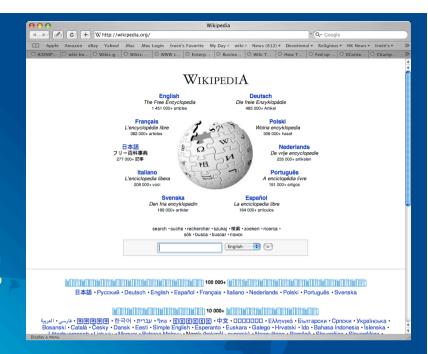


How About Wiki?

- 1995: Ward Cunningham created the first wiki, http://c2.com
 - Inspired by Apple's HyperCard
 - Wikiwikiweb
 - Wikiwiki is a Hawaiian word to mean quick
- Wiki is closer to the original idea of web by Tim Berners-Lee: More like a notepad than a book
- Wiki = Wikipedia pedia (knowledge content)

How About Wikipedia?

- 2001: Jimmy Wales and Larry Sanger launched Wikipedia, http://wikipedia.org
 - The largest and most famous project using wiki in the world
 - Dec 2005: 50,000th Chinese article
 - Mar 2006: 1 millionth English article
 - 1.34 million independent articles (excluding translations)
 - 13.6 edits per page in average
 - > 2 million wikipedians
 - 9000 requests per second
 - > 700Mbit/s outgoing traffic



Wiki Advantages

- Free
- Open source
- Collaborative content management
- Decentralized control of centralized data
- Simple to set-up & maintain
- Simple to create and edit text
- Extensible functionalities
- Flexible structure (ontology)
- •

Corporate Success Stories

- Nokia has been using Socialtext wiki software for a year and a half to facilitate information exchange within its Insight & Foresight group.
- Yahoo uses Twiki software to help its development team overcome the problems associated with working from a variety of separate locations.
- Michelin China also uses Twiki as a knowledge management tool.
- Jean-Noel Simonnet, from the company's IT department, writes,
 "Our purpose was to share ALL the information, procedures, setup
 documents, so that we were less dependent on a particular staff
 member knowledge, so that nobody in the team has any document
 left in a personal directory."
- Kodak, Cingular, Disney, Motorola, and SAP are also among the notable companies with <u>wiki success stories</u>.

Wiki Checklist

Consider if

- To establish a company intranet quickly and cheaply without sacrificing functionality, security, or durability
- To publish a range of corporate documents in one universally accessible location and let employees manage those documents with a minimum of effort, lag, and risk of redundancy
- To manage and organize meeting notes, team agendas, and company calendars
- Need a project management tool that is cheap (if not free), extensible, and accessible through any Web browser.
- Need a central location where shared documents can be viewed and revised by a large and/or dispersed team.

Might not be useful if

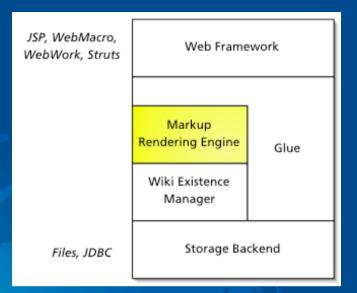
- Need to use complex file formats.
 Some wiki platforms can support only text or HTML files.
- Don't have a staff member who can take responsibility for its use. A wiki is only as good as its ontology (or the search engine it uses). You will need somebody who can establish conventions for naming pages and maintaining links.
- The collaborative format isn't appropriate for your group or workplace. Peer review is not always the best solution for content management.
- Looking for an exchange of views.
 Wikis are not the best tool for airing opinions or carrying on conversations.
 If that's your primary goal, use a blog instead.

What Is Wiki?

- Wiki is defined as "the simplest online database that could possibly work."
- Wiki is a set of web pages that anyone--or at least anyone with permission--can create or edit
- Wiki is an engine to convert wiki text into HTML
- There are many variant of wiki engines: UseMod, Kwiki, Twiki, MoinMoin, PmWiki, MediaWiki, DokuWiki, ...

Wiki System Architecture

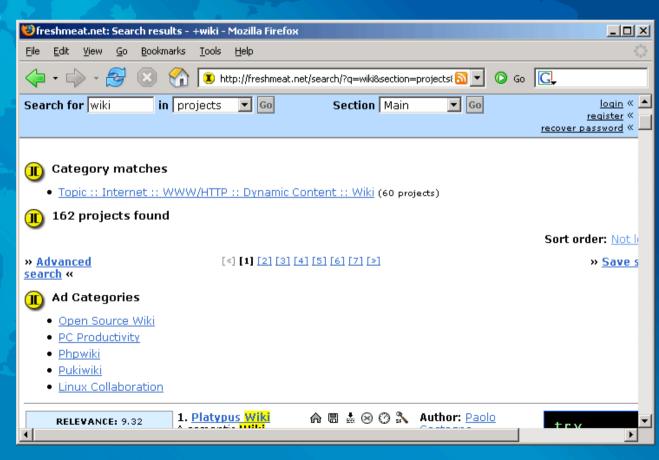
- Storage Backend (JDBC, Files)
- Wiki logic
- Glue between the user and storage
- A HTML frontend, often with a web framework
- A render engine that turns wiki markup into XHTML/XML



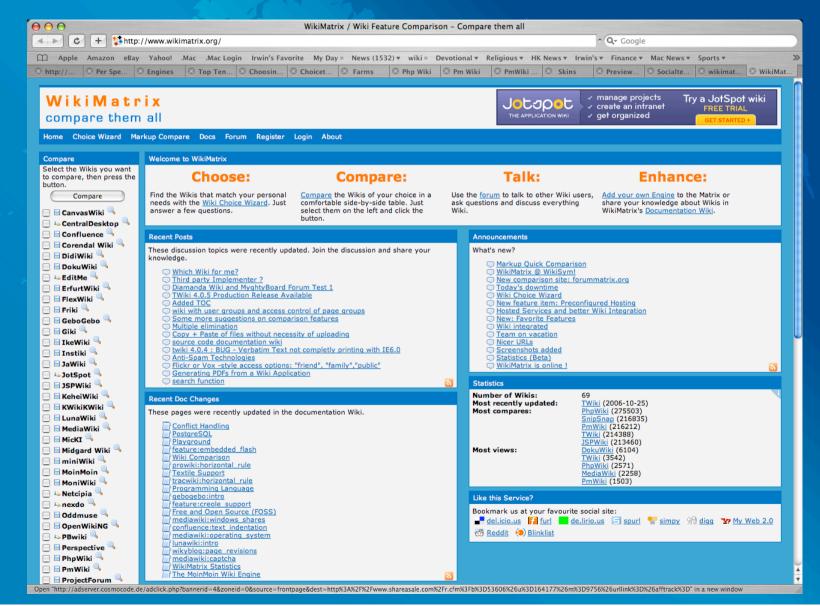
How about wiki?

Freshmeat has 162 projects named "wiki" as of

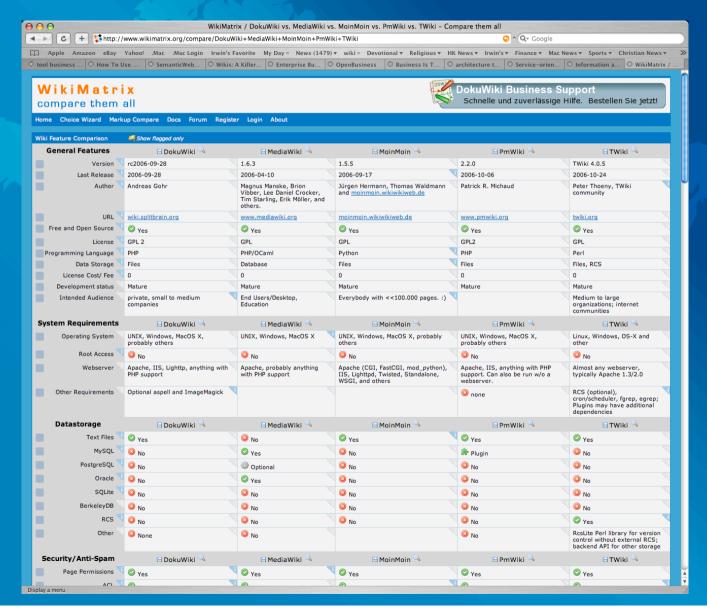
August 2006



Variety of Wikis



Comparing Wikis



Significance of Wiki

- Separating content from presentation
 - CSS: To take care of the style and layout
 - Wiki: A compact and clean way to write the content in plain text format

Syntax Examples	□ DokuWiki 🦠	⊞ MediaWiki 🦠	⊞ MoinMoin 🦠
Internal Link	[[a Link]] [[namespace:link]] [[link With a Title]]	[[a link]] [[a link with title]]	CamelCaseLink or ["free link"]
External Link	[[http://example.com]] [[http://example.com With a Title]]	[http://example.org The title]	http://google.de/ or [http://google.de/ Google] or file:////server/share/file
Headlines	===== Level 1 ==== ==== Level 2 ==== === Level 4 === == Level 5 ==	==Section== ===Subsection=== ====Sub-subsection====	= Level 1 = == Level 2 == === Level 3 === ==== Level 4 ==== ==== Level 5 ====
Bold Format	**bold**	'''bold'''	'''bold'''
Italics Format	//italics//	''italic''	''italic''
Underline Format	underlined	<u>>underlined</u>	underline
Monospace Format	''monospace''	<tt>monospace</tt>	`monospaced`
Strikethrough Format	⊲del>strikethrough	<pre><s>strikethrough</s></pre>	(strikethrough)
Superscript Format	<pre>^{superscript}</pre>	<pre>^{superscript}</pre>	^superscript^
Subscript Format	_{subscript}	_{subscript}	,,subscript,,
Images	{{local.jpg}} {{http://foo.bar/baz.jpg}}	[[Image:wiki.png]]	http://foo.bar/foo.jpg or attachment:foo.jpg
Aligning Text	⊗ N/A	<pre><center>Centered</center></pre>	only in tables: <(> left <:> middle <)> right
Text Indentation	② N/A	: indented line	indented text
Bulleted Lists	* item 1 * item 1.1 * item 2	* Item 1 ** Item 1.2 * Item 2	_* Item 1* Item 1.1 _* Item 2
Numbered Lists	item 1 item 1.1 item 2	# Item 1 ## Item 1.2 # Item 2	_1. Item 1a. Item 1.a _1. Item 2
Definition Lists	🖈 Plugin	; term : definition	_term :: definition
Horizontal Rule			

Simplicity of Wiki

```
===== Web 1.0 vs Web 2.0 =====
   * Web 1.0: The old web
      * Early implementation of HTTP and HTML
      * Started by research and academia (e.g. CERN) but quickly
     captured by commercial
                                                            wiki [Adrian's Playground] - Mozilla Firefox
      * dot-com bubble
                                                            File Edit View Go Bookmarks Tools Help
         * Interesting things: not dot-ed
                                                               Web 1.0 vs Web 2.0
   * Web 2.0: The new web
                                                               Web 1.0: The old web.

    Early implementation of HTTP and HTML

      * Started after the dot-com bubble

    Started by research and academia (e.g. CERN) but quickly captured by

      * Looking for a new definition of
                                                                   commercial

    dot-com bubble

          buzzword

    Interesting things: not dot-edu, dot-org, dot-net, but dot-com

      * Human-centric
                                                               Web 2.0: The new web

    Started after the dot-com bubble bursted.

         * Blogs
                                                                 Looking for a new definition of "web" when it is no longer a buzzword

    Human-centric

 * Wiki
                                                                   Blogs
         * Other CMS
                                                                   Wiki

    Other CMS

         * Gmail
                                                                   Gmail
         * etc.

    Web 2.0 means a paradigm to connect people

      * Web 2.0 means a paradigm to conne
                                                                   Evidence: The success of YouTube (http://www.youtube.com)
         * Evidence: The success of YouTul

    Evidence: The referal invitation model of Gmail/Writely/Googlepage

                                                                    membership
                                                                                 (http://gmail.google.com,
                                                                                                        http://www.writely.com.
                                                                    http://pages.google.com)

    Evidence: The discussion on PHP programming (http://www.php.net)

                                                                   Evidence:
                                                                             The
                                                                                     collective
                                                                                               effort
                                                                                                           build
                                                                                                                  Wikipedia
                                                                    (http://www.wikinedia.org)
                                                            Done
```

Example of Wiki

Example: Syntax for Wikipedia

Pros

- Content-centric
- Simplicity

Cons

- Many formats
- Subtle differences
- Less powerful

Wiki text	Result
"italic"	italic
""bold""	bold
""bold and italic""	bold and italic
==heading== ===level 2=== ====level 3==== ====level 4====	Headings in different sizes
[[Link to another page]] [[Link different title]]	Internal Link to another page on the wiki
http://www.test.org [http://www.test.org Text]	External link Link with description
[[fr:Page en français]]	Interwiki link to french Wikipedia (appears under "languages")
[[Category:Example]]	Add article to category "example"
	horizontal line
* one	Bullet list
* two * three	
<pre># one # two # three</pre>	Numbered list
[[Image:File.jpg Text]] [[Image:File.jpg frame Text]] [[Image:File.jpg thumb Text]]	Image with alternative text Image aligned right with caption Thumbnail
[[Media:File.ogg]]	Download link
{{Name}}	Include template "Name"
~~	Signature (Link to userpage)
~~	Signature with timestamp
#REDIRECT [[Other article]]	Redirect to another article

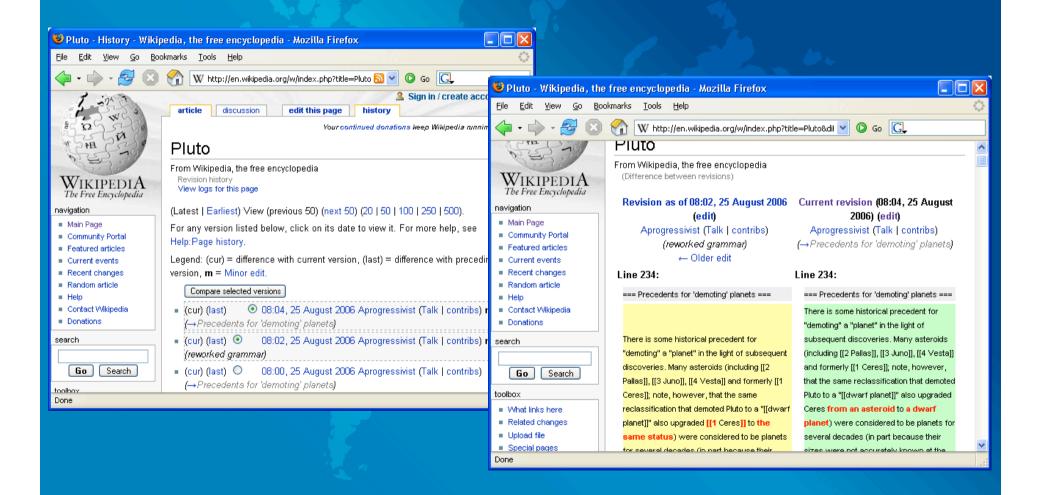
Strength of Wiki Engines

- Text-based
 - Easier to search, index and perform statistics
 - Cost-effective to archive the content
- Permission control
 - ACL (Access Control List)
 - .htaccess
- Change logs
 - Plain text makes us easier to find changes
 - Easier to perform version control

Permission Control List

Access Control List Management On this page you can add and remove permissions for the current page and all the gnamespaces it is in. You should read the gofficial documentation on ACL to fully understand how access control works. The page displays all permissions that are significant for the current page. Permissions regarding other pages are not shown - to edit them prowse to the according page first, then change to the ACL Administration. Add new Entry Permissions for * (Namespace) Group Read Edit Create Upload Delete Save Permissions for Namespace * ✓Read □Edit □Create □Upload □Delete □Update Group ALL Delete Read Edit Create Upload Delete Update Group admin Delete Read Edit Create Upload Delete Update Group user Delete

Change Logs

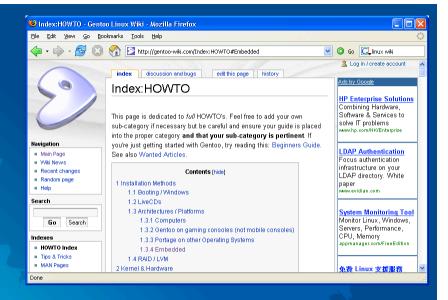


Wiki Usage

- Course homepages
 - Easier to update and do minor editing (e.g. homeworks, lecture notes)
 - Reduce the workload on homepage maintainence
- Conference homepages
 - Facilitates two-way communication and discussion on research
 - Example: http://sigcomm06.stanford.edu/discussion/



Wiki Usage



- Documentation and Collaboration
 - Distributed working style
 - Knowledge management and sharing
 - Timely updating
 - Revision control
 - Example: Gentoo Linux Wiki

Business Tools

- JotSpot
 - Started by the co-founders of Excite
 - A cross between a wiki and a database
 - Not open-source
 - Additional features to handle forms and external data
- Socialtext
 - Based on the open-source Kwiki
 - Ships a standalone appliance with software installed
- Confluence
 - Composed of almost exclusively of open-source libraries
 - Provides licensees with the source code

Other Wiki(pedia)-related Issues

- Copyright
- Censorship
- Neutral Point of View (NPOV)
- Etiquette
- Vandalism
- Verifiability
- Governance
- Technical
 - Scalability, flexibility, expressiveness, security

Other Interesting Development

- Personal wikis
 - Wiki on a stick
- Wiki Farms
- Technical Issues
 - Installations
 - Portable devices
 - Plugins
 - Rendering
 - Ontology
 - Searching
 - WikiSync

Wiki Farm

MediaWiki farms [edit]

Wiki farm	Price	Features	Wiki engine	Content license
Wikia	free (has text ads)	Wikia (formerly known as Wikicities) is a wiki hosting service created in 2004 by Jimmy Wales and Angela Beesley. All wikis have common login and preferences. Creation of a wiki is subject to approval; it must have a large potential audience and be likely to attract enough editors. Projects which overlap existing Wikia or Wikimedia are not accepted. There is no means to close an inactive wikia, even if the community has moved elsewhere. Domains, names and identifiers are owned by Wikia Inc, not by the respective communities. There is also a Scratchpad wiki subdivided in categories ("mini-wikis") that welcomes all content.	MediaWiki 1.7alpha	GFDL

Other wiki farms [edit]

Most of the wiki farms below have WYSIWYG or rich text editors that don't require learning or using Wikitext markup, which is what the above MediaWiki farms employ for editing pages. Those few that do not have editors will likely have their own Wikitext markup language that will be similar to the one used by Wikipedia.

Wiki farm	Price	Features	Wiki engine	Content license
Central Desktop	free and paid options	WYSIWYG editing, access control, full-text search, document management, light project management, database, calendaring, single sign-on to multiple projects, project templates, rss enabled, ideal for team collaboration	Custom	
PBwiki	free and paid options	Hosts simple, password-protected wikis on .pbwiki.com subdomain. No page limits, SSL, RSS & Atom, ZIP backups, diff, over 90,000 wikis already hosted, six wiki "skins", file uploads, page hiding, page locking	custom wiki engine	
ProjectForum	paid		custom wiki engine	
Socialtext	free and paid options		SocialText Open	
Wetpaint	free	Features: True WYSIWYG Editing, Custom Page Hierarchies, Comment and Reply Forums with Comment Ratings, Access Control, Keyword Search, Tags, Tag Filtering, Skins, RSS, Page Locking, Profiles, Site Activity Report, Page and Comment Watching	Custom Java-based engine	Creative Commons
WikyBlog	free	Wikipedia style syntax, ajax enhanced tabbed interface, threaded comments, file upload, tagging, google maps integrated	WikyBlog	Choice

The Future of Web and Wiki

Nothing great was ever achieved without enthusiasm.

Ralph Waldo Emerson

- Web 3.0?
 - Swinging of the pendulum
 - Convergence of monolithic businesses vs. distributed individualism with group behavior?
- Wiki
 - Incorporate more advanced technologies
 - Wiki Mining of content, logs, temporal information, etc.

References

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- Wikis get down to business, C/Net News, July 25, 2006. http://news.com.com/Wikis+get+down+to+business/2009-1038_3-6098200.html