[Discussion Questions]

1. How would you describe Web 2.0 to someone who has not taken a course in information systems?
2. If you were the CEO of a company, would you pay attention to blogs about your company? Why or why not? If yes, would you consider some blogs to be more important or more reliable than others? If so, which ones? How would you find blogs relating to your company?
3. Do you have a page on a social networking Web site? If yes, why? If no, what is keeping you from creating one? Is there any content that you definitely would not post on such a page?
4. How can an organization best employ Web 2.0 technologies and applications to benefit their business processes?
5. What factors might cause an individual, an employee, or a company to be cautious in the use of social networks?
6. What risks does a company expose itself to if it leverages feeds? How might the company mitigate these risks?
7. What sorts of restrictions or guidelines should firms place on the use of social networks by employees? Are these Web 2.0 sites a threat to security? Can they tarnish a firm’s reputation? If so, how? Can they enhance a firm’s reputation? If so, how?

[Problem-Solving Activities]

1. Enter www.programmableweb.com, and study the various services that the Web site offers. Learn how to create mashups, and then propose a mashup of your own. Present your mashup to the class.
2. Go to Amazon’s Mechanical Turk Web site (www.mturk.com). View the available HITs. Are there any HITs that you would be interested in for making some extra money? Why or why not?
3. Access Mojofiti (www.mojofiti.com). What is interesting about this social networking site?
4. Access ChatRoulette (www.chatroulette.com). What is interesting about this social networking site?

[Team Assignments]

1. Each team will visit a major social networking site. The team will discover features that distinguish its site and present its pros, cons, and distinguishing features to the class.
2. Each team should pick a subject that needs aggregation. The team will set up the plans for an aggregator Web site to accomplish this goal and present the site to the class.
3. Enter www.podcasting-tools.com. Explain how to record a podcast. Each team will create a podcast on some idea in the course and make it available on your class Web site.
4. Each team will independently take on the following problem: You are an external consulting company with experience in corporate Web 2.0 implementation. Create a PowerPoint presentation that sells Web 2.0 to the following company while addressing the following concerns:

- The company is a credit card and payment-processing firm that has 100 employees. Many of the employees are not very Internet literate, and most have not heard of Web 2.0. It is believed that there will be resistance by employees to any proposed changes.
- The company’s CIO would like to implement Web 2.0 technologies and applications to enhance employee life and perhaps explore new ways of marketing the company’s services.

Each team will conduct its research independently and present the results to the class.

[Closing Case Marketing with Facebook]

The Problem

Almost 100 years ago, John Wanamaker coined the advertiser’s dilemma: “Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.” Until the advent of the Web, it was difficult to argue that these percentages, or even an advertiser’s ability to track these percentages, had improved much. However, the Web has advanced to the point that most large sites can serve ads based on a user’s browsing history. For example, Google (www.google.com) has developed its