

~~Institute of  
network cultures~~

# Beyond Heritage: The Politics of Web 2.0 Research

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## Institute of Network Cultures Blog

### Video Vortex V in Brussels 20-21 Nov, program online

Posted on Sunday, 11 October 2009, 12:58 pm by sabine

Video Vortex V: The Moving Image Online Location: Atomium, Brussels 20-21 November 2009 Video Vortex V is organized by Cimatics festival 2009 in cooperation with the Institute of Network Cultures in Amsterdam and supported by KASK (Faculty of Fine Arts, University College Ghent) and the Center Leo Apostel (CLEA). On November 20-21 2009, Cimatics festival is hosting the 5th [...]

### Society of the Query; program complete

Posted on Saturday, 3 October 2009, 11:13 am by margreet

The program of the Society of the Query is complete. For the latest overview take a look at the blog. [networkcultures.org/query/about](http://networkcultures.org/query/about) We are looking forward seeing you on November the 12th and 13th. The visual identity is made by Grrr Medialab Amsterdam.

## Recent pictures



### upcoming event



### about

The Institute of Network Cultures is a media research centre that actively contributes to the field of network cultures through research, events, publications and online dialogue. The INC was founded in 2004 by media theorist Geert Lovink, following his appointment as professor within the Institute of Interactive Media at the Amsterdam University of Applied Sciences (Hogeschool van Amsterdam).

# INC Projects

- Society of the Query
- Urban Screens
- CPOV: Wikipedia Research
- Winter Camp 09
- Video Vortex
- MyCreativity
- New Network Theory
- Databodies
- Distributed Aesthetics
- The Art and Politics of Netporn
- Incommunicado
- A Decade of Webdesign
- New Media in the Netherlands

From a perspective of new media research Europe allocated too much of its resources into the digitization of its cultural heritage, leaving the debate over the architecture of the network society to hyped-up IT gurus and business management evangelists. Once again, the future was located in the past. Now that the 1.5 billion Internet users worldwide are preoccupied with social networking and other Web 2.0 activities, digital content is proclaimed dead and "free".

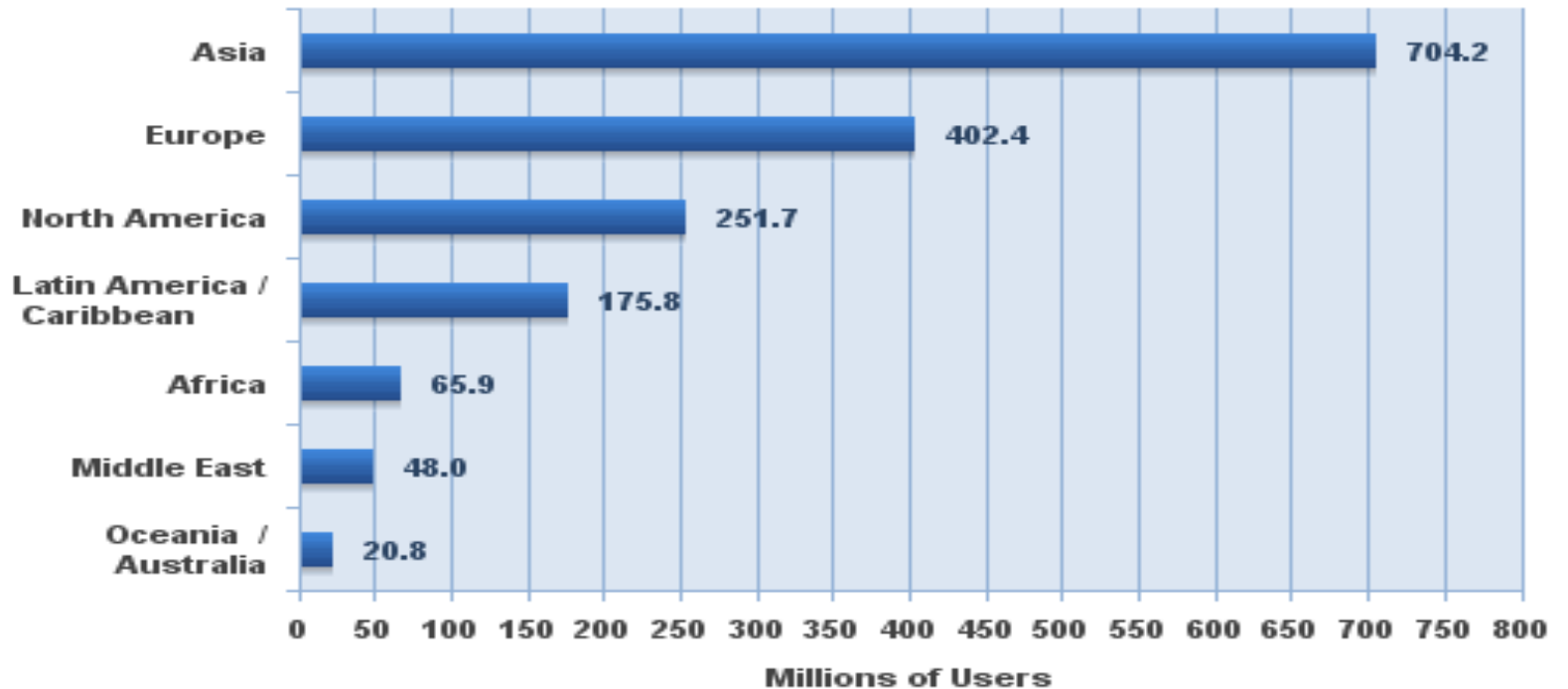
The question central in my work has always been how Europe can be liberated from its preoccupation with the archive in order to mobilize its creative energies towards a 'future culture' that is both critical and innovative. How can we develop an intellectual environment that is capable to shape things to come that is not condemned to writing academic histories? In our work at the Institute of Network Cultures we highlight actual interventions in emerging fields such as the culture of search (beyond Google), critical Wikipedia research and the artistic use of online video, proving that a critical techno culture is alive and well.

## WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population ( 2009 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2009	Users % of Table
<a href="#">Africa</a>	991,002,342	4,514,400	<b>65,903,900</b>	6.7 %	1,359.9 %	3.9 %
<a href="#">Asia</a>	3,808,070,503	114,304,000	<b>704,213,930</b>	18.5 %	516.1 %	42.2 %
<a href="#">Europe</a>	803,850,858	105,096,093	<b>402,380,474</b>	50.1 %	282.9 %	24.2 %
<a href="#">Middle East</a>	202,687,005	3,284,800	<b>47,964,146</b>	23.7 %	1,360.2 %	2.9 %
<a href="#">North America</a>	340,831,831	108,096,800	<b>251,735,500</b>	73.9 %	132.9 %	15.1 %
<a href="#">Latin America/Caribbean</a>	586,662,468	18,068,919	<b>175,834,439</b>	30.0 %	873.1 %	10.5 %
<a href="#">Oceania / Australia</a>	34,700,201	7,620,480	<b>20,838,019</b>	60.1 %	173.4 %	1.2 %
<b>WORLD TOTAL</b>	6,767,805,208	360,985,492	<b>1,668,870,408</b>	<b>24.7 %</b>	362.3 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for June 30, 2009. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) . (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local Regulators and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to [www.internetworldstats.com](http://www.internetworldstats.com). Copyright © 2001 - 2009, Miniwatts Marketing Group. All rights reserved worldwide.

## Internet Users in the World by Geographic Regions

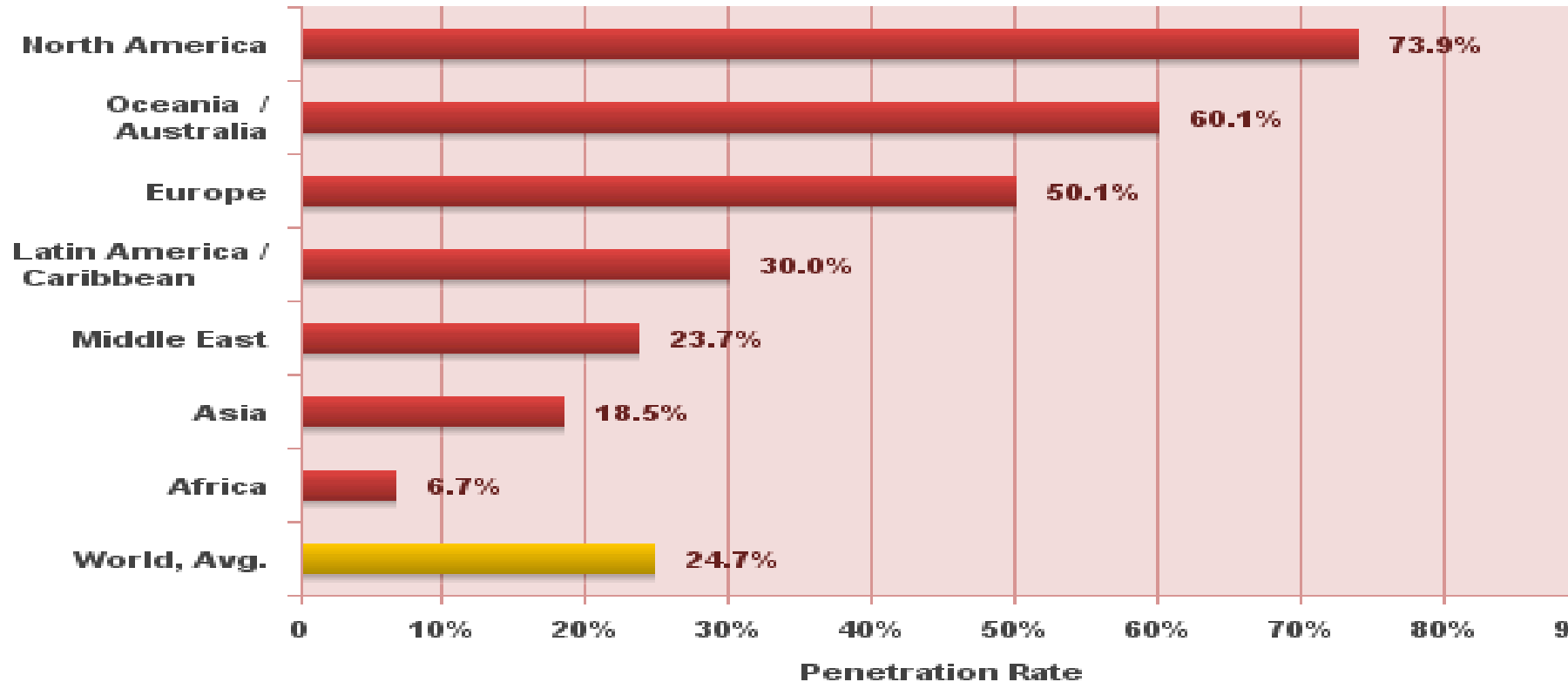


Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

Estimated Internet users are 1,668,870,408 for June 30, 2009

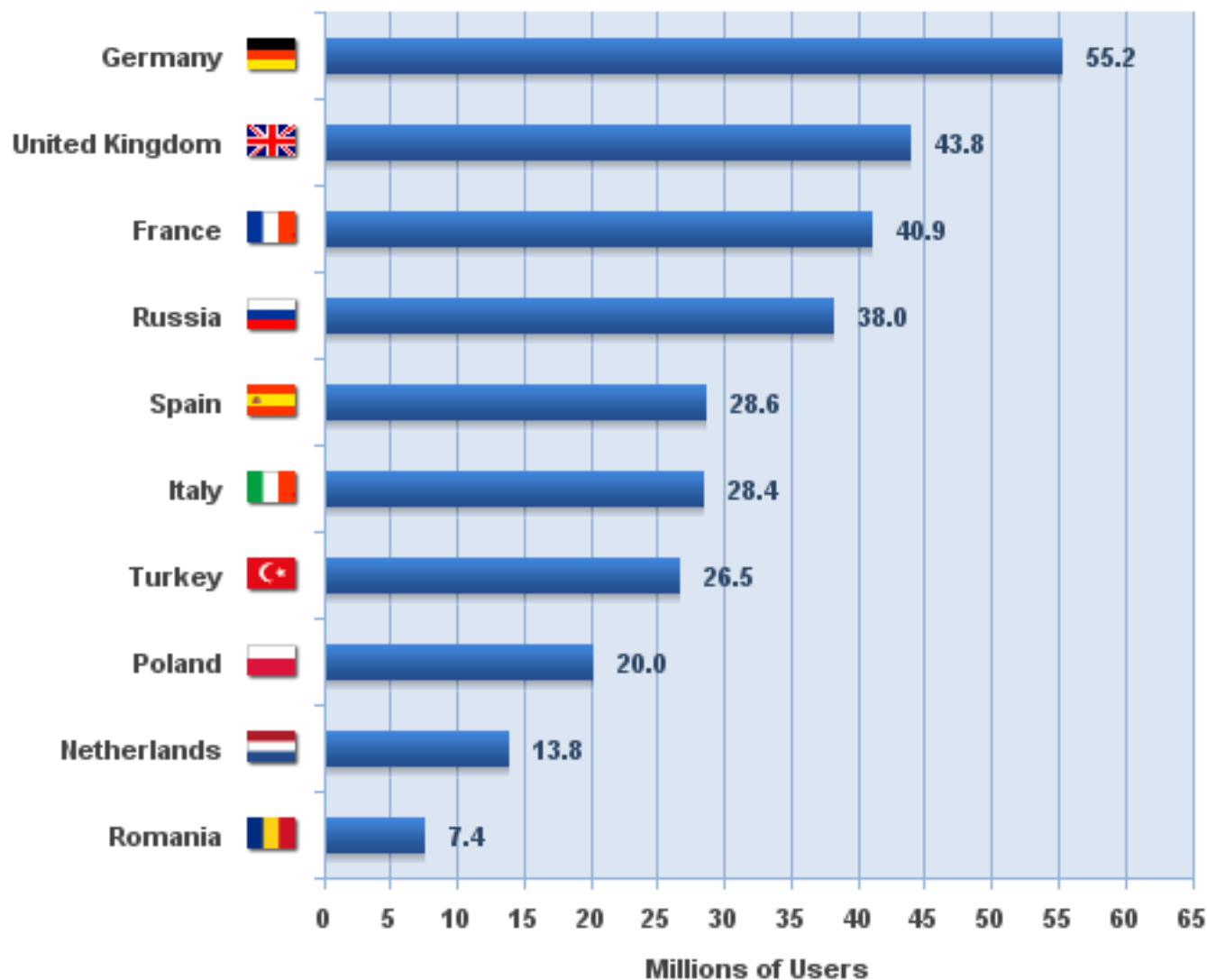
Copyright © 2009, Miniwatts Marketing Group

# World Internet Penetration Rates by Geographic Regions



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Penetration Rates are based on a world population of 6,767,805,208  
and 1,668,870,408 estimated Internet users for June 30, 2009.  
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# Internet Top 10 Countries in Europe March 2009



Source: Internet World Stats - [www.internetworldstats.com](http://www.internetworldstats.com)

Basis: 393,373,398 estimated Internet Users in Europe for March 31, 2009

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**Web 1.0****Web 2.0**

DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

## Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

## Online Social Media

### Social Bookmarking

Delicious, Digg,  
Stumbleupon

### Collaborative Tools

Ning, Google,  
Google Maps

### Blogs

Wordpress,  
Twitter, BoingBo-  
ing

### Wiki's

Wikipedia

### Social Networks

Hyves, Facebook,  
MySpace

### Video Sharing

Youtube

### Business Networking

LinkedIn

### Photo Sharing

Flickr, Zoom





# SMART MOBS

THE • NEXT • SOCIAL • REVOLUTION

TRANSFORMING CULTURES AND  
COMMUNITIES IN THE AGE  
OF INSTANT ACCESS

**HOWARD RHEINGOLD** *AUTHOR OF THE VIRTUAL COMMUNITY*

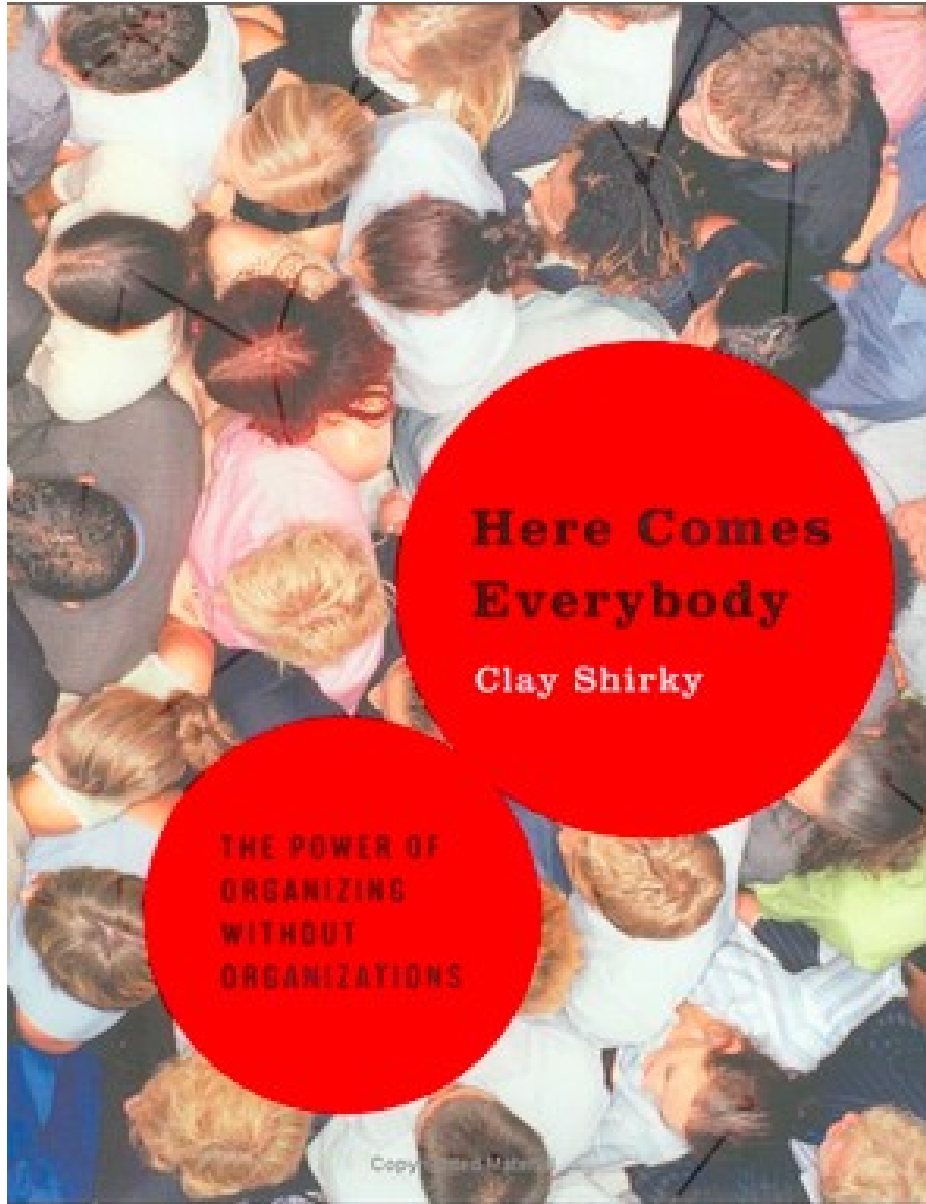
## Participatory Culture

1. Relatively low barriers for engagement
2. Strong support for sharing creations with others
3. Informal mentorship
4. Members believe their contributions matter
5. Care about others' opinions of self & work

"Not every member must contribute, but all must believe they are free to contribute when ready and that what they contribute will be appropriately valued."



Henry Jenkins



**Here Comes  
Everybody**

Clay Shirky

THE POWER OF  
ORGANIZING  
WITHOUT  
ORGANIZATIONS

GEERT LOUINK



**ZERO COMMENTS**

BLOGGING AND  
CRITICAL INTERNET  
CULTURE

**Ning** lets you create and join new social networks for your interests and passions.

**Join Now**

Sign In

## Create a New Social Network

*Create your own!*

Name your social network

For example, Paris Cyclists

Pick a web address

 .ning.com

At least 6 letters. For example, pariscyclists

**Create >**

*or find one!*



## Discover New Social Networks

What are you interested in?



### Swap Mamas

These mamas are smarter, greener and kicking the economy to the curb



### My Modern Metropolis

A celebration of urban art, design and photography from around the globe



### The New Boyz

The Los Angeles-based duo's first album has sparked a new dance craze



### National Marriage Boycott

A national student driven movement for gay and lesbian marriage rights



### The Pinup Lifestyle

Glamorous members rock ruby red lips, high heels and retro clothes

# All About Crabgrass

Groups » All About Crabgrass

## About Crabgrass

A propos de Crabgrass [ru] O Crabgrass

**How** | [Versions](#) | [Last Change](#) | [Print](#)

[Version español](#)  
[Version française](#)  
[Русская версия](#)

## Crabgrass Web Application

Crabgrass is a [software libre](#) web application designed for social networking, group collaboration and network organizing. Our goal is to create communication tools that are tailored specifically to meet the needs of bottom up grassroots organizing. By social networking, we mean the ability of users to get to know one another through their online contributions and presence. By group collaboration, we mean the ability of small groups to get things done, such as share files, track tasks and projects, make decisions and build repositories of shared knowledge. By network organizing, we mean the ability of multiple groups to work together on projects in a democratic manner.

## Current Status

Crabgrass currently consists of a solid suite of group collaboration tools, such as private wikis, task lists, file repository, and decision making tools. We are currently working on better social networking tools, blogs, and event calendars, as well as better support for collaboration and decision making among independent groups.

<https://we.riseup.net/crabgrass/about>

# DigiActive

A World of Digital Activists

alpha

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Search...

Search

## NEW RESEARCH

### Digital Activism Survey Report 2009

Download, read, give feedback

## WHAT IS DIGITAL ACTIVISM?

Watch digital activists from around the world describe their craft:



## Twitter list of top digital activism resources

Written by [Kate Brodock](#) on [September 29, 2009](#) - 2:19 am -

We've begun a [TweepML](#) list of some of the influential Twitter users in the digital activism space, primarily individuals, groups and organizations who are focusing their time on following the digital activism space from a research/analytic/reporting standpoint.

The list can be found [here](#).

We want to be as inclusive as possible and would love to expand this list. Our goal is to get a Top 100 for the field (we need 75 more).

But we need your help! Please [Twitter Kate](#), send her an email ([kate @ katebrodock \(dot\) com](mailto:kate@katebrodock.com)) or leave a comment with additions to the list.

Tags: [analysts](#), [Twitter](#)

Posted in [DigiActive News](#), [Guides & Resources](#) | [2 Comments](#) »

## Defining Digital Activism: Part 2 - What Are We

## LEARN ABOUT...

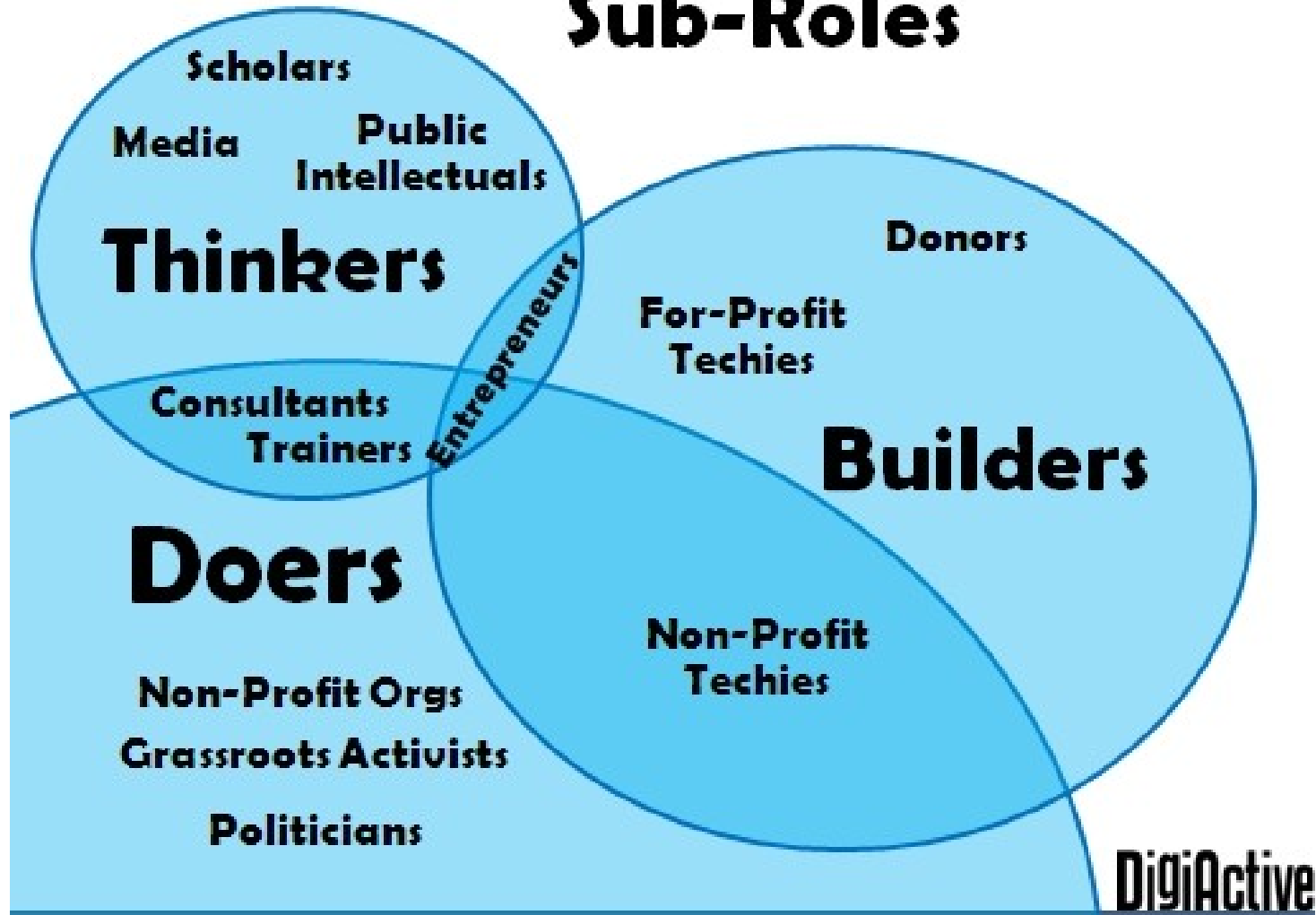
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- [Theory](#) (24)
- [Tools](#) (41)
- [Uncategorized](#) (3)

<http://www.digiactive.org/>

# Digital Activism Defined:

Where Do We Come From?

## Sub-Roles





**ORGANIZING  
FOR AMERICA**

**"I'M ASKING YOU TO BELIEVE.**  
Not just in my ability to bring about  
real change in Washington ... I'm  
asking you to believe in yours."  
-BARACK OBAMA

GET EMAIL UPDATES

Email Address

Zip Code

**SIGN UP**



**ABOUT OFA**

**ISSUES**

**VOLUNTEER**

**OFA BLOG**

**DONATE NOW**

BECAUSE IT'S ABOUT  
**YOU**



***Join Millions of Americans Calling  
for Change Using Our Online Tools***

- ***Find an event near you***
- ***Join a local organizing group***
- ***Get trained on community organizing***

***Login To Your Account***

Email:

Password:   Remember Me

[Forgot Your Password?](#)

<http://my.barackobama.com>

13,589,620 actions taken since Jan '07



[SIGN UP](#) | [SEARCH](#) | [CAMPAIGNS](#) | [DONATE](#) | [BLOG](#) | [MEDIA](#) | [ABOUT US](#)

العربية DEUTSCH РУССКИЙ ESPAÑOL FRANÇAIS PORTUGUÊS  
עברית 한국어 简体中文 繁體中文 日本語 NEDERLANDS ITALIANO

## THE GLOBAL WAKE-UP CALL IS HERE!



On Monday, September 21, at events in more than 130 countries worldwide, people gathered to send a deafening wake-up call on climate change to world leaders. Check out the video—and join the real-time global discussion about this amazing day of action.

If you went to a global climate wake-up call event, please send photos to [photos@avaaz.org](mailto:photos@avaaz.org)—they'll appear on the site automatically!

[READ MORE! >>](#)

[www.avaaz.org](http://www.avaaz.org)



## What I need to do

Show support for the people who fight for democracy at Iran, and change your Twitter avatar to have green overlay or green ribbon (green is the official color of the movement).

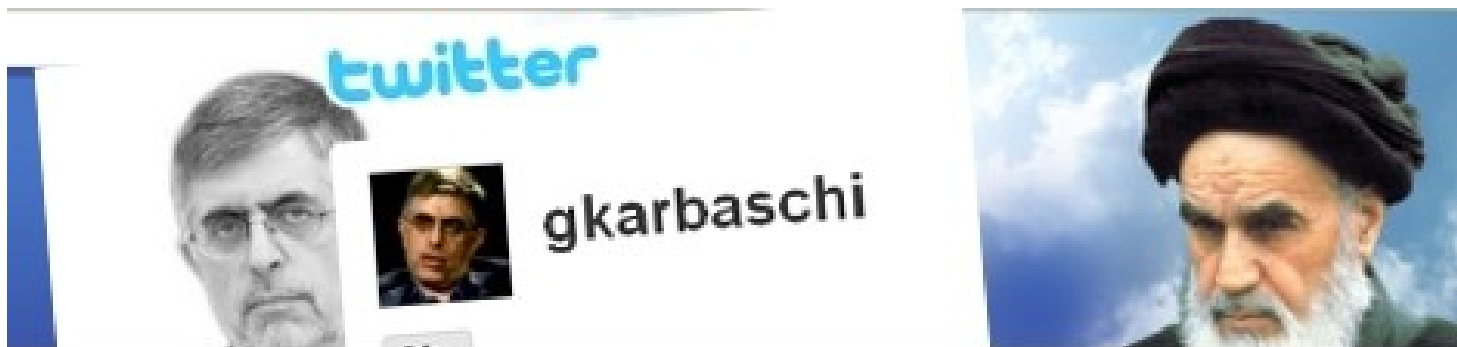


All you need to do is [click here to add green overlay](#) or to [click here to add a green ribbon](#) and your avatar will be updated and a support Tweet will posted on your behalf ("Show support for #iranelection add green overlay to your Twitter avatar with 1-click - <http://helpiranelection.com/>").

Please note that this change is permanent until you change your avatar back.

Update 22 June 2009, 08:30AM (GMT+0300):

**Over 160,000 people already joined! You can [too](#).**



# digital activism in Iran... it's complicated



نخست | ند  
و مطالب  
ی  
ادی  
نگی هنری  
**DigiActive.org**

[Sign Up](#)

Sign up for Facebook to join **Protest British Airways' Surfboard Ban.**

## **Protest British Airways' Surfboard Ban**

Global

### Basic Info

Name: Protest British Airways' Surfboard Ban  
Category: [Sports & Recreation – Water Sports](#)  
Description: British Airways is banning surfboards, kayaks and windsurfers! Help stop them with this petition demonstrating the level of opposition.

If we let this happen other airlines will follow suit!

### Contact Info

Email: [edwardtemperley@yahoo.co.uk](mailto:edwardtemperley@yahoo.co.uk)



### Recent News

STOP PRESS STOP PRESS STOP PRESS STOP PRESS STOP

\*\*\*\*\*

BA BAN CRASH LANDS! THEY'VE BACKED DOWN!

\*\*\*\*\*

AFTER two years of campaigning British Airways has reversed its ban on surfboard carriage. Famous for its strapline "The World's Favourite Airline", in 2007, British Airways became surfers least favourite airline and garnered innumerable lines of bad press as it banned the carriage of all surfboards. Originally starting out as a campaign on Facebook, the campaign garnered

### Group Type

This is an open group. Anyone can join and invite others to join.

### Officers

Edward  
Steward

Dave  
Media Officer

# Amnesty International Facebook campaign

Share Favorite Get File More...

## Reach Out for Kenya

Using social networks to promote online and offline activism

**AMNESTY  
INTERNATIONAL**



April 30, 2008

share



1 / 21

full

# Web 2.0 Strategy

Rather than all migrating to Twitter and YouTube for marketing purposes, let's make our materials:

- Searchable
- Findable
- Tagable
- Shareable (cc-licence, .ogg)
- And maybe even mashable (open API)

# Website 2.0

Transformation from *archive* to *flow*

- Shift to realtime from static portal pages
- Mixing synchronous and asynchronous communication
- Sites are 'fresh' & 'now', everything becomes 'news'
- Search functionality gains further importance

Examples:

- Twitter (Advanced) Search
- GoogleWave
- River 2 from Dave Winer (RSS inventor)