

Rough Guide to Web 2.0

“Web 2.0 and Social Media: Managing threats and making the most of the opportunities”

ICVP 2010 & Medblqitous Annual Meeting

ICVP 2010 Rough Guide to Web 2.0

1. What is Web 2.0? (And why should you care?)

Web 2.0 is altering how we as educators communicate ideas and share content with our students, and how students communicate with each other. But what does Web 2.0 mean?

Although for many Web 2.0 is synonymous with social networking websites, it encapsulates so much more than that. Web 2.0 describes the shift in the way we create and share online content, and how we engage with each other on the World Wide Web. The possibilities for new, exciting and creative teaching methods are endless.

Social networks are the 4th most popular online activity ahead of personal email, ahead of searching, shopping online.

(Nielsen Online)

According to eMarketer **65% of 15-25 year olds have a FaceBook profile**, the reasons included staying in touch with their friends and **staying in touch with their classmates**.

On You Tube, 4.1% of all videos are educational, with **20-35 year olds** being most active in sharing video content.

There are approximately **600 Tweets per second** on Twitter. That's 50 million Tweets every day.

The students of today are Web savvy, and chances are they use social networking applications every day, both as part of their education, and more generally – from writing personal blogs that may generate peer-to-peer discussion on subject areas, to creating and sharing content on You Tube, and even attending lectures and seminars in virtual online worlds, such as Second Life. Web 2.0 clearly has the potential to transform the way we teach medicine and healthcare.

Throughout the International Conference on Virtual Patients 2010 and MedBiquitous Annual Meeting there will be the opportunity to learn more about Web 2.0 so you can make the most of it.

2. How to get your content onto the Web

Thanks to Web 2.0 technologies you don't need to be a fully-fledged Web developer to publish your content online.



You Tube, MySpace, Facebook, Flickr and blogs (to name a few) have made it very easy to publish a wide range of multi-media content online.

And with sophisticated content management systems, such as the open source publishing application WordPress, you can easily publish almost any type of content you like with ease.

With tools like these you can publish course material, link to related articles and generate online discussion with your students. All you need is an email account, a password and your imagination!

3. Working together, apart...

One of the key features of Web 2.0 is the ability to collaborate on the creation of online content.

Google Docs is a great example of free web-based software that provides text documents, spreadsheets and data storage, where access can be shared.



People can log in and edit documents together at the same time, and if needed, students can easily access these documents remotely and collaborate on group projects.

This set up is ideal for students undertaking distance-learning courses, and for online group collaborations.

Harnessing collective intelligence

Wikis are documents online where anyone can contribute or edit content. Increasingly Wikis are being used in academia to upload, share and peer review content, for example in research group collaboration.

Of course the open nature of wikis means that you should not rely entirely on this self-edited information. However they are ideal for collating a wide range of content and analysis with hyperlinks to related articles, and establishing a hub of information that provides your students with plenty of food for thought.

During the 2nd International Conference on Virtual Patients and MedBiquitous Annual Conference you can log onto the MedBiquitous Wiki to share your thoughts, ideas and experiences. <http://groups.medbiq.org/medbiq/display/2010/Home>

5. Get social

Social networking is perhaps the most popular use of 'Web 2.0' tools on the Internet. Sites like Facebook, Twitter and MySpace have propelled social networking into the mainstream, and chances are your students will be well versed in using these resources – and perhaps you will be too!

Social networking sites allow you to add friends, post status updates, share content and send personal message.

Twitter is a hugely popular social networking site that allows users to send 'Tweets' to other users in their network. The Tweets are text-based updates that are 140 characters long, so are similar to SMS messages.



Twitter is ideal for announcing information, sharing links, and allows users to follow online trends, communicate within their networks and engage in the online conversation.

Useful functions include the '#tag' and @reply which allow you to group and track conversations, and post replies on other user's profiles.

You can follow eViP and MedBiquitous on Twitter for news, updates and interviews form the event.