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Web 2.0

Web 2.0 is a highly accessible introductory text examining all the crucial discussions and issues which surround the changing nature of the World Wide Web. It not only contextualises the Web 2.0 within the history of the Web, but also goes on to explore its position within the broader dispositif of emerging media technologies. The book uncovers the connections between diverse media technologies including mobile smart phones, hand-held multimedia players, "netbooks" and electronic book readers such as the Amazon Kindle, all of which are made possible only by the Web 2.0. In addition, Web 2.0 makes a valuable contribution towards understanding the new developments in mobile computing as it integrates various aspects of social networking, whilst also tackling head-on the recent controversial debates that have arisen in a backlash to the Web 2.0. Providing valuable insight into this emerging area of the World Wide Web, Web 2.0 is a key supplementary text for undergraduate students of media studies, sociology, philosophy and other related disciplines, as well as being an informative read for anyone with an interest in this key contemporary issue.

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