



EcOn of web 2.0

ThiyagaraJan {Rajan}

<http://rajan.wordpress.com>

Advetta

See through



Economics

Value

Importance to me

trade Rs/\$

Increasing Return

Value increases

acquiring more

Web 2.0 ?

AJAX

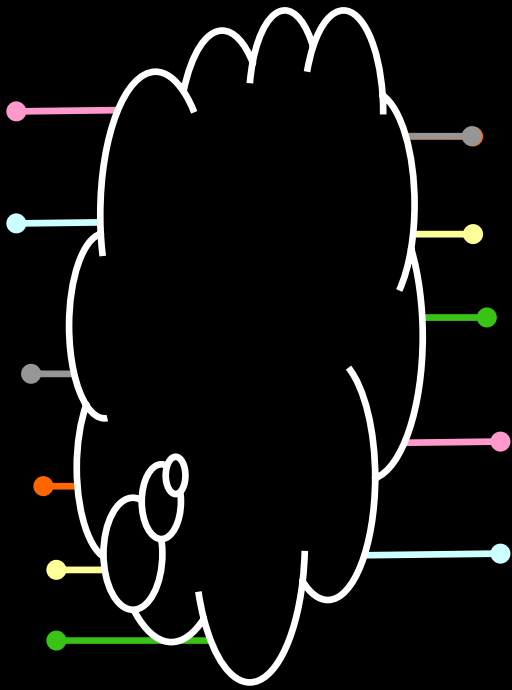
LAMP

RoR

Rich-UI

Folksonomy or FUD

Web 1.0 ?



Markets & Networks

Distribution -> Search
Econ EcOn

New Transition

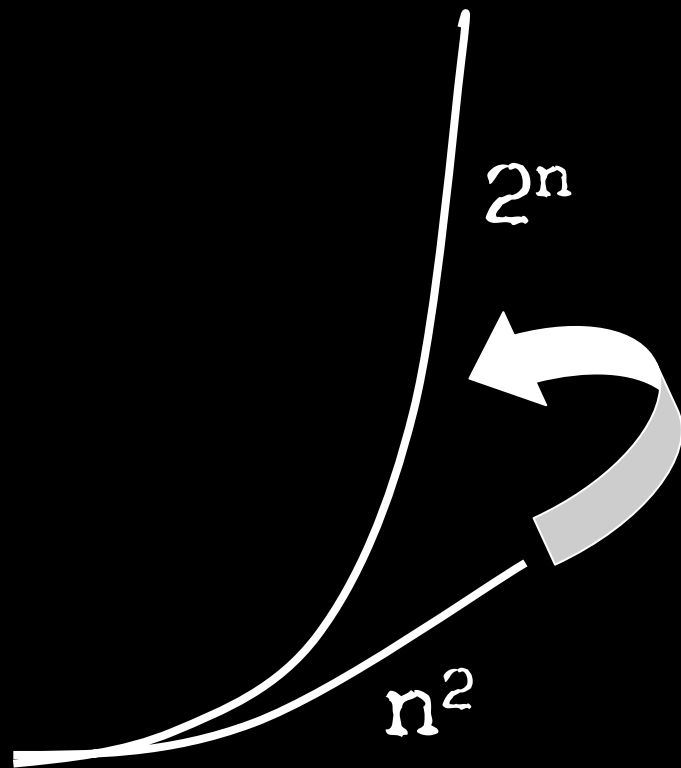
find -> make & do

Search -> Coordination

Econ

EcOn

Inflection



$$n^2 \rightarrow 2^n$$

Metcalfe Law \rightarrow Reed Law

Web 2.0

Community & Coordination

Fav ex: [Carpool Mumbai](#)

Times 2.0

Production 2.0, Corporation 2.0

Marketing 2.0, Media 2.0

Web 2.0

Structure

“Abundance of Information leads
to scarcity of attention”

-Herbert Simon

Attention

Manage Attention
Not
Information

Dynamics

Entry Barriers Low

Switching Costs High

-> Higher Throughput

Summarize

Web 2.0 is an inflection brought out

by changes in technology to help

coordinate and manage attention thus

create value in a never before

possible way

Inspired

Benkler, Kevin Kelly, Umair, Marc
Canter, Om Malik, David Heinemeir Hansson,
Tim O Rielly, David Sifry, Larry
Lessig , Chris Anderson, Fred
Wilson, Dave Winer, Doc Searls, Tara
Hunt, Peter Morville, Steve Gillmor,
Dick Hardt, Peter Merholz, Richard MarcManus
 , Danah Boyd , Clay Shirky , Terranova

Questions ?