

# Programming 2.0: A Paradigm Emerges?

Brian DeLacey

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# Web 2.0

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

Source: What is Web 2.0, Tim O'Reilly, [www.oreilly.net](http://www.oreilly.net), 9/30/2005

# Programming 2.0 Paradigm Shift

Programming 1.0		Programming 2.0
** Binary	-->	Text
** Compile	-->	Plug-in
** Write->Compile->Run->Test	-->	Write->Test->Run
** Periodic Releases	-->	Real-time updates
** End-User Beta Tests	-->	User Contributed Libraries
** Vendor Controlled	-->	End-User Controlled
Slow	-->	Fast
Centralized / Proprietary	-->	Distributed / Open
Emphasize Production	-->	Emphasize Creation
Procedural	-->	Object-Oriented
Custom Code	-->	Customizable Code
Fragile	-->	Agile
“Not Invented Here Syndrome”	-->	“With a little help from my friends”
Monolithic	-->	Modular
Advantage: Big	-->	Advantage: Small