

Final paper: Select one of the topics provided below and write a paper at least 2,500 words in length not including your references section. Use Zotero to tag and collect your citation sources and export them in the APA format and include it at a reference section. You might also want to use zotero to create your outline and make notes about the points you want to make. You should use google documents to develop your paper through drafts. A draft of your final paper will be evaluated by a peer using the rubric provided by the instructor and your final paper will be evaluated using the same rubric.

Your paper should include at least 4 screen shots of web sites used to illustrate your ideas and links to at least 5 web sites. All screen shots, photos, links and references should be cited in the APA format.

These questions are only to get you started. Feel free to address additional questions that interest you.

Topic	Questions
YouTube	What was the original idea behind YouTube? How did it get started? How has YouTube changed since the site was launched? Why is Youtube a popular web site? How is YouTube used? How has Youtube changed the way businesses communicate with customers? How has Youtube changed the way people communicate with their families and friends? What is the most popular way that Youtube is used?
Social Networking	What is the appeal of a social networking site? Why do people join and keep coming back? What features are most popular? Pick a social networking website like YouTube, Facebook, My Space, Flickr, etc. Research the membership and indentify the different types of people make up these groups. How do members develop connections to each other? How do they keep each other updated on their lives?
Social news	Identify 3-4 columnists on a social news site like Digg or News vine and read their profile and at least three articles that they wrote and published. What do these columnists have in common? Why are they motivated to publish their columns on a social news site? What strategies do they employ to increase their readership? What are the topics of their columns? What is the impact of social news sites on traditional media web sites like the New York Times?
Creative Commons	Research the history of the creative commons movement. Who started it and why? Create a time line with milestones for key events in the development of this movement. How does an author retain copy right when they share their work under a creative commons license? What are the benefits of sharing work under a creative commons agreement? Find at least 5 different original works that are published with a creative commons license.
Google	Research Google as a company. Who founded Google? Who funded the company as a start up and why? What is Google's mission and core values? How is this mission reflected in the organizational structure of the company and the way teams work together? What makes Google different from Microsoft?

WEB 2.0	How is WEB 2.0 different from WEB 1.0? What is the difference between Web 2.0 and WEB 1.0 applications? Compare at least 5 different internet based content and/or tools from each category.
Internet messaging tools	Compare and contrast 3 -4 different categories internet messaging tools (instant messagers, discussion threads blogs, Twitter, and Skype for example) that allow individuals and groups to share text messages, photos, video files and other types of information. Indentify the different groups of people using these tools. Who is using them? who is not? What new features and functions could be add to these tools or what new tools could be created?
Politics and the Internet	Examine the web sites of the two leading presidential candidates. Compare and contrast these web sites. What strategies do these web sites use to draw people to their web sites and increase donorship? What WEB 2.0 features do they contain?
Mashups	How are Mashups created and who creates them? Mashups are created by linking different WEB 2.0 together by creating API scripts that allow information from one site to relate to another. Visit the programmable web site (http://www.programmableweb.com/) and identify 5-6 of the most popular Mashups. Why are these mashups popular? What are your favorite mashups? What are your least favorite? What new Mashups would you like to create?
Wikipedia	How does Wikipedia work? Create an account on wikipedia, find a topic that you are knowledgeable about and make at least four edits or entry to a topic. Who has edited and contributed to this page in the past? Who edited your contribution? What changes did they make? Research the history of contributions and revisions to 3-4 other topics on wikipedia and compare the results. Another idea is to compare wikipedia to Google's knoll wiki site.
Music	What are all the different ways that music can be shared with internet technologies? Identify at least 5 different ways that music is available online and compare and contrast them. What is missing? What new ways would you like to see developed that would increase the audience share for music on the internet?
The New York Times.com	New York Times web site (http://www.nytimes.com) contains many WEB 2.0 features that engage readers from polls to blogs to discussion threads to the ability to tag articles and publish links to social news sites. Identify all of the social features contained in the New York Times web site and discuss how these draw different types of readers to the web site. Also identify missing Web 2.0 features and identify ways that you would improve the web site by attracting new readers.
Your choice	Pick a topic of interest to research and identify 3-4 key questions you will research answers to.

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