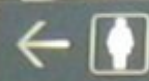


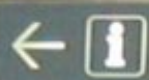
# Online Communities: web 2.0 is alive!

Jonathan Oxaer





Toilettes  
Toilets



Renseignements  
Information



**BanchoryGroupPractice**

Help Us ... Help You!

Describe your idea

**CONTACT US**







web 1.0 was about  
**publishing**

web 2.0 is about  
**participation**

What works:  
**Provide a  
cause / focus**

What works:  
**Low barrier  
to entry**

What works:  
**Make people  
feel safe**

What works:  
**Push hard for  
critical mass**

What works:  
**Give kudos /  
recognition**

What works:  
**Cater to all  
skill levels**

**web 2.0:  
be  
human!**



**So start  
participating:**

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