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Case Study on a Web 2.0 Application: Diigo – www.diigo.com

Description:

Diigo stands for the "Digest of Internet Information, Groups and Other stuff." It is a small corporation of twelve people open and continually looking to team with other people on their product. On their website they describe themselves as an individual and collaborative research tool, a knowledge-sharing community and social content site. In other words they call themselves a "Social information network." They encourage innovation.

To use Diigo, one must have a login username and password. From there you reach your personal "dashboard" where one can invite in and create friend networks, search for friends via email, share information, create a personal and public profile, highlight and exchange ideas, etc.

Perceived Benefit/Value:

According to Diigo, their users are able to discover, process, manage, and share online information more productively and effectively. Users also can advertise, network, maintain personal relationships, learn, and collaborate. I foresee Diigo being a success because of the social nature of people in general—we have a natural tendency to connect personally with one another. The world is becoming more interactive as well online resources such as these are helpful in bridging small and large distances.

Beyond social and learning benefits, another major benefit to using this social information network is it saves trees and other resources like ink and energy to print. Users also save energy that would be used to travel to work with others, if they did not have a Web 2.0 tool such as Diigo.

I use it and value it tremendously!

Potential Application, Opportunities for Use:

Similarly to the above section, Diigo would be great for networking, distance collaboration for work, school. It seems especially convenient to be able to choose where one works: online at home, at coffee shop, abroad—instead of at an office. I find that currently, more and more people are enjoying the luxury of working where they want because of heightened technology (cell phones, broadband internet, and various Web 2.0 sites like Diigo).

I appreciate the ability in Diigo to be able to highlight and make comments on a website—no printing necessary. It is also possible to store bookmarks, tags, annotations and keep them on file so that users' archives and dialogs can develop over time. I appreciate this multifaceted "e-learning" since I learn and process ideas best by being able to interact with material in multiple ways.

Diigo enables effective collaborative research. You can easily share your findings, complete with your highlights and sticky notes, with friends and colleagues. A project team, a class, or a club can create a group on Diigo to pool relevant resources, findings and thoughts together. This site would be helpful in networking Lanyi Fan because I would be able to search for people close to my interests and reach people who are looking for services we provide and find services we are looking for ourselves.

good observations and points made... especially the "green" one.

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