Chapter 35
Enterprise 2.0: Leveraging Prosumerism 2.0 Using Web 2.0 and Web 3.0

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ABSTRACT
This chapter explores the possibility of synergising Enterprise 2.0 and Web 3.0 through Enterprise 2.0 participation technologies such as blogs, social networking sites (SNSs), media sharing sites (MSSs), and mashups. In short, Enterprise 2.0 is Web 2.0 as applied to the business or commercial domain, and Web 3.0 is a much refined and sleeker Web, extending and improving the offerings of Web 2.0. In addition, the chapter investigates the notion of Prosumerism 2.0 in the context of Enterprise 2.0 and Web 3.0. Against this backdrop, the chapter provides, firstly, a short overview of Enterprise 2.0 and Web 3.0. Secondly, it delineates and discusses the idea of Prosumerism 2.0 in relation to Enterprise 2.0 and Web 3.0. Thirdly, it outlines how Enterprise 2.0 and prosumer-generated content (PGC) can be monetised through harnessing the hybrid participation technologies such as SNSs and MSSs.

INTRODUCTION
In the 2.0 era, there is a growing need for enterprises to leverage the benefits of both Enterprise 2.0 and Web 3.0. This is necessary as today’s knowledge economy is mainly driven by the 2.0 philosophy. In such a climate, enterprises embracing Enterprise 2.0 are likely to have a competitive edge over those failing to do so. In all this, Web 3.0 serves as a critical enabler that holds the potential to take Enterprise 2.0 to new levels of advancement and competition. Hence, there is a need to synergise Enterprise 2.0 and Web 3.0. Within this 2.0 environment, knowledge, content, data, services, collaboration, participation and social networking are key drivers. It is in this environment that Prosumerism 2.0 becomes a critical differentiator. In this context, Web 2.0 technologies offer many benefits to enterprises, employees, customers and partners, thereby affording all the stakeholders a 360-degree visibility along the participation and collaboration value chain.
Against this background, this chapter has two objectives. First, it explores the notion of Prosumerism 2.0 in relation to Enterprise 2.0 and Web 3.0, focusing especially on Enterprise 2.0 participation technologies such as blogs, SNSs, MSSs and mashups. Second, it outlines the way in which Enterprise 2.0 and prosumer-generated content (PGC) can be monetised by harnessing participation technologies. In the former case, it briefly highlights the manner in which both SNSs and MSSs can be leveraged for monetisation purposes. In the latter case, it concisely delineates a raft of models - e.g., voluntary donations, subscription, pay-per-item, advertising-based models, etc. – as instances of monetising PGC.

BACKGROUND: AN OVERVIEW OF ENTERPRISE 2.0 AND WEB 3.0

In one sense, Enterprise 2.0 is the use of Web 2.0 within business organisations (see Platt, 2007). That is, it is about applying Web 2.0 inside the enterprise firewall. In this regard, it is a collective term referring to technologies and business practices leveraging Web 2.0 applications such as blogs, wikis, social networks, media sharing sites, mashups and RSS feeds for business purposes. The essence of these applications is that they are collaborative and participatory in nature. They help facilitate collaboration and participation between enterprises and their distributed employees and between enterprises and their networked partners and customers regarding sharing content, knowledge, information and services (McAfee, 2006).

In another sense, Enterprise 2.0 is a fusion of Web 2.0 and service-oriented architecture (SOA). As such, it enables enterprises to have access to a Web of distributed and networked customers, partners, applications, services and devices thereby harnessing the collective intelligence (CI) and sourcing the wisdom of the crowd (WoC). This results in an increased competitive edge stemming from innovation and productivity (McAfee, 2006; Platt, 2007). Similarly, the use of Web 2.0 by enterprises to interface with customers or consumers is known as B2C 2.0 (Business to Community 2.0). B2C 2.0 differs from the traditional Business to Customer (B2C) in that it is characterised by online social collaboration, community networks and personalised user experiences (Platt, 2007).

On a different plane, Web 3.0 is a nebulous concept characterised by diverse views (see Murugesan, 2007; Spivack, 2007). In this chapter Web 3.0 is used to encompass the Semantic Web (Davis, 2007-2008; Spivack, 2007). The contention is that semantic technologies that are applicable to the Semantic Web are incorporated into Web 3.0. Thus, Web 3.0 is part of the semantic waves characterising the evolutionary and versionary stages of the Web: Web 1.0; Web 2.0; Web 3.0; Web 4.0; etc. Web 1.0 was a static, self-containing publishing Web intended to connect information to the Internet and commercialise the latter. Web 2.0 is a participatory Web allowing users, content, services and applications to interact. It is underscored by the architecture of participation. Web 3.0 is the nascent third generation Web technologies and services intended to take all what Web 2.0 stands for to new semantic heights while Web 4.0 is touted as an intelligent Web (Cheney, 2007; Murugesan, 2007).

Based on the above, Web 3.0 encompasses many facets: the Semantic Web; the Data Web; a media-centric multi-platform Web; a 3D Web; a ubiquitous Web; and the Smart Web. The Semantic Web facet of Web 3.0 entails semantic technologies used to represent knowledge and meanings digitally so that both humans and machines can access and interpret them. It also involves semantic tools capable of reasoning about knowledge, meanings and theories independent of data, documents and programme codes. It is underpinned by the architecture of logical knowledge and computation. As such, it becomes a Web of knowledgebase (Davis, 2007-2008; Murugesan, 2007).

The Data Web dimension of Web 3.0 relates to Web 3.0 seamlessly and autonomically con-