Web 2.0 Application Abstract: StumbleUpon
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Features
StumbleUpon (www.stumbleupon.com) is a website that allows you to “channel surf” the internet, and interact with a community of other users. The application is pitched to help you “discover the best of the web”. Users begin by creating a profile and selecting category preferences, then surf the internet by clicking the “stumble” button or selecting a category “channel” to stumble thru. You can stumble through the main website, install the program in your browser window, or download the mobile app. Users can like or dislike websites and share websites with other users through a navigation bar at the top of the window. A user rating system helps determine future “stumbles”.

Application
StumbleUpon can be used for personal research or enjoyment. Additionally, organizations can install a StumbleUpon button or badge on their website to increase traffic and visibility. StumbleUpon also has several useful tools that increase its application. StumbleThru allows you to browse content within a specific site. Su.pr allows you to track the analytics of multiple social media sites to reveal traffic and usage trends. And, organizations can pay to have their site included in the stumble mix. Profiles and user forums encourages communications and sharing within the user community. Overall, it is a tool for bringing together people, organizations, and targeted information.

Value
Individually, StumbleUpon is a personalize web browsing tool that helps combat information overload by directing you to the information you are interested it. It is also a community based web surfing tool that employs user reviews (and purchased ads) to select the next stumbled site. Organizations can use it to increase visibility, and credibility based on community “likes”. And finally, it is just plain fun to see what might pop up next.