Web 2.0 ABSTRACT
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What is it?
Issuu is an online digital publishing platform. It delivers a reading experience more similar to that of engaging with a magazine or book in the online arena. The mission of Issuu is to “empower individuals, companies, and institutions to publish their documents across all digital platforms”. (issu.com). The program is extremely simple to use. Essentially all one needs to do is sign up for an account and upload work. The program provides an embed code with which your newly digitized publication can be shared on other websites. The site for issuu has social elements to it, with the ability to join or create groups and share creative works. Beyond these basic functions, issuu is a new type of publishing business, offering resellers a way to engage online communities.

Perceived Use/Value
With apps like issuu, anyone can publish their own material. Beyond the ability to create and share work, the site has a variety of groups that anyone can peruse to engage with material being created on an independent level worldwide. Professional companies use the site as well, as a platform for turning their print media into attractive online versions. I believe the real value in apps like this one is twofold: accessibility to independent publishing online in this format allows anyone the ability to create a great presentation of their work, whether graphic or literary. It is also exciting to see apps such as issuu breaking down information barriers, wherein people can search for works being created that match their own interests and are not mediated through a corporation.

Benefits from a business perspective include reaching new audiences, giving readers a sneak peek before purchasing, monetizing content in back issues, and reducing the cost of print and distribution. For examples of the ways issuu is adding value to businesses and organizations, try looking for a book on amazon.com – much of what you will find allows you to look inside the cover at the table of contents, or the end of the book. Potential customers can look beyond the cover and reviews to see if the content is aligned with what they are looking for, before purchasing.

Potential Application/Opportunities
Applications for this type of online publishing will likely span many facets of everyday life, from recreation to education, to even more print shops and publishers facing a long, drawn out demise. Within the education spectrum, many books could be digitized and viewed online in this fashion – goodbye blackboard! Though, I’m sure they’ll find a way to charge just as much for the online versions, regardless of the reduced print and production costs…Tech savvy employees in many industries may be able to employ this app for sharing reports in a professional way (the next powerpoint), especially annual
reports from insurance companies. I think the possibilities for using Issuu are really quite rich and varied. Personally, I’ll be using it to recreate print work samples for my portfolio.