

# Beyond the Hype

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## Keynote Speaker

**Sherman Young**

### **Beyond 2.0: Songs from the Geek Chorus**

The term web 2.0 (and its associated 2.0 threads) is used to describe a range of technologies, activities and approaches. This paper asks what Web 2.0 actually is, and interrogates its various implementations. By identifying key cultures and motivations surrounding "2.0", it establishes trends towards "3.0" and beyond.

**Sherman Young** is a Senior Lecturer in the Media Department at Macquarie University. His research interests centre around the new media technologies and their social and cultural impact.

Sherman is the author of *The Book is Dead, Long Live the Book*, published by UNSW Press. He is a founding member of the editorial board of *Scan*, an online journal of media arts and culture and an editorial reviewer for *Hyperrhiz: New Media Cultures*.

Sherman has a PhD from The University of Queensland, on the topic of Internet content regulation, working closely with the Key Centre for Media and Cultural Policy and the Australian Broadcasting Authority. He also has an MA (Media, Communications and Law) from Macquarie and a BSc in Design Studies from UNSW.

Prior to becoming an academic, Sherman worked as a new media designer and producer, producing award winning CD-ROMs and websites for corporate and publishing clients.

