Mobile Web 2.0: Developing and Delivering Services to Mobile Devices

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From basic concepts to research grade material, **Mobile Web 2.0: Developing and Delivering Services to Mobile Devices** provides complete and up-to-date coverage of the range of technical topics related to Mobile Web 2.0. It brings together the work of 51 pioneering experts from around the world who identify the major challenges in Mobile Web 2.0 applications and provide authoritative insight into many of their own innovations and advances in the field.

To help you address contemporary challenges, the text details a conceptual framework that provides modeling facilities for context-aware, multi-channel Web applications. It compares various platforms for developing mobile services—from the developer and user perspectives—and explains how to use high-level modeling constructs to drive the application development process through automatic code generation.

- Proposes an expanded model of mobile application context
- Explores mobile social software as an Information and Communications Technology (ICT)
- Discusses the effect of context on mobile usability

Through empirical study, the book tests a number of hypotheses on the use of software implementation technology and location context in mobile applications. It introduces Reusable End-User Customization (REUC)—a technique that allows users to adapt the layout of Web pages and automatically reapplies those preferences on subsequent visits. It also investigates the need for non-visual feedback with long system response times, particularly when downloading Web pages to mobile devices.

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