This talk will look into the history, current state and possible future of one of the most talked about technologies on the web today. It will explore the tools and ecosystems that have emerged, provide tips on use, and place the technologies in a critical context. It will begin by looking into the predecessors and emergence of twitter, social networking and Web 2.0. It will then review a series of tools that will touch on mobile use, influence measurements, sentiment engines, trend search and location based services. Finally, it will explore some emergent technologies that may provide insight into possible futures and trends for how twitter and technologies like it, are likely to transform in the coming years.

Ivan Labra has been developing internet based systems and platforms for 14 years. He started supporting product R & D efforts at IBM, worked in start-ups, and as an architect of large scale distributed systems for complex operations. His interests are in the sociology of production, the characteristics of generative systems, and the innovation driven development of applied socio-technology.