With the advent of the web, the use of informational technology in education moved from stand alone CBT packages previously to online versions based on the web. Text based systems gave way to graphical representation using the web. Content once restricted to a local system or network now have greater access via the Internet. Publishers of information moved to a new paradigm and business model. Then, not too long ago, the “read only” information source paradigm of the web evolved to the “read/write” Web 2.0 social networking model. While there was a mushrooming of new software and social networking platform, the disruption caused many to question, respond and reflect. In higher education, being aware of its role to train (wo)manpower that will add value to the new and emerging economics, have asked what does Web 2.0 mean for them, some of whom are just embarking into the elearning journey. The talk will share with how Nanyang Technological University respond to this emerging yet rapidly pervasive development in a way it sees appropriate, relevant and supportive of its goal to train the 21st Century scholar.