Currently, higher education institutions have been increasing the use of web technologies to support face-to-face teaching process. Based on the achievement of defined objectives, increasingly, teachers have been defining learning strategies considering the advantages of digital interaction and personalization of learning paths. The work described in this paper AIMS to the explicit reflection on current practices regarding the use of web 2.0 technologies in higher education looking for a pedagogical framework. Contrary to the majority of scientific papers published in this area of knowledge, this research starts by analyzing current educational practices and seeks. Then for pedagogical pattern, using a bottom-up approach. As a result it was found that the pedagogical exploitation of current Web 2.0 technologies can enhance formal learning and preparation for lifelong learning. Nevertheless, it is important to map all the web tools used in order to clarify its usage and control the dispersion of inherent social environments.

keywords: web 2.0, evaluation, competences, social environments.