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What is web 2.0 in relation to the World Wide Web?

In this task my aim is to make clear what web 2.0 is and how it is related to the WWW. I will look at the web and how 2.0 is the most recent edition. I will also look at the WWW in more detail and finally how web 2.0 is in relation to the WWW.

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Web 1.0, or web, refers to the first stage of the World Wide Web linking web pages with hyperlinks. Hyperlinks between web pages began with the release of the WWW to the public in 1993. Since 2004, Web 2.0 has been the term used to describe social web, especially the current business models of sites on the World Wide Web. The shift from Web 1.0 to Web 2.0 can be seen as a result of technological refinements, which include such adaptations as "broadband, improved browsers, and AJAX, to the rise of Flash application." As well as such adjustments to the Internet, the shift from Web 1.0 to Web 2.0 is a direct result of the change in the behaviour of those who use the World Wide Web.

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The term **Web 2.0** is associated with web applications that facilitate participatory information sharing, interoperability, user-centered design and collaboration on the World Wide Web. A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to websites where users are limited to the passive viewing of content that was created for them. The term is closely associated with Tim O'Reilly because of the O'Reilly Media Web 2.0 conference in late 2004. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specification, but rather to cumulative changes in the ways software developers and end-users use the Web.

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The **World Wide Web** is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them via hyperlinks. Using concepts from earlier hypertext systems, British engineer and computer scientist Sir Tim Berners-Lee, now Director of the World Wide Web Consortium (W3C), wrote a proposal in March 1989 for what would eventually become the World Wide Web. At CERN in Geneva, Switzerland, Berners-Lee and Belgian computer scientist Robert Cailliau proposed in 1990 to use hypertext "... to link and access information of various kinds as a web of nodes in which the user can browse at will", and they publicly introduced the project in December.

In my opinion web 2.0 is a greater means of using the World Wide Web rather than newer version of the Web. It is the evolution of the World Wide Web that serves as the parent program for all users, including software creators, and of course, us. What distinguishes Web 2.0 from Web 1.0 is the communication between the user and the provider that seems more detectable than before.

The relation between the user and the provider is no longer passive. Blogs and forums are the most obvious avenues for interaction between the publishers, Internet surfers and the advertisers and forum webmasters. Web 2.0 is probably the symbolic evidence of the World Wide Web reaching greater heights. I think that the World Wide Web will keep evolving and being used differently in the years to come by the new generation which is very exciting for us all, and this will not be the last version of the web.

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