

What is the Web 2.0?

The Web 2.0 is not so much an application or a piece of technology however describes a movement within the internet which has delivered much more dynamic and semantic content and applications on the world wide web. Suggested from its name, the web 2.0 is an improvement on web 1.0 and has provided the world with a much more interactive and dynamic experience while using the world wide web. As we know the world wide web has been around soon after the creation of the internet however web 2.0 is a recent movement and can be dated to around 2004. We can view web 1.0 as a one way stream and website's where simply used to provide reading content to its user. The web 2.0 movement is marked by three main changes in the usage of the internet since web 1.0, these three changes being user created and contributed content, web based applications and social interaction.

Recent movements in internet based technology have enabled users to upload or contribute content to the internet without knowing HTML or web scripting languages. This has enabled such web applications as online blogging, message boards, forums etc. Widely known examples of websites which thrive on contributed content from the user are Youtube, Wikipedia, Flickr etc. The web 2.0 has also introduced web based applications that are simply applications that run on the world wide web. Such examples include Photoshop express which enables the internet user to upload image's and edit them using this online application. Applications such as Skype, Windows live messenger have provided internet users with the ability to communicate with one another easily. There are many video games that use the web 2.0 to run such as Massively Multiplayer Online Role Playing Games (MMORPG) which would simply not be possible without this advancement. Web based applications are continuously getting more powerful and in various cases are over powering their desktop based rivals. Finally, the last aspect and possibly the more popular aspect of web 2.0 is the advancement in web 2.0 technology is social interaction. The possibilities of social interaction has provided the internet with the ability to develop social networks, blog commenting, media based social networks etc.

The Web 2.0 has thrived due to its inexpensiveness, large amount of users and its ability to allow users to share information, content to other users of the internet. In my personal opinion the web would not of been where it is now if advancements in communication technology e.g dial up had not been developed at the speed it had been. In saying that the internet may have become a failed technology is dial up was the standard communication technology. It is quite easy to see that a recent movement may have changed the web 2.0 in which internet systems seem to be getting smarter and output more logical and meaning full data. For example, of we use a search engine to find a 'Tesco' supermarket, the search engine will commonly output the address of the nearest Tesco to your geographic location.

The Web 2.0 has been made network marketing, e-commerce etc much more possible and effective than web 1.0 offered. In terms of internet shopping, e-commerce systems now have the ability to interact with the user by providing 'suggestions' to the user which allows smart marketing without the need of back end human interaction. Web 2.0 has provided significant changes to the world wide web and has revolutionized the way we as users use the internet.

References

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