

# Group activity

Web-related topics

2020-05-08

**ACTIVITY**

- Select a topic
- Make a video that explains the selected topic
- Post a link to your activity on SidWed
- (Next class) Q&A session, any member can answer the questions

# **RULES**

- Groups of six participants
- Video (4-5 min)
  - All members must participate in the video
- Next session Q&A (5 min x group)

# TOPICS

## **1. Dot-com bubble**

- Causes
- Remarks/Recommendations for business

## **2. Web neutrality**

- What is it?
- Advantages / disadvantages
- How does it impact on business/companies?

## **3. Web 1.0**

- Summary of the main features
- Impact on marketing strategies
- Examples of business that made the most of these stages

## **4. Web 2.0**

- Summary of the main features
- Impact on marketing strategies
- Examples of business that made the most of these stages

## **5. Web 3.0**

- Summary of the main features
- Impact on marketing strategies
- Examples of business that made the most of this stage

## **6. Web 4.0**

- Summary of the main features
- Impact on marketing strategies
- Examples of business that made the most of these stages

## **7. Web opportunities for business**

- Marketing strategies
- Examples of successful cases



**GOOD LUCK!**