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**What is Web 2.0?**

When it comes to define web 2.0. the term means such internet applications which allow sharing and collaboration opportunities to people and help them to express themselves online

**“Web 2.0 is the business revolution in the computer industry caused by the move to the internet as a platform, and an attempt to understand the rules for success on that new platform.”–** Tim O’ Reilly.

It’s a simply improved version of the first world wide web, characterized specifically by the change from static to dynamic or user-generated content and also the growth of social media. The concept behind Web 2.0 refers to rich web applications, web- oriented architecture and social web. It refers to changes in the way’s web pages are designed and used by the users, without any change in any technical specifications.

### **Harnessing Collective Intelligence**

The central principle behind the success of the giants born in the Web 1.0 era who have survived to lead the Web 2.0 era appears to be this, that they have embraced the power of the web to harness collective intelligence:

* Hyperlinking is the foundation of the web. As users add new content, and new sites, it is bound in to the structure of the web by other users discovering the content and linking to it. Much as synapses form in the brain, with associations becoming stronger through repetition or intensity, the web of connections grows organically as an output of the collective activity of all web users.
* Yahoo!, the first great internet success story, was born as a catalog, or directory of links, an aggregation of the best work of thousands, then millions of web users. While Yahoo! has since moved into the business of creating many types of content, its role as a portal to the collective work of the net's users remains the core of its value.
* Google's breakthrough in search, which quickly made it the undisputed search market leader, was PageRank, a method of using the link structure of the web rather than just the characteristics of documents to provide better search results.

### **What are the examples of Web 2.0 applications?**

Web 2.0 examples include hosted services (Google Maps), Web applications (Google Docs, Flickr), Video sharing sites (You Tube), wikis (MediaWiki), blogs (WordPress), social networking (Facebook), folksonomies (Delicious), Microblogging (Twitter), podcasting (Podcast Alley) & content hosting services and many more.

So, the major difference between web 1.0 and web 2.0 is that web 2.0 websites enable users to create, share, collaborate and communicate their work with others, without any need of any web design or publishing skills. These capabilities were not present in Web 1.o environment.

Now-a-days, the way web users are getting information has drastically changed. Today, users use content they are specifically interested in, often using Web 2.0 tools.

The difference shown below between some examples of Web 1.0 and 2.0 justifies why it’s time to move to the new version.

|  |  |  |
| --- | --- | --- |
| **Web 1.0** |  | **Web 2.0** |
| DoubleClick | --> | Google AdSense |
| Ofoto | --> | Flickr |
| Akamai | --> | BitTorrent |
| mp3.com | --> | Napster |
| Britannica Online | --> | Wikipedia |
| personal websites | --> | blogging |
| evite | --> | upcoming.org and EVDB |
| domain name speculation | --> | search engine optimization |
| page views | --> | cost per click |
| screen scraping | --> | web services |
| publishing | --> | participation |
| content management systems | --> | wikis |
| directories (taxonomy) | --> | tagging ("folksonomy") |
| stickiness | --> | syndication |

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### **Advantages of Web 2.0:**

* Available at any time, any place.
* Variety of media.
* Ease of usage.
* Learners can actively be involved in knowledge building.
* Can create dynamic learning communities.
* Everybody is the author and the editor, every edit that has been made can be tracked.
* User friendly.
* Updates in wiki are immediate and it offers more sources for researchers.
* Provides real-time discussion.

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### **Web 2.0 tools and their features:**

Major features of Web 2.0 allow users to collectively classify and find dynamic information that flows two ways between site owner and site user by means of evaluation, comments and reviews. Site users can add content for others to see. Web 2.0 sites provide APIs to allow automated usage by an app or mashup like it provides location metadata that can be processed by a simple browser tool.

### **Use and impact of Web 2.0:**

Adobe Flash, Microsoft Silverlight and JavaScript are used as rich web technologies in delivering web 2.0 in addition to Ajax, RSS and Eclipse. Its applications are based on the reorganized download methodology that made BitTorrent so fruitful that each downloader of content is also a server, sharing the workload and making the content more accessible.

It can be a powerful lure for an enterprise; with interactivity promising to fetch more employees into daily contact at a lower cost. The use of web 2.0 technologies and tools aids greater participation in projects and idea sharing, thus ideally leading to better thought out design and more efficient production, strengthening bonds with customers and improving communications with partners.

## **What is the future – Web 2.0 or Web 3.0?**

The business forecasters are all claiming that Web 2.0 is an intermediate phase between the World Wide Web’s existence and a more established phase they’re calling Web 3.0.

#### What is “Web 3.0”? Has anyone even been using “Web 3.0” to describe anything?

Web 3.o is referred as intelligent web or third generation of internet-based services.  The term was coined by John Markoff in 2006. He explained “There is no easy consensus about how to define what is meant by Web 3.0, but it is generally seen as a reference to the semantic Web. While it is not that much more precise a phrase, the semantic Web refers to technology to make using the Internet better by understanding the meaning of what people are doing, not just the way pages link to each other.”

Web 3.0 is supposed to be more connected and intelligent with major emerging technology trends like semantic web, data mining, machine learning, natural language processing, artificial intelligence and other such technologies focused on information which is machine facilitated. So, Web 3.0 is the idea of such a web that will store information in such a way that computers and other devices will understand on their own.

FB app and Google Voice search, Apple’s Siri are some of the examples of web 3.o usage.

The web as a whole can be designed more intelligently around serving a user’s wants or needs. The developers and authors, singly or in collaboration, can use self-descriptions or similar techniques so that the information provided by the new context-aware program is relevant to the user.

**What are the major differences between Web 1.o, Web 2.o and Web 3.o?**

| **Web 1.0** | **Web 2.0** | **Web 3.0** |
| --- | --- | --- |
| **Content**  destination sites and personal portals | **Speedy**  more timely information and more efficient tools to find information | **Ubiquitous**  available at anytime, anywhere, through any channel or device |
| **Search**  critical mass of content drives needs for search engines | **Collaborative**  actions of user a mass, police, and prioritize content | **Efficient**  relevant and contextual information findable instantly |
| **Commerce**  goes mainstream; digital good rise | **Trust-worthy**  user establish trust networks and home trust radars | **Individualized**  filtered and shared by friends or trust networks |