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Week Two Discussion Questions

"The Web is Dead" Summary and Questions

In "The Web is Dead. Long Live the Internet," Anderson and Wolff argue that the once faulty and circumstantial internet applications that existed two decades ago are now playing a role in the abandoning of the World Wide Web. As more users acquire devices with internet searching capabilities, certain websites and networks acquire more and more view time and audience retention, leaving smaller networks sapped of any recognition. This, alongside the spread of applications cutting the need to search for specific ip addresses to access a network, and the success, or more specifically lack of success, online advertising has on the World Wide Web and it's free model compared to specific network advertising, has led to the consolidation of private, proprietary networks that emphasize ease of access as opposed to quality services, ultimately making the internet appear less open as it suggests (Anderson and Wolff).

1. In the Wired article *The Web is Dead*, what is the difference between the World Wide Web and the Internet? This article was written early in the mobile revolution, who ended up being right? Did mobile kill the web?

The Internet is a collection of networks that allow users to connect with one another and access information on said networks, ranging from servers to individual computers whereas the

World Wide Web is a service that allows users to access the Internet by searching for the domain name or ip address of a specific network (Anderson and Wolff). To simplify, think of the World Wide Web as the Google search engine and the Internet as any website. Anderson and Wolff believe that modern computing innovations, especially mobile phones, have made the World Wide Web less relevant, which seems true ten years later. Many mobile applications immediately take you to the host ip address and cut out the middleman, the World Wide Web, by requiring the user to tap a single icon on their phones. As the article suggests, "...the screen comes to [us, we] don't have to go to the screen…" (Anderson and Wolff).

"Smart Phones, the Silent Killer of the Web" Summary and Questions

In "Smart Phones, the Silent Killer of the Web as you know it," Owen Williams analyzes the growing trend towards tablet and smartphone use in order to explain the staggering decline in PC purchases. Many older individuals adopt tablets in their everyday lives simply because they act similarly to the computers they grew up with. As such, tablet users rely on internet search features to access information. Contrastly, younger generations prefer applications that directly connect users to a specific server and rely on "apps" more than search engines. As such, many companies have adopted this model and, in the hopes of getting more user retention ", create multiple "apps" that connect to a specific server to fulfill a single purpose. Williams believes that in the near future, tablets and smartphones will intertwine into one and release as a portable device that can have its screen expanded at will (Williams).

1. In *Smart Phones the Silent Killers of the Web* it mentions that using the smart phone is qualitatively different than browsing the Web. Do you agree and do you believe this difference has shaped the way your generation interacts with information?

The transition from search engines to applications has truly separated each medium into its own method of acquiring information. For web browsers, one must enter a search term and have to shuffle through different pages to find specific information, ultimately making it harder and time consuming to find a specific network. Applications provide a single page/network for the user, making it more efficient to access specific information; however this alienation makes it difficult for newer generations to develop online navigation skills, which makes it difficult for younger individuals to separate fact from fiction and locate specific pieces of information. (Williams)

"Why mobile web apps are slow" Summary and Questions

In the article "Why mobile apps are slow," Crawford argues that the deviation to Javascript-based websites drastically impacts the speed and processing power mobile phones have connecting to the network compared to more competent hardware, such as PCs. Comparing it to different coding softwares suggest that Javascript is falling into obscurity, barely beating out previous-industry standards like Internet Explorer. Software has done little to improve the speed of Javascript, meaning new hardware must be made to improve its reliability; yearly upgrades are too insignificant to make an impact and decades of modifications are needed to boost its performance on mobile based websites. In addition, Javascript is structured to not be flexible for

developers, making it difficult to find proper memory storage management techniques in the code itself, which is especially problematic when seeing mobile's issue with memory performance (Crawford).

1. From *Why Mobile Apps are Slow*, why do you think it is important for us to pay attention to the languages/tools that we use? Does this mean that Javascript isn't the right language to use for mobile?

In "Why mobile web apps are slow," Crawford suggests that each hardware, software, and coding program has its own purpose and efficient functionality. When used appropriately, users can get the best experience with little to no errors; however, by emphasizing the various issues Javascript brings in a mobile based, Crawford encourages the reader to consider what tools one uses for software development in order to better cement the idea that certain hardware works better with certain languages. As such, Javascript can be used on mobile browsers; however, there's much more powerful and efficient alternatives.

"Apple and Adobe Team on Augmented Reality Tools" Summary and Response

During Apple's "Worldwide Developer Conference" of 2018, it was revealed that Apple would be working alongside the Adobe Creative Cloud team to create a new file format that supports mobile AR development and Adobe products (Elias). This new file would allow users to edit text, images, and models in a 3-D environment and implement those assets in Apple based mobile applications. While this software would primarily be used in "...multi-user games

programs" (Elias), other applications look promising for this file, especially Apple's new "Memojis."

1. Why do you think Apple teamed with Adobe for the Augmented Reality formats? Why were Unity and Unreal not invited to participate?

Apple worked alongside Adobe in order to emphasize the idea that any developer can integrate AR capabilities into their applications. This announcement came during a time when IPhone sales were starting to peak and Apple needed to find a new way to engross their users in their technology and encourage purchasing newer IPhones (Elias). While Unity and Unreal contain more powerful capabilities than standard Apple languages, most consumers would see the formers' product as a mere copy as the latter; AR provides the common user with something new and innovating, a reason to purchase a new IPhone.

Works Cited

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