

# Class 10: After Web 2.0

Pitch teams should now be submitted

Problem Set 3: due Saturday

Pitch deck submission: due Wednesday

Pitch presentation: week of 5/21

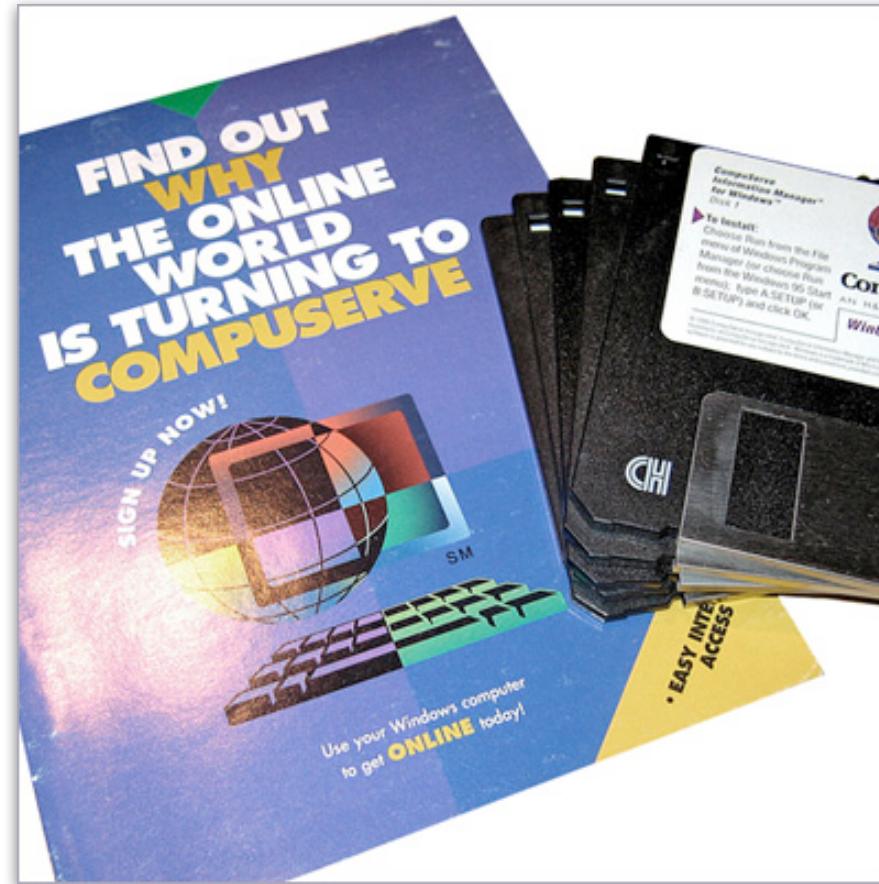
# outline

1. hello, world
2. the wild west
3. when will the future arrive?
4. is software eating the world?
5. perspectives

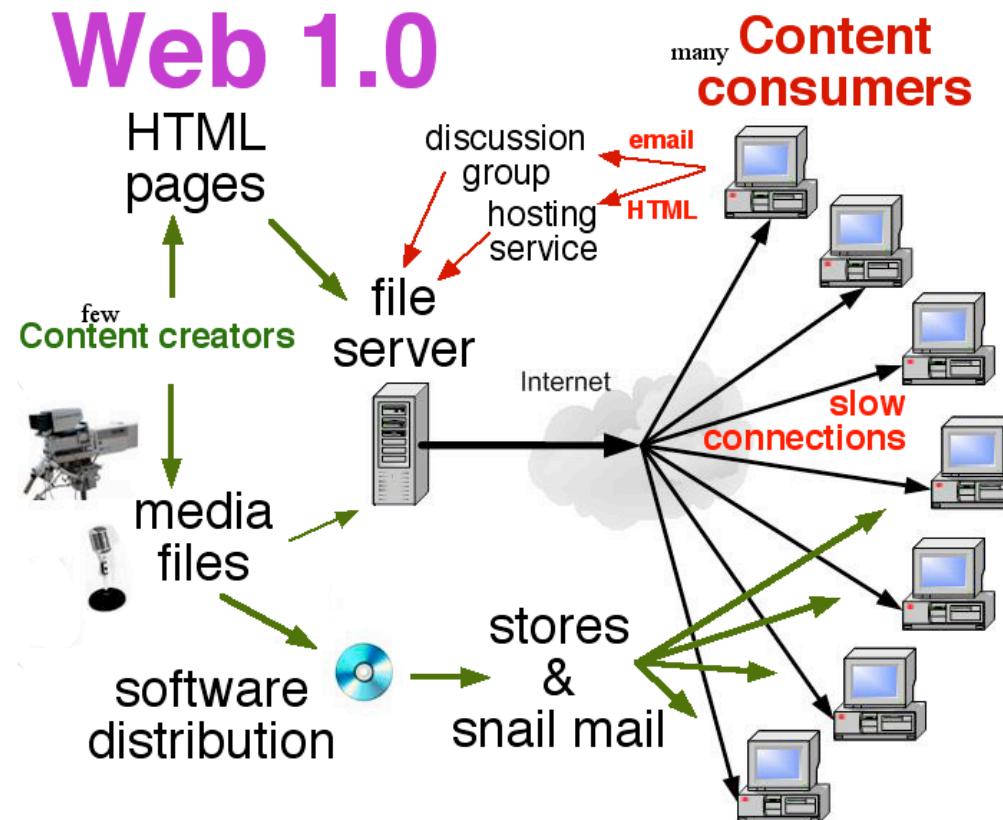
# humble beginnings



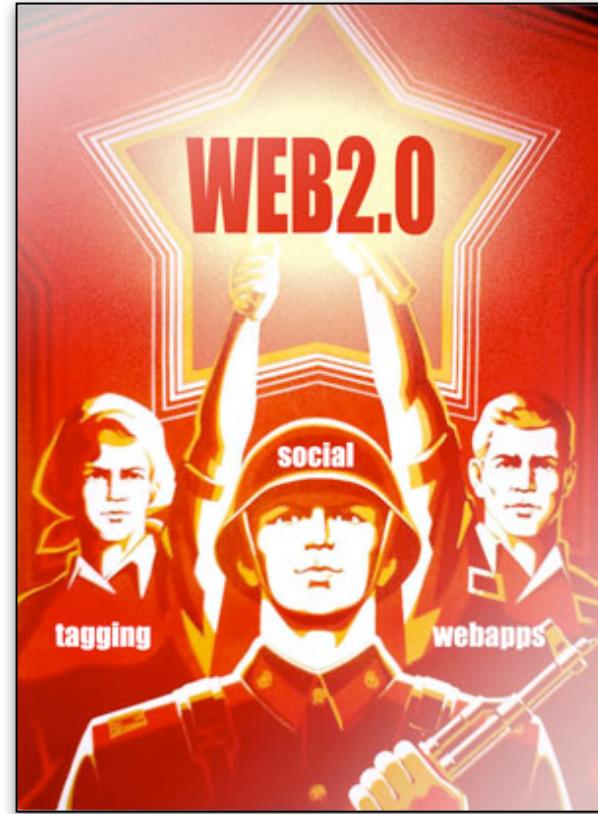
# going online



## the world wide web

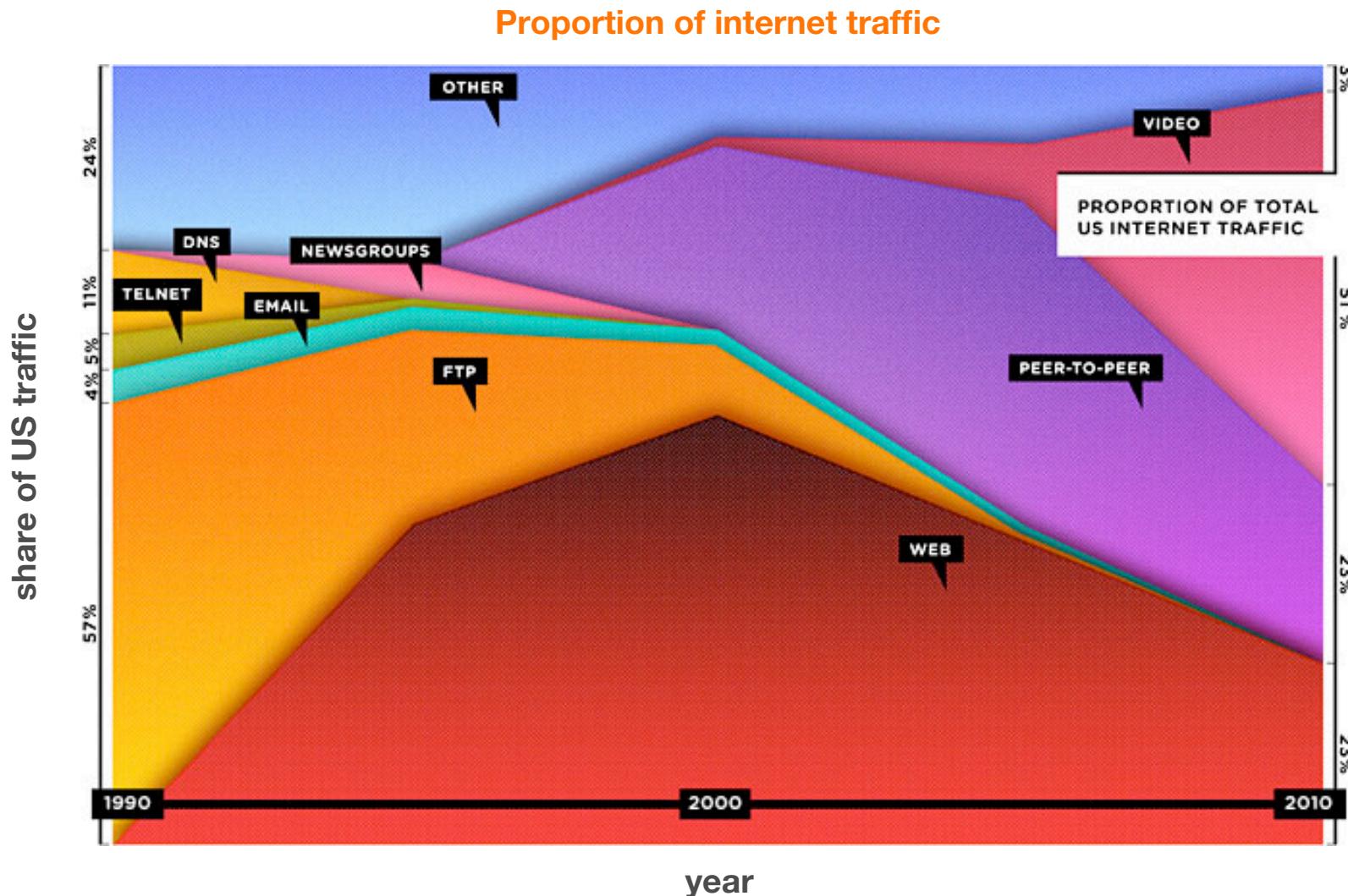


# web 2.0



*“Web 1.0 was commerce. Web 2.0 is people.”*  
- Ross Mayfield

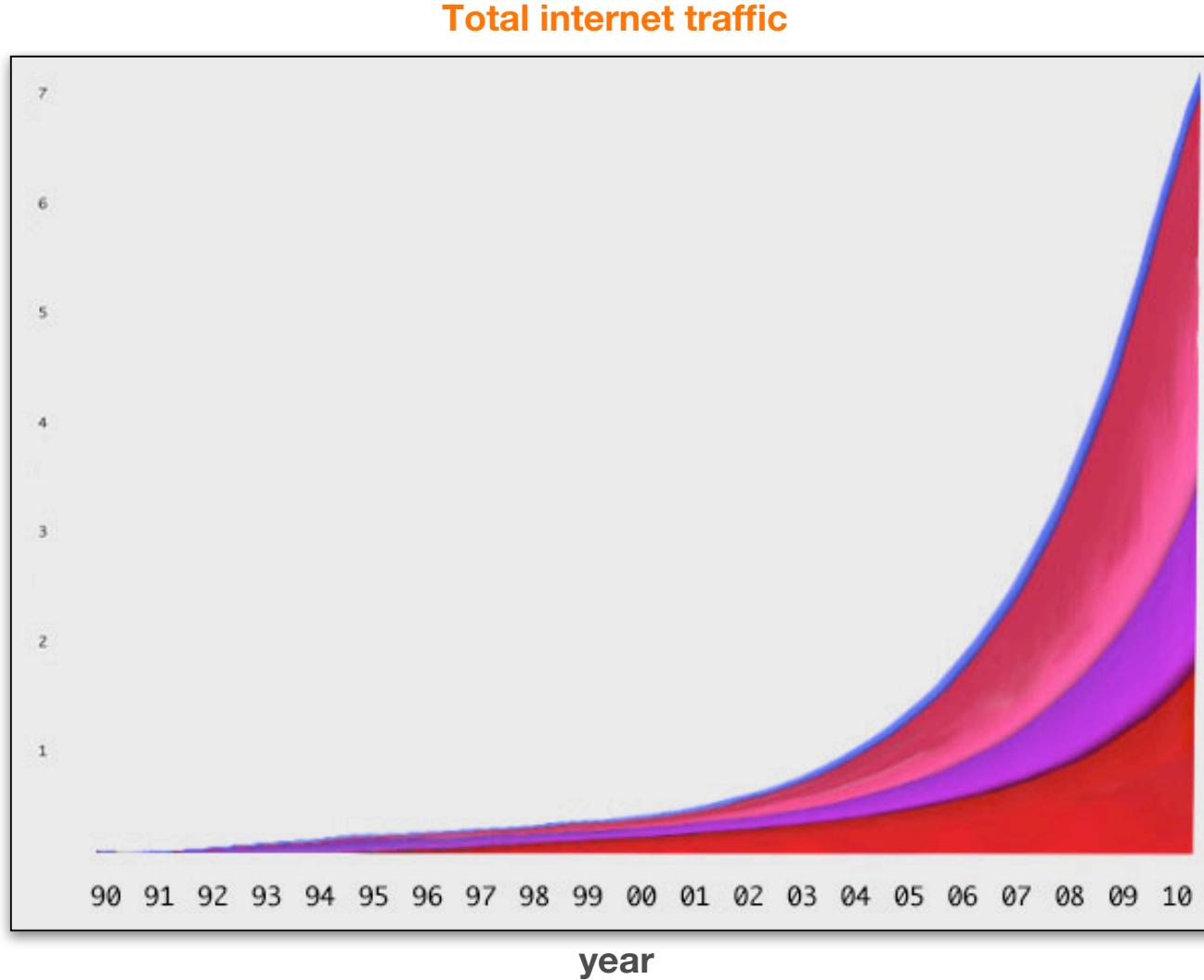
# relative usage



credit: Wired

# total usage

total US internet traffic (exabytes/month)

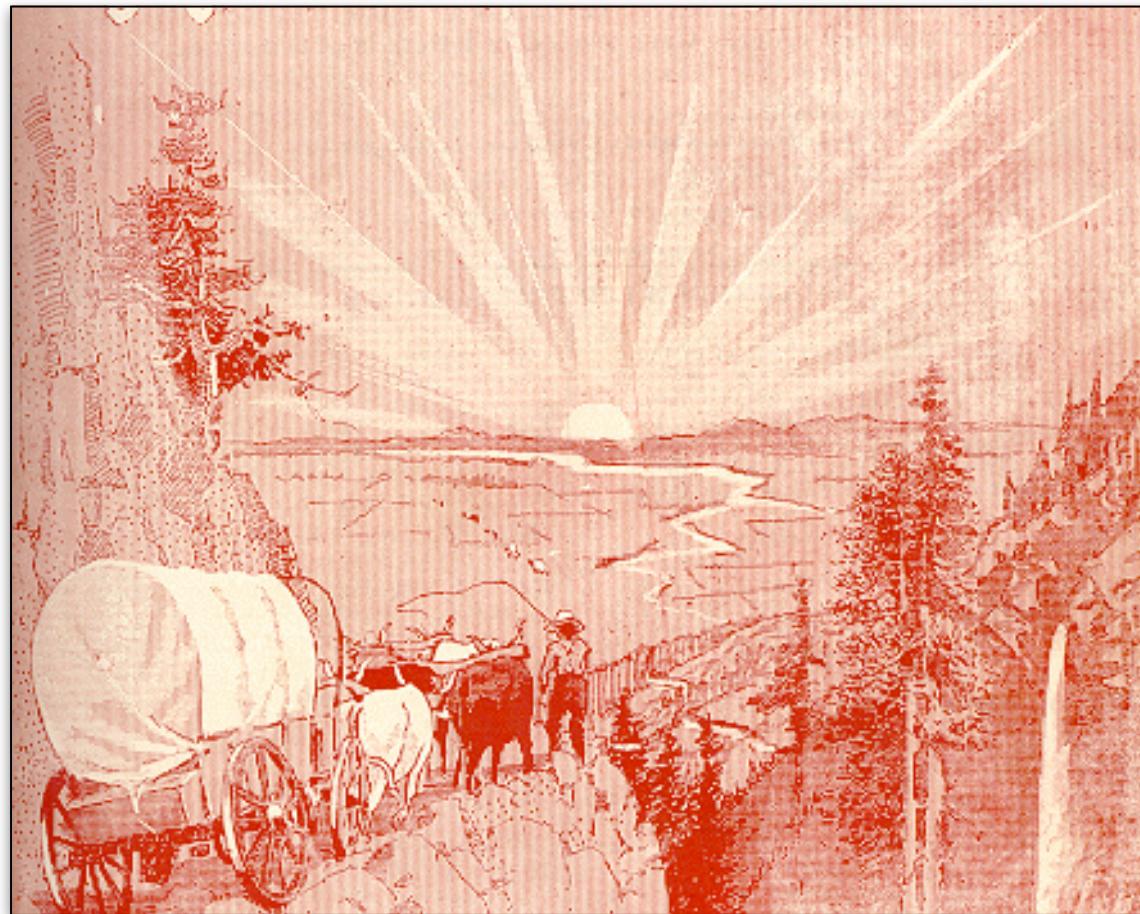


credit: BoingBoing

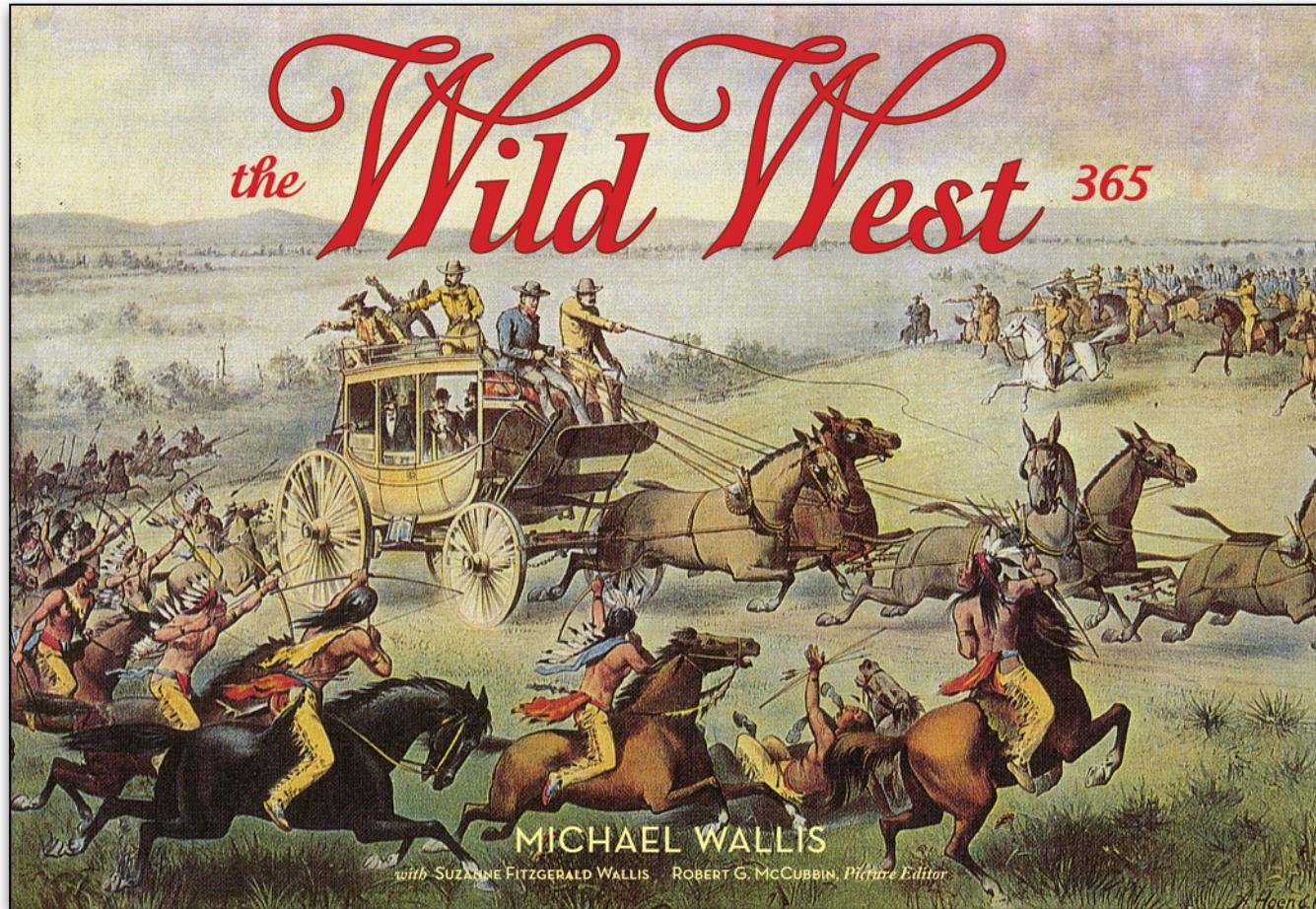
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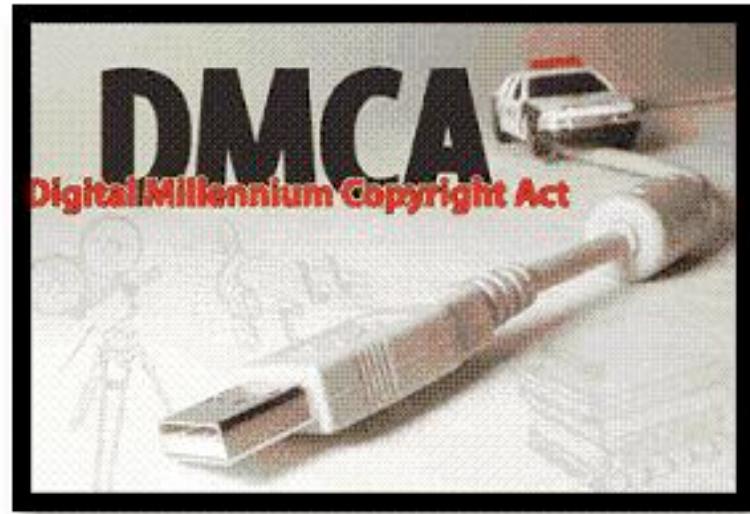
fertile ground



# sparse regulation



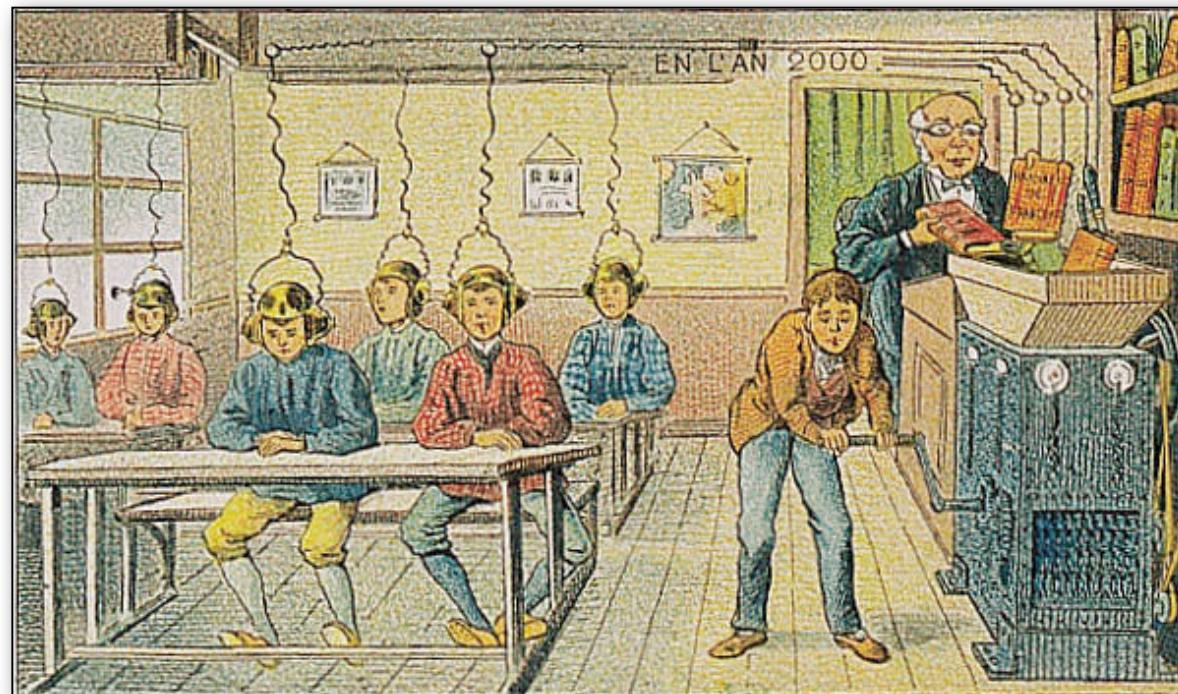
## changing regulation



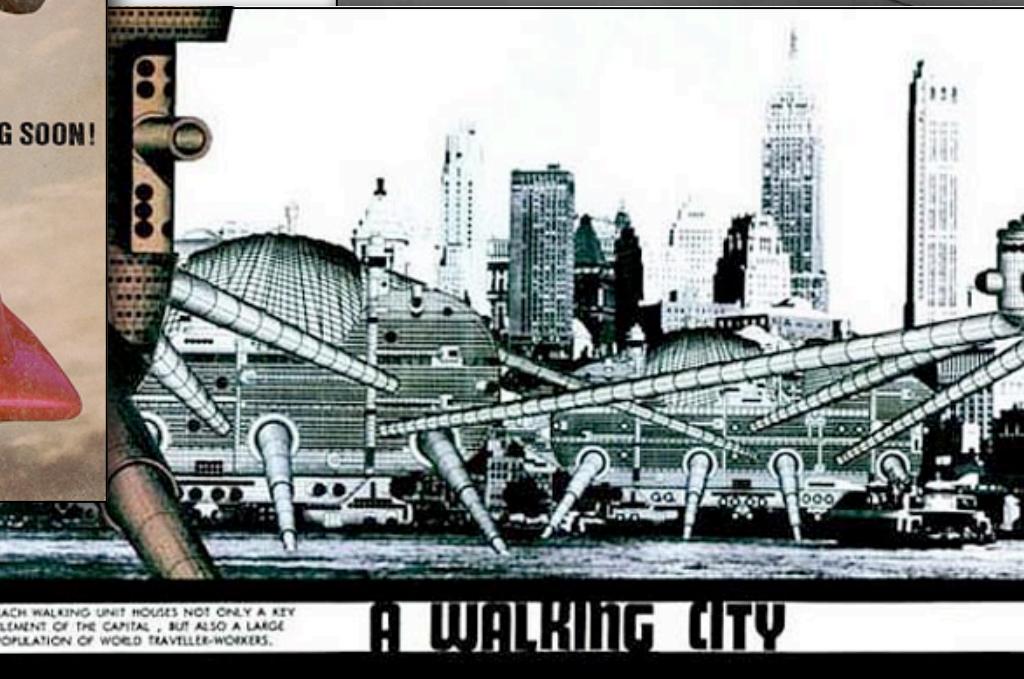
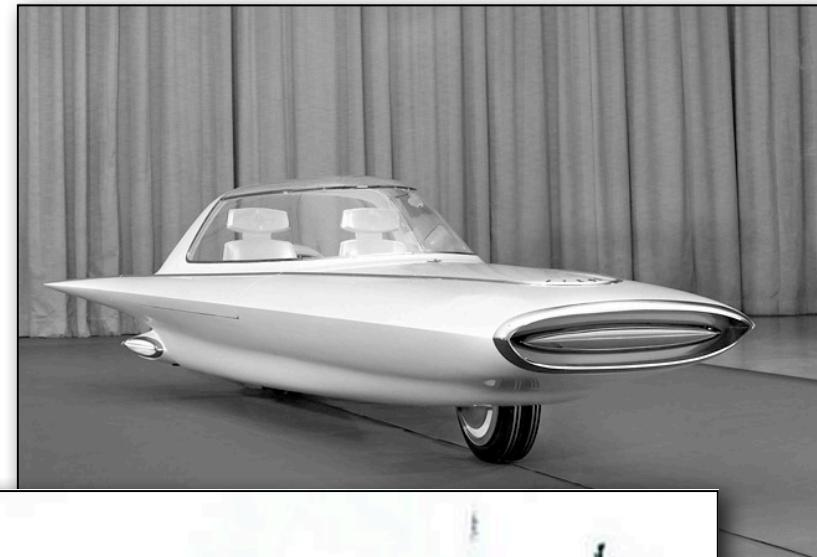
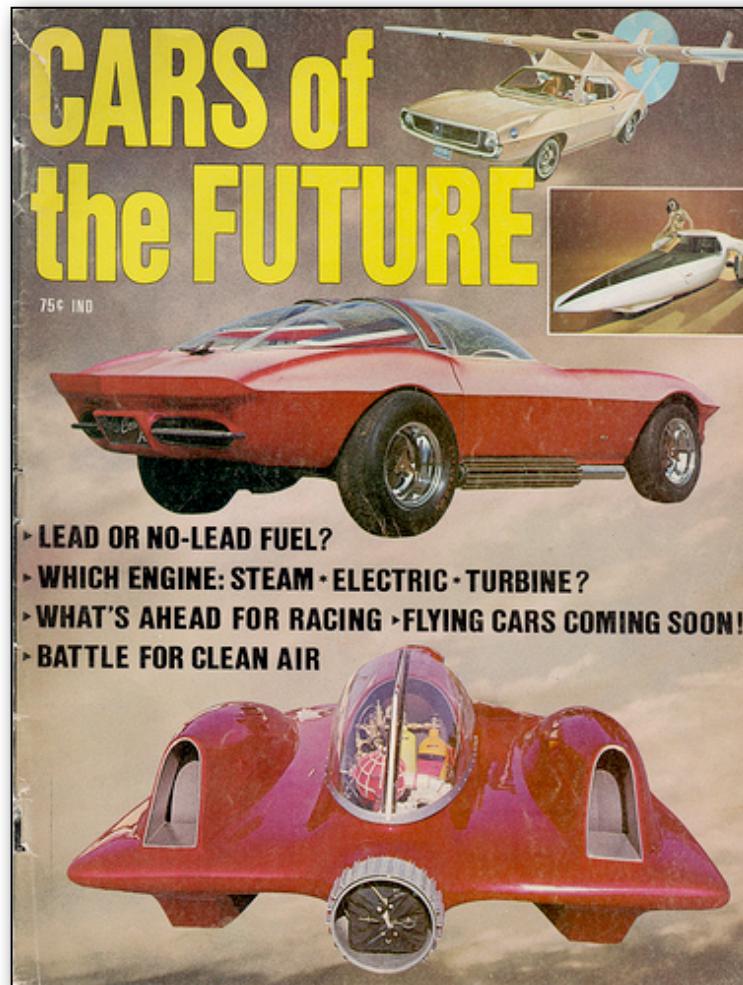
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# predictions

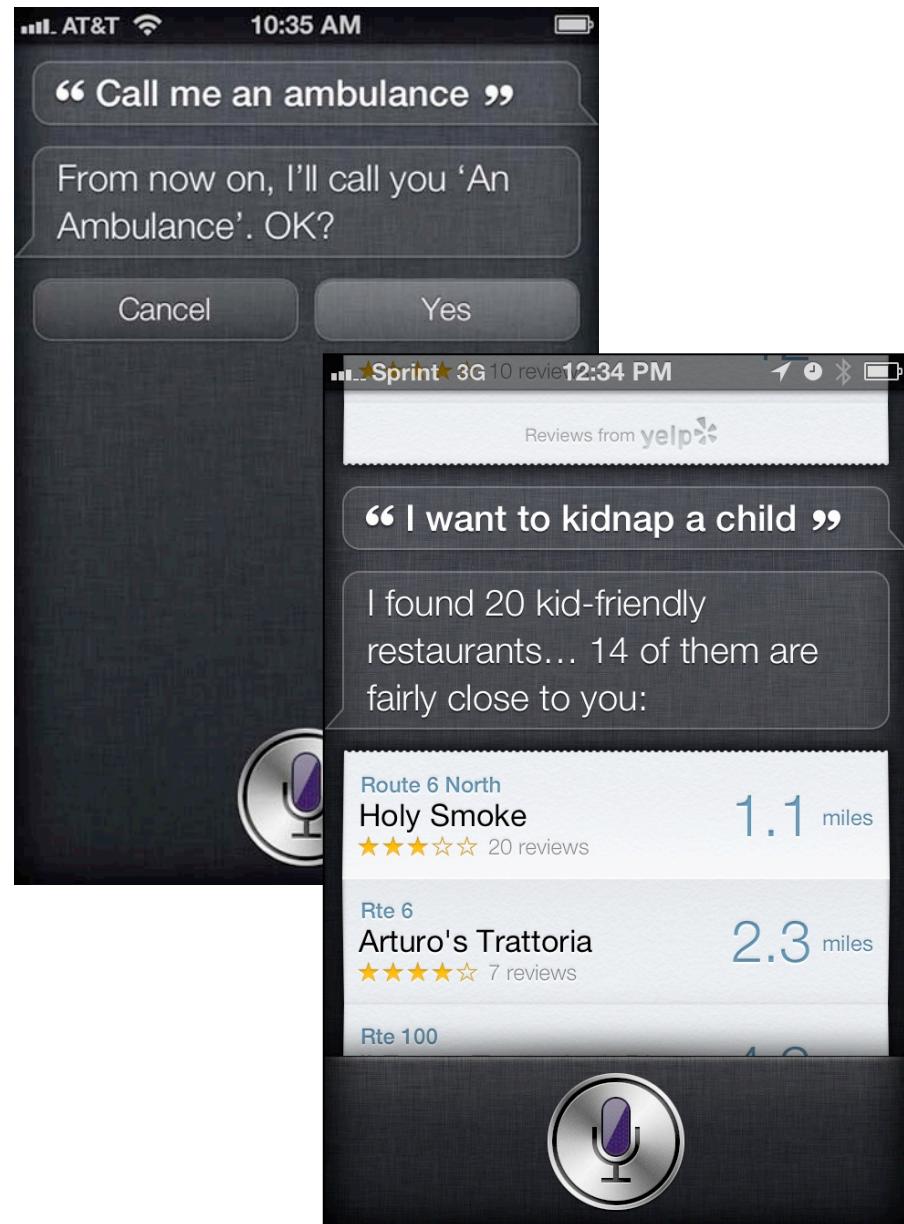


the future circa 1965

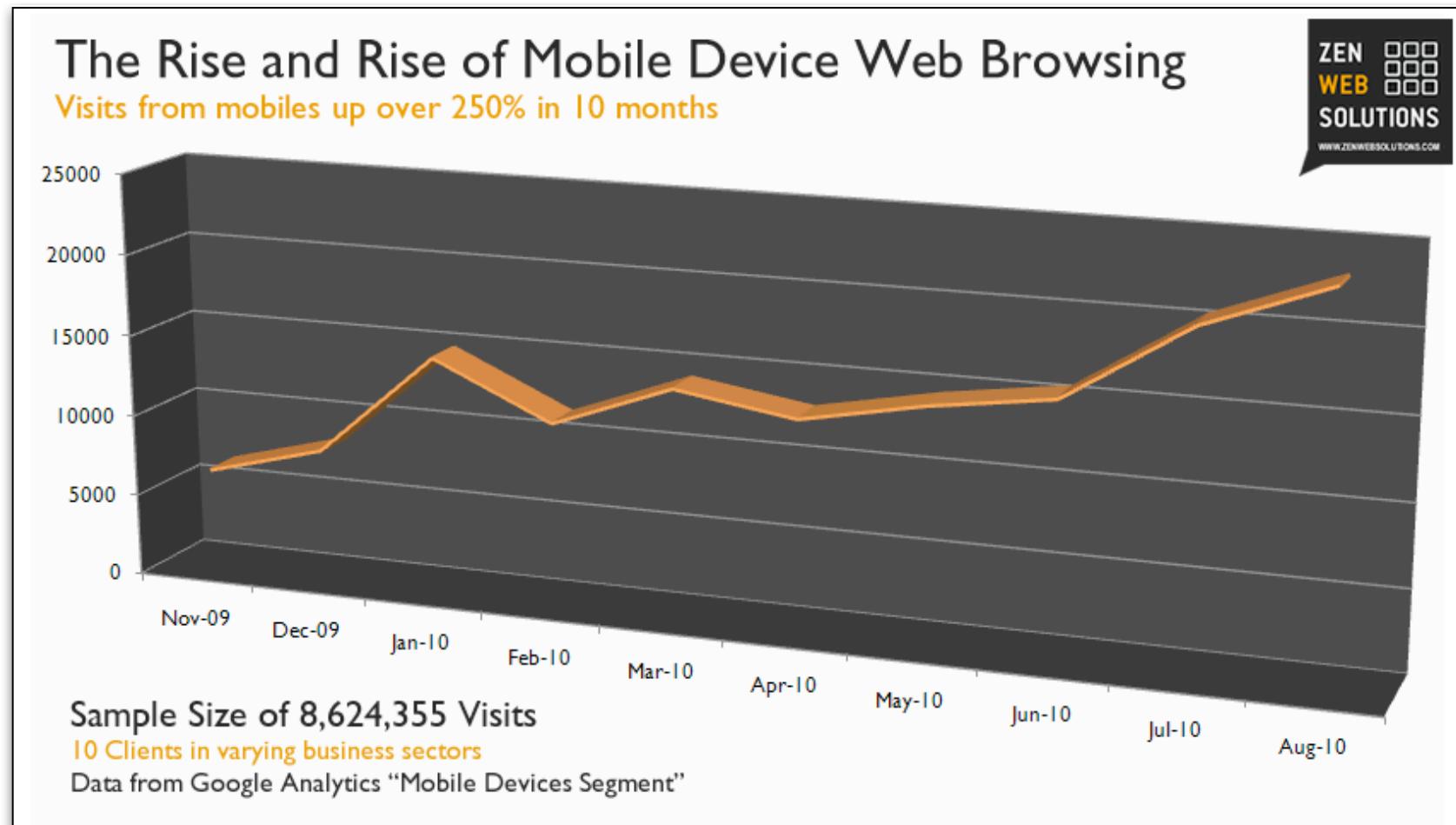


it's a whole new world

not yet  
rockets, 12th century  
mobile internet, late 90s  
artificial intelligence, today



## a matter of time



the past returns

past



present



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eaten

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directories

journalism

accounting

brokerage

music

# going in the oven?

healthcare

education

labor

law

## future areas?

broadcast media

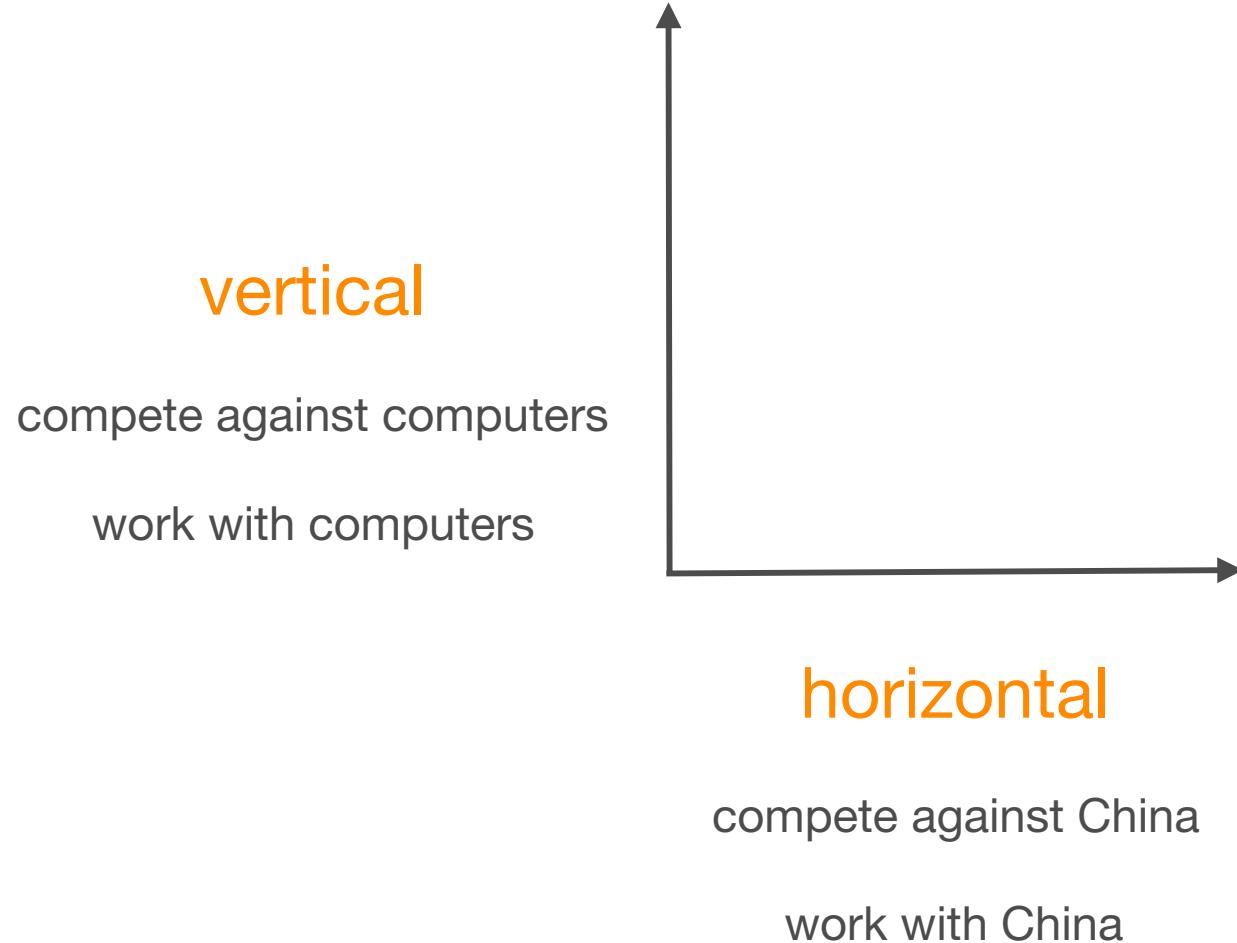
space, transportation

biology

intelligence

government

## four choices



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