Hello everyone,

Through experience, and the video for this assignment, the following is my understanding of the World Wide Web from its inception to today’s generation, 3.0.

The original web was a series of “nodes”, at the time either military or educational, connected via telephone land line in a network resembling a spider web. It was used to share information between nodes, although querying nodes or requesting specific information (interactivity) was still in development. Think of a “read-only” environment.

Web 2.0 saw the ability to interact with these nodes, now considered web sites. One of the first site types to be developed was the “search engine”, giving rise to such names as Google, Bing and Ask. In this new generation people had unlimited (and easier) access to the web as well as a way to find what they were looking for. Users could now request and receive specific information. The user interface had gone through an amazing amount of development as well, putting the focus on the customer for the first time.

Today’s web 3.0 is almost exclusively driven by the consumer and what I come in contact with on a daily basis. Business models, as well as work styles, have been shaped by the most recent developments to our computers, browsers, software and even the internet itself. Collaboration is now possible over distance and time, which was a stroke of luck during Covid. Can you imagine what would have happened had this functionality not been available? We now have “big data” available which gives everyone the ability to make better informed decisions. The latest developments include IoT (the Internet of Things) and cloud computing, both pushing what is possible to new and incredible limits. We are also witnessing the birth of AI (Artificial Intelligence) as a resource available to the internet and all who live in it.

The modern internet has given rise, for better or worse, to social media. At it’s simplest form, social media provides direct, and sometimes informal, communication between any and all users of the internet. This allows us to stay informed but comes with the risk of being mis-informed. For every reward there is a risk and this is especially true about social media. In my opinion the most important social media platforms for business would include LinkedIn and one or two other career sites, however the more social channels such as Facebook and Instagram can have value for business as well.

So what lies ahead? A quick search reveals the tentative plans and the main focus for the next two revisions. Web 4.0 is expected to be more symbiotic with sophisticated interfaces that allow for better use of the AI resources. It is being referred to as WebOS as it could become the “Operating System” behind the device that connects you to the internet. Web 5.0 is, of course, a bit harder to pin down. It is expected to provide the convergence of the physical and virtual realms. It is seen as the emotive and sensory web. Think of the combination of neurotechnology, next generation sensors, command-by-thought and even AI. It is even being thought of as Society 5.0 to those working to create the ultimate purpose for what was once just a series of one-way streets between tiny nodes in a handful of colleges around the country.