As we all know, the web, and Internet in general, has affected civilization in a profound way. The effects of the Internet on my life are numerous, and it would be almost impossible to describe every one of them. Therefore I must be very vague. The existence of the Internet has made a significant impact on my life in the areas of convenience, economics, and education. I predict that this trend will continue in the future.

First of all, the Internet has made otherwise tedious, but necessary activities much easier to accomplish. I no longer am required to physically go to a store to purchase goods. All that is required is a computer or smart phone and Internet access. However, there are still some tasks that I do not rely on Internet access for, such as getting a haircut. However, I predict that more and more businesses such as these will create an online presence allowing customers the convenience of booking appointments online. I base this on the fact that the number of Internet users has increased from only 0.4% of the world population to approximately 40.7% today (Internet World Stats, 2014). This trend will continue, placing more pressure on businesses to have an online presence to survive. This increase in convenience that this trend will undoubtedly cause will hopefully translate into an increase in time being available for leisure or productivity.

Another positive effect that the Internet has had on society is in the area of economics. With more and more businesses advertising online, competition for customers has increased. This competition has resulted in cost of goods going down, and customer service improving. Businesses are not only competing for customers, but employees as well. As more businesses utilize the Internet for their needs, I predict more employees switching employers; recruiters asking if I am interested in employment at their organization regularly contact me. This trend will continue, and organizations will be forced to offer more incentives if they want to retain their employees.

An unfortunate consequence of the added convenience the Internet has caused, is that privacy has decreased. In order to take advantage of the Internet’s advantages, one must sacrifice a certain amount of privacy. For example, the transportation service Lyft not only requires a Facebook account, but also permitting them to access it (USA Today, 2013). Companies such as Amazon store customers shopping and browsing history, partially in an effort to better market products that have a higher probability of being purchased. However, this has concerned privacy advocates for good reasons. A famous example here in the United States is that the retail chain target was able to predict that high school girl was pregnant based on purchases she made at their store, and mailed coupons for baby supplies to her house. Unfortunately, this was the method in which her father discovered her pregnancy (Duhigg, 2012).

In conclusion, I predict that the Internet will continue to increase the quality of our lives in the areas of convenience and finance, while privacy will continue to decrease. This decrease in privacy may force many people to decide for themselves what the correct balance is between convenience and privacy.

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