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CART351

Reflection 2 : WEB 2.0 & SOCIAL MEDIA

“What is Web 2.0 : Design patterns and models for the next generation of software” by Tim O’Reilly was written in 2005. Sixteen years have passed since. I was 11 back then. I barely remember how the internet looked like then. I remember browsing through an illegal copy of Britannica looking for algae pictures for a school project, the only Web 1.0 thing that I have used. I had heard about the mp3, the device, and knew no one actually possessing one. A child’s experience of technology in a third developing country is very limited. Information technology classes mainly consisted of the teacher drawing the window of Microsoft Word on the blackboard and would make us try playing games to make us more comfortable with the computers. Unfortunately they always queued us according to family names and mine dreadfully starts with an S so I never got to even touch the computer. Fortunately my family had a pc but there was never much internet browsing happening as most computer interactions involved software from the stack of illegal copies. A few years later, I would learn how to browse Google looking for Inuyasha videos on youtube and manga translations. I would only start using computers regularly when I moved to Canada at 17 and had to submit typed assignments in Cegep. Thus, even when O’Reilly discusses Web 2.0, I only have a vague idea of what it looked like in 2005 being only familiar with technologies like Wikipedia and Flickr. What is interesting

about this text though, is that with Web 2.0 we see a drastic change in vision from Web 1.0. As Google becomes “web as a service” which contrasts starkly with the trappings of licensed packages (O’Reilly), a business model which still exists today. As much as Web 1.0 differs from Web 2.0, it is striking to see how the vision of 2005 has evolved into today’s internet with the addition of other technologies like artificial intelligence for example. This text makes me realise the amplitude of the changes that have occurred before 2005 and from 2005 to nowadays. It really does make one wonder how tomorrow’s internet and its business models will look like.

Works Cited

O'Reilly, Tim. "What Is Web 2.0 : Design Patterns and Business Models for the Next Generation of Software." *O'Reilly*, 30 Sept. 2005, <https://oreilly.com{file}>.