

WEB 2.0 AND SOCIAL MEDIA

2001 – Wikipedia: Jimmy Wales & Larry Sanger. Bomis, Inc (internet advertising company). Collective knowledge. 2003 became non-profit (Wikimedia Foundation, public support).

MySpace (2003): Tom Anderson & Chris DeWolfe. eUniverse's (Internet-marketing firm). Social network, self-expression, music sharing. Monetized through advertising and data analytics (personalized ads).

Facebook (2004): Mark Zuckerberg. Became the central infrastructure for identity-based advertising and behavioral data collection. **2009** “Like” Button standardized emotional quantification and monetizable micro-expression. Major client Procter & Gamble (10B), Amazon (5B), Disney (4B), ...: They purchased **algorithmic predictions** of who will buy, what, and when. **Emotional and contextual micro-moments of attention.** Ability to **modify user behavior** through precision targeting. Meta's Facebook Pixel

YouTube (2005): Steve Chen, Chad Hurley, Jawed Karim Democratize video sharing online. Bought by Google in 2006; became a massive behavioral data engine (watch time, attention tracking, ad targeting).

Twitter (2006), now X (2024): Jack Dorsey, Biz Stone, Evan Williams, Noah Glass. Enable microblogging — short, instant updates for global communication. Transformed into a platform for real-time sentiment analysis and predictive modeling of public opinion.

Apple iPhone (2007): Redefine mobile computing; merge phone, web, and media. Enabled constant, location-based data collection and 24/7 behavioral tracking.

Google AdSense & AdWords (2008): Converted behavioral data into predictive advertising — foundation of behavioral surplus. Google Analytics tags

Instagram (2010): Kevin Systrom & Mike Krieger. Simplify mobile photo sharing with filters. After Facebook's 2012 acquisition, became a tool for visual advertising, facial recognition, and influencer economy tracking.

Snapchat (2011): Evan Spiegel, Reggie Brown, Bobby Murphy. Vanguard, BlackRock, and other major funds. Offer temporary, self-destructing messages to increase privacy. Even “ephemeral”

data was stored and analyzed. Illusion of privacy. Data-driven advertising. Interaction are logged, modeled, and monetized (advertisers who profit from improved precision targeting, third-party partners (AI/AR tech providers, analytics firms) who process or integrate data. Snap Ads, Story Ads, and AR Lenses.

TikTok (2017): ByteDance (Zhang Yiming). Personalized short-form video entertainment. Perfected the algorithmic feed, analyzing micro-behaviors (scroll speed, pauses, facial reactions) to optimize addiction and ad value. Tik Tok Pixel.

Zoom (2020) : remote communication Accelerated mass collection of biometric and affective data (voice, emotion, gaze). feed machine learning models that infer psychological or emotional states. partnered with or integrated third-party AI systems that process user data (Zoom IQ for Sales).

WEB 2.0 AND SOCIAL MEDIA

Grow your Business with TikTok Ads

TikTok Ads Manager is the one-stop shop for running and managing paid campaigns on TikTok.

TikTok Ads Manager gives you all the features you need to launch effective ads, drive sales, and measure performance. Best of all, it's affordable and easy to use.

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Get up to CAD \$330 ads credit for new account!

Drive results in just a few clicks with Spotify

Create ads for free, repurpose existing assets, fine-tune your audience, and drive as much as 66% more sales by running audio and video ads together on Spotify*

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Audio ad creation for free

No audio ad? No problem, we'll create you an audio ad for free. First, sign up for Spotify Ads Manager

DIFFUSEZ VOTRE PREMIÈRE PUBLICITÉ SUR SNAPCHAT

- Appelez apparaître votre entreprise sur la plateforme pour qu'elle fasse l'objet d'échanges entre proches et membres d'une même famille. Les Snapchatters sont plus heureux et plus susceptibles d'acheter les produits annoncés sur Snapchat.*
- Touchez les 454 millions d'utilisateurs quotidiens de Snapchat.* Communiquer avec une audience engagée et unique, qui ouvre l'application plus de 30 fois par jour.*
- Créez et optimisez facilement vos publicités. Vous pouvez commencer par une seule photo puis optimiser votre budget en optant pour les solutions publicitaires de Snapchat.

Nouveaux annonceurs : profitez de 375 \$ supplémentaires en crédit publicitaire en investissant 350 \$.
Demandez votre crédit publicitaire dès aujourd'hui ! [En savoir plus](#)

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Trusted by leaders in mobile

WEB 2.0 AND SOCIAL MEDIA-TARGETED ADD



WEB 2.0 AND SOCIAL MEDIA-TARGETED ADD

Algorithms are personalized systems of recommendation. commercial interest that is often at odds with our interests."

"Algorithmic recommendations are addictive because they are always subtly confirming your own cultural, political, and social biases, warping your surroundings into a mirror image of yourself while doing the same for everyone else."

Recommendations are based on the digital signatures you leave behind.

What is presented to you depends on your online behavior but, more importantly, on those who decide to sponsor content and pay to have it displayed on your screen.

"The recommendation system serves a templated, a set of boxes to fill in rather than a canvas to cover in your own image."

Recommendation kills taste because it makes you desire what everyone else desires.

"When recommendation algorithms are based only on data about what you and other platform users already like, then these algorithms are less capable of providing the kind of surprise..."

The content or products presented to you are, most of the time, sponsored. Four-and-a-half-star products often maintain that rating through fake accounts or public-relations systems that sustain visibility at a cost.

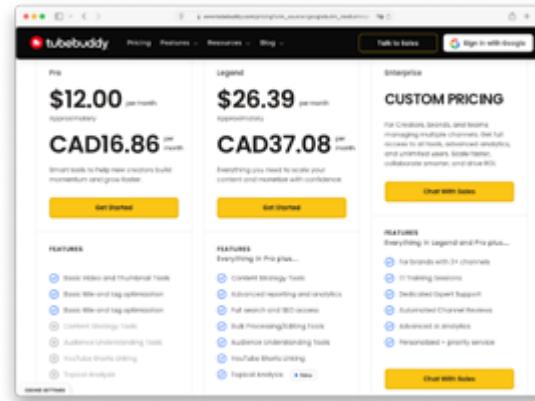
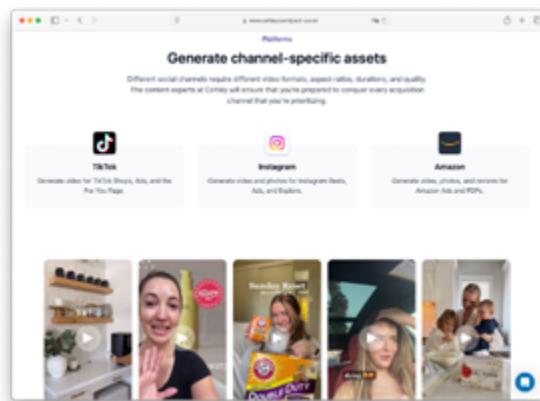
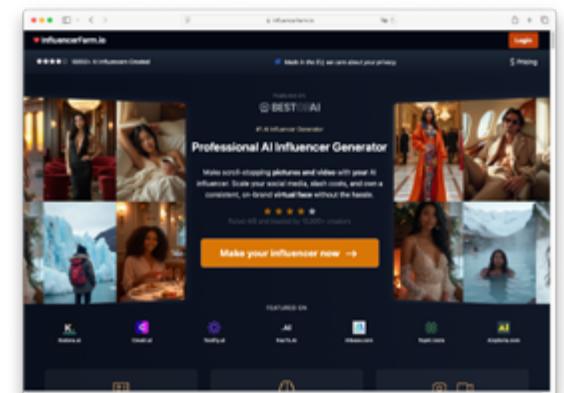
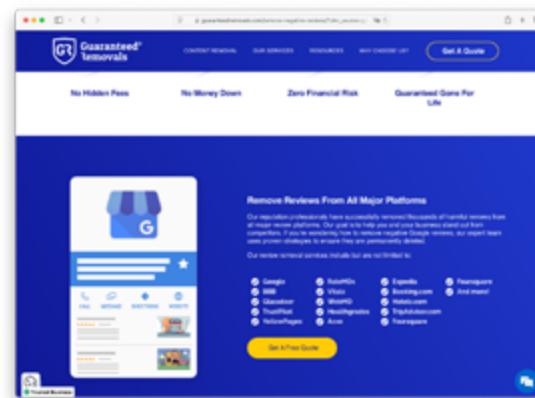
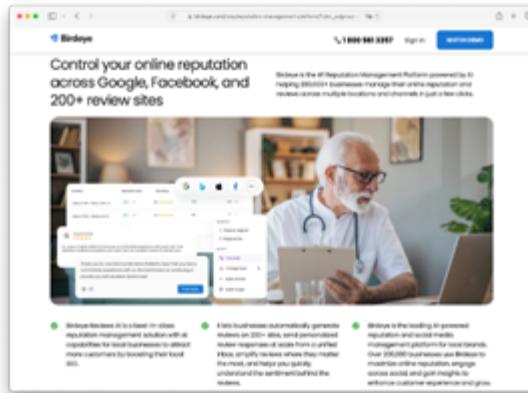
"Digital life became increasingly templated, a set of boxes to fill in rather than a canvas to cover in your own image."

Network culture becomes flat when you do not pay for content. If you do not pay for content, it is presented to you to keep you constantly connected so that corporations (such as GAFAM) can track and collect your behavior and use it to recommend — to you and to people like you — the most profitable sponsored material. By participating in this system, you help them refine the targeting of sponsored content for your demographic group.



Explore thousands of books rated 4 stars and above.

WEB 2.0 AND SOCIAL MEDIA-TARGETED ADD



WEB 2.0 AND SOCIAL MEDIA-GOVNM PROTECTION

The screenshot shows a web browser window displaying the website for the Standing Committee on Access to Information, Privacy and Ethics (ETHI) of the Canadian Parliament. The URL in the address bar is www.ourcommons.ca/Committees/en/ETHI?parl=44&session=1. The page title is "Committees • ETHI". The main content features a large image of a key lying on a document with binary code. Below the image, a text box states: "The Standing Committee on Access to Information, Privacy and Ethics studies matters related to the Office of the Information Commissioner of Canada, the Office of the Privacy Commissioner of Canada and the Office of the Commissioner of Lobbying of Canada, and certain issues related to the Office of the Conflict of Interest and Ethics Commissioner." At the bottom, there is a timeline showing the 44th Parliament (2017-2025) with the 44-1 session highlighted.

PARLIAMENT OF CANADA

HOUSE OF COMMONS
CHAMBRE DES COMMUNES
CANADA

Parliamentary Business Members Participate About the House Employment Share

Committees • ETHI

Standing Committee on Access to Information, Privacy and Ethics

Home Meetings Work Members About News Releases Contact Subcommittee

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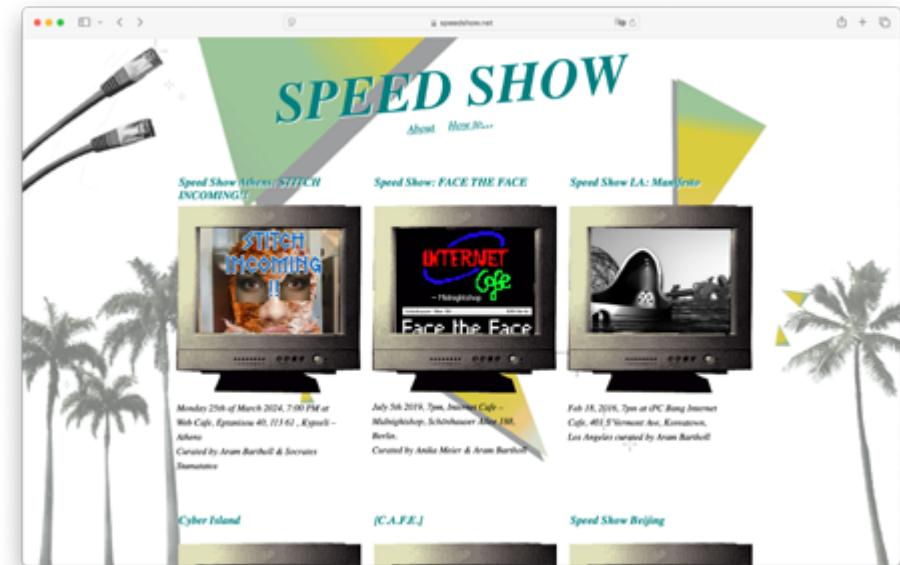
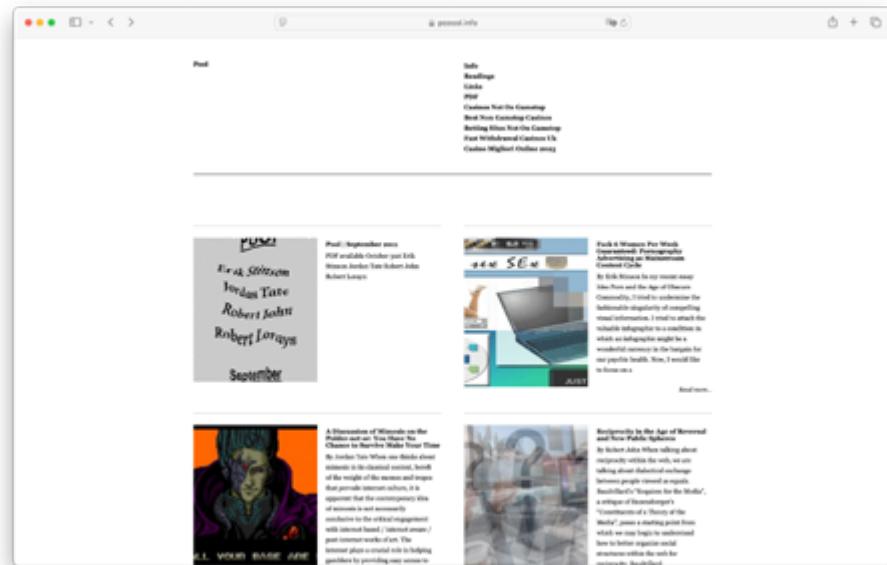
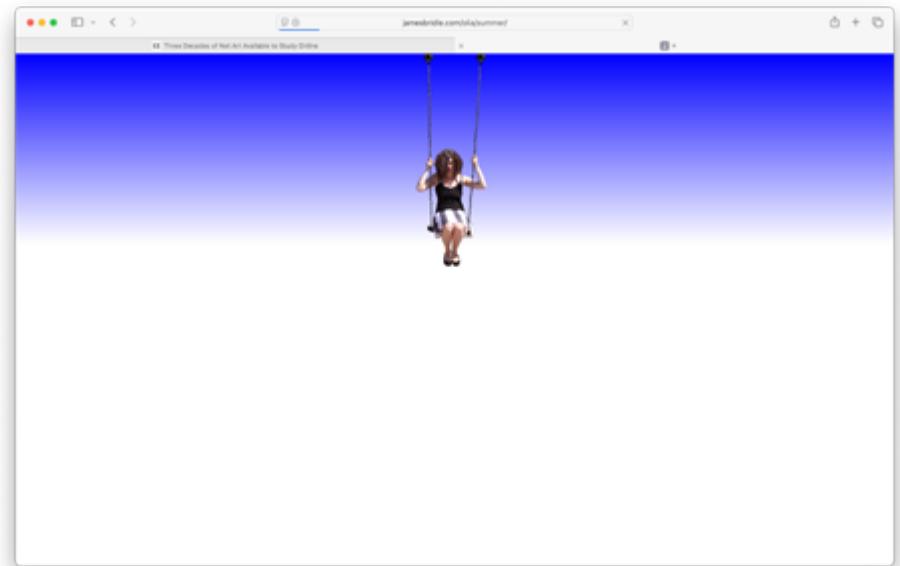
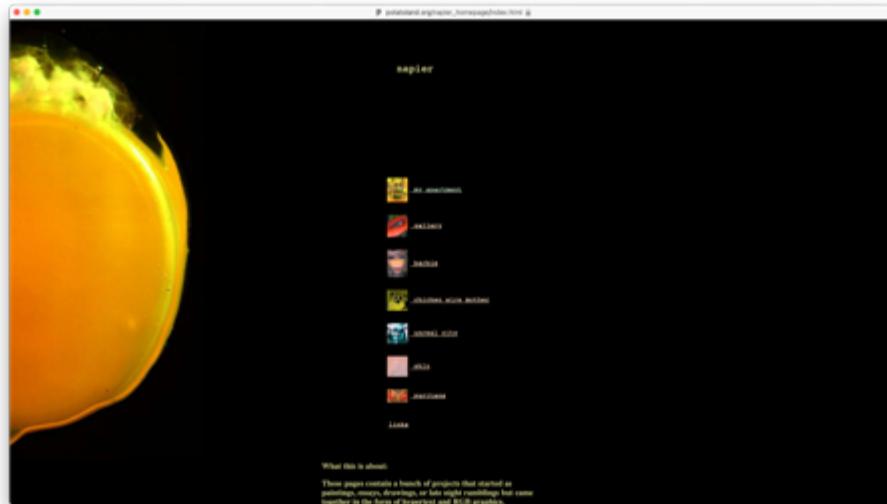
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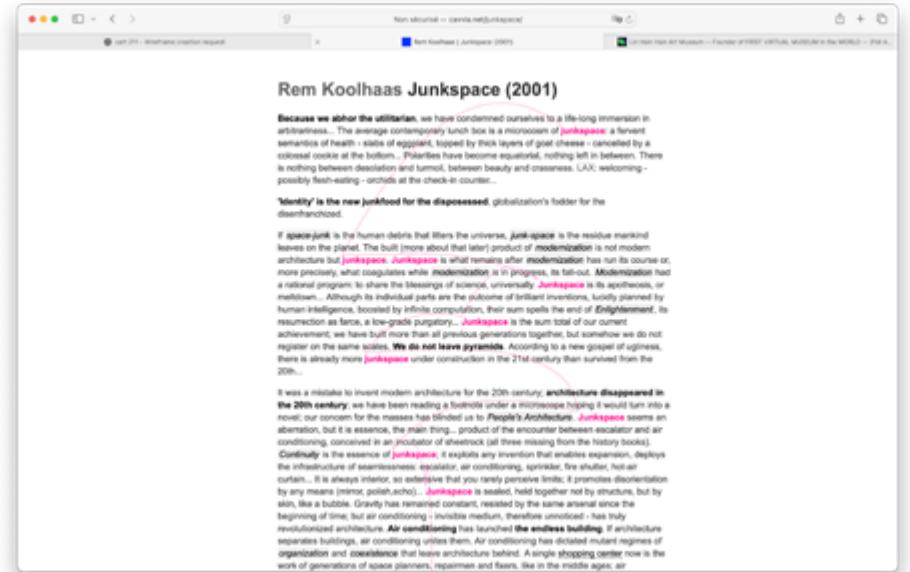
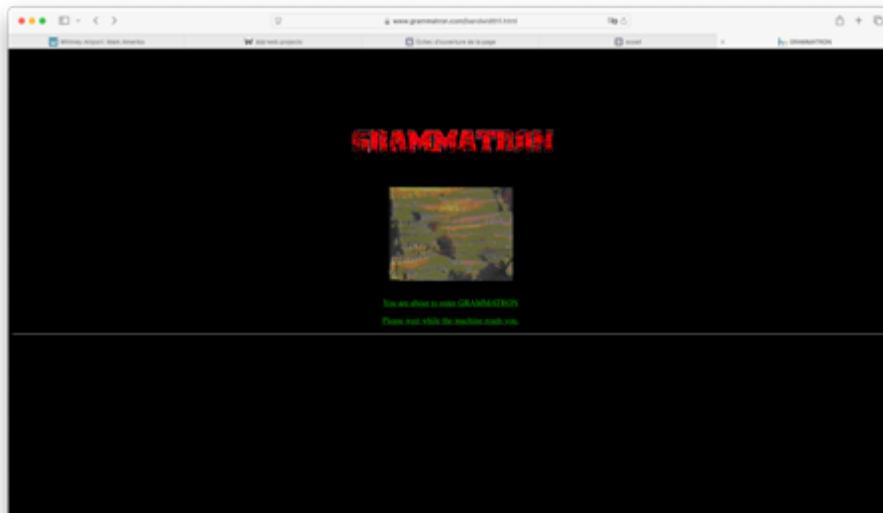
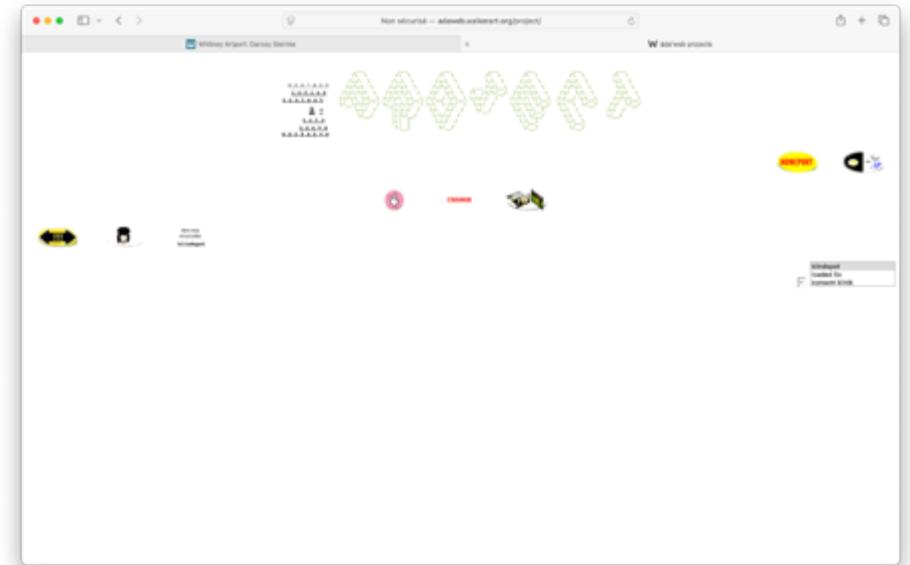
44th Parliament, 1st Session (November 22, 2021 - January 6, 2025) Current Session

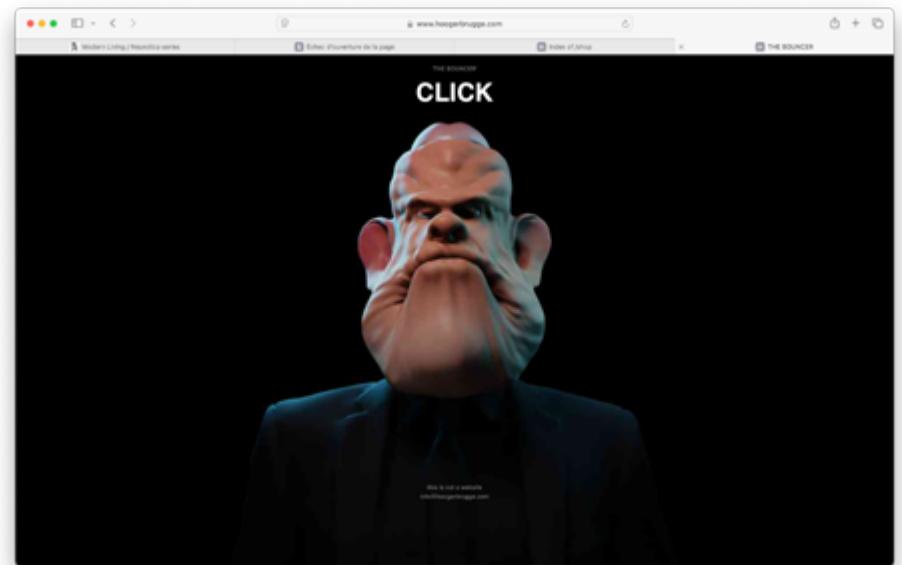
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2017 2018 2019 2020 2021 2022 2023 2024 2025

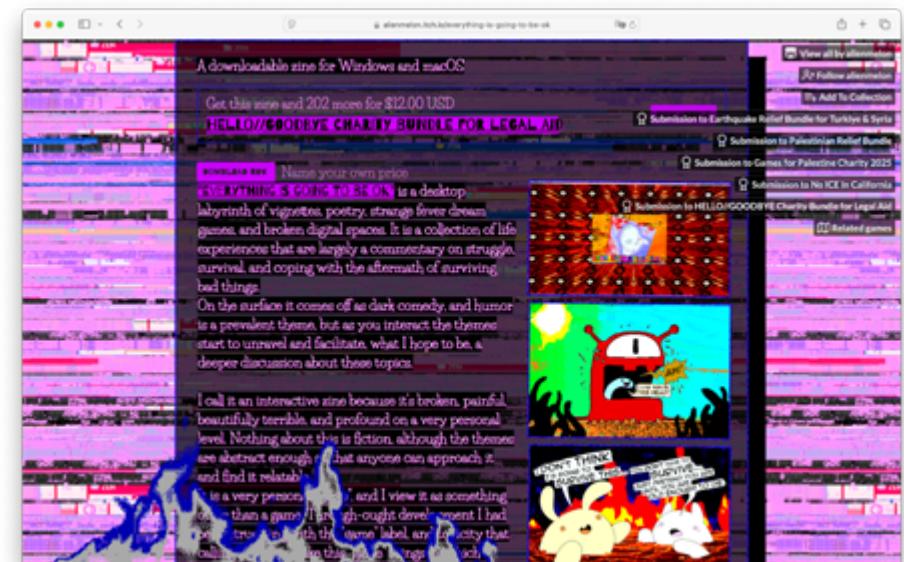
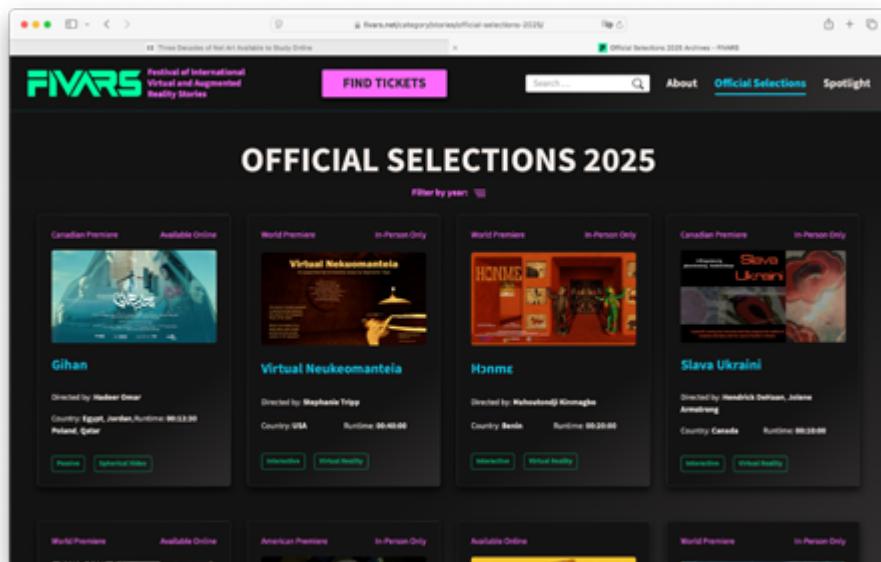
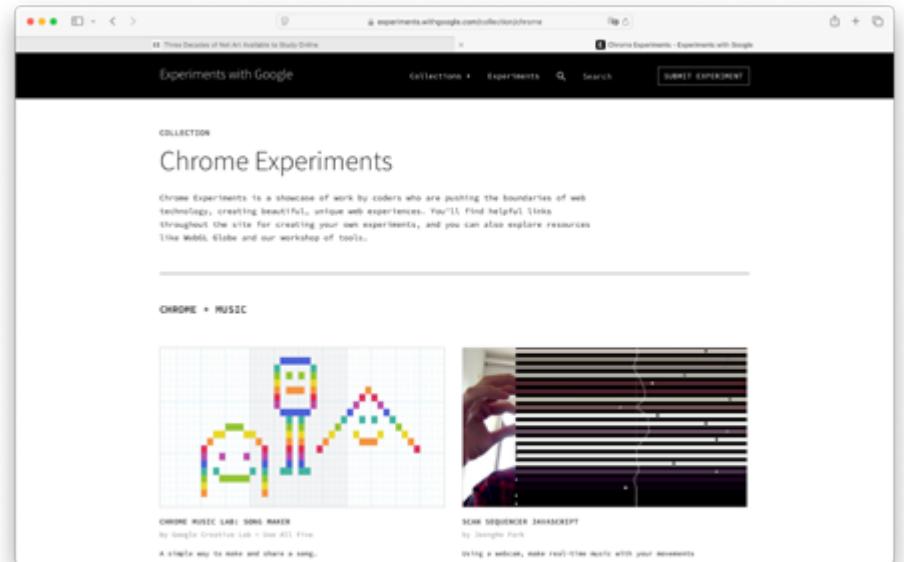
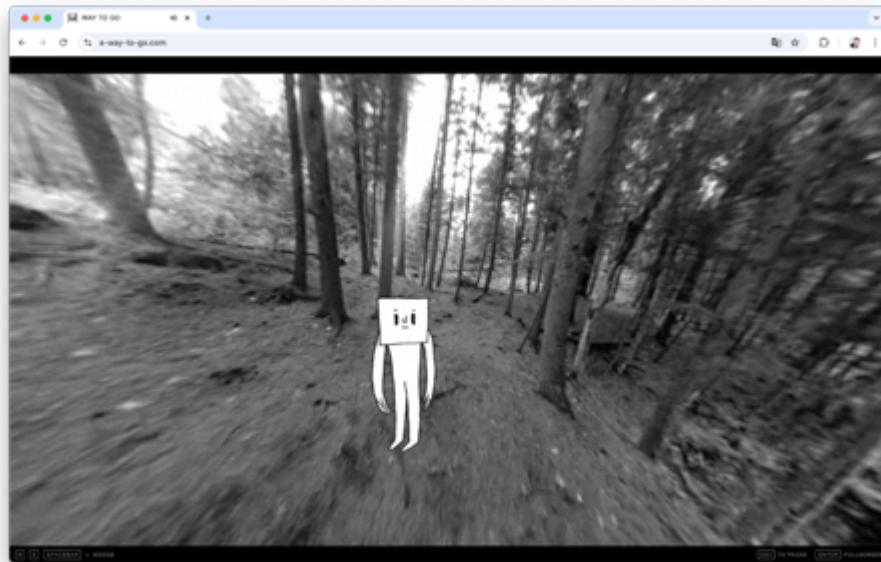
SUMMARY OF WORK
44TH PARLIAMENT, 1ST SESSION



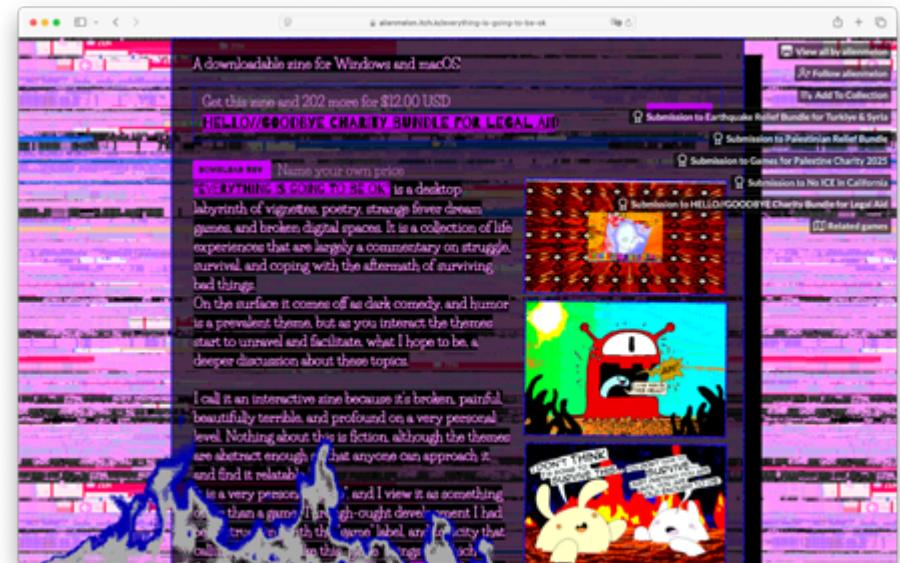
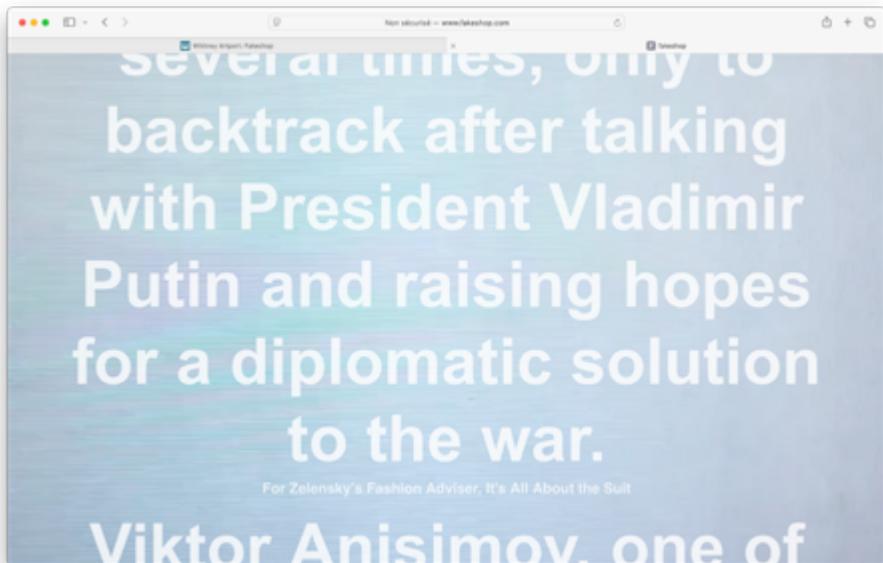
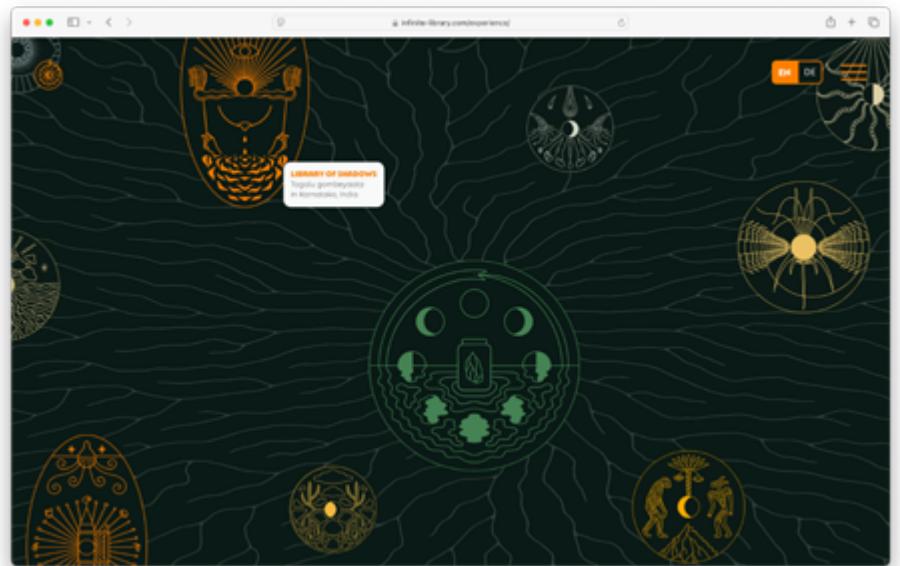
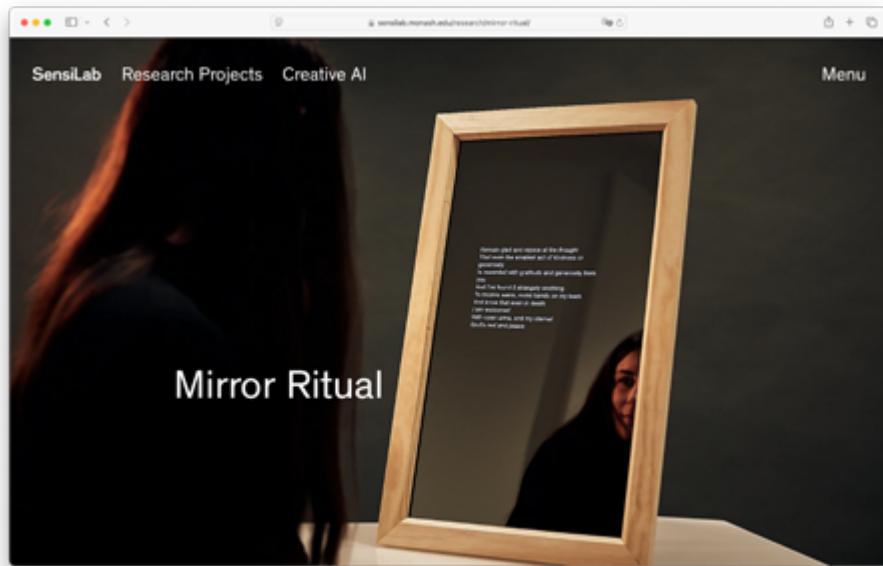




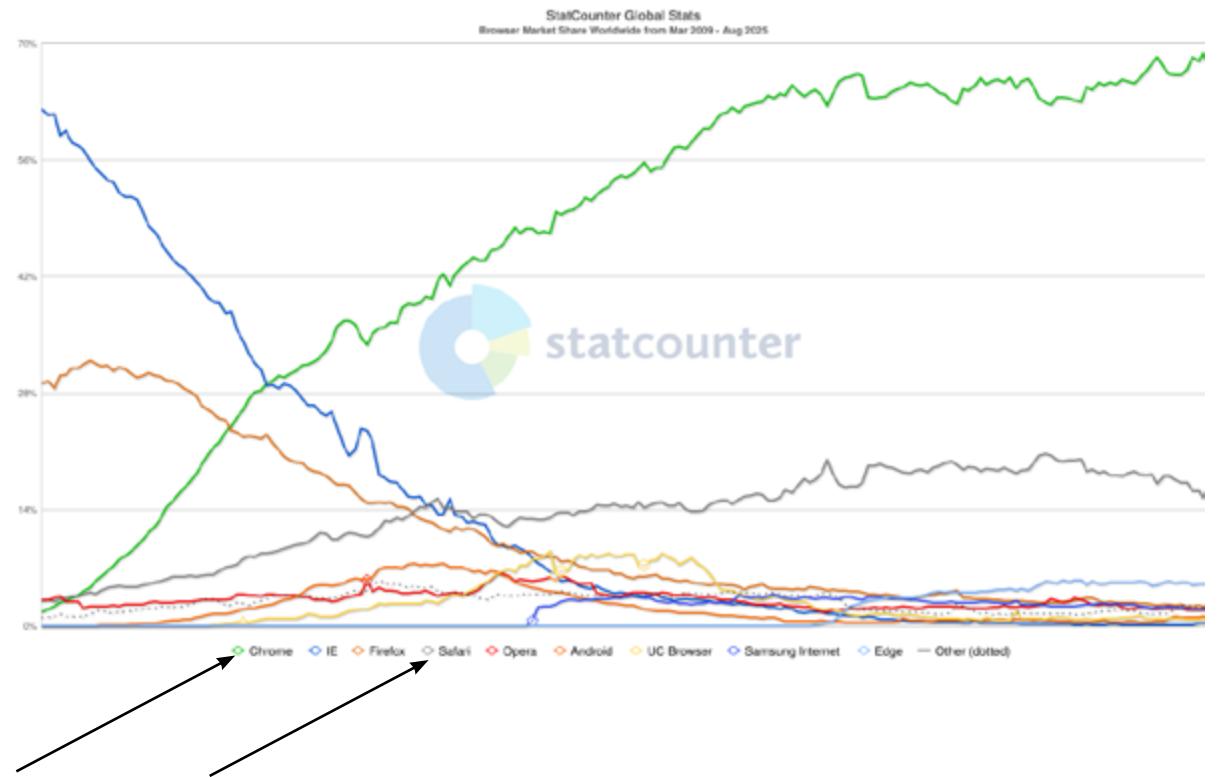
WEB ART CONTEMPORARY EXPERIMENTATION



WEB ART CONTEMPORARY EXPERIMENTATION



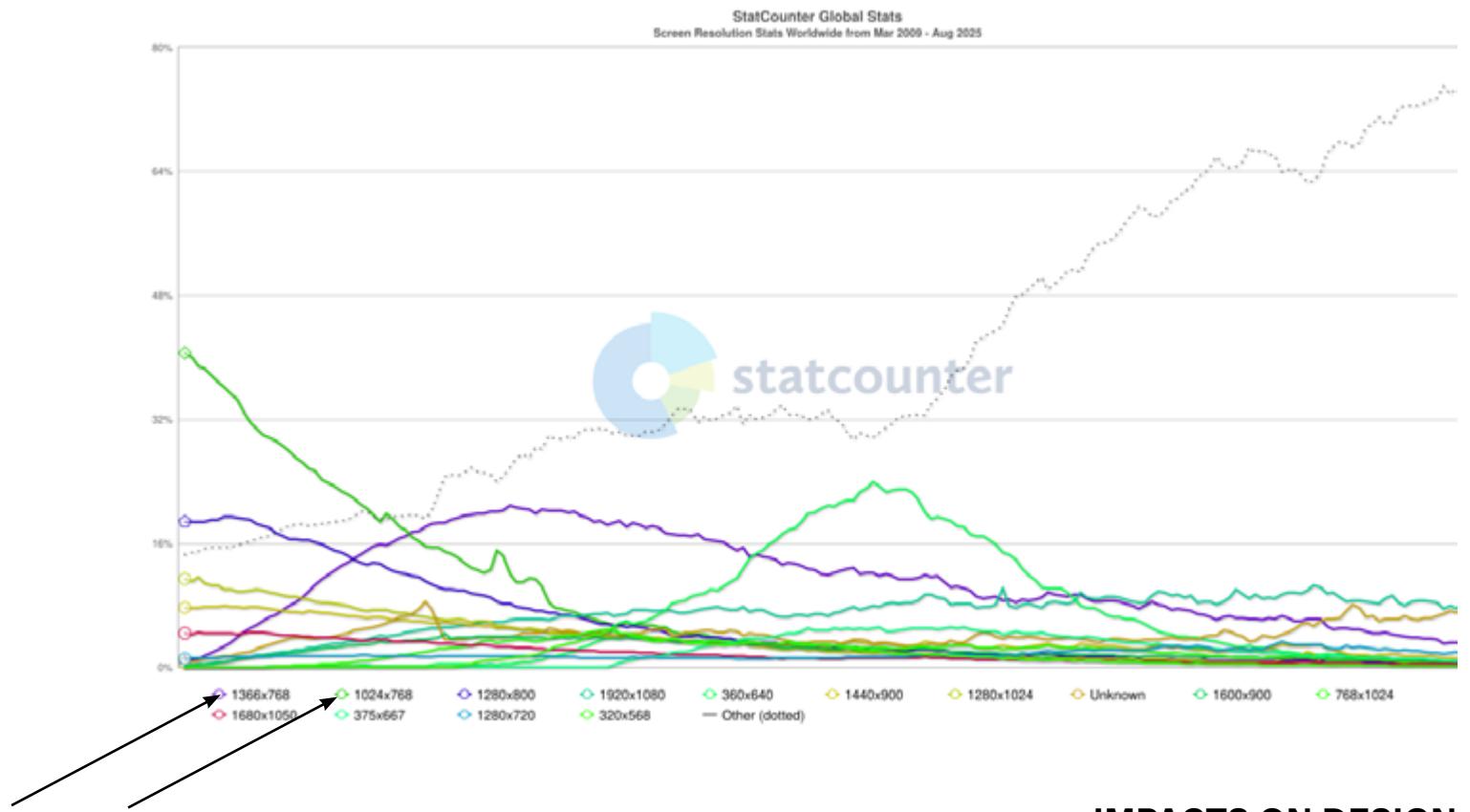
BROWSER CHOICE



IMPACTS ON DESIGN

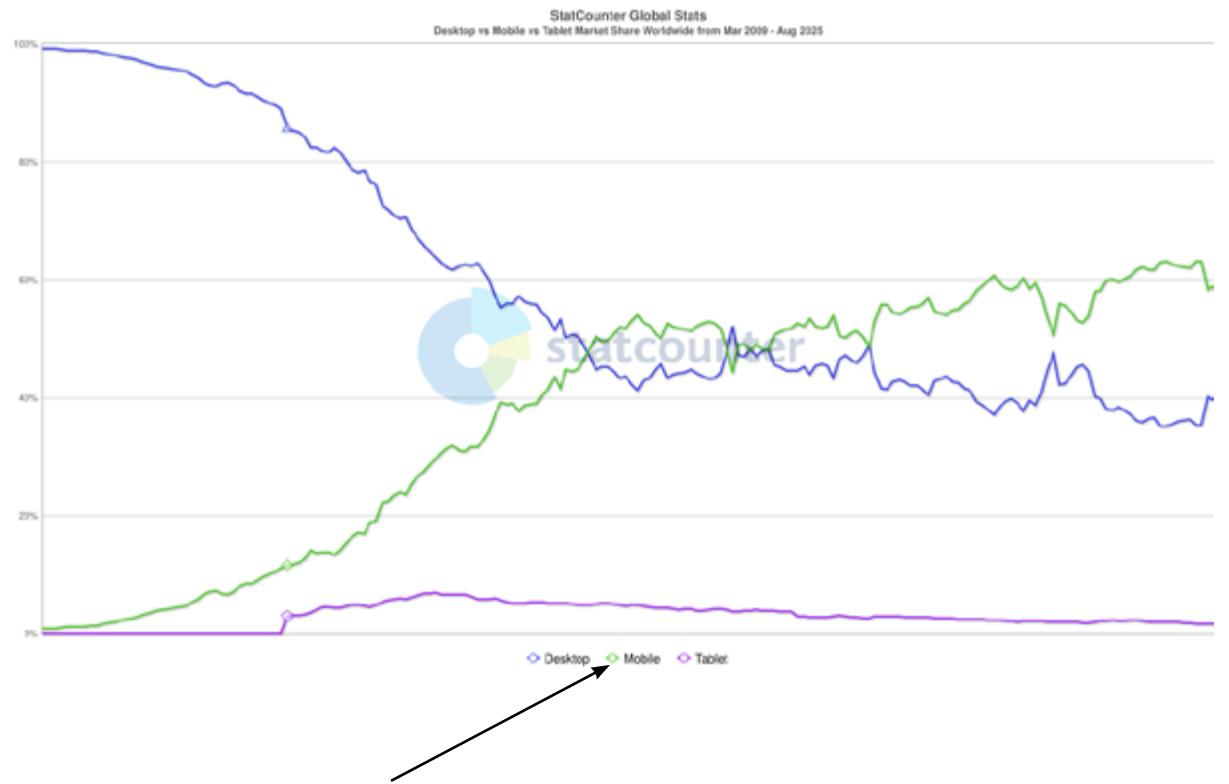
Choice of layout elements

SCREEN RESOLUTION



Positioning of elements (e.g., menu)

MOBILE OR COMPUTER



IMPACTS ON DESIGN

Portrait / landscape

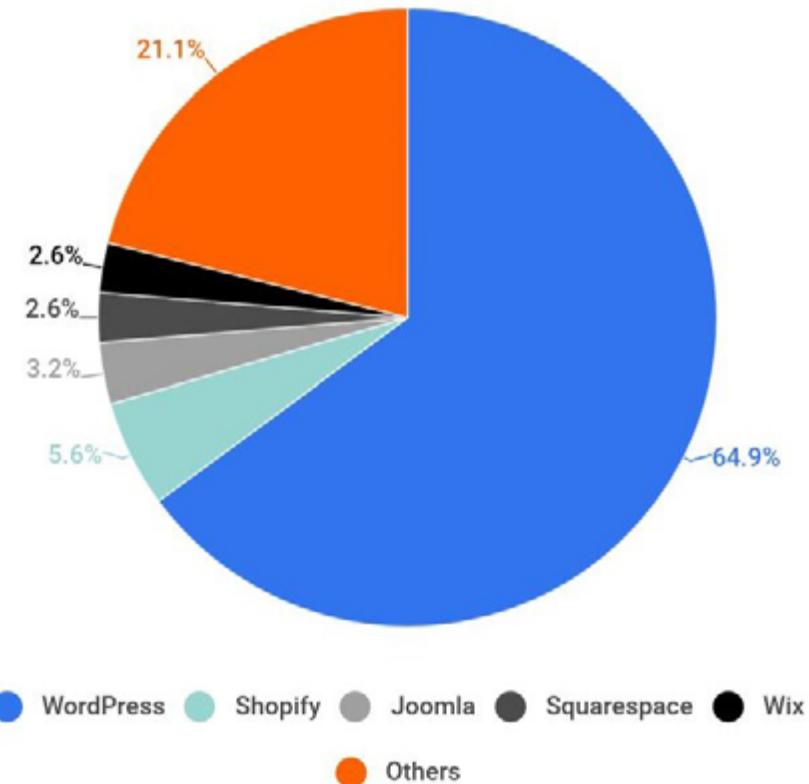
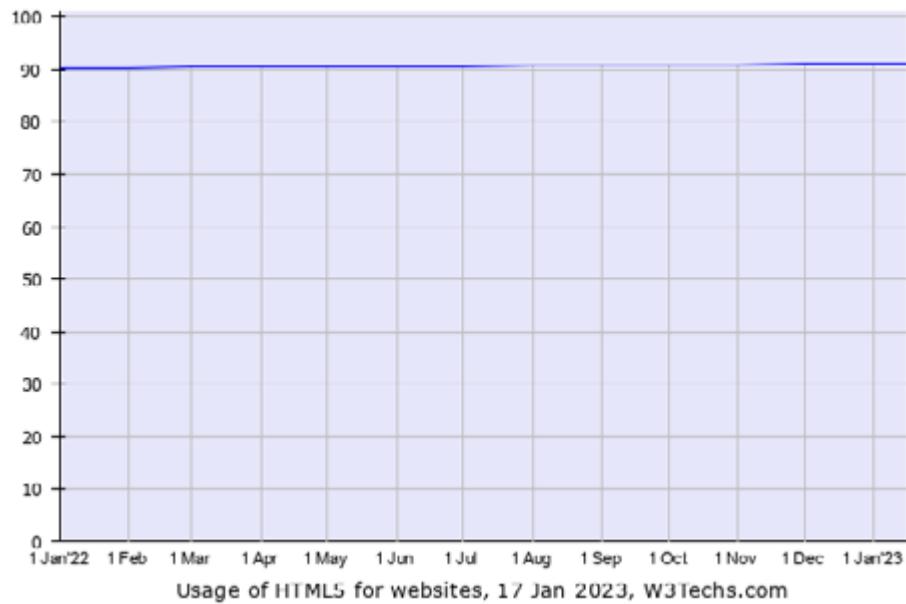
Processor power

Bandwidth

...

Sources: gs.statcounter.com

TYPE OF DESIGN PLATFORM



By 2025, approximately 68.7% of websites use a CMS.

WordPress commands 62.7% of the CMS market, representing about 43.3% of all websites.

HTML5 powers 94.9% of websites with a known markup language.

CSS is nearly universal in its usage (external CSS: 93.4%, inline CSS: 95.1%, embedded CSS: 85.2%).

Sources: [w3techs.com](#) [Themelsle](#) , [MobiLoud](#) , [Search Engine Journal](#)

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