**M1 – Web Architecture in communication**

**Web 2.0**  
Web 2.0 is the second phase of the internet, beginning in the late 90’s. At that point, the web shifted from being mostly static content published by large organisations, to more interactive and user-created content. Web 2.0 pages have interactive elements, client and server-side scripting, and make use of new features in web browsers and OS’s, such as openGL and HTML5.

**Blogs**Blog is short for ‘web log’ – a log of events shared on the internet. These can be a public diary, a series of updates on a project, or essays on a topic of the authors choice – political and scientific blogs are popular.  
There is also a video version of the a blog – the vlog. These are often series of videos on YouTube, which often cover the same things as a regular blog but in video format.  
Many blogs are interactive, allowing the audience to give feedback and discussion between the blogger and other readers. Once a blogger has enough followers, it is often referred to as ‘the [blog name] community/fandom’.

**Cloud Computing**  
Cloud computing is a buzzword that refers to renting the services of a datacentre for large computing tasks, such as running online services, storage, or just raw computing power. Millions of digits of Pi (the irrational number) were calculated through cloud computing – mathematicians would rent out time on university computers to perform calculations.  
The next advance in the technology is ‘distributed computing’, in which users donate the computing power of their devices in order to contribute to a computing project. Examples include Bitcoin (a distributed virtual currency which users can earn by using their PC to help process transactions) and Folding@Home, a project run by Stanford university which aims to speed up disease research.

**Online Applications**Traditionally, users download, install and run applications on their own devices. Nowadays, internet infrastructure has advanced enough that applications can be run on a server and accessed through a web browser. This allows users to access the application from any device, and run applications that are too resource-intensive for their own machine.  
Examples include Google Documents and Office Online.