CSWB110: Summer 2016
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<u>Web Research: Week One</u>

1. <u>World Wide Web Consortium; W3C</u> (http://www.w3c.org)

   a. The W3C was founded in October of 1994 by internet creator Tim
      Berners-Lee at the MIT Lab for Computer Science, MA.
   b. Membership is open to all types of organizations of varying profit
      models, including non-profits. W3C fees depend on annual revenue,
      business type and location. The fees are calculated using an on site
      calculator weighing up these variables.

   c. TV and Media Activity as a listed technology interested me and
      seems to be at the very forefront of the contemporary internet
      discussion I feel, so I looked into the articles and discovered the
      following information which interested me. The first point which I
      found interesting was the lead quote where they encourage television
      to not fall into the same trap as the music industry, which wrongly
      rejected the internet for so long that when it was ready to join in it was
      too late and failed to adjust to the paradigm shift in time. The statistic
      of over 50% of web traffic in 2013 being video is astounding when
      you compare to it to just a mere five years before. This figure will
      only increase and eventually the internet will become cable
      completely, not just for young people or early adopters. This leads
      into my final point where it stated the *"TV industry is shaping the web"*
      and how the TV industry is actively working with internet/HTML as the
      backbone for the entire business model and its future, which shows
      vision and an understanding of the mistakes the music industry made
      by treating the internet music as a nuisance or a youth side-show
      which had to be subdued, not embraced.

2. Internet Society (http://www.isoc.org)

   a. The Internet Society was created in 1992 by Vint Cerf and Bob Kahn,
      two *"founding fathers"* of the internet who sought to promote open
      development, evolution and a promotion of an *'internet for all'* belief
      which embodies the spirit of the internets creation.

   b. The local Internet Society closest to me is:

   US San Francisco Bay Area Chapter
   Website: www.sfbayisoc.org/

   Their goals/services are:

   *Provide a platform for members to engage in Internet issues that
   include: Policy, Governance, Technology and Development.*

   *Provide the opportunity for outreach from the Chapter to the local
   community and organizations on these topics.*

   c. You join the Internet Society by becoming a member on the site, and
      then if you wish joining a local chapter (San Francisco). There are
      four levels of individual membership with a donation tier ranging from
      $75 for a single contributor (which is not a membership) up to $500
      for a Patron with 125 & $250 values in between. Organizational
      memberships range from $10,000 up to $100,000 annually. I would
      strongly encourage a junior developer to join as an individual as they
      would join a community of like minded, and benevolent custodians of
      the internet that could only enrich their knowledge base and increase
      awareness of the major issues the internet faces, now and in the
      past. With national battles over such things as net neutrality, then it
      would behoove a professional user of the internet to be involved and
      aware.

3. <u>World Organization of Webmasters (WOW)</u> (http://webprofessionals.org)

   a. You can join WOW by mailing a check to WOW offices in Washington, IL. A student membership is $29, Govt/Edu $49, Individual $69, which tiers for Small Business, Education Alliance and Corporate ranging from $250 and beyond.

   b. The Web Professional events would be a great series of conferences to attend to see the industry at the very minute and to continue to learn new skills in a positive, forward thinking environment. On the site the last one listed was 2013, but the Web Educator Conference Series events, if they are still running would be great events to attend to keep up on recent industry changes and new training workshops.

   c. Firstly, they could benefit my future career with their educational platform. By taking their series of web professional exams and certifications to increase skill sets. Also, their LinkedIn networking platform/Web Professional Jobs platform to show my resume and make contacts and finally, by attending their Web Professional conferences where I could keep up to date with technology and skills and continue to network and make professional relationships.