



Internet Applications

WEB 2.0

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DEFINITION

Web 2.0 is the second generation of the World Wide Web. It focuses on the web as a platform and offers more opportunities for collaboration, functionality, various applications, and user-generated content. It is the World Wide Web as it is used today.



BACKGROUND/HISTORY

When Tim Berners-Lee invented the World Wide Web in 1989, it was primarily used for static HTML pages. This version of the web, known now as Web 1.0, was about as interactive as pages in a book. This continued until the dot-com boom and then the crash that occurred roughly between 1997 and 2001. In 2004, not long after the burst of the dot-com bubble, the concept of Web 2.0 was born. The term is believed to have been first used in 1999 by Darcy DiNucci but grew significantly in popularity at the Web 2.0 Conference held by Dale Dougherty and Tim O'Reilly in 2004.

HOW DOES IT WORK

Another way to think of this reshaping of the World Wide Web is called the “read/write” web. Since this reframing of the internet, web users have been able to communicate in real time with servers, edit web pages, post comments, and communicate with other users. Here are just a few categories to help you understand this major shift in the way the web is used.

FEATURES

01

Web 2.0 uses the approach of “guide on the Side” rather than implementing “top-down” approach i.e dynamically change or edit the content rather than simply reading.

02

It changed the concept of “mostly read only web” to “widely read and write” over web.

FEATURES

03

Web 2.0 provides a perfect platform base for effective user interaction that was not available before.

04

It changed the idea from passive consumption and delivery of content, to actively participating in creation, sharing, and collaboration.

05

It is subjected to be a powerful lure for an Enterprise; that fetch more employees into accounts at a lower cost for greater participation in projects and idea sharing.

EXAMPLES OF WEB 2.0 IN REAL WORLD

Google

The search engine, along with Google Ads, relies heavily on user interaction. The search engine process continues to be refined, globally and personally, as you search for websites and interact with web pages. Google also offers a number of web-based applications for your business or personal use in the Google Suite.

Wikipedia

This popular site offers user-generated encyclopedia entries. This site allows ongoing editing and refining of definitions, histories, and examples of all types of knowledge. It also highlights one of the dangers of the implementation of Web 2.0, as the content on Wikipedia is open to vandalism and intentionally incorrect entries.

Facebook

Along with Twitter, Instagram, and other social media channels, Facebook highlights the exponential user interaction available through the social web. All of those instant messages, shares, likes, comments, and friend requests were virtually unthinkable during the days of Web 1.0.

ADVANTAGES & DISADVANTAGES

ADVANTAGES

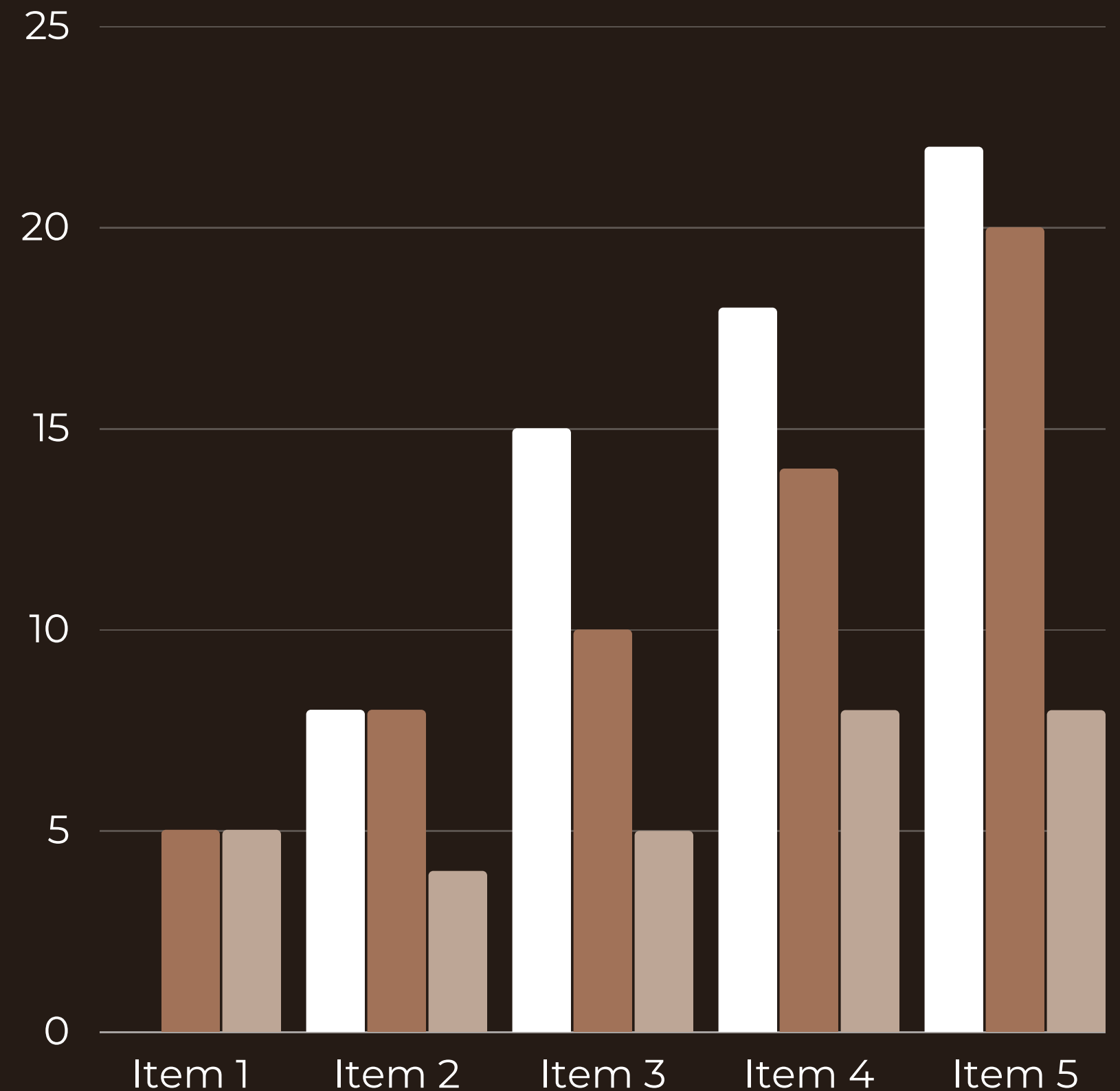
- Social Media Marketing and Search Engine Optimization.
- Equal chance to all to post their views and comments.
- Increase the circle of friends and contacts through social networking.
- Latest updates and content can be received if you are an RSS reader.
- Online promotion of businesses, products, and services.
- Engaging customers. Customers can write their views about products and services.

DISADVANTAGES

- Information overload. Too much information is daily posted by many people with different thoughts. This creates confusion for the readers and the quality of the content is not reliable.
- Freedom to post views and comments provides good opportunities for competitors and rivals to post negative comments about other companies.
- Too many fake ids and spammers.
- Forgeries and hackers commit crimes.

BENEFITS TO HEALTHCARE

The purpose of health 2.0 is to manage a particular disease. It is shown that patients have different patterns of usage based on whether they are newly diagnosed or managing a severe long term illness. It is also used for sharing data and research



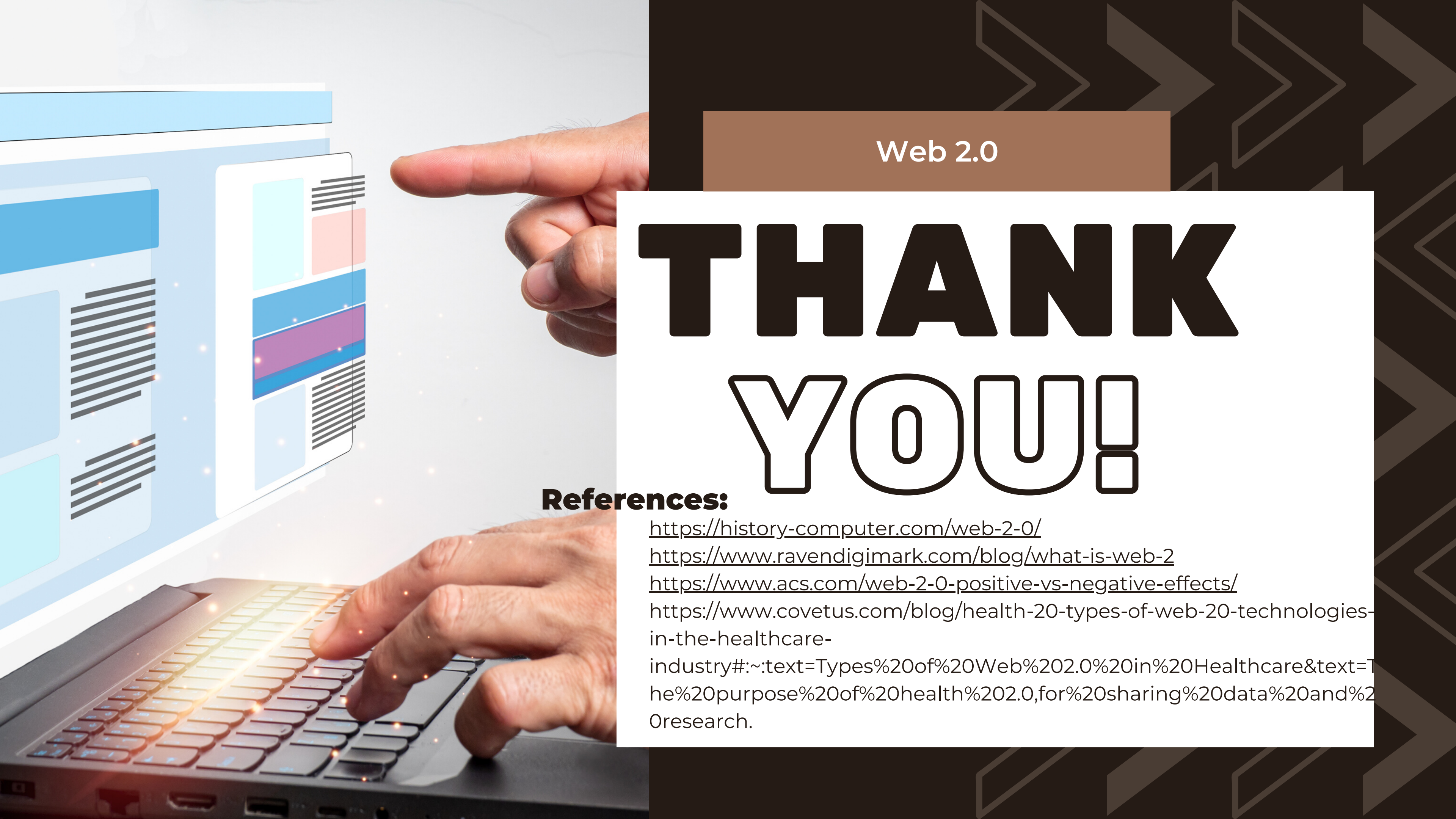


LIMITATIONS

Many people believe that Web 2.0 is where things stopped and that the Internet has simply evolved a bit more. I'm going to show you why this thinking is massively flawed and how you can capitalize on the newest trends. Remember, the intention is to make sure you are using the various tactics, but also paving the way to grab market share before your competitors do in the more up-to-date techniques.

Here are five factors that limit Web 2.0:

Oversaturation, Misconceptions, Time, Modes of Interaction, Openness



Web 2.0

THANK YOU!

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