

The History of the Web



1945

Hypertext



1969

Internet



1990

Web 1.0



2004-

Web 2.0



2006-

Web 3.0

WEB 1.0

This was the initial version of the web. Its simple websites offered little in the way of user interaction. Only a small number of Internet users had the advanced computer skills required to create online content.

Web 2.0

Web 2.0 began emerging in 2004 and continues to develop. The so-called participatory or social web features tools and interactive content that allow all Internet users to contribute material, share information and communicate with each other.

Web 3.0

Also called the semantic web, Web 3.0 began to emerge in 2006. It is characterized by the Internet of Things, which refers to smart devices connected to your phone (smart appliances, connected lights, etc.) and data sharing.



What is Web 2.0?

Web 2.0 is the second stage in the development of the World Wide Web, characterized by the transition from static web pages to interactive and participatory content. It also involves the emergence of user-created web content and the growth of social media. The important thing to remember is that Web 2.0 is defined by the ability of communities to interact with each other.

Web 2.0 Platform Types

The rapid growth in the number of Internet users has led to the development of various new platform types. The five platforms that marked the arrival of Web 2.0 enjoy ongoing popularity and continue to evolve, each in their own way. They are:

- **Blogs** are personal online journals where a person can share information or opinions on a variety of topics. The information is published in reverse chronological order, with the most recent entries appearing first.



- **Wikis** are a type of collaborative website designed for sharing knowledge on various topics. Users can add, delete or modify information on the website at any time. The community will then determine whether the information is credible.



- **Social Networks** are websites and online communication applications widely used to share and discuss content, as well as to make social and professional connections.



- **Sharing Sites** are used to store files. They allow users to save and share videos, tutorials, photos, music or text. Some users share content on an ongoing basis, thereby creating a community.



- **Discussion Forums** are open to anyone. These websites allow people to ask questions, debate each other and discuss various topics. Most of the time, the users don't know each other. It's like a series of public text chat sessions on specific topics.



What practices and types of language are associated with Web 2.0 platforms?

USE OF ABBREVIATIONS

Abbreviations are commonly used in messages, posts and comments on the web. There are several reasons for using abbreviations in informal online communications:

- Character limits (e.g., the 140-character limit on Twitter).
- Writing speed (abbreviations let you write lengthy expressions more quickly).
- Sending subtle messages that only certain people will fully understand.

Abbreviations	Meaning
TBH	To be honest
IDK	I don't know
BRB	Be right back
LOL	Laughing out loud
OMG	Oh my God
YOLO	You only live once
ILY	I love you

USING EMOJIS

Originating in Japan, emojis are pictograms used for online communication. They primarily express emotions associated with a message, serving to clarify the message's tone. Today, it's easy to add emojis when using your smartphone or messaging app. They're integrated directly into your keyboard. Emojis have their own grammar, nuances and even hidden meanings.

Emoji	Official meaning	Hidden meaning
	Skull and crossbones	Dying laughing
	Falling leaves	Marijuana
	Wind	Smoking or vaping
	A peach	A bum
	An eggplant	A penis
	A cherry	Breasts
	A cat	A vagina

USING HASHTAGS

A hashtag is a word or string of words starting with a number sign (also called a “hash” or “pound” sign). Hashtags were invented by Google engineer Chris Messina in 2007. They serve as tags or labels for marking content so other web users can find it more easily. Hashtags make it possible to aggregate various pieces of content related to the same topic. On social networks, they’re often used to create a theme.

USING MENTIONS

You can use the @ symbol to tag a person or page in a status or photo. Mentions can help you get a person’s attention or draw attention to a person or a page.

GIFs

GIF is a digital image format used on the Internet since 1993. It allows you to create an animation by storing several images in a single file and displaying them successively. The limited range of colours keeps file sizes very small.

MEMES

Often based on a cultural reference, a meme is a humorous piece of content widely shared by Internet users. There can be many variations on a single meme. A meme can also take various forms: an image with text, a GIF or a video. The more a meme resonates with other users and makes them laugh, the more it will be shared.

Influencers

Influencers are online content creators who have a huge following on a Web 2.0 platform. Some are TV stars and actors. But many are people whose only claim to fame is creating online content. Different types of influencers are associated with different platforms:

- **Bloggers** have their own websites. They write articles on subjects that interest them.
- **YouTubers** produce videos and post them on YouTube. There are countless YouTubers who create content on every topic under the sun. There’s something for everyone!
- Most **streamers** use the Twitch platform. They share video game streams along with shots of themselves as they play. Twitch is almost entirely dedicated to video games. Some streamers use YouTube or Facebook instead.
- **Instagrammers** share photos or stories on the Instagram platform.
- **Tiktokers** share short videos of just about anything—dancing, cooking, arguments, jokes, etc.—on the TikTok social network.

What kind of Internet user do you want to be?

WEB USER PROFILES



The non-user: Someone who simply never goes online. Not hard to remember!



The creator: Someone who publishes content they've created. That could be music, videos or a personal website.



The collector: Someone who spends a lot of time on the web and bookmarks everything they find. This is often someone who downloads tons of apps, has an endless YouTube playlist, etc.



The reviewer: Someone who regularly posts reviews and comments on products and services or in response to news articles. This is often someone who enjoys participating in forums and reading blogs.



The socializer: Someone who is active on multiple social networks, such as Facebook, Twitter, Instagram and TikTok. This is often someone who always keeps their information up-to-date and regularly communicates via different platforms.



The lurker: Someone who mainly observes discussions without actually participating. They enjoy listening to podcasts, reading articles and watching news reports. They'll often keep up to date with the latest trends without actively participating in them.



The chatterbox: Someone who is very active on social networks, a bit like the socializer. But in this case, the person focuses on fuelling discussions by posting frequent status updates, immediately responding to comments, etc.

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