

Chapter 5

An Overview of Web 2.0 and Its Technologies and Their Impact in the Modern Era

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ABSTRACT

Web 2.0 is the evolution of the web. Seen as a new and second movement of access to information through the world wide web, Web 2.0 brings interactivity and collaboration as the main keys to its functioning. It is now possible and simpler and faster to send information at any time, by any user connected to the internet. The ease of uploading information, images, and videos on the Web 2.0 is due to the expansion of resources and codes, allowing anyone to be able to act naturally and take their own content to the internet. As the data and information shared daily is almost infinite, the search engines act even more intuitively and bring only results tailored to each user. Therefore, this chapter aims to provide an updated review and overview of Web 2.0, addressing its evolution and fundamental concepts, showing its relationship, as well as approaching its success with a concise bibliographic background, categorizing and synthesizing the potential of technology.

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INTRODUCTION

Web 2.0 is a term used to refer to the second generation of communities and services offered on the Internet, having as its concept the Web and through applications based on social networks and information technology. The term does not refer to updating the technical specifications, but to a change in the way it is perceived by users and developers, that is, the environment of interaction and participation that today encompasses many languages (Bradley, 2007, Deitel & Deitel, 2007, McLoughlin & Alam, 2019).

Web 2.0 is the move to the internet as a platform, and an understanding of the rules to succeed in this new platform, such a concept has a fundamental rule in harnessing collective intelligence. It is conceptualized in the essentially online context. Thus, activities that were previously done offline, with the aid of traditional programs sold in specialized stores, are now done online, using free tools open to all users. With it has increased the speed and ease of use of various applications, accounting for a significant increase in existing content on the Internet (Kroski, 2008, Shuen, 2018).

The idea of Web 2.0 is to make the online environment more dynamic and make users collaborate for content organization. With the advent of Web 2.0, many sites are no longer rigid and static structures, but platforms where people can contribute their knowledge for the benefit of other users and visitors. That's because Web 2.0 brought with it collaborative content creation software, social networking, blogging, and information technology (Berger & Trexler, 2010, Sankar & Bouchard, 2009, McLoughlin & Alam, 2019).

As a result, users are no longer just viewers and can interact, produce their own content, and communicate with others. Thus, Web 2.0 enhances and facilitates knowledge acquisition, having an impact on education (Vickery & Wunsch-Vincent, 2007, Bizer et al, 2007, Ellis & Kent, 2019).

One of the principles of this evolution of the Internet is that content must be opened under creative commons licenses, the copyright of which allows a user to repost, alter, or collaborate. This is because Web 2.0 aims to generate communities, either through a social network or comments on news sites and blogs. With this, the information technology that allows such interaction between users also brought significant changes in the way Marketing is done (Lee & McLoughlin, 2011, Rigby, 2008, Ellis & Kent, 2019). One downside is that these days people don't store information so easily and search the internet for all the information already processed, which doesn't stimulate critical thinking.

One of the biggest news that changes on the internet have brought to marketing is that companies had to learn to interact with their audience. This is because communication is no longer a one-way street and now the consumer not only receives the message but also gives their opinion about it. Besides, information technology has also brought with it a new way of advertising: through online advertisements and search engine placement (Solomon & Schrum, 2007, Theimer, 2009, Kompen et al, 2019).

With this, the evolution of the internet introduced us to Performance Marketing, that is, when a company hires this type of service but only pays for the corresponding result. Finally, technological advances have also made it possible to develop cross-media strategies: when an action goes beyond the online environment and continues offline. That is, Digital Marketing as we know it today was only possible thanks to the evolution of Web 2.0 (Solomon & Schrum, 2007, Theimer, 2009, Kompen et al, 2019).

Today, for a page to fit into this "second chapter" of internet history, it must provide a content experience for the user. This content should be dynamic and open to their participation at a minimum. It must escape text blocks and provide options for reaching what the user wants. Obviously, graphics and dynamism often meet, and this union is very well-liked (literally) by users. In addition to purely graphical innovations, Web 2.0 pages have also brought some such features, such as large buttons and gradient

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