

State of the Web

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The World Wide Web

You are probably too young to remember what it was like not to be connect 24/7 (I am still shocked that some of you shower with your smartphones). For those of us that didn't grow up with easy access to the World Wide Web, our lives have been changed forever. While I personally do not sleep or shower with my electronic devices, checking my email and social media is one of the first things I do in the morning and the last thing I do before going to bed (and hundreds of times in between.) A Washington Post Style Blog by Caitlin Dewey revealed 36 ways the Web has changed us. Here are some of the ways the Web has changed us:

- We multitask more
- There's no such thing as dead time
- We diagnose our own illnesses
- Ordinary people become celebrities

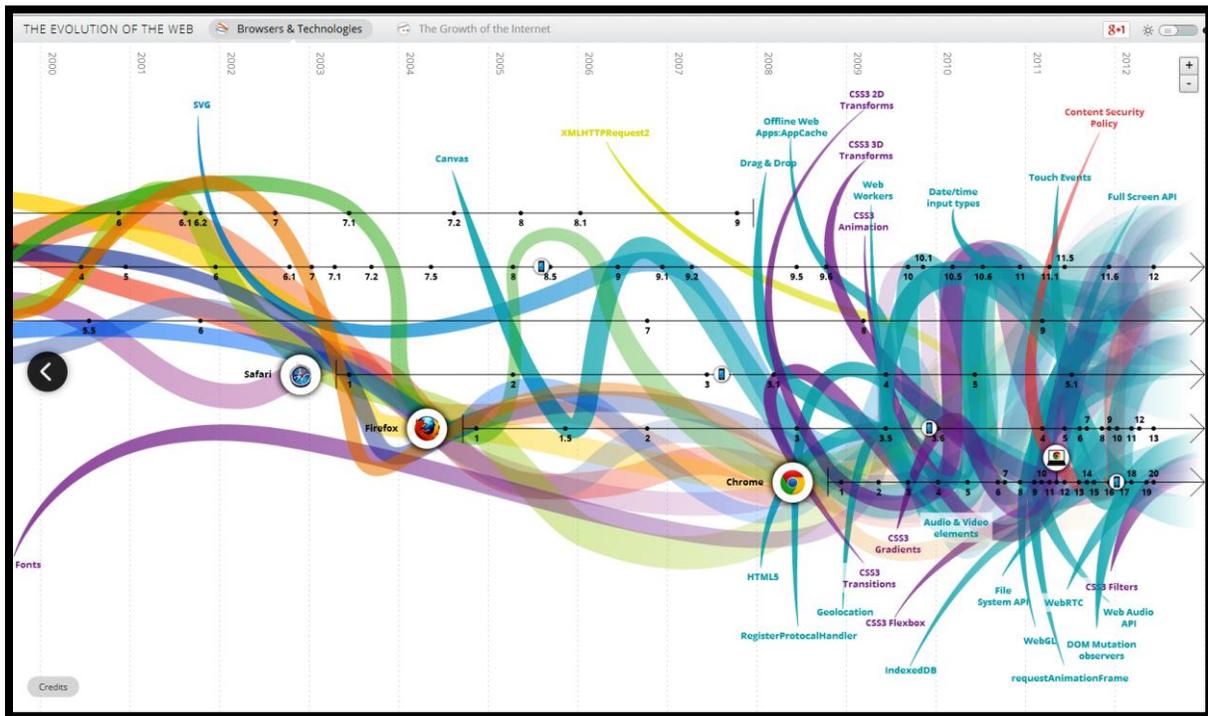


- We no longer use phone books
- Watches no longer serve a functional purpose
- It's really easy to cheat at trivia
- We sleep, work, socialize, party, and relax less

- We don't memorize phone numbers
- We watch TV shows and movies whenever we want (I just watched the first 3 episodes of Big Brother on my computer)
- No one checks the newspaper for sports scores or weather forecasts
- We don't wait in lines at banks or stores anymore
- High school reunions are no longer necessary

Evolution of the Web

Not only have we changed the way we interact in our day to day lives, but the World Wide Web has changed since its birth in 1989.



Click on the picture to see the evolution of the World Wide Web

Assignment: How We Have Changed Interviews

Directions: You will interview 5 people to find out at least 5 ways their lives have changes as a result of the Web. The five people must be at least 25 years old. Summarize your interviews in an essay. Submit your essay directly to the itsLearning textbox. Do not attach a separate document and be sure to proofread before submitting your essay.

Web 1.0, 2.0, 3.0

Since its creation in the 90's, the web is evolving quickly towards a fully connected world. The future is still uncertain, but some trends are taking shape. To move ahead, technologic and standardization evolutions have to take place.

The World Wide Web is constantly evolving. The original version of the World Wide Web, known as Web 1.0, from 1991-2003 was *read only* and *look but don't touch*. The Web was static. Communication was one-way only: from the Internet to you.

Web 2.0 emerged around 2004 with a focus on interacting with Web content and other electronically connected people and businesses. Web 2.0 gave us the ability to collaborate and share online. The Web moved from static to dynamic.

Emerging around 2007, Web 3.0 is the intelligent Web. It is personalized and semantic while integrating real-time data through different platforms. This third phase in the evolution of the Web is based on the idea that the Internet understands the pieces of information it stores and is able to make logical connections between them.

Take a look at the video *A Day Made of Glass*. This is an exciting window into the future of the Web.

Assignment: Question for Thought 1

Directions: How do you interact with the Web? Interacting is not the same as reading Websites. Describe your Web 3.0 interactions in a short essay (~100 words). Post your essay directly into the itsLearning textbox. Do not attach a separate document and be sure to proofreading prior to submitting.

Web Browsers

According to Wikipedia, a web browser is a software application for retrieving, presenting, and traversing information resources on the World Wide Web. It can also be defined as an application software or program designed to enable users to access, retrieve and view documents and other resources on the Internet. Your Web browser is a translation device. It takes a document written in the HTML language and translates it into a formatted Web page that people can read. Web browsers aren't simply about navigating the Internet anymore, but have become essential tools for managing your online interests, searches and

All browsers are not created equal!



history. In addition to speed and a clean interface, the best browsers have features like pinned tabs, bookmark and password management and privacy settings.

Are all web browsers created equal? The answer is no. The color name "red" is interpreted differently by different browsers while a hexadecimal color value for the same "red" color is more specific. However, many strides have been made and browsers have become more consistent with rendering data.

Let's try an experiment. Use the website www.msn.com. Place the URL of the msn web site into the site <http://browsershots.org/>. This site makes screenshots of your web design in different operating systems and browsers. It is a free open-source online web application providing developers a convenient way to test their website's browser compatibility in one place. When you submit your web address, it will be added to the job queue. A number of distributed computers will open your website in their browser. Then they will make screenshots and upload them to central dedicated servers for your review. Try another website of your choice. What did you see when you conducted your experiment?

Why does it matter? Web sites reflect the company's professional image. If your site renders improperly or not at all, your company's reputation can be tarnished. If your site has browser display problems, visitors and potential customers will leave your site and not look back. In contrast, a professional looking site will make visitors feel more comfortable, stay longer and browse more pages. And because of this increased credibility, they are more likely to purchase the products and services that they are looking for from you. *Tom Dahm, NetMechanic*

The Top 5 Web browsers for desktops in 2014 are (and the list might surprise you):

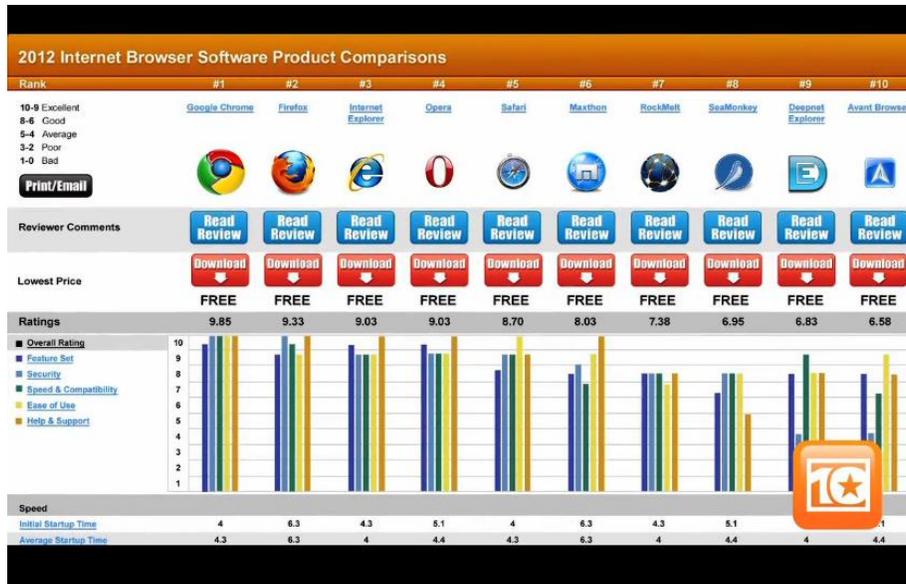
1. Mozilla Firefox
2. Google Chrome
3. Opera
4. Safari
5. Internet Explorer

Of course, with so many players in the game, the browser wars are fluid and it depends on who you ask (or read) and when.

Choosing an Internet Browser doesn't have to be difficult. Make sure to take into consideration its:

- speed
- features
- security
- supported configurations
- technical help and support

As you can see, there are several to choose from (including more browsers beyond the big game players) when picking a browser to surf or search the World Wide Web. The video from 2012 does a great job of comparing and contrasting the top browsers in the market. It also tells you what to look for when choosing a browser.



Click the picture to watch the video

Assignment: Researching Browsers Worksheet

Directions: Complete the Researching Browsers Worksheet to further understand the meaning of browsers displaying differently. Download the worksheet from itsLearning. Use the web site <http://www.netmechanic.com/products/Browser-Tutorial.shtml> to complete the worksheet to explain what is meant by each of the reasons that browsers display web sites differently. Then complete part 2 of the worksheet which requires you to research 5 different browsers. You may use the following link to research the top 5 browsers or other sites as found through research: <http://www.consumersearch.com/web-browser-reviews>.

Impact of Mobile Technology



Mobile technology is changing how users view Web content and how they interact with the Web content. It is also changing how Web designers create site. The smaller screen size has caused designers to modify their existing sites or create alternative "mobile" sites.

Mobile technology has even become a game changer when it

comes to the Web browser market. Apple's Safari is the number one mobile browser thanks to products like the iPad and iPhone but has limited desktop presence. Why does all of this matter? According to Anthony Wing Kosner of *Forbes*, Web browsers matter because of Web apps. Although native apps (iOS in particular) continue to push the frontier forward, the instant discoverability and deployment of web apps will make them dominant in many use cases. It doesn't take long (usually) to download an app from an app store once you know that you want it, but it is always slower than opening a (competently built and delivered) Web page.

App is short for application, and on a mobile device (such as an iPhone, an Android phone, a Blackberry, or any other smartphone or tablet), it means a piece of software that allows the device to do something it couldn't do before. You might have an app for getting driving directions, reading and sending email, playing games, finding restaurants, and many other tasks. Web apps can operate in offline mode, and they can feature sophisticated graphics, sound, and interactivity. They are increasingly capable of accessing native device operating systems and hardware. Because they use standard Web languages, Web apps can run on any device with a Web browser. This includes smartphones and desktop computers.

Popular mobile apps include:

- YouTube
- GMail
- Twitter

A web app runs in the mobile Web browser and is available with an Internet connection. The other type of app that you are probably familiar with is a native apps. You would purchase or download a native app from an app store such as iTunes or the Google Store. What is your favorite Web app?

The Cloud

Cloud computing has impacted Web design. Cloud computing is the result of evolution and adoption of existing technologies and paradigms. Cloud computing is software service that is provided over the Internet instead of at a company site or even on your own hard drive. The cloud is a metaphor for the Internet and cloud computing is everywhere. The cloud is changing how we access services and software. For example, Microsoft Office 365, a version of Office 2013, uses Microsoft Skydrive for storage. Another example is Google Drive. All of the apps and storage is found online. You may also be familiar with Apple's iCloud. All of the data you need for your iOS, Mac OS, and Windows device is stored in iCloud and includes synchronization of your mail, contacts, calendar, and more. Instead of relying on your device for storage, you shift that storage to the Internet. Can you guess the downside of



the cloud? You are right. If you lose your Internet connection or the network goes down, you cannot use your software or access your files.

Assignment: The Cloud Poster

Directions: Use the World Wide Web to research the Cloud. Find advantages and disadvantages associated with using the Cloud. Download the full assignment in itsLearning.

Review

Resources

If you are having problems viewing this page, opening videos, or accessing the URLs, the direct links are posted below. All assignments are submitted in itsLearning. If you have having problems, contact Mrs. Rush through the itsLearning email client.

Evolution of the Internet video:

http://www.washingtonpost.com/posttv/business/technology/the-visual-evolution-of-the-internet/2014/03/12/015df2e8-aa2c-11e3-8a7b-c1c684e2671f_video.html

Instafame video: <http://vimeo.com/86023743>

How Web 3.0 will change our lives video: <http://youtu.be/u2w9XKASbPw>

A Day Made of Glass video: <http://youtu.be/PfgmIVxLC9w>

Browser Comparison video: <http://internet-browser-review.toptenreviews.com/internet-browser-software-c55-video-2.htm>

Evolution of the Web: <http://www.evolutionoftheweb.com/#/evolution/day>

Review: https://www.examttime.com/p/1077208-State-of-the-Web-flash_card_decks

Transcript: <http://mrsrush.net/digitaldesign/state/index.pdf>

Credits

Kosner, Anthony Wing. "Chrome Is Winning The Browser Wars But IE Has Cratered Thanks to Mobile: <http://www.forbes.com/sites/anthonykosner/2014/06/06/chrome-is-winning-the-browser-wars-internet-explorer-has-cratered-thanks-to-mobile/>

Smartphone image: Dryicons.com

Clouds image: Dryicons.com

[Transcript of this lesson](#)