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WEB PLATFORM 123
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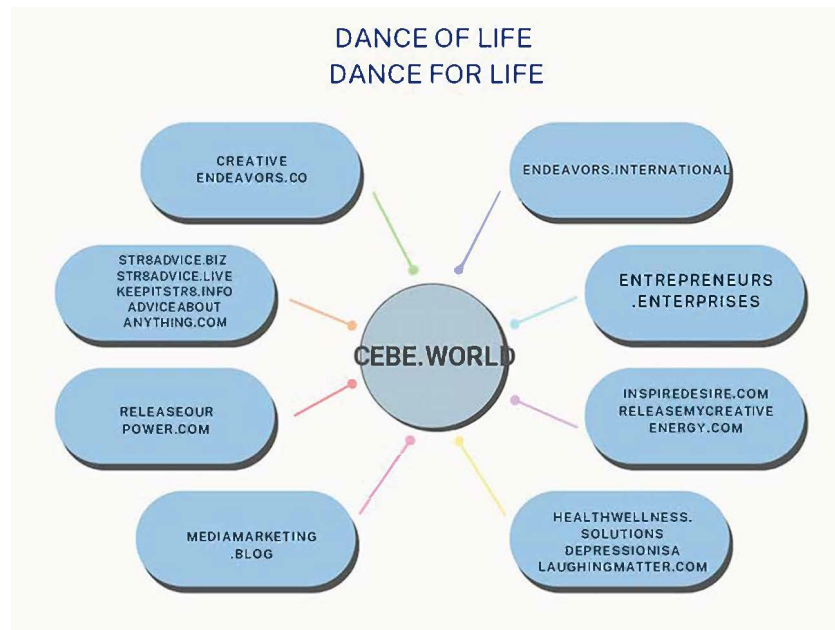
Web 2. Social Web

• Web 2.0, also known as the "social web," emerged in the mid2000's and was characterized by the rise of social media, user-generated content and interactive web applications.

• Web 2.0 allowed users to interact with each other and create and share content, which transformed the web from a new communication channel to a two-way communication platform.

Web 3. Semantic Web

• Web 3.0, also known as the "semantic web," is the current and emerging generation of the web, which is focused on machine-readable data and the use of artificial intelligence (AI) to make the web more intelligent and intuitive.

• Web 3.0 aims to create a more personalized web experience by enabling machines to understand and interpret user data, preferences, and behaviors.

• Web 3.0 also emphasizes the use of decentralized technologies, such as blockchain to create a more secure and transparent web.