

# Web 2.0 - Find the 'seven parts' of the iceberg

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**Seeing the 'evolution' of the web world, people realized that it was over when web users only 'read and watch', passive with sources.** Users require more than that, they want to contribute information, create the content and proactively maximize on the internet. That requirement, along with the permission of technology, led to a new generation of web with the name web 2.0.

## How to understand web 2.0?

The term web 2.0 was first introduced in October 2004 when Dale Dougherty, vice president of O'Reilly Media launched at a conference . Although the term refers to a new version of the World Wide Web However, the vast majority of experts do not consider this to be an upgrade of technical characteristics, but rather a change in software development as well as end-user web users. In other words, web 2.0 shows a new way of thinking about the web world.

Mr. William Tam, Websense Technical Manager for Asia-Pacific said that '*Web 2.0 is understood as an environment that allows people to bring all information, share all the views whether it is in text, good video. a certain method*'.

Mr. Do Van Ngoc, Technical Manager of Misoft Company commented, '*The biggest difference between web 2.0 and web 1.0 is the foundation for users to turn the content and applications themselves. use that web 2.0 platform*'.

According to Mr. Pham Thuc Truong Luong, General Director of Tinhvan Media Joint Stock Company '*Web 2.0 is described in some features such as communication ability, interaction among users or factors for Users can create information . about web 2.0 technology with new features such as Ajax, RSS or other web applications .*'

According to Mr. Luong, the definitions of web 2.0 are relative and any definition is controversial.

It can be seen that, although not yet a common concept, but the wave that web 2.0 created is changing every day the face of the web and the way of thinking about the future of the internet . Types of translations Web 2.0 services such as social networks, blogs, online sales websites . are reaching a stormy level of development, and really stir up the internet world.

Looking at the numbers shows the dizzying increase of social networking - the most representative representative of web 2.0, one can feel the impact of this web generation. According to an unofficial statistic, the world has more than 500 social networks, there are 1 billion social networks worldwide, and facebook is the



In the flow of web 2.0, the term ' *User Generated Content* ' - meaning that users create content, more and more appear. ' *User-generated content* ' is understood that: The website owner only plays the role of providing the repository, features and interface, and the content will be created by the user. Thus, two-way interoperability between users and websites is promoted to the maximum - the biggest difference to make the web 2.0 wave.

Take a look at an example from the Wikipedia website - the site is called the encyclopedia, with content entirely contributed by users. This site is getting bigger and bigger with almost unlimited development. The reliability of the information Wikipedia offers is also being confirmed every day when so many people visit this site to retrieve the information, cite and post on other media. These things have never appeared in the first generation of the world wide web.

It can be said that technology is allowing the community to create content, but in another aspect it must be seen that the demands and thoughts of the community have caused technology developers to follow to bring more optimized web tools.

Many people believe that without technology, web 2.0 cannot exist. That is true but not enough. In fact, it has been shown that web 2.0 will not be able to develop and create the current strong wave without community contribution. With the importance of collective intelligence, community spirit, ability to share and interact highly, web 2.0 is also making the perspective of communication gradually changing. Besides mainstream media channels such as television, radio, print, electronic newspaper . informal communication seems to be creating a foothold.

### **Web 2.0 - leverage for informal communication**

There is no denying that hot bloggers, celebrities on social networks have more or less created their power. In some cases, the information given by a blogger is more trusted by the online community than a mainstream newspaper. In the United States, in January 2007, in the Lewis 'Scooter' Libby trial, the former chief of staff of US Vice President Dick Cheney, bloggers were first seated to observe the trial on par with professional journalists. career. This event marked a significant change in society's perception of informal informants. In this country where the media is very developed, people even put bloggers into the 'fifth power' group.

*' Having a clip on youtube attracts tens of millions of viewers - that's no different from the attraction of a TV channel. So to see user-generated content is getting bigger and bigger. In the US, there are also mainstream media channels that allow users to create content, such as CNN, which has an ireport channel - allowing users to upload clips, photos, and audio recordings of the reports they record. received at the scene ' - Mr. Pham Thuc Truong Luong added.*

In Vietnam, on forums, the same thing is happening . the opinion of an individual trusted by the community can bring unexpected media values. Therefore, many companies have advertised their products on forums, many communication plans have been effectively implemented by crept into forums. Undeniably, with the trend of web 2.0, the way of informal communication is growing strongly.

### **Web 2.0 Vietnam - more challenging opportunities?**

Mixing into the wave of web 2.0 of the world, in Vietnam, web 2.0 services are also flourishing like 'mushrooms after rain' . No lack of any service . from social networks, blogs. . video sharing, audio sharing . all are well received by users with noticeable excitement.

However, there is a feeling that these services of Vietnam still follow the trend mainly, the purpose of business

has not been taken into account or has not yet emerged opportunities for implementation. There are too many challenges for Vietnam web 2.0 but the biggest challenge is still the electronic payment system has not been implemented in its own right.

In fact, in the whirlwind of web 2.0, many people think of its recession. For Vietnam this is more likely to happen when service providers have not seen revenue from web 2.0 to reinvest in technology. The problem of money source for web 2.0 is once again set as an important factor affecting the future of the new web generation.

Mr. Pham Thuc Truong Luong said: '*There is a fundamental reason for web 2.0 to regress that it does not have the money to support these applications. The reason that many people think that web 2.0 cannot make money because most online advertisers still psychologically do not want to place their ads in addition to user-generated content, because they cannot whether or not to know if those views are extreme or not . .*

And indeed, in the relentless flow of the technology world, as soon as web 2.0 is at a strong development stage, people have started talking about the next generation of web 3.0, web 4.0 as Admit web 2.0 is just a stage in the evolution of the web world. But it can be affirmed that the web 2.0 period is very important for the future of the world wide web, because it marks a different, different way of thinking about this world.

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