



Web Competence & Web Responsibility for Web 2.0: two-part Roundtable for the Future of the Internet

**Part 1:****Web Competence & Responsibility:
Meaning, Chances and Risks****Name:**

Tony Dyson

Function:

CEO

Organisation:

Turn Page Studios Ltd.

Dear Reader,

The internet is just getting into the phase of adolescence – just 15 years are behind it. The first big crisis – the dot.com disaster 6 years ago – has just been overcome.

Web 2.0. is now discussed as „the“ new definition of the "old" internet. The new functions of interactivity of the web allowing users to gain information by more than the passive one-way communication (Web 1.0), reinforce their autonomy and options for interaction. They become themselves editors, commentators and networkers, they design and organise their information- and relationship management in the net on their own. A new level of user engagement and power of opinions follows the high rates of dissemination and new functions. These facts will influence our social links and our consumer behaviour.

Will the net become grown-up by Web 2.0? Which meaning the Web 2.0 will have in the real and in the virtual world? Will that development will be parallel with a reinforcement of responsibly acting structures and users or has a new fall to be expected? How much and in which form will phenomenon like Wikipedia, Blogs and networking-platforms change our economy and sociology? How can a new fall be avoided? Which strategies and interventions should be made to realise the potentials of Web 2.0 and to develop it in the long-term? Which role will play fairness, competence and responsibility of users and portal providers in the sense of a web-competence & responsibility?

Renowned experts and opinion leaders are meeting this discussion by a two-part roundtable discussion.

Within this first part the importance of the Web-2.0 concept will be discussed, its chances and risks.



Here the question rises: How much and in which form will phenomenon like Wikipedia, Blogs and networking-platforms change our economy and sociology (positively or negatively)?

The second part of this round-table in the next month will discuss concrete strategies and methods of resolution for the future of the web-world

The Web can and has to be value oriented and designed responsibly– in the sense of „web competence" and "web responsibility“. It is up to us, to take advantage of the chances and to avoid risks, to be free of naivety and polemic to create productive solutions. Then Web 2.0 can become a success for all persons involved. This round-table intends to be a step into this direction!

Much fun in reading (and reflecting)!

Your

NetSkill-Team!



The Significance of Web 2.0 for the virtual and the real world

Before assessing the Web 2.0 there is the question about the fundamental significance of the phenomenon Web 2.0 and its concepts propagated.

Dear Mr. Dyson,

Question 1: Fundamental significance of the subject Web 2.0

How important are the concepts of Web 2.0 in your opinion, as well for the virtual as the real world? Will Web 2.0 mean a fundamental change for economy and sociology in your eyes ("10" points), or – by the other extreme – only stand for technical innovation and "local" phenomenon in a very narrow, quite net-oriented community ("0" points)? Where on this scale from **0-to-10 points** would you place your Web-2.0-estimation?

Reply:



The principles behind web 2.0 are orientated at the point when at least 70% of the world Internet users are fully connected by broad band, this is the very essence part of web 2.0 because it allows web publishers to use a full spectrum of interaction multi-media e.g.:- virtual worlds, flash, movies, virtual characters and live help lines 24 hours a day. There are no doubt in my mind that when this is in place it will have a devastating effect on many industries as they will be forced to change their off and on line infrastructure at the same time this will also open up infinite possibilities for marketing existing products and services as well as new services never considered before, so I would rate this over the next three years as number 10.

Question 2: Ways of changes and differentiations by subareas

By our opinion, which fundamental societal changes with reference to information, communication and networking collaborations are related to Web 2.0 (role displacement, niche-communication, long-tail phenomenon) and which areas will be changed most?

Reply:



The social changes are already happening at an alarming speed on the Internet, therefore making an accurate forecast would be foolhardy to say the least. What we can do is to look at the world situation from a social and commercial prospective in conjunction with what has already happened on the



Internet and basic human needs. For example (a) humans have enjoyed haggling and bartering for over two thousand years therefore is it any great surprise that E-bay should be such a great success (b) Retired folk find more satisfaction from Internet browsing than from a compliment about their rose garden (c) The national media find more up-date leads on stories from bloggers web sites than sending reporters out in the field. (d) Google continues to invest millions of dollars on first class free services while Yahoo releases a statement that it needed to charge for its existing free services. Therefore social needs to communicate and social needs to find ways of enhancing our life style will continually be searched for on the Internet and fulfilled by the commercial industry who has an incite into the human condition.

Question 3: Effects on economic structures and actors

Which changes will be the result especially for enterprises, co-workers, networks, associations and the media?

Reply:

The Internet by it's very nature as a world wide net work with millions of publishers is often impossible to comprehend, for example if a service or on-line shop is positioned in a niche market which you are not directly involved with or interested in and this web site in question finds no benefits in investing considerable amounts of money on Internet marketing they can still be receiving over a million visitors a day and the chances of you knowing about it would be zero if it was not for traditional media. Therefore the importance of TV, radio, news papers and magazines will grow as they are the only true and effective way of spot lighting the unique successes hidden in cyber space. All forms of media have already that can coexist and even more important they are finding their own unique position in relation to the Internet.

Question 4: Consequences for citizens

How strong will these changes influence our lives as users of the internet, customers or generally as citizens in the long-term?

**Reply:**

The general public as a whole in relationship to the use of the Internet will continue to benefit, from more choice, more information and cheaper and more effective communications but these benefits will definitely be counteracted in certain sectors of our society by the loss of jobs and the need for retraining to learn new skills and in some extreme cases the need to relocate. For example service industries are moving their administration and support systems to third world countries such as India and manufacturing companies are moving their whole operations to China and with the event of web2.0 full personal on line shopping and live help will and are replacing the high street retailers in conjunction with large storage depositaries that can deliver your purchases to your door within 24 hours. The effect of this over the next three years will be very difficult to quantify.

Chances and positive examples from the Web-2.0 world

Already today, especially very agile „senior“ and some „junior“ actors take advantage of the chances.

Question 5: Short-term Chances

Which chances by Web 2.0 can be realised by organisations, networks (e.g., associations) and private persons already today, due to your opinion?

Reply:

There are millions of opportunities for organization and individuals to gain financial rewards or find media awareness and recognition but there is one major problem which will only in my opinion become more acute and that is the right information on exactly how the Internet works, through my lectures and my personal clients over the last ten years I have been amazed that we still have an enormous gap on how the Internet really works, between the publisher and the web master. For example publishers continue to look at web masters as printers whose sole purpose is to lay down fonts and graphical designs and pat them selves on the back if they have any comprehension of the terms user friendly or easy navigation. The idea that there could be more to a web site than just good looks is beyond their comprehension, so



by this very limited perspective we can see the reason why the average web site will represent a domain name written on the back of a grain of sand and placed somewhere in the desert, so why do they not question why blogs are so popular with search engines, and why do they not question what would our clients like to see as a design for our web site, after a full client profile has been revealed, which also by the way will give us the most successful ad-word champagne and search engine placement. So yes individuals and associations can benefit from the Internet in the short and long term but only if they learn how to get targeted visitors to their web site.

Thank you for this interview!