

# The Web Economy, Politics and Data Futures

# WEB SCIENCE Institute

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# Beginning of the Web

- Developed at Central European Nuclear Research facility
- In 1989 the Web established itself in CERN, then international academia, industry and the rest of the world



# Society is Diverse. One Web Fits All?



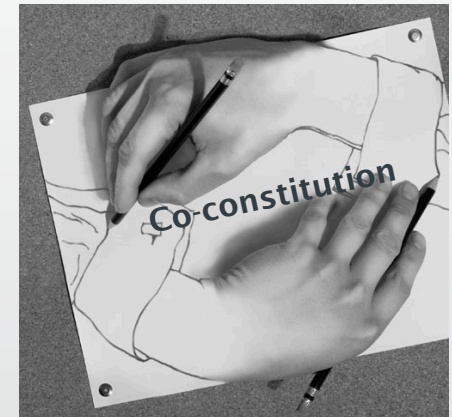
Institution	Objective
Academy	Create and transmit knowledge
Commerce	Make and trade goods
Press	Investigate and report news
Media	Create and broadcast content
Police	Maintain order and public surveillance
Judiciary	Apply law and resolve disputes
Government	Control society and share resources

The development of society as a whole (nuanced and structured and refined) is inextricably related to the technology of information provision, consumption and dissemination (e.g. writing, reading, printing, education). *Different parts of society have different objectives and hence incompatible Web requirements, e.g. openness, security, transparency, privacy.*

# Web Development

- The Web isn't a thing but an activity
  - the active and ongoing creation of a *network of information by a network of individuals.*
- The Web wasn't invented by Tim Berners-Lee,
  - it is being invented by all of us as we gradually adapt our tools and change our practice.
  - co-opting existing networks and existing practices

The web both *shapes* and *is shaped by* society.



# Understanding the Web

- It's not just a technology but a socio-technical hybrid
- **The Web is a collection of Web Activities**
  - Online Shopping, Online Banking, E-Government, Social Networking, etc.
  - These activities reflect *human interaction* and *technological development*
- **Web Activities are not exclusive**
  - They develop together with other activities
  - Their development are *internally* and *externally* co-constructive

# Retail

- In your opinion, what is the influence on the digital business to the shops offline?
  - Multichannel
  - customer journey
  - Fish were the fish were
- Does the e-books impact the books in store? Why?
  - In the UK, ebooks have outsold other categories since 2011

# Retail

- What is your opinion about nowadays more and more crazy shopping online? Is this phenomenon good or bad? And why?
  - Does this mean people buying things they don't need? In which case is it any different from over spending in stores? Or maybe it is just quicker and easier to do so online. Some people would say that business thrives by selling as much stuff to as many people as possible, but this is usually only a short term benefit and damages the brand very quickly (Ryanair for example). A more measured approach of selling useful things to the right people is what builds long term business relationships.

# Retail

- Do you think that web economy will become the main form of the economy in the future? Why?
  - The economy is the economy. “Web” as a distinct category will disappear as digital increasingly integrates and mainstreams



# Politics

- Can the internet be a truly democratic platform? If so, is that the ideal form?
  - What is needed for TRUE democracy?

# Intelligent Web

- Could you explain the relationship among AI(Artificial Intelligence), semantic web and web3.0 for us ?
  - Human-like knowledge, knowledge representation, global data
- As the computer becomes more and more intelligent, we will operate the computer even with our words. What do you think about the development of intelligent network?
  - I welcome our new robot masters!

# Big Data Web

- How can we get information from so many data efficiently?
  - Data, information, knowledge.
- What influence will the Logistics network have to china? As the big data is being hot! Big data-data which is difficult to deal with due to its size, structure and the speed of updates.
  - Government data
  - Transactional data
  - Supply chain data