

The value of the Web



Rafael M. & Leslie Carr

General questions

- Why do we use the Web?
 - What do we use the Web for?
 - What value do we expect the Web to provide us?
 - What value do we deliver to the Web?
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- Our action on the Web has **purpose**
 - There is an exchange of **value** to achieve it.

Layers of Internet: Web Inside!

Layers	No.	Components
Content and Transaction (social)	5	Information exchanged and the interactions and behaviours involved
Application (engineering)	4	Utility protocols: FTP, HTTP , SMTP. Provides process-to-process data exchange for applications
Transport (engineering)	3	Protocols for data transport like TCP, UDP (chosen according IP packet indication), handling host-to-host communication
Network / Internet (engineering)	2	IP carries packets from a source to destination, using the routing protocols to determine the paths taken by the packets, connecting independent networks, thus establishing internetworking
Physical / hardware link (engineering)	1	Over which packets are carried: ARP, NDP (auto-configuration of nodes: olds and news), MAC (Ethernet, DSL, FDDI), WiFi, satellite links... Containing communication methods for data that remains within a single network segment (link)

The Original Internet World

NSFNet

Universities

The Original Internet World (2)

NSFNet

Universities

AOL

COMPUERVE

The Early Web Ecosystem

Internet Backbone

ISPs

Yahoo

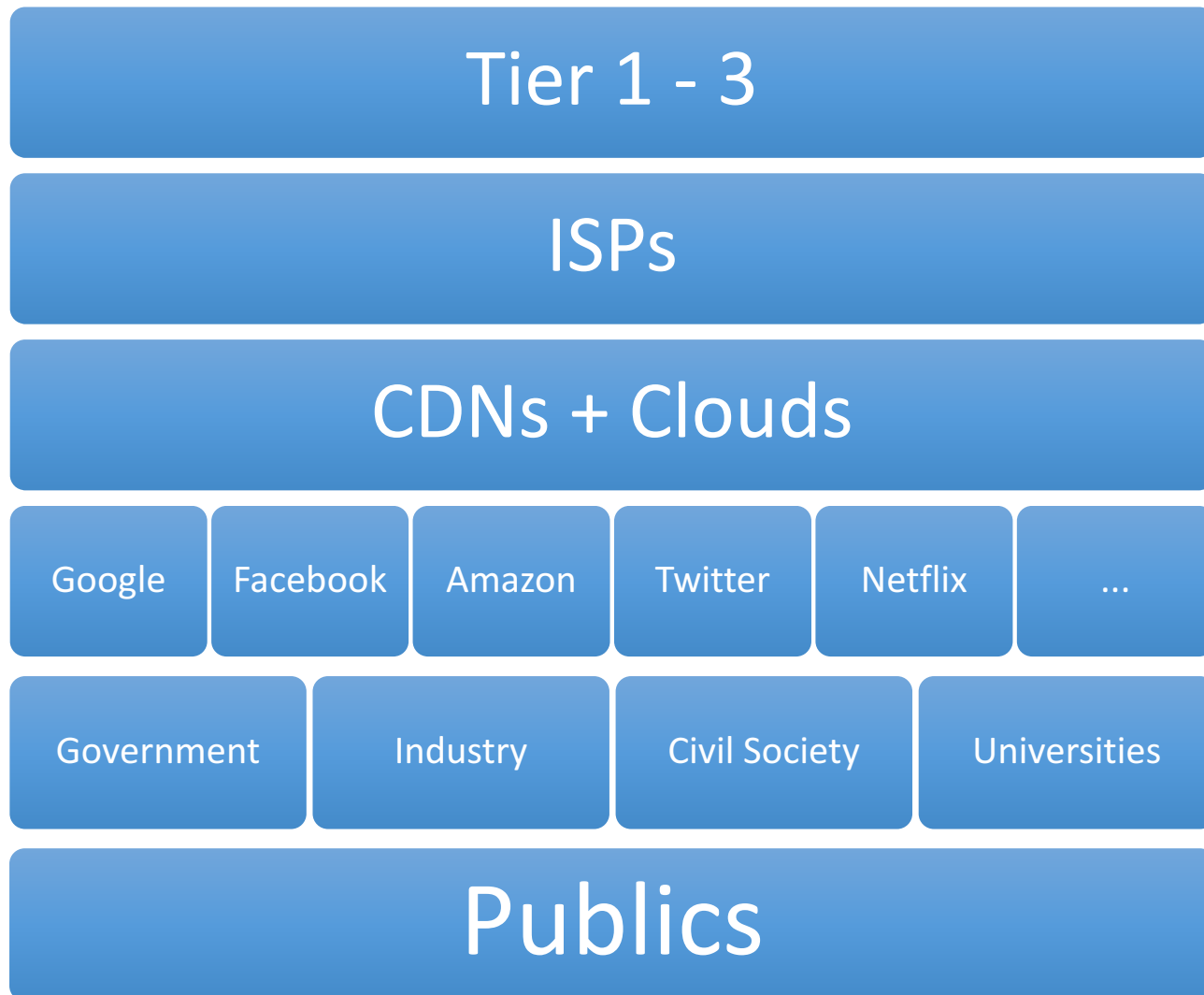
MySpace

Geocities

Altavista

General Public

Modern Web Ecosystem



Who Pays? What Value?

- **Web 0: NSFNET 1980s**

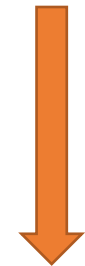
- Pre- and pre-historic web
- NREN as public good, from govt research funds
- Use restricted to research sector in US (at first)

- **Web 1.0 1990s**

- ISP / telco as subscription access to Internet.
- Web / free at point of use...emergence of monetised products
 - commercial services (EBay, Amazon, Netflix)
 - web advertising

- **Web 2.0 2000s**

- Mobile operator as metered / capped access to Internet.
- Monetised surveillance is dominant funding model for Web properties
- Social Web as co-creative space where participants produce data...emergence of a data trading space

 *Huge increase in accessibility*

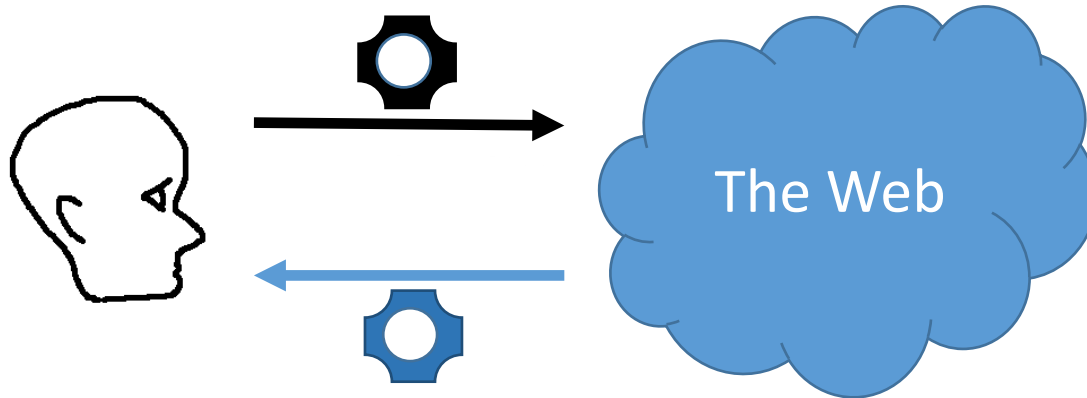
Huge increase in accessibility 

Web Participants

- The Web is a *data exchanging* space, we receive data if we deliver data in return.
- Data have different kinds of potential value
- Information has contextual value upon time, space, place and recipient
- The Web participants: people, governments, private companies, communities.
 - Most of them participate through their web sites

You as a Web Participant

What value do you think you give to the Web?



What value do you think you receive from the Web?

How to know

- List the key activities you do on the Web
- For each activity ask
 - Why do you do that activity?
 - What for?
 - What value do you want to obtain?
- Activities by top sites of the country
 - Relate each activity with the top sites that you use
 - Do you think your participation on each site matters?
 - What value do you give to the site?
 - What you don't like from the site?
 - Will you pay for the use of it?

Activities and value/values

Activity	Why?	For what?	Value
Act 1			
Act 2			
.....			

Top sites - Activities

Site	Act 1	Act 2 ...	Your participation matters?	Value given	Value received	What Don't like?	Will you pay?
Site 1							
Site 2							
.....							