A Brief Evolution of the Web
Technology & Design
1969 ARPANET
Connected computers at UCLA and Stanford

1983 Birth of Internet
Connected computers around the world

1985 Domain name system (DNS)
First top-level domain names were implemented (.com, .net, .org, .gov, .edu, .mil)

1991 Birth of web
First browser and webpage
First domain name registered = nordu.net

First .com domain name registered = symbolics.com

In the first 2 years, there were fewer than 100 domain names registered.
Most expensive domain names ever:

CarInsurance.com — $49.7 million
Insurance.com — $35.6 million
VacationRentals.com — $35 million
PrivateJet.com — $30 million
Internet.com — $18 million
360.com — $17 million
Insure.com — $16 million
Sex.com — $13 million
Hotels.com — $11 million
Porn.com — $9.5 million
Tim Berners-Lee

1990 he proposed the first web browser, the World Wide Web (later renamed Nexus browser) composed of electronic documents, hypertext and the Internet

1991 he built first website from hypertext markup language (html)

At the end of 1992 there were 50 websites in the world... 5 years later there were 1 million

1995 Tim Berners-Lee created World Wide Web Consortium (W3C) to maintain specifications for html across the variety of browsers that were responsible for the increase of websites
Things that changed the web
Cyberpunk

Belief that we live in a simulated world where images and signs have replaced reality producing a hyper-reality. We have become docile consumers.

Inspired by Jean Baudrillard’s book *Simulacra and Simulation*
Internet porn

Since it originated on the web in 1995, its demand has been the largest contributor and driving force of new web technology, including:

- first online pay system
- first use of video streaming
- original market niche for web cams
- faster connection speeds
- leading developer of anti-piracy software
GeoCities

Created in 1994, a precursor to social networks.

GeoCities was a platform to create your own homepage located in an online community made up of “neighborhoods” with other webpages of similar interest.

Free built-in hosting, URLs, FTP and homepage templates
Web 2.0

It's not a new version, but the emergence of platforms on the web where people can generate, collaborate and share content on the web. This includes social networks, blogging and wikis.
Facebook

Mark Zuckerberg launched The Facebook in 2004 at Harvard University.

It was first made available to university students, later to everyone.

Facebook collects more personal data than any other organization on earth and sells the information to the highest bidder.
The Cookie

Every web page you visit, file you download, every link you click is scrutinized and recorded. The innocuous technology that makes this possible is a simple text file called a cookie.

It is a small set of data sent from a web server to a user’s computer. The website then uses this information to tailor the experience, avoiding the need for users to re-enter the same information repeatedly.
Banner Ads

1994 First banner ad was for At&T

It was the first time advertising on the web was measurable. It became the new business model for the web.

Eventually it evolved and used cookies to detect which websites people visiting.

Imagery

GIFs only use 256 colors, but have the capability to be animated. They are 25 years old and are still used!

The first use of a smiley face on screen was in 1982. Emoticons originally appeared sideways faces from characters :) The Japanese popularized a style of emojis that did not involve turning your head (*_*

When web chat took off in the mid-90s emoticons evolved into images
Viral Content
Meme

From the Greek word meaning “imitate”. A behavior that is transmitted from person to person.

They are different from viral campaigns in that they evolve and change over time.
What was the first thing purchased on the web?
What was the first thing purchased on the web?

PIZZA!!!

The first eCommerce website was PizzaNet later changed to Pizza Hut.

1995 Amazon online book seller was started. It took 8 years to turn a profit. They are now the world largest online retailer.
Peer-to-peer

1999 Shawn Fanning and Sean Parker created Napster, a downloadable program that allowed the sharing of media directly between users.

They were sued repeatedly by artists like Metallica and Dr. Dre and shut down in 2001.

Napster paved the way for file sharing today.

BitTorrent is responsible for 10% of all internet traffic (more than FB and YouTube combined).

Other examples... BitCoin and AirBnb
The Cloud

The ability to run a program or access files on many networked computers at the same time.

Resources are shared by multiple users and accessed on demand. This maximizes computing processing time and increases efficiency.

Less hardware, software, power, personnel and space are required for the same functions.
Other great stuff too...

Augmented reality
QR Code
Infographics
Big Data
Chat
Digital Wallet
Embeddable Fonts
Geolocation
Gamification
Crowdsourcing
Aggregation
Captcha
Creative Commons