

# THE FUTURE IS NOW

IT'S TIME TO GET COMFORTABLE WITH WEB 3.0

First came the World Wide Web—mostly static pages which could be accessed by your computer dialing into the Internet.

Then came Web 2.0—individual creators sharing and collaborating on social media, web applications, video and mobile platforms.

With Web 3.0 still coming into full bloom, we could say that the future is upon us—making now a great time to ask, just what is Web 3.0?

It can be seen as the next fundamental shift, both in how websites are created and how people interact with them. Essentially, Web 1.0 was a place where written information was dumped, and then consumed with little interaction. Much like a big, random library. Web 2.0 brought the ability for increased interaction and collaboration among web users. Less static, more movement.<sup>1</sup>

Now that we've loosely entered the Age of Web 3.0, there are plenty of exciting aspects already making their way into use. These are forward-leaning technologies like artificial intelligence (AI); big data; virtual and augmented reality (VR and AR); the Internet of Things (IOT); and more.<sup>2</sup>

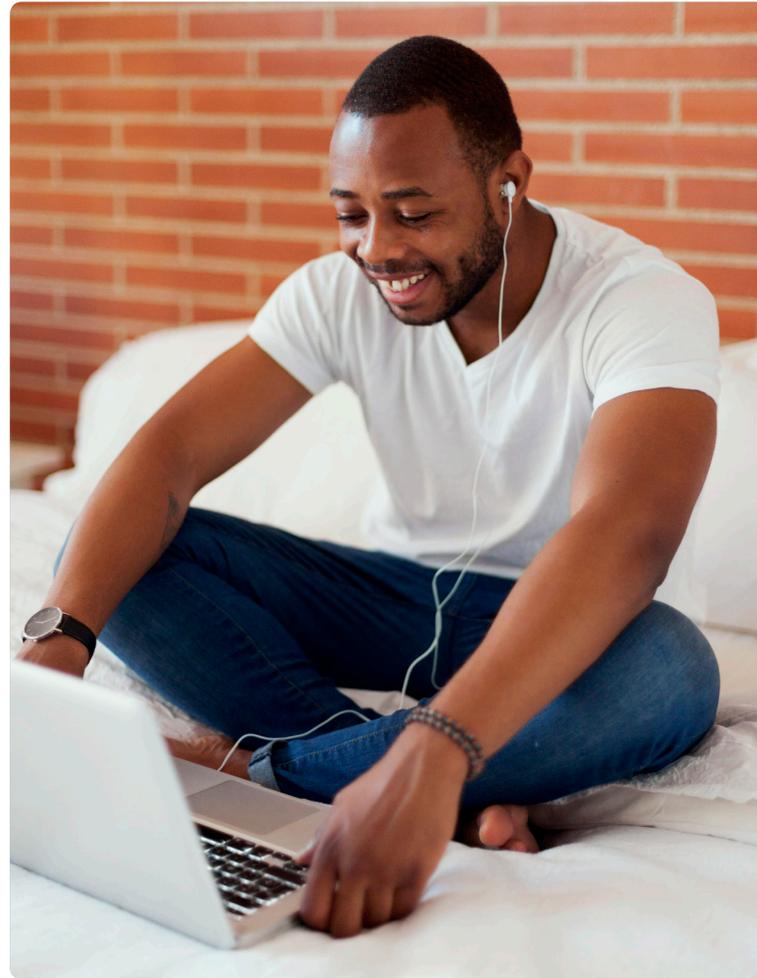
Although there may not be a universally accepted definition for Web 3.0 quite yet, the technology that will bring us there is developing, and making the internet more of a part of daily life:

## PRIVACY, ETHICS AND SOCIALIZING ON THE WEB

Long gone are the days when we had to power up a desktop computer and send signals through a telephone line to get on the web. DeVry University professor, Jonathan Agresta, explains more about the evolution of the online landscape:

*“A lot has happened. Everything is user-driven and even social media feels like a dated term. Users are driving content, building it on very user-friendly platforms. That’s where I’ve seen the shift... integrating the Internet into everything,”* Agresta says.

Consumers are also turning to IoT technology in everyday life, be it Google’s Alexa or Siri on your iPhone, among other examples. At the same time, privacy concerns have increased, in part as the financial model of many large online platforms relies on advertising revenues.



*“Commerce on the Internet is still based on utilizing user data and targeted marketing to bring in advertising dollars,”* Agresta says. *“In light of that, ethical discussions are important. Who do we share our info. and passwords with? Who is sharing our info without us even knowing?”*

Agresta continues, *“It’s a double-edged sword. Users want to do business and interact with others online, so who are the gatekeepers protecting user data and can we rely on them?”*

Agresta notes that early adopters are choosing different forums for where they communicate online. Younger users are using less public platforms and more peer-to-peer apps like SnapChat and What’sApp.

## NEXT GEN TECH SKILLS

Another important piece of Web 3.0 is responsive web design, which Agresta says is about *“making your website look good on all devices without sacrificing content. The old way of building mobile websites was getting rid of content to make it fit. Now, thanks to responsive design, we don’t have to do that.”*

Another difference? *“In terms of web and graphic design, there is now a strong emphasis on the community piece of it,”* Agresta says. *“When I first started teaching, it was writing HTML and presenting something to the user. Now, we’re constantly talking about what the consumer wants to do with this.”*

Learning how to be comfortable working and living with the online world of today requires a mix of old and new school learning—for example, it’s a challenge to create effective websites or modern apps without understanding how people interact with them. What is the range of skills needed for working with Web 3.0?

*“We give students experience in graphic design: how to use Adobe Design, Photoshop and Illustrator. They learn composition and how to work with the necessary tools,”* Agresta says of the Web Design course he has taught. *“We also teach HTML5 and CSS. The former builds the structure of the website; the latter handles the styling. You really can’t build an interactive website without the dynamic content [or the] organizational, data-based side of things.”*

## PUTTING APPLIED SKILLS TO WORK

Even for those who aren’t getting a degree in web development or building a career requiring hard tech skills, there can be a lot of value in learning applied—or “soft”—technical skills. Examples of applied tech skills include career-focused benefits like integrating your work into an online portfolio, or creating Facebook and LinkedIn pages in order to build your professional and personal brand.

Other useful everyday tech skills that Agresta has covered with his students include understanding file structures, working with File Manager, and putting content on the student server, which is inherently a shared access space on the web.

*“The learning management system students use for online study and coursework requires content input, so even taking the class is educational when it comes to understanding today’s online world,”* Agresta says.

Learning tech-related skills and understanding when to use them can help expand your comfort zone for functioning in the evolving digital landscape. Another idea is to practice critical thinking, an approach to problem solving that is often emphasized across higher learning.

Developing yourself in all these ways may be more important than ever to prepare for a future role at work, living in a smart home, and interacting with the Internet of Things daily in a Web 3.0 universe.<sup>3</sup>

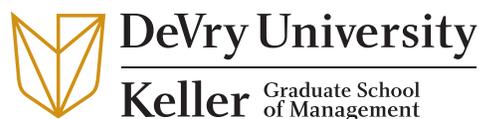
<sup>1</sup>Accessed on the internet on January 10, 2019: <https://webdesign.tutsplus.com/articles/a-brief-history-of-the-world-wide-web--webdesign-8710>

<sup>2</sup>Accessed on the internet on January 10, 2019: [https://www.researchgate.net/publication/262861823\\_Social\\_networks\\_and\\_Web\\_30\\_Their\\_impact\\_on\\_the\\_management\\_and\\_marketing\\_of\\_organizations](https://www.researchgate.net/publication/262861823_Social_networks_and_Web_30_Their_impact_on_the_management_and_marketing_of_organizations)

<sup>3</sup>Accessed on the internet on January 10, 2019: [https://www.devry.edu/blog/2016/12/the\\_internet\\_of\\_thin.html](https://www.devry.edu/blog/2016/12/the_internet_of_thin.html)

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<sup>4</sup>JackCanfield.com, Powerful Goal-Setting Tips for Creating Your Extraordinary Life, on the internet at <http://jackcanfield.com/blog/powerful-goal-setting-tips/> visited December 13, 2018.

Important information about the educational debt, earnings, and completion rates of students who attended these programs can be found at [www.devry.edu/degree-programs/ge.html](http://www.devry.edu/degree-programs/ge.html) or [www.keller.edu/graduate-degree-programs/ge.html](http://www.keller.edu/graduate-degree-programs/ge.html).

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