
Contents

0 The Pre-Web Internet and Information Management

Waiting for the Web's Arrival	17
The History of Hypertext	24
Information Management and the Internet	45

1 The Web is Born

A Working Definition of the Web	57
Tim Berners-Lee and a Short History of the Web	59
Web History Details	68
The Web is Formed	79
The Web is Discovered	93
The Web Spins Threads of Control	100

2 The Mechanics of the Web

The Mechanics of the Web	107
The Building Blocks of the Web	108
The Applications of the Web	124

3 The Information Web

The Information Web	143
Finding Information	145

Contents

Storing and Representing Information	161
Automating the Discovery and Protection of Information	173

4 The Multimedia Web

The Multimedia Web	181
Publications	184
Audio	189
Video	195
Multimedia Built for the Web: Applets, Flash, and 3D	203

5 The Business Web

The Business Web	209
Web Business Successes	216
Web Business Failures	231
Businesses that Build and Support the Web	236

6 The People Web

The People Web	243
There Is No Place Like Home: Web Home Pages	245
In Search of Publicity: Public People on the Web	248
In Search of Work: Web Job Hunting	250
In Search of Love: Web Dating	252

ii The Information Revolution

Contents

In Search of Family: Web Genealogy	256
The Quest for Self Expression: Blogs and Blogging	259

7 The Shadow Web

The Shadow Web	263
Web Banners: Advertisements that Track Our Movements	267
Web Logs: Files that Record Our Movements	273
Web Bugs: Code that Captures Our Actions	277
Affiliate Management: Organizations that Live Off Our Movements	282
Data Mining: Operations that Turn Our Data into Gold	288

8 The Semantic Web

The Semantic Web	291
Representing Information: Metadata, RDF, and XML	297
Discovering Information: Navigating the Semantic Web	309
Trusting Information: The Web of Trust	312
The Big (Semantic Web) Picture	314

Contents

A Milestones, Netiquette, and Jargon

World Wide Web Milestones	317
Netiquette	321
Common Internet Age Jargon	325

B Notes

Notes	335
-------	-----

I Index

Index	337
-------	-----