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Theory of Information and Communication

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Unit 5- Test 5.1

Match each word with the correct concept.

Concepts:

1. **Social networks:** The concept of interconnected systems has origins that trace back to 1736, with Euler's graph theory. He modeled a city with points representing areas of land and lines symbolizing connections between them. This mathematical framework laid the groundwork for analyzing relationships and interactions, influencing the study of connections between individuals and groups long before the digital age.
2. **HTML:** It is the fundamental language used to create and structure content on the web. Developed in the early days of the internet, allows for the inclusion of text, images, links, and other multimedia elements within web pages. It's the backbone of creating websites, enabling the design and organization of content for easy user consumption.
3. **Web 1.0:** The first stage of the internet emerged in the early 1990s. It was characterized by static, one-way websites where users could only view content passively. The technology behind included basic HTML, HTTP protocols, static web pages, and early web browsers like Mosaic.
4. **Web 2.0:** Starting around 2004, a significant shift towards a more dynamic, interactive, and user-driven internet was marked. This phase allowed users to consume content and create, share, and collaborate on it. Platforms like Wikipedia, YouTube, Facebook, and WordPress emerged, fostering the rise of social networks and user-generated content.
5. **Web 3.0:** Often referred to as the Semantic Web, it aims to make the internet more intelligent by enabling machines to understand, interpret, and connect data better. This era focuses on technologies like blockchain, which decentralizes data ownership, increasing security and transparency. Additionally, artificial intelligence (AI) is integrated to provide more imaginative data analysis and personalized user experiences.
6. **Browsers:** It is a software application used to access, retrieve, and display content from the World Wide Web. Popular browsers such as Google Chrome, Mozilla Firefox, Microsoft Edge, and Safari allow users to interact with websites, view text, images, and videos, and perform online activities.
7. **Digital culture:** It is a phenomenon that has drastically changed how individuals engage, collaborate, and contribute to knowledge creation and the development of collective identities within digital spaces. One key example of this is memes, which have become a significant aspect of participatory digital cultures. Memes help form collective identities by using humor and political expressions that resonate with people, allowing users to connect over shared meanings and experiences

