



# The Social Web: Why The New Web Matters

Stowe Boyd





# Web 1.0: Alone In A Library



## Web 2.0: Hanging Out

Social Media:



The Edge Is What Matters,  
And It's All Edge

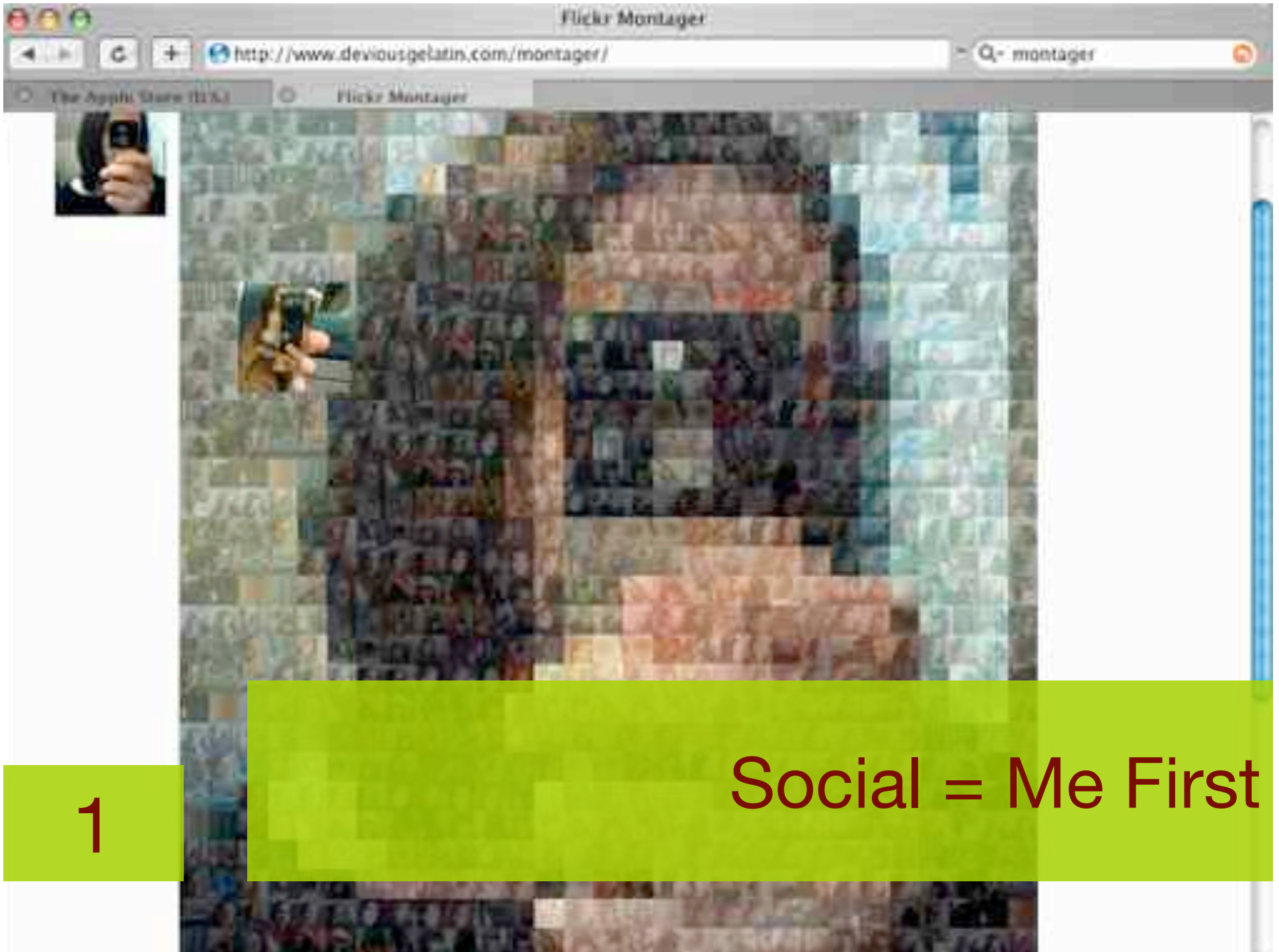


# The Future Of Web Networks





## Four Deep Paradoxes



1

Social = Me First



2

The Web Is No Democracy,  
But It's Not A Hierarchy



3

It's Shallow  
At The Deep End Of The Pool



4

Time Is Relative,  
Velocity Is Visceral:  
The Web Of Flow



# The Social Revolution: Why Business Will Care



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credits <https://stoweboyd.backpackit.com/pub/1477530>

