

(re) configuring the web user in the digital economy

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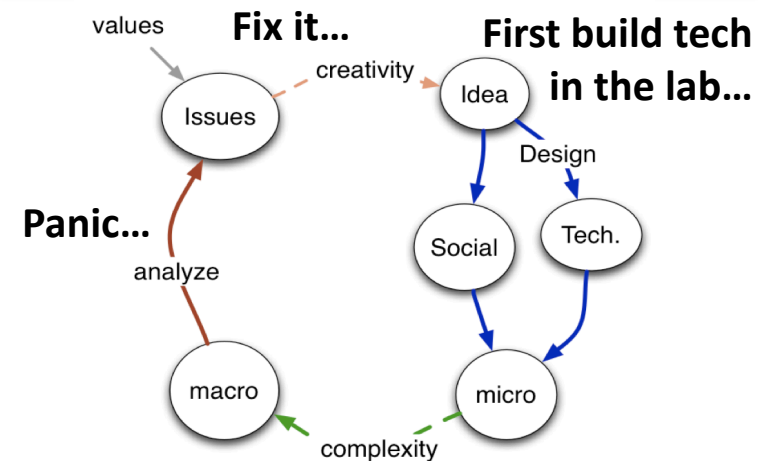
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(1) What We Want from the Web

We envision a world where all people are empowered by the Web. Everyone — regardless of language, ability, location, gender, age or income — will be able to communicate and collaborate, create valued content, and access the information that they need to improve their lives and communities. The creativity of the billions of new Web users will be unleashed. The Web's capabilities will multiply, and play an increasingly vital role in reducing poverty and conflict, improving healthcare and education, reversing global warming, spreading good governance and addressing all challenges, local and global.



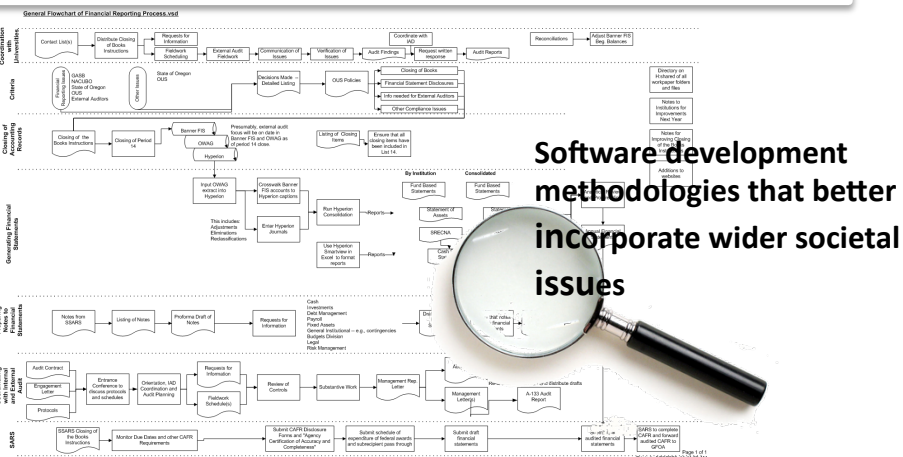
(2) How We Design the Web Now



Then let it out in the world ...

(3) We engineer single-issue *information systems* with regard to *end user requirements*, missing the bigger picture.

(4) How We Will Close the Reality Gap



The web is not a thing acting alone. Computers cause nothing, but humans and computers together remake worlds. *paraphrasing Donna Haraway, Social Theorist*

I think we have a duty to make sure [the Web] will develop in a way that is stable and pro-human

Tim Berners-Lee, Web Developer

