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Web 2.0 refers to the second generation of the World Wide Web, characterized by the transition from static HTML web pages to dynamic and interactive web content.

Some key features of Web 2.0:

1. User-Generated Content (UGC)

This is the heart of Web 2.0. Platforms like blogs, social media, wikis, and forums allow users to create and share their own content, fostering a more dynamic and interactive online experience.

2. Rich User Experience (UX)

Web 2.0 websites prioritize user engagement and interactivity. Features like tagging, commenting, rating, and user-generated recommendations personalize the experience and encourage participation.

3. Dynamic Content

Static web pages are out, dynamic content is in. Web 2.0 utilizes technologies like Ajax and Flash to update content in real-time, creating a more responsive and engaging experience.

4. Interoperability and Collaboration

Web 2.0 emphasizes open standards and APIs that allow different platforms and services to communicate and interact with each other seamlessly. This fosters collaboration and the creation of mashups and remixes.

5. Web as a Platform (WaaS)

Web 2.0 services are built on the idea that the web itself is a platform for development and innovation. Developers can easily create and deploy applications using web-based tools and services.

6. Social Networking and Communities

Online communities flourished with Web 2.0, connecting people with similar interests and facilitating collaboration and knowledge sharing. Social media platforms became central to our online lives.

7. Participatory Culture

Web 2.0 empowers users to be more than just consumers of information. They become active participants in shaping the content and culture of the online world.

8. Long Tail Theory

Web 2.0 caters to niche interests and diverse audiences, making previously ignored "long tail" content accessible and valuable.

9. Data-Driven Decision Making

Web 2.0 services collect and analyze vast amounts of user data, allowing them to personalize content, target advertising, and make data-driven decisions to improve their services.

10. Mobile Web

The rise of smartphones and tablets transformed the web into a mobile-first platform, with Web 2.0 services adapting to smaller screens and on-the-go usage.

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