

## **A Deeper Dive:**

### **What is your idea? What makes it innovative? Why is it important?**

The Internet is quickly evolving to be the new global digital community where most of us will conduct our everyday lives. It is where we will connect, do business, it is where our governments and legislators will communicate with us. And this increasing intermingling of our real world and digital lives has triggered development on the next generation web, now termed Web 3.0 by tech media guru, Tim O'Reilly. The key attribute that often characterizes Web 3.0 is that it will become the personalized web for each of us. To support this vision, the technologists are creating exciting innovations around intelligent semantic search, personal digital agents, mobile computing and our digital connectedness. It is not an understatement to say that every citizen of the world has a stake in how the next generation Web evolves.

But there there's a proverbial fly in this digital ointment and it is betrayed by the very name "Web 3.0" that Tim, the quintessential media person, coined for the next gen Web to, no doubt, generate "buzz". The label Web 3.0 clearly tells us what is driving the next generation web – technology. I respectfully submit that if this future web is focused on technology alone, it can not succeed to become the Web that is meant to reflect our very humanity. This is why I advocate that in equal measure to technology, the introduction of the human element of trust into the next gen Web. You may wonder about why I focus on trust as the central "human" pillar of the next generation Web. The reason is that, in my mind, the internet is evolving to be our digital society which must be governed by the same principles as our real world societies – trust. Trust is the glue that holds societies together and without the foundation of trust in Web 3.0, it will be built on pillars of sand.

But you may be wondering to yourself, "No one worries about lack of trust on the Internet. People worry about viruses and attacks – but the Internet seems "trustworthy" enough." I contend that they do worry about a lack of trust but lack an articulate way to express it since media coverage tends to be very limited in vision, focusing security or new Web 3.0 technology. Trust, on the other hand, is hard to cover in a 5 word sound byte. Yet, if one looks closely, one can see that trust gap explains a lot of current online behaviors. It explains why, for instance, social networks were adopted so broadly to buffer against the anonymous world of the internet. It help us understand why people mainly shop at "big" branded eCommerce sites that spent millions to buy trust while many smaller, highly trustworthy emergents can not compete because they can not establish trust with visitors.

It is a lack of trust for users and businesses that I believe is a huge constraint in the evolution of the Internet. My goal, in effect, is to fight media fire with fire and use the media to reclaim and rename the next generation web to The Trust Web to reframe the conversations. That, in turn, will shift the emphasis towards beginning the serious, coordinated work on the architecture of the Trust Layer. This would involve integrating identity standards, browser platforms, content verification, communications and search between many stakeholders within the tech sector.

Timing for initiative is critical because as the technology marches forward, the human element is getting left further behind reflecting a serious lack of vision (the technologists are too confined within their tech silos to take a step back and see the whole picture). Trust is the core of our humanity and the Web can not evolve to its full potential for everyone without it.