If one of the more difficult tasks you face is keeping abreast of communications technology for either your workplace or your personal life, then this is a crucial book for you. So many feel that they are overwhelmed by the current technology and using only small aspects of what their hardware and software are capable of performing. Yet more and more Web-based capability is certainly coming and there are real and perceived expectations that force us to continue to learn and use these new IT possibilities.

This book is unique, as it not only looks from present to future usage of the Web as it evolves from Web 1.0 towards Web 3.0 but also spans the crucial gaps between theory and practical applications for several important user groups. The book spans the private and public sectors and the world of schools and academia.

While addressing these sectors individually, it also subtly urges a blending of collaborative efforts between them to cope with emerging local and global issues and opportunities. The possibilities of the emerging Web allow innovative approaches with wide ranges in scale and diversity that go beyond simple public awareness or marketing and commercial solutions delivered in one-way dissemination. The book shows that the ever-evolving Web is a marvelous tool, which when properly used can enable humanity to harness the plethora of far-flung autonomous creativity to address much larger and crucial issues. Engaging and channeling the collective creativity of interdisciplinarity and intercultural perspectives, until recently the domain of only a select handful of enormous transnational corporations, is now a reality for all with Web access and language capabilities.

Compiled from a select group of global IT visionaries, the book explains the current reality and possibilities of cloud-based computing. Also dealing with the present, the book addresses the building and use of crowd-based collaborative applications that can serve not only small groups of specialized users but can be tailored to assist related needs anywhere in the world. This book draws your attention to the growing need for interdisciplinary teams and the endemic need for variety and diversity.

The book contends that Web 3.0 is the future website for every sector, including business. It is assumed that even small corporations, universities, and schools can utilize the connectivity of the Web to enhance product design, adaptation, and acceptance, whether of an emerging commercial product or a new classroom curricula development.

Often the awareness of a new feature when shared spawns myriad localized adaptations that launch yet more cycles of creative innovations. This phenomena of Web-enabled co-creation nourishing creative industries and non-profit services can more effectively serve society than the current and former untargeted broadcasting of information, education, and marketing campaigns.

I found this wide-ranging book to be useful and engaging, moving from the provision of a deeper understanding of the evolutionary aspect of the Web to date to looking into the future possibilities of
Web 3.0. I was comforted by the practical forays beyond theory and historical context into specific case studies and research that enhanced my own thinking of how I could more effectively welcome this emerging IT tsunami. As an education advisor, I was engrossed in the recommendation of the authors that children and other e-learners be involved in design processes at an early age. Other research into issues such as teacher education and the contribution of social networking had me thinking of possibilities of enhancing professional development practice in remote schools or developing countries. I was enticed to think of IT conundrums such as the numerous recession recoveries, including the last one of 2008 that resulted in largely jobless economic growth due in part to the new Web-based tools at hand. Yet it is during the recessions that IT training of workers is either reduced or inappropriately simplified.

Reading reminded me that along with these wonderful possibilities there is of necessity a need for the presence of a moral and value-based foundation for the Web. Freedom and openness to information and knowledge is a principle of the Web, but how do we address not only Web etiquette but also the underlying values of servitude, access, respect of intrinsic cultures perspectives, etc. as Web 3.0 emerges? How can Web 3.0 play a positive role in bringing comfort and peace to humankind? The book is a provocateur.

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Charles Hopkins is currently the United Nations Education, Scientific, and Cultural Organization Chair at York University in Toronto, Canada, where as well as lecturing in the graduate program, he coordinates an international network of teacher education institutions from over 70 countries collaboratively working upon the reorientation of elementary and secondary teacher education to address sustainable development. Hopkins is a senior advisor regarding Education for Sustainable Development (ESD) to UNESCO, the UN University, The National Board of Education of Finland, and The Beijing Academy of Educational Sciences. His current research is looking for the possible relationship between systemic adoption of ESD policy and practice and traditional perceptions of quality education in high-scoring PISA countries. He is also an advisor to both UNESCO and the Government of Japan regarding the UNESCO World Conference on ESD to be held in Aichi Nagoya in 2014. Within Canada, Hopkins is the Co-Director of the Sustainability and Education Academy (SEdA), which is a collaborative professional development program designed to assist senior education leaders, ministry of education officials, and teacher education institutions in reorienting entire school systems to address sustainability. He is also Chair of the Board of the John Dearness Environmental Society and serves on the boards of a number of education-related non-governmental organizations. Previously, Charles was a teacher, a principal, a superintendent of curriculum, and a regional superintendent with the Toronto Board of Education. A long-time leader in the fields of education and ESD, Hopkins has lectured and presented papers in over 70 countries. He is the author of a textbook on ecology, of numerous book chapters and journal articles, and has appeared in television documentaries and PBS in the USA dealing with education, the environment, and sustainable development.