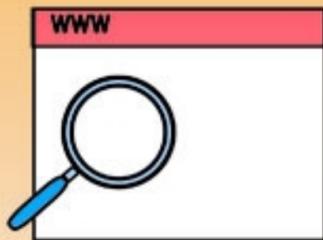


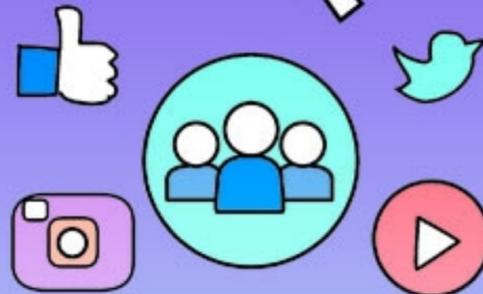
# WEB 3.0

## THE FUTURE OF INTERNET

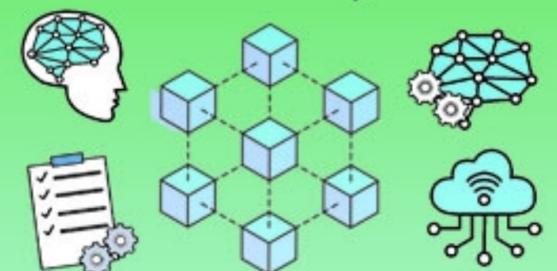
Web 3.0 is the next generation of the internet, characterized by decentralized and user-centric principles. It envisions a web where data ownership and privacy are prioritized, and users have more control over their online experiences.



Web 1.0, also known as the "static web," was the first version of the internet that most people used. It was mostly made up of static web pages that didn't change very often, and users could only read or view content on these pages.



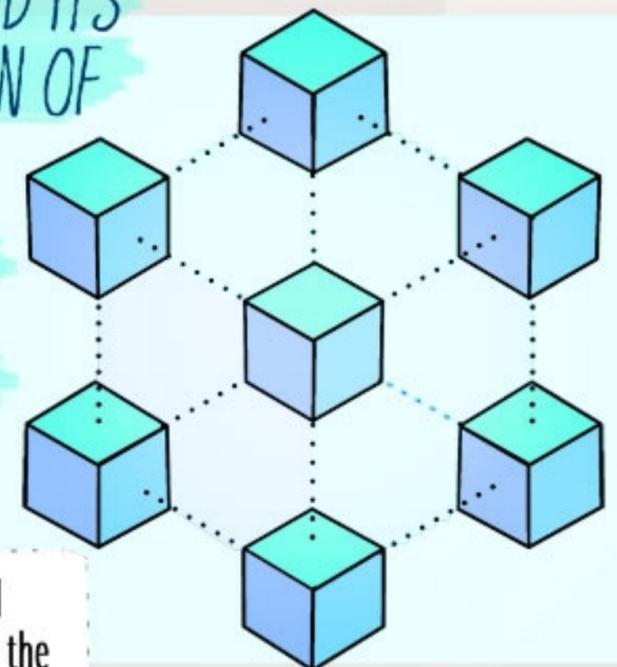
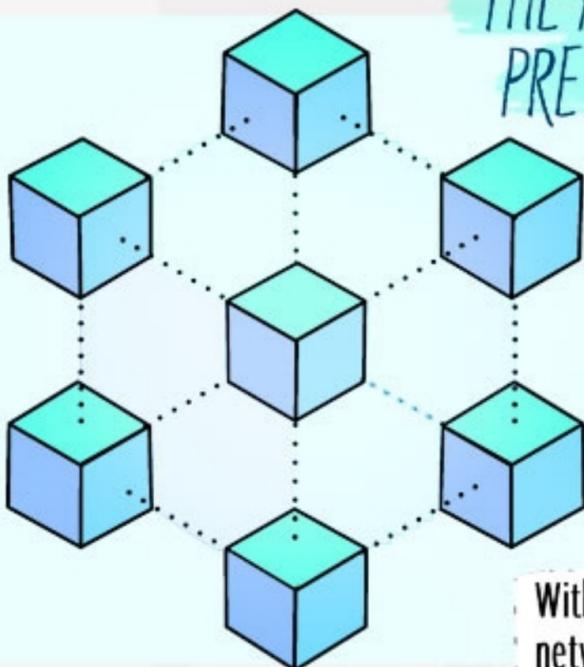
Web 2.0, also known as the "dynamic web," is the version of the internet that we use today. It is characterised by user-generated content, collaboration, and interactivity, as it allows users to interact with the web and each other through social media platforms, blogs, and other user-generated content.



Web 3.0, known as "the semantic web" or "the intelligent web," incorporates technologies like blockchain, artificial intelligence, smart contracts, and I.O.T. to create a more secure, transparent, and personalized online environment. It aims to redefine how information is accessed, shared, and interacted with.

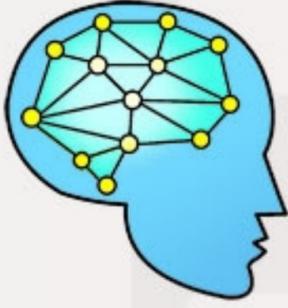
THE MAIN DIFFERENCE BETWEEN WEB 3.0 AND ITS PREVIOUS VERSIONS IS THE INCORPORATION OF

# Blockchain Technology



With blockchain technology, information is stored on a decentralized network of computers. Whenever someone adds new information to the Blockchain, it is verified by multiple participants in the network, making it virtually impossible to alter or manipulate the data. This will bring about significant benefits such as increased security, privacy, and transparency.

# WEB 3.0 will introduce advanced capabilities to create a more INTELLIGENT and RESPONSIVE web



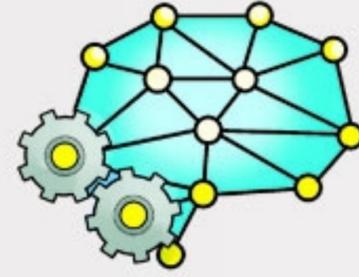
## Artificial Intelligence

is the ability of a computer to learn, reason, and make decisions without human intervention, much like the human brain. It can process data, identify patterns, and even make predictions. Besides, AIs are able to mimic human understanding, so they make it possible to interact with a computer naturally, as if it was a person.



## Smart contracts

are digital contracts that are stored on the blockchain. They are written in code and can execute automatically based on predefined conditions, without the need for intermediaries like lawyers or banks. They can automate tasks and ensure trust between parties without the need for human intervention.



## Machine learning

is a type of AI where a computer can automatically learn and improve from experience, without being explicitly programmed. It can find patterns and make decisions based on data it has analyzed.



## I.O.T. (Internet of Things)

is when everyday objects are connected to the internet and can communicate with each other. For example, your smartwatch can communicate with your phone, which can communicate with your car, which can communicate with your home thermostat. This allows devices to work together to make your life easier and more efficient.

# HOW WILL WEB 3.0 AFFECT HR?

In the context of HR, Web 3.0 can revolutionize the way companies manage their human resources by providing new tools and capabilities that can improve recruitment, employee engagement, payroll, and overall workforce management. With the use of blockchain technology, job seekers will be able to securely store their work experience, skills, and qualifications on the blockchain, making it easy for companies to verify and access their information. This will enable more efficient and cost-effective connections between job seekers and potential employers. Additionally, AI and machine learning can help automate the job search process, with candidates automatically matched to opportunities and onboarded. I.O.T. devices can have many applications, improving the collection of data and the interaction with workforce equipment. Finally, the use of smart contracts can automate many HR tasks such as payroll and record keeping, increasing transparency and reducing human error.

# Improving Recruitment with MACHINE LEARNING

Alex is the new HR manager for a growing tech company, in need of hiring top talent to fill several vacancies. Unfortunately, she doesn't have a full understanding of the required skillset for these high profile vacancies.

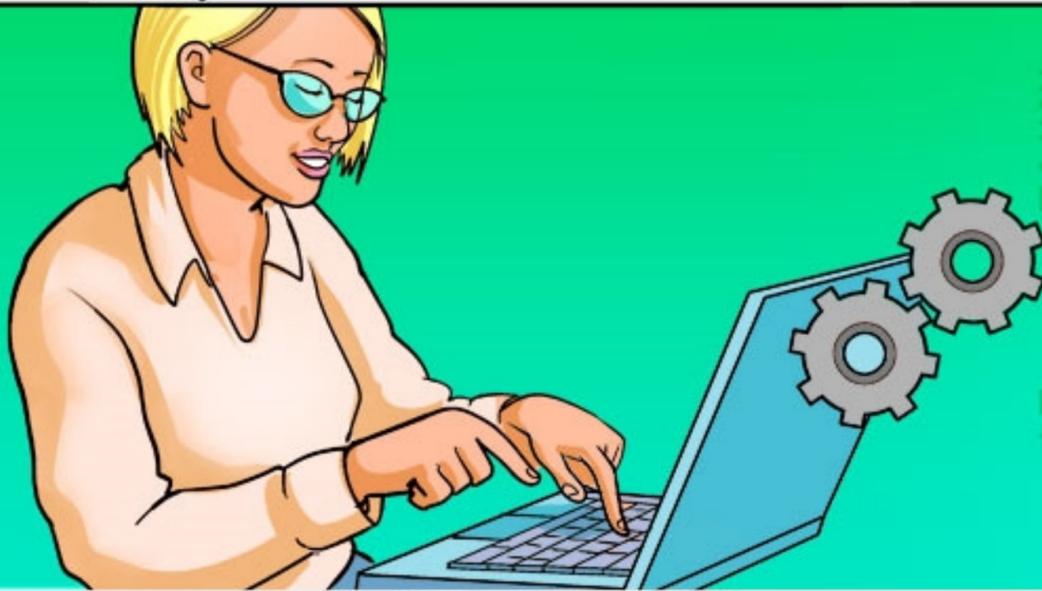


She explores Web 3.0 and finds user-friendly platforms and tools that allow you to use pre-built machine learning algorithms without the need for coding skills.



Following the simple instructions provided by the platform, Alex introduces into a file a large dataset of previous job postings and candidate applications. This data includes information such as the job title, required skills, education level, years of experience, and any other relevant information.

Then the algorithm processes the data to identify patterns in qualifications, skills, and experience of successful candidates.

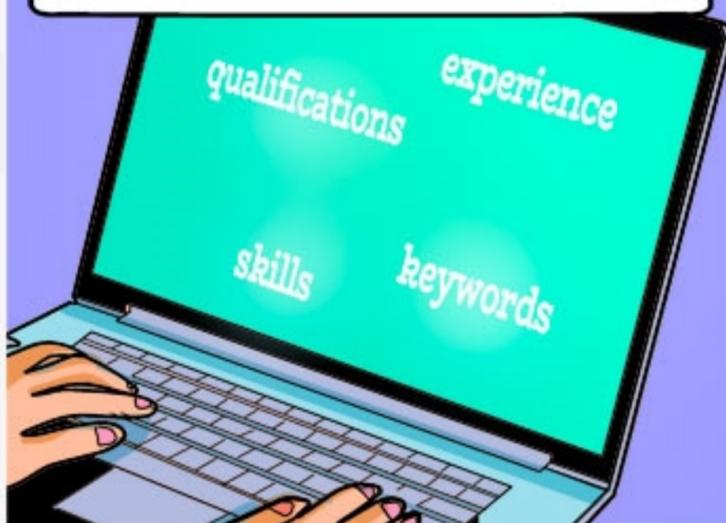


```
1. (S, D, N, M) = Partition (F)
2. for (i=0; i<N; i++) P[i] = Branch_Sub (S[i]);
3. for (i=0; i<N; i++) D[i] = Branch_Sub (D[i]);
4. C = Add_Matrix (P; Q);
   Branch_Sub (S);
   Gen_Matrix_Elem (k+offset);
   P[k] = Sparse_Multiply (T[k]);
   Set_position (P[k], offset);
   return P;
Branch_DC (S);
for (k=0; k<D.elements; k++)
{ T[k] = 0.5 * Gen_Matrix_Elem (k+offset);
  Set_position (T[k], offset);
}
return D; }
```

experience  
qualifications  
skills  
keywords

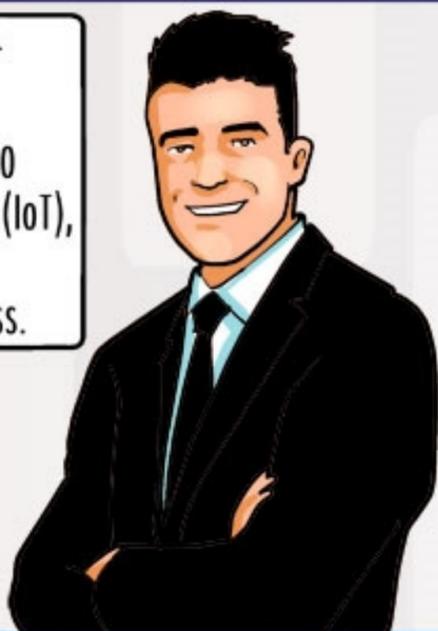
Alex uses this information to create a targeted recruitment campaign for her job posting and optimize it with the most effective keywords and phrases identified by the algorithm to attract candidates with the desired skills.

The results are impressive, with more qualified applicants applying for Alex's job postings, and the quality of candidates improving significantly. Alex can easily find top talent for her company, reducing the time and cost of recruitment.



# REVOLUTIONIZING Employee Care with I.O.T.

Antonio is the HR manager of a large health company. With the advent of Web 3.0 and the Internet of Things (IoT), he sees an opportunity to improve employee wellness.



To achieve this, Antonio incorporates IoT devices into the workplace to track employee health and comfort. Wearable devices and sensors are installed to monitor things like posture, movement, and temperature, providing real-time data that can be used to optimize the work environment and improve employee health.



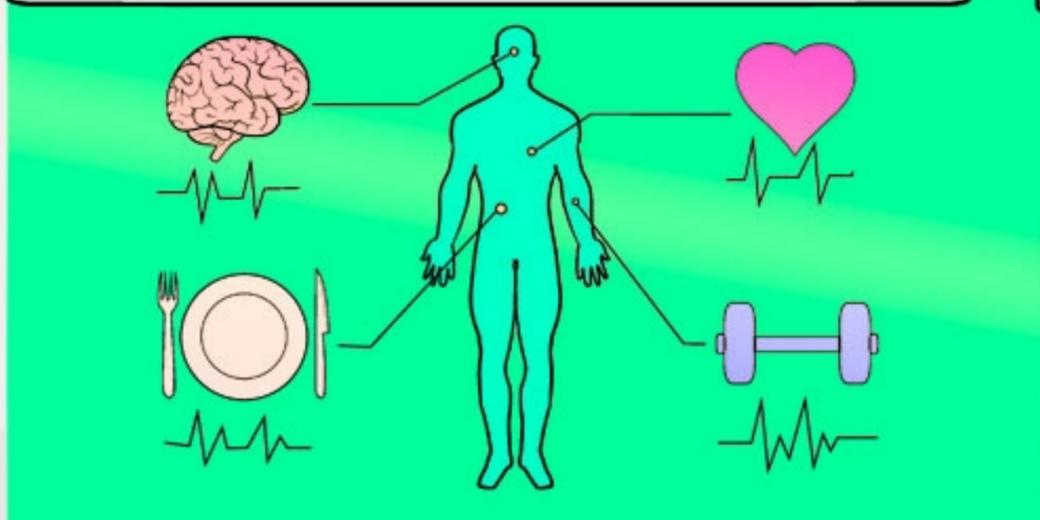
In order to guarantee the employees' privacy, Antonio makes sure that the data collection is done according to privacy laws, and he communicates clearly to the employees the types of data that will be collected, how they will be used, and who will have access to them.



These practices alleviate privacy concerns since employees understand that their data is collected transparently and for their own benefit.

Antonio uses the collected data to identify areas where employees are struggling with their health and comfort and provide them with necessary support and resources.

With the smart HR system, Antonio is now able to track employee attendance and stress levels, which helps him to identify potential issues before they become more significant problems.



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