Short Communication

Web 2.0: emphasizing Pharmacy 2.0/ Pharmaceutical 2.0-Promising Interdisciplinary Information Science Field

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Abstract: Web 2.0 is one of the important name in the field of Web Technology and modern Information Science and Technology. This is the way in which networks and communication systems allow communication among the group of participates. The main aim and function of Web 2.0 is sharing information, content, files including video, audio and other content through the website such as Web 2.0 and similar technology. Earlier, web 2.0 was treated as a concept, but today it is treated as important knowledge domain in the field of Information Science, Computer Science, Management Science, IST and other field. Today it is reflect and integrate so many another fields and thus created so many fields and some potential fields are also waiting. This paper is talks about web 2.0; including its basic, nature, characteristics, and importance. Paper also includes potentials of pharmacy 2.0; including potentials of Pharmacy 2.0; includes its importance and values and possible issues.

Keywords: Web 2.0, Informatics, Information Science and Technology, IST, Distributed Computing, Cloud Computing, Social 2.0, Web Engineering, Social Networking, Pharmacy 2.0, Pharmaceutical Science

INTRODUCTION

Web 2.0 is responsible for creation of virtual community; where so many objects may communicate each other or one to many. Download, upload, modification of the content and Audio/ Video is possible with the help of Web 2.0 many cases. The web 2.0 is a modern mechanism powered by Web Engineering and Community. This is the wonderful communication media, where one user can communicate on collaboration at any time [1, 2]. Today Web 2.0 is applied in various areas and profession and integration so many new domain such as Education, Health, Information Field, Commerce, Business and so on. The broader aspects of web 2.0 are including hosted services, web applications, mashups and folknomics. The web 2.0 allows the end user including desktop user to act or web developer and content writer. There are so many technologies lead web 2.0; these are client side technologies, JavaScript, XML, DOM or Document Object Model are also used for dynamic updating of the paper [3, 4].
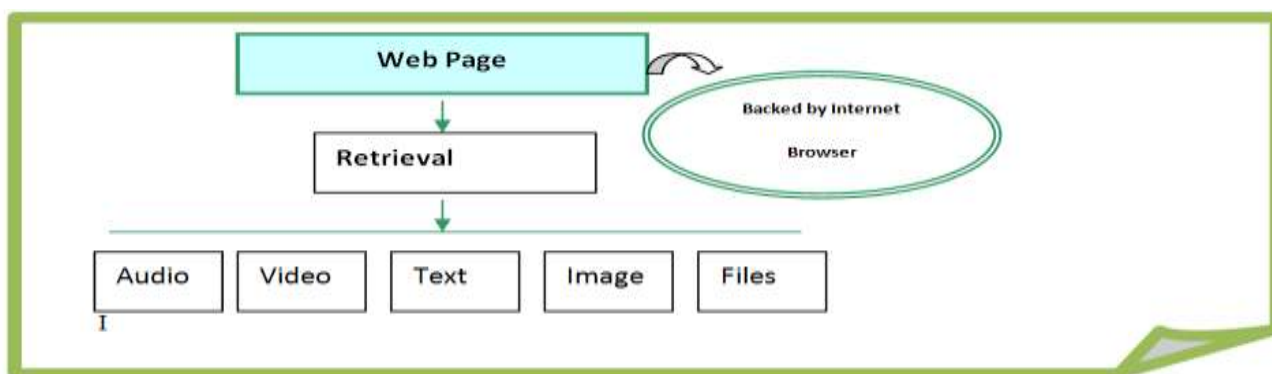
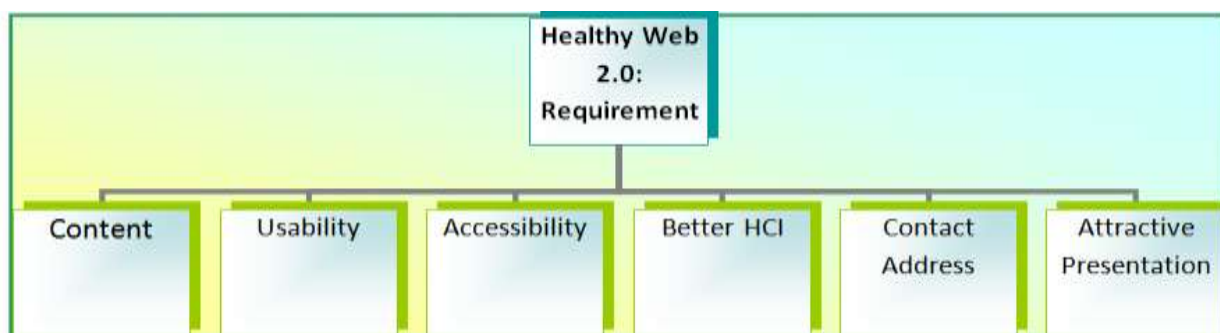

Fig. 1: Web page and accession of objects/ facet

Fig: 2:- The main requirement of Healthy Web 2.0 Practice and site

Objective and Hypotheses

Some of the aim and objective of this study is includes but not limited to as follows:

- To learn basic about web 2.0 and basics about its characteristics;
- To find out main characteristics of web 2.0 and similar knowledge domain;
- To learn about potentiality and allied and integrated domain related to web 2.0;
- To learn basic about Pharmacy 2.0 and its characteristics, briefly ;
- To learn basic about potentials of Pharmacy 2.0 and its characteristics;
- To learn basic about main challenges and issues related to Pharmacy 2.0 in contemporary scenario;
- To find out main challenges and issues related to Pharmacy 2.0 and allied domain.

Web 2.0: Basics

Web 2.0 is actually kind of concept or we can say procedure or mechanism which is dedicated to sharing of information, data, knowledge, audio and video among the dedicated user and professionals, mass, educationalist and others who are made participation. Web 2.0 is commonly available in social networking, blogs and other sites. Web 2.0 is popular among the teenage, educators, businessman, and politician, doctors for sharing content, idea, information and views on different topic [5-7]. Virtually, web 2.0 is an important tool which can make an individual as web developer or content developer as any one can join and modify content as per their requirement. Web 2.0 is needed to be implemented and utilized based on W3C standard. Collective intelligence and some other facet like user perception, dynamic content, metadata, web standards as well as scalability depending upon need user may chose web browser to utilize web 2.0 such as Firefox, Chrome, Internet Explorer [2].
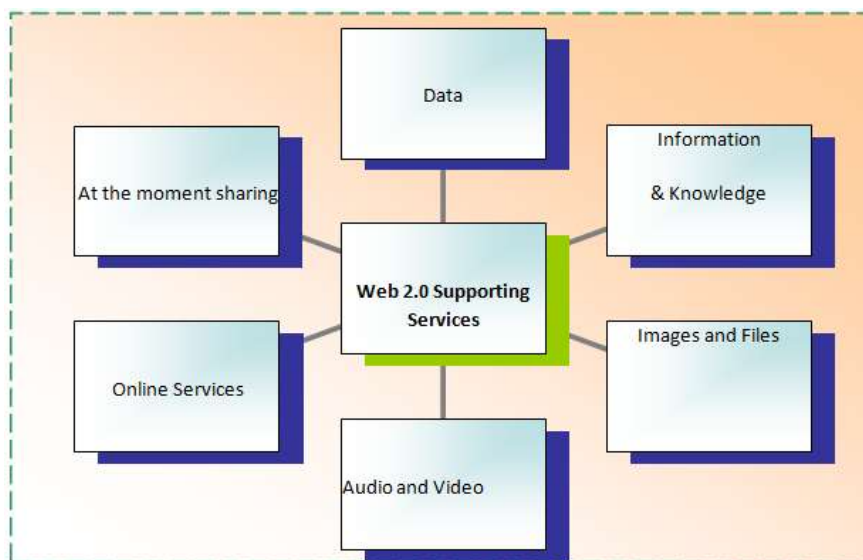

Fig. 3: The basic services offered by Web 2.0 Platform

Web 2.0 and Characteristics

Web 2.0 deals with following characteristics and features:

- Web 2.0 is deals with Web language and Web Technology and this is extension of Web 1.0;

- Creation of Social Networking sites and user centered website are important features for web 2.0;

- Web 2.0 basically allows two way communication simultaneously through networks;
- Tagging and social book marking, self publishing opportunities are the key features of Web 2.0 [7-9].
- Web 2.0 may be helpful for other domain and based on this so many new fields may be created like Education and Web 2.0-Education 2.0, Social Work and Web 2.0-Social Work 2.0, Health and Web 2.0 – Health 2.0, and some possible domain are still left;
- Here user can contribute, improve depending upon their requirement [10, 11].
- Cloud Computing and Virtualization can make important role for healthy Web 2.0 building;
- It is treated as Participatory web as it offer Web- as-Services[2];
- It provides content generation, management and metadata and scalability depending upon need;
- It also provides links in between two site and thus promote hyper linking;
- Provides low barrier social tools;
- Authoring is possible by web 2.0; where one can able to write any data or article;
- Here one can able to write any data or article; thus authoring is also possible with web 2.0;
- Through web 2.0, user can extend, and redo each other's works;
- It also helps to build individual works and comment and perception;
- The use of syndication technology such as RSS to notify the content changes;

- Open Source software be developed more effectively with the help of web 2.0.

Pharmacy 2.0: Basics

Today utilization of contemporary Web 2.0 also leads so many development strategies like Governance, Education, Information Infrastructure, and also fulfils the condition which are necessary for the development of true information society. Application of web 2.0 in other domain has so many possibilities. Thus, so many fields are already created like- Education 2.0, Business 2.0, Business 2.0, Social Work 2.0, Politics 2.0, Medical 2.0 and even Pornography 2.0. Thus, apart from running application and dimension of web 2.0; it is also required for some other areas and subjects for further development of the society and democracy. Thus, Pharmacy 2.0 is an important and prominent field which may be helpful for advancement of complete Pharmaceutical Science. Integration of Pharmaceutical Science and 2.0 may be helpful for the development of people who are directly and indirectly related with Pharmaceutical Science [3, 4]

Pharmacy 2.0/ Pharmaceutical 2.0: Possibilities and Opportunities

Pharmacy 2.0 may be helpful for the following Purposes:

- Through Pharmacy 2.0 one can Pharmacy dealing person may join and interact with their peers and they can share their views and ideas on a topic related to Pharmaceutical Sciences;
- In general people may gain their knowledge from Pharmacy 2.0 related Website on any field of medicine;
- Peers of Pharmacy may share videos of any product development and thus by uploading Videos main aim of Pharmacy product development may be possible;
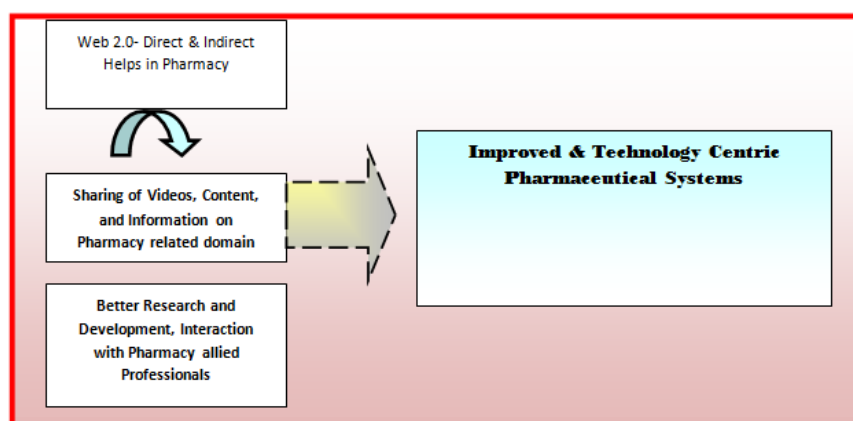

Fig: 4: The beneficiaries of Pharmacy 2.0 at a glance

- Pharmaceutical Companies may use Pharmacy 2.0to provide details of their procedure by created Videos and that may

be utilized directly to the Physician for their information;

- Product related Videos may also helpful for Medical Representative for various purposes and time and cost saving [3, 4, 12, 13];
- Dedicated Pharmacy 2.0 related websites, may be utilized by the Pharmaceutical Company to the use and there user may aware about their product range. Thus, by this way new advertisement style may be open up;
- It may be create awareness about Pharmacy industry and there interaction;
- Pharmacy 2.0 may helpful for research and development activities as people of Pharmaceutical research may communicate each other;
- It may be used as research platform and where peers based communication may be handled;
- Pharmacy 2.0 may be helpful for student to interact, pharmaceutical industries, institutions and other pharmaceutical establishments;
- Overall development of Pharmacy and its sub fields is possible with Pharmacy 2.0;
- Academies may contact each other through Pharmacy 2.0 and share their views;
- Like academics, student may also interact with academician for any topic and clear any doubt [14, 15].

Pharmacy 2.0: Challenges and Issues
Pharmacy 2.0 is deals with several problems and challenges which includes but not limited to as follows:

- Still awareness regarding Pharmacy 2.0 is very much limited in the field of Pharmaceutical Science. Commonly they are using common Social Networking sites or some Medical 2.0 based sites;
- Unwillingness to change and introduction of Pharmacy 2.0 is another problem which I needed to take care;
- Research and development organization, Researcher need to put on their hands for Pharmaceutical Science development through Pharmacy 2.0;
- Use of IT in Pharmaceutical Science [BPharm/MPharm] is still very much limited; thus many pharmacist are not well accustom with IT and allied tools;
- Building Pharmacy 2.0 needs initial funding and permission of various venture;
- Use of Pharmacy 2.0 for stability of jobs of medical representative;
- Government, Pharmaceutical and medical minister, universities need to take proper step for establishment of Pharmacy 2.0 sites for complete development of this domain.
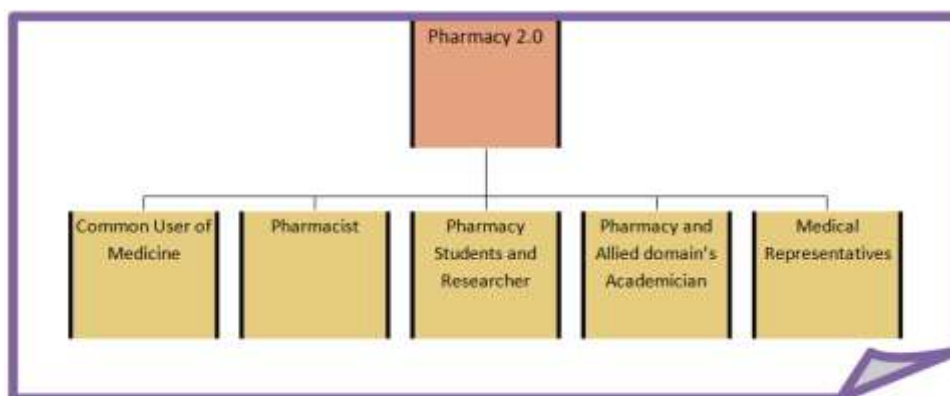

Fig. 5: Some Beneficiaries of Pharmacy 2.0

Findings
- Web 2.0 is growing rapidly as an important domain and concept;
- People today very much accustom with Web 2.0 related domain;
- Like Medical 2.0, Business 2.0, Education 2.0 and other domain possibilities are also there for Pharmacy 2.0;
- Still in India, use of Pharmacy 2.0 is more or less nothing.

Suggestion

- It is essential that researcher in the field of Pharmacy and Pharmaceutical Technology should interact their self by Pharmacy 2.0 sites for complete professional development;
- Academician need to conduct BPharm/MPharm programme with Pharmacy 2.0 integration;
- Government, Ministry level assistance is very much essential for complete development.

CONCLUSION
Web 2.0 is very much important domain and gaining rapidly. Development of Web 2.0 is helpful for overall

Information Infrastructure development. ultimately, Pharmacy 2.0 will also be helpful for allied field development such as Medical 2.0 and Physician 2.0/ Academician, Physician, student if Bio Science, Pharmacist, Pharmacy Researcher needs to develop proper steps for Pharmacy 2.0 development [2, 4].

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