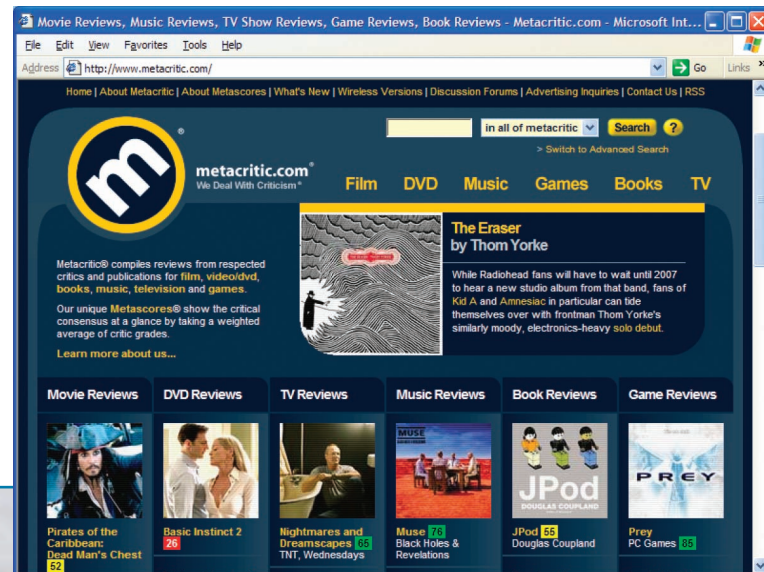


Chapter 2

The Internet, The Web, and Electronic Commerce

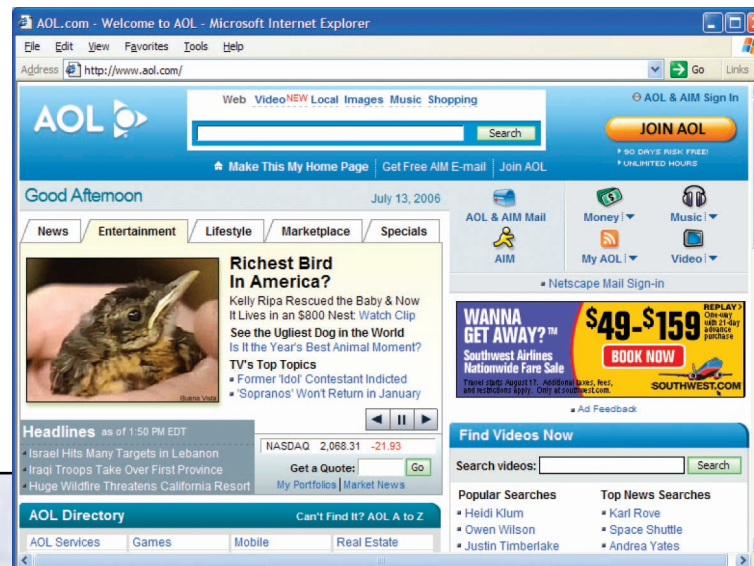
Competencies (1 of 2)

- Discuss the origins of the **Internet** and the **Web**
- Describe how to access the Web using providers and browsers
- Discuss Internet communications, including e-mail, instant messaging, and social networking



Competencies (2 of 2)

- Describe search tools, including search engines and metasearch engines
- Discuss **electronic commerce, including B2C, C2C, B2B, and security**
- Describe **Web utilities: Web-based applications, FTP, plug-ins, and filters**



Introduction

- **The Internet is often referred to as the Information Superhighway because it connects millions of people across the globe.**
- **Unlike a typical highway, the Internet moves idea and information.**
- **The Web provides an easy-to-use, intuitive interface to connect to the Internet and is used by millions of people every day.**

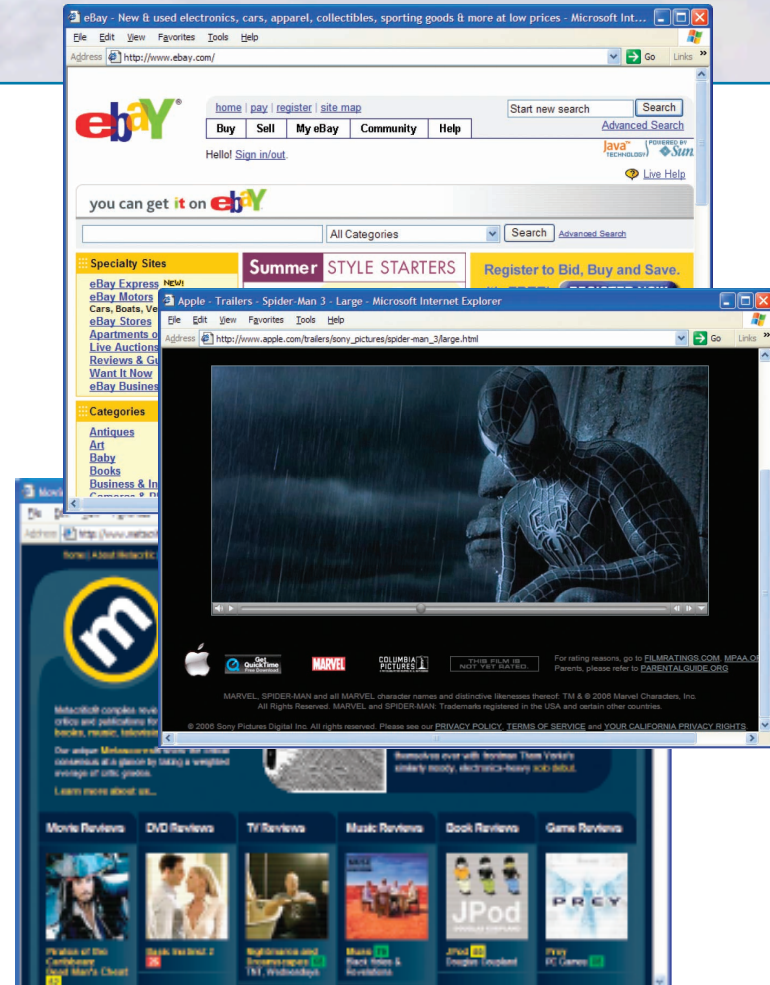
The Internet and the Web

- Large network that connects smaller networks globally
- The Internet was Launched in 1969
 - National computer network
 - US funded project called **ARPANET**
- World Wide Web or **WWW** was introduced in 1992 at **CERN**



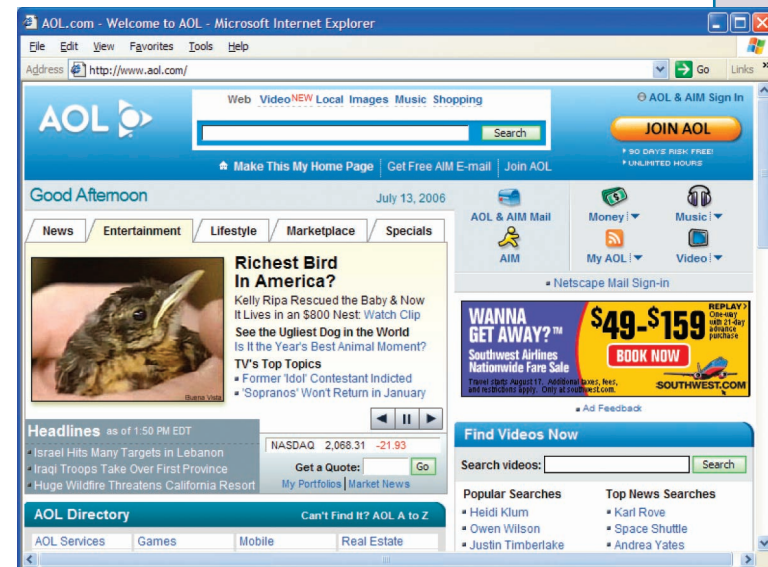
Common Internet Uses

- **Communicating**
 - Exchange **e-mail**
 - Discussion Groups
- **Online shopping**
- **Searching**
 - Virtual Libraries
- **Entertainment**
- **Education or e-learning**



Internet Access Providers

- Common way to access the Internet
- Commercial **Internet Service Providers (ISP)**
 - National Service Providers
 - Regional Service Provider
 - **Wireless service providers**



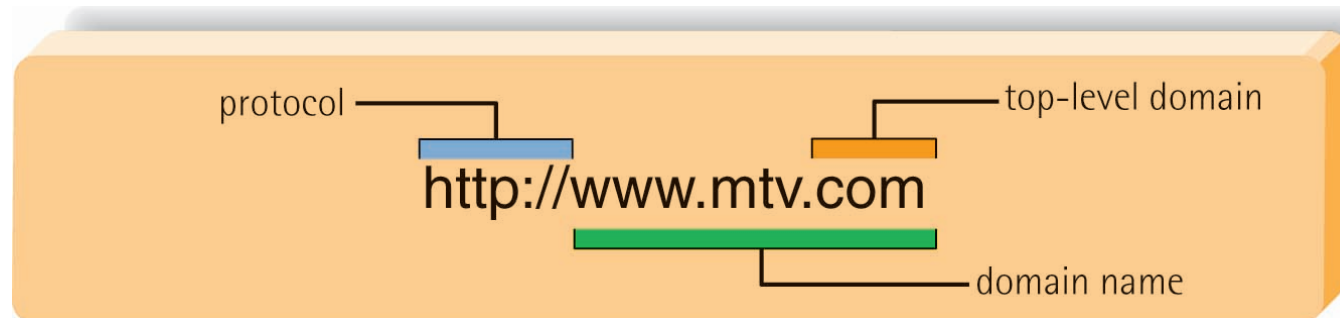
Browsers

- Programs that provide access to Web resources
- Allow you to **surf** the Internet
- Three well-known **browsers**
 - Mozilla Firefox
 - Netscape Communications
 - Microsoft Internet Explorer
- **Address** or **location** of the resource must be specified
 - **URL**



URLs

- **Uniform Resource Locators**
 - All URLs have at least two parts
 - Protocol
 - Domain name
- **Locates Web sites**



More on Browsers

- **Browsers interpret HTML commands**
 - **Hypertext Markup Language**
 - **Contained in a document**
- **Display document as a **Web page****

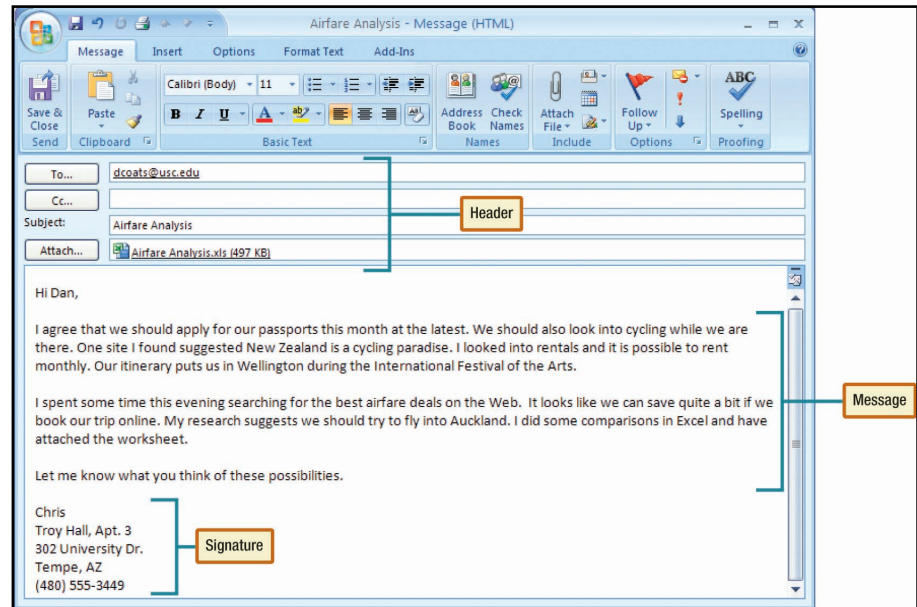


Communication

- **Most popular Internet activity**
- **Types of communication**
 - **Electronic Mail (E-Mail)**
 - E-Mail Address
 - Spam
 - Instant Messaging
 - Social Networking

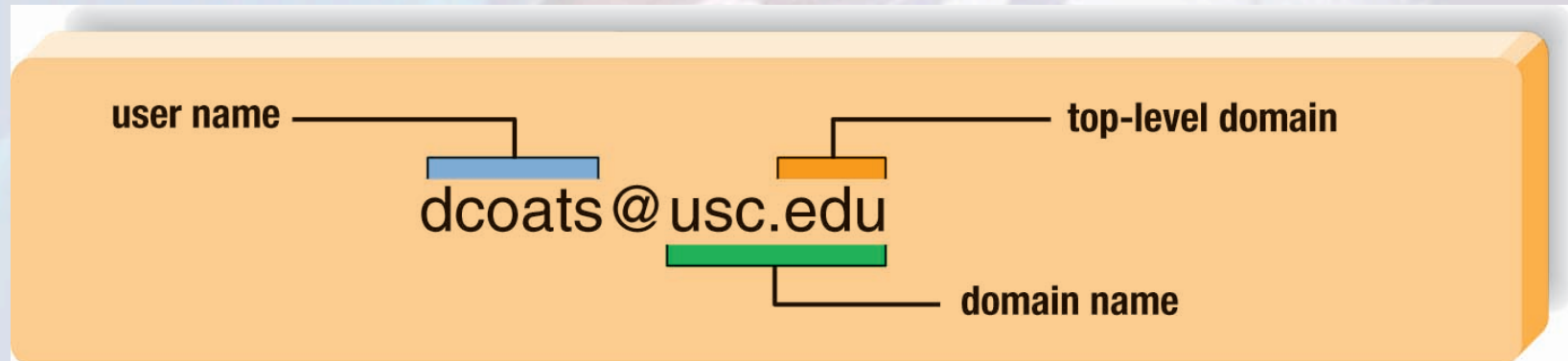
E-Mail

- **Transmission of electronic messages over the Internet**
- **Basic parts**
 - **Header**
 - **Address**
 - **Subject**
 - **Attachment**
 - **Message**
 - **Signature Line**



Return

E-Mail Address Example



[Return](#)

Spam

- **Junk and/or unwanted Email**
- **Computer viruses** or destructive programs are often attached to unsolicited email
 - CAN-SPAM Act
- **Spam blockers** incorporate a myriad of approaches to identify and control spam
- **Spam blockers are also referred to as:**
 - Junk mail filters
 - Anti-spam programs

[Return](#)

2-14

Instant Messaging

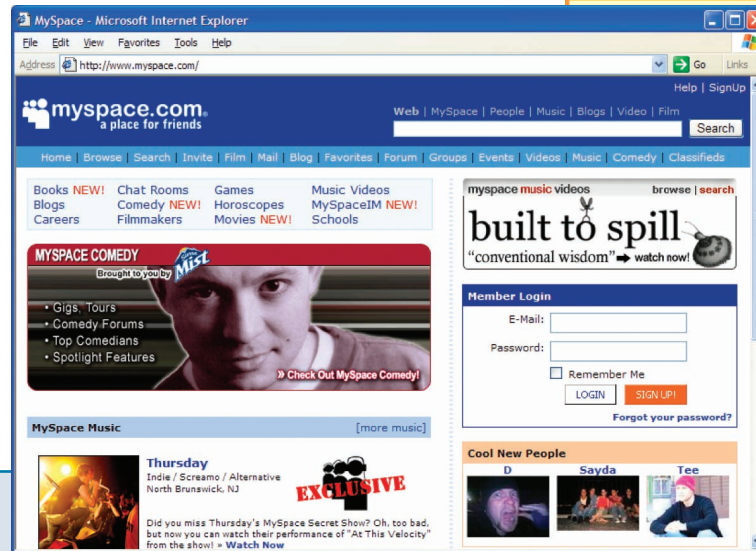
- **Is an extension of email that provides direct, live communication between two or more people**
- **Instant messaging programs also include:**
 - Video conferencing features
 - File sharing
 - Remote assistance
- **Most widely used instant messaging services:**
 - AOL's Instant Messenger
 - Microsoft's MSN Messenger
 - Yahoo Messenger

[Return](#)

Social Networking

- One of the fastest growing uses of the Internet
- Three basic categories:
 - Reunite
 - Friend of a friend
 - Common interest

Site	Description
Classmates.com	Reuniting, primarily for school, work, military
Facebook.com	Reuniting, primarily for college and high school students
Flickr.com	Common interest, image sharing
Friendster.com	Friend-of-a-friend, general
MySpace.com	Friend-of-a-friend, general
	Common interest, business
	Common interest, interest group meeting



Search Tools

- Search engines
- Metasearch engines
- Specialized search engines
- **Tips**
 - Start with the right approach
 - Be as precise as possible
 - Use multiple words
 - Use Boolean operators
 - Check your spelling
 - Keep moving

Search Engines

- Specialized programs to assist in locating information
- Types of searches
 - Keyword search
 - Directory search



[Return](#)

Metasearch Engines

Metasearch	Site
Dogpile	www.dogpile.com
Ixquick	www.ixquick.com
MetaCrawler	www.metacrawler.com
Search	www.search.com
Web Meta Search	www.webmetasearch.com



[Return](#)

Specialized Search Engines

Specialized Service	Site
Environment	<u>www.eco-web.com</u>
Fashion	<u>www.infomat.com</u>
History	<u>www.historynet.com</u>
Law	<u>www.lawcrawler.com</u>
Medicine	<u>www.medsite.com</u>

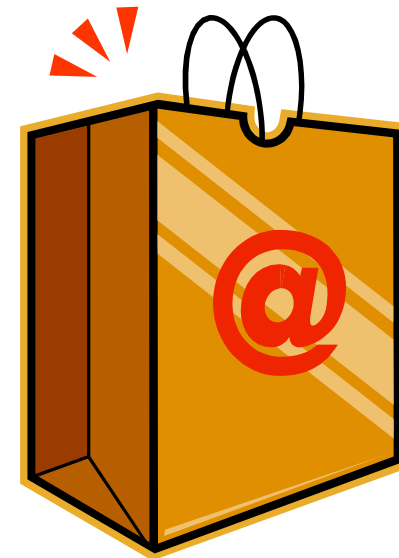
[Return](#)

Content Evaluation

- **Not all information on the web is accurate**
- **Ways to evaluate accuracy of Web information include:**
 - **Authority**
 - **Accuracy**
 - **Objectivity**
 - **Currency**

Electronic Commerce

- Also known as **e-commerce**
- Buying and selling of goods over the Internet
 - Business-to-consumer (B2C)
 - **Consumer-to-consumer (C2C)**
 - Web auctions
 - **Business-to-business (B2B)**



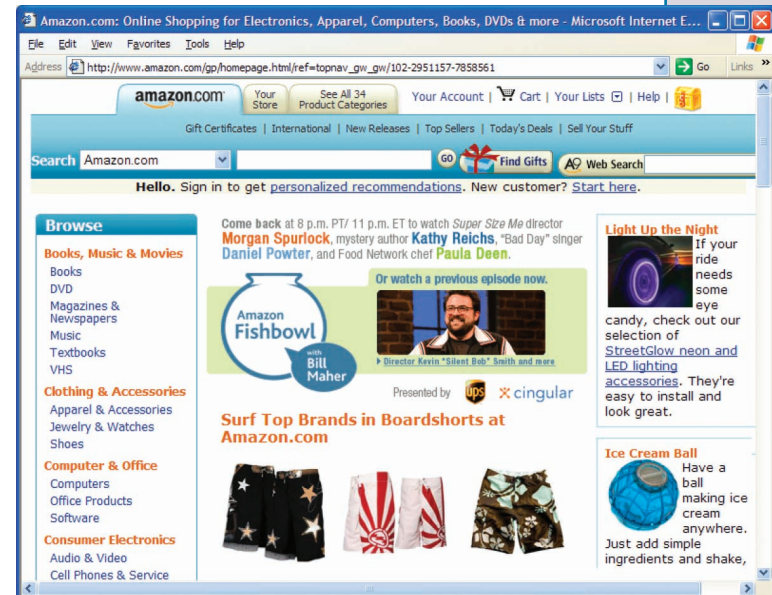
Business to Business

- **Involves the sale of a product or service from one business to another (B2B)**
- **Primarily a manufacturer supplier relationship**

Business to Consumer

- Fastest growing type of e-commerce
- Three most widely used B2C applications:
 - Online banking
 - Financial trading
 - Shopping

Support	Site
Product comparisons	www.shopping.com
Locating closeouts	www.overstock.com
Finding coupons	www.ebates.com
Reviewing classifieds	www.craigslist.org

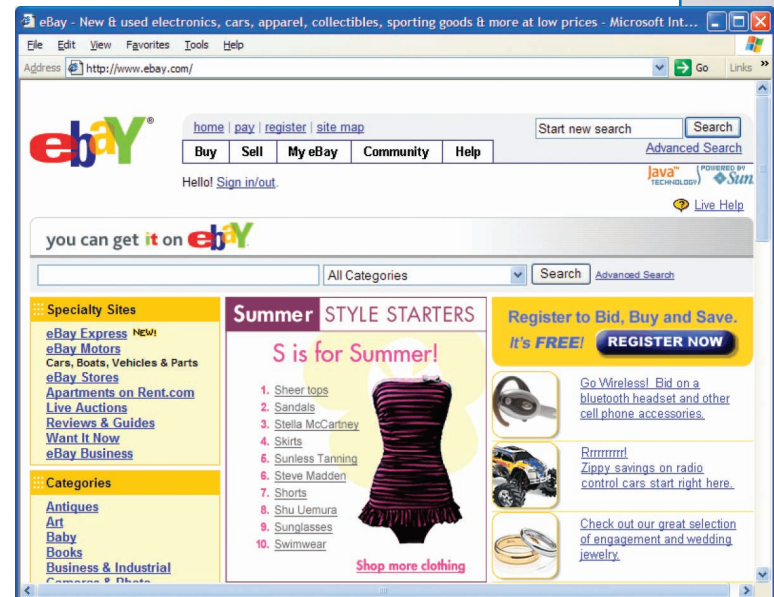


[Return](#)

Consumer to Consumer Web Auctions

- **Consumer-to-consumer e-commerce (C2C)**
- **Similar to traditional auctions**
- **Types**
 - Auction house sites
 - Person-to-person auction sites

Organization	Site
Amazon	www.auctions.amazon.com
Bidz	www.bidz.com
eBay	www.ebay.com
Sotheby's	www.searchsothebys.com
Yahoo!	www.auctions.yahoo.com



Security

- Payment methods must be fast, reliable, and secure
- Three basic options
 - Checks
 - Credit card
 - Digital cash

Organization	Site
ECash	www.ecash.com
Google	checkout.google.com
Internet Cash	www.internetcash.com
PayPal	www.paypal.com



Web Utilities

- **Specialized utility programs that make using the internet & web safer and easier**
 - **Web-based applications**
 - **FTP**
 - **Plug-Ins**
 - **Filters**
 - **Internet Security Suites**



Plug-Ins

Acrobat Reader	<u>www.adobe.com</u>
Media Player	<u>www.microsoft.com</u>
QuickTime	<u>www.apple.com</u>
Real Player	<u>www.service.real.com</u>
Shockwave	<u>www.adobe.com</u>

[Return](#)

Filters

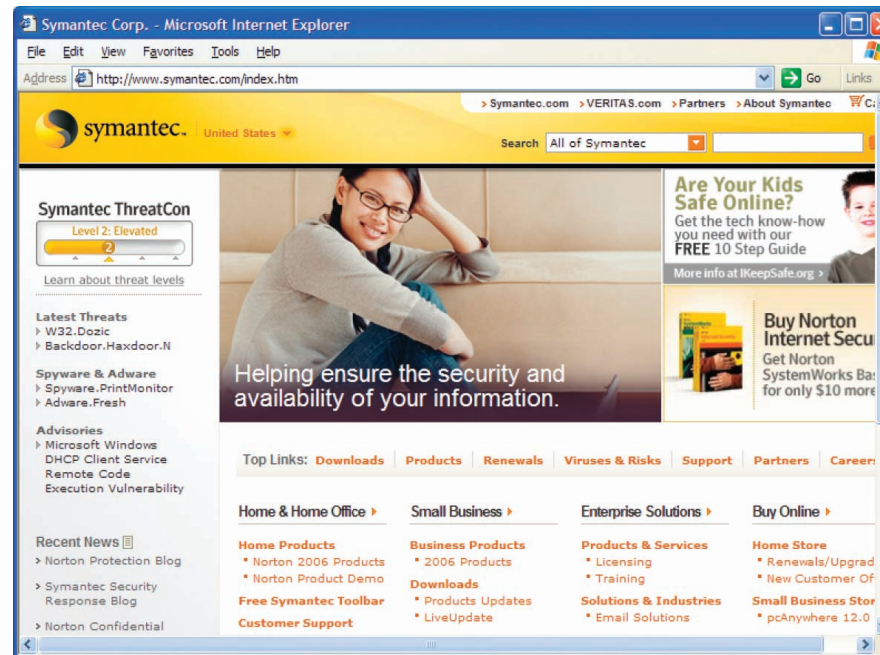
CyberPatrol	<u>www.cyberpartrol.com</u>
Cybersitter	<u>www.cybersitter.com</u>
IProtectYou Pro Web Filter	<u>www.softforyou.com</u>
Net Nanny	<u>www.netnanny.com</u>
Safe Eyes Platinum	<u>www.safeeyes.com</u>

[Return](#)



Internet Security Suites

- **Collection of utility programs designed to maintain your security and privacy while on the web**
 - McAfee
 - Norton



Careers In IT - Webmasters

- **Develop & maintain websites**
- **Back-up of the company website, updating resources, and development of new resources**
- **Work with the marketing department to increase the site traffic flow**



A Look to the Future Homes of Tomorrow

- **“Smart” appliances in homes will have their own Web page**
- **Refrigerators will be able to manage their inventory and automatically order to re-supply**
- **Internet cameras, wireless technologies, & high-speed internet will allow you to virtually monitor your home while on travel**
- **Downsides?**



Discussion Questions (Page 1 of 2)

- **Discuss the uses of the Internet. Which activities have you participated in? Which one do you think is the most popular?**
- **Explain the differences between the three types of providers.**
- **What are the basic elements of an e-mail message?**

Discussion Questions (Page 2 of 2)

- **What is social networking? Describe the three types of social networking sites.**
- **Describe the different types of search engines. Give an example of the type of search each engine is best for.**