

Chapter 2

The Internet, the Web, and Electronic Commerce

Lecture Guide

- **Learning Objectives**

- Explain the origins of the Internet and the Web.
- Explain how to access the Web using providers and browsers.
- Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis.
- Describe search tools, including search engines, and specialized search engines.
- Evaluate the accuracy of information presented on the Web.
- Identify electronic commerce including B2C, C2C, B2B, and security issues.
- Describe cloud computing, including the three-way interaction of clients, Internet, and service providers.
- Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites.

Chapter Outline

- **The Internet and the Web**

- Internet
 - ARPANET – Advanced Research Project Agency Network
 - Launched in 1969
 - Network infrastructure – connects computers around the world
- World Wide Web
 - Introduced in 1991 at the Center for Educational Nuclear Research (CERN)
 - Before 1991 the Internet was all text based
 - Web made it possible to include multimedia resources
- First generation of the Web, Web 1.0 – focused on linking existing information
- Second generation of the Web, Web 2.0 – evolved to support more dynamic content creation and social interaction. Facebook is a Web 2.0 application
- Third generation of the Web, Web 3.0 – focuses on computer generated information requiring less human interaction to locate and to integrate information such as traffic reports and delays.
- Internet and the Web
 - Can get Internet and Web confused, they are not the same thing –
 - Internet is the physical network. Made up of wires, cables, satellites, and rules for exchanging information between computers connected to the network. Called being online.
 - Web – is a multimedia interface to the resources available on the Internet

- Uses of the Internet and the Web
 - Communicating
 - Shopping
 - Searching
 - Education (e-learning)
 - Entertainment
- Access
 - Providers
 - Most common way is through ISP – Internet Service Providers.
 - Already connected to the Internet and provide a path or connection for individuals to access the Internet.
 - Commercial Internet providers
 - Provide access through telephone lines, cable, and/or wireless connections
 - Browsers
 - Provide access to web resources
 - Connects to remote computers, opens and transfers files, displays text images, and multimedia in one tool
 - Examples: Apple Safari, Google Chrome, Microsoft Internet Explorer, and Mozilla Firefox.
 - Allow connections to remote computers
 - Location/address – URL (Uniform Resource Locator)
 - URL's have two basic parts; many have additional parts
 - Protocol
 - Rules for exchanging data between computers
 - http is used for web traffic and is the most widely used Internet protocol
 - Domain name
 - Specific address where the resource is located
 - Top-level domain (TLD) – last part of the domain name following the dot (.) which identifies the type of organization.
 - Display text and images
 - Interpret the HTML (Hypertext Markup Language) code from the different documents
 - Display document as a web page
 - Web pages can have hyperlinks that connect to other documents containing related information
 - Web pages can also be highly interactive and animated using the following technologies:
 - Cascading Style Sheets (CSS) - files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts, helps to ensure that related Web pages have a consistent presentation.

- JavaScript - used within HTML documents to trigger interactive features, such as opening new browser windows and checking information entered in online forms.
 - AJAX - advanced use of JavaScript used to create interactive Web sites that respond quickly.
 - Applets - programs that can be downloaded quickly and run by most browsers, used to present animation, display graphics, provide interactive games.
- Mobile Browsers - special browsers designed to run on portable devices
- Visit www.mhhe.com/ce2015 to learn more about browsers.
- **Communication**
 - The most popular Internet activity
 - Family, friends, businesses all use electronic communication
 - E-mail
 - The transmission of an electronic message over the Internet
 - Can contain graphics, photos, and file attachments
 - To send and receive e-mail you need a computer with an Internet connection and an e-mail account.
 - Two basic types of e-mail accounts:
 - Client-based e-mail systems require a special program known as an e-mail client to be installed on your computer.
 - Most widely used e-mail clients are Microsoft's Outlook and Apple's Mail.
 - Web-based e-mail systems do not require an e-mail program to be installed on your computer. Most ISPs offer Webmail services
 - Free Webmail service providers are Google's Gmail, Microsoft's Hotmail, and Yahoo's Yahoo! Mail.
 - An email contains basic elements:
 - Header – appears first and includes the following
 - Address – the address of the person receiving the message
 - Has two parts: the user's name and the domain name.
 - Subject – one line description to present the topic of the message.
 - Attachments – files that can be sent along with the e-mail but are separate from the message
 - Message – letter or note
 - Signature – identifies the sender
 - Spam
 - Unsolicited and unwanted e-mails
 - Can contain computer viruses and be dangerous
 - Spam blockers and spam filters identify and eliminate spam
 - Text messaging, also known as texting, SMS (short messaging service)

- short electronic message typically less than 160 characters using a wireless network to another person who views the message on a mobile device such as a smartphone.
- Instant Messaging (IM)
 - Allows two or more people to contact each other via direct live communication
 - To use, register with an instant messaging service provider
 - Specify a list of friends
 - IM notifies you when your friends are online
 - Includes video conferencing, file sharing, and remote assistance
- Social Networking
 - Connecting individuals to one another –
 - One of the fastest-growing and most significant Web 2.0 applications
 - Focus is on connecting people and organizations that share a common interest or activity.
 - Typically provide a wide array of tools that facilitate meeting, communicating, and sharing.
 - Three of the best known are:
 - Facebook
 - Three basic categories of Facebook users:
 - Individuals
 - Create Facebook Profiles which may include photos, lists of personal interests, contact information, and other personal information.
 - Profiles available to friends, family members, and others who share a common interest.
 - Businesses
 - Create Facebook Pages to promote products and services
 - Public figures such as politicians and entertainers
 - Communities
 - Create Facebook groups who share a common interest
 - Facebook groups are organized around topics, events, or ideas
 - Google+, Google Plus
 - LinkedIn
 - Premier business oriented social networking site.
 - Largest social networking site focusing on business professionals.
 - **Blogs, Microblogs, Webcasts, Podcasts, and Wikis**
 - These sites help ordinary people communicate across the web
 - Many individuals create personal websites, called web logs or **blogs**, to keep in touch with friends and family

- Used by individuals, groups and businesses to share information
 - Microblogs – publishes short sentences that only take a few seconds to write. Twitter is an example of a microblog.
 - Webcasts and podcasts – deliver media content such as music and movies over the Internet to your computer.
 - Webcasts use streaming technology – after a Webcast has been completed there are no files remaining on your computer.
 - Podcasts do not use streaming technology – before a podcast can be run it must be downloaded and save on your computer.
 - Wikis - a Web site specially designed to allow visitors to fill in missing information or correct inaccuracies
 - Wikis support collaborative writing for a community of interested people
 - Wikipedia is an example of a wiki
 - Blogs and wikis are examples of web authoring
- **Search Tools**
 - Over twenty billion pages and more are being added to the Internet daily
 - A number of search services or search providers help users locate the needed information
 - Maintain huge databases of the pages on the Internet and Web
 - Search tools use special programs called **spiders** continually look for new information and update databases
 - **Search engines**
 - specialized programs that help locate information on the web and the Internet
 - Searches for information based on keywords and phrases
 - **Specialized search engines**
 - Focus on subject-specific websites
 - See examples in Figure 2-19 of specialized search engines
 - **Content evaluation**
 - Not all information found on the web is accurate
 - To evaluate accuracy of information on the Web consider these:
 - Authority – is the author an expert?
 - Accuracy – was the information critically reviewed?
 - Objectivity – does the author have a personal bias?
 - Currency – is the information up to date? Are the site's links operational? If not, the site is most likely not being actively maintained.

- **Electronic Commerce**
 - Also known as e-commerce
 - Buying and selling over the Internet
 - Advantages to the buyer
 - They can buy things 24/7
 - There is no travel time
 - They can shop from anywhere
 - Advantages to the seller
 - Lower costs
 - Reduced inventory
 - Ship goods directly from warehouse
 - Disadvantages
 - Inability to provide goods immediately
 - Can't "try on" purchases
 - Security issues
 - Business-to-consumer commerce (B2C)
 - Sale of products and services to the general public or end users
 - Fastest growing type of e-commerce
 - Three most widely used B2C applications
 - Online Banking
 - Financial trading
 - Shopping
 - Consumer-to-Consumer E-commerce (C2C)
 - Individuals selling to individuals
 - Consists of Web auctions – individuals seldom meet face to face
 - Popular site is eBay.com
 - Business-to-business (B2B)
 - Sale of a product or service from one business to another.
 - Typically a manufacturer -supplier relationship.
 - Security – The two greatest challenges for e-commerce
 - The development of fast, secure, and reliable payment methods for purchased goods.
 - Providing convenient ways to provide required information such as mailing addresses and credit card information.
 - Two basic payment options:
 - Credit card
 - Faster and more convenient than checks
 - Fraud is a major concern when using credit cards for both sellers and buyers
 - Digital cash
 - The Internet equivalent of traditional cash
 - Buyers purchase digital cash by transferring funds from their accounts to a bank that specializes in electronic currency

- Buyers purchase items using digital cash and sellers convert digital cash to traditional cash through a third party bank
 - Digital cash isn't as convenient as credit cards, but it's more secure.
 - See Figure 2-22 for a list of digital cash providers
- **Cloud Computing**
 - Uses the Internet and the web to shift many computer activities from the user's computer to other computers on the Internet
 - Seen by many as a new model for computing that frees users from owning, maintaining, and storing software and data.
 - Access to services from anywhere through an Internet connection
 - Basic components to cloud computing are:
 - Clients
 - Corporations and end users who want access to data, programs, and storage.
 - Access available anywhere and anytime that a connection to the Internet is available
 - End users do not need to buy, install, and maintain application programs and data
 - Internet
 - Provides the connection between the clients and the providers
 - Two most critical factors determining the efficiency of cloud computing are:
 - Speed and reliability of the user's access to the Internet
 - Internet's capability to provide safe and reliable transmission of data and programs
 - Service Providers
 - Organizations with computers connected to the Internet that is willing to provide access to software, data, and storage.
 - Providers may charge a fee or it may be free
 - Google Apps provides free access to programs with capabilities similar to Microsoft's Word, Excel and PowerPoint through an Internet connection
- **Web Utilities**
 - Utilities are programs that make computing easier
 - Web utilities are specialized utility programs that make using the Internet and the Web easier and safer
 - Some utilities are browser-related programs that either become part of the browser or are executed from the browser
 - **Plug-ins**
 - Automatically start up and operate as part of the browser
 - Some Web sites require plug-ins to experience their complete content
 - Acrobat Reader from Adobe - used to view and print standard forms and documents saved in a special format called PDF.

- Flash Player from Adobe--for viewing videos, animations and other media.
 - QuickTime, from Apple - for playing audio and video files
 - Windows Media Player from Microsoft - used to play audio and video files
 - Some are included in today's browsers and operating systems
 - Others must be installed before they can be used by the browser
- **Filters**
 - Access to selected sites can be blocked, as well as setting time limits
 - Parents and organizations use filters to block out selected sites and set time limits.
 - These programs can monitor use, and generate reports detailing the total time spent on the Internet and the time spent at individual Web sites, chat groups, and newsgroups
 - Some programs that provide these functions are Net Nanny, and CyberPatrol. See Figure 2-24
- **File Transfer Utilities**
 - Three popular types:
 - File transfer protocol (FTP) and secure file transfer protocol (SFTP)
 - Allow for the transferring of files across the Internet
 - Hosted by an Internet Service Provider
 - Web-based file transfer services
 - Make use of a Web browser to upload and download files
 - Eliminates the need for any custom software to be installed
 - A popular web-based file transfer service is Dropbox.com
 - BitTorrent
 - Distributes file transfers across many different computers
 - A single file might be located on dozens of individual computers
 - Well suited for transferring very large files
- **Internet Security Suites**
 - Collection of utility programs designed to maintain your security and privacy while on the web
 - Protects your computer from viruses, controls spam, and provides filters
 - Cost of purchasing a suite is typically less than purchasing each of the programs separately
 - Two of the best known are McAfee's Internet Security and Symantec's Norton Internet Security
- **Careers in IT**
 - Webmasters
 - Develop and maintain Web sites and resources
 - Job includes backup of the company Web site, updating resources, or development of new resources
 - Involved in the design and development of the Web site
 - Monitor and update interface design, as well as traffic to the Web site
 - Webmasters can work with marketing departments

- Employers look for candidates with a bachelor's or associate's degree in computer science or information systems
 - Knowledge of HTML and CSS
 - Experience using Web authoring software and programs like Adobe Illustrator and Adobe Flash are often preferred
 - Good communication and organizational skills are vital in this position
- **A Look to the Future**
 - Your car's dashboard as a powerful, Internet-connected computing device
 - Imagine if Apple or Google began to create partnerships with automobile manufacturers to place iPad-like or Android devices into the center of the main console. In addition, cars would have the ability to connect to Wi-Fi access points or 4G networks to be as connected to the Internet as the modern smartphone.
 - One of the first immediate benefits involves quick access to information. Drivers would get real-time traffic data, weather, store hours, and much more
 - Ford uses voice recognition in some of their vehicles with a feature called Sync with MyFord Touch. Audi has added 3G connectivity in its new A7 model
 - Could become a distraction

Teaching tips

- **The Internet and the Web**
 - Most students feel that the Internet and the web are synonymous, so it helps to stress the distinction between the two. You could emphasize that the Internet is a network infrastructure consisting of computers connected to one another. The Internet connects computers around the world and provides resources and services to the user. On the other hand the Web is a multimedia interface to the resources available on the Internet resources
 - You may wish to engage the students by asking them what they use the Internet and the Web for. Some of these answers may be stated:
 - Communicating
 - Shopping
 - Searching
 - Entertainment
 - Education (e-Learning)
- **Access**
 - Discuss with the students the different types of Internet Service Providers (ISP) and which ones they use to connect to the Internet with (DSL, Cable, and wireless modems).
 - Browsers are the second part of accessing the Internet
 - This software connects you to remote computers, opens and transfers files, displays text and images, and provides in one tool an interface to the Internet and Web documents
 - For browsers to connect, an address or location is needed
 - Uniform Resource Locator (URL) - address
 - Protocol – rules for exchanging data
 - Domain name – indicates the specific address where the resource is located
 -
 - Documents (Web pages) that are located contain Hypertext Markup Language (HTML) and links to other related pages
 -
 - Web pages also contain various technologies used to provide highly interactive and animated web sites. These include CSS, JavaScript, AJAX and Applets.
 -
 - Mobile browsers are designed to run on mobile devices like smartphones and tablets.
- **Communication**
 - E-mail – you should emphasize that it is the most common form of Internet communication and have three basic elements
 - Header, Address, Subject
 - Most Email is either:

- Client-based
 - Require email client to be installed on your computer
- Web-based
 - Do not require email client to be installed on your computer
- Spam is a huge complaint among most people.. It is helpful to demonstrate how to setup junk mail rules and use the Spam filters feature of an e-mail package.
- Text messaging, also known as texting, short message service, typically less than 160 characters using a wireless network to another person who views the message on a mobile device such as a smartphone
- Instant Messaging – allows two or more people to contact each other via direct, live communication
- Social networking – these sites are setup to help users find others with similar interests and hobbies, friends, etc. Most students have already used at least a site, such as, [Facebook.com](https://www.facebook.com) and LinkedIn. Google + offers a similar service.
 - Discuss security and how to protect yourself from unwanted guests, such as stalkers. This is a good topic to open a discussion and setup a discussion group.
- New Services include:
 - Circles for grouping individuals per comment interest
 - Hangouts for communicating up to 10 people at a time
 - Sparks provides news on selected topics and facilitates sharing the information
- Blogs, Microblogs, Webcasts, Podcasts, and Wikis
 - These sites help ordinary people communicate across the Web
 - Many individuals create personal Web sites, called Web logs or **blogs**, to keep in touch with friends and family
 - Used by individuals, groups and businesses to share information
 - Time stamped and arranged with the newest item first
 - **Microblogs** – publishes short sentences that only take a few seconds to write. Twitter is an example of a microblog.
 - **Webcasts** and **podcasts** deliver audio, video, and other media content over the Internet.
 - Webcasts use streaming technology whereas Podcasts do not.
 - **Wikis** - a Web site specially designed to allow visitors to fill in missing information or correct inaccuracies
 - “Wiki” comes from the Hawaiian word for fast
 - Wikis demonstrate collaborative writing in which there isn’t a single expert author, but rather a community of interested people that builds knowledge over time.
 - Most famous example is Wikipedia.

- This is a good time to open a discussion with students and ask them why not use information on the Wikipedia site when doing research assignments (the information is not based on facts as much as it is on personal opinions).
- **Search Tools**
 - In order to illustrate how the different types of search engines work, ask the students to perform several searches. Have students use one of each different type of search engine that you have specified. They should use the exact key word/phrase search on each engine. The results will vary widely in the “hits” they receive, as well as, the type of information received.
 - **Content evaluation**
 - Anyone can publish something on the Web, so be careful!
 - To evaluate accuracy consider these
 - Authority – is this an official site?
 - Accuracy – can I contact the author if I find inaccuracies?
 - Objectivity – does the author have a personal bias?
 - Currency – has the data been updated on the Web page?
Are the site's links operational? If not, the site is most likely not being actively maintained.
- **Electronic Commerce**
 - E-commerce is the fast-growing. Many students have participated in at least one type of e-commerce activity. For example:
 - Banking
 - Financial
 - Shopping
 - Discuss and review Web auction sites:
 - Security
 - Digital cash is the Internet’s equivalent to traditional cash
 - See Figure 2-22 for a list of digital cash providers
- **Cloud Computing**
 - Cloud computing is a means to free users from owning, maintaining and storing software and data.
 - Discuss how users can access services from anywhere through an Internet connection. Some may charge a fee, while others like Google Apps provide access to users for free.
 - Discuss the basic components to cloud computing and have students discuss how the Internet and the Web enable companies to shift many of their computer activities from their corporate computer to other computers on the Internet.
 - Clients
 - Internet providers-provides connection between the clients and providers
 - Service providers-may charge a fee or be free

- **Web Utilities**
 - Plug-ins
 - Discuss how Acrobat Reader from Adobe and Windows Media Player from Microsoft are used.
 - Have the students list other plug-ins
 - Filters - block access to selected sites
 - File Transfer Utilities
 - Demonstrating FTP can be more straightforward. You can demonstrate FTP simply by saving a file or picture using the “Save as” option in Internet Explorer. The students can relate to this concept more readily because they may have downloaded music and other files on the Internet.
 - File transfer protocol and secure file transfer protocol
 - Web based file transfer services
 - BitTorrent
- Internet Security Suites

Discuss the importance of Internet security and open a discussion with students on security issues that they have experienced and how they dealt with the problem. Very few individuals or organizations have escaped having to deal with some type of Internet security issue.

Key Terms

Key Term	Definition
address	The location or name of a Web site.
Advanced Research Project Agency Network(ARPANET)	Launched in 1969 when the United States funded a project that developed a national computer network.
AJAX	An advanced use of JavaScript that can be found on many interactive sites.
applets	Special programs on Web sites that provide animation, interactivity, and display graphics.
attachment	Files, such as documents and worksheets that can be sent along with an e-mail message.
BitTorrent	A type of file transfer that distributes files across many different computers for more efficient downloads.
blog	Web logs that contain time stamped postings.
browser	Software programs that provide a user interface to Web resources.
business-to-business (B2B)	Involves the sale of a product or service from one business to another over the Internet
business-to-consumer (B2C)	The sale of a product or service to the general public or end users over the Internet
cable	Modems that provide Internet high-speed access using unused bandwidth on a cable television network.
Cascading Style Sheets (CSS)	Files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts.
Center for European Nuclear Research (CERN)	Introduced the World Wide Web in 1992 in Switzerland.
circles	A service offered through Google+, for grouping individuals according to interests or other criteria
client based e-mail system	Special program known as an e-mail client that needs to be installed and running in order to enable a computer to communicate with the e-mail service provider.
cloud computing	Uses the Internet and the Web to shift many computer activities from a user's computer to computers on the Internet.
consumer-to-consumer (C2C)	Involves individuals selling to individuals over the Internet.
digital cash	Internet's equivalent to traditional cash. Buyers purchase digital cash from a third party by transferring funds from their banks.
domain name	It is part of an URL that signifies the name of a Web server where the resource is located.

Key Term	Definition
downloading	Copying a file from a server to a local computer.
DSL	Digital Subscriber Line, provides a digital connection over unused frequencies of standard telephone lines.
e-commerce	Buying and selling of goods over the Internet. (See also electronic commerce)
e-learning	Being able to take classes on almost any subject from educational institutions that offer courses online.
electronic commerce	Buying and selling of goods over the Internet. (See also e-commerce)
electronic mail	Electronic mail, the transmissions of electronic messages over the Internet. (See also e-mail)
e-mail	Electronic mail, the transmissions of electronic messages over the Internet. (See also electronic mail)
e-mail client	Special program required to communicate with the e-mail service provider in client-based e-mail accounts.
Facebook	Social networking site that provides an array of features and applications including instant messaging, photo and video sharing, games, and more.
Facebook groups	Share information that is typically organized around topics, events, ideas.
Facebook pages	Created by businesses to promote products and services.
Facebook profiles	Created by individuals who may include photos, lists of personal interest, contact information, and other personal information.
file transfer protocol (FTP)	An Internet standard for transferring files.
filter	Blocks access to selected Web sites.
friend	A person that you specify in a list to use instant messaging.
Google Plus	A combination of some of Google Inc.'s previously existing services with some new services, many of which are similar to Facebook's
Google+	A combination of some of Google Inc.'s previously existing services with some new services, many of which are similar to Facebook's
Hangouts	A service offered through Google Plus, for communicating with up to 10 people at a time.
header	The first element of an e-mail message.
hit	A list of sites that contain the keywords from a search.

Key Term	Definition
hyperlink	Connect to other documents, which can be video files, text, graphics, audio files, etc.
Hypertext Markup Language (HTML)	Text based programming language used to create Web pages.
instant messaging (IM)	An extension of e-mail that allows two or more people to contact each other via direct, live communication.
Internet	Launched in 1969 with ARPANET, the Internet (Net) consists of the actual physical network made up of wires, cables, and satellites.
Internet security suite	A collection of utility programs designed to maintain security and privacy while on the Web.
Internet service provider (ISP)	Provides a path or connection for individuals to access the Internet.
Java	A programming language used to create applets.
JavaScript	A scripting language that adds basic interactivity to Web pages.
link	Nickname for a Hyperlink.
LinkedIn	Social networking site focusing on business professionals.
location	The name of a Web site.
message	The second element of an e-mail that consists of the body of the e-mail.
metasearch engine	Programs that automatically submit your search request to several search engines simultaneously.
microblog	A Web site that publishes short sentences that only take a few seconds to write. Twitter is a microblog.
mobile browser	A special browser designed to run on portable device.
online	Being connected to the Internet.
plug-in	Program that automatically start and operate as a part of a Web browser in order to enable a full experience of the content of a Web site.
podcast	Deliver media content widely used to download music and movies over the Internet.
protocol	Rules for exchanging data between computers.
search engine	An organization helps individuals locate information on the Web. (See also search service).
search service	An organization helps individuals locate information on the Web. (See also search engine)
secure file transfer protocol (SFTP)	Allows the copying of files to and from a computer across the Internet and are frequently for uploading changes to a Web site hosted by an Internet service provider.
signature	The third element of an e-mail message that provides

Key Term	Definition
	additional information about the sender.
social networking	Using the Internet to connect individuals to one another
spam	Unwanted or unsolicited e-mail.
spam blocker	Software programs that are installed to work with e-mail programs to filter unwanted e-mail messages.
spam filter	Programs used to identify and eliminate spam.
Sparks	A Google Plus service, which automatically provides news on selected topics of interest and facilitates sharing this information with others to spark further discussion.
specialized search engine	Focus on subject-specific Web sites.
spider	Special programs that continually look for new information on the Internet and update the search services' databases.
SMS	Short message system also text messaging
streaming	Technology in which audio and video files are continuously downloaded to a computer while the computer user is listening to and/or viewing the file content.
subject	Part of the header element in an e-mail, usually a one line description of the message.
surf	Exploring or browsing information on the Web.
texting	Sending a short electronic message typically less than 160 characters using a wireless network to another person who views the message on a mobile device, such as a smartphone.
text messaging	Sending a short electronic message typically less than 160 characters using a wireless network to another person who views the message on a mobile device, such as a smartphone.
top-level domain (TLD)	Another name for a domain name.
Twitter	A microblog that publishes short sentences.
uniform resource locator (URL)	The name, or address, of a Web site.
uploading	To copy a file from a local machine to a server.
virus	Destructive program often attached to unsolicited e-mail.
web	Introduced in 1992 at CERN, the Web (WWW and World Wide Web) provides a multimedia interface to Internet resources.
web auction	Sellers post descriptions of products at a Web site and buyers submit bids electronically.
web-based e-mail system	Use Webmail clients located on the e-mail providers computer.
web-based file transfer services	Services that make use of a Web browser to upload

Key Term	Definition
	and download files: i.e.: drop.io
webcasts	Use streaming technology in which audio and video files are continuously downloaded to the user's computer while they are listening to and/or viewing the file content.
web log	Personal Web sites that contain time stamped postings.
webmail	Once a computer connects to an e-mail service provider, a special program called a Webmail client runs on the e-mail provider's computer and e-mailing can take place.
webmail client	Program that runs on an e-mail provider's computer and enables Web mailing to take place.
webmaster	Develops and maintains Web sites and Web resources.
web page	A document on the Web.
web utility	Specialized programs that make using the Internet and the Web easier and safer.
wiki	A Web site specially designed to allow visitors to fill in missing information or correct inaccuracies.
Wikipedia	An online 'wiki' encyclopedia written and edited by anyone who wants to contribute.
wireless modem	They transmit information that is modulated onto a carrier frequency to allow many simultaneous wireless communication links to work simultaneous on different frequencies.

Answers to End-of-Chapter Materials

Chapter 2

Num	Multiple Choice Answers (Book)	Matching Answers (Book)	Multiple Choice Answers (http://www.mhhe.com/ce2015 Only)	Matching Answers (http://www.mhhe.com/ce2015 Only)
1	B	A	B	A
2	B	E	A	B
3	A	C	B	I
4	A	I	B	E
5	B	F	A	H
6	D	J	B	G
7	C	G	B	J
8	C	H	C	F
9	B	B	A	D
10	A	D	D	C

Open Ended Questions:

1. Discuss the Internet and web including their origins, the three generations of the Web, and most common uses.

- The Internet was launched in 1969 when the United States funded a project that developed a national computer network called Advanced Research Project Agency Network (ARPANET). The Internet is a large network that connects together smaller networks all over the globe. The Web was introduced in 1991 at the Center for European Nuclear Research (CERN) in Switzerland. Prior to the Web, the Internet was all text—no graphics, animations, sound, or video. The Web made it possible to include these elements. It provided a multimedia interface to resources available on the Internet.
- The first generation of the Web, known as Web 1.0, focused on linking existing information. In 2001, the second generation, Web 2.0, evolved to support more dynamic content creation and social interaction. Facebook is one of the best known Web 2.0 applications. Some suggest that we have entered into the next generation, Web 3.0. It focuses on computer-generated information requiring less human interaction to locate and to integrate information.
- Some of the uses of the Internet are communicating, shopping, searching, education or e-learning, and entertainment. Some activities of communicating are e-mailing, instant messaging, and discussion groups. Some activities of entertainment are music, movies, and computer games. Other activities to participate in are shopping, doing research online, and using online periodicals. The most popular is communicating.

2. Discuss how to access the Internet. What are providers? Define browsers and discuss URLs, HTML, CSS, JavaScript, AJAX, Applets, and mobile browsers.

The most common way to access the Internet is through an Internet service provider (ISP).

- Internet service providers are connected to the Internet, providing a path or connection for individuals to access the Internet.
- Browsers are programs that provide access to Web resources. This software connects you to remote computers, opens and transfers files, displays text, images, and multimedia, and provides an uncomplicated interface to the Internet and Web documents.
- URLs – for browsers to connect to resources, the location or address of the resources must be specified. These addresses are called uniform resource locators (URLs). All URL's have two basic parts, protocol and domain name. Protocols are rules for exchanging data between computers. The protocol http is used for Web traffic and is the most widely used Internet protocol. The domain name indicates the specific address where the resource is located. The last part of the domain name following the dot (.) is the top-level domain (TLD). It typically identifies the type of organization.
- HTML – Hypertext Markup Language is a text based programming language used to create Web pages. The browser interprets the HTML formatting instructions in the document file found on the Web and displays the document as a Web page.
- CSS - Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts. CSS helps to ensure that related Web pages have a consistent presentation or look.
- JavaScript – is a language often used within HTML documents to trigger interactive features, such as opening new browser windows and checking information entered in online forms.
- AJAX - an advanced use of JavaScript, is used to create interactive Web sites that respond quickly.
- Applets - programs that can be downloaded quickly and run by most browsers. They are used to present animation, display graphics, provide interactive games, and much more.
- Mobile browsers – special browsers designed to run on portable devices. Mobile browsers are displayed on very small screens and special navigational tools are required to conveniently view Web content.

3. What are Web utilities? Discuss plug-ins, filters, file transfer utilities, and Internet security suites.

Web utilities are specialized utility programs that make using the Internet and the Web easier and safer.

- Plug-ins are automatically loaded and operate as part of a browser. Many Web sites require specific plug-ins to fully experience their content. Some plug-ins are included in many of today's browsers; others must be installed.
- Filters are used by parents and organizations to block certain sites and to monitor the use of the Internet and the Web.
- File transfer utilities copy files to (downloading) and from (uploading) your computer. Three types are:
 - File Transfer Protocol and secure file transfer protocol which allow users to efficiently copy files across the Internet.
 - Web-based file transfer services make use of a Web browser to upload and download files.
 - BitTorrent distributes file transfers across many different computers.

4. Discuss Internet communications including client-based and web-based e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis.

Communication is the most popular use for the Internet, both for business and personal usage.

- E-mail or electronic mail is the transmission of electronic messages over the Internet.
 - Client-based e-mail accounts use a special program known as an e-mail client which must be installed on the user's computer.
 - Web-based e-mail accounts do not require an e-mail program to be installed on the user's computer. Instead, they use Webmail clients that are located on the e-mail provider's computer. This is known as Webmail. For individual use, Webmail is more widely used because it frees the user from installing and maintaining an e-mail client on every computer used to access e-mail. With Webmail, you can access your e-mail from any computer anywhere that has Internet access.
- Text messaging, also known as texting, is the process of sending a short electronic message typically less than 160 characters using a wireless network to another person who views the message on a mobile device such as a smartphone.
- Instant messaging allows two or more people to contact each other via direct, live communication. To use instant messaging, you register with an instant messaging server and then specify a list of friends. Whenever you connect to the Internet, special software informs your messaging server that you are online. In response, the server will notify you

if any of your friends are online. At the same time, it notifies your friends that you are online. You can then send messages directly back and forth to one another. Most instant messaging programs also include video conferencing features, file sharing, and remote assistance.

- Social networking is one of the fastest-growing and most significant Web 2.0 applications. Social networking sites focus on connecting people and organizations that share a common interest or activity. These sites typically provide a wide array of tools that facilitate meeting, communicating, and sharing. There are hundreds of social networking sites. Three of the best known are Facebook, Google+, and LinkedIn.
 - Blogs are personal Websites that users can create to keep in touch with friends and family. Some blogs can contain professional subject matter (e.g., reviewers, critics, journalists), but many are simply online diaries for personal information. Blog entries are arranged with the most recent entry first. Two of the most widely used blog sites are Blogger and WordPress.
 - Microblogs are designed to keep friends and family up-to-date with short sentences, rather than longer posts in a traditional blog site. The popular microblogging site is Twitter.
 - Webcasts – deliver media content such as music and movies over the Internet. Webcasts use streaming technology in which audio and video files are continuously downloaded to the computer while the user is listening to and/or viewing the file content. Once the Webcast is completed, there are no files remaining on the user’s computer. Webcasts typically broadcast live events.
 - Podcasts – like Webcasts are also used to deliver media content such as music and movies over the Internet. However, podcasts do not use streaming technology. The media file must be downloaded and saved to a computer. Once downloaded, the file can be played at anytime as the file is saved on the user’s computer.
 - A wiki is a Web site that allows visitors to use their browser to add, edit, or delete the site's content. The most famous example of this is Wikipedia, an online encyclopedia that allows anyone to add or contribute to entries.
5. **Define search tools including search services. Discuss search engines and specialized search engines. Describe how to evaluate the content of a website.**

The Web is a massive collection of interrelated pages. Locating the precise information can be difficult to locate. A number of organizations called search services operate Web sites that help locate the information needed. They maintain huge databases related to information provided on the Web and the Internet. Special programs called spiders continually look for new information and update the search service’s databases. Additionally, search services provide special programs called search engines.

- Search engines help locate specific information on the Web. To use a search Web site, you enter a keyword or phrase reflecting the information you want. The search engine compares your entry against its database and returns a list of hits, or sites that contain the keywords. Each hit includes a link to the referenced Web page (or other resource) along with a brief discussion of the information contained at that location.
- Specialized search engines focus on subject-specific Web sites. Specialized sites can potentially save you time by narrowing your search.
- Content Evaluation - Unlike most published material found in newspapers, journals, and textbooks, not all the information you find on the Web has been subjected to strict guidelines to ensure accuracy. Anyone can publish content on the Web, sometimes anonymously and without critical evaluation. To evaluate the accuracy of information you find on the Web consider authority, accuracy, objectivity and currency.

6. Describe electronic commerce, including business-to-consumer, consumer-to-consumer, and business-to-business e-commerce, and security.

Electronic commerce, also known as e-commerce, is the buying and selling of goods over the Internet. Electronic commerce is fast growing and widely used in part because it provides incentives for both consumers and sellers. Some disadvantages include the inability to provide immediate delivery and security of online payment. The three types of electronic commerce include:

- Business-to-consumer (B2C) - Involves the sale of a product or service to the general public or end user. Amazon.com is a popular example. The three most widely used B2C applications are for online banking, financial trading, and shopping.
- Consumer-to-consumer (C2C) - Involves individuals selling to individuals. C2C often takes the form of an electronic version of the classified ads or an auction. eBay is an example of this type of site.
- Business-to-business (B2B) - Involves the buying and selling of goods from one business to another.
- Security - The two greatest challenges for e-commerce is the development of (1) fast, secure, and reliable payment methods for purchased goods and (2) providing convenient ways to provide required information such as mailing addresses and credit card information. Two basic payment options are credit card, and digital cash. Buyers purchase digital cash from a third party and use it to purchase goods. Sellers accept digital cash and convert to traditional currency through the third party.

7. What is cloud computing? Describe each of the three basic components of cloud computing.

Cloud computing allows users to maintain, store, and access software and data from the Internet, rather than from the users' hard drives. The basic components of cloud computing are:

- Clients- Corporations and end users who want access to data, programs, and storage.
- The Internet - Provides the connection between the clients and the providers.
- Service providers - Organizations with computers connected to the Internet providing access to software, data, and storage.
- Internet security suites are collections of utility programs designed to maintain your privacy and security on the Web. These programs control spam, protect against computer viruses, provide filters, and much more.