

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**



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Common Internet Uses

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



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Internet Access Providers

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



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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



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URLs

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



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More on Browsers

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



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Communication

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

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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

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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

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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 \(B2B\)](#)



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Business to Business

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

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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.cverstock.com
Finding coupons	www.ebates.com
Reviewing classifieds	www.craigslist.org



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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



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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



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Web Utilities

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



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Plug-Ins

Acrobat Reader	www.adobe.com
Media Player	www.microsoft.com
QuickTime	www.apple.com
Real Player	www.service.real.com
Shockwave	www.adobe.com

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Filters

CyberPatrol	www.cyberpatrol.com
Cybersitter	www.cybersitter.com
IProtectYou Pro Web Filter	www.softforyou.com
Net Nanny	www.netnanny.com
Safe Eyes Platinum	www.safeeyes.com

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Internet Security Suites

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



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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?



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Discussion Questions

- 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.
- Describe the different types of search engines. Give an example of the type of search each engine is best for.

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