

# Internet and The World Wide Web

# THE INTERNET

- Also called net
- is a worldwide collection of networks that links millions of businesses, government agencies, educational institutions, and individuals



# COMMON USES OF INTERNET

- COMMUNICATING
- SHOPPING
- SEARCHING
- ENTERTAINMENT
- EDUCATION OR LEARNING

# COMMON USES OF INTERNET

- **COMMUNICATING**

- ✓ the most popular internet activity
- ✓ You can exchange email with your family and friends
- ✓ The three most popular types of Internet communication are **e-mail, instant messaging, and discussion groups.**

Communication  
through the Internet



# COMMON USES OF INTERNET

- **SHOPPING**

- ✓ one of the fastest growing Internet applications
- ✓ You can purchase goods using checks, credit cards, or electronic cash.



# COMMON USES OF INTERNET



- **SEARCHING**
- ✓ You can access some of the world's largest libraries directly from your home computer
- ✓ You also will find the latest local, national, and international news



# COMMON USES OF INTERNET

- **ENTERTAINMENT**

- ✓ You can find music, movies, magazines, and computer games
- ✓ You will find live concerts, movie previews, book clubs, and interactive live games.



# COMMON USES OF INTERNET



- **Education or E-learning**
  - ✓ You can take classes on almost any subject
  - ✓ There are courses for high school, college, and graduate school credit.



# OTHER INTERNET SERVICES

- **Electronic Communications**
  - ✓ permit the users to communicate with other people on the Internet via electronic Mail, bulleting boards, chat rooms, social networking, and news groups.
  - ☐ EMAIL
  - ☐ INSTANT MESSAGING
  - ☐ REAL TIME CHAT
  - ☐ SOCIAL NETWORKING

# OTHER INTERNET SERVICES

- **Information Services**

- ✓ are commonly referred to as remote login, or information access
- ✓ permit users to log in to other computers from their computers for the purpose of obtaining information

☐ TELNET

# OTHER INTERNET SERVICES

- **Information Retrieval**

- ✓ These services permit users to obtain files from other sites and bring them to their computers.
- ✓ This is commonly referred to as file transfer.

☐ FILE TRANSFER PROTOCOL

# Data Transmission Speeds

- **Data** transmitted in characters or collections of bits.
- A **bit** the smallest unit of information used by computers

**Today's data transmission speeds are measured in bits, kilobits, megabits, and gigabits per second:**

- ❖ **Bps (bits per second)** A computer with an older modem might have a speed of 28,800 bps, which is considered the minimum speed for visiting websites with graphics.
- ❖ **Kbps (kilobits per second or 1 thousand bits per second)** This is the most frequently used measure. The speed of a modem that is 28,800 bps might be expressed as 28.8 Kbps.

# Data Transmission Speeds

- ❖ **Mbps (megabits per second or 1 million bits per second)** Faster means of connection.
- ❖ **Gbps (gigabits per second or 1 billion bits per second)**
  - **Upload** – is the transmission of data from a local computer to a remote computer, as from your PC to a website you are constructing
  - **Download** – is the transmission of data from a remote computer to a local computer, as from a website to your own PC.

# WIRELESS CONNECTION

- **Wireless Fidelity (Wi-Fi)** - is the name given to any of several standards – so called 802.11 standards-set by the Institute of Electrical and Electronic Engineers (IEEE) for wireless transmission. One standard, 802.11b, permits wireless transmission of data at 11 Mbps up to 300 feet from an access point, or hot spot, a station that sends and receives data to and from a Wi-Fi network.
- **3G (Third Generation)** - Wireless 3G is loosely defined as high-speed wireless technology that does not need access points because it uses the existing cellphone system.



# TYPES OF WEBSITES

- **Portal** – is a Web site that offers a variety of Internet services from a single, convenient location.
- **Wireless portal** is a portal designed for Internet-enabled mobile devices

# TYPES OF WEBSITES

- **News**
- ✓ A news Web site contains newsworthy material including stories and articles relating to current events, life, money, sports, and the weather.
- ✓ Many magazines and newspapers sponsor Web sites that provide summaries of printed articles, as well as articles not included in the printed versions. Newspapers and television and radio stations are some of the media that maintain news Web sites.

# TYPES OF WEBSITES

- **Information**
  - ✓ An information Web site contains factual information.
  - ✓ Government agencies have informational Web sites providing information such as census data, tax codes, and the congressional budget.
  - ✓ Other organizations provide information such as public transportation schedules and published research findings

# TYPES OF WEBSITES

- **Business/Marketing**
  - ✓ this site contains content that promotes or sells products or services. Nearly every business has a business/marketing Web site.
  - ✓ Many of these companies also allow you to purchase their products or services online.

# TYPES OF WEBSITES

- **Educational**

- ✓ An educational Web site offers exciting, challenging avenues for formal and informal teaching and learning.
- ✓ For a more structured learning experience, companies provide online training to employees and colleges offer online classes and degrees.
- ✓ Instructors often use the Web to enhance classroom teaching by publishing course materials, grades, and other pertinent class information.

# TYPES OF WEBSITES

- **Entertainment**

- ✓ this site offers an interactive and engaging environment. Popular entertainment Web sites offer music, videos, sports, games, ongoing Web episodes, sweepstakes, chats, and more. Sophisticated entertainment Web sites often partner with other technologies.
- ✓ For example, you can cast your vote about a topic on a television show.



# TYPES OF WEBSITES

- **Advocacy**

- ✓ An advocacy Web site contains content that describes a cause, opinion, or idea.  
The purpose of an advocacy Web site is to convince the reader of the validity of the cause, opinion, or idea.
- ✓ These Web sites usually present views of a particular group or association.

# TYPES OF WEBSITES

- **Blog**
  - ✓ A blog, short for Web log, is a Web site that uses regularly updated journal format to reflect the interests, opinions, and personalities of the author and sometimes site visitors.
  - ✓ Blogs have an informal style that consists of a single individual's ideas (similar to a diary) or a collection of ideas and thoughts among visitors.

# TYPES OF WEBSITES

- **Personal**
  - ✓ A private individual or family not usually associated with any organization may maintain a personal Web site of just a single Web page.
  - ✓ People publish personal Web pages for a variety of reasons. Some are job hunting.
  - ✓ Other simply want to share life experiences with the world