Chapter 2 Objectives

- Discuss the history of the Internet
- Explain how to access and connect to the Internet
- Analyze an IP address
- Identify the components of a Web address
- Explain the purpose of a Web browser
- Search for information on the Web
- Identify the rules of netiquette
- Describe the types of Web sites
- Recognize how Web pages use graphics, animation, sounds, color, virtual reality, and plug-ins
- Identify the steps required for Web publishing
- Describe the types of e-commerce
- Explain how e-mail, FTP, newsgroups and message boards, mailing lists, chat rooms, Instant messaging, and Internet telephony work
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**How the Internet Works**

**How can you connect to the Internet?**

- **Slow-speed technology**
  - Dial-up access
  - Modem in your computer uses a standard telephone line to connect to the Internet
  - Connection must be established each time you log on.
  - Slow but inexpensive

- **High-speed connection**
  - Digital subscriber line (DSL), cable telephone Internet services (CATV), cable modem, fixed wireless, and satellite modems
  - Connection is always on—whenever the computer is running

**What are ways to access the Internet?**

1. ISP, Regional or National
2. OSP (AOL and MSN, for example)
3. Wireless Internet Service Provider

**What is a domain name?**

- Text version of Internet protocol (IP) address
- Number that uniquely identifies each computer or device connected to Internet

- IP address: 63.123.44.192
- Domain name: www.scsite.com

**The World Wide Web**

**What is the World Wide Web (WWW)?**

- A worldwide collection of electronic documents
- Each electronic document is called a Web page
- Can contain text, graphics, sound, video, and built-in connections
- A Web site is a collection of related Web pages
The World Wide Web

What is a Web browser?
- Program that allows you to view Web pages

Microsoft Internet Explorer
Netscape
Safari
Mozilla
Opera

The World Wide Web

How does a Web browser display a home page?

Step 1.
Click the Web browser program name

Step 2.
If necessary, connect to the Internet

Step 3.
Connection to the Internet occurs, and a home page displays

The World Wide Web

What is a home page?
- The first page that a Web site presents
- Often provides connections to other Web pages

The World Wide Web

How do handheld computers and cellular telephones access the Web?
- Use a microbrowser that displays Web pages that contain mostly text
- Must be Web-enabled

The World Wide Web

What is downloading?
- The process of a computer receiving information
- Depending upon connection speed, downloading can take from a few seconds to several minutes

The World Wide Web

What is a URL?
Unique address for a Web page
- A web server delivers the Web page to your computer

A web server delivers the Web page to your computer

Click to view Web Link, click Chapter 2. Click Web Link from left navigation menu. Click links, Web links below Chapters.
- p. 75 Fig. 2-6
- p. 75 Fig. 2-6
- p. 76 Fig. 2-1a
- p. 76 Fig. 2-7
- p. 76
- p. 76
The World Wide Web

**What is a link?**
- Built-in connection to another related Web page location
  - Item found elsewhere on same Web page
  - Different Web page at same Web site
  - Web page at a different Web site

**How can you recognize links?**
- Pointer changes to a small hand when you point to a link
- A link can be text or an image
- Text links are usually underlined and in a different color

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**What is a subject directory?**
- Search tool with organized set of topics and subtopics
- Lets you find information by clicking links rather than entering keywords

**What is a search engine?**
- Program used to find Web sites and Web pages by entering words or phrases called search text
  - Also called a keyword

**What is a hit?**
- Any Web site name that is listed as the result of a search

**What are the nine basic types of Web sites?**
- Portal
- News
- Informational
- Business/Marketing
- Educational
- Entertainment
- Advocacy
- Blog
- Personal
**What is a portal?**
- A Web site that offers a variety of services from one, convenient location, usually for free
  - Searching, sports, e-mail, news, weather, auctions, Web communities
  (Web sites that join people with similar interests)

**What is a news Web site?**
- Contains newsworthy material
- Stories and articles relating to current events, life, money, sports, and the weather

**What is an informational Web site?**
- Contains factual information
- Created by organizations and government agencies

**What is a business/marketing Web site?**
- Contains content that promotes products or services
- Allows you to purchase products or services online

**What is an educational Web site?**
- Offers avenues for formal and informal teaching and learning
  - Some companies offer online training for employees
  - Some colleges offer online classes and degrees

**What is an entertainment Web site?**
- Offers an interactive and engaging environment featuring music, video, sports, games, and more
The World Wide Web

What is an advocacy Web site?
- Contains content that describes a cause, opinion, or idea

What is a blog?
- Uses a regularly updated journal format to reflect the interests, opinions, and personalities of the author and sometimes site visitors

What is a personal Web site?
- Web page maintained by a private individual
- Reasons: sharing life experience with the world or job hunting

What are the guidelines for evaluating the value of a Web site?
- Affiliation
- Audience
- Authority
- Content
- Currency
- Design
- Objectivity

What is multimedia?
- Application integrating text with other media elements
  - Graphics
  - Animation
  - Audio
  - Video
  - Virtual reality

What graphics formats are used on the Web?
- BMP
- GIF (pronounced JIFF)
- JPEG (pronounced JAY-peg)
- PNG (pronounced ping)
- TIFF
The World Wide Web

What is a thumbnail?
- Small version of a larger graphic—used to improve Web page display time
  - Usually click on thumbnail to display larger graphic

What is animation?
- Appearance of motion created by displaying a series of still images in sequence

What is audio?
- Music, speech, or any other sound
- Individual compressed sound files that you download from the Web to your computer
  - Common Web audio file formats are AA, AAC, AIFF, ASF, MP3, WAV, WMA, RA, and QT
- Once downloaded, you can play (listen to) the contents of the files

What is streaming audio?
- The process of transferring audio in a continuous and even flow
- Enables you to listen to music as it downloads to your computer

What is video?
- Consists of full-motion images that are played back at various speeds
- MPEG (Moving Pictures Experts Group) is popular video compression standard

What is virtual reality (VR)?
- Use of computers to simulate real or imagined environment
- Appears as a three dimensional (3-D) space
  - Used for games and many practical applications
**The World Wide Web**

**What are plug-ins?**
- Programs that extend the capability of a browser
- You can download many plug-ins at no cost from various Web sites

**Web Publishing**

**What is Web publishing?**
- Development and maintenance of Web pages

**E-Commerce**

**What is E-commerce?**
- Short for electronic commerce
- Business transaction that occurs over the Internet

**Other Internet Services**

**What is E-mail?**
- Short for electronic mail
- The transmission of messages and files via a computer network
  - Messages can consist of simple text or can contain attachments, such as documents, graphics, or audio/video clips
  - Internet access providers usually provide an e-mail program
  - Some Web sites—such as MSN Hotmail and Yahoo!—provide free e-mail services
- One of the original services on the Internet

**Video: E-mail Basics**

Learn how to use e-mail quickly and efficiently

- **low quality** (click to start)
- **high quality** (click to start)
**Other Internet Services**

**What is an e-mail address?**
- Unique name that consists of a user name and domain name that identifies the user

**Other Internet Services**

**How does an e-mail message travel?**
1. Using e-mail software, you create and send a message.
2. Your software contacts software on your ISP’s outgoing mail server.
3. Software on outgoing mail server determines best route for data and sends message, which travels along Internet routers to recipient’s incoming mail server.
4. When recipient uses e-mail software to check for e-mail messages, the message transfers from incoming mail server to recipient’s computer.

**Other Internet Services**

**What is FTP?**
- File Transfer Protocol—Internet standard that allows you to upload and download files with other computers on the Internet.

**Other Internet Services**

**What are newsgroups and message boards?**
- **Newsgroup**
  - Online area where users discuss a particular subject
- **Message board**
  - Type of discussion group
  - Many Web sites use message boards because they are easier to use.

**Other Internet Services**

**What is a mailing list?**
- Group of e-mail addresses given a single name
- When a message is sent to the mailing list, everyone on the list receives the message
- To add your name to a mailing list you must subscribe to it; to remove your name you must unsubscribe.

**Other Internet Services**

**What is a chat?**
- **Real-time** typed conversation that takes place on a computer
- **Chat room** is location on server that permits users to discuss topics of interest.
**Other Internet Services**

**What is instant messaging (IM)?**
- A real-time Internet communications service that notifies you when one or more people are online and allows you to exchange messages or files.

**Steps:**
1. **Login to the IM server**
2. **The server determines if any of your established friends, family, or coworkers, called buddies, are online.**
3. **You send instant messages to an online buddy.**
4. **Your Instant Message travels through a messaging server and then to the online buddy.**

**Netiquette**

**What is netiquette?**
- Code of acceptable behaviors users should follow while on the Internet.

**Golden Rule:** Treat others as you would like them to treat you.

**Summary of the Internet and World Wide Web**

- History and structure of the Internet
- Electronic commerce
- The World Wide Web
- Other Internet services
- Web Publishing
- Netiquette

Chapter 2 Complete