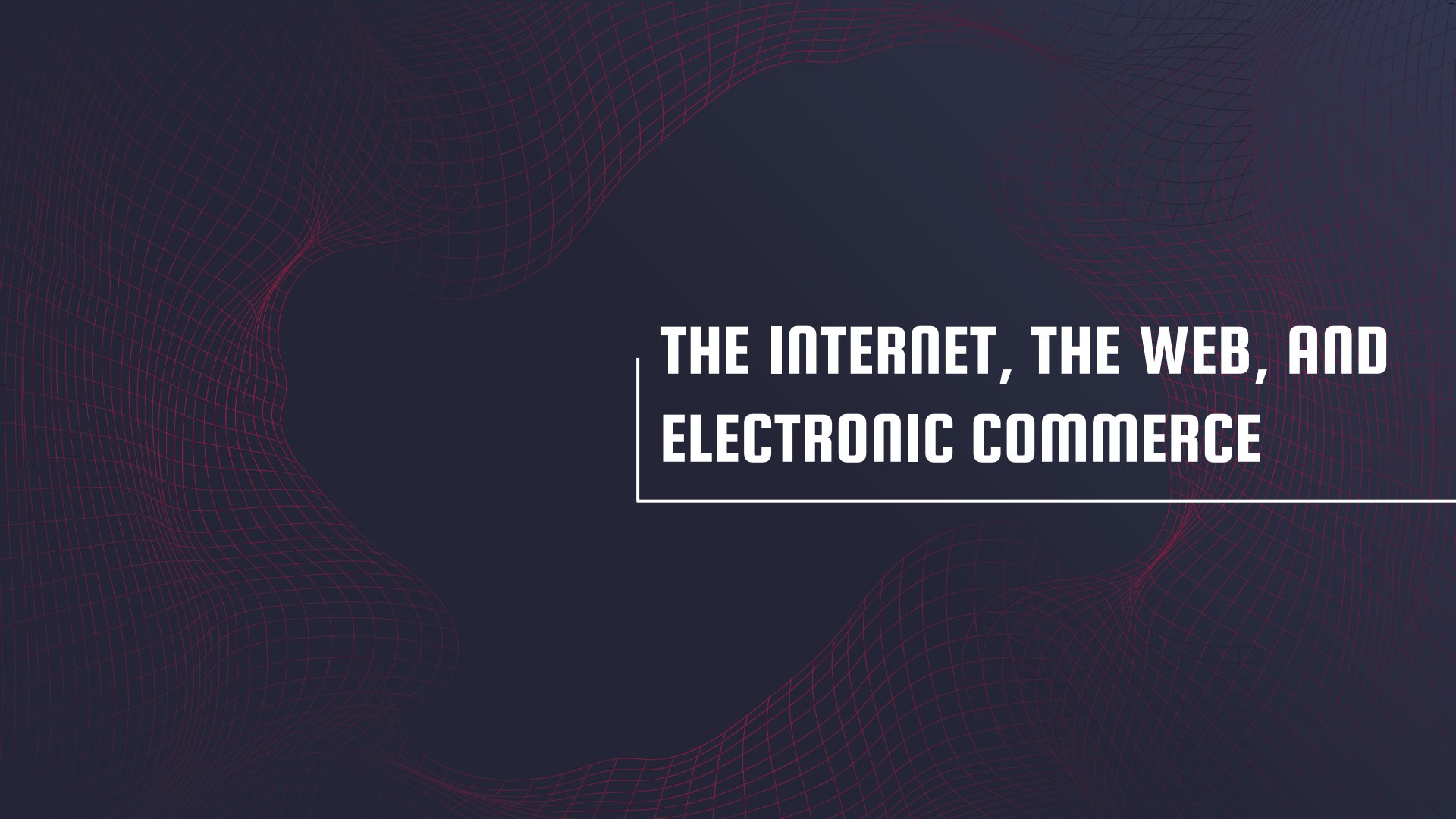




THE INTERNET, THE WEB, AND ELECTRONIC COMMERCE

MEET THE TEAM



ADAM



DZAKIRIN



BRENDAN



EUNICE

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01

ORIGINS OF WEB

WHAT IS THE INTERNET?

- Large global network connecting smaller networks all over the globe
- Launched in 1969
- ARPANET (Advanced Research Project Agency Network), a US funded project to develop a national computer
- World Wide Web or WWW was introduced in 1991

WEB

WEB 1.0

- 1st generation
- It focuses on linking existing information
- Search programs were created
- Provide links to websites with specific words or phrases

WEB 2.0

- Dynamic content creation
- Facebook is most common in Web 2.0

WEB 3.0

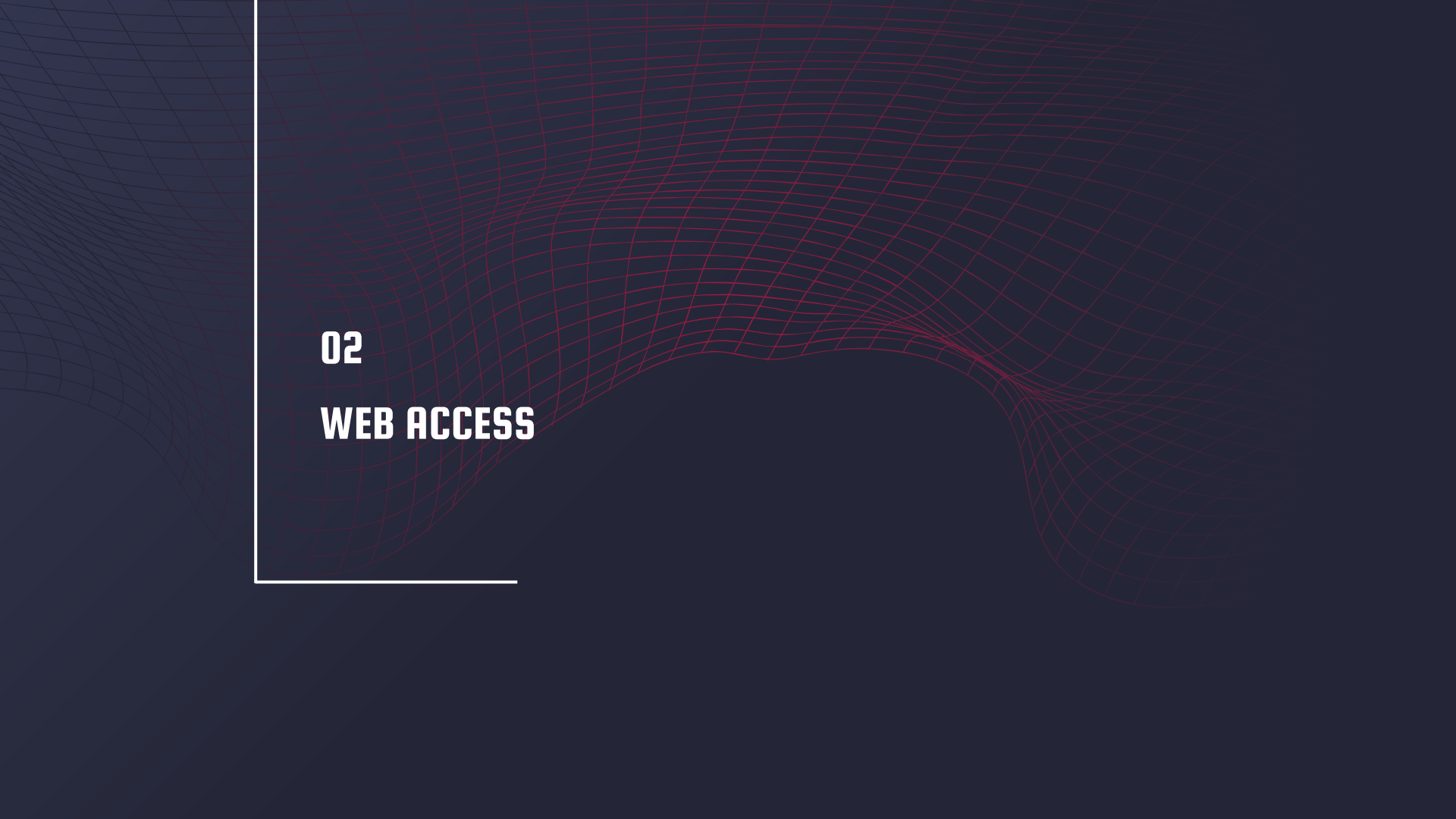
- Current generation
- Personalized content creation for users

The Internet and the web are NOT the same

INTERNET	WEB
The physical network	Multimedia interface to the resources available on the Internet

COMMON INTERNET USES

- Communicating
 - E-mail, photos, videos
 - Discussions
- Shopping
- Searching
 - Virtual libraries
- Education or e-learning
- Entertainment



02

WEB ACCESS

INTERNET ACCESS PROVIDER

- Internet Service Provider (ISP)
 - - ISP uses DSL cable, telephone lines or wireless connection to gain access to Internet
 -
- Common ISP in Malaysia
 - Umobile, Celcom, Unifi





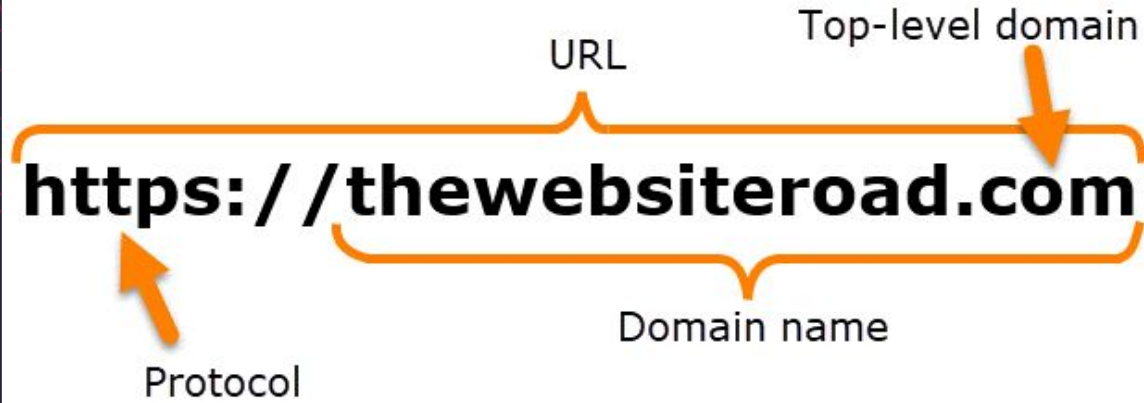
BROWSERS

- Provide access to web resources
- Allow you to explore the web



URLs (Uniform Resource Locator)

- Location or address of resource
- https is the most common for web traffic
- Three parts:
 - Protocol
 - Domain name
 - Top-level domain



- Top-level domain (TLD) or Web Suffix
 - Identifies the type of organization
 - .com Commercial
 - .edu Educational
 - .gov Government
 - .net Network

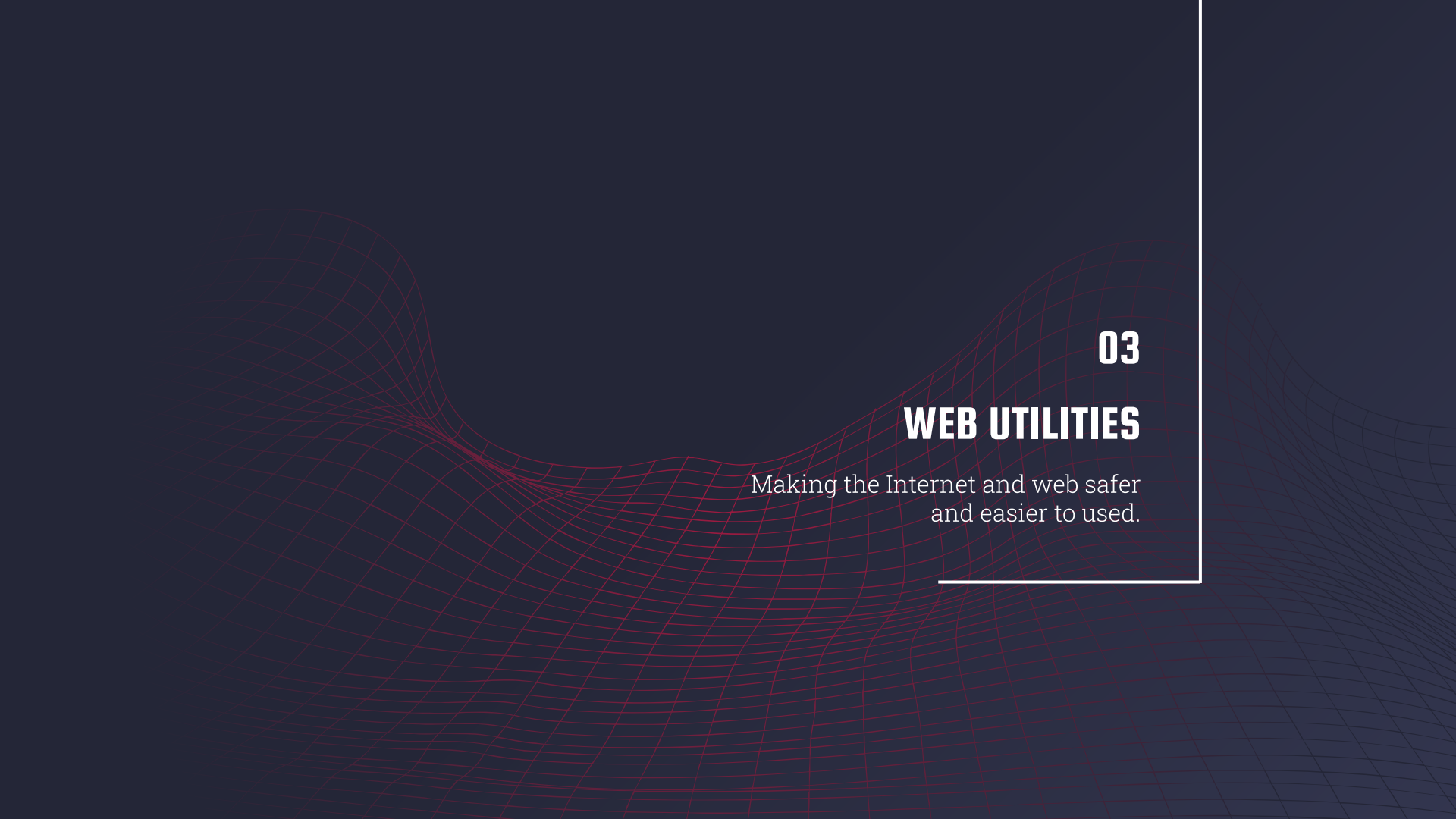
HTML AND HYPERLINKS

HTML

- Hypertext Markup Language
 - Markup language for displaying web pages
- Browsers interpret HTML commands
 - Display document as a web page

Hyperlinks

- Connect to other web pages
 - Text files
 - Graphic images
 - Audio and Video Clips

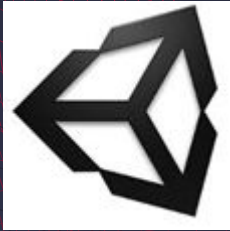


03

WEB UTILITIES

Making the Internet and web safer
and easier to used.

PLUG-INS



- Automatically start and operate as part of your browser
- Enhanced browsing experience
 - enables special file formats and multimedia elements
 - Acrobat Reader
 - Flash Player
 - QuickTime
 - Windows Media Player



FILTERS



- Block access to selected sites and can set time limits
- Monitor total time spent on the Internet and at individual web sites
 - AVG Family Safety
 - Qustodio Parental Control
 - Norton Online Family
 - Net Nanny
 - McAfee Family Protection



FILE TRANSFER UTILITIES



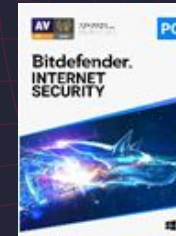
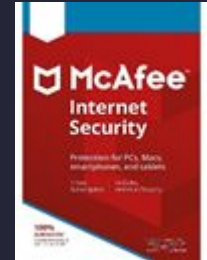
- Upload and download files to and from the Internet
 - Downloading
 - Uploading
- Three popular types of programs:
 - File transfer protocol (FTP) / Secure file transfer protocol (SFTP)
 - Web-based file transfer services
 - Bit-Torrent



INTERNET SECURITY SUITES



- Designed to maintain your security and privacy while on the web
- Two best known suites:
 - McAfee Internet Security
 - Symantec Norton Internet Security





04

INTERNET COMMUNICATIONS

The most popular
Internet activity

E-MAIL SYSTEMS

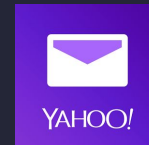
CLIENT-BASED

- E-mail Client
- Must be installed on computer



WEB-BASED

- Webmail client
- No installation necessary



Spam

Unrequested
mail

Computer virus

Destructive
programs attached
to unsolicited
email

CAN-SPAM Act

Created antispam laws for
control.

Every marketing related
e-mail must provide an
opt-out option



MESSAGING

MULTIMEDIA MESSAGING SERVICE

- Send images, videos, sound

SHORT MESSAGE SERVICE

- Contain TEXT only
- Require payment when sending message
- Up to 160 characters only (224 characters if using 5-bit mode)

INSTANT MESSAGING

- Extension of email that provides direct, live communication between two or more people
 - Most programs include video conferencing features, file sharing and remote assistance
 - Facebook Messenger
 - Google Hangouts

SOCIAL NETWORKING

- Connecting people and organizations that share a common interest or activity



LinkedIn
Connect to Opportunity™

BLOGS, MICROBLOGS

WEB LOGS / BLOGS

- Personal news pages
- Date/time-stamped
- Arranged with the most recent items shown first

MICROBLOGS

- Short status updates
- Most common is Twitter
- Tweets are Twitter messages



WEBCASTS, PODCASTS, WIKIS



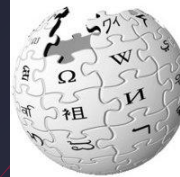
WEBCASTS

- Streaming technology for live broadcast of audio and video
- No files after streaming ends



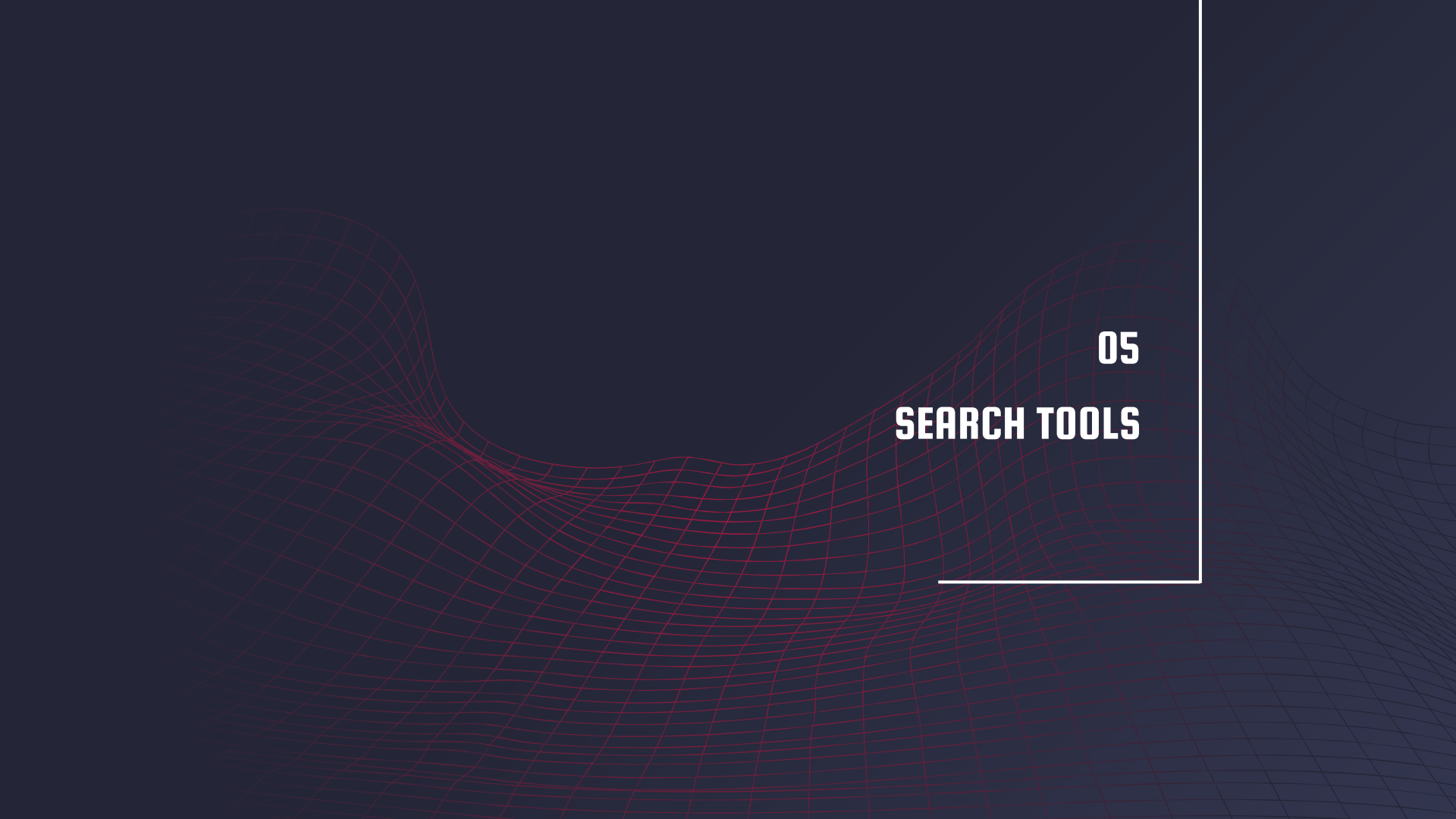
PODCASTS

- Must download files to use
- Can transfer to media player



WIKIS

- Specially designed Web site
- Allows visitors to edit the contents
- Supports collaborative writing



05

SEARCH TOOLS

SEARCH TOOLS

SEARCH SERVICES

- Operate websites
- Spiders
 - Look for new information and update websites

SEARCH ENGINES

- Search Engines
 - Assist in locating specific information
- Specialized Search Engines
 - Focus on subject specific websites

CONTENT EVALUATION

- Not everything on the Internet is accurate
- 5 criteria for evaluating web pages
 - Authority
 - Accuracy
 - Objectivity
 - Currency
 - Coverage



06

ELECTRONIC COMMERCE

E-COMMERCE

DEFINITION

**Buying and selling of
goods over the
Internet**

TYPES

- Business-to-consumer (B2C)
- Consumer-to consumer (C2C)
- Business-to-business (B2B)

E-COMMERCE

Business-to-consumer (B2C)

- Sale of product or service to general public
- Fastest growing type of e-commerce
- Three most widely used B2C applications:
 - Online banking
 - Financial trading
 - Shopping



Shopee

Consumer-to consumer (C2C)

- Individual to individual
- Web auctions
 - Buyers and sellers seldom meet
 - Bids are submitted electronically
 - Person-to-person auction sites



Business-to-business (B2B)

- Sale of a product or service from one business to another
- Primarily a manufacturer supplier relationship

SECURITY

- Payment methods must be fast, reliable, and secure
 - Provide a convenient way to submit buyers information
- Two options
 - Credit card
 - Fast and convenient
 - Digital cash
 - Internet's equivalent to traditional cash
 - Converts digital cash to currency through 3rd party

07

CLOUD COMPUTING

- Shifts computing activities from users' computers to computers on the Internet
- Frees end-users from owning, maintaining, and storing software programs and data
- Three basic components:
 - Clients (end-users)
 - Service providers
 - The Internet

QUIZ



THANKS!
