


SHELLY CASHMAN SERIES®

Discovering Computers

Concepts for a Digital World
Web and XP Enhanced

Chapter 2 The Internet and World Wide Web



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Chapter 2 Objectives

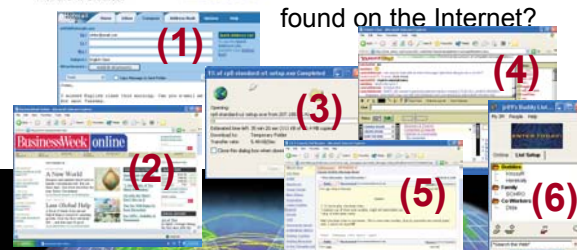
- Discuss how the Internet works
- Define Webcasting
- Understand ways to access the Internet
- Describe the uses of electronic commerce (e-commerce)
- Identify a URL
- Identify the tools required for Web publishing
- Search for information on the Web
- Explain how e-mail, FTP, newsgroups and message boards, mailing lists, chat rooms and instant messaging work
- Describe the types of Web pages
- Identify the rules of netiquette
- Recognize how Web pages use graphics, animation, audio, video, and virtual reality

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The Internet

What are some services found on the Internet?



- e-mail (1)
- chat (4)
- Web (2)
- message board (5)
- file transfer (3)
- instant messaging (6)

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History of the Internet

How did the Internet originate?

ARPANET

Networking project by Pentagon's Advanced Research Projects Agency (ARPA)

Became functional September 1969

Goal:

To allow scientists at different locations to share information

Goal:

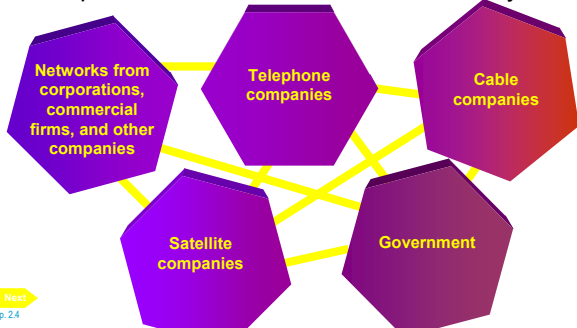
To function if part of network were disabled

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History of the Internet

Who provides the Internet's structure today?

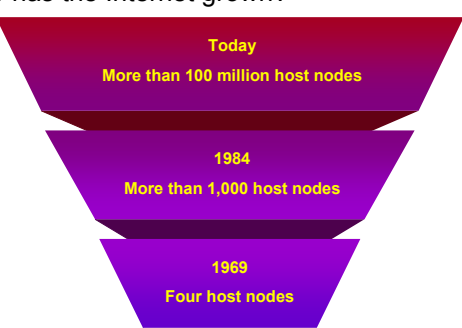


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History of the Internet

How has the Internet grown?



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History of the Internet

Who controls the Internet?

- Nobody; it is public, cooperative, and an independent network
- Several organizations set standards

World Wide Web Consortium (W3C)

- Oversees research, sets standards and guidelines
- Tim Berners-Lee, director

Internet2 (I2)

- Internet-related research and development project
- Develops and tests advanced Internet technologies

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How the Internet Works

What are ways to access the Internet?

- Regional ISP
- National ISP
- OSP (Ex. AOL)
- Wireless Internet Service Provider

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How the Internet Works

How can you connect to the Internet?

- Very high-speed connection
- Digital subscriber line (DSL) and cable modem
- Dial-up access

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How the Internet Works

What are three parts of an Internet connection?

Client

Backbone

Server

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How the Internet Works

- Request data from the a server on Internet.
- Modem converts digital to analog signals.
- Data travels through telephone lines to a local ISP.
- Data passes through routers.
- Regional ISP uses leased lines to send data to a national ISP.
- National ISP routes data across the country.
- National ISP passes data to local ISP.
- Server sends data back to you.

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How the Internet Works

What is an Internet protocol (IP) address?

- Number that uniquely identifies each computer or device connected to Internet

IP address → 199.95.72.10

first part identifies network last part identifies specific computer

Next
p. 28 Fig. 24

Discovering Computers 2003 How the Internet Works
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What is a domain name?

- Text version of IP address

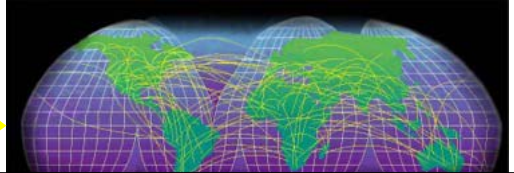


Next p. 28 Fig. 24

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What is the World Wide Web (WWW) ?

- A worldwide collection of electronic documents
- Also called the Web
- Each document is called a Web page
- Can contain text, graphics, sound, video, and links to other Web pages
- A Web site is a collection of related Web pages



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What is a Web browser?

- Program that allows you to view Web pages
- Netscape
- Internet Explorer



Next p. 29 Fig. 26

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How can you establish a connection and start the Web browser?

- 1: Click the Web browser program name
- 2: If necessary, connect to Internet
- 3: Connection to the Internet occurs and a home page displays



Next p. 2, 10 Fig. 27

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How do handheld computers and cellular telephones access the Web?

- Must be Web-enabled
- Uses a microbrowser that displays Web pages that contain mostly text

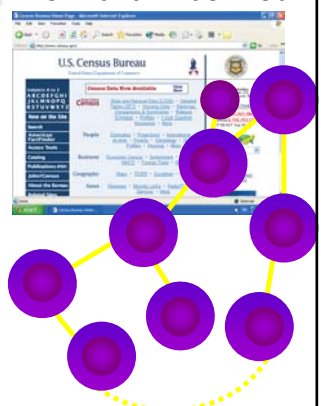


Next p. 2, 11 Fig. 28

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What is a hyperlink?

- Text or graphic that displays a related Web page
- Also called a link

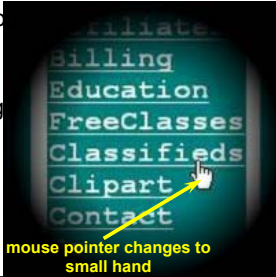


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How can you identify a hyperlink (link) on a Web page?

- ❖ Mouse pointer changes to a small hand when you point to a link
- ❖ Click the link to display the associated Web page
- ❖ Link can be a word, phrase, or image

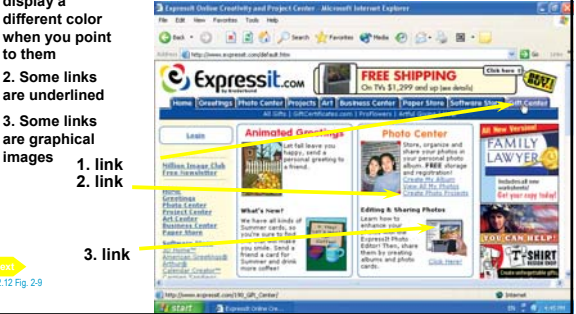


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p. 2.12

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How do you recognize links?

1. Some links display a different color when you point to them
2. Some links are underlined
3. Some links are graphical images



Next
p. 2.12 Fig. 2-9

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What can links display?

- Item found elsewhere on same Web page
- Different Web page at same Web site
- Web page at a different Web site



Next
p. 2.12


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What is a URL?

- Unique address for Web page located on Web server

protocol domain name path

<http://www.nationalgeographic.com/travel/index.html>



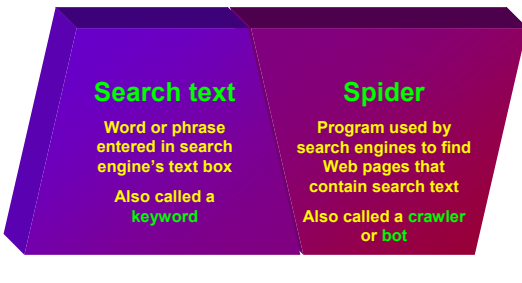
Next
p. 2.13 Fig. 2-10

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What is a search engine?

- Program used to find Web pages pertaining to a specific topic

<p>Search text</p> <p>Word or phrase entered in search engine's text box</p> <p>Also called a keyword</p>	<p>Spider</p> <p>Program used by search engines to find Web pages that contain search text</p> <p>Also called a crawler or bot</p>
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Next
p. 2.14

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What is a hit?

- Any Web page name that lists as the result of a search

97 hits



Next
p. 2.14 Fig. 2-11

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The World Wide Web

What are some widely used search engines?

AltaVista	altavista.com
Excite	excite.com
Google	google.com
GoTo.com	goto.com
HotBot	hotbot.com
Lycos	lycos.com
WebCrawler	webcrawler.com
Yahoo!	yahoo.com

Next
p. 2.15 Fig. 2-12


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The World Wide Web

What is a **directory**?

- Search tool with organized set of topics and subtopics
- Lets you find information by clicking links rather than entering keywords

organized topics from which you select



Next
p. 2.15 Fig. 2-13

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The World Wide Web

What are the six basic types of Web pages?



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p. 2.16


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The World Wide Web

What is a **portal** Web page?

- Offers a variety of Internet services from a single, convenient location
- Often called a **portal**

Yahoo! is a portal



Next
p. 2.16 Fig. 2-14a

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The World Wide Web

What is a **news** Web page?

- Contains newsworthy material
- Stories and articles relating to current events, life, money, sports, and weather

ESPN.com is a sports news page



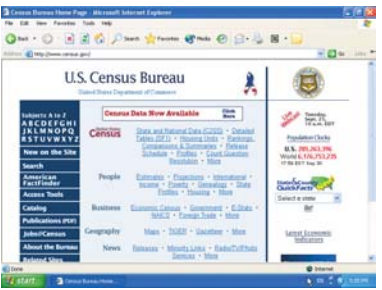
Next
p. 2.16 Fig. 2-14b

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The World Wide Web

What is an **informational** Web page?

- Contains facts
- Created by organizations and governments



Next
p. 2.16 Fig. 2-14c

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What is a **business/marketing Web page**?

- Contains content that promotes products
- Allows you to purchase products online



Next
p. 2.16 Fig. 2-14d

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What is an **advocacy Web page**?

- Contains content that describes a cause, opinion, or idea



Next
p. 2.16 Fig. 2-14e

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What is a **personal Web page**?

- Web page maintained by private individual
- Reasons: sharing life experience with the world



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p. 2.17 Fig. 2-14f

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What services are often found on a portal?



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What is a **Web community**?

- Web site joining specific group of people with similar interests or relationships

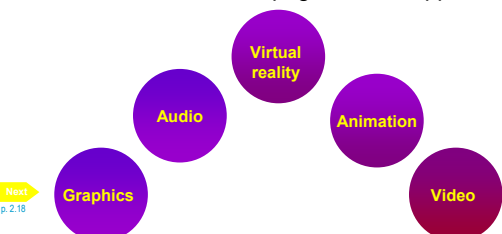


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What is **multimedia**?

- Application integrating text with other media elements
 - Often used on Web pages to add appeal



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What are graphic file formats?

GRAPHICS FORMATS USED ON THE INTERNET

Acronym	Name	File Extension
BMP	Bit Map	.bmp
GIF (pronounced JIFF)	Graphics Interchange Format	.gif
JPEG (pronounced JAY-peg)	Joint Photographic Experts Group	.jpg
PCX	PC Paintbrush	.pcx
PNG (pronounced ping)	Portable Network Graphics	.png
TIFF	Tagged Image File Format	.tif

Next
 p. 2.18 Fig. 2-16

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What is a thumbnail?

- Small version of a larger graphical image
- Usually click thumbnail on Web page to display full-sized image

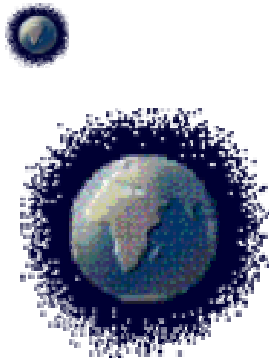


Next
 p. 2.19 Fig. 2-17

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What is animation?

- Appearance of motion created by displaying a series of still images in rapid sequence



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What is audio?

- Music, speech, or any other sound
- Individual sound files that you download to your computer

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What are MP3 files?

- Compresses audio to one-tenth of original size while preserving quality of sound
- Allows for transfer of music over Web



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 p. 2.20 Fig. 2-18

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What is streaming audio?

- Enables you to listen to the sound as it downloads to your computer
- Radio stations use streaming audio to broadcast over the Web



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The World Wide Web

What is video?

- Consists of full-motion images with sound played back at various speeds
- MPEG is popular video compression standard

streaming video



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p. 222 Fig. 2-20

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The World Wide Web

What is a Web cam?

- Combined video camera and software that outputs video to a Web page

Web cam video display



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The World Wide Web

What is virtual reality (VR)?

- Use of computers to simulate real or imagined environment
- Used for games and many practical applications



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The World Wide Web

What is Webcasting?

- Delivers information via the Web at regular intervals without user making a request
- Also called push technology

real-time sporting event scores pushed to desktop from SportsLine.com Web site



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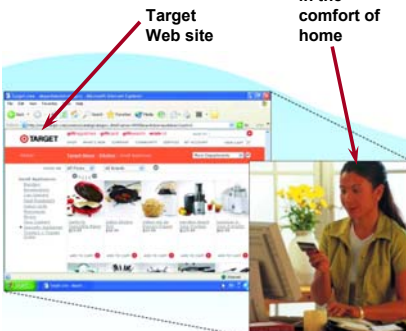
Electronic Commerce

What is e-commerce?

- Financial business transaction that occurs over an electronic network such as the Internet

shopping at Target in the comfort of home

Target Web site




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Electronic Commerce

What are the three types of e-commerce?



- Business to consumer (B-to-C or B2C)**
Sale of goods to general public
- Consumer to consumer (C-to-C or C2C)**
One consumer sells directly to another
- Business to business (B-to-B or B2B)**
Businesses providing goods and services to other businesses

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Electronic Commerce

What are e-commerce features?

- Electronic storefront
- Shopping cart
- Online auction



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Web Publishing

What is Web publishing?

- Development and maintenance of Web pages

- 1 Plan
- 2 Analyze and design
- 3 Create the Web site
- 4 Deploy the Web site
- 5 Maintain the Web site



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Web Publishing

How do you deploy a Web site?



Next

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Other Internet Services

What is an e-mail address?

- Combination of user name and domain name that identifies user so he or she can receive e-mail

User name or user-ID **at** **Domain name**

A unique combination of characters that identifies you Identifies the mail server



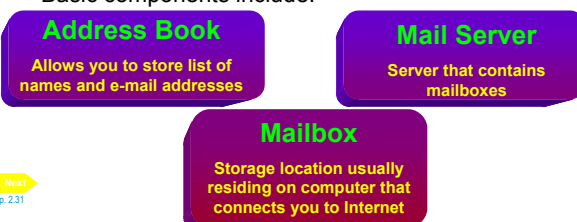
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p. 231 Fig. 2-27

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Other Internet Services

How can you get e-mail?

- Obtain e-mail address from school or ISP
- Some Web sites, such as hotmail.com, provide e-mail services free of charge
- Basic components include:



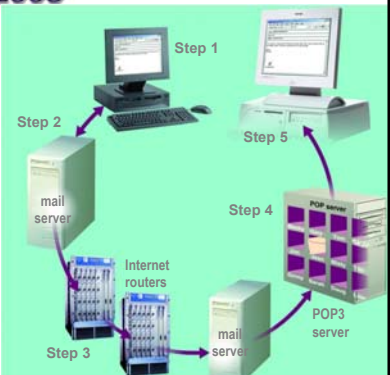
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Other Internet Services

How does an e-mail message travel?

- 1 Create & send message
- 2 Your software contacts ISP mail server
- 3 Mail server determines best route
- 4 Mail server transfers message to POP3 server
- 5 When e-mail software checks for e-mail messages, message transfers from POP3 server to recipient's computer



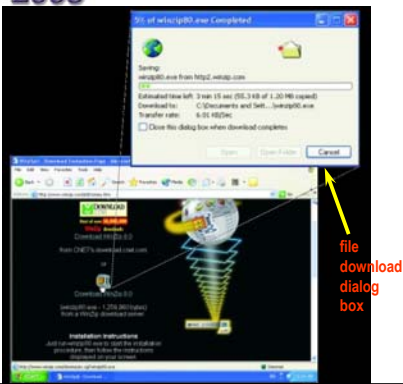
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Other Internet Services

What is FTP?

- **File Transfer Protocol**
- Internet standard that allows you to upload and download files with other computers on Internet



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Other Internet Services

What is a newsgroup?

- Online area where users conduct written discussions about particular subject
- User sends message to newsgroup
- Other users in newsgroup read and reply to message

Usenet
 Entire collection of Internet newsgroups

News server
 Computer that stores and distributes newsgroup messages

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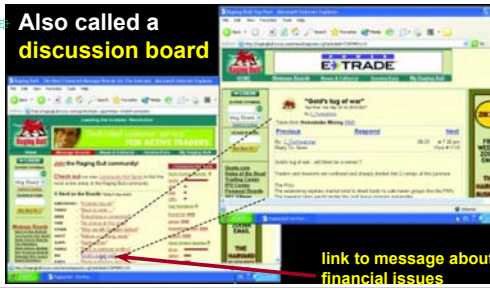
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Other Internet Services

What is a message board?

- Type of discussion group that does not require newsreader

Also called a discussion board




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Other Internet Services

What is a chat?

- Real-time conversation that takes place on a computer
- Chat room is location on server that permits users to discuss topics of interest



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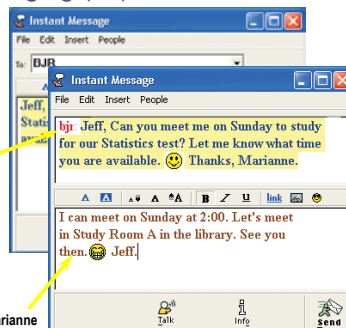
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Other Internet Services

What is instant messaging (IM)?

- A real-time Internet communications service

Marianne's message immediately displays on Jeff's computer screen because she is online



Jeff's response to Marianne

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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.

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Summary of the Internet and World Wide Web

- History of the Internet
- How the Internet works
- The World Wide Web
- Electronic commerce
- Web publishing
- Other Internet services
- Netiquette

Chapter 2 Complete