

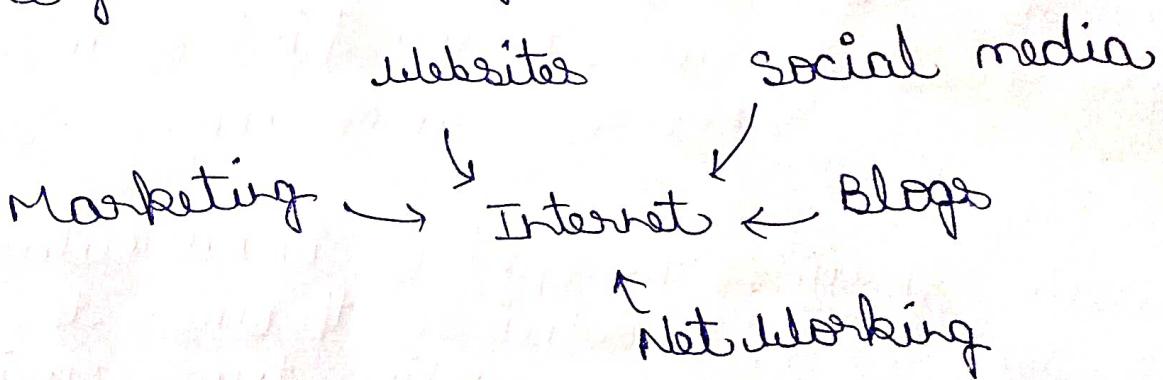
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ITM Assignment - 1

Ans 1. Internet Culture =>

An entire culture has sprung up around the internet. What began as an exclusive club for researchers and academics is now open to the masses. The internet has emerged from being a research medium to one that includes advertising, commerce, and forums for exchanging ideas on a nearly infinite set of subjects.

Internet culture, or cyberspace, is the culture based on the many manifestations of the use of computer networks for communication, entertainment, business and recreation. Some features of internet culture include online communities, gaming and social media as well as topics related to identity and privacy. Due to the internet's large scale use and adoption, the impacts of internet culture on society and non-digital cultures have been widespread.



Cyberculture was influenced at its genesis by those early users of the internet, frequently including the architects of the original project. These individuals were often guided in their actions by the hacker ethic.

For some people, the accessibility of offensive material has created a negative image of the Internet. Unfortunately, some people lose sight of all the great benefits that the Internet provides:

- More educational opportunities
- The ease of sharing of research ideas and information.
- The ability to communicate more readily with others.
- Rapid and global dissemination of important info.

Manifestation of Internet Culture

It includes various human interactions mediated by computer networks. They can be activities, pursuits, games, places and metaphors, and include a diverse base of applications. Some are supported by specialized software and others work on commonly accepted web protocols. Examples are:

- | | |
|-------------|-----------------------------|
| • Blogs | • Games |
| • Bulletins | • Peer to peer file sharing |
| • chat | • E-commerce |

Advantages of Internet Culture

- (i) Informational resources \Rightarrow It is a virtual library of information. Users can get any kind of information on any topic. There are search engines like Google and Bing.
- (ii) communication forum \Rightarrow The speed of communication becomes faster which is obtained through the web. Families and friends can conference touch easily. The platform for products like Skype allows for holding a video conference.
- (iii) social network \Rightarrow social networking is the sharing of data with people across the planet. Aside from being a networking website, it has many uses.

iv) online services and E-commerce \Rightarrow Many services of emails, online banking, online shopping, etc are there. Free mail to anyone is definitely accessible all around the world.

Disadvantages of Internet culture

1. Internet Addiction disorder \Rightarrow Internet addiction is detrimental to not only fitness but also psychological state.
2. Cyber Crime \Rightarrow Hacker programs a virus which gets into the PC and ruins valuable data. Users' personal information like name, address, bank details and other information are often accessed by culprits when used on the web.
3. Spam \Rightarrow The unnecessary emails, advertisements etc are sometimes said to be spam because they need the power to hamper the system and ultimately users face various problems.
4. Social Alienation \Rightarrow Time spent online flies fast without consciousness. After getting attracted, users are unfortunately trapped to certain extent, therefore spending less time with people in real world.

Ans 2. Business Culture on Internet

Today's business environment is influenced greatly by market, economical, social and technological factors creating a lot of competition. Also these factors are unpredictable that they may change unexpectedly at any time, such changes in business world have been defined as business pressure.

The various environmental factors business pressures
of companies can be grouped into three categories -

- Market
- Societal
- Technological

Strength of Internet business over traditional business
can be made more clear by the comparison of both.

It is currently possible to shop for goods and
services through on-line catalogs; subscribe to
online versions of magazines; and purchase software.
These are just a few types of business transaction
taking place on the on-line marketplace.

Here are a few of the new and interesting
business models on the Internet -

- Advertising \Rightarrow e.g. AltaVista
 \Rightarrow AltaVista is a search engine.
 \Rightarrow Advertisers pay for the search service, and consumers
 can be targeted for specific types of ads on the basis
 of their search requests. This specialized type of
 advertising is very effective at reaching target markets.
- Retail \Rightarrow e.g. L.L. Bean
 \Rightarrow L.L. Bean sells outdoor gear and clothing.
 \Rightarrow Consumers can view, select, order and pay for their
 merchandise on-line.
- Service \Rightarrow Software \Rightarrow e.g. Netscape
 \Rightarrow Buyers are able to download software, use it, and pay
 for it on-line. One of the key features here is that
 potential buyers can try a product out for a month
 or so before purchasing it.

Advantages of Business Culture

- i) Potential access to a global market \Rightarrow The internet is an
 excellent tool for increasing the visibility of any
 business. This can lead to increase in sales, as
 otherwise be beyond your physical reach.

- ii) Reduced marketing costs \Rightarrow There are many platforms that are designed to connect people which has become relatively low cost marketing channels that can be utilized by both large and small enterprise. Your products and services are right in front of the target market without using any formal marketing agency.
- iii) Automated system and resource sharing \Rightarrow The Internet has made life of business owner way easier. He can use book-keeping and customer care online and get instant feedback to improve the business. It ultimately saves lot of work hours by eliminating tedious tasks.
- iv) Reduced Building overhead \Rightarrow Many jobs and business functions can be performed online. This means that incorporating the Internet into your business function could open up an opportunity to have remote staff who can work from home.

Disadvantages

- i) Potentially lower profit margins \Rightarrow The internet has raised the market for many businesses. Although, this has made the competition whether direct or indirect even higher. So, the cost for the same product leads to lower profit margins.
- ii) Reduced interactions in physical mode \Rightarrow Some of the most creative ideas are born out of the face-to-face interactions that people have with one another while the internet has succeeded in connecting people in a superficial way, it cannot adequately replicate the human interaction.
- iii) Negative Review \Rightarrow People voice their concerns and viewpoints about any business to social media. Thus, they are more likely to complain which can affect the reputation of the company. It often takes place where some

complaints go viral and have forced business to change their strategies or products resulting in a loss of revenue.

Ans 3. Collaborative Computing

Collaborative computing is currently generating great interest in many different areas of computing. It is a diverse collection of information technologies designed to support work between ~~and~~ individuals.

In other terms, collaborative computing is described as a phenomenon where modern technology tools facilitate and enhance groups work that exists through distributed technology where individuals collaborate from remote locations.

Many different types of modern tools and technologies constitute collaborative programming resources. Some of the earliest systems focused on how to allow groups in distributed locations to view files, share information and chat amongst themselves to complete projects. As collaborative computing and general technology evolved, videoconferencing and multi-feature conferencing programs stepped the ante in providing sophisticated platforms where remote teams could complete tasks like content management, or work on the full life-cycle for a product or service.

collaborative computing includes enterprise collaboration software and social media tools that enable instant messaging and discussion groups. It also includes enterprise workflow applications that automate work processes and help drive decision-making with business intelligence and analytical tools. These kinds of technologies retrieve and share data with the individuals working

together, who can then update or annotate it as needed. Collaborative computing technologies can work across various operating systems and devices, allowing individual workers to participate in work sessions from various locations with different equipment. e.g., two workers can collaborate if one is using video conferencing equipment in an office and the other is using a laptop with webcam.

Collaborative computing relies on robust underlying IT infrastructure, such as a strong networking capacity that can distribute, update and store real-time video, voice and data traffic coming from various locations. The benefits of collaborative computing can be increased by organizations that adjust its culture and work processes to maximize its use.

Thus, collaborative computing can serve a business in many different ways, according to its footprint and operational needs. In addition, travel time and expenses can be significantly reduced, since being in the same location is no longer a prerequisite for the exchange of ideas.