Chapter 3: Networking

Review Questions:

1. What is internet?

**An internet is one way of connecting millions of computers. It enables the user to send**

**Emails to other people and to browse data in the World Wide Web. It’s also one medium of marketing you company. The internet is widely known not only by its computational power but it is known because it is one of the basic medium of communication today. It makes the distance between two people who lives far away from each other shorter. There are basic things that are need in order to connect to it. It is called the network infrastructure.**

1. Explain the meaning of the two parts of an email address.

**An email address has two parts: the phrase or name before the @ sign and the phrase**

**after the @ sign. The first part identifies who the user is. Most of the times, it is us who creates the first part. The second part identifies the domain name. Domain names are used for naming and addressing purposes. Supposing you are a part of an organization, as an employee they will give you a domain name that you can use. Most of the times, a domain name is used to present whatever organization you belong to.**

1. Describe how email is transmitted from sender to the recipient.

**First you compose your message. Then after that you should indicate the recipient. For**

**example** [**irachiong@gmail.com**](mailto:irachiong@gmail.com)**. Then the mail server will identify the domain name and find its Internet Protocol Address. By doing so they will know what organization or site do the address belong. In this case it belongs to Google mail. If the message is more than a few lines long it will be divided into smaller parts called the packet. Each packet has the IP Address of Gmail in front of it.**

1. Describe similarities between email and ordinary physical mail delivered by a postal service.

**Email and physical mail is one way of conveying message to other people. They are means of communication. However, the way of message delivery is different, they still serve the same purpose and that is to deliver personal messages. Although they serve the same purpose there are reasons why they differ in the way they are delivered. Emails are used if the message is urgent. Physical Mails are used if the message that you want to send is not urgent and you want your message to be more sincere since most of the physical mails are hand written.**

1. What is spam?

**Spam is one of the Internet’s biggest problem. Spam consumes a large percentage of**

**Internet’s Bandwidth as well as a huge amount of storage space on the mail servers of individual users. The volume of SPAM is increasing because a lot of companies think that it is a good strategy for marketing their products or services. The reason behind spamming is that it is cheaper compared to other form of advertising.**

1. What does spam blocker do?

**Spam blockers are the filtering software that is installed by ISP providers to stop**

**spamming. These filters looks for a large number of emails coming from the same address, emails that have weird and suspicious subjects or messages with spam-like contents. There are different spam-filter software available in the market. There is the so called Language Spam filters and the content spam filters.**

1. Explain how MAPS attempt to reduce the amount of spam people receive.

**MAPS attempted to reduce the amount of spa, people receive by means of providing**

**Real time black hole list, a list of networks that either forward spams or allows spams to be created. By providing lists can either reject the mail, and bouncing it back to its sender. If MAPS detected an email marketer that violates the rules then they contact its marketer and sending them warning via Real time Black hole List.**

1. What is the difference between email and instant messaging?

**Email or also known as Electronic Mail is one way of conveying message that doesn’t need to be replied in an instant. For example, I send an email today it’s okay that the recipient of my message will reply tomorrow or the next day. Instant Messaging on the other hand, is a form of messaging that is real time based. The message that I sent was replied immediately by the recipient of my message.**

1. What is a PC Bang?

**PC Bang is a type of LAN GAMING center. PC bang originated in Korea wherein their customers can play Multiple Online Games for a small hourly fee. The equivalent of PC bang here in the Philippines is computer shops or internet café. Just like here in the Philippines some PC Bang allows their customer to eat, drink and smoke while playing. PC bang also serves as meeting place for gamers who wants to compete with each other.**

1. Describe five uses of the web not covered in the text.

**Web is the most efficient tool used by the people nowadays. Web contains everything we look for. In the text there are five reasons why we use web that is discussed. First is, *WE SHOP.* To make things less hassle for their customers a lot of stores an company are switching to e-commerce. For them this is the most easiest way to sell their products that doesn’t require the customers to go to their shop. Transactions is made through the use of credit cards or pay pal. Second is, *WE PROMOTE OUR BUSINESS.* Since almost everyone uses the web companies tend to use web to advertise their products. Third, *WE LEARN.* A lot of things is uploaded in the web. Web researching is one alternative that we can use instead of researching in the actual book. One good example of a website that contains information about almost everything is Wikipedia. Fourth, *WE ENTER VIRTUAL WORLDS.* By playing online games, we tend to put ourselves inside game through our game character. The fifth reason why we use web is, *WE BLOG.* A lot of people develop a habit of sharing everything that happened to them. With the use of web they can tell their experiences to other people.**

1. What is a URL?

**URL or the Uniform Resource Locator is a web’s object address. Each location in the web has a unique address assigned to them. Any object can link to any other objects by referencing its address. Example: www.google .com ; By typing this to the address bar, the page will be directed to Google page itself.**

1. Summarize the different forms of direct censorship.

**There are three kinds of direct censorship. First is the government monopolization. This type of censorship is mandated by the government in order to control the flow of information that is published in the internet. Second is the prepublication review. This type of censorship is also mandated by government in order for them to hide the materials that they want to keep secret. This type of censorship is regulated in order to harm the national security. The last type of censorship is licensing and registration. This type of censorship is regulated in order to control the media. This is possible by means of putting a limitation in the bandwidth of electromagnetic spectrum.**

1. According to the U.S. Supreme Court, why do broadcasters have the most limited First Amendment Rights?

**They have limited amendment rights because they believed that the media prints harmful materials. They publish things without even knowing the truth behind it causing misunderstanding between the government and its citizens. They also believed that media are the source of seditious and libelous materials that circulates in the society. Media abused the freedom of the press to attack the government.**

1. What characteristics of the Internet make censorship difficult?

**Internet have different characteristics that makes censorship difficult. First: Unlike traditional one-to-many broadcast media, the internet supports many-to-many communications. Second: The internet is dynamic, meaning a lot of people are being connected to internet each year, Third: The internet is huge. Now that it is used worldwide nobody knows where the end of internet is. Fourth: The internet is global; it is used by different people in the different countries. Fifth: It is hard to distinguish between children and adults on the internet. It is easy to fool the internet by means of changing your age when registering in websites.**

1. How does the idea of "internet addiction" stretch the traditional concept of addiction?

**Well, just like any other addiction, internet addiction is also referred by other as a vice. Basically, it is considered addiction if we let it take over control of our body. Just like other addiction, it’s hard to stop internet addiction because we’ve become so reliable to it that even simple things we confide it in the internet.**

1. What is the enlightenment view regarding responsibility for addiction?

**The addiction of a person to the internet is his/her responsibility alone. First of all, it’s the person’s choice to be addicted to it. According to Immanuel Kant, internet addiction is a vice therefore it is something that is bad for us. Just like any other vices, internet addiction is somewhat hard to control especially of you really are hooked to it. To sum things up, we should blame other people with regards to our internet addiction. The choices were made by us therefore it’s our responsibility to control it.**

Discussion Questions:

1. Does spam include unsolicited bulk of email from nonprofit organization? Should non-profit organizations be regulated the same way as for profit organizations with respect to their use of unsolicited bulk email?

**Well, basically yes. Unsolicited bulk of email messages from nonprofit organization is also considered a spam. Yes nonprofit organization should be regulated the same way as for the profit organization. These is to maintain fairness and of course to limit the spam messages that is circulating in the web.**

1. Does the Mail Abuse Prevention System have too much authority? What are the risks inherent in widespread use of the Real-time Black hole List?

**` Yes. I think they have too much authority, By using Real-time Black Hole List there is a possibility that even regular messages from the same address that sends SPAM emails will be blocked by the filter. What if the message is important? Then the recipient will not be able to receive it since the address that will send is already included in the Real-Time Black Hole Lists.**

1. Suppose a fee was required to send an email message. How would this change the behavior of email users? Suppose the fee was one cent. Do you think this would solve the problem of spam?

**Yes. I think this will solve the problem with SPAM. The main reason why organizations sends spam messages is because they think that it is much cheaper compared to other forms of advertisement. But if there is a fee, then the organizations will change their mind about sending it world-wide. This would change the behavior of the users as well. People will only send important messages. This will reduce the traffic in the internet network.**

1. The original Senate version of the CAN SPAM Act required the FCC to create a national “do not email” list. People who did not wish to receive spam would have been able to put their email addresses on the list. It would have been illegal for direct email advertisers to send messages to the addresses on the list. Why do you think Congress took this provision out of the final bill?

**Perhaps the reason why the congress took this provision out of the final bill is because they are still thinking about the effect on those who sends the SPAM. Most of the SPAM senders are those companies who send advertisement via email. Maybe they think that if they allowed this provision there is a possibility that the sender of these mails may loss a huge amount of money. Also, another reason why they took it out is because not all messages that these companies are sending are not spam.**

1. Internet Service Providers monitor their chat rooms and expel users who violate their code of conduct. For example, users can be kicked off for insulting a person or a group of people based on their race, religion, or sexual orientation; is it wrong for an ISP to expel someone for hate speech?

**I think they’re both wrong and right. First of all, it’s wrong to monitor and read what the users say in the chat rooms. They are invading the privacy of the users. On the other hand, they are also right in expelling those people who violate the code of conduct. It is not right to insult other people because they have different religion, race, sexual orientation and race. Every users deserves to be respected.**

1. Suppose you are the director of an ISP that that serves the email needs of 10,000 customers. You received dozens of complaints from them every week about the amount of spam they are receiving. Meanwhile, American spammers are hacking into computers in Jamborea and using them to mail spam back to United States. You estimate that at least 99 percent of emails originating from Jamborea are spam. A few of the messages, however, are probably legitimate emails. Should you do anything to restrict the flow of email messages from Jamborea to your customers?

**Yes. First of all, my concern is the complaints of my customers. I will provide or install a content-spam filters in order to regulate the flow of messages coming from Jamborea since some of the messages coming there is legitimate. I will also find a way to detect who are the American hackers that uses the computers in Jamborea because it is unfair for the part of the Jamboreans who are innocents accused spammers.**

1. Stockbrokers are now required to save all their instant messaging communications. Is having a record of everything you type good or bad? Do you think this requirement will change the behavior of brokers?

**Well, I think there is nothing wrong with saving instant message. By doing so, you would be able to keep track of your conversation with your client. Well, basically this will change the behavior of those stockbrokers that are not honest with their work. With their boss monitoring their messages then basically the dishonesty in this line of work will be lessen. Besides tracking the workflow of stockbrokers, saving instant messages will prevent the stockbrokers to forget meetings, or information about their clients.**

1. What are the benefits and harm of internet censorship?

**Internet Censorship can be both beneficial and harmful for internet users. It is beneficial in a way that it filters the content of the web. It filters things that the children are not allowed to see or things that will harm the viewers. Internet censorship is harmful in a way that it violates the freedom of expression of the internet users. Another reason why it is considered harmful is because it hinders transparency with what’s happening in the government since censorship is created to filter what information should be shown to the citizens.**

1. Discuss similarities and differences between the web and each of the other ways we communicate; the telephone system, physical mail, bookstores, movie theaters, newspapers, broadcast and cable TV. Should government ignore the web, or should they regulate it somehow? If governments should regulate the web, should the regulations be similar to the regulations for one of the aforementioned communication systems, or should they be unique in significant ways?

**Web and other form of communications have their similarities and differences. Their similarities includes: They are both source of news, issues, information. They also bridge gap between people whose far away from each other. Their differences are the following: the way they are delivered is different from each other. Some are less hassle as compared to others. Web is more updated compared to other forms of communication. The use of web is much cheaper unlike the others.**

1. Should children be prevented from accessing some web sites? Who should be responsible for the actions of children surfing the web?

**Of course, there should be sites that is not appropriate for the children to access. First of all, these are the sites that contains materials that only adults are allowed to see. Since they are only children the parents should be responsible enough to guide their kids accordingly on what websites to access. They should also take the initiative to put a filtering sofware so that they can be sure that their kids are browsing websites that are suitable for them.**

1. You are in-charge of the computers at a large, inner-city library. Most of the people who lived in the neighborhood do not have a computer at home. They go to the library when they want to access the internet. About two-thirds of the people surfing the web on the library’s computer are adults. You have been requested to install filtering software that would block websites containing various kinds of materials deemed inappropriate for children. You have observed this software in action and know that it also blocks many sites that adults might legitimately want to visit. How should you respond to the request to filtering software?

**The first thing I would do is to check what other websites are blocked by the software. If it is something that is worth filterig, even though the adults visit that site then I will continue on installing the software, afterall the purpose of the software is to block harmful websites. If the site is safe enough then probably I’ll just change the filtering software that we will use in the computers in the library.**

1. What is the longest amount of time you have ever spent in a single session in front of a computer? What were you doing?

**Probably, the longest amount of time I have ever spent in a single session in front of a computer is 10 hours. There are a lot of reasons why I last 10 hours in front of a computer. First I am checking my accounts in the social networking sites such as Facebook, twitter and Google+. I am doing some blogging via tumblr. I’m also watched I think 3 consecutive movies then I’m also playing online games.**

1. The income of companies providing persistent, online games depends on the number of subscribers they attract. Since consumers have a choice of many products, each company is motivated to create the best possible experience for its customers. Role-playing adventures have no set-length. When playing one of these games, it’s easy to spend more time on the computer than originally planned. Some subscribers cause harm to themselves and other by the spending too much time playing these games. Should the designers of persistent online games bear some moral responsibility for this problem?

**Well, I think designers should re-design the online games that they create. If it’s possible I think they should put a limit on how long a person can play the game. Since they are focused on role-playing games, I think the designers should put a timer, let’s say 2 hours and after that they can no longer play for the entire day. By doing so, we would be sure that the players wouldn’t harm themselves by spending too much time playing these games. I know, it’s unfair for the companies who created these games but they should consider the effects of these games on people, especially the young ones.**

In-Class Exercises:

1. Divide the class into teams representing each of the following groups:

-Small, struggling business

-Large established corporation

-Internet service provide

-Consumer

Debate the value of direct email versus the other forms of advertising, such as direct mail,

Television advertising, radio advertising, the yellow pages and setting up a Website.

1. A company uses pop-up advertising to market its software product, which blocks popups from appearing when someone surfing the web. Debate the morality of the company’s marketing strategy.

**There is nothing wrong with using pop-up advertising to market their software product, They don’t harm anyone as long as they regulate the advertisement that they post online. They also don’t violate anything because they only include important advertisement in their pop-up ads. The only way they can only be doing the wrong action is when the pop-up ads they post on the websites are harmful not only to the users as well as the hardware used by the users. It is also wrong if their ads contains materials that are not suitable for kids to see.**

1. Ad-blocking software attachments to web browsers enable a web surfer to visit websites without having to view the pop-up advertisements associated with these web pages. Debate this proposition: “people who use ad-blocking software are violating an implicit ‘social contract’ with companies that use advertising revenues as a means of providing free access to web pages.”

**I disagree with the proposition because first of all it’s not our responsibility to care whether that pop-up advertisements are used as advertising revenues. I know that it’s kind of biased for me to say since I also use Ad-blocking software. Basically, the reason why people use this kind of software is to be able to surf the net without interruption. There are times that our net connection, maybe even our computer speed becomes slower because there are too many advertisements that are popping up.**

1. A female employee of high-tech company receives on average 40 spam messages per day. About one-quarter of them are advertising pornographic web sites and have explicit photographs of people engaged in a sexual activity. All of these emails pass through the company’s email server. The woman sues the company for sexual harassment, saying that the company tolerates an atmosphere that is degrading to women. Is the company responsible for the pornographic spam reaching the computer of its employees?

**Well, yes because they are publishing to the web pornographic materials. For some people this is okay, but a lot of people especially women are sensitive about this. The advertising company is responsible for these materials since it is coming from them. They should consider the effects of these pornographic materials. What if kids see it? Then basically, at an early age their mind will be corrupted.**

1. In 2000 the Estonian parliament passed a law declaring internet access to be a fundamental human right of its citizens. What do you think will be the positive and negative consequences of this law?

**The positive consequences of this right is that everyone will be updated with the latest trend in technology. They will also be more knowledgeable of what is in stored in the future. The negative consequences there would be a possibility that people will abuse their rights. Addiction will also be one of the concerns here. There would be a possibility that if they learn a lot of tricks in using web they can use this against other people.**

1. How do you determine the credibility of information you get from the web? Does the source of the information make any difference to you? If so, how would you rank the reliability of the following sources of Web Pages? Does the type of information you’re seeking affect your ranking?

-Establishment newspaper

-Counterculture Newspaper

-Television Network

-Corporation

-Nonprofit organization

-Individual

**Basically, my ranking of the page is based on the content. The credibility of information I get from the web is determined on how close it is to other sources. For example I research something about ethics. I would not settle only for one source. I would find other sources so I can confirm whether I searched the right thing or not**

1. Discuss the morality of Google’s page ranking algorithm. Does it systematically exchange web pages containing opinions held only by a small segment of the population? Should every opinion on the Web be given equal consideration?

**Honestly speaking I really didn’t know what Google’s page ranking algorithm is. But based from my research and understanding of the topic I found out I think every opinion in the web should be given equal consideration. That is basically the reason why there is freedom of expression. Everyone wants to express their own ideas and opinions. They want other people to know their side that is why equality in page ranking should be considered.**