Digital Darwinism implies that organizations that cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction.
數字達爾文主義，無法適應在資訊時代生存的新要求➜注定要滅絕

Disruptive vs Sustaining Technology 顛覆性 V.S. 可持續技術
Disruptive technology, new way of doing things that initially does not meet the needs of existing customer.
破壞性技術，一種新的做事方式，最初無法滿足現有客戶的需求
Sustaining technology, produces an improved product customers are eager to buy.
持續的技術，生產出改進的產品，客戶渴望購買
The Innovator's Dilemma, how established companies can take advantage of disruptive technologies without hindering existing relationship with customer.
創新者的困境，老牌公司如何在不妨礙與客戶的現有關係的情況下利用顛覆性技術

Internet, massive network that connects computers all over the world and allow them to communicate with one another.
網際網路，一種龐大的網絡，可連接世界各地的電腦，並使它們彼此通訊
Universal resource locator (URL), which contains the address of a file or resource on the web.
（URL），包含 Web 上文件或資源的地址
URL shortening, translation of a long URL into an abbreviated alternative that redirects to the longer URL.
將長 URL 轉換為重定向到長 URL 的縮寫
Web 1.0 is a term to refer to the WWW during its first few years of operation between 1991 and 2003.
是在 1991 年至 2003 年之間開始運營的最初幾年中指 WWW 的術語

Reasons for growth of the WWW:
1. Microcomputer revolution 革命
2. Advancement in networking
3. Browser software easy to use
4. The speed, convenience, and low cost
5. Web page is easy to create

E-business advantages: 電子企業好處
1. Expanding global reach 延伸全球
2. Opening new market 新市場開發
3. Reducing cost 降低成本
4. Improving effectiveness 改善效果

Expanding global reach 延伸全球
Information richness, depth and breadth of details contained in information
包含的資訊豐富程度，深度和廣度
Information reach measures the number of people a firm can communicate with all over the world
訊息覆蓋率衡量的是公司可以與世界各地進行交流的人數

Expanding global reach 延伸全球
大量客製化：**Mass customization**, ability of an organization to tailor its products or services to the customers' specifications.
個人化：**Personalization**, when a company knows enough about a customer's likes and dislikes that it can fashion offers more likely to appeal to that person.

Reducing cost 降低成本

Long tail, tail of a typical sales curve.

長尾巴，典型銷售曲線的尾巴

Intermediaries, agents, software, or businesses that provide a trading infrastructure to bring buyers and sellers together.

仲介，提供交易基礎結構以將買賣雙方聯繫在一起的代理商、軟體或企業

- 去中間化 **disintermediation** → 廠商直接賣給消費者
- 再中間化 **reintermediation** → 給仲介 redesign 再賣給消費者
- 網路仲介 **cybermediation** → 電子企業興起才存在

Improving effectiveness 改善效果

Interactivity, measures advertising effectiveness by counting visitor interaction with the target ad

互動性：通過計算訪問者與目標廣告的互動來衡量廣告效果

- 查看廣告所花費的時間 time spent viewing the ad
- 瀏覽的頁面數 number of pages viewed
- 重複訪問廣告的次數 number of repeat visits to the ad

Heat map, two-dimensional representation of data in which value are represented by colors

熱地圖，二維程現，以顏色表示值(越深值越大)

Clickstream data, observe the exact pattern of a consumer's navigation through a site.

點擊流數據，觀察消費者瀏覽網站的確切模式

- Length of stay on a website 網站停留時間
- Number of abandoned registrations 放棄註冊的數量
- Number of abandoned shopping carts 被遺棄的購物車數量

Clickstream analytics, process of collecting, analyzing and reporting aggregated data about which pages a website visitor visits-and in what order

點擊流分析，收集，分析和報告有關網站訪問者訪問哪些頁面以及訪問順序的匯總數據的過程

- **Website traffic analytics:** use clickstream data to determine the efficiency of the site for the user and operate at the server level.
  網站流量分析，使用點擊流數據來確定用戶對網站的效率，並在服務器級別進行操作
- **Website e-business analytics**, clickstream data to determine the effectiveness of the site as a channel-to-market.
  網站電子商務分析，點擊流數據來確定網站作為進入市場渠道的有效性

Business forms:

- Content providers 內容供應商
- Infomediaries 資訊仲介商
- Online marketplaces 線上市集
- Portals 入口網站
- Service providers 服務供應商
- Transaction brokers 交易代理商(booking)

Search engine, website software that finds other pages based on keyword matching similar to Google.

搜索引擎，一種基於類似於 Google 的關鍵字匹配找到其他頁面的網站軟體

Search engine ranking, evaluates variables that search engines use to determine where a URL appears on the list of search results.

搜索引擎排名，評估搜索引擎用來確定 URL 在搜索結果列表中的位置的變量

Search engine optimization (SEO) combines art with science to determine how to make URLs more attractive to search engines resulting in higher search engine ranking.

搜索引擎優化（SEO）將藝術與科學結合起來，以確定如何使 URL 對搜索引擎更具吸引力，從而提高搜索引擎排名

Website revenue:

● **Pay-per-click:** 點擊收費

● **Pay-per-call:** 通話收費

● **Pay-per-conversion:** 轉換成顧客收費

Click fraud is practice of artificially inflating traffic statistics for online ad.

點擊欺詐，人為增加在線廣告流量統計資訊的做法

Affiliate programs allow a business to generate commissions or referral fees when a customer visiting its website clicks a link to another merchant's website.

聯盟計畫，造假連結網站，點擊收費

當訪問其網站的客戶單擊指向另一個商人網站的鏈接時，會員計劃允許企業產生佣金或介紹費

Business revenue models:

● **Advertising fees** 廣告費

● **License fees** 授權費

● **Subscription fees** 訂閱費

● **Transaction fees** 交易費

● **Value-added services fees** 額外服務費(附加價值)

Internet service provider (ISP) is a company that provides access to the Internet for a monthly fee.

服務提供商（ISP）是一家提供按月收費的 Internet 訪問的公司

Real-time communication, when a system update information at the same rate it receives it.

實時通信，當系統以相同的速率更新信息時，它將接收信息

Instant messaging (IMing), service that enables instant or real-time communication between people.

即時消息（IMing），一種服務，可實現人與人之間的即時通訊

Web Real-Time Communication (WebRTC) is an open source project that seeks to embed real-time communication capabilities in web browsers.

Web 實時通信（WebRTC）是一個開源專案，旨在在 Web 瀏覽器中嵌入實時通信功能

The challenges of e-business

- **Identifying limited market segments** 確認市場區隔
- **Managing consumer trust** 消費者信任(信用: 品質、交易過程、公告)
- **Ensuring customer protection** 確保客戶保護
- **Adhering to taxation rules** 遵守稅的法則

Web 2.0, the next generation of Internet use a more nature, distinctive communications platform characterized by new qualities. 下一代網路將使用更加自然，具有新品質的通訊平台

Quality:	Characteristic:
● Collaboration	● Content sharing through open sourcing 通過開源共享內容
● Sharing	● User-contributed content 用戶貢獻的內容
● Free	● Collaboration inside the organization 組織內部的協作
	● Collaboration outside the organization 組織外的協作

Content sharing through open sourcing 通過開源共享內容

Open system, allow third parties to create add-on products to plug into or interoperate with the system.
開放系統，允許第三方創建附加產品以插入系統或與系統互操作

Source code, written by a programmer specifying the actions to be performed by computer software.

Open source, source code is made available free for any third party to review and modify.

Close source, any proprietary software licensed under exclusive legal right of the copyright holder.

User-contributed content, created and updated by any users
用戶貢獻的內容，由任何用戶創建和更新

Native advertising 原生廣告(暗示的業配文)

Reputation system 信譽系統(有口碑的評價系統)

Collaboration inside the organization 組織內部的協作

Collaboration system, tools that supports the work of team by facilitating the sharing and flow of info.
協同合作，通過促進資訊的共享和流動來支持團隊或小組工作的工具

Collective intelligence, collaborating and tapping into the knowledge of emp, partners, and customers.
集體智慧，可以協作並利用所有員工，合作夥伴和客戶的核心知識

Knowledge management (KM), involves capturing, classifying, evaluating, retrieving, and sharing information assets in a way that provides context for effective decisions and actions.
知識管理（KM）涉及捕獲、分類、評估、檢索和共享資訊資產，為有效的決策和行動提供背景

Explicit knowledge, anything that can be documented, archived, and codified.
顯性知識，任何可以記錄，存檔和整理的內容

Tacit knowledge, knowledge contained in people's heads.
隱性知識，是人們頭腦中蘊藏的知識

Crowdsourcing, wisdom of the crowd 群眾外包，群眾智慧：

- **asynchronous communication** 非同步
- **synchronous communication** 同步

Social media, websites that rely on user participation and user-contributed content.
社群媒體，依賴用戶參與和用戶貢獻內容的網站

Social network, application that connects people by matching profile information.
社交網路，通過匹配個人資料信息來聯繫人們的應用程式

Social networking, expanding your business and/or social contacts by constructing a personal network.
社交網路化，通過構建個人網絡來擴展業務和/或社交聯繫的實踐**(互動)**

Tag, specific keywords incorporated into website content for mean of classification or taxonomy.
標籤，網站內容中包含的特定關鍵字，用於分類

Social tagging, collaborative activity of marking shared online content with keywords or tags as a way or organize it for future navigation, filtering, or searching.
社交標記，使用關鍵字或標籤來標記共享的在線內容，將其組織起來以供將來過濾或搜尋

Folksonomy, crowdsourcing determines the tag or keyword based classification system.
大眾分類法，基於群眾外包結果分類標籤

Website bookmark　網站書籤

Social bookmarking　社交書籤化

Mashup, website that use content from more than one source to create a completely new product.
使用多個來源的內容來創建全新產品或服務的網站

Deep web, large part of the Internet that is inaccessible to conventional search engines.
傳統 google 爬不到的內容(聊天紀錄、金融紀錄)

Dark web, portion of the Internet that is intentionally hidden from search engines, sues masked IP address, and is accessible only with a special web browser.
暗網，有意對搜索引擎隱藏的部分，使用被遮蔽的 IP 地址，並且只能通過特殊的瀏覽器存取

Semantic web, component of Web 3.0 that describes things in a way that computer can understand.
語義網，Web 3.0 的組件，以電腦可以理解的方式描述事物

E-government involves the use of strategies and technologies to transform government by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer and all branches of government.
電子政務涉及通過改善服務的提供並提高公民消費者與政府所有部門之間的互動質量來使用戰略和技術來轉變政府