

## Activity 2: Online Advertising

Use the space below to design a web page for your college. Include **three** types of advertisement in your design eg popup, web-banner. Show where you would include your advertisements and the type they should be.

Internet browser window – web page



Why did you choose those types of advertisement?

| Advertisement     | Reason for choosing   |
|-------------------|---|
| Student Discounts | Students, who view this website, might be more interested in student discounts. |
| QAA               | Students might be interested in QAA news  |
| Graduation 2013   | Pre order Graduation tickets  |

## Activity 3: Types of Online Services

| Service                         | Types   | Example uses  | Benefits  |
|---------------------------------|---|---|---|
| <b>1. Communication</b>         | Social-Networking<br>Instant Messaging<br>Video- Conferencing<br>E-mail | Talking to friends on Facebook<br><br>Using google chat or keeping up with friends on skype | <ol style="list-style-type: none"> <li>1 you can communicate to Friends , Family.</li> <li>2 you can exchange information and send and receive photos.</li> <li>3 You can keep up to date with your friends.</li> <li>4 You can have a meeting with video conferencing.</li> <li>5 You can send messages.</li> <li>6 You can talk to your friends from a different destination</li> </ol> |
| <b>2. Real-time information</b> | News feed<br>Real time sharing<br>Weather Forecast reports              | Checking a timetable to see if you can catch a bus at the right time                        | <ol style="list-style-type: none"> <li>1. Information can be change immediately to suit needs.</li> <li>2. Always up to date with real time</li> </ol>  |

|                    |                                 |  |  |
|--------------------|---------------------------------|--|--|
| <b>3. Commerce</b> | Online- Banking Online-Shopping | Selling something through a service such as Ebay | You can buy and sell through a service for free and make money |
|--------------------|---------------------------------|--|--|

| Service              | Types   | Example uses   | Benefits   |
|----------------------|---|--|--|
| <b>4. Government</b> | National Insurance Tax credit                       | Receiving your National insurance number<br><br>Getting your first license | Money for the people who can't afford to pay for them self's   |
| <b>5. Education</b>  | BBC Bite size<br>Code academy<br>Teach ICT my maths | Revising for a upcoming exam Online training                               | You gain more preparation for the exam and gain more technique |

|  |   |   |   |
|--|---|---|---|
| <b>6. Virtual learning environment (VLE)</b>         | Moodle                                      | A way of doing assignments online             | Its more reliable because it's all saved under you name and no data can be losses (doesn't become teachers responsibility to look after assignments after completed)<br>No waste of paper |
| <b>7. Business (different type of organisations)</b> | Video-conferencing                          | Have a business meeting through Skype         | You can have a meeting long distance without having to actually meet up<br><br>Share your information easily  |
| <b>8. Entertainment</b>                              | Films<br>Music<br>Media                     | Watching television with your family to relax | Something fun to do when you have nothing<br><br>Could change your mood and cheer you up  |
| <b>Service</b>                                       | <b>Types</b>                                | <b>Example uses</b>                           | <b>Benefits</b>   |
| <b>9. Download services</b>                          | Online media downloader<br>Music downloader | Downloading your favourite music              | Hassle free<br><br>More resources online which you can access because you can download them   |

| Service           | Available | How might it be used?   | How do you use it?  |
|-------------------|-----------|---|---|
| Email             | yes       | <p>E-mail on moodle is used to get notifications if someone messages you on chat.</p> <p>Email on moodle can also be used to get and receive your passwords. You can also automatically email moodle support on moodle</p>  | You can set what email address it notifies on Moodle under, profile settings > messaging                  |
| Chat              | yes       | You can chat to anyone who has moodle in either your class or elsewhere   | Theres a small chat on the side where you can click on peoples (students) names and send them messages    |
| Forum             | Yes       | Moodle have news forums where you can find out general news and announcements   | You click on a course that you've enrolled for , you should be able to see the news and the announcements |
| Document sharing  | Yes       | You can share documents between, you and your teacher to make sure all work is completed and successful   | You click on the assignment you've completed and upload the necessary file.                               |
| Search engine     | Yes       | You can search courses to find the appropriate course   | You type in the course you need to find   |
| Quick Shortcuts   | Yes       | There's quick shortcuts to each course that you've recently viewed  | You just click on the link of the course on the side bar  |
| Assignment editor | no        | There is no assignment editor on moodle because most work needs to be made somewhere else since some assignments require different programmes. If there was a editor it might be used in a way that you get your own amount of storage where you can complete your work and upload all online | You would be able to create either , sheets, word processing documents , tables , etc.                    |

Activity  
sheet 1



Learning aim A

|                  |     |  |   |
|------------------|-----|--|---|
| Profile Pictures | Yes | On Moodle you can have profile pictures and either create your own one by taking a photo or get it from any other service. | Just upload your profile picture after click on your existing picture |
|------------------|-----|--|---|

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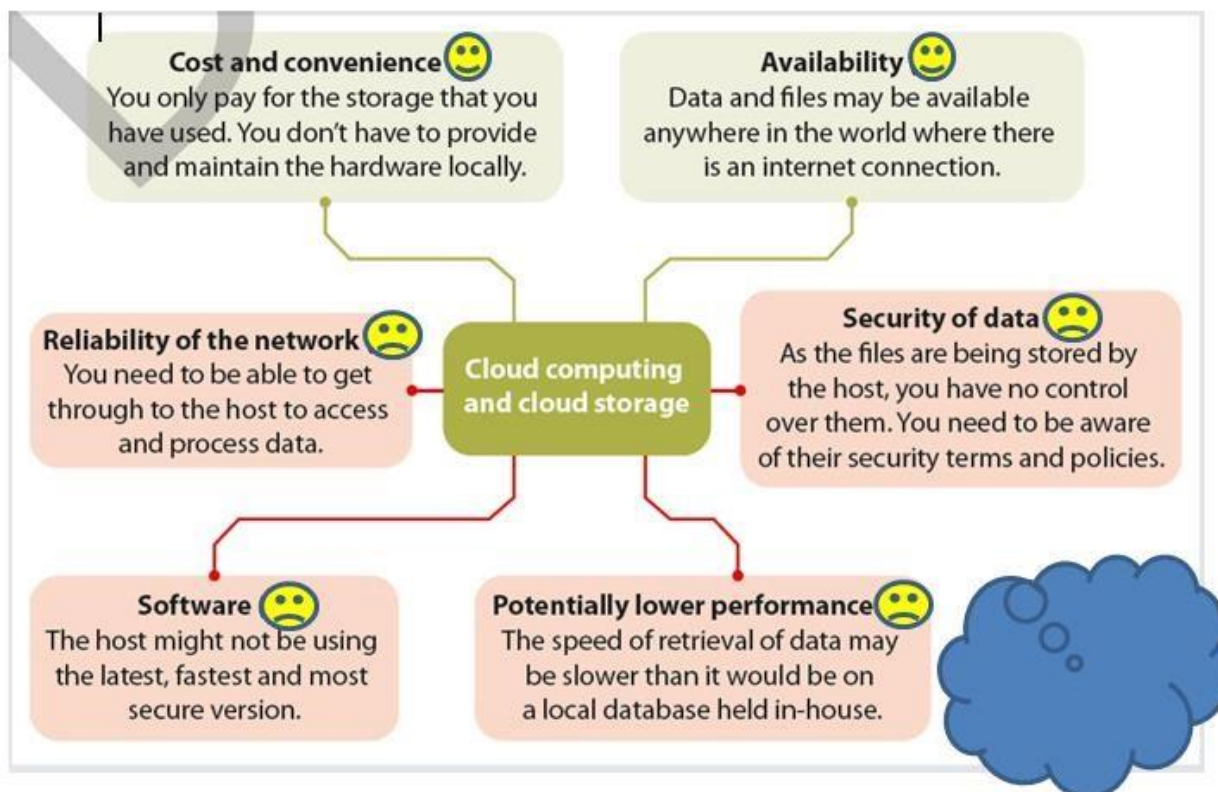
| Service         | Available | How might it be used?  | How do you use it?                                  |
|-----------------|-----------|--|---|
| IT Service Desk | Yes       | You can get support for usage of moodle and get a guide on how to use moodle | Just email them using the email service on Moodle ! |

# Cloud Computing

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|                         |  |
|-------------------------|--|
| Explain cloud computing | <b>A number of computers can connect to a real time communication network such as the internet. With cloud computing you can run programs on many computers at the same time</b> |
| Explain cloud storage   | Cloud storage is related to cloud computing, you can storage documents and files online  |

Give three advantages and three disadvantages of cloud computing/storage?



| Advantages    | <p>1. <b>Cost Efficient</b></p> <p>2. <b>Backup and Recovery</b></p> <p>3. <b>Automatic Software Integration</b></p> |
|---------------|--|
| Disadvantages | <p>1. <b>Technical Issues</b></p> <p>2. <b>Security in the Cloud</b></p> <p>3. <b>Prone to Attack</b></p>            |

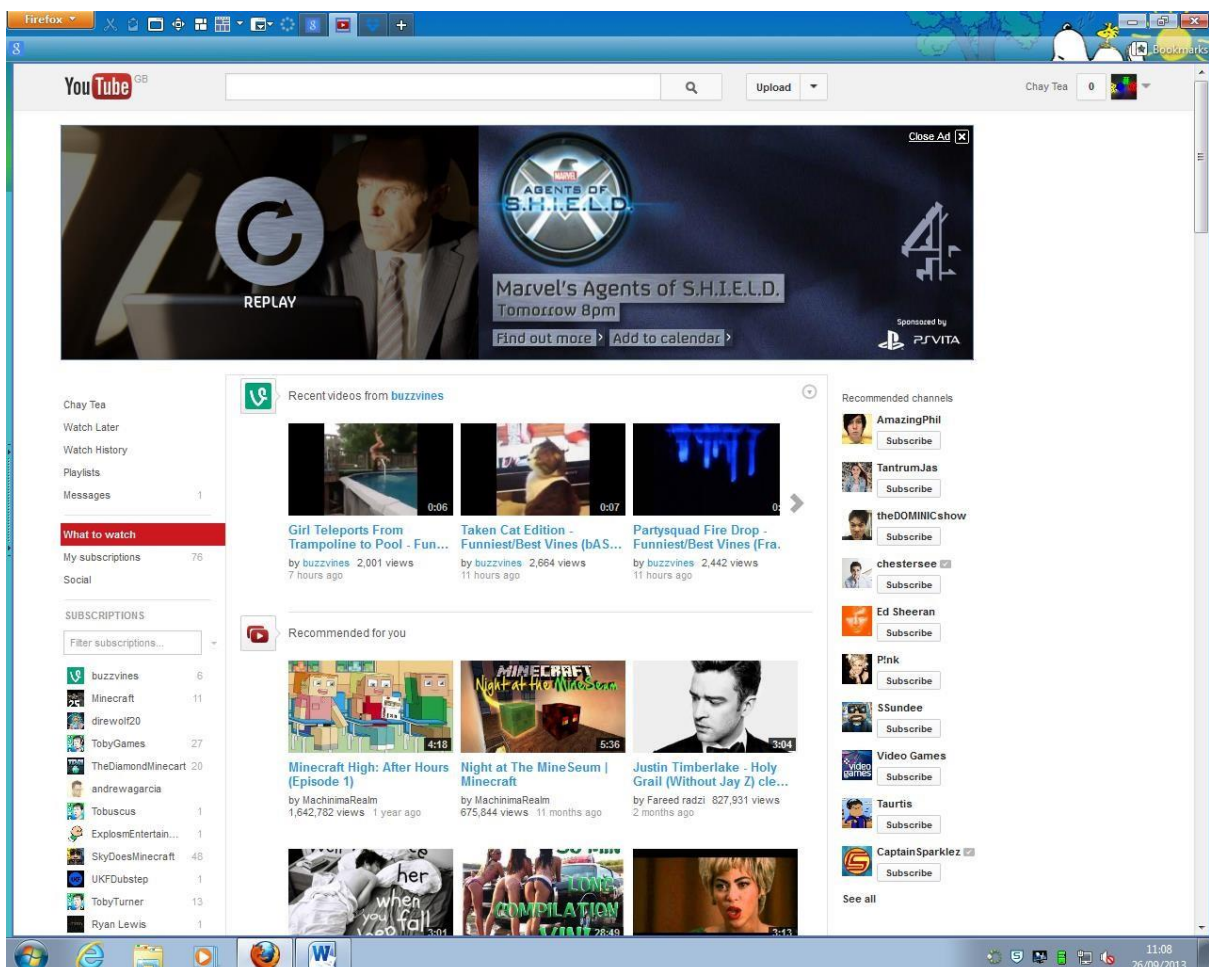
| What does Ubiquitous mean?  | It's basically when something is appearing or present.   |
|---|--|
| <p>What does the acronym RFID stand for?</p> <p>What is it used for?</p>  | <p>radio frequency identification</p> <p>it is uses electronic tags for storing data</p>   |
| <p>The term 'the internet of objects' is credited as first being used by Kevin Ashton in 1999.</p> <p>Find out about the context in which Ashton used the term. Is it still relevant today?</p> | <p>It refers to a identifiable object in a presentable internet like structure.</p> <p>he used this term because the internet will always be dependent on humans for information</p> |



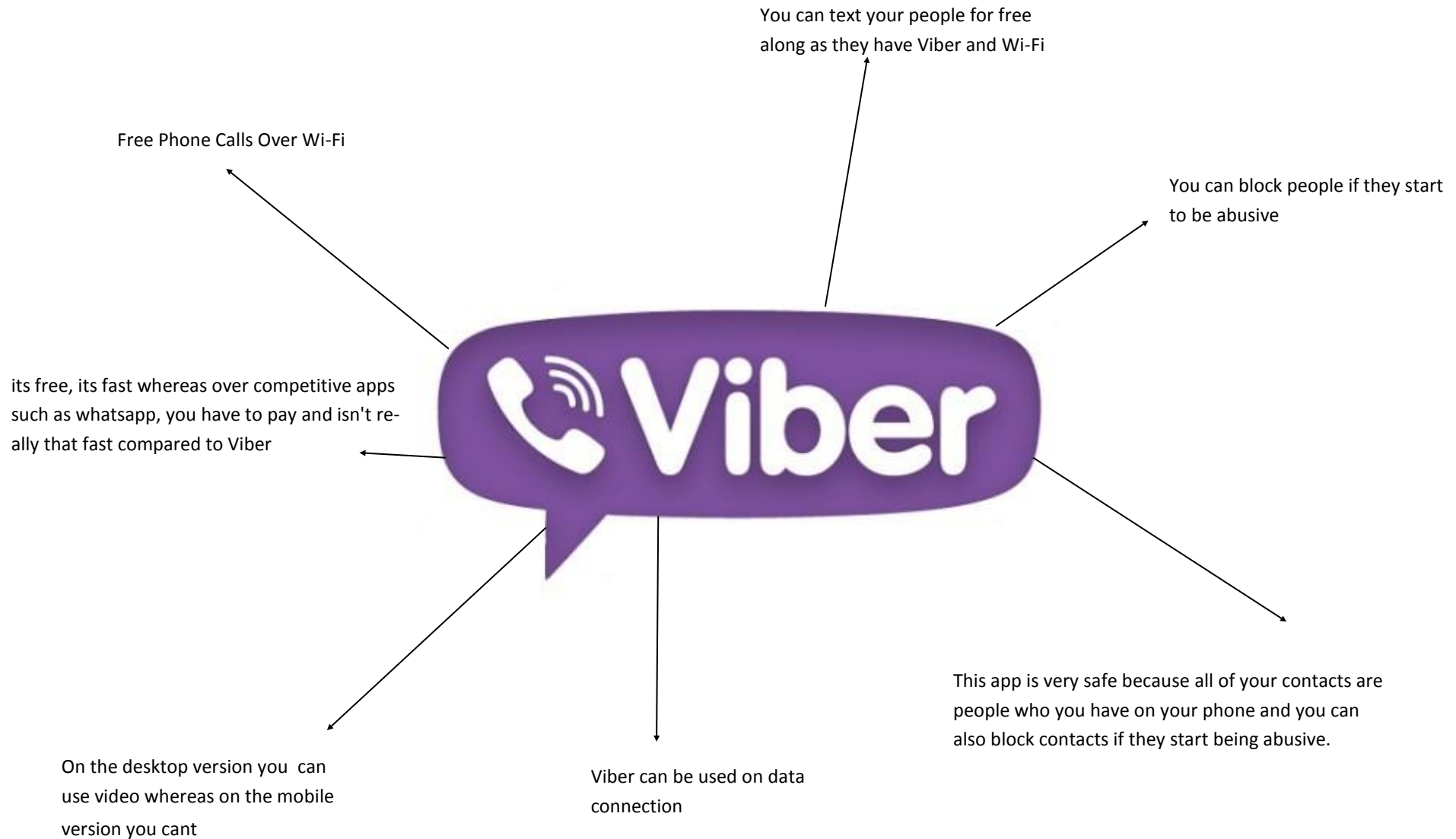
## - Online Advertising -



### Examples



| Why do you compress a file/folder           | <b>To make the file size smaller, so it can be downloaded or uploaded quicker</b>  |
|---|--|
| Give instructions on how to Zip a folder    | Select the files you want to zip, then right click and select compress file to ZIP   |
| Give instructions on how to unzip a folder  | Right click zipped document, and select UNZIP  |
| Explain Algorithms                          | A Algorithm is like a step by step procedure on how to calculate   |
| Advantages of using online software         | You can create edit and modify work online. You can access it from any device.   |
| Disadvantages of using online software      | It could be slower because you might have to upload files or download them to edit them  |
| Explain File permissions.                   | It gives different users rights, for example if you were administrator you would have all rights, if you were a guest you wouldn't be able to change major file types  |
| File permission example.                    | <pre> graph TD     A[Senior partner: full access to all documents<br/>To adjust data and produce analysis of the business] --&gt; B[Levels of access to a client's documents in an accountancy business]     B --&gt; C[Accounts clerk: read-only access to certain documents<br/>To enter the transactions from the documents into the client's accounts]     B --&gt; D[Junior accountant: read-only access to all documents<br/>To draw up the client's final accounts, but not to make adjustments] </pre> |
| Name a common format for compressing files. | Zip  |



## **What is Advertise?**

Advertise is when you **display** a product or service **to persuade** the audience to want to buy it or to inform in some way.

## **How do you spell advertise?**

## **What is E-commerce?**

E-commerce is a type of **company/industry**, where **buying and selling** takes place over a **electronic system** such as the **internet** and other computer networks.

## **How do you spell E-commerce?**

Easier to remember:

Basically **online shopping**, the process of searching for and selecting products on online catalogues then checking out using credit card and encrypted payment processing.

A benefit: **Reduced costs** by reducing **labour**, reduced **paper work**, reduced **errors in keying data**, reduce post costs

## **What is affiliate?**

Affiliate is when a **company or organization** is attached to a **larger body**

## **How do you spell affiliate?**

## **What is a commission?**

An **instruction** or command. Role given to person.

**How do you spell commission?**

**What is affiliate Model?**

Electronic commerce business model that enables a firm to generate revenue streams on hundreds (even thousands) of items without carrying inventories, managing orders, processing payments, or handling packaging and shipping.

**PPC – example of affiliate model**

**How do you spell affiliate model?**

**Example:**

A organisation has **an advertisement up on their website**, which belongs to a different business but because the different business is connected to the organisation it's on their website. This advertising method is called PPC, **the organisation gets paid per click by the** business every time there advert is clicked.

**Name types of online Advertising**

One type of online advertising would be on **search engine** **result pages**. You can make it so your website

**Banner and pop-up advertisement**

**Email marketing** (basically spam)

**Video advertisement**

**Pay per click** advertising used what is known as an affiliate model.

Advertisements or links to a company's website are placed on other websites (affiliates) and in return affiliate site receives a percentage of the income from any customer that clicks through. Google Ad words, yahoo search marketing and Microsoft, ad centre are all big players in this field

## **Explain Algorithms?**

An Algorithm is like a step by step procedure on how to calculate

A process or set of rules to be followed in calculations or problemsolving operations, especially by a computer **How do you spell Algorithms?**

## **What is cloud computing?**

Cloud computing, or something within the cloud, is an expression used to describe a variety of computing concepts that involve large numbers of computers connected through a real-time communication network such as the internet. In science cloud computing is a synonym for distributed computing over a network, and means the ability to run a program or application on many connected computers at the same time. The phrase also more commonly refers to network-based services

Cloud computing is when a number of computers can connect to a real time communication network such as the internet

Cloud computing relies on sharing of resources to achieve coherences

**Remember: the internet is a real time communication network**

**What is cloud storage?**

Cloud storage is a **model of networked enterprise storage** where data is stored in **virtualized pools of storage** which are generally hosted by third parties. Hosting companies operate large data centres, and people who require their data to be hosted by or lease storage capacity from them. The data centre operators, in the background.

**Give three advantages and three disadvantages of cloud computing/storage?**

**Advantages:**

**Cost Efficient**

**Backup and recovery**

**Automatic Software Integration**

**Disadvantages**

**Technical Issues**

**Security in the cloud**

**Prone to Attack**

**What does Ubiquitous mean?**

**dz**

It means being **everywhere** at the **same time** or at once **How**

**do you spell Ubiquitous?**

**What does acronym RFID stand for? It**

stands for **radio frequency identification**

**How do you spell acronym RFID?**

**What is it used for?**

RFID (Radio frequency identification) is a **wireless non-contact use of frequency electromagnetic fields to transfer data**, for the purpose of automatically identifying and tracking tags attached to objects. The tags contain electronically stored information. Some tags are powered by and read at short ranges ( a few meters) via magnetic fields

**The origins of the internet stretch back to when?**

**September 2<sup>nd</sup> 1969 or October 29<sup>th</sup> 1969**

**What was the internet mainly used for in the 1990s?**

**Internet communication** because the World Wide Web was only just brought to life (the first html source code was written)

**How does it compare with how we use the internet today?**



Nowadays, we use the internet for a lot more (expand) . We use it for music videos and even backing are files up online.

### **Explain what the internet is?**

The internet is a global network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols

### **What does NAP stand for?**

Network access point

### **What does NAP mean?**

A network access point is an interchange between

### **What does pop stand for?**

Point of Presence

### **What does pop mean?**

An access point to the internet. Normally, it is location that contains all of the hardware that allows internet users access to the internet. A internet Service Provider (ISP) may operate several PoPs in their area to allow good access to the internet.

Is a access point from one place to the rest of the internet

It is a physical location where two or more types of communication devices establish a connection

### **What does IP stand for?**

IP stands for internet protocol

### **Explain Ethernet**

A system for connecting a number of computer systems to form a local area network, with protocols to control the passing of information and to avoid simultaneous transmission by two or more systems.

**Bandwidth** – Measurement of bit rate