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Computer Basics Course

Essay 21 – Defining Terms

1. The Internet of Thing (IOT)
   * The Internet of things refers to common household appliances and devices connecting to the internet. By being connected these devices such as light switches and alarm clocks can collect data and use that data to operate more efficiently.
2. Blended Learning
   * The concept that learning can take place in a traditional classroom setting as well as anywhere remotely on the internet is known Blended Learning. This creates a more effective learning environment by allowing the learning to continue outside of the classroom.
3. Online Advertising
   * Online advertising is simple concept done in a complex manner. The concept is just advertising that appears on web pages on the internet. These ads, however, are not randomly assigned. Using features like Google AdWords a business can place their ads on pages with keywords that relate to what they are advertising. This creates a targeted approach to advertising and allows people to see ads that will interest them.
4. Online Photo Sharing
   * Online Photo Sharing is a great way to not only backup your photos for safe keeping but to share them with the public and start to create a dialogue about your pictures. By uploading your photos to a site on the internet like Facebook or Flickr you have safe backup of your memories and are able to show them to anyone who wish to see them.
5. Website Evaluation
   * Website Evaluation is the process of looking at a website that has information that is claimed as fact and deciding whether that source is trustworthy. You can do this by checking to see if the website or authors is known to have provide trustworthy information in the past. Also, check and make sure that the publish date is current. Many sites are outdated or never updated.
6. Online Citizenship
   * Online Citizenship means that you are part of the online community sharing comments, pictures, among other things. Being a part of this community you have a responsibility to give others respect and acting as decent person. You have to remember that your comments are read by real people not avatars or faceless handle names. What you say on the internet matters.
7. Net Neutrality
   * Neutrality is the idea that a service is provided to everyone that pays for it in the same manner with no bias about how they use or what they do with the service. Net Neutrality is the idea that the internet should be a neutral commodity that is standard no matter what company is providing the internet service. If it weren’t neutral an internet company could make sites that they want you to see run faster and block other sites such as sites from their competitors.