

## **CS839 Web Intelligence and Electronic Commerce**

### **Assignment one** (Due on Oct 11, 2012, 10pm)

1. Question 14 on Page 58: Define disintermediation and explain the benefits to Internet users of such a phenomenon. How does disintermediation impact friction-free commerce? Define reintermediation and explain its benefits. *(15 points)*
2. Project 2 on Page 59: Search the Web for an example of each of the five major types of e-commerce described in Section 1.1. Describe each Web site (take a screenshot of each, if possible) and explain why it fits into one of the five types of e-commerce. *(20 points)*
3. You have a relative who is a Professor in Computer Science at a university in Ontario. The only information you know the name of your relative. Browse Web sites of Ontario universities to the level list faculty members in Department of Computer Science or related departments. Record your path and summarize your finding with a table including number of clicks you experience and least clicks if you know the path of each university. *(20 points)*
4. Explain five Internet and Web features and services (email, search engines, cookies, etc), and how do they support e-commerce. *(20 points)*
5. Project 2 on Page 257: Visit several e-commerce sites, not including those mentioned in the book and class, and evaluate the effectiveness of the sites according to the eight criteria/functionalities listed in Table 4.11 (slide 4-43). Choose one site you feel does an excellent job on all the aspects of an effective site. Provide your analysis including screen shots to support your choice. *(20 points)*