

# History of the Internet

This is the homepage for the IS117003 project.

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Click on the navbar above to check out the different pages!

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# Team

Meet the team behind the project!

## Samantha Paradero

I'm a freshman majoring in Human-Computer Interaction. I was in charge of the initial repo, layout, and formatting for the website.

[LinkedIn](#)



**Julia-Marie Guinto**

I am a sophomore at NJIT majoring in Human-Computer Interaction. I was in charge of uploading the content for the website.

No LinkedIn available.

# About

Learn the requirements and submission details for this project.

With your partner you need to make a website about the history of the Internet based on the videos in this unit. Your website needs a homepage, team page (about you and your partner with a link to linkedin), an about page that describes that this is an assignment for the course, it needs a page for each video in the unit and all of the pages need to be linked to the main menu. You need to write the text for each page in word, which is approx 1-2 pages double spaced for each video. You can use bullet points and photos or create a timeline graphic, it doesn't need to be all text.

## Submission Requirements

- At least 20 commits and 9 Branches (Approx 1 branch per page)
- Commits labeled Bug, Feature, Task i.e. Feature: New Page, Bug: fixed header, Task: created gitignore
- Both partners need to submit
- At least 1 picture per page from a legal online source
- You need about 1-2 pages of text per page about each of the videos, so you are required to submit a word document that includes the text. You should basically create a mockup of your page in word and then complete it in Bootstrap.

# The Invention of the Internet

In the small amount of time that the Internet has existed, it has already done many things for humanity that previous inventions, like the telephone and printing press, took decades to accomplish. It began with a theory proposed by psychologist J.C.R. Licklider, a professor at MIT, in 1950. Licklider knew that the computers already allowed for better communication, but he envisioned a world where all computers were connected to be more useful with sharing information between other computer users. During this time, computers were believed to be such a sci-fi concept; this idea of communication through computers seemed out of the ordinary and so imaginative that it seemed impossible.

It wasn't until the United States found their way into the Space Race against Russia, where computer science was used to help research. However, as time in the Space Race went on, the United States became more eager to get someone on the moon than there was no need for computer science. This allowed for the computer scientists to focus their attention on other research, so a grad student began theorizing and his theories contributed to the idea that computer communication was possible. Then on September 1, 1969, the first piece of hardware being used to create this network that would jumpstart the internet arrived at UCLA. Since it was an experimental computer network that no other computer had, it was only being used to send messages to itself. But, soon it would no longer be the only one, by 1971 about 18 computers were connected to the network, which was known as the ARPANET. The next two decades held a number of changes for this network: emails were created, a demonstration to the government was held, local area networks were started, and a standard for computer communication was made. Although there was constant change as more people connected to the network, ARPANET's initial use was for defense research and was restricted to universities and labs that worked on government projects. The growth of the network was limited since there weren't enough users.

This all changed on June 9, 1992 when congress finally passed a bill that would open the Internet to the public for commercial use, and was put into effect when President Bush signed it in the following November. As soon as it was open to the public, the floodgates opened and many new uses were created for the Internet. The World Wide Web was a pivotal creation during this time, made by Tim Berners-Lee; this made it easier to find different branches of information. Once user-friendly access to the World Wide Web was enabled to the public in 1993, the internet grew by 314,000%. The internet also made better use for the personal, at-home computers. What was once used for simple tasks, like word processing and spreadsheets, was capable of far more complex tasks while being simple to use by the late 90s. As time went on, 11 million domains were made and over 70 million websites became accessible. The internet has allowed for instant connections to other sides of the world with just a point and click.

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# Browser Wars

Once the internet was opened up to the public in 1993, many became curious about what it was capable of. Marc Andreessen, a computer science graduate student from the University of Illinois, and his friends became curious about the World Wide Web. They were able to create the internet's first user-friendly, graphical web browser, MOSAIC, and put it online for everyone to download. Although it was quite successful, they needed money to make the browser global, which was when Jim Clark, owner of Silicon Graphics, stepped in and began working with MOSAIC's creators. By 1994, they were able to launch a software company, Netscape Communications. With the goal of building a new browser and making the internet the center of commerce and communication, Netscape quickly worked to launch their own web browser, Navigator, before any competitor launched their own before them, like the most powerful Microsoft.

Bill Gates and his company Microsoft were the lead in computer business at the time with their PCs and Windows software. They were aware of Netscape's release, but did not do anything about it until Navigator reached over a million downloads. It did not take long for Gates to realize the web was something Microsoft needed to take over as well, as Netscape was becoming a rising competitor. This realization marked the beginning of what was known as the Browser Wars.

As Navigator's success kept going, in 1995, Microsoft proposed an offer to Netscape to work together, which apparently ended in Netscape's decline and a heated debate. Netscape's revenue continued to skyrocket with a projected 60 to 80 million dollars and on the day of their initial public offer, their stock went through the roof; it was reaching the title of the fastest growing software company ever. Marc Andreessen felt as if Microsoft had been beaten and spoke very low of them. Gates and his team were completely insulted and lit a fire under them to dominate Netscape.

By the end of 1995, Microsoft released their own browser, Internet Explorer, which Gates made known that it was going to be used to destroy Netscape. Microsoft's team working with Internet explorer had many advantages with their financial resources and talented coders. This allowed for them to catch up to Netscape quickly. They tracked Netscape's every move and copied it, continued releasing new versions of Internet Explorer, and worked day and night to make sure that their browser would not lose. Gates even took it a step further and hired salesmen to sell the browser to every Microsoft customer, who used dark, hidden tactics to stop PC manufacturers from installing anything but Internet Explorer. Netscape struggled with profits and began going downhill. Due to Internet Explorer's growing popularity and Microsoft's billions of dollars in worth, the browser was made free with Windows, a power move by Microsoft.

By September 1997, Microsoft was back in top; Netscape had been making single figures and had to be acquired by AOL, ending their fight in the Browser Wars. But, Microsoft continued to fight with the government in an Antitrust lawsuit, started by their Netscape enemies. They were accused of using their monopoly to prevent consumers from using Netscape products, which contributed to the end of Netscape. It was brought to court and Gates was guilty. They initially wanted Microsoft to be broken up, which caused its value to plunge to 30 billion overnight. Seeing this happen the court retracted their idea, and Microsoft continued its success with new CEO Steve Ballmer.

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# Internet Search

At the beginning of the internet, a huge number of websites were created and held tons of information, but finding it was time-consuming and difficult to navigate through. This problem was recognized by two Stanford students, Jerry Yang and David Filo, who were sneakily using the internet to win a fantasy basketball league. A directory was needed to search the internet for what users needed, thus "Jerry and David's Guide to the World Wide Web" was made in January of 1994. They would find websites and created and put them categories that users would look through to find links on the internet to what they needed. It quickly became Yahoo, the first of its kind, a simple search engine for internet users to use. But, with its success, problems were bound to arise.

Yahoo needed money to expand as a company and Yang and Filo were not making any revenue with it; no one was making money on the Internet. Advertising was the only way to commercialize the web and with the fear of losing loyal customers, in 1995 Yahoo took a risk and began taking in ads. Luckily, users and advertisers had multiplied, proving that making money online was possible. Within the next year, competitors of Yahoo emerged, like Excite, who used pure software to look for web pages. The competition brought out flashier add ons to their websites and ads that led to unneeded things took over. Yahoo and Excite started to forget why they started in the first place, the search aspect. A new way of searching the web was needed, signalling the start of Google.

Google was a search engine with its beginnings also starting at Stanford University. This infinite search engine was created by students Larry Page and Sergey Brin in 1998. It became so successful, but they needed support to continue running. After every search company turned down Google, even Excite, the creators were desperate, which is when investor, Andy Bechtolsheim, gave them \$100,000 for Google and more investors saw this and continued to put in money. This money wasn't enough; Google needed ads to become a profitable company. Page and Brin found an advertising idea from Bill Gross' Overture, which used keywords and sponsored links to handle billions of microtransactions. Before using the idea, Google wanted to work together and blend ideas, but like most deals, it didn't work out. Soon after, Google released a new version with an idea too similar to Overture, that they were brought to court. Luckily, the two sides settled and all Google had to do was tweak their idea, which laid the foundation for internet advertising.

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By August 19, 2004, Google had gone public in stocks and what was once a company making zero dollars in revenue became a company worth 3 billion dollars. It seemed to have an unconventional way of doing business. But, Google had so much success in the end. They had hundreds of dollars in trades and were able to take over many things and branch out. Google holds so much more information than any other search engine out there to this day.

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# Dot Com Bubble

During the nineties, the internet opened up many opportunities for growth, but one thing that people struggled with was creating a business online. The first people to attempt online commerce were Jeff Bezos and Pierre Omidyar, who started up the businesses known as Amazon and Ebay, respectively. Although they had different intentions, Bezos focused on the market research aspect and Omidyar focused on the code of an online auction site, both believed that the web could be used for business. Both dot-com websites struggled at first, but since they were the first of their kind, it did not take long for them to rise to the top.

Their success was being noticed by Wall Street and proved how powerful the internet was. After the launch of their IPO in 1998, Ebay was able to gain a proper business person to help them during a time of wavering economy and valued at 2 billion dollars. At the same time, Amazon grew rapidly due to Bezo's motto of "Get Big Fast" and its shares were predicted to double in the next year. This prediction, made by Wall Street analyst, Henry Bloget, was a media sensation that caused a buying frenzy on Wall Street that actually doubled Amazon's stock price, not in the next year, but in a few weeks.

The frenzy was the jumpstart of the manic, dot-com bubble. In 1998, inspired by Amazon and Ebay, many new faces were ready to create their own dot-com websites and millions of people and investors were willing to put up shares on any company with a dot-com to their name. No one no longer cared about the previous experience; it allowed for people to do what stock market professionals only do, buy and sell stocks from the comfort of their homes. Unfortunately, they were not going about it the right way; the dot-com websites had no strategy or efficient approach to ecommerce. They only cared about making money fast. Although venture capitalists knew that most ecommerce companies would not do well, they still risked millions of dollars because they knew at least one would score big. There was too much building, spending, and too many identical companies with no thought for consequences. The stock market grew to its highest point in 1999, but this is when chairman of the Federal Reserve Bank, Alan Greenspan, knew he had to do something about it.

February 2000 brought higher interest rates and signaled the end of the dot-com bubble. Companies would easily fall, since the client would spend millions to start, but barely made anything in sales. By April 2000 on what was known as "Black Friday," the stock market collapsed and dot-coms were dead. After 9/11 occurred, almost 3 ½ trillion in paper wealth was gone in a year. Luckily out of a tragedy comes something good; a handful of companies were able to survive, like the ones who remained on top during the crisis, Amazon and Ebay. To some, the bursting of the dot-com bubble was tragic, but it allowed for billions of dollars to build out the internet's infrastructure from fiber optic cables to Amazon's customer database. This success would've happened anyways but instead of 15 it took only five years to accomplish, a huge advantage to the world.

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# People

The users is the number one reason why the internet continues to run since its release to the public in the early nineties. One of the deepest desires of humans is communication and the internet allowed and still allows people to do this from their own homes. It is all about connecting individuals to each other and new information. The first website that allowed the users to share music was Napster, launched in 1999; users with similar music tastes were able to connect and formed their own web communities. Unfortunately, just after two years and millions of users, Napster had to be shut down due to copyright issues and illegal file trading. The shutting down of Napster broke new ground like the rise of Youtube and other platforms, where people were able to make their own content and share it with others. Thus, starting a new era of the internet, known as Web 2.0.

Internet users were given a platform to express their creativity and indulge in their vanity, when creating content related to themselves, and social networking was born after the dot-com bubble. Websites like Myspace, initially used for sharing and accessing music, were being used by every person, band, and company. Not soon after, Facebook rose to fame, created by Mark Zuckerberg. Unlike other creators whose websites would grow and suddenly fall due to new websites emerging, Zuckerberg had a different approach. With Facebook, Zuckerberg wanted to create the ultimate relationship engine, since he knew that we are all bound together by a web of relationships; everyone is distantly connected to everyone. He even made it possible for other developers to build applications to make Facebook more useful. All these ideas are why Facebook was so successful and popular.

Nowadays, there are so many ways for people to use the internet; it is constantly growing and at a rapid pace. There is no one person or company that controlled it, big businesses could never hope to control it. Many websites are made for users to post their thoughts, rants, and expertise on the internet, also known as blogging. Blogging set user communication free. People finally became active players on the two-way web, what the creator of the World Wide Web intended for it to be.

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