**Question 1**

**Write 3 advantages and 3 inconvenient to using pop-up elements.**

**Answer 1:**

A pop-up is a graphical user interface and a popular advertising medium in online marketing. Pop-ups usually appear directly on an active website and cover parts of the original content. They are mainly used for advertising purposes or to animate users to further interact with a website. There are basically three different types of pop-ups, which are distinguished by the location where they open. They can appear in a separate browser window, in a dialog box, or as an element - for example - in a light box. Pop-ups opening in separate windows direct users to an external page that cannot be closed in the original window. This option is often used if the link leads directly to an ad.

**Advantages**

1. **Cost -** They're cheap. If you're on Word Press, there are several plugins that offer them as a service. Some are free and have limitations, and some have a cost but have more features.
2. **Visibility -** They're right there front and center or at the bottom wherever you choose to have them pop up.
3. **Conversion -** This is the main reason sites use them, and they work very well to convert visitors to subscribers.

**Inconvenience in using Pop-up element:**

1. **Annoying** - This is by far the biggest drawback of using pop-ups. People either love them or hate them. I took an informal poll on Facebook to get people's reactions to pop-ups.
2. **Pop-Up Blockers** - With the news that Google is going to start cracking down on pop-up ads, you may have to rethink them once they're installed.
3. **Spammy -** Putting too many on site will cause people to exit because they can't get to the information that they came for in the first place. Quite often, you'll see multiple pop-ups for the same offering which is redundant, spammy and annoying.

**Question 2**

**Briefly explain what Java Script libraries.**

**Answer 2**

A JavaScript library is a library of pre-written JavaScript that allows for easier development of JavaScript-based applications, especially for AJAX and other web-centric technologies.

With the expanded demands for JavaScript, an easier means for programmers to develop such dynamic interfaces was needed. Thus, JavaScript libraries and JavaScript widget libraries were developed, allowing for developers to concentrate more upon more distinctive applications of Ajax.

**Features of Java Script**

* Validating User's Input
* Simple Client-side Calculations
* Greater Control
* Platform Independent
* Handling Dates and Time
* Generating HTML Content
* Detecting the User's Browser and OS
* It has led to other companies and groups, such as Microsoft and Yahoo! developing their own JavaScript-based user interface libraries, which find their way into the web applications developed by these companies.
* Some JavaScript libraries allow for easier integration of JavaScript with other web development technologies, such as CSS, PHP, Ruby, and Java. Many libraries include code to detect differences between runtime environments and remove the need for applications to allow for such inconsistencies.
* Some JavaScript libraries, such as Angular, are classified as frameworks since they exhibit full-stack capabilities and properties not found in general JavaScript libraries.

**Question 3**

**Briefly explain what is a carousel (or slider).**

**Answer3**

A slider and carousel are NOT the same thing. A slider slides the images horizontally or vertically (usually horizontally) usually with a momentum effect. A carousel rotates the images radially and in a 3D feel by using distance and depth of field. They rotate on an axis where the image is always facing you. Sliders and Carousels effectively if they mean the same thing: while perhaps factually different at one time, they are conflated to such a degree today that you couldn't effectively communicate one meaning or the other without being misunderstood.

An image slider typically shows one big image at a time with a little snippet of text, each linked to a page or a post. The images get automatically or manually advanced, allowing you to click on whichever image that piqued your interest to go to a linked post/page to read more. The slides go in upside down and the backs of the slides should be facing you when placed in the carousel and you are starting from the #1 slide slot and going clockwise around the carousel. In other words, the slide in the #1 slot should have its face towards the back of the #80 or #140 slide.

**1)** A quick Google survey of jquery "sliders" and "carousels" shows many variations of the same thing: people are using these terms interchangeably as a means to display a "gallery" of photos.

**2)** The developers in office respond to the question with "tomayto tomahto." In the case of Galleries, these are the overall collections of images presented via carousels & sliders. Galleries tend to be presented in grids and lists.