

# The World Wide Web

- The **World Wide Web**, or **Web**, consists of a worldwide collection of electronic documents (**Web pages**)
- A **Web site** is a collection of related Web pages and associated items
- A **Web server** is a computer that delivers requested Web pages to your computer
- **Web 2.0** refers to Web sites that provide a means for users to interact

# The World Wide Web

- A **Web browser**, or **browser**, allows users to access Web pages and Web 2.0 programs

Internet  
Explorer

Firefox

Opera

Safari

Google  
Chrome

# The World Wide Web

## How a Web Browser Displays a Home Page

### Step 1

Click the Web browser program name to start the Web browser software.



### Step 2

Behind the scenes, the Web browser looks up its home page setting. For illustration purposes only, the screen on the right shows the home page setting is msn.com.



### Step 4

The Web browser uses the IP address to contact the Web server associated with the home page and then requests the home page from the server. The Web server sends the home page to the Web browser, which formats the page for display on your screen.



### Step 3

The Web browser communicates with a server maintained by your Internet access provider. The server translates the domain name of the home page to an IP address and then sends the IP address to your computer.

207.68.172.234

# The World Wide Web

- A **home page** is the first page that a Web site displays
- Web pages provide **links** to other related Web pages
  - **Surfing the Web**
- **Downloading** is the process of receiving information
- Some Web pages are designed specifically for microbrowsers



Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click iPhone  
below Chapter 2

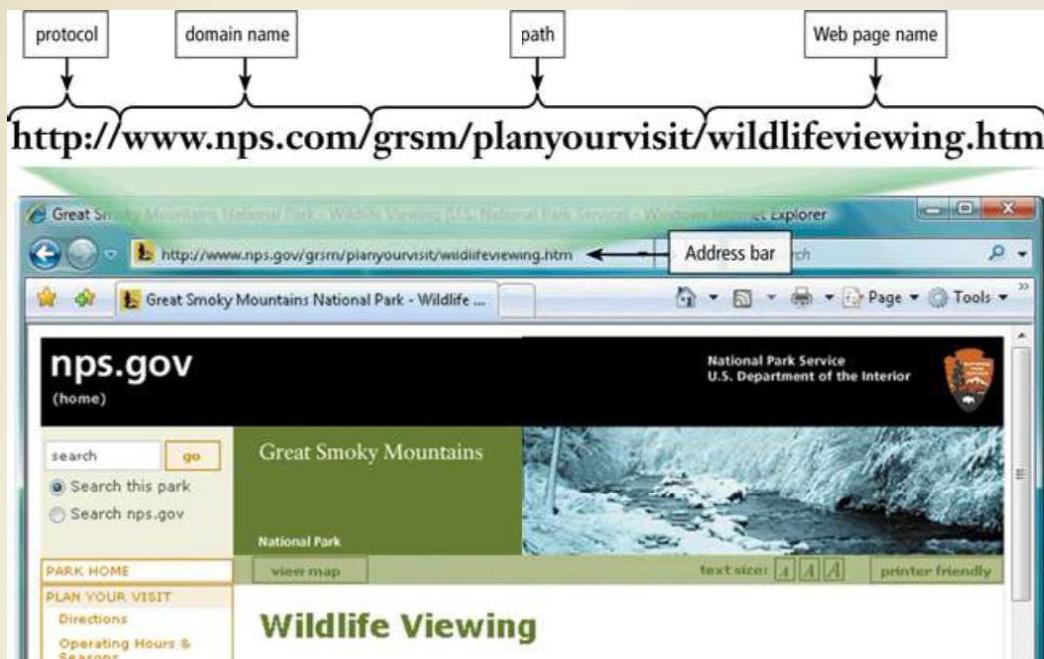
Pages 82 - 83  
Figure 2-7

Discovering Computers 2010: Living in a Digital World  
Chapter 2



# The World Wide Web

- A Web page has a unique address called a **URL** or **Web address**



# The World Wide Web

- **Tabbed browsing** allows you to open and view multiple Web pages in a single Web browser window



Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click Tabbed Browsing  
below Chapter 2

# The World Wide Web

- Two types of search tools are search engines and subject directories

**Search  
engine**

**Subject  
directory**

Finds information related to a specific topic

Classifies Web pages in an organized set of categories

# The World Wide Web

Widely Used Search Tools			
Search Tool	Web Address	Search Engine	Subject Directory
A9	a9.com	X	
AlltheWeb	alltheweb.com	X	
AltaVista	altavista.com	X	
AOL Search	search.aol.com	X	
Ask	ask.com	X	
Cuil (pronounced cool)	cuil.com	X	
Dogpile	dogpile.com	X	
Excite	excite.com	X	X
Gigablast	gigablast.com	X	X
Google	google.com	X	X
Live Search	live.com	X	
Lycos	lycos.com	X	
MSN	msn.com	X	X
Open Directory Project	dmoz.org	X	X
WebCrawler	webcrawler.com	X	
Yahoo!	yahoo.com	X	X

# The World Wide Web

- A search engine is helpful in locating items such as:

Images

Videos

Audio

News

Maps

People or  
Businesses

Blogs

# The World Wide Web

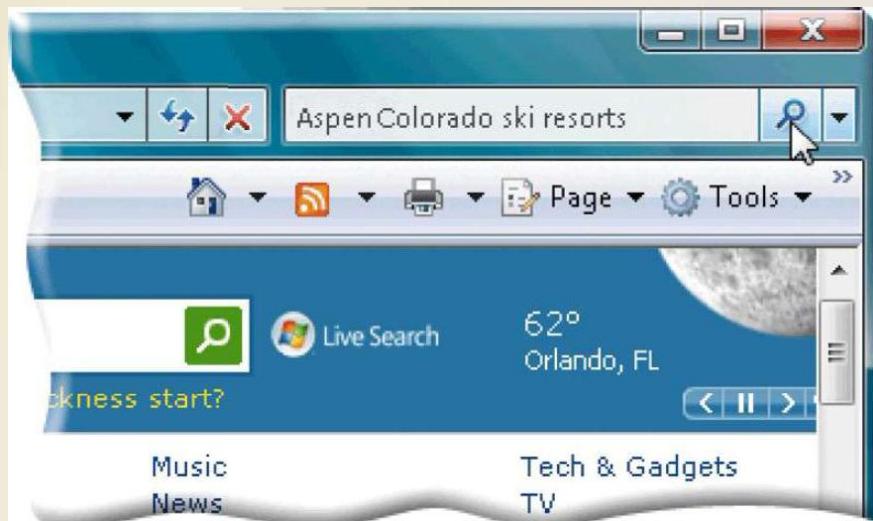


Page 86  
Figure 2-11

Discovering Computers 2010: Living in a Digital World  
Chapter 2

# The World Wide Web

- Some Web browsers contain an Instant Search box to eliminate the steps of displaying the search engine's Web page prior to entering the search text



# The World Wide Web

- Search operators can help to refine your search

Search Engine Operators			
Operator	Description	Examples	Explanation
Space or	isplay hits that include specific words.	art music art music	Results ha e both words art and music in any order.
R	isplay hits that include only one word from a list.	dog R puppy dog R puppy R canine	Results ha e either the word dog or puppy. Results ha e the word dog or puppy or canine.
( )	Combine hits that include specific words with those that include only one word from a list.	alama oo ichigan (pi a R subs)	Results ha e both words alama oo ichigan and either the word, pi a, or the word, subs.
	Exclude a word from the search results.	automobile con ertible	Results include automobile but do not include con ertible.
	Search for an exact phrase in a certain order.	th century literature	Results ha e the exact phrase, th century literature.
	Substitute characters in place of the asterisk.	writer	Results include any word that begins with writer (e.g., writer, writers, writer's).

# The World Wide Web

- There are thirteen types of Web sites



Portal



News



Informational



Business/Marketing



Blog



Wiki



Online Social Network



Educational

# The World Wide Web



Entertainment



Advocacy



Web Application



Content Aggregator



Personal

# Video: Tell Your Stories via Vlog



[CLICK TO START](#)

# The World Wide Web

- Information presented on the Web must be evaluated for accuracy
- No one oversees the content of Web pages

## Guidelines for Evaluating the Value of a Web Site

Evaluation Criteria	Reliable Web Sites
Affiliation	A reputable institution should support the Web site without bias in the information.
Audience	The Web site should be written at an appropriate level.
Authority	The Web site should list the author and the appropriate credentials.
Content	The Web site should be well organized and the links should work.
Currency	The information on the Web page should be current.
Design	The pages at the Web site should download quickly and be visually pleasing and easy to navigate.
Objectivity	The Web site should contain little advertising and be free of preconceptions.

# The World Wide Web

- **Multimedia** refers to any application that combines text with:

*Graphics*

Animation

Audio

Video

Virtual  
Reality

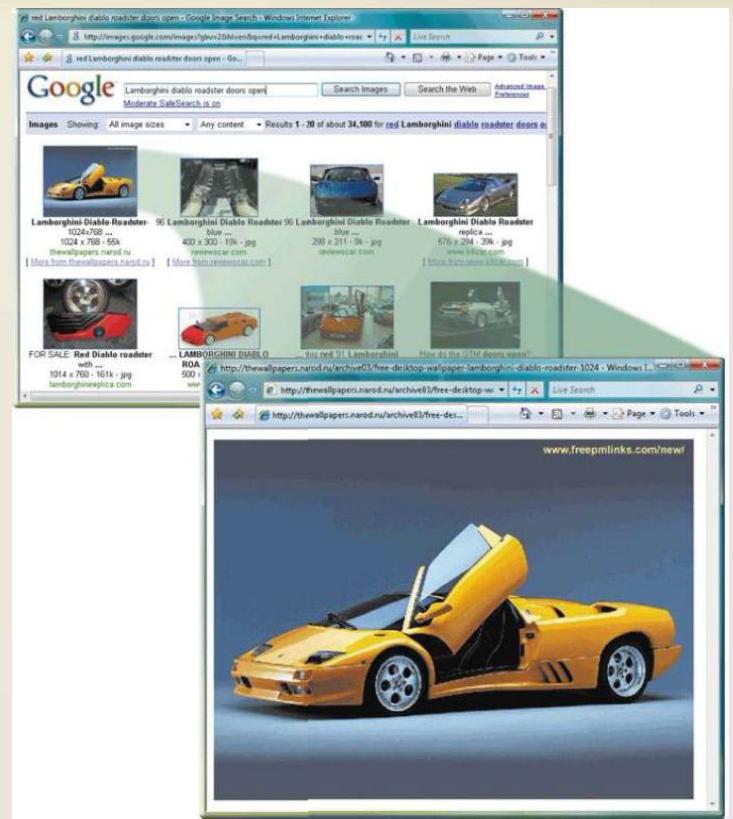
# The World Wide Web

- A **graphic** is a digital representation of nontext information
- Graphic formats include BMP, GIF, JPEG, PNG, and TIFF



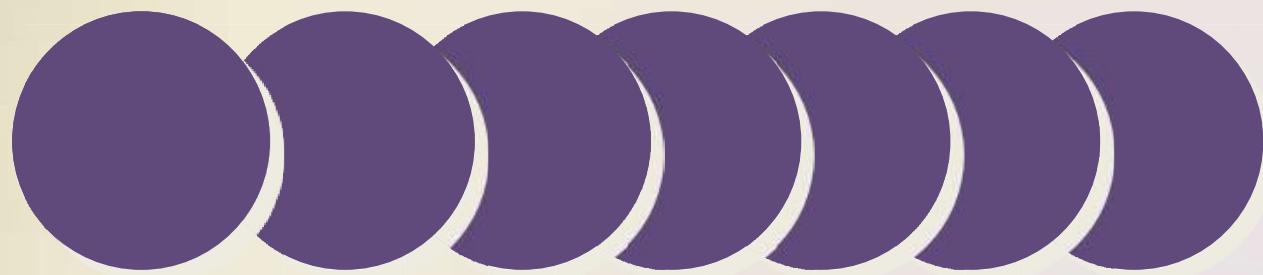
# The World Wide Web

- A thumbnail is a small version of a larger graphic



# The World Wide Web

- **Animation** is the appearance of motion created by displaying a series of still images in sequence



# The World Wide Web

- **Audio** includes music, speech, or any other sound
  - Compressed to reduce file size
- You listen to audio on your computer using a **player**
- **Streaming** is the process of transferring data in a continuous and even flow

Audio Web File Formats			
Format	Description	Format	Description
AAC	Advanced Audio Coding	WAV	Windows waveform
AIFF	Audio Interchange File Format	WMA	Windows Media Audio (part of Windows Media framework)
ASF	Advanced Streaming (or Systems) Format (part of Windows Media framework)	RA	RealAudio sound file (supported by RealPlayer)
MP3	Moving Pictures Experts Group Audio Layer 3 (MPEG-3)	QT	QuickTime audio, video, or 3-D animation
Ogg	Free, unpatented audio and video format		

# The World Wide Web

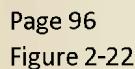


# The World Wide Web

- **Video** consists of full-motion images that are played back at various speeds



Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click YouTube  
below Chapter 2



# The World Wide Web

- **Virtual reality (VR)** is the use of computers to simulate a real or imagined environment that appears as a three-dimensional space



Pages 96–97  
Figure 2-23

Discovering Computers 2010: Living in a Digital World  
Chapter 2

# The World Wide Web

- A **plug-in** is a program that extends the capability of a Web browser

Popular Plug-Ins		
Plug-In Application	Description	Web Address
Acrobat Reader	View, navigate, and print Portable Document Format (PDF) files — documents formatted to look just as they look in print	adobe.com
Flash Player	View dazzling graphics and animation, hear outstanding sound and music, display Web pages across an entire screen	adobe.com
Java	Enable Web browser to run programs written in Java, which add interactivity to Web pages	java.com
QuickTime	View animation, music, audio, video, and VR panoramas and objects directly on a Web page	apple.com
RealPlayer	Listen to live and on-demand near-CD-quality audio and newscast-quality video, stream audio and video content for faster viewing, play MP3 files, create music CDs	real.com
Shockwave Player	Experience dynamic interactive multimedia, 3-D graphics, and streaming audio	adobe.com
Silverlight	Experience high-definition video, high-resolution interactive multimedia, and streaming audio and video	microsoft.com
Windows Media Player	Listen to live and on-demand audio, play or edit WMA and MP3 files, burn CDs, and watch DVD movies	microsoft.com

# The World Wide Web

- **Web publishing** is the development and maintenance of Web pages

Plan a  
Web site

Analyze  
and  
design a  
Web site

Create a  
Web site

Deploy a  
Web site

Maintain  
a Web  
site

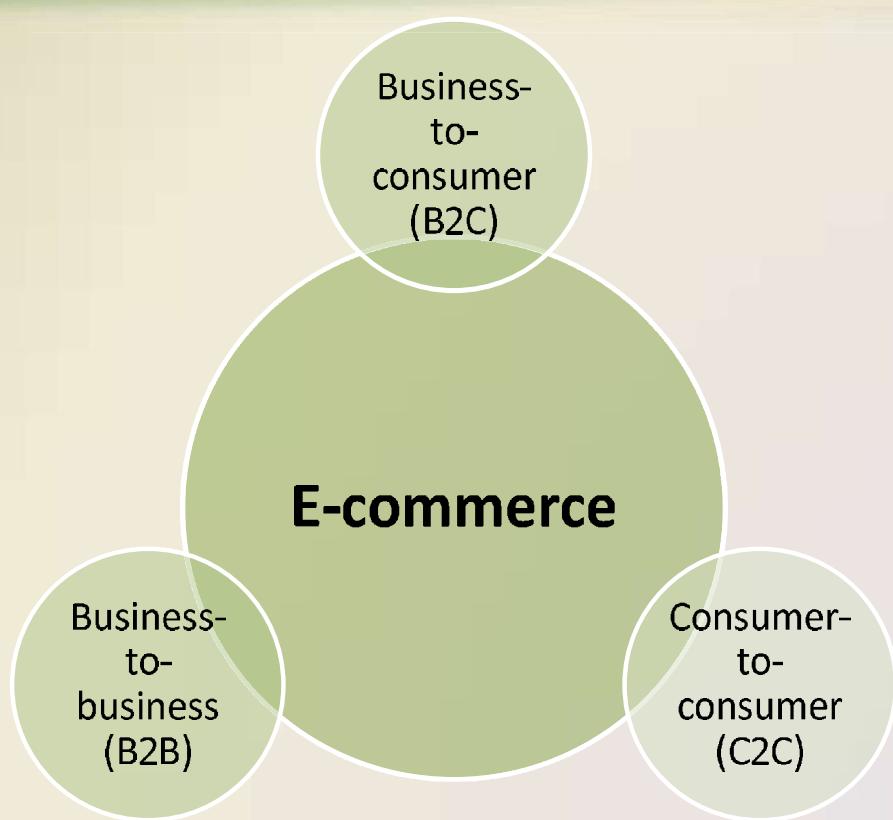


Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click Web Page Authoring  
Software below Chapter 2

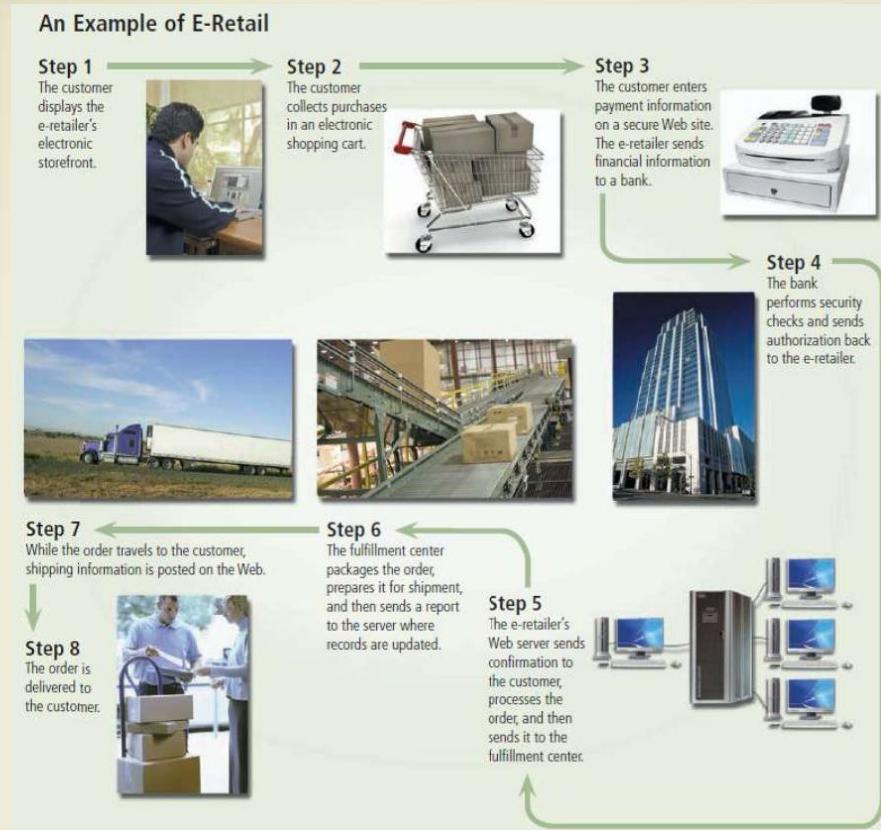
# E-Commerce

- **E-commerce** is a business transaction that occurs over an electronic network
  - M-commerce identifies e-commerce that takes place using mobile devices

# E-Commerce



# E-Commerce

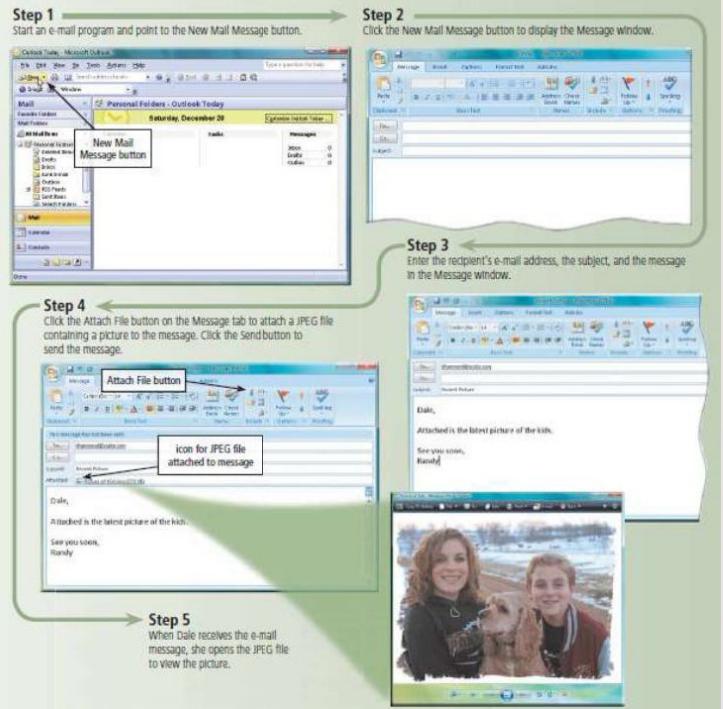


Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click Google Checkout  
Software below Chapter 2

# Other Internet Services

- **E-mail** is the transmission of messages and files via a computer network
- An **e-mail program** allows you to create, send, receive, forward, store, print, and delete e-mail messages

## How to Send an E-Mail Message Using Outlook



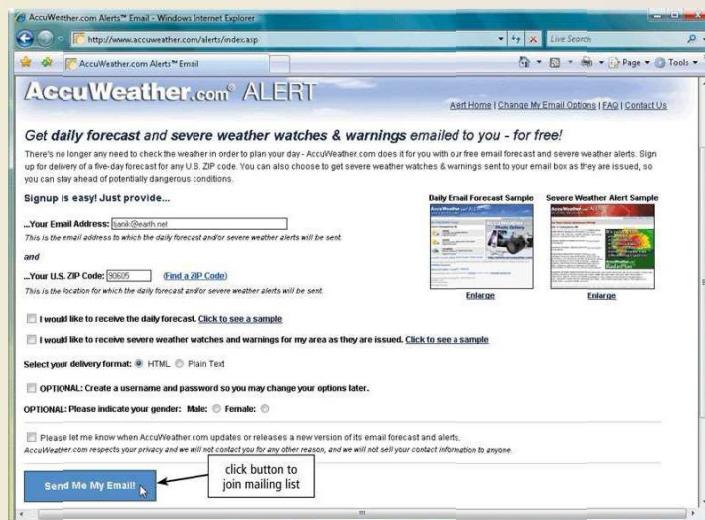
# Other Internet Services

## How an E-Mail Message May Travel from a Sender to a Receiver



# Other Internet Services

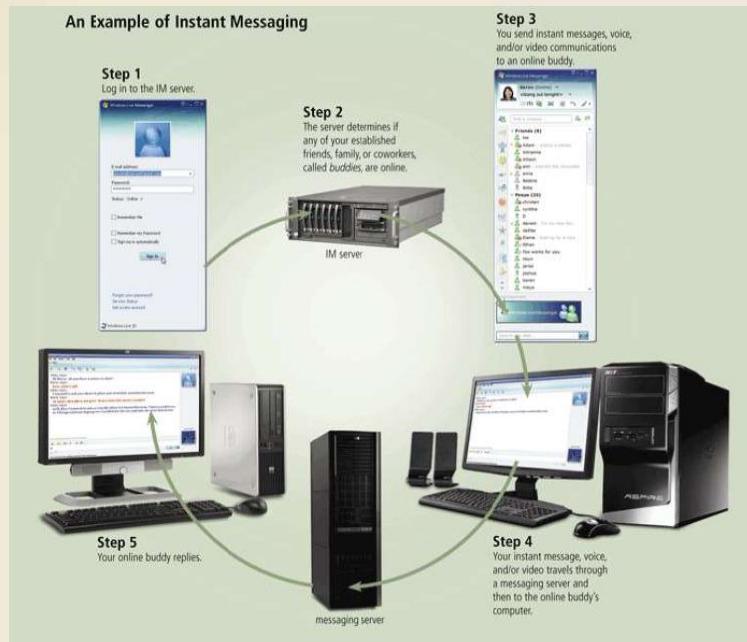
- A **mailing list** is a group of e-mail names and addresses given a single name
  - **Subscribing** adds your e-mail name and address
  - **Unsubscribing** removes your name



Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click E-Mail below  
Chapter 2

# Other Internet Services

- **Instant messaging (IM)** is a **real-time** Internet communications service



# Other Internet Services

- A **chat** is a real-time typed conversation that takes place on a computer
- A **chat room** is a location on an Internet server that permits users to chat with each other



Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click Chat Rooms  
below Chapter 2

Page 105  
Figure 2-30



Discovering Computers 2010: Living in a Digital World  
Chapter 2

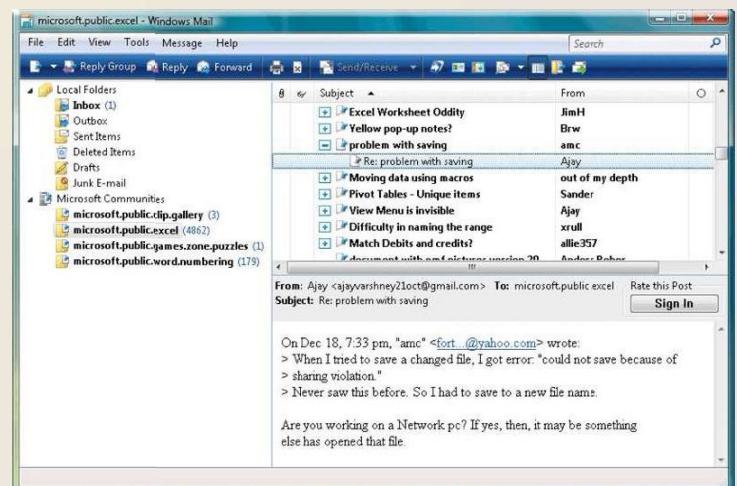
# Other Internet Services

- **VoIP** (Voice over IP) enables users to speak to other users over the Internet
  - Also called Internet telephony



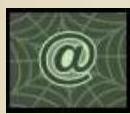
# Other Internet Services

- A **newsgroup** is an online area in which users have written discussions about a particular subject
  - Typically requires a newsreader
- A **message board** is a Web-based type of discussion group



# Other Internet Services

- **FTP (File Transfer Protocol)** is an Internet standard that permits file **uploading** and downloading with other computers on the Internet
- Many operating systems include FTP capabilities
- An FTP server is a computer that allows users to upload and/or download files using FTP



Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click FTP  
below Chapter 2

# Netiquette

- **Netiquette** is the code of acceptable Internet behavior

## NETIQUETTE — Golden Rule: Treat others as you would like them to treat you.

1. In e-mail, chat rooms, and newsgroups:
  - Keep messages brief. Use proper grammar, spelling, and punctuation.
  - Be careful when using sarcasm and humor, as it might be misinterpreted.
  - Be polite. Avoid offensive language.
  - Read the message before you send it.
  - Use meaningful subject lines.
  - Avoid sending or posting *flames*, which are abusive or insulting messages. Do not participate in *flame wars*, which are exchanges of flames.
  - Avoid sending spam, which is the Internet's version of junk mail. *Spam* is an unsolicited e-mail message or newsgroup posting sent to many recipients or newsgroups at once.
  - Do not use all capital letters, which is the equivalent of SHOUTING!
  - Use **emoticons** to express emotion. Popular emoticons include:  
:) Smile    :| Indifference    :o Surprised  
:( Frown    :\ Undecided

- Use abbreviations and acronyms for phrases:  
btw by the way  
imho in my humble opinion  
fyi for your information  
ttfn ta ta for now  
fwiw for what it's worth  
tyvm thank you very much
- Clearly identify a *spoiler*, which is a message that reveals a solution to a game or ending to a movie or program.
- 2. Read the FAQ (frequently asked questions), if one exists. Many newsgroups and Web pages have an FAQ.
- 3. Do not assume material is accurate or up-to-date. Be forgiving of other's mistakes.
- 4. Never read someone's private e-mail.

Click to view Web Link,  
click Chapter 2, Click Web  
Link from left navigation,  
then click Cyberbullying  
below Chapter 2

Page 108  
Figure 2-33

Discovering Computers 2010: Living in a Digital World  
Chapter 2

# Summary

**History and structure of the Internet**

**World Wide Web**

**Browsing, navigating, searching, Web publishing, and e-commerce**

**Other Internet services:  
e-mail, instant messaging, chat rooms,  
VoIP, newsgroups and message boards, and FTP**

**Rules of netiquette**