Chapter 02

The Internet, the Web, and Electronic Commerce

**Multiple Choice Questions**

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| 1. | Launched in 1969 as a U.S. funded project that developed a national computer network, the Internet was initially called \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | World Wide Web |  |  |  | | --- | --- | | B. | Intranet |  |  |  | | --- | --- | | C. | NSFNet |  |  |  | | --- | --- | | D. | ARPANET | |

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| 2. | The Web was introduced in 1991 at \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | National Aeronautics and Space Administration (NASA) |  |  |  | | --- | --- | | B. | Center for European Nuclear Research (CERN) |  |  |  | | --- | --- | | C. | Research Center for Nuclear Physics (RCNP) |  |  |  | | --- | --- | | D. | National Science Foundation (NSF) | |

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| 3. | The Internet is a(n) \_\_\_\_\_\_\_ made up of wires, cables, satellites, and rules for exchanging information between computers connected to the network.      |  |  | | --- | --- | | A. | physical network |  |  |  | | --- | --- | | B. | virtual network |  |  |  | | --- | --- | | C. | multimedia interface |  |  |  | | --- | --- | | D. | domain name | |

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| 4. | This version of the web evolved to support more dynamic content creation and social interaction.      |  |  | | --- | --- | | A. | Web 1.0 |  |  |  | | --- | --- | | B. | Web 2.0 |  |  |  | | --- | --- | | C. | Web 3.0 |  |  |  | | --- | --- | | D. | Web 4.0 | |

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| 5. | The most common way to access the Internet is through \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | an Internet service provider (ISP) |  |  |  | | --- | --- | | B. | an instant messaging (IM) service |  |  |  | | --- | --- | | C. | an application service provider (ASP) |  |  |  | | --- | --- | | D. | Facebook | |

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| 6. | Which of the following is not a well-known Web browser?      |  |  | | --- | --- | | A. | Microsoft Internet Explorer |  |  |  | | --- | --- | | B. | Windows Explorer |  |  |  | | --- | --- | | C. | Apple Safari |  |  |  | | --- | --- | | D. | Google Chrome | |

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| 7. | A web page typically contains \_\_\_\_\_\_\_, which contains the formatting instructions for displaying the web page.      |  |  | | --- | --- | | A. | uniform resource locators (URLs) |  |  |  | | --- | --- | | B. | top-level domain (TLD) |  |  |  | | --- | --- | | C. | Hypertext Markup Language (HTML) |  |  |  | | --- | --- | | D. | hyperlinks | |

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| 8. | For browsers to connect to resources on the Internet, the location of the resources must be specified through addresses called \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | uniform resource locators (URLs) |  |  |  | | --- | --- | | B. | top-level domains (TLDs) |  |  |  | | --- | --- | | C. | Hypertext Markup Language (HTML) |  |  |  | | --- | --- | | D. | hyperlinks | |

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| 9. | In the URL "http://www.simnetonline.com", what is the domain name?      |  |  | | --- | --- | | A. | http://www.simnetonline.com |  |  |  | | --- | --- | | B. | www.simnetonline.com |  |  |  | | --- | --- | | C. | simnetonline |  |  |  | | --- | --- | | D. | com | |

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| 10. | In the URL "http://www.simnetonline.com", ".com" is the \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | top-level domain (TLD) |  |  |  | | --- | --- | | B. | uniform resource locator (URL) |  |  |  | | --- | --- | | C. | domain name server (DNS) |  |  |  | | --- | --- | | D. | domain name | |

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| 11. | Which programming language is used within HTML documents to trigger interactive features?      |  |  | | --- | --- | | A. | CSS |  |  |  | | --- | --- | | B. | JavaScript |  |  |  | | --- | --- | | C. | HTML |  |  |  | | --- | --- | | D. | Visual Basic | |

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| 12. | Which of the following are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts?      |  |  | | --- | --- | | A. | Javascript |  |  |  | | --- | --- | | B. | Applets |  |  |  | | --- | --- | | C. | AJAX |  |  |  | | --- | --- | | D. | CSS | |

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| 13. | This type of e-mail account is more widely used because it frees the user from installing and maintaining an e-mail client on every computer used to access e-mail.      |  |  | | --- | --- | | A. | Client-based |  |  |  | | --- | --- | | B. | Web-based |  |  |  | | --- | --- | | C. | Cloud |  |  |  | | --- | --- | | D. | Mobile | |

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| 14. | This social networking site is used for professional, business-oriented networking.      |  |  | | --- | --- | | A. | Google+ |  |  |  | | --- | --- | | B. | Facebook |  |  |  | | --- | --- | | C. | Twitter |  |  |  | | --- | --- | | D. | LinkedIn | |

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| 15. | Twitter is an example of what type of site?      |  |  | | --- | --- | | A. | Wiki |  |  |  | | --- | --- | | B. | Blog |  |  |  | | --- | --- | | C. | Microblog |  |  |  | | --- | --- | | D. | Search | |

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| 16. | \_\_\_\_\_\_\_ typically broadcast live events and use streaming technology in which audio and video files are continuously downloaded to your computer while you are listening to and/or viewing the content.      |  |  | | --- | --- | | A. | Webcasts |  |  |  | | --- | --- | | B. | Blogs |  |  |  | | --- | --- | | C. | Microblogs |  |  |  | | --- | --- | | D. | Twitter | |

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| 17. | \_\_\_\_\_\_\_ do not use streaming technology and are used to download media files to your computer.      |  |  | | --- | --- | | A. | Webcasts |  |  |  | | --- | --- | | B. | Podcasts |  |  |  | | --- | --- | | C. | Microblogs |  |  |  | | --- | --- | | D. | Twitter | |

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| 18. | Which of the following is a website specially designed to allow visitors to use their browser to add, edit, or delete the site's content?      |  |  | | --- | --- | | A. | Wiki |  |  |  | | --- | --- | | B. | Blog |  |  |  | | --- | --- | | C. | Webcast |  |  |  | | --- | --- | | D. | Microblog | |

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| 19. | These special programs continually look for new information and update the databases used by search services.      |  |  | | --- | --- | | A. | Spiders |  |  |  | | --- | --- | | B. | Webcrawlers |  |  |  | | --- | --- | | C. | Bugs |  |  |  | | --- | --- | | D. | Hits | |

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| 20. | When you enter a keyword or phrase into a search engine the results display as a list of these.      |  |  | | --- | --- | | A. | Matches |  |  |  | | --- | --- | | B. | Hits |  |  |  | | --- | --- | | C. | Subjects |  |  |  | | --- | --- | | D. | Entries | |

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| 21. | This type of e-commerce often resembles the electronic version of the classified ads or an auction.      |  |  | | --- | --- | | A. | B2C |  |  |  | | --- | --- | | B. | C2C |  |  |  | | --- | --- | | C. | C2B |  |  |  | | --- | --- | | D. | B2B | |

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| 22. | Online banking is an example of what type of e-commerce?      |  |  | | --- | --- | | A. | B2C |  |  |  | | --- | --- | | B. | C2C |  |  |  | | --- | --- | | C. | C2B |  |  |  | | --- | --- | | D. | B2B | |

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| 23. | Which of the following is not one of the three basic components of cloud computing?      |  |  | | --- | --- | | A. | client organizations and end-users |  |  |  | | --- | --- | | B. | service providers |  |  |  | | --- | --- | | C. | the Internet |  |  |  | | --- | --- | | D. | wireless connectivity | |

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| 24. | Programs that automatically start and operate as a part of your browser are called \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | plug-ins |  |  |  | | --- | --- | | B. | readers |  |  |  | | --- | --- | | C. | pop-ups |  |  |  | | --- | --- | | D. | ActiveX controls | |

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| 25. | Parents can use this type of program to block access to selected Websites.      |  |  | | --- | --- | | A. | Plug-in |  |  |  | | --- | --- | | B. | FTP |  |  |  | | --- | --- | | C. | BitTorrent |  |  |  | | --- | --- | | D. | Filter | |

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| 26. | This method of file transfer has been used for decades and is frequently used for uploading changes to a Website hosted by an Internet service provider.      |  |  | | --- | --- | | A. | SSP |  |  |  | | --- | --- | | B. | FTP |  |  |  | | --- | --- | | C. | BitTorrent |  |  |  | | --- | --- | | D. | Dropbox.com | |

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| 27. | This method of file transfer distributes file transfers across many different computers.      |  |  | | --- | --- | | A. | SSP |  |  |  | | --- | --- | | B. | FTP |  |  |  | | --- | --- | | C. | BitTorrent |  |  |  | | --- | --- | | D. | Dropbox.com | |

**True / False Questions**

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| 28. | The Internet connects millions of computers and resources across the world via wires, cables, and satellite.    True    False |

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| 29. | The Internet and the Web are the same.    True    False |

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| 30. | In addition to an Internet connection, users need browser software to easily display web pages.    True    False |

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| 31. | In order to connect to a website, the browser must know only the site's domain name.    True    False |

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| 32. | JavaScript is a language often used within HTML documents to trigger interactive features.    True    False |

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| 33. | Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of web pages including layout, colors, and fonts.    True    False |

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| 34. | AJAX is an advanced use of JavaScript that is used to create interactive websites that respond quickly.    True    False |

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| 35. | Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer.    True    False |

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| 36. | Attachments to e-mail messages can be a document or an image.    True    False |

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| 37. | The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail.    True    False |

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| 38. | Instant messaging allows text only.    True    False |

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| 39. | Cloud computing is an example of a social networking site.    True    False |

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| 40. | LinkedIn is a social networking site that you should visit if you are looking for professional employment.    True    False |

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| 41. | After a webcast is completed there are no files left on your computer.    True    False |

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| 42. | Wikis allow many individuals to edit the site's content.    True    False |

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| 43. | All information found on the web through search tools can be considered as factual.    True    False |

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| 44. | One of the biggest challenges for the growth of e-commerce is the development of fast, secure, and reliable payment methods for buying goods.    True    False |

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| 45. | QuickTime and Acrobat Reader are classified as plug-in programs.    True    False |

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| 46. | Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data.    True    False |

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| 47. | Uploading is the process of copying a file from a website to your computer.    True    False |

**Fill in the Blank Questions**

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| 48. | Google Chrome is an example of a web \_\_\_\_\_\_\_.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 49. | The \_\_\_\_\_\_\_ protocol is used for web traffic and is the most widely used Internet protocol.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 50. | In the URL "http://www.simnetonline.com", "www.simnetonline.com" is the \_\_\_\_\_\_\_ name.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 51. | HTML stands for \_\_\_\_\_\_\_.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 52. | A(n) \_\_\_\_\_\_\_ is a link on a web page that connects to another web page.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 53. | Special web browsers, called \_\_\_\_\_\_\_ browsers, are designed to run on portable devices such as smartphones and tablets.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 54. | \_\_\_\_\_\_\_ e-mail accounts do not require an e-mail program to be installed on your computer.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 55. | Unsolicited e-mail is called \_\_\_\_\_\_\_.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 56. | \_\_\_\_\_\_\_ messaging is the process of sending short electronic messages using a wireless network.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 57. | A(n) \_\_\_\_\_\_\_ publishes short sentences that only take a few seconds to write, rather than long stories or posts.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 58. | The most popular microblogging site is \_\_\_\_\_\_\_.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 59. | A(n) \_\_\_\_\_\_\_ is a website specially designed to allow visitors to use their browser to add, edit, or delete the site's content.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 60. | "Wiki" comes from the Hawaiian word for \_\_\_\_\_\_\_.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 61. | A(n) \_\_\_\_\_\_\_ engine is a specialized program that assists you in locating information on the web and the Internet.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 62. | \_\_\_\_\_\_\_ search engines focus on subject-specific websites and can save time by narrowing your search.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 63. | When evaluating a website's content, whether or not the information is up to date is considered part of the \_\_\_\_\_\_\_ element.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 64. | \_\_\_\_\_\_\_ cash is the Internet's equivalent to traditional cash.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 65. | \_\_\_\_\_\_\_ computing provides access to software, programs, and data from anywhere through an Internet connection.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 66. | A(n) \_\_\_\_\_\_\_ is a collection of utility programs designed to maintain your security and privacy while you are on the web.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| 67. | Knowledge of HTML and CSS is considered essential for the job of a(n) \_\_\_\_\_\_\_.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Essay Questions**

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| 68. | Describe the evolution of the Internet and web. |

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| 69. | Define the parts of a URL. |

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| 70. | Describe the various technologies used to provide highly interactive and animated websites. |

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| 71. | Briefly explain how instant messaging works. |

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| 72. | Describe a wiki and explain how a wiki differs from a blog. |

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| 73. | Explain how a search engine works. |

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| 74. | Discuss the four elements to consider when evaluating the content and accuracy of information on the web. |

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| 75. | Describe both the advantages, and the disadvantages associated with electronic commerce. |

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| 76. | Describe the two greatest challenges for e-commerce. |

Chapter 02 The Internet, the Web, and Electronic Commerce Answer Key

**Multiple Choice Questions**

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| 1. *(p. 28)* | Launched in 1969 as a U.S. funded project that developed a national computer network, the Internet was initially called \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | World Wide Web |  |  |  | | --- | --- | | B. | Intranet |  |  |  | | --- | --- | | C. | NSFNet |  |  |  | | --- | --- | | **D.** | ARPANET | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-01 Explain the origins of the Internet and the web Topic: The Internet and the Web* |

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| 2. *(p. 28)* | The Web was introduced in 1991 at \_\_\_\_\_\_\_.      |  |  | | --- | --- | | A. | National Aeronautics and Space Administration (NASA) |  |  |  | | --- | --- | | **B.** | Center for European Nuclear Research (CERN) |  |  |  | | --- | --- | | C. | Research Center for Nuclear Physics (RCNP) |  |  |  | | --- | --- | | D. | National Science Foundation (NSF) | |

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| 3. *(p. 28)* | The Internet is a(n) \_\_\_\_\_\_\_ made up of wires, cables, satellites, and rules for exchanging information between computers connected to the network.      |  |  | | --- | --- | | **A.** | physical network |  |  |  | | --- | --- | | B. | virtual network |  |  |  | | --- | --- | | C. | multimedia interface |  |  |  | | --- | --- | | D. | domain name | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-01 Explain the origins of the Internet and the web Topic: The Internet and the Web* |

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| 4. *(p. 28)* | This version of the web evolved to support more dynamic content creation and social interaction.      |  |  | | --- | --- | | A. | Web 1.0 |  |  |  | | --- | --- | | **B.** | Web 2.0 |  |  |  | | --- | --- | | C. | Web 3.0 |  |  |  | | --- | --- | | D. | Web 4.0 | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-01 Explain the origins of the Internet and the web Topic: The Internet and the Web* |

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| 5. *(p. 32)* | The most common way to access the Internet is through \_\_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | an Internet service provider (ISP) |  |  |  | | --- | --- | | B. | an instant messaging (IM) service |  |  |  | | --- | --- | | C. | an application service provider (ASP) |  |  |  | | --- | --- | | D. | Facebook | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 6. *(p. 32)* | Which of the following is not a well-known Web browser?      |  |  | | --- | --- | | A. | Microsoft Internet Explorer |  |  |  | | --- | --- | | **B.** | Windows Explorer |  |  |  | | --- | --- | | C. | Apple Safari |  |  |  | | --- | --- | | D. | Google Chrome | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 7. *(p. 33)* | A web page typically contains \_\_\_\_\_\_\_, which contains the formatting instructions for displaying the web page.      |  |  | | --- | --- | | A. | uniform resource locators (URLs) |  |  |  | | --- | --- | | B. | top-level domain (TLD) |  |  |  | | --- | --- | | **C.** | Hypertext Markup Language (HTML) |  |  |  | | --- | --- | | D. | hyperlinks | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 8. *(p. 32)* | For browsers to connect to resources on the Internet, the location of the resources must be specified through addresses called \_\_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | uniform resource locators (URLs) |  |  |  | | --- | --- | | B. | top-level domains (TLDs) |  |  |  | | --- | --- | | C. | Hypertext Markup Language (HTML) |  |  |  | | --- | --- | | D. | hyperlinks | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 9. *(p. 33)* | In the URL "http://www.simnetonline.com", what is the domain name?      |  |  | | --- | --- | | A. | http://www.simnetonline.com |  |  |  | | --- | --- | | **B.** | www.simnetonline.com |  |  |  | | --- | --- | | C. | simnetonline |  |  |  | | --- | --- | | D. | com | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 10. *(p. 33)* | In the URL "http://www.simnetonline.com", ".com" is the \_\_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | top-level domain (TLD) |  |  |  | | --- | --- | | B. | uniform resource locator (URL) |  |  |  | | --- | --- | | C. | domain name server (DNS) |  |  |  | | --- | --- | | D. | domain name | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 11. *(p. 33)* | Which programming language is used within HTML documents to trigger interactive features?      |  |  | | --- | --- | | A. | CSS |  |  |  | | --- | --- | | **B.** | JavaScript |  |  |  | | --- | --- | | C. | HTML |  |  |  | | --- | --- | | D. | Visual Basic | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 12. *(p. 33)* | Which of the following are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts?      |  |  | | --- | --- | | A. | Javascript |  |  |  | | --- | --- | | B. | Applets |  |  |  | | --- | --- | | C. | AJAX |  |  |  | | --- | --- | | **D.** | CSS | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 13. *(p. 38)* | This type of e-mail account is more widely used because it frees the user from installing and maintaining an e-mail client on every computer used to access e-mail.      |  |  | | --- | --- | | A. | Client-based |  |  |  | | --- | --- | | **B.** | Web-based |  |  |  | | --- | --- | | C. | Cloud |  |  |  | | --- | --- | | D. | Mobile | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 14. *(p. 40)* | This social networking site is used for professional, business-oriented networking.      |  |  | | --- | --- | | A. | Google+ |  |  |  | | --- | --- | | B. | Facebook |  |  |  | | --- | --- | | C. | Twitter |  |  |  | | --- | --- | | **D.** | LinkedIn | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. *(p. 41)* | Twitter is an example of what type of site?      |  |  | | --- | --- | | A. | Wiki |  |  |  | | --- | --- | | B. | Blog |  |  |  | | --- | --- | | **C.** | Microblog |  |  |  | | --- | --- | | D. | Search | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 16. *(p. 41)* | \_\_\_\_\_\_\_ typically broadcast live events and use streaming technology in which audio and video files are continuously downloaded to your computer while you are listening to and/or viewing the content.      |  |  | | --- | --- | | **A.** | Webcasts |  |  |  | | --- | --- | | B. | Blogs |  |  |  | | --- | --- | | C. | Microblogs |  |  |  | | --- | --- | | D. | Twitter | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 17. *(p. 41)* | \_\_\_\_\_\_\_ do not use streaming technology and are used to download media files to your computer.      |  |  | | --- | --- | | A. | Webcasts |  |  |  | | --- | --- | | **B.** | Podcasts |  |  |  | | --- | --- | | C. | Microblogs |  |  |  | | --- | --- | | D. | Twitter | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 18. *(p. 41)* | Which of the following is a website specially designed to allow visitors to use their browser to add, edit, or delete the site's content?      |  |  | | --- | --- | | **A.** | Wiki |  |  |  | | --- | --- | | B. | Blog |  |  |  | | --- | --- | | C. | Webcast |  |  |  | | --- | --- | | D. | Microblog | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 19. *(p. 42)* | These special programs continually look for new information and update the databases used by search services.      |  |  | | --- | --- | | **A.** | Spiders |  |  |  | | --- | --- | | B. | Web crawlers |  |  |  | | --- | --- | | C. | Bugs |  |  |  | | --- | --- | | D. | Hits | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-05 Describe search tools, including search engines and specialized search engines Topic: Search Tools* |

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| 20. *(p. 43)* | When you enter a keyword or phrase into a search engine the results display as a list of these.      |  |  | | --- | --- | | A. | Matches |  |  |  | | --- | --- | | **B.** | Hits |  |  |  | | --- | --- | | C. | Subjects |  |  |  | | --- | --- | | D. | Entries | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-05 Describe search tools, including search engines and specialized search engines Topic: Search Tools* |

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| 21. *(p. 44)* | This type of e-commerce often resembles the electronic version of the classified ads or an auction.      |  |  | | --- | --- | | A. | B2C |  |  |  | | --- | --- | | **B.** | C2C |  |  |  | | --- | --- | | C. | C2B |  |  |  | | --- | --- | | D. | B2B | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues Topic: Electronic Commerce* |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. *(p. 44)* | Online banking is an example of what type of e-commerce?      |  |  | | --- | --- | | **A.** | B2C |  |  |  | | --- | --- | | B. | C2C |  |  |  | | --- | --- | | C. | C2B |  |  |  | | --- | --- | | D. | B2B | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues Topic: Electronic Commerce* |

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| 23. *(p. 46)* | Which of the following is not one of the three basic components of cloud computing?      |  |  | | --- | --- | | A. | client organizations and end-users |  |  |  | | --- | --- | | B. | service providers |  |  |  | | --- | --- | | C. | the Internet |  |  |  | | --- | --- | | **D.** | wireless connectivity | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 3 Hard Learning Outcome: 02-08 Describe cloud computing, including the three-way interaction of clients, Internet, and service providers Topic: Cloud Computing* |

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| 24. *(p. 34)* | Programs that automatically start and operate as a part of your browser are called \_\_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | plug-ins |  |  |  | | --- | --- | | B. | readers |  |  |  | | --- | --- | | C. | pop-ups |  |  |  | | --- | --- | | D. | ActiveX controls | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. *(p. 34)* | Parents can use this type of program to block access to selected Websites.      |  |  | | --- | --- | | A. | Plug-in |  |  |  | | --- | --- | | B. | FTP |  |  |  | | --- | --- | | C. | BitTorrent |  |  |  | | --- | --- | | **D.** | Filter | |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

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| 26. *(p. 35)* | This method of file transfer has been used for decades and is frequently used for uploading changes to a Website hosted by an Internet service provider.      |  |  | | --- | --- | | A. | SSP |  |  |  | | --- | --- | | **B.** | FTP |  |  |  | | --- | --- | | C. | BitTorrent |  |  |  | | --- | --- | | D. | Dropbox.com | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

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| 27. *(p. 35)* | This method of file transfer distributes file transfers across many different computers.      |  |  | | --- | --- | | A. | SSP |  |  |  | | --- | --- | | B. | FTP |  |  |  | | --- | --- | | **C.** | BitTorrent |  |  |  | | --- | --- | | D. | Dropbox.com | |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

**True / False Questions**

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| 28. *(p. 28)* | The Internet connects millions of computers and resources across the world via wires, cables, and satellite.    **TRUE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-01 Explain the origins of the Internet and the web Topic: The Internet and the Web* |

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| 29. *(p. 28)* | The Internet and the Web are the same.    **FALSE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-01 Explain the origins of the Internet and the web Topic: The Internet and the Web* |

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| 30. *(p. 32)* | In addition to an Internet connection, users need browser software to easily display web pages.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 31. *(p. 33)* | In order to connect to a website, the browser must know only the site's domain name.    **FALSE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 3 Hard Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 32. *(p. 33)* | JavaScript is a language often used within HTML documents to trigger interactive features.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 33. *(p. 33)* | Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of web pages including layout, colors, and fonts.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 34. *(p. 33)* | AJAX is an advanced use of JavaScript that is used to create interactive websites that respond quickly.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 35. *(p. 37)* | Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer.    **TRUE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 36. *(p. 37)* | Attachments to e-mail messages can be a document or an image.    **TRUE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 37. *(p. 38)* | The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail.    **FALSE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 38. *(p. 38)* | Instant messaging allows text only.    **FALSE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 39. *(p. 45-46)* | Cloud computing is an example of a social networking site.    **FALSE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-08 Describe cloud computing, including the three-way interaction of clients, Internet, and service providers Topic: Cloud Computing* |

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| 40. *(p. 40)* | LinkedIn is a social networking site that you should visit if you are looking for professional employment.    **TRUE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 41. *(p. 41)* | After a webcast is completed there are no files left on your computer.    **TRUE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 42. *(p. 41)* | Wikis allow many individuals to edit the site's content.    **TRUE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 43. *(p. 43)* | All information found on the web through search tools can be considered as factual.    **FALSE** |

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| *AACSB: Communication AACSB: Technology Accessibility: Keyboard Navigation Blooms: Apply Difficulty: 3 Hard Learning Outcome: 02-06 Evaluate the accuracy of information presented on the web Topic: Search Tools* |

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| 44. *(p. 44)* | One of the biggest challenges for the growth of e-commerce is the development of fast, secure, and reliable payment methods for buying goods.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 1 Easy Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues Topic: Electronic Commerce* |

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| 45. *(p. 34)* | QuickTime and Acrobat Reader are classified as plug-in programs.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

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| 46. *(p. 46)* | Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data.    **TRUE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Understand Difficulty: 1 Easy Learning Outcome: 02-08 Describe cloud computing, including the three-way interaction of clients, Internet, and service providers Topic: Cloud Computing* |

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| --- | --- |
| 47. *(p. 35)* | Uploading is the process of copying a file from a website to your computer.    **FALSE** |

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| *AACSB: Technology Accessibility: Keyboard Navigation Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

**Fill in the Blank Questions**

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| 48. *(p. 32)* | Google Chrome is an example of a web \_\_\_\_\_\_\_.    **browser** |

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| *AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 49. *(p. 33)* | The \_\_\_\_\_\_\_ protocol is used for web traffic and is the most widely used Internet protocol.    **http** |

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| *AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 50. *(p. 33)* | In the URL "http://www.simnetonline.com", "www.simnetonline.com" is the \_\_\_\_\_\_\_ name.    **domain** |

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| *AACSB: Technology Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 51. *(p. 33)* | HTML stands for \_\_\_\_\_\_\_.    **Hypertext Markup Language** |

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| *AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 52. *(p. 33)* | A(n) \_\_\_\_\_\_\_ is a link on a web page that connects to another web page.    **hyperlink** |

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| *AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 53. *(p. 33)* | Special web browsers, called \_\_\_\_\_\_\_ browsers, are designed to run on portable devices such as smartphones and tablets.    **mobile** |

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| *AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 54. *(p. 33)* | \_\_\_\_\_\_\_ e-mail accounts do not require an e-mail program to be installed on your computer.    **Web-based** |

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| *AACSB: Communication AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 55. *(p. 38)* | Unsolicited e-mail is called \_\_\_\_\_\_\_.    **spam** |

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| *AACSB: Communication AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 56. *(p. 38)* | \_\_\_\_\_\_\_ messaging is the process of sending short electronic messages using a wireless network.    **Text** |

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| *AACSB: Communication AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 57. *(p. 41)* | A(n) \_\_\_\_\_\_\_ publishes short sentences that only take a few seconds to write, rather than long stories or posts.    **microblog** |

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| *AACSB: Communication AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 58. *(p. 41)* | The most popular microblogging site is \_\_\_\_\_\_\_.    **Twitter** |

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| *AACSB: Communication AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 59. *(p. 41)* | A(n) \_\_\_\_\_\_\_ is a website specially designed to allow visitors to use their browser to add, edit, or delete the site's content.    **wiki** |

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| *AACSB: Communication AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 60. *(p. 41)* | "Wiki" comes from the Hawaiian word for \_\_\_\_\_\_\_.    **fast** |

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| *AACSB: Communication AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 61. *(p. 43)* | A(n) \_\_\_\_\_\_\_ engine is a specialized program that assists you in locating information on the web and the Internet.    **search** |

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| *AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-05 Describe search tools, including search engines and specialized search engines Topic: Search Tools* |

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| 62. *(p. 43)* | \_\_\_\_\_\_\_ search engines focus on subject-specific websites and can save time by narrowing your search.    **Specialized** |

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| *AACSB: Technology Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-05 Describe search tools, including search engines and specialized search engines Topic: Search Tools* |

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| 63. *(p. 43)* | When evaluating a website's content, whether or not the information is up to date is considered part of the \_\_\_\_\_\_\_ element.    **currency** |

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| *AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-06 Evaluate the accuracy of information presented on the web Topic: Search Tools* |

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| 64. *(p. 45)* | \_\_\_\_\_\_\_ cash is the Internet's equivalent to traditional cash.    **Digital** |

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| *AACSB: Technology Blooms: Remember Difficulty: 1 Easy Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues Topic: Electronic Commerce* |

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| 65. *(p. 46)* | \_\_\_\_\_\_\_ computing provides access to software, programs, and data from anywhere through an Internet connection.    **Cloud** |

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| *AACSB: Technology Blooms: Understand Difficulty: 1 Easy Learning Outcome: 02-08 Describe cloud computing, including the three-way interaction of clients, Internet, and service providers Topic: Cloud Computing* |

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| 66. *(p. 35)* | A(n) \_\_\_\_\_\_\_ is a collection of utility programs designed to maintain your security and privacy while you are on the web.    **Internet security suite** |

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| *AACSB: Technology Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites Topic: Web Utilities* |

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| 67. *(p. 47)* | Knowledge of HTML and CSS is considered essential for the job of a(n) \_\_\_\_\_\_\_.    **webmaster** |

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| *AACSB: Technology Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Careers in IT* |

**Essay Questions**

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| 68. *(p. 28)* | Describe the evolution of the Internet and web.     The Internet was launched in 1969 when the United States funded a project to develop a national computer network called Advanced Research Project Agency Network (ARPANET). The Internet is a large network that connects together smaller networks all over the globe. Initially, the Internet was all text—no graphics, animations, sound, or video. The web was introduced in 1991 at the Center for European Nuclear Research (CERN) in Switzerland and added a multimedia interface to the resources available on the Internet. |

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| *AACSB: Communication AACSB: Reflective Thinking AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-01 Explain the origins of the Internet and the web Topic: The Internet and the Web* |

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| 69. *(p. 32)* | Define the parts of a URL.     For browsers to connect to resources on the Internet, the address of the resources must be specified. These addresses are called uniform resource locators or URLs. All URLs have at least two basic parts. The protocol is the first part of the address and specifies which protocol (set of rules for exchanging data) to use when connecting to the Internet resources. In the example, http://www.espn.com, the protocol is http. The protocol http is used for web traffic and is the most widely used Internet protocol. The second part of the URL is the domain name, for example www.espn.com. This indicates the specific address where the resource is located. The part of the domain name following the dot (.) is the top-level domain. It identifies the type of organization. A ".com" top-level domain indicates a commercial site. |

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| *AACSB: Reflective Thinking AACSB: Technology Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 70. *(p. 33)* | Describe the various technologies used to provide highly interactive and animated websites.     Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of web pages including layout, colors, and fonts. CSS helps to ensure that related web pages have a consistent presentation or look. JavaScriptis a language often used within HTML documents to trigger interactive features, such as opening new browser windows and checking information entered in online forms. AJAX, an advanced use of JavaScript, is used to create interactive websites that respond quickly. Applets are programs that can be downloaded quickly and run by most browsers. They are used to present animation, display graphics, provide interactive games, and much more. |

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| *AACSB: Reflective Thinking AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-02 Explain how to access the web using providers and browsers Topic: Internet Access* |

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| 71. *(p. 38)* | Briefly explain how instant messaging works.     Instant messaging (IM) is an extension of e-mail that allows two or more people to contact each other via direct, live communication. To use instant messaging, you specify a list of friends and register with an instant messaging server. Whenever you connect to the Internet, special software informs your messaging server that you are online. In response, the server will notify you if any of your contacts are online. At the same time, it notifies your friends that you are online. You can then send messages directly back and forth to one another. |

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| *AACSB: Communication AACSB: Reflective Thinking AACSB: Technology Blooms: Apply Difficulty: 2 Medium Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 72. *(p. 41)* | Describe a wiki and explain how a wiki differs from a blog.     A wiki is a website designed to allow visitors to use their browser to add, edit, or delete that site's content. Wikis support collaborative writing in which there is not a single expert author, but rather a community of interested people that builds knowledge over time. Although blogs may have multiple authors, community feedback is limited to adding comments to the site. Blogs are not a collaborative effort like wikis. |

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| *AACSB: Analytic AACSB: Communication AACSB: Technology Blooms: Analyze Difficulty: 3 Hard Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis Topic: Communication* |

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| 73. *(p. 43)* | Explain how a search engine works.     To use a search website, you enter a keyword or phrase reflecting the information you want. The search engine compares your entry against its database and returns a list of hits, or sites that contain the keywords. Each hit includes a link to the referenced web page (or other resource) along with a brief discussion of the information contained at that location. Many searches result in a large number of hits. For example, if you were to enter the keyword *music*, you would get billions of hits. Search engines order the hits according to those sites that most likely contain the information requested and present the list to you in that order, usually in groups of 10. |

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| *AACSB: Reflective Thinking AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-05 Describe search tools, including search engines and specialized search engines Topic: Search Tools* |

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| 74. *(p. 43)* | Discuss the four elements to consider when evaluating the content and accuracy of information on the web.     There are four elements to consider when evaluating the accuracy of information on the web: authority, accuracy, objectivity, and currency. Authority refers to the author's expertise on the subject. Is the site an official site for the information presented, or is the site an individual's personal website? In order to determine the accuracy of a website, consider whether or not the information has been critically reviewed for correctness prior to posting on the web. Does the website provide a method to report inaccurate information to the authors? Objectivity is reached when the information is factually reported without an author bias. Finally, currency is the timeliness of the website. Is the information up to date? Does the site specify the date when the site was last updated? |

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| *AACSB: Reflective Thinking AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-06 Evaluate the accuracy of information presented on the web Topic: Search Tools* |

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| 75. *(p. 44)* | Describe both the advantages, and the disadvantages associated with electronic commerce.     Electronic commerce, also known as e-commerce, is the buying and selling of goods over the Internet. The underlying reason for the rapid growth in e-commerce is that it provides incentives for both buyers and sellers. From the buyer's perspective, goods and services can be purchased at any time of day or night. Traditional commerce is typically limited to standard business hours when the seller is open. Additionally, buyers no longer have to physically travel to the seller's location. From the seller's perspective, the costs associated with owning and operating a retail outlet can be eliminated. Another advantage is reduced inventory. Some of the disadvantages include the inability to provide immediate delivery of goods, the inability to "try on" prospective purchases, and questions relating to the security of online payments. |

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| *AACSB: Reflective Thinking AACSB: Technology Blooms: Understand Difficulty: 2 Medium Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues Topic: Electronic Commerce* |

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| 76. *(p. 44)* | Describe the two greatest challenges for e-commerce.     The two greatest challenges for e-commerce is the development of (1) fast, secure, and reliable payment methods for purchased goods and (2) providing convenient ways to provide required information such as mailing addresses and credit card information. |

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| *AACSB: Reflective Thinking AACSB: Technology Blooms: Remember Difficulty: 2 Medium Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues Topic: Electronic Commerce* |