



# THE INTERNET



By Abbi & Cassie



# History of the internet

- The internet first came about in February 1958 in America
- A man named JCR Licklider saw universal networking as a potential unifying revolution.
- He envisioned a globally interconnected set of computers through which everyone could quickly access data and programs from any site.
- Leonard Kleinrock at MIT published the first paper on packet switching theory in July 1961 and the first book on the subject in 1964.
- The internet began to grow rapidly in the 1970's as the knowledge of networking was growing more and more rapidly.
- It expanded further in the 1980's as the general public were becoming more aware of it.

- The general public gained access to the Internet on July 16, 1986 when the first Freenet came on-line in Cleveland in the U.S.
- Between 1987 and 1988 the number of hosts increased from 10,000 to 60,000
- With the development of the World Wide Web (WWW) in 1991, there was no stopping the rapid expansion of the Internet.
- People only had to download a WWW browser in order to access the info on millions of websites. Countries around the world joined the Internet and registered their two-letter domain names, e.g. ca for Canada.
- The most important development was in 1993 was the release of the first graphic web browser software, Mosaic.

- In 1994 the first junk e-mail or "spam" was sent out this year. The first shopping malls also appeared along with Internet radio stations (mainly rebroadcasting) and the first cyber bank.
- In 1998, the Internet continued to grow, with thousands of new subscribers every day joining the millions already subscribed.



# What is it?

- The Internet is a worldwide, publicly accessible network of interconnected computer networks that transmit data using the standard Internet Protocol (IP).
- It's a worldwide network of computers that allows the "sharing" or "networking" of information at remote sites from other academic institutions, research institutes, private companies, government agencies, and individuals.
- It allows people to send and receive data wherever they are in the world if they have internet access
- Everyone will find that they use the internet in one way or another, whether it is to research some information or simply talk to friends
- Today, the Web and the Internet allow connectivity from literally everywhere on earth—even ships at sea and in outer space.

# Audience

- The intended audience for the internet is anyone and everyone in the world who has access to a computer, there is no limit to the information that can be found on the internet.
- The internet is used widely by the audience, mostly it used for researching subjects and talking online. However it has many other uses, one advantage of the internet is that it can be used for advertising products and companies. If you put an advert for a product on a site that is visited regularly it will become more popular.
- The audience uses the internet for personal use to make their life easier and faster. The internet can enable the audience to find information within minutes and also allows them to talk to people all over the world wherever they are.

# How does it affect the audience?

- It affects the audience in a good way because it makes their lives easier and less problematic
- It enables them to do well in school and in work as they can access information and advice easily
- However it can also change a person in the way they think and their lives in general, as the internet allows them to access anything from anywhere in the world and this isn't always a good thing as extreme violence etc is promoted.
- The audience use the internet for many different ways, in which are explained on the next page. The internet is used in places such as school, at home and at work.

# Why is it used?

The internet is used for many different things such as:

- **Talking to friends**- using programmes such as msn and myspace (web2))
- **Online shopping**- buying items from the internet without leaving your home using sites such as [www.tesco.com](http://www.tesco.com)
- **Watching Videos**- using websites such as [www.youtube.com](http://www.youtube.com)
- **Research**- using search engines such as [www.google.com](http://www.google.com)
- **Downloading/listening to music**- using programmes such as lime wire or sites such as [www.myspace.com](http://www.myspace.com)



# Advantages and Disadvantages

The internet has many more advantages than it does disadvantages according to research.

## Advantages:

- ✓ Allows easy and quick access to information
- ✓ Enables user to access files and information from any computer anywhere in the world
- ✓ People can check financial information, purchase products, talk to people and much more online
- ✓ Downloading music- quick and easy
- ✓ User can send information quickly from computer to computer

# Disadvantages:

- ✓ It promotes violence and bad behaviour within society, as it contains violent videos and other disturbing images
- ✓ It can encourage negative activities such as pornography and paedophilia, these things can now be explored more openly due to the internet
- ✓ It stops children from going out, as they wish to stay home and use the internet to talk to friends etc

# The value of the internet for media institutions

The internet is a great advantage to different institutions around the world.  
It enables them to:

- Advertise online which gives them further promotion
- Allow customers etc to make online accounts and buy products online
- They can use the internet to create their own website which can give clients the latest news etc
- Allows them to send emails etc to institutions in other countries to also give further promotion and development
- They can download information from the internet on to their computer systems quick and easily

# Convergence

- The internet links with lots of other technologies, audiences and institutions
- It has a wide variety of different audiences which use it for different things which have been explained previously
- Other technologies such as ipods, laptops, mobile phones etc all use the internet for advertisement and all link back to the internet in one way or another. For example most mobile phones have internet access, music downloaded from the internet is put onto ipods and the internet is accessible with the use of a laptop/
- Institutions all use the internet, mainly for advertising.
- The internet overall is one of the most important things within the world and the industry, it has evolved so much over the years, institutions wouldn't be the same without it.

# Implications for the future

I think the internet will develop in the future in the following ways:

- It will become cheaper for people to use
- It will become much faster and information will be able to be accessed more quickly
- More and more information will be added to it, which will make it the worlds biggest technology resource
- It will continue to grow and as it becomes cheaper people in less economically developed countries will gain access to it, further developing their education and access to information
- Overall, the internet will become even more advanced in technology, making it cheaper, faster and more widely accessed.

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