

The World Wide Web

Part I: Exploring the Web

Web browser

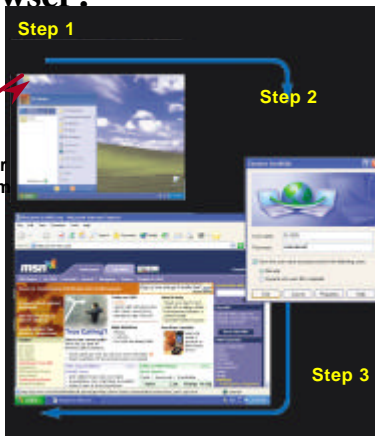
- Program that allows you to view Web pages
 - ◆ Netscape
 - ◆ Internet Explorer



How can you establish a connection and start the Web browser?

- 1: Click the Web browser program name
- 2: If necessary, connect to Internet
- 3: Connection to the Internet occurs and a home page displays

Web browser program name



How do handheld computers and cellular telephones access the Web?

- Must be Web-enabled
- Uses a microbrowser that displays Web pages that contain mostly text

Microbrowser for a Web-enabled cellular telephone



Hyperlink

- Text or graphic that displays a related Web page
- Also called a link

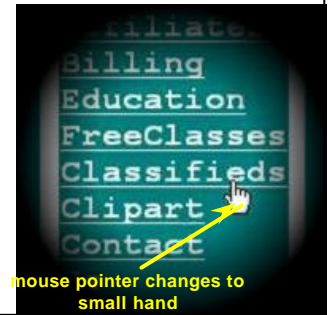


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How can you identify a hyperlink (link) on a Web page?

- Mouse pointer changes to a small hand when you point to a link
- Click the link to display the associated Web page
- Link can be a word, phrase, or image

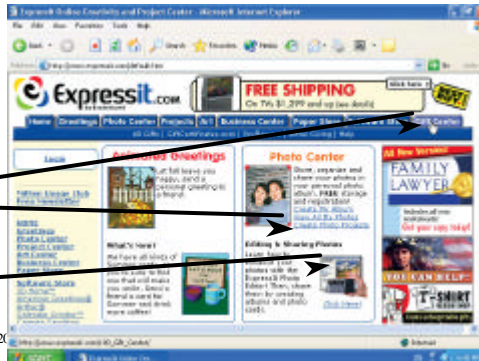


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How do you recognize links?

1. Some links display a different color when you point to them
2. Some links are underlined
3. Some links are graphical images

1. link
2. link
3. link



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What can links display?

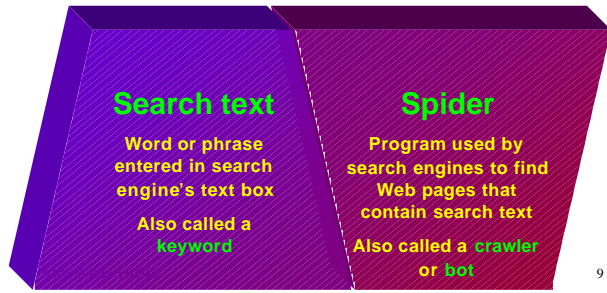
- Item found elsewhere on same Web page
- Different Web page at same Web site
- Web page at a different Web site



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Search engine

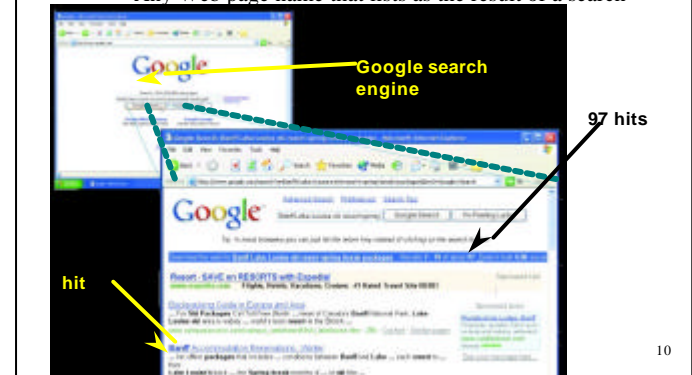
- Program used to find Web pages pertaining to a specific topic



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What is a hit?

- Any Web page name that lists as the result of a search



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Some widely used search engines

AltaVista	altavista.com
Excite	excite.com
Google	google.com
GoTo.com	goto.com
HotBot	hotbot.com
Lycos	lycos.com
WebCrawler	webcrawler.com
Yahoo!	yahoo.com

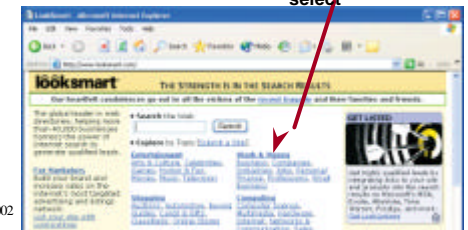
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Directory

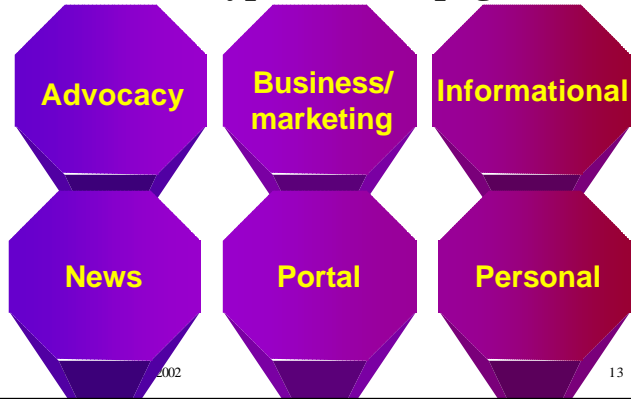
- Search tool with organized set of topics and subtopics
- Lets you find information by clicking links rather than entering keywords

organized topics from which you select



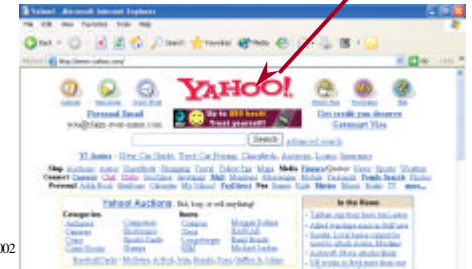
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Six basic types of Web pages



Portal Web page

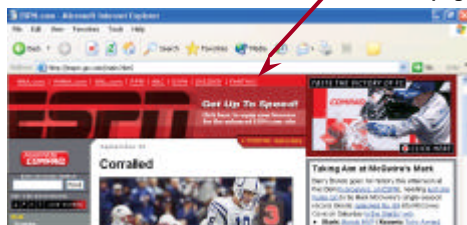
- Offers a variety of Internet services from a single, convenient location
 - Often called a portal
- Yahoo! is a portal



News Web page

- Contains newsworthy material
- Stories and articles relating to current events, life, money, sports, and weather

ESPN.com is a sports news page



Business/marketing Web page

- Contains content that promotes products
- Allows you to purchase products online



Advocacy Web page

- Contains content that describes a cause, opinion, or idea



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Personal Web page

- Web page maintained by private individual
- Reasons: sharing life experience with the world



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What services are often found on a portal?



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Web community

- Web site joining specific group of people with similar interests or relationships

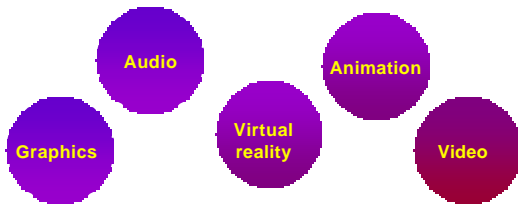


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What is multimedia?

- Application integrating text with other media elements
- Often used on Web pages to add appeal



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Graphic file formats

GRAPHICS FORMATS USED ON THE INTERNET

Acronym	Name	File Extension
BMP	Bit Map	.bmp
GIF (pronounced JIFF)	Graphics Interchange Format	.gif
JPEG (pronounced JAY-peg)	Joint Photographic Experts Group	.jpg
PCX	PC Paintbrush	.pcx
PNG (pronounced ping)	Portable Network Graphics	.png
TIFF	Tagged Image File Format	.tif

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Thumbnail

- Small version of a larger graphical image
- Usually click thumbnail on Web page to display full-sized image

full-sized image



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Animation

- Appearance of motion created by displaying a series of still images in rapid sequence



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Audio

- Music, speech, or any other sound
- Individual sound files that you download to your computer

MP3 files

- Compresses audio to one-tenth of original size while preserving quality of sound
- Allows for transfer of music over Web



Streaming audio

- Enables you to listen to the sound as it downloads to your computer
- Radio stations use streaming audio to broadcast over the Web

RealAudio link
radio station
Web page



Video

- Consists of full-motion images with sound played back at various speeds
- MPEG is popular video compression standard



Newsgroup

- Online area where users conduct written discussions about particular subject
- User sends message to newsgroup
- Other users in newsgroup read and reply to message

Usenet

Entire collection of Internet newsgroups

News server

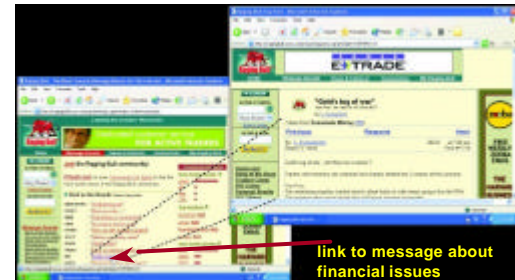
Computer that stores and distributes newsgroup messages

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Message board

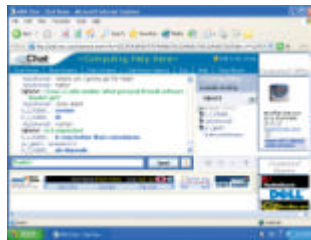
- Type of discussion group that does not require newsreader
- Also called a discussion board



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Chat

- Real-time conversation that takes place on a computer
- Chat room is location on server that permits users to discuss topics of interest



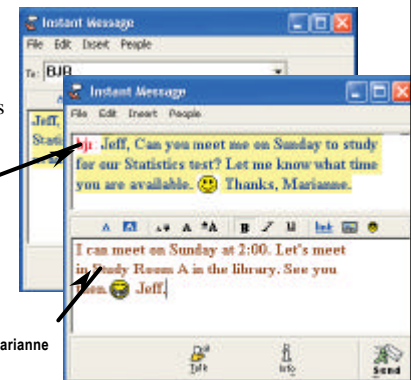
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Instant messaging (IM)

- A real-time Internet communications service

Marianne's message immediately displays on Jeff's computer screen because she is online

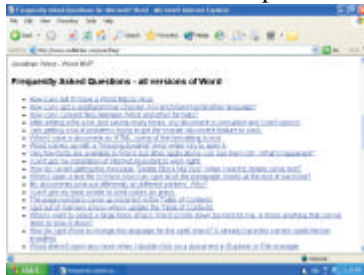


Jeff's response to Marianne

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FAQ page

- Frequently Asked Questions
- Often available on a Web site that provides updates



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Netiquette

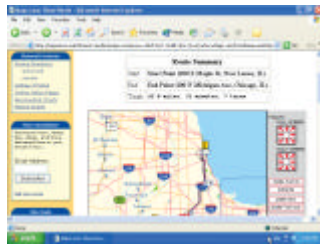
- Code of acceptable behaviors users should follow while on the Internet

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

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Web application

- A software application that exists on a Web site, such as maps and directions
- Some Web applications store your data and information at their site
- Some are free

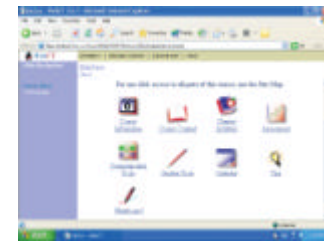


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Web-based training (WBT)

- Self-directed, self-paced instruction on a topic on the Web
- Distance learning (DL) is the delivery of education at one location while the learning takes place at other locations



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Application service provider (ASP)

- Third party organization that manages and distributes software and services on the Web
- Allows companies to outsource information technology (IT) needs



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The World Wide Web

Part II: Creating a Web Page

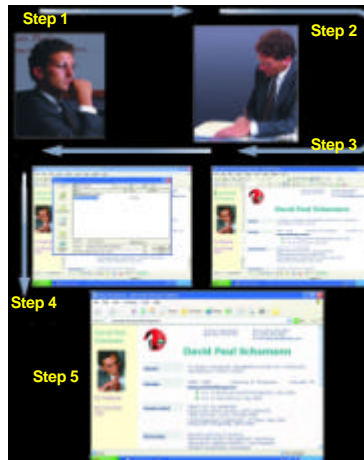
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Web publishing

- Development and maintenance of Web pages

- 1 Plan
- 2 Analyze and design
- 3 Create the Web site
- 4 Deploy the Web site
- 5 Maintain the Web site



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How do you deploy a Web site?

Locate Web server to store your site

Upload, or copy, site to Web server

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Reference

- Computers in Your Future (Ch. 8)
- Introduction to Computing (Ch. 2)
- The Better Way (Ch. 13, 15)
- Discovering Computers World 2003 (Ch. 2 – 3)