

Introduction to using the Internet for global communication

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What is the Internet?

- A global data communication system
- Collection of Computer Networks all using a standard communication protocol
- Most common services:
 - World Wide Web (www)
 - Email
 - also VOIP and Instant Messaging

Web Channels

- Blogs (weblog/journal)
 - Time ordered articles
 - Generally single writer/perspective
 - Reader comments
 - All articles carry a single theme
 - Videoblogs, Photoblogs, Microblogs
 - eg. YouTube, Flickr, Twitter

Web Channels

- Forums / BB
 - Topic centered discussion
 - Wider theme than blogs
 - Community response
 - Many users create topics
 - Topics ordered by latest active discussion

Web Channels

- Ezine / Emag
 - Traditional journalistic format
 - Articles listed by editorial importance
 - Usually many writers
 - Can include comments

Web Channels

- Wiki
 - Hawaiian for “fast”
 - Collaborative website
 - Users can create and edit all content
 - Organic page/topic creation
 - eg. Wikipedia

Web Channels

- Social Networks
 - Aim to reflect social relations between people/organisations
 - Links between user profiles
 - Incorporating real-time updates and messages
 - Community Groups of shared interest
 - eg. MySpace, FaceBook

Communication

- Organic Search Results
 - High ranking on various search phrases
- Social News
 - Socially voted collection of links eg. Digg
- Paid advertising
 - Search advertising/ Banner advertising

Communication

- Link Exchange
 - Sharing links among similarly themed sites
- RSS (Really Simple Syndication)
 - Mechanism for sharing web content
- Viral Marketing
 - Social Networking and Blogging



Thanks for listening