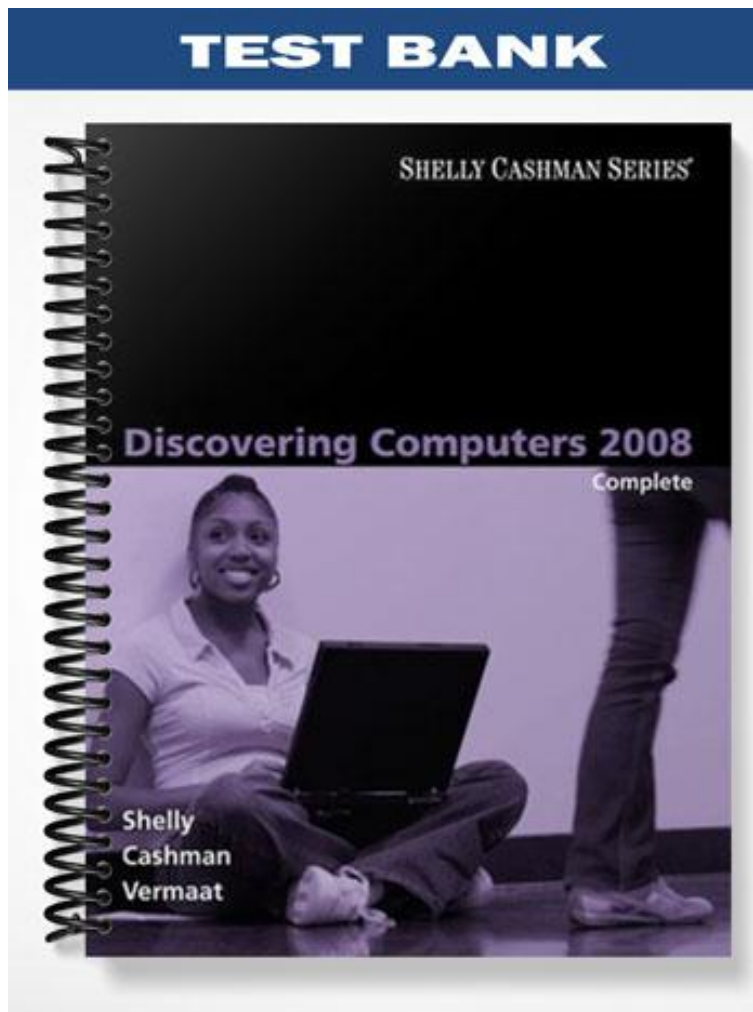


# TEST BANK



## Chapter 2: The Internet and World Wide Web

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### MULTIPLE CHOICE

1. \_\_\_\_ are two of the more widely accessed Internet services.
  - a. The World Wide Web and e-mail
  - b. FTP and message boards
  - c. Mailing lists and chat rooms
  - d. Instant messaging and newsgroups

ANS: A                      PTS: 1                      DIF: P                      REF: 68  
OBJ: 1
  
2. The Internet has its roots in \_\_\_\_, a network that became functional in 1969, linking scientific and academic researchers across the United States.
  - a. ARPANET
  - b. NSFnet
  - c. LISTSERV
  - d. MPEG

ANS: A                      PTS: 1                      DIF: S                      REF: 69  
OBJ: 1
  
3. \_\_\_\_ oversees research and sets standards and guidelines for many areas of the Internet.
  - a. ARPANET
  - b. NSFnet
  - c. LISTSERV
  - d. World Wide Web Consortium (W3C)

ANS: D                      PTS: 1                      DIF: S                      REF: 70  
OBJ: 1
  
4. Fixed wireless Internet connections \_\_\_\_.
  - a. use an antenna to communicate with a tower
  - b. are high-speed
  - c. use radio signals
  - d. all of the above

ANS: D                      PTS: 1                      DIF: S                      REF: 70  
OBJ: 2
  
5. Although it is an easy and inexpensive way for users to connect to the Internet, \_\_\_\_ is slow-speed technology.
  - a. a cable modem
  - b. DSL
  - c. a dial-up connection
  - d. ISDN

ANS: C                      PTS: 1                      DIF: P                      REF: 70  
OBJ: 2
  
6. Unlike higher-speed access, which is connected to the Internet the entire time the computer is running, with \_\_\_\_ a connection must be established to the Internet.
  - a. DSL
  - b. dial-up access
  - c. ISDN
  - d. a cable modem

ANS: B                      PTS: 1                      DIF: P                      REF: 70  
OBJ: 2
  
7. A satellite modem \_\_\_\_.
  - a. uses regular copper telephone lines
  - b. is a high-speed Internet connection

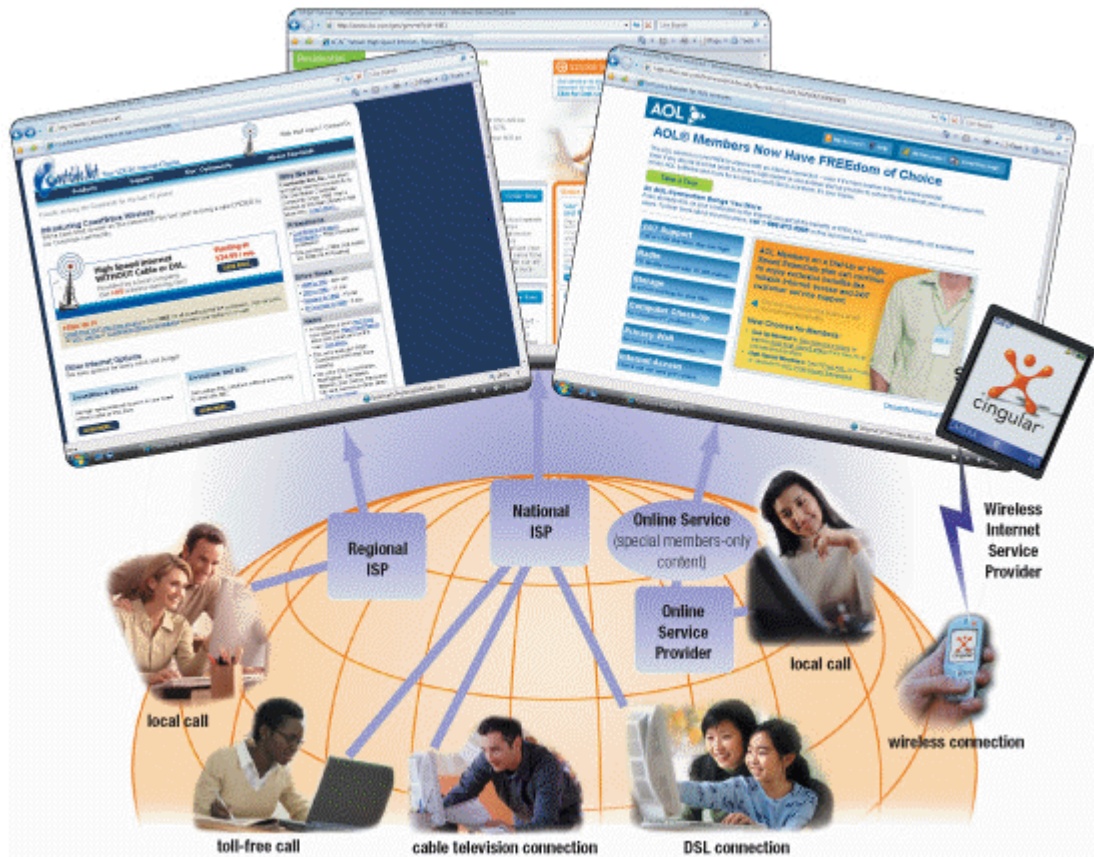
- c. accesses the Internet through the cable television network
- d. uses radio signals to communicate with a tower

ANS: B  
OBJ: 2

PTS: 1

DIF: S

REF: 70



**Figure 2-1**

8. In Figure 2-1, which shows common ways to access the Internet, a(n) \_\_\_\_ usually provides Internet access to a specific geographic area.
- a. wireless Internet service provider (WISP)
  - b. online service provider (OSP)
  - c. regional ISP
  - d. national ISP

ANS: C  
OBJ: 2

PTS: 1

DIF: S

REF: 72

9. In Figure 2-1, which shows common ways to access the Internet, a(n) \_\_\_\_ is a larger business, such as AT&T WorldNet and EarthLink, that provides Internet access in cities and towns nationwide.
- a. wireless Internet service provider (WISP)
  - b. online service provider (OSP)
  - c. regional ISP
  - d. national ISP

ANS: D  
OBJ: 2

PTS: 1

DIF: S

REF: 72

10. In Figure 2-1, which shows common ways to access the Internet, a(n) \_\_\_\_ has many members-only features, such as special content and services, in addition to providing Internet access.
- a. wireless Internet service provider (WISP)
  - b. online service provider (OSP)
  - c. regional ISP
  - d. national ISP

ANS: B                      PTS: 1                      DIF: P                      REF: 72  
OBJ: 2

11. In Figure 2-1, which shows common ways to access the Internet, a(n) \_\_\_\_ is a company that provides access to users with Internet-enabled mobile devices.
- a. wireless Internet service provider (WISP)
  - b. online service provider (OSP)
  - c. regional ISP
  - d. national ISP

ANS: A                      PTS: 1                      DIF: P                      REF: 72  
OBJ: 2

12. The major carriers of network traffic on the Internet are known collectively as the \_\_\_\_.
- a. NERVENet
  - b. DARPA
  - c. Internet backbone
  - d. Internet artery

ANS: C                      PTS: 1                      DIF: S                      REF: 72  
OBJ: 2

13. In an IP address, the number in each group is between \_\_\_\_.
- a. 0 and 255
  - b. 250 and 555
  - c. 550 and 755
  - d. 750 and 955

ANS: A                      PTS: 1                      DIF: P                      REF: 73  
OBJ: 3

14. When a user specifies a domain name, a \_\_\_\_ translates the domain name to its associated IP address so data can route to the correct computer.
- a. URL client
  - b. DNS client
  - c. URL server
  - d. DNS server

ANS: D                      PTS: 1                      DIF: S                      REF: 74  
OBJ: 3

15. Widely used Web browsers for personal computers include all of the following *except* \_\_\_\_.
- a. Netscape
  - b. Microsoft Internet Explorer
  - c. Firefox
  - d. Microsoft Office PowerPoint 2007

ANS: D                      PTS: 1                      DIF: P                      REF: 75  
OBJ: 5

16. Visitors to a \_\_\_\_ can customize some or all of the content, such as stock quotes, weather, or ticket availability.
- a. static Web page
  - b. home page
  - c. dynamic Web page
  - d. Web server

ANS: C                      PTS: 1                      DIF: S                      REF: 75  
OBJ: 5

17. To browse the Web, you need a \_\_\_\_.
- a. computer that is connected to the Internet and that has a Web browser
  - b. wireless modem
  - c. domain name
  - d. home network

ANS: A                      PTS: 1                      DIF: S                      REF: 75  
OBJ: 5

18. \_\_\_\_ is the process of a computer receiving information, such as a Web page, from a server on the Internet.

- a. Streaming
- b. Downloading
- c. Flowing
- d. Uploading

ANS: B                      PTS: 1                      DIF: P                      REF: 76  
OBJ: 5

19. In a Web address, the \_\_\_\_, is a set of rules that defines how pages transfer on the Internet.

- a. html, which stands for Hypertext Markup Language
- b. www, which stands for World Wide Web
- c. http, which stands for Hypertext Transfer Protocol
- d. url, which stands for Uniform Resource Locator

ANS: C                      PTS: 1                      DIF: S                      REF: 76  
OBJ: 6

20. When viewing a Web page, pointing to, or positioning the pointer on, a link on the screen typically changes the shape of the pointer to a small \_\_\_\_.

- a. right-pointing arrow
- b. hand with a pointing index finger
- c. circle with a diagonal stripe
- d. lightning bolt

ANS: B                      PTS: 1                      DIF: P                      REF: 77  
OBJ: 6

21. To activate a link on a Web page, a user clicks it, that is, points to the link and then \_\_\_\_.

- a. presses the left mouse button
- b. moves the mouse up and down
- c. presses the right mouse button
- d. moves the mouse side to side

ANS: A                      PTS: 1                      DIF: S                      REF: 77  
OBJ: 6



Figure 2-2

22. Search engines like the one in Figure 2-2 \_\_\_\_.
- are particularly helpful in locating pages about certain topics
  - require that you enter search text
  - allow you to use operators to refine a search
  - all of the above

ANS: D      PTS: 1      DIF: P      REF: 80  
 OBJ: 6

23. Many portals have a(n) \_\_\_\_, which is a Web site that joins a specific group of people with similar interests or relationships.
- Online club
  - Online community
  - Online klatch
  - Online company

ANS: B      PTS: 1      DIF: P      REF: 82  
 OBJ: 7

24. A wireless portal is a portal specifically designed for \_\_\_\_.
- desktop computers
  - mainframe computers
  - Internet-enabled mobile devices
  - supercomputers

ANS: C      PTS: 1      DIF: S      REF: 82  
 OBJ: 7

25. A business/marketing Web site \_\_\_\_.
- contains content that promotes or sells products or services
  - offers exciting, challenging avenues for formal and informal teaching and learning
  - contains content that describes a cause, opinion, or idea
  - is maintained by a private individual or family who normally is not associated with any organization

ANS: A                      PTS: 1                      DIF: P                      REF: 82  
OBJ: 7

26. An educational Web site \_\_\_\_.
- contains content that promotes or sells products or services
  - offers exciting, challenging avenues for formal and informal teaching and learning
  - contains content that describes a cause, opinion, or idea
  - is maintained by a private individual or family who normally is not associated with any organization

ANS: B                      PTS: 1                      DIF: P                      REF: 82  
OBJ: 7

27. An advocacy Web site \_\_\_\_.
- contains content that promotes or sells products or services
  - offers exciting, challenging avenues for formal and informal teaching and learning
  - contains content that describes a cause, opinion, or idea
  - is maintained by a private individual or family who normally is not associated with any organization

ANS: C                      PTS: 1                      DIF: P                      REF: 82  
OBJ: 7

28. A blog Web site \_\_\_\_.
- uses a diary or journal format
  - is an informal site consisting of time-stamped articles
  - is short for Weblog
  - all of the above

ANS: D                      PTS: 1                      DIF: P                      REF: 82  
OBJ: 7

29. A wiki \_\_\_\_.
- reflects the interests, opinions, and personalities of the authors
  - is usually open to modification by the general public
  - distributes, or feeds, the content to subscribers for free or a fee
  - is an informal site consisting of time-stamped articles, usually in a diary or journal format

ANS: B                      PTS: 1                      DIF: P                      REF: 82  
OBJ: 7

30. \_\_\_\_ is a specification sometimes used by content aggregators to distribute content.
- MPEG
  - Atom
  - DSL
  - NSF

ANS: B                      PTS: 1                      DIF: S                      REF: 84  
OBJ: 7

31. Of the graphics formats that exist on the Web, the two more common are \_\_\_\_ formats because of their smaller file sizes.

- a. TIFF and BMP
- b. TIFF and PNG
- c. BMP and PNG
- d. JPEG and GIF

ANS: D                      PTS: 1                      DIF: S                      REF: 85  
OBJ: 8

32. Many Web pages use \_\_\_\_, which is the appearance of motion created by displaying a series of still images in sequence.

- a. thumbnails
- b. audio
- c. virtual reality
- d. animation

ANS: D                      PTS: 1                      DIF: P                      REF: 86  
OBJ: 8

33. \_\_\_\_ enables users to listen to music as it downloads to their computers.

- a. Streaming audio
- b. Flowing audio
- c. Streaming video
- d. Flowing video

ANS: A                      PTS: 1                      DIF: P                      REF: 86  
OBJ: 8

34. Podcasters register their podcasts with \_\_\_\_.

- a. NSFnet
- b. ARPA
- c. W3C
- d. content aggregators

ANS: D                      PTS: 1                      DIF: S                      REF: 86  
OBJ: 8

35. The \_\_\_\_ defines a popular video compression standard.

- a. Moving Pictures Experts Group (MPEG)
- b. Advanced Research Projects Agency (ARPA)
- c. National Science Foundation (NSF)
- d. Digital Subscriber Line (DSL)

ANS: A                      PTS: 1                      DIF: S                      REF: 88  
OBJ: 8

36. \_\_\_\_ occurs when one consumer sells directly to another consumer, such as in an online auction.

- a. Consumer-to-business (C2B) e-commerce
- b. Business-to-consumer (B2C) e-commerce
- c. Consumer-to-consumer (C2C) e-commerce
- d. Business-to-business (B2B) e-commerce

ANS: C                      PTS: 1                      DIF: S                      REF: 92  
OBJ: 10

37. Most e-commerce actually takes place between businesses, which is called \_\_\_\_.

- a. consumer-to-business (C2B) e-commerce
- b. business-to-consumer (B2C) e-commerce
- c. consumer-to-consumer (C2C) e-commerce
- d. business-to-business (B2B) e-commerce

ANS: D                      PTS: 1                      DIF: S                      REF: 92  
OBJ: 10



38. Today, \_\_\_\_ is a primary communications method for both personal and business use.
- a. e-commerce
  - b. FTP
  - c. chat room
  - d. e-mail

ANS: D                      PTS: 1                      DIF: P                      REF: 92  
OBJ: 11

39. \_\_\_\_ is a communications technology used by some outgoing mail servers.
- a. SMTP (simple mail transfer protocol)
  - b. ARPA (advanced rural postal addresses)
  - c. POP (post office protocol)
  - d. HTML (hypertext mail link)

ANS: A                      PTS: 1                      DIF: S                      REF: 94  
OBJ: 11

40. \_\_\_\_ is the process of transferring documents, graphics, and other objects from a computer to a server on the Internet.
- a. Uploading
  - b. Streaming
  - c. Downloading
  - d. Flowing

ANS: A                      PTS: 1                      DIF: P                      REF: 96  
OBJ: 11

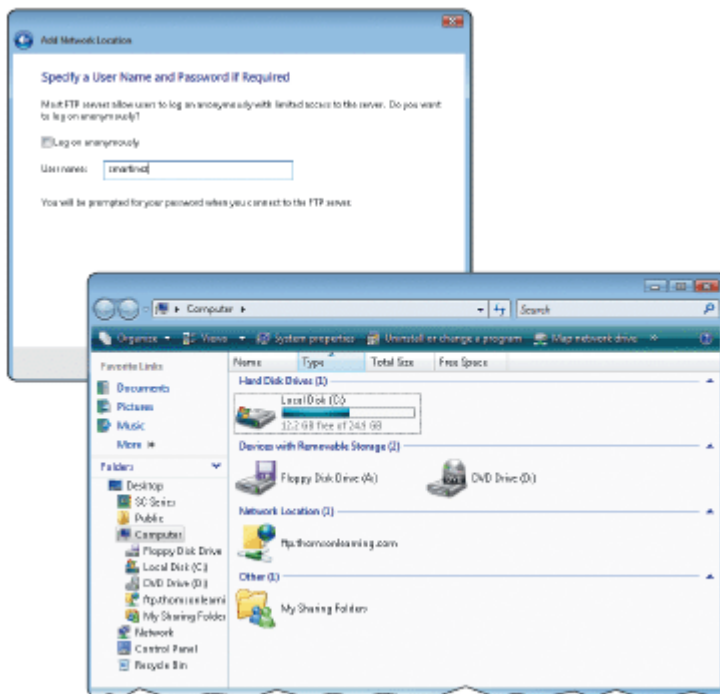


Figure 2-3

41. Many FTP sites like the one in Figure 2-3 have \_\_\_\_, whereby anyone can transfer some, if not all, available files.
- a. identified FTP
  - b. anonymous FTP
  - c. named FTP
  - d. signed FTP

ANS: B                      PTS: 1                      DIF: S                      REF: 96  
OBJ: 11

42. As shown in Figure 2-3, \_\_\_\_ is an Internet standard that permits file uploading and downloading with other computers on the Internet.
- a. Telnet
  - b. FTP
  - c. IM
  - d. Webcasting

ANS: B                      PTS: 1                      DIF: P                      REF: 96  
OBJ: 11

43. An FTP \_\_\_\_ is a computer that allows users to upload and/or download files using FTP as shown in Figure 2-3.
- a. server
  - b. network
  - c. client
  - d. base unit

ANS: A                      PTS: 1                      DIF: S                      REF: 96  
OBJ: 11

44. The entire collection of Internet newsgroups is called \_\_\_\_, which contains tens of thousands of newsgroups about a multitude of topics.
- a. ARPANET
  - b. NSFnet
  - c. Dragnet
  - d. Usenet

ANS: D                      PTS: 1                      DIF: S                      REF: 96  
OBJ: 11

45. A computer that stores and distributes newsgroup messages is called a \_\_\_\_.
- a. news client
  - b. newsreader
  - c. news server
  - d. newsmonger

ANS: C                      PTS: 1                      DIF: S                      REF: 96  
OBJ: 11

46. A newsreader enables users to access a newsgroup to read previously entered messages, called \_\_\_\_.
- a. stories
  - b. features
  - c. series
  - d. articles

ANS: D                      PTS: 1                      DIF: S                      REF: 96  
OBJ: 11

47. In some newsgroups, a posted article is sent to a \_\_\_\_, who reviews the contents of the article and then posts it, if appropriate.
- a. message board
  - b. newsreader
  - c. news server
  - d. moderator

ANS: D                      PTS: 1                      DIF: S                      REF: 97  
OBJ: 11

48. Some mailing lists are called \_\_\_\_, named after a popular mailing list program.
- a. LISTSERVs
  - b. MPEGs
  - c. ARPANETs
  - d. W3Cs

ANS: A                      PTS: 1                      DIF: S                      REF: 97  
OBJ: 11

49. For \_\_\_\_ to work, both parties must be online at the same time, and the receiver of a message must be willing to accept messages.
- a. e-mail
  - c. instant messaging

- b. FTP  
d. all of the above

ANS: C                      PTS: 1                      DIF: P                      REF: 98  
OBJ: 11

50. Internet telephony \_\_\_\_.
- a. uses a slow speed dial-up connection
  - b. uses the public switched telephone network
  - c. also is called Voice over IP
  - d. all of the above

ANS: C                      PTS: 1                      DIF: P                      REF: 99  
OBJ: 11

51. \_\_\_\_ is an unsolicited e-mail message or newsgroup posting sent to many recipients or newsgroups at once.
- a. An emoticon
  - b. Spam
  - c. A flame
  - d. FAQ

ANS: B                      PTS: 1                      DIF: S                      REF: 100  
OBJ: 12

52. Use \_\_\_\_, such as :) or :(, to express emotion in an e-mail message or newsgroup posting.
- a. spam
  - b. FAQs
  - c. emoticons
  - d. flames

ANS: C                      PTS: 1                      DIF: P                      REF: 100  
OBJ: 12

53. \_\_\_\_ oversees research and sets standards and guidelines for many areas of the Internet.
- a. The NSF
  - b. ARPA
  - c. The W3C
  - d. DARPA

ANS: C                      PTS: 1                      DIF: S                      REF: 70  
OBJ: 1

54. \_\_\_\_ is a technology that provides high-speed Internet connection using regular copper telephone lines.
- a. DSL
  - b. ISP
  - c. CMOS
  - d. OSP

ANS: A                      PTS: 1                      DIF: P                      REF: 70  
OBJ: 2

55. A(n) \_\_\_\_ provider is a business that provides individuals and companies access to the Internet for free or for a fee.
- a. service
  - b. access
  - c. host
  - d. e-mail

ANS: B                      PTS: 1                      DIF: P                      REF: 71  
OBJ: 2

56. With dial-up Internet access, the telephone number dialed connects a user to an access point on the Internet, called a(n) \_\_\_\_.
- a. ICANN
  - b. DSL
  - c. IP
  - d. POP

ANS: D                      PTS: 1                      DIF: S                      REF: 72  
OBJ: 2

57. A(n) \_\_\_\_ address is a number that uniquely identifies each computer or device connected to the Internet.

- a. IP
- b. e-mail
- c. POP
- d. DSL

ANS: A                      PTS: 1                      DIF: P                      REF: 73  
OBJ: 3

58. A(n) \_\_\_\_ name is the text version of an IP address.

- a. index
- b. identifier
- c. domain
- d. link

ANS: C                      PTS: 1                      DIF: P                      REF: 73  
OBJ: 3

59. The group that assigns and controls top-level domains is the \_\_\_\_.

- a. NSF
- b. ICANN
- c. Network Solutions Group
- d. ARPANET

ANS: B                      PTS: 1                      DIF: S                      REF: 74  
OBJ: 3

60. The \_\_\_\_ is the method that the Internet uses to store domain names and their corresponding IP addresses.

- a. ICANN
- b. National IP Service
- c. DNS
- d. TCP

ANS: C                      PTS: 1                      DIF: S                      REF: 74  
OBJ: 3

61. Visitors to a(n) \_\_\_\_ Web page all see the same content.

- a. dynamic
- b. registered
- c. static
- d. hypertext

ANS: C                      PTS: 1                      DIF: S                      REF: 75  
OBJ: 5

62. A more common usage of the term, \_\_\_\_ page, refers to the first page that a Web site displays.

- a. home
- b. origin
- c. base
- d. landing

ANS: A                      PTS: 1                      DIF: P                      REF: 76  
OBJ: 5

63. A Web page has a unique address, called a(n) \_\_\_\_.

- a. IP
- b. HTTP
- c. POP
- d. URL

ANS: D                      PTS: 1                      DIF: P                      REF: 76  
OBJ: 4

64. A(n) \_\_\_\_ is a built-in connection to another related Web page or part of a Web page.

- a. rank
- c. key

b. link d. index

ANS: B PTS: 1 DIF: P REF: 77  
OBJ: 4

65. Some people use the phrase, \_\_\_\_ the Web, to refer to the activity of using links to explore the Web.
- a. riding
  - b. linking
  - c. surfing
  - d. texting

ANS: C PTS: 1 DIF: P REF: 77  
OBJ: 4

66. On the Web, a(n) \_\_\_\_ directory classifies Web pages in an organized set of categories, such as sports or shopping, and related subcategories.

- a. object
- b. subject
- c. glossary
- d. narrative

ANS: B PTS: 1 DIF: P REF: 78  
OBJ: 6

67. A(n) \_\_\_\_ is an informal Web site consisting of time-stamped articles, or posts, in a diary or journal format, usually listed in reverse chronological order.

- a. blog
- b. online collaboration
- c. wiki
- d. groupware site

ANS: A PTS: 1 DIF: P REF: 82  
OBJ: 7

68. A(n) \_\_\_\_ is a collaborative Web site that allows users to add to, modify, or delete the Web site content via their Web browser.

- a. blog
- b. podcast
- c. content aggregator
- d. wiki

ANS: D PTS: 1 DIF: P REF: 82  
OBJ: 8

69. A content \_\_\_\_ is a business that gathers and organizes Web content and then distributes, or feeds, the content to subscribers for free or a fee.

- a. cast
- b. wiki
- c. aggregator
- d. synthesizer

ANS: C PTS: 1 DIF: S REF: 84  
OBJ: 8

70. The \_\_\_\_ format reduces an audio file to about one-tenth of its original size, while preserving much of the original quality of the sound.

- a. MP3
- b. PNG
- c. GIF
- d. VMEG

ANS: A PTS: 1 DIF: P REF: 86  
OBJ: 8

71. \_\_\_\_ is the process of transferring data in a continuous and even flow, which allows users to access and use a file while it is transmitting.

- a. Casting
- b. Streaming
- c. Surfing
- d. Flowing

ANS: B                      PTS: 1                      DIF: P                      REF: 86  
OBJ: 8

72. \_\_\_\_ is the use of computers to simulate a real or imagined environment that appears as three-dimensional (3-D) space.
- a. IrDA
  - b. POP
  - c. VR
  - d. TCP

ANS: C                      PTS: 1                      DIF: P                      REF: 88  
OBJ: 8

73. \_\_\_\_ is the latest version of a communications technology used by some incoming mail servers.
- a. FTP
  - b. TCP
  - c. GIF
  - d. POP3

ANS: D                      PTS: 1                      DIF: S                      REF: 95  
OBJ: 11

74. A popular Web-based type of discussion group that does not require a newsreader is a(n) \_\_\_\_.
- a. online index
  - b. Telnet reader
  - c. browser
  - d. message board

ANS: D                      PTS: 1                      DIF: P                      REF: 97  
OBJ: 11

75. A(n) \_\_\_\_ is a group of e-mail names and addresses given a single name.
- a. chat list
  - b. actor list
  - c. mailing list
  - d. client list

ANS: C                      PTS: 1                      DIF: P                      REF: 97  
OBJ: 11

76. A(n) \_\_\_\_ is a real-time typed conversation that takes place on a computer.
- a. chat
  - b. telnet
  - c. confab
  - d. quick talk

ANS: A                      PTS: 1                      DIF: P                      REF: 98  
OBJ: 11

77. A chat \_\_\_\_ is a location on an Internet server that permits users to chat with each other.
- a. base
  - b. room
  - c. home
  - d. space

ANS: B                      PTS: 1                      DIF: P                      REF: 98  
OBJ: 11

78. To start a chat session, a user connects to a chat server through a program called a chat \_\_\_\_.
- a. servlet
  - b. applet
  - c. matrix
  - d. client

ANS: D                      PTS: 1                      DIF: S                      REF: 98  
OBJ: 11

79. \_\_\_\_ is a real-time Internet communications service that notifies users when one or more people are online and then allows them to exchange messages or files or join a private chat room.
- a. Wikispace
  - c. Chattalk







- a. BMP
- b. GIF
- c. TIFF
- d. PNG

ANS: B, D      PTS: 1      DIF: S      REF: 85  
OBJ: 8

5. A news Web site contains newsworthy material including stories and articles relating to \_\_\_\_.
- a. current events
  - b. money
  - c. the weather
  - d. sports

ANS: A, B, C, D      PTS: 1      DIF: P      REF: 82  
OBJ: 7

6. Many United States government agencies have informational Web sites providing \_\_\_\_.
- a. advocacy
  - b. the congressional budget
  - c. census data
  - d. tax codes

ANS: B, C, D      PTS: 1      DIF: P      REF: 82  
OBJ: 7

7. In 1986, the National Science Foundation (NSF) connected its huge network of five supercomputer centers, called NSFnet, to \_\_\_\_.

- a. the Web
- b. ARPANET
- c. the IPnet
- d. DNS

ANS: B      PTS: 1      DIF: S      REF: 70  
OBJ: 1

8. The mission of \_\_\_\_ is to contribute to the growth of the Web.

- a. the W3C
- b. ARPA
- c. the NSF
- d. ICANN

ANS: A      PTS: 1      DIF: S      REF: 70  
OBJ: 1

9. On the Internet, a user's computer is a client that can access \_\_\_\_ on a variety of servers.

- a. hardware
- b. information
- c. data
- d. services

ANS: B, C, D      PTS: 1      DIF: P      REF: 72  
OBJ: 2

10. A Web address can include \_\_\_\_.

- a. the path to a location on a Web page
- b. protocol
- c. the path to a specific Web page
- d. domain name

ANS: A, B, C, D      PTS: 1      DIF: P      REF: 76  
OBJ: 4

### TRUE/FALSE

1. One of the major reasons business, home, and other users purchase computers is for Internet access.

ANS: T      PTS: 1      DIF: P      REF: 68  
OBJ: 1

2. No single person, company, institution, or government agency controls or owns the Internet.

ANS: T                      PTS: 1                      DIF: P                      REF: 70  
OBJ: 1

3. A satellite modem provides Internet connections using regular copper telephone lines.

ANS: F                      PTS: 1                      DIF: S                      REF: 70  
OBJ: 2

4. Dial-up access is a difficult and expensive way for users to connect to the Internet.

ANS: F                      PTS: 1                      DIF: P                      REF: 70  
OBJ: 2

5. Hot spots are businesses that provide individuals and companies access to the Internet free or for a fee, usually a fixed monthly amount.

ANS: F                      PTS: 1                      DIF: S                      REF: 71  
OBJ: 2

6. To attract more customers, some access providers also offer Web publishing services.

ANS: T                      PTS: 1                      DIF: P                      REF: 71  
OBJ: 2

7. Despite their larger size, national ISPs usually offer fewer services and have a smaller technical support staff than regional ISPs.

ANS: F                      PTS: 1                      DIF: P                      REF: 72  
OBJ: 2

8. In general, the first portion of each IP address identifies the specific computer and the last portion identifies the network.

ANS: F                      PTS: 1                      DIF: P                      REF: 73  
OBJ: 3

9. To help minimize errors, most current browsers and Web sites do not require the http:// and www portions of a Web address.

ANS: T                      PTS: 1                      DIF: P                      REF: 76  
OBJ: 4

10. When a Web address is entered, a user sends, or pushes, information to a Web server.

ANS: F                      PTS: 1                      DIF: P                      REF: 76  
OBJ: 4

11. Some Web servers can pull content from a user's computer at regular intervals or whenever updates are made to the site.

ANS: F  
OBJ: 4

PTS: 1

DIF: P

REF: 76

12. Depending on the speed of the Internet connection and the amount of graphics involved, a Web page download can take from a few seconds to several minutes.

ANS: T  
OBJ: 5

PTS: 1

DIF: P

REF: 76

13. Text links may be underlined and/or displayed in a color different from other text on the Web page.

ANS: T  
OBJ: 6

PTS: 1

DIF: P

REF: 77

14. The two most commonly used search tools are subject directories and keywords.

ANS: F  
OBJ: 6

PTS: 1

DIF: P

REF: 78



Figure 2-2

15. Thousands of search engines like those in Figure 2-2 are available.

ANS: T

PTS: 1

DIF: P

REF: 80

OBJ: 6

16. Each hit in the list returned by a search engine like that in Figure 2-2 has a link that, when clicked, displays the associated Web site or Web page.

ANS: T                      PTS: 1                      DIF: S                      REF: 80  
OBJ: 6

17. One technique to improve Web searches as shown in Figure 2-2 is to use general nouns and put the less specific terms first in the search text.

ANS: F                      PTS: 1                      DIF: P                      REF: 81  
OBJ: 6

18. An entertainment Web site contains content that describes a cause, opinion, or idea.

ANS: F                      PTS: 1                      DIF: P                      REF: 82  
OBJ: 7

19. The author of a wiki is called a content aggregator.

ANS: F                      PTS: 1                      DIF: S                      REF: 82  
OBJ: 7

20. Blogs usually collect recent edits on a Web page so someone can review them for accuracy.

ANS: F                      PTS: 1                      DIF: P                      REF: 84  
OBJ: 7

21. The difference between a wiki and a blog is that users cannot modify original posts made by the blogger.

ANS: T                      PTS: 1                      DIF: P                      REF: 84

22. JPEG is a format that expands graphics to increase their file size, which means the file takes up less storage space.

ANS: F                      PTS: 1                      DIF: S                      REF: 85  
OBJ: 8

23. The more compressed the graphics file, the smaller the image and the lower the quality.

ANS: T                      PTS: 1                      DIF: P                      REF: 85  
OBJ: 8

24. Smaller file sizes result in slower downloading of Web pages because small files transmit slower than large files.

ANS: F                      PTS: 1                      DIF: P                      REF: 85  
OBJ: 8

25. Simple audio applications on the Web consist of individual audio files available for downloading to a computer.

ANS: T                   PTS: 1                   DIF: P                   REF: 86  
OBJ: 8

26. It is legal to download copyrighted music regardless of whether the song's copyright holder has granted permission for users to download and play the song.

ANS: F                   PTS: 1                   DIF: P                   REF: 86  
OBJ: 8

27. Podcasting is a popular method of distributing video.

ANS: F                   PTS: 1                   DIF: S                   REF: 86  
OBJ: 8

28. In the past, e-commerce transactions were conducted primarily using mobile computers and devices.

ANS: F                   PTS: 1                   DIF: P                   REF: 91  
OBJ: 10

29. Some people use the term m-commerce (mobile commerce) to identify e-commerce that takes place using mobile devices.

ANS: T                   PTS: 1                   DIF: S                   REF: 91  
OBJ: 10

30. Businesses seldom provide goods or services to other businesses, so little e-commerce takes place between businesses.

ANS: F                   PTS: 1                   DIF: P                   REF: 92  
OBJ: 10

31. Internet access providers typically supply an e-mail program as a standard part of their Internet access services.

ANS: T                   PTS: 1                   DIF: P                   REF: 94  
OBJ: 11

32. A user name can be the same as other user names in the same domain.

ANS: F                   PTS: 1                   DIF: P                   REF: 94  
OBJ: 11

33. When a user sends an e-mail message, an outgoing mail server that is operated by the user's Internet access provider determines how to route the message through the Internet and then sends the message.

ANS: T                   PTS: 1                   DIF: P                   REF: 94  
OBJ: 11

34. As a user receives an e-mail message, an incoming mail server — operated by the user's Internet access provider — sends the messages directly to the user's computer.

ANS: F                   PTS: 1                   DIF: P                   REF: 95  
OBJ: 11

35. Computers cannot get a virus through e-mail.

ANS: F  
OBJ: 11

PTS: 1

DIF: P

REF: 95

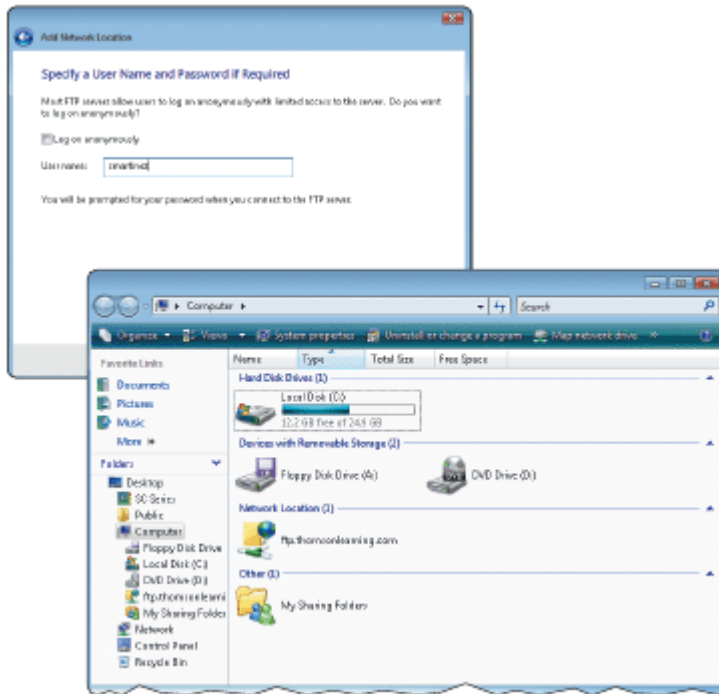


Figure 2-3

36. Large files on FTP sites like the one in Figure 2-3 often are uncompressed (unzipped) to reduce storage space and download time.

ANS: F  
OBJ: 11

PTS: 1

DIF: P

REF: 96

37. A computer that stores and distributes newsgroup messages is called a newsreader.

ANS: F  
OBJ: 11

PTS: 1

DIF: P

REF: 96

38. Newsgroup members can post, or add, articles of their own.

ANS: T  
OBJ: 11

PTS: 1

DIF: P

REF: 96

39. Newsgroup members frequently post articles as a reply to another article — either to answer a question or to comment on material in the original article.

ANS: T  
OBJ: 11

PTS: 1

DIF: P

REF: 96

40. Because a moderator may choose to edit or discard inappropriate articles, the content of a moderated newsgroup is considered less valuable.

ANS: F

PTS: 1

DIF: S

REF: 97

OBJ: 11

41. Many Web sites use newsgroups instead of message boards because they are easier to use.

ANS: F                   PTS: 1                   DIF: P                   REF: 97  
OBJ: 11

42. To add an e-mail name and address to a mailing list, a user unsubscribes from it.

ANS: F                   PTS: 1                   DIF: P                   REF: 97  
OBJ: 11

43. Many vendors use newsreaders to communicate with their customer base.

ANS: F                   PTS: 1                   DIF: S                   REF: 98  
OBJ: 11

44. In a chat room, others connected to the same chat room server see what a user has typed.

ANS: T                   PTS: 1                   DIF: P                   REF: 98  
OBJ: 11

45. Today's browsers seldom include a chat client.

ANS: F                   PTS: 1                   DIF: S                   REF: 98  
OBJ: 11

46. To start a chat session, you connect to a chat server through a program called instant messenger.

ANS: F                   PTS: 1                   DIF: S                   REF: 98  
OBJ: 11

47. To use IM, a user may have to install instant messenger software on the computer or device he or she plans to use.

ANS: T                   PTS: 1                   DIF: P                   REF: 98  
OBJ: 11

48. Some operating systems include an instant messenger.

ANS: T                   PTS: 1                   DIF: P                   REF: 98  
OBJ: 11

49. Calls to other parties with the same Internet telephone service often are free.

ANS: T                   PTS: 1                   DIF: P                   REF: 99  
OBJ: 11

50. According to netiquette, Internet users should assume all material is accurate and up-to-date.

ANS: F                   PTS: 1                   DIF: S                   REF: 100  
OBJ: 12

## COMPLETION

1. The \_\_\_\_\_ is a worldwide collection of networks that links millions of businesses, government agencies, educational institutions, and individuals.

ANS: Internet

PTS: 1                    DIF: P                    REF: 68                    OBJ: 1

2. The Internet has its roots in a networking project started by the Pentagon's \_\_\_\_\_, an agency of the U.S. Department of Defense.

ANS:

Advanced Research Projects Agency

ARPA

Advanced Research Projects Agency (ARPA)

PTS: 1                    DIF: S                    REF: 69                    OBJ: 1

3. Until 1995, NSFnet handled the bulk of communications activity, or \_\_\_\_\_, on the Internet.

ANS: traffic

PTS: 1                    DIF: P                    REF: 70                    OBJ: 1

4. \_\_\_\_\_ takes place when the modem in a computer uses a standard telephone line to connect to the Internet.

ANS: Dial-up access

PTS: 1                    DIF: P                    REF: 70                    OBJ: 2

5. A(n) \_\_\_\_\_ allows access to high-speed Internet services through the cable television network.

ANS: cable modem

PTS: 1                    DIF: P                    REF: 70                    OBJ: 2

6. \_\_\_\_\_ high-speed Internet connections use an antenna on a house or business to communicate with a tower location via radio signals.

ANS: Fixed wireless

PTS: 1                    DIF: S                    REF: 70                    OBJ: 2

7. A(n) \_\_\_\_\_ communicates with a satellite dish to provide high-speed Internet connections via satellite.

ANS: satellite modem

PTS: 1                    DIF: S                    REF: 70                    OBJ: 2



8. \_\_\_\_\_ is the term sometimes used to describe organizations with a top-level domain of com.

ANS: Dot-com

PTS: 1                    DIF: S                    REF: 73                    OBJ: 3

9. The \_\_\_\_\_ consists of a worldwide collection of electronic documents.

ANS:  
World Wide Web  
WWW  
Web

PTS: 1                    DIF: P                    REF: 75                    OBJ: 4

10. Each electronic document on the Web is called a(n) \_\_\_\_\_, which can contain text, graphics, audio (sound), and video.

ANS: Web page

PTS: 1                    DIF: P                    REF: 75                    OBJ: 5

11. A(n) \_\_\_\_\_ is a collection of related Web pages and associated items, such as documents and pictures, stored on a Web server.

ANS: Web site

PTS: 1                    DIF: P                    REF: 75                    OBJ: 5

12. A(n) \_\_\_\_\_ is application software that allows users to access and view Web pages.

ANS:  
Web browser  
browser

PTS: 1                    DIF: P                    REF: 75                    OBJ: 5

13. Internet-enabled mobile devices such as PDAs and cellular telephones use a special type of browser, called a(n) \_\_\_\_\_, which is designed for their small screens and limited computing power.

ANS: microbrowser

PTS: 1                    DIF: S                    REF: 76                    OBJ: 5



Figure 2-2

14. As shown in Figure 2-2, a(n) \_\_\_\_\_ is a program that finds Web sites and Web pages.

ANS: search engine

PTS: 1      DIF: P      REF: 78      OBJ: 6

15. To find a Web page, the user of a search engine like that in Figure 2-2, would simply enter a word or phrase, called \_\_\_\_\_, in the search engine's text box.

ANS:  
search text  
keywords

PTS: 1      DIF: P      REF: 80      OBJ: 6

16. A search engine, such as that shown in Figure 2-2, displays a list of \_\_\_\_\_, or Web page names, that contain the search text.

ANS: hits

PTS: 1      DIF: S      REF: 80      OBJ: 6

17. Many search engines like those in Figure 2-2 use a program, called a(n) \_\_\_\_\_, to build and maintain lists of words found on Web sites.

ANS: spider

PTS: 1                    DIF: S                    REF: 81                    OBJ: 6

18. A(n) \_\_\_\_\_ is a Web site that offers a variety of Internet services from a single, convenient location.

ANS: portal

PTS: 1                    DIF: P                    REF: 82                    OBJ: 7

19. \_\_\_\_\_ refers to any application that combines text with graphics, animation, audio, video, and/or virtual reality.

ANS: Multimedia

PTS: 1                    DIF: P                    REF: 85                    OBJ: 8

20. A(n) \_\_\_\_\_ is a digital representation of nontext information such as a drawing, chart, or photograph.

ANS:  
graphic  
graphical image

PTS: 1                    DIF: P                    REF: 85                    OBJ: 8

21. On a Web page, a(n) \_\_\_\_\_ is a small version of a larger graphic.

ANS: thumbnail

PTS: 1                    DIF: S                    REF: 86                    OBJ: 8

22. \_\_\_\_\_ includes music, speech, or any other sound.

ANS: Audio

PTS: 1                    DIF: P                    REF: 86                    OBJ: 8

23. To listen to an audio file on a computer, a user needs special software called a(n) \_\_\_\_\_.

ANS: player

PTS: 1                    DIF: P                    REF: 86                    OBJ: 8

24. A(n) \_\_\_\_\_ is recorded audio, usually an MP3 file, stored on a Web site that can be downloaded to a computer or a portable digital audio player such as an iPod.

ANS: podcast

PTS: 1                    DIF: P                    REF: 86                    OBJ: 8

25. \_\_\_\_\_ consists of full-motion images that are played back at various speeds.

ANS: Video

PTS: 1                    DIF: P                    REF: 88                    OBJ: 8

26. A(n) \_\_\_\_\_ is a program that extends the capability of a browser.

ANS: plug-in

PTS: 1                    DIF: P                    REF: 89                    OBJ: 8

27. \_\_\_\_\_ is the development and maintenance of Web pages.

ANS: Web publishing

PTS: 1                    DIF: P                    REF: 90                    OBJ: 9

28. \_\_\_\_\_ is a business transaction that occurs over an electronic network such as the Internet.

ANS:  
E-commerce  
Electronic commerce

PTS: 1                    DIF: P                    REF: 91                    OBJ: 10

29. A customer (consumer) visits an online business through a(n) \_\_\_\_\_, which contains product descriptions, graphics, and a shopping cart.

ANS: electronic storefront

PTS: 1                    DIF: P                    REF: 92                    OBJ: 10

30. The \_\_\_\_\_ allows the customer visiting an electronic storefront to collect purchases.

ANS: shopping cart

PTS: 1                    DIF: P                    REF: 92                    OBJ: 10

31. \_\_\_\_\_ is the transmission of messages and files via a computer network.

ANS:  
E-mail  
Electronic mail

PTS: 1                    DIF: P                    REF: 92                    OBJ: 11

32. A(n) \_\_\_\_\_ is used to create, send, receive, forward, store, print, and delete e-mail messages.

ANS: e-mail program

PTS: 1                    DIF: P                    REF: 93                    OBJ: 11

33. A(n) \_\_\_\_\_ is a combination of user name and domain name that identifies a user so he or she can receive Internet e-mail.

ANS: e-mail address

PTS: 1                    DIF: P                    REF: 94                    OBJ: 11

34. A(n) \_\_\_\_\_ is a unique combination of characters, such as letters of the alphabet and/or numbers, that identifies a specific user.

ANS: user name

PTS: 1                    DIF: P                    REF: 94                    OBJ: 11

35. Most e-mail programs allow users to create a(n) \_\_\_\_\_, which contains a list of names and e-mail addresses.

ANS: address book

PTS: 1                    DIF: P                    REF: 94                    OBJ: 11

36. A(n) \_\_\_\_\_ is an online area in which users have written discussions about a particular subject.

ANS: newsgroup

PTS: 1                    DIF: P                    REF: 96                    OBJ: 11

37. A(n) \_\_\_\_\_ consists of an original newsgroup article and all subsequent related replies.

ANS:  
thread  
threaded discussion

PTS: 1                    DIF: S                    REF: 97                    OBJ: 11

38. With a(n) \_\_\_\_\_, the moderator decides if an article is relevant to a newsgroup discussion.

ANS: moderated newsgroup

PTS: 1                    DIF: S                    REF: 97                    OBJ: 11

39. \_\_\_\_\_ means that the people who are conversing on a computer are online at the same time.

ANS: Real time

PTS: 1

DIF: P

REF: 98

OBJ: 11

40. \_\_\_\_\_, which is short for Internet etiquette, is the code of acceptable behaviors users should follow while on the Internet; that is, it is the conduct expected of individuals while online.

ANS: Netiquette

PTS: 1

DIF: S

REF: 100

OBJ: 12

## MATCHING

*Identify the letter of the choice that best matches the phrase or definition.*

- |              |                       |
|--------------|-----------------------|
| a. dynamic   | k. thread             |
| b. streaming | l. Internet telephony |
| c. home page | m. spoiler            |
| d. spider    | n. mailing list       |
| e. portal    | o. operator           |
| f. e-mail    | p. subscribe          |
| g. plug-in   | q. domain name        |
| h. VR        | r. FTP                |
| i. blogs     | s. animation          |
| j. PNG       | t. search engines     |

1. This kind of Web page allows visitors to customize some or all of the viewed content.
2. Provides information about the Web site's purpose or content.
3. Program used by many search engines to build and maintain lists of words found on Web sites.
4. When a user connects to the Internet, often the first Web page that is displayed.
5. Used by businesses to communicate with employees, customers, and vendors.
6. A newer format that improves upon the GIF format and thus may eventually replace the GIF format.
7. Allows users to access and use a file while it is transmitting.
8. Special software used by a Web developer to create a 3-D Web site that contains infinite space and depth
9. Some of these run on all sizes of personal computers and mobile devices.
10. One of the original services on the Internet, enabling scientists and researchers working on government-sponsored projects to communicate with colleagues at other locations.
11. Can be short-lived or continue for some time, depending on the nature of the topic and the interest of the newsgroup participants.
12. A message that reveals a solution to a game or the ending to a movie or program.
13. Uses the Internet instead of the public switched telephone network to connect a calling party to one or more called parties.
14. Person in a chat room with the responsibility for monitoring the conversation and disconnecting anyone who becomes disruptive.
15. When a message is sent to one of these, every person on the list receives a copy of the message in his or her mailbox.
16. If a user likes the discussion in a particular newsgroup, he or she can do this, which means its location is saved in the user's newsreader for easy future access.
17. Many operating systems include these capabilities.
18. Your Internet service provider supplies this, for an e-mail address.
19. Used to make Web pages more visually interesting or draw attention to important information or links.

20. Particularly helpful in locating Web pages about certain topics or in locating specific pages for which a user does not know the exact Web address.

1.	ANS: A OBJ: 4	PTS: 1	DIF: P	REF: 75
2.	ANS: C OBJ: 5	PTS: 1	DIF: P	REF: 76
3.	ANS: D OBJ: 6	PTS: 1	DIF: S	REF: 81
4.	ANS: E OBJ: 7	PTS: 1	DIF: P	REF: 82
5.	ANS: I OBJ: 7	PTS: 1	DIF: P	REF: 82
6.	ANS: J OBJ: 8	PTS: 1	DIF: P	REF: 85
7.	ANS: B OBJ: 8	PTS: 1	DIF: P	REF: 86
8.	ANS: H OBJ: 8	PTS: 1	DIF: P	REF: 88
9.	ANS: G OBJ: 8	PTS: 1	DIF: P	REF: 89
10.	ANS: F OBJ: 11	PTS: 1	DIF: P	REF: 92
11.	ANS: K OBJ: 11	PTS: 1	DIF: P	REF: 97
12.	ANS: M OBJ: 12	PTS: 1	DIF: P	REF: 100
13.	ANS: L OBJ: 11	PTS: 1	DIF: P	REF: 99
14.	ANS: O OBJ: 11	PTS: 1	DIF: P	REF: 98
15.	ANS: N OBJ: 11	PTS: 1	DIF: P	REF: 97
16.	ANS: P OBJ: 11	PTS: 1	DIF: S	REF: 97
17.	ANS: R OBJ: 11	PTS: 1	DIF: P	REF: 96
18.	ANS: Q OBJ: 11	PTS: 1	DIF: P	REF: 94
19.	ANS: S OBJ: 8	PTS: 1	DIF: P	REF: 86
20.	ANS: T OBJ: 6	PTS: 1	DIF: P	REF: 80

## CASE

### Critical Thinking Questions

#### Case 1

You are taking an economics class, as part of which you are studying the various types of e-commerce.

1. As part of your research, you've learned that vending machines in Japan allow shoppers to hold their cell phones in front of the machine in order to make a purchase using the smart phone. Which of the following types of commerce does this exemplify?

a. C2C	b. m-commerce
c. B2B	d. C2B

ANS:

b.

PTS: 1

DIF: S

REF: 91

OBJ: 10

2. A major search engine is preparing to provide Web-based purchasing, tracking, and transaction downloading capabilities to corporations. What kind of commerce is this an example of?

a. B2B	b. m-commerce
c. B2C	d. C2C

ANS:

a.

PTS: 1

DIF: S

REF: 92

OBJ: 10

### Critical Thinking Questions

#### Case 2

You've just moved to a new community and are investigating options in terms of online service providers where you are now living. .

3. Which of the following is NOT true?

a. A regional ISP usually provides Internet access to a specific geographic area.	b. Due to their larger size, national ISPs usually offer more services and have a larger technical support staff than regional ISPs.
c. For dial-up access, some national ISPs provide both local and toll-free telephone numbers.	d. Examples of regional ISPs are AT&T Worldnet Service and EarthLink.

ANS:

d.

PTS: 1

DIF: S

REF: 72

OBJ: 2

4. You have decided you would like an access provider than offers a number of members-only features in addition to just e-mail access. However, you are not interested in gateway functionality, as you do not want to have your access to Internet services regulated. Which of the following is your best option?

a. AOL	b. EarthLink
c. MSN	d. Both A and C

ANS:

c.



PTS: 1

DIF: S

REF: 72

OBJ: 2

## ESSAY

1. Discuss what a broadband connection is, and how it differs from a dial-up connection, and review the types of broadband connections.

ANS:

Many home and small business users are opting for higher-speed broadband Internet connections through DSL, cable television networks, radio signals, or satellite.

- DSL (digital subscriber line) is a technology that provides high-speed Internet connections using regular copper telephone lines.
- A cable modem allows access to high-speed Internet services through the cable television network.
- Fixed wireless high-speed Internet connections use a dish-shaped antenna on your house or business to communicate with a tower location via radio signals.
- A Wi-Fi (wireless fidelity) network uses radio signals to provide Internet connections to wireless computers and devices.
- A satellite modem communicates with a satellite dish to provide high-speed Internet connections via satellite.

In most cases, broadband Internet access is always on. That is, it is connected to the Internet the entire time the computer is running. With dial-up access, by contrast, you must establish the connection to the Internet. Usually a modem dials the telephone number to the Internet access provider..

PTS: 1

DIF: P

REF: 70

OBJ: 2

2. Explain in detail what the Web is, and include all relevant key terms in your explanation

ANS:

Although many people use the terms World Wide Web and Internet interchangeably, the World Wide Web actually is a service of the Internet. While the Internet was developed in the late 1960s, the World Wide Web emerged in the early 1990s. Since then, it has grown phenomenally to become one of the more widely used Internet services. The World Wide Web (WWW), or Web, consists of a worldwide collection of electronic documents. Each electronic document on the Web is called a Web page, which can contain text, graphics, audio, and video. Additionally, Web pages usually have built-in connections to other documents. Some Web pages are static (fixed); others are dynamic (changing). Visitors to a static Web page all see the same content. With a dynamic Web page, by contrast, visitors can customize some or all of the viewed content such as desired stock quotes, weather for a region, or ticket availability for flights. A Web site is a collection of related Web pages and associated items, such as documents and pictures, stored on a Web server. A Web server is a computer that delivers requested Web pages to your computer. The same Web server can store multiple Web sites. Some industry experts use the terms Web 2.0 and participatory Web to refer to Web sites that allow users to modify Web site content, provide a means for users to share personal information, and have application software built into the site for visitors to use.

PTS: 1

DIF: P

REF: 75

OBJ: 3

3. Define at least seven of the different types of Web sites, giving examples wherever possible and defining all relevant terms.

ANS:

Twelve types of Web sites are portal, news, informational, business/marketing, educational, entertainment, advocacy, blog, wiki, online social network, content aggregator, and personal. Many Web sites fall in more than one of these categories.

**PORTAL** A portal is a Web site that offers a variety of Internet services from a single, convenient location. Most portals offer the following free services: search engine and/or subject directory; news; sports and weather; Web publishing; reference tools such as yellow pages, stock quotes, and maps; shopping; and e-mail and other forms of online communications. Many portals have online communities. An online community is a Web site that joins a specific group of people with similar interests or relationships. These communities may offer online photo albums, chat rooms, and other services to facilitate communications among members. Popular portals include AltaVista, AOL, Excite, GO.com, LookSmart, Lycos, MSN, NBCi, Netscape, and Yahoo!. A wireless portal is a portal designed for Internet-enabled mobile devices.

**NEWS** A news Web site contains newsworthy material including stories and articles relating to current events, life, money, sports, and the weather. Many magazines and newspapers sponsor Web sites that provide summaries of printed articles, as well as articles not included in the printed versions.

Newspapers and television and radio stations are some of the media that maintain news Web sites.

**INFORMATIONAL** An informational Web site contains factual information. Many United States government agencies have informational Web sites providing information such as census data, tax codes, and the congressional budget. Other organizations provide information such as public transportation schedules and published research findings.

**BUSINESS/MARKETING** A business/marketing Web site contains content that promotes or sells products or services. Nearly every business has a business/marketing Web site. Allstate Insurance Company, Dell Inc., General Motors Corporation, Kraft Foods Inc., and Walt Disney Company all have business/marketing Web sites. Many of these companies also allow you to purchase their products or services online.

**EDUCATIONAL** An educational Web site offers exciting, challenging avenues for formal and informal teaching and learning. On the Web, you can learn how airplanes fly or how to cook a meal. For a more structured learning experience, companies provide online training to employees; and colleges offer online classes and degrees. Instructors often use the Web to enhance classroom teaching by publishing course materials, grades, and other pertinent class information.

**ENTERTAINMENT** An entertainment Web site offers an interactive and engaging environment.

Popular entertainment Web sites offer music, videos, sports, games, ongoing Web episodes, sweepstakes, chats, and more. Sophisticated entertainment Web sites often partner with other technologies. For example, you can cast your vote about a topic on a television show.

**ADVOCACY** An advocacy Web site contains content that describes a cause, opinion, or idea. These Web sites usually present views of a particular group or association. Sponsors of advocacy Web sites include the Democratic National Committee, the Republican National Committee, the Society for the Prevention of Cruelty to Animals, and the Society to Protect Human Rights.

**BLOG** A blog, short for Weblog, is an informal Web site consisting of time-stamped articles, or posts, in a diary or journal format, usually listed in reverse chronological order. A blog that contains video clips is called a video blog, or vlog. The term blogosphere refers to the worldwide collection of blogs, and the vlogosphere refers to all vlogs worldwide. Blogs reflect the interests, opinions, and personalities of the author, called the blogger or vlogger (for vlog author), and sometimes site visitors. Blogs have become an important means of worldwide communication. Businesses create blogs to communicate with employees, customers, and vendors. Teachers create blogs to collaborate with other teachers and students. Home users create blogs to share aspects of their personal life with family, friends, and others.

**WIKI** A wiki is a collaborative Web site that allows users to create, add to, modify, or delete the Web site content via their Web browser. Most wikis are open to modification by the general public. Wikis usually collect recent edits on a Web page so someone can review them for accuracy. The difference between a wiki and a blog is that users cannot modify original posts made by the blogger. A popular wiki is Wikipedia, a free Web encyclopedia.

**ONLINE SOCIAL NETWORKS** An online social network, also called a social networking Web site, is a Web site that encourages members in its online community to share their interests, ideas, stories, photos, music, and videos with other registered users. Most include chat rooms, newsgroups, and other communications services. Popular social networking Web sites include Facebook, Friendster, and MySpace, which alone has more than 12 million visitors each day. A media sharing Web site is a specific type of online social network that enables members to share media such as photos, music, and videos. Flickr, Fotki, and Webshots are popular photo sharing communities; Google Video and YouTube are popular video sharing communities.

**CONTENT AGGREGATOR** A content aggregator is a business that gathers and organizes Web content and then distributes, or feeds, the content to subscribers for free or a fee. Examples of distributed content include news, music, video, and pictures. Subscribers select content in which they are interested. Whenever this content changes, it is downloaded automatically (pushed) to the subscriber's computer or mobile device.

**RSS 2.0**, which stands for Really Simple Syndication, is a specification that content aggregators use to distribute content to subscribers. Atom is another specification sometimes used by content aggregators to distribute content.

**PERSONAL** A private individual or family not usually associated with any organization may maintain a personal Web site or just a single Web page. People publish personal Web pages for a variety of reasons. Some are job hunting. Others simply want to share life experiences with the world.

PTS: 1                    DIF: P                    REF: 82|84                    OBJ: 7

4. Outline the guidelines for evaluating a Web site.

ANS:

Do not assume that information presented on the Web is correct or accurate. Any person, company, or organization can publish a Web page on the Internet. No one oversees the content of these Web pages. The guidelines for assessing the value of a Web site or Web page before relying on its content are:

**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 from preconceptions.

PTS: 1                    DIF: S                    REF: 84                    OBJ: 7

5. Explain what a chat room is and what IM is.

ANS:

**Chat Rooms**

A chat is a real-time typed conversation that takes place on a computer. Real time means that you and the people with whom you are conversing are online at the same time. A chat room is a location on an Internet server that permits users to chat with each other. Anyone in the chat room can participate in the conversation, which usually is specific to a particular topic.

As you type on your keyboard, a line of characters and symbols is displayed on the computer screen. Others connected to the same chat room server also see what you have typed. Some chat rooms support voice chats and video chats, in which people hear or see each other as they chat. To start a chat session, you connect to a chat server through a program called a chat client. Today's browsers usually include a chat client. If yours does not, you can download a chat client from the Web. Some Web sites allow users to conduct chats without a chat client. Once you have installed a chat client, you can create or join a conversation on the chat server to which you are connected. The chat room should indicate the discussion topic. The person who creates a chat room acts as the operator and has responsibility for monitoring the conversation and disconnecting anyone who becomes disruptive. Operator status can be shared or transferred to someone else.

#### Instant Messaging

Instant messaging (IM) is a real-time Internet communications service that notifies you when one or more people are online and then allows you to exchange messages or files or join a private chat room with them. Some IM services support voice and video conversations. Many IM services also can alert you to information such as calendar appointments, stock quotes, weather, or sports scores. They also allow you to send pictures or other documents to a recipient. For IM to work, both parties must be online at the same time. Also, the receiver of a message must be willing to receive it. People use IM on all types of computers, including desktop computers and mobile computers and devices, such as smart phones. To use IM, you may have to install instant messenger software on the computer or device you plan to use. Some operating systems, such as Windows Vista, include an instant messenger. Popular IM software includes AIM (AOL Instant Messenger), Google Talk, Windows Live Messenger, and Yahoo! Messenger. No standards currently exist for IM.

PTS: 1                    DIF: P                    REF: 98                    OBJ: 11

6. Discuss FTP, including all relevant terms in your explanation.

#### ANS:

FTP (File Transfer Protocol) is an Internet standard that permits file uploading and downloading (transferring) with other computers on the Internet. Uploading is the opposite of downloading; that is, uploading is the process of transferring documents, graphics, and other objects from your computer to a server on the Internet. Web page authors, for example, often use FTP to upload their Web pages to a Web server. Many operating systems include FTP capabilities. If yours does not, you can download FTP programs from the Web, usually for a small fee. Some FTP sites restrict file transfers to those who have authorized accounts (user names and passwords) on the FTP server. Large files on FTP sites often are compressed to reduce storage space and download time. Before you can use a compressed (zipped) file, you must uncompress (unzip) it.

PTS: 1                    DIF: S                    REF: 96                    OBJ: 11