



Based on Abbi & Cassie





THE INTERNET



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History of the internet



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- 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.



History of the internet

- 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.



Photo by Louis Bachrach

History of the internet

- It expanded further in the 1980's as the general public were becoming 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

History of the internet

- 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.



Tim Berners-Lee

History of the internet

- 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.



Marc Andreessen

- 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.
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- 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.

What is it?

- 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

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- 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 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.

Audience

- The internet is used widely by the audience, mostly it is 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.

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- It enables them to do well in school and in work as they can access information and advice easily.
- The audience use the internet in many different ways, which are explained on the next page. The internet is used in places such as school, at home and at work.

How does it affect the audience ?

- 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.

Why is it used?

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The internet is used for many things such as:

- **Talking to friends-** using programmes such as msn and FaceBook
- **Online shopping-** buying items from the internet without leaving your home using sites such as Amazon or Ebay
- **Watching Videos-** using websites such as You Tube

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- **Search-** using search engines such as Google
- **Downloading/listening to music-** using programmes such as iTunes or sites such as Rdio

Advantages and Disadvantages

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The internet has many more advantages than it has 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.
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- ✓ User can send information quickly from computer to computer.

Advantages and Disadvantages

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 pedophilia, 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

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- Advertise online which gives them further promotion.
- Allow customers etc to make online accounts and buy products online

The value of the internet for media institutions

- 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 quickly and easily.

Convergence

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- It has a wide variety of different audiences which use it for different things which have been explained previously.

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- It has a wide variety of different audiences which use it for different things which have been explained previously.
- Institutions all use the internet, mainly for advertising.

Convergence

- 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.
- 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

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Abbi & Cassie 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

Implications for the future

- 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.