UNIT 6: INTERNET APPLICATIONS

UNIT STRUCTURE

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6.1 LEARNING OBJECTIVES

After going through this unit you will be able to

- Know about Email and Chat;
- Explain the use of Search Engine and Web Directories;
- Define Discussion Group and Discussion Forum;
- Know the use of Social Network.

6.2 INTRODUCTION

Internet is the network of networks. It provides a base structure for different applications / services. Such applications may include Email, chat, discussion group, discussion forum, social network and so on. Some of these applications are discussed here in this unit.

Email can be defined as the process of exchanging messages electronically, through a communication network, using the computer. Using

email, one can exchange messages with someone else on the internet. It reaches its addresses within seconds and the people at large using it. Chat puts people online in a live conversation with other internet users around the globe.

A search page is a web page where a search of the web can be conducted. If some one is good at framing the search queries, it will help them in finding exactly what they are looking for, anywhere on the web. The web directories provide direction to the web sites by listing relevant web pages in some easy to browse categories. Many web directories also provide search facilities to the user for easy location of the pages. Web directories are especially useful when someone is new to some topic.

Groups and discussion forums are great ways to keep up with a subject. It broadens one's mind by displaying different points of view or perception on a single idea or concept. The social network is the virtual social life of the people over the web.

6.3 ELECTRONIC MAIL (EMAIL)

The Electronic mail often abbreviated as Email, email, e-mail or simply mail. It enables us in exchanging digital messages. Electronic mail can be termed as the fastest post office which is the most commonly used service of the internet. The messages can be sent instantaneously to any individual who has an email address or to many persons at the same time.

The foundation for today's e-mail service was created in the early ARPANET in extension to the File Transfer Protocol (FTP). An e-mail sent in the early 1970s looked very similar to one sent on the Internet today but today it is carried by the Simple Mail Transfer Protocol (SMTP).

a) Email Address: The email address has three basic components. The "username", the "@" sign and the "users' location or domain". Each Email address goes from the specific to the general. A typical example is "lis-forum@ncsi.iisc.ernet.in". Here

lis-forum: It is the user id.

@: It is a separator between user id and different organizational level of

the institution.

Rest: The rest portions after "@" sign are the level of the domain name. Levels of the domains are nothing but different organizational levels. In the above example there are four levels to the domain name.

ncsi: It stands for National Centre for Scientific Information.

iisc: It stands for Indian Institute of Science. The National Centre for Scientific Information is a part of the Indian Institute of Science.

ernet: It stands for the Education and Research Network. The IISC is covered under ERNET.

in: It stands for India.

The above one is a very complex example of email address. However, our mostly used email address has only three to five components. For example, in the rohit@gmail.com email id, "rohit" is the user id, "@" is the separator, "gmail" stands for Google Mail, which is the email service provider, and ".com" means Gmail is the commercial organization.

b) Anatomy of Email Message: Messages in an electronic mail consists of three major sections. The message header, the message body, and attachment. The first two form the email's content.

i) Header: The message header contains control information, including, minimally, an originator's email address and one or more recipient addresses. Usually, additional information is added, such as a subject header field structured into fields like summary, sender, receiver, and other information about the e-mail. The message header generally includes at least the following fields: From: It includes the e-mail address and, optionally, the name of the sender who sends the email. The field is filled up automatically when a message is sent.

To: Here the e-mail address(es) and, optionally, name(s) of the message's recipient(s) is/are included. It indicates primary recipient (more than one allowed), for secondary recipients **Carbon copy (Cc) and Blind Carbon Copy (Bcc)** is used to make the data individual to other recipient. The "To:" field is similar to the addressing at the top of a conventional letter which is delivered according to the

address on the outer envelope. Many e-mail clients will mark e-mail in the inbox differently depending on whether the addresses are in the “To:” or “Cc:” list.

Subject: A brief summary of the message.

Date: The local time and date when the message was written. Many email clients fill this in automatically when sending. The recipient's client may then display the time in the format and time zone local to her.

Message-ID: It is also an automatically generated field used to prevent multiple deliveries and for reference in “In-Reply-To”. The In-Reply-To is used to link related messages together.

ii) **Body:** The e-mail clients generally allow the use of either plain text or HTML for the message body at the option of the user. HTML e-mail messages often include an automatically-generated plain text copy as well, for reason of compatibility. The body sometimes contains a signature block at the end. This is exactly the same as the body of a regular letter. The header is separated from the body by a blank line.

Advantages of HTML extend to the ability to include inline links and images, to set apart previous messages in block quotes, wrap naturally on any display, use emphasis such as underlines and italics, and change font styles. Its disadvantages includes- the increased size of the email, privacy concerns about web bugs, abuse of HTML email as a vector for phishing attacks and the spread of malicious software. Mailing lists commonly insist that all posts to be made in plain-text for all the above reasons. Again, a significant number of readers using text-based e-mail clients. So, avoiding HTML can guarantee delivering the email.

iii) **Attachments:** The attachments are the files that are sent through the email. Many email systems does not allow the software or the file that contains “setup.exe” to be sent through email as attachments.

c) **Advantages and Disadvantages of Email:** There are numerous ways in which people have changed the way they communicate. E-mail is

certainly one of them, particularly when others live at a distance. E-mail provides a way to exchange information between two or more people with no set-up costs and with little or no expense. With real time communication by meetings or phone calls, participants have to work on the same schedule, and each participant must spend the same amount of time in the meeting or call. E-mail allows each participant in controlling their schedule independently.

Most information or business workers today spend from one to two hours of their working day on e-mail: reading, ordering, sorting, and writing.

The advantages of email over post offices are –

i) Its high speed;

ii) No cost of paper envelop and postal system;

iii) The system provides surety of the delivery of mail because if the mail is not delivered due to some reason then the undelivered mail bounces back to the sender, mostly within minutes.

iv) The email also allows to attach word processing document, picture, graphic, video etc.

The disadvantages of email are: it is a push technology i.e the sender controls who receives the information. Convenient availability of mailing lists and use of "copy all" can lead to people receiving unwanted or irrelevant information of no use to them. The other problems include Information overload, spamming (unsolicited commercial or bulk e-mail) computer viruses, e-mail bombardment (the intentional sending of large volumes of messages to a target address), phishing (the criminally fraudulent process of attempting to acquire sensitive information such as usernames, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication), e-mail worms (using e-mail as a way of replicating themselves into vulnerable computers) and E-mail spoofing (when the header information of an email is altered to make the message appear to come from a known or trusted source. It is often used as a trick to collect personal information).



ACTIVITY

1) Open a Gmail account and use it to communicate with your friends.

2) Send an email to your friend informing him/her about the Certificate in Library and Information Science course of KKHSOU. Also, attach your biodata to him in the same email.

d) Examples: Now, as you understood the basics of email, you can open a free email account in the following Email service providers. We recommend you to use Gmail for its storage capacity as well as many more advanced features it offers. After opening the account, you are requested to check for email regularly.

Sl No.	Name	URL
1)	AIM Mail	(http://webmail.aol.com)
2)	Gmail	(http://mail.google.com)
3)	MSN Hotmail / Windows Live Mail	(http://mail.live.com)
4)	Rediffmail	(http://www.rediff.com)
5)	Yahoo! Mail	(https://login.yahoo.com)



CHECK YOUR PROGRESS

Q 1 : Find out the True and False Sentences in the following

a) Gmail stands for Google Mail.

b) In the Email “In-Reply-To” is used to link related messages together.

c) Many email systems allow file that contains “setup.exe” to be sent through email as attachments.

d) In the Email environment, Cc means Carbon copy and Bcc means Blind Carbon Copy.

6.4 ONLINE CHAT

Online chat refers to the text-based (keying or type words) commu nication between two or more participants over the internet / intranet in real-time. Sometime it is also know as synchronous conferencing, or Instant messaging (IM). Online chat is also referred to as web chat. The expression online chat comes from the word “chat” which means "informal conversation". In some chat program the users need to instal some specialized software whereas in some others, only the internet browser is necessary. There are also Graphical User Interface (GUI) text-based chat rooms which allow users to select an identifying icon and to modify the look of their chat environment.

Synchronous conferencing or Real Time Chat is the formal term used particularly in computer-mediated communication, collaboration and learning, to describe online chat technologies. Today it is also occasionally extended to mean audio/video conferencing or instant messaging systems, provided that they also have a text-based multi-user chat function. Synchronous conferencing protocols include Internet Relay Chat (IRC), Protocol for Synchronous Conferencing (PSYC), Secure Internet Live Conferencing protocol (SILC), Extensible Messaging and Presence Protocol (XMPP).

Chatiquette describes the basic rules of online communication. To avoid misunderstanding and to simplify the communication between the users in a chat these conventions or guidelines have been created. Chatiquette varies from community to community, generally describing basic courtesy; it introduces the new user into the community and the associated network culture. As an example, in Chatiquette it is considered rude to write only in UPPER CASE, because it looks as if the user is shouting.

a) Types of Online Chat: Based on the number of users that participate in the chat it can be of the following types

- **i) 1 – on – 1 Chat:** 1-on-1 or private chat refers to an environment where only two people share their knowledge base.
- **ii) Group Chat:** Here more than two people chat over an interface and share their thought.

Stranger Chat or anonymous chat is an environment where each other identity remains hidden.

Chat can also be categorized based on cost factor as commercial or paid and free; based on type of software used as Open Source (eg. Adium), and Proprietary (eg. Digsby).

b) Importance of Chat: Internet chat allows one to connect with people all over the world in real time. The primary use of a chat room is to share information via text with a group of other users. New technology has enabled the use of file sharing and webcams to be included in some programs and almost all Internet chat or messaging services allow users to display or send to each other photos.



ACTIVITY

1) Invite your friends for chat in Gmail, accept the invitation from other friends and chat with them.

c) Examples: There are thousands of chat programs available over the web. In the following, some commonly used free chat services are listed. An expertise in two or three will be an added advantage for you. We recommend you to use Google Talk or chat that is integrated with your Gmail. To use this service, you can use your own Gmail id and password.

Sl No.	Name	URL
1)	Adium	(http://www.adium.im/)
2)	AOL (AIM) Instant Messenger	(http://products.aim.com/)
3)	Climm	(http://www.climm.org/)
4)	Digsby	(http://www.digsby.com)
5)	Ebuddy	(http://www.ebuddy.com/)
6)	Google Talk	(http://www.google.com/talk/)
7)	IMVU	(http://www.imvu.com/)

8)	KMess	(http://kmess.org/)
9)	Kopete	(http://kopete.kde.org/)
10)	Mibbit	(http://www.mibbit.com/)
11)	Miranda IM	(http://www.miranda-im.org/)
12)	Pidgin	(http://pidgin.im/)
13)	QQ	(http://www.imqq.com/)
14)	Trillian	(http://www.trillian.im/)
15)	Windows Live Messenger (Formerly MSN Messenger)	http://windowslive.com/Desk top/messenger)



CHECK YOUR PROGRESS

Q 2 : What is Chat?

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Q 3 : What is Chatiquette?

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Q 4 : What do you mean by anonymous chat?

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6.5 SEARCH ENGINES

A search engine is a program or information retrieval system designed to help one in retrieving a list of references or information, meeting a specific criterion from its own databases that are stored on a computer. The computer may be a public server on the World Wide Web, a computer inside a corporate or proprietary network, or a personal computer.

The earliest Internet search engine was Archie, which was created in 1990 by Alan Emtage a student at Mc Gill University in Montreal for anonymous FTP sites. This is the grandfather of all search engines. In 1993, the University of Navada System Computing Service group developed Veronica, which was created as a type of searching device similar to Archie but for gopher files. This is treated as the grandmother of search engines.

In June 1993, Matthew Gray, then at MIT, produced what was probably the first web robot, the Perl-based World Wide Web Wanderer, and used it to generate an index called “Wandex”. The purpose of the Wanderer was to measure the size of the World Wide Web, which it did until late 1995. The web's second search engine Archie-Like Indexing on the Web (Aliweb) appeared in November 1993 due to the effort of Martgn Koster. Aliweb did not use a web robot, but instead depended on being notified by website administrators of the existence at each site of an index file in a particular format. ALIWEB is no longer maintained.

In December 2003, Orase (http://forums.searchenginewatch.com/showthread.php?t=1716) published the first version of its new real time search technology. It comes with many new functions and the performance increased a lot.

a) Component of a Search Engine: A general search engine typically functions by considering three components.

i) Crawler / Spider / robots: Web crawling is the process of locating, fetching, and storing Web pages. The Web crawler or spider or robot is a computer program. It starts from a seed pages to locate new pages by parsing the downloaded pages and extracting the hyperlinks within. Extracted hyperlinks are stored in a FIFO fetch queue for further retrieval. Crawling continues until the fetch queue gets empty or a satisfactory number of pages are downloaded. Each time a spider visits a web page it scans all the text and follows every link it sees.

Some search engines such as Google store all the scan pages but some like Altavista store only the words of the scan pages in an ever increasing databases. Theses store pages are known as

cached pages. The contents of each page are then analyzed and it catalogue the URL and a list of words in an index database for use in later queries.

ii) **Indexer:** The downloaded content is concurrently parsed by an indexer and transformed into an inverted index. It represents the downloaded collection in a compact and efficiently queryable form. The indexes are regularly updated to operate quickly and efficiently. The database of search engine is most often created by spiders or robots automatically.

iii) **Query Processor:** The query processor is responsible for evaluating user queries and returning to the users the pages relevant to their query. The search engine allows one to ask for content meeting specific criteria (typically those containing a given word or phrase) into a search "box". When a user makes a query typically by giving keywords the engine looks up the index and provides a listing of the best matching web page according to its criteria, usually with a short summary containing the document's title and sometimes a part of the text. The list is often sorted with respect to some measure of relevance of the results. Because these databases are very large, search engines often return thousands of results.

b) **Ranking of Site at Search Engine:** Best matches and what order the results should be shown in, varies widely from one search engine to another. The method also changes over time as internet usage changes and new techniques evolve but people at large accepted Google to be more useful in this regard. But, researchers at NEC Research Institute claim to have improved upon Google's patented page rank technology by using web crawler to find "Communities" of website. This technology instead of ranking pages uses an algorithm that follows link on a webpage to find other pages that link back to the first one and so on from page to page. The algorithms "remember" where it has been and index the number of cross links and relate these into grouping. In this way virtual communities of web pages are found.

c) Types of Search Engine: Configurable Unified Search Index (CUSI) search engines, like All-in One Search Page and W3 Search Engines are pages which list search engines.

The search engines can be categorized based on the coverage as

i) Web Search Engine: It searches for information on the public Web.

ii) Enterprise Search Engines: They search on intranets.

iii) Personal Search Engines: It searches individual personal computers.

iv) Custom Search Engine: Search within the contents defined by the user(s).

v) Meta Search Engine: The content of search engines indexes and databases will vary. So if the same query is typed into several search engines it is likely to produce different results, Because of this in searching a topic a user often wants to see results from various sources. One way to compare the results of several search engines is to type and retype a query into individual search engines one at a time. However, this can be very time consuming. A Meta searcher helps to make this task more efficient by providing a central location where the query is typed in once and the result can be obtained from multiple search engines. Meta Crawler, Search.Com (http://www.search.com), etc are examples of Meta search engines.

Based on the contents that are considered for search, search engine can be

i) Web Search Engine: Search all types of contents over the web. E.g. Google (http://www.google.com).

ii) Discussion Group Search Engine: Search only discussion groups. For example Google groups (http://groups.google.co.in), Yahoo groups (http://in.groups.yahoo.com/).

iii) Blog Search Engines: Search only Blogs. For example, Google blogs (http://blogsearch.google.co.in), etc

iv) Image Search Engine: For example, Google images (http://images.google.co.in), etc.

v) Maps Search Engine: For example, Google maps (http://maps.google.co.in), etc.

vi) Video Search Engine: For example, blinkx (http://www.blinkx.com/), fooooo (http://en.fooooo.com/), Truveo (http://in.truveo.com/), Google videos (http://video.google.com/), etc.

vii) Hypermail Search Engine: It searches for mailing lists.

viii) Hypernews Search Engine : It searches for USENET newsgroups.

i**x) News Search Engine:** For example, Google news (http://news.google.co.in).

x) Books Search Engine: For example, Google books (http://books.google.co.in).

xi) Subject Directory Search Engine: They search Web directories which are maintained by human editors. They include a keyword search option which usually eliminates the need to work through numerous levels of topics and subtopics. For example, DMOZ.org, Yahoo! (http://www.yahoo.com/), Looksmart (http://www.looksmart.com/), etc.

Some other types of search engines are

i) Crawler based Search Engine: WebCrawler that was launched in April 1994 was the first "robot" keyword search engine. Its robot program indexes the entire content of pages retrieved but not URLs embedded in those pages. WebCrawler acquired by America Online in June 1995. World Wide Web Word was also a robot based search engine; it indexes only HTML document titles, text explaining page links and URL's.

ii) Human-Powered Search Engines: The Human-Powered Search engines search the pages or websites that are collected for index by the human. The examples of such type of search engine include: Anoox <http://www.anoox.com/>, ChaCha <http://www.chacha.com/>, Collarity <http://www.collarity.com/>, Earthfrisk <http://earthfrisk.org/>, iRazoo <http://www.irazoo.com/>, Mahalo <http://www.mahalo.com/>, Sproose <http://www.sproose.com/>, Wikia Search <http://alpha.search.wikia.com/>, etc.

iii) Mobile Search Engines: For example, Google mobile (http://www.google.com/mobile)

iv) Simultaneous Unified Search Engine (SUSI): The WebCompass acts as a personal SUSI search engine, where the user defines a set of search engines in a local database, defines a concept map of terms with associated search word, and then configure WebCompass to keyword search. A personal edition of WebCompass and other shareware packaged with similar capabilities are freely available. Other SUSI based services like SavvySearch or MetaCrawler search a range of search engines at a time. The drawback of SUSI is that their response time is slower.

v) Personalized Web Search: Google developed a personalized web search whereby the user can set up a profile and retrieve the results based on their interests.

vi) Grid Search Engine: A grid search engine can be defined as "a type of a parallel and distributed system that enables sharing, selection, and aggregation of geographically distributed autonomous resources dynamically at runtime depending on their availability, capability, performance, cost, and users' quality-of-service requirements". In a grid search engine, for each user query an individual crawl is started over the fresh copies of the Web document i.e the original one but not the cached one, and the relevant pages are selected. In this way, up-to date versions of the pages are evaluated and accuracy of the resulting answer set of pages is enforced. The grid search engines are sometimes known as Real Time Search Engine. For example, in December 2003, Orase published the first version of its new real time search technology.

vii) Natural Language Queries (Index Crawling) : For example, Altavista, Ask Jeevas.

viii) Freeware Search Software: Freeware Search Softwares are used via a WWW servers CGI, like freeways, Glimpse and SWISH (Simple Web Indexing System for Humans).

In near future it is no doubt that some subject search engines will come out to overcome the problem of general search engines.

d) Importance of Search Engine: Search engines are the most popular destination on the internet. Again, the cached pages maintained by some search engines are very useful when the content of the web page has been updated and the search terms are no loner in it, or the web page is no longer available or the site's server is down. So, in such cases when a particular website is withdrawn one can search for cached pages for the data that may no longer be available elsewhere.

Without search engine, to try to find what you need can be like finding a needle in a haystack. To use search engines effectively, it is essential to apply techniques that narrow the results and push the most relevant pages to the top of the results list.

e) Examples of Search Engine: Nowadays, we have thousands of search engines for searching over internet. Each of the search engines makes an appearance over the web; continues for some time, then the new one emerges and the old one falls to decay and disuse. Some of the popular types of search engines, which create new milestone in the origin and development of search engines, are discussed bellow

i) Lycos: Lycos (http://www.lycos.com/) was started at Carnegi Mellon University as a research project in 1994 and it was one of the first engines. It ceases crawling the web for its own listing in April 1999 and instead uses crawler based results provided by Fast i.e All the Web.com. Now it is owned by Terra Lycos, a company formed with Lycos and Terra Networks merged in October 2000.

ii) Altavista: Altavista (http://www.altavista.com/) was originated in 1995. It was the first search engine to use natural language queries (index crawling), meaning a user could type in a sentence like "Who is the Prime Minister of India" and does not get a million pages containing the word "Who". AltaVista also offers a number of powerful search features not found elsewhere. One very effective tool available on the Advanced Search page is the NEAR search. A NEAR search limits the results to pages where the keywords appear within 10 words of each other. This can be extremely helpful in situations where an AND search produces too many results and a phrase search ("

") produces too few results. Altavista also provides news and multimedia which was owned by Digital Equipment Corporation.

iii) **Ask Jeevas:** Ask Jeevas (http://www.ask.com/) initially gained fame in 1998 and 1999 as being the natural language search engine that lets one to search by asking questions and being responded with what seemed to be the right answer to everything. i.e it can be said that it delivers search results based on one's question.



ACTIVITY

1) Search over Google for the term "KKHSOU" without quotes and check all the first ten links it retrieves.

iv) **Google:** Google (http://www.google.com) was originally a Stanford University project by student Larry Page and Sergey Brain called Back Rub. In 1998 the name had been changed to Google and the project jumped off campus and became private company. In around 2001 the Google search engines rose to prominence. Its success was based in part on the concept of link popularity and page rank which is very adept at returning the relevant results. Page rank is based on citation analysis that was developed in the 1950s by Dr. Eugene Garfield at the University of Pennsylvania. The page rank takes into consideration how many other websites and web page linking pages and the number of links on theses pages contribute to the page rank of the linked page. This makes it possible for Google to order its results by how many website links to each found page. Finally, unlike other search engines, Google offers a cached copy of each result.

v) **Yahoo:** Yahoo (http://www.yahoo.com), the huge subject tree was started by two Stanford graduate students David Flo and Jerry Yang. They created a list of their favorite site. The list grew bigger and bigger and in time has becomes the Yahoo. In 2002, Yahoo acquired Inktomi and in 2003 Overtune, which owned All the web and Altavista. In 2004 Yahoo launched its own search engines based on the combined technologies of its acquisition and providing a service that gave pre-eminence to the

web search engine over the directory.

The other popular search engines include All the Web (http://www.alltheweb.com/), HotBot (http://www.hotbot.com), Excite (http://www.excite.com/), etc.



CHECK YOUR PROGRESS

Q 5 : Find out the True and False Sentences in the following

a) Archie is the grandfather of all search engines.

b) The cached pages are the scan copies of the websites.

c) Meta Crawler is a personal search engine

d) DMOZ.org is a web search engine.

e) Google is a Meta Search engine.

f) Altavista uses natural language queries.

g) Larry Page and Sergey Brain developed Google.

6.6 WEB DIRECTORIES

A web directory or link directory is a directory of Web sites by subject on the World Wide Web which are most often created by humans. It specializes in linking to other web sites and classifying and categorizing those links often with a description. Many large directories include a keyword search option which usually eliminates the need to work through numerous levels of topics and subtopics.

The earliest Subject Directory search engine which covered WWW sites worldwide was The World Wide Web Virtual Library. It presented an alphabetical index of subjects and is based on Library of Congress Classification System. The most successful subject directory as well as subject directory search engine is probably Yahoo that was originated as a student run service, but now a profitable commercial site. It uses its own classification system.

a) Types: A web directory can be a real web directory that deals with all resources in all types of subject areas or it may only deal with the resources of a particular subject areas. In the latter case it is more commonly known as subject directory.

i) Subject Directories: A subject directory is a catalogue of sites collected and organized by humans in a specific subject only. Subject directories are often called subject "trees" because they start with a few main categories and then branch out into subcategories, topics, and subtopics.

ii) Subject Gateways: According to Place (2000), “Subject gateways are Internet- based services designed to help the users locate high quality information that is available on the Internet. They are, typically, data bases of detailed metadata (or catalogue) records which describes Internet resources and offer a hyperlink to the resources.” Users can choose to either search the database by keyword, or to browse the resources under subject headings”. Generally subject directory is treated as a broader term than that of Subject Gateways.

b) Importance: Because humans organize the websites in subject directories and it covers only a small fraction of the pages available on the web, one can often find a good starting point if the topic is included. Directories are also useful for finding information on a topic when you don't have a precise idea of what you need. They are also most effective for finding general information on popular or scholarly subjects.

Subject directory search engines are trying to complete with search engines. Web directories such as Yahoo and The Open Directory are, in a sense, the Internet equivalent of a public library and differ from the search engine in its provision of browsing the resources by some categories.



ACTIVITY

1) Explore the structure of Google Directory.

c) **Examples:** The following are some of the popular web directories

i) **Yahoo! (http://in.dir.yahoo.com/):** Yahoo! aims to be the biggest Internet directories, with a high level of coverage and popular appeal as high priorities. It is an excellent site for finding topics that appeal to the general public. Currently, a search in Yahoo being passed to AltaVista. However, people can still use its directory.

ii) **Open Directory Project (http://dmoz.org/):** Open Directory lists scholarly and popular websites. The Open Directory Project, also known as Directory Mozilla (DMOZ), relies on a volunteer work force of editors who, by selecting, classifying and cataloguing resources, are trying to build the largest library on the Internet. Mozilla was an early name for the Netscape Navigator Web browser. DMOZ is owned by Netscape Communications, but the information and database are freely available to other companies. The raw open-source directory is used by Google, Netscape Search, AOL Search, Lycos, HotBot, and DirectHit.

iii) **BUBL Link (http://bubl.ac.uk/):** BUBL Link uses the Dewey Decimal Classification system as the primary organization structure for its catalogue of Internet resources. It carefully selected and accurately catalogued many LIS resources. It was developed by Centre for Digital Library Research, Department of Computer and Information Sciences, University of Strathclyde, Livingstone Tower, 26 Richmond Street, Glasgow G1 1XH, Scotland.

iv) **About.com:** At About.com (http://www.about.com/) you'll find a directory with a twist. Each topic area has an assigned "Guide" responsible for writing articles and organizing links on the topic.

The other web directories include Internet Public Library (http://www.ipl.org/), Librarians' Index to the Internet (http://www.lii.org/), WWW Virtual Library (http://vlib.org/), Google directory (http://directory.google.com/), Looksmart, etc..

The Internet Library for Librarians (http://www.itcompany.com/inforetriever/) is a subject directory. UNESCO, IFLA, etc also have subject directories. Besides, many individual especially LIS professional also

develop their subject directories, but because of space, we cannot do justice to all such sites.



CHECK YOUR PROGRESS

Q 6 : Find out the True and False Sentences in the following

a) The Open Directory Project, also known as Directory Mozilla (DMOZ).

b) BUBL Link is a search engine.

c) Subject directories are the data bases of detailed metadata.

d) BUBL Link uses Library of Congress Classification System.

6.7 DISCUSSION FORUM

An Internet forum, or message board or discussion forum, is a web application for discussion that manages user-generated contents in a manner that is easy-to-browse and search. Recent development in some popular implementations of forum software has brought social network features and functionality. Such features include personal galleries, pages as well as a social network like chat systems.

The forum consists of a tree like directory structure containing at the lowest end topics (commonly called threads) and inside them posts. Logically forums are organised into a finite set of generic topics (usually with one main topic) driven and updated by a group known as members, and governed by a group known as moderators. By default to be an Internet forum, the web application needs an ability to submit threads and replies. Forum software may sometimes allow categories or subforums.

Each forum offers different features, from the most basic, providing text-only postings, to more advanced packages, offering multimedia support and formatting code (usually known as BBCode). Many forum packages can be integrated easily into an existing website to allow visitors to post

comments on articles.

Internet forum originated as the modern equivalent of a traditional bulletin board. Early Internet forums could be described as a web version of a newsgroup or electronic mailing list (many of which were commonly called Usenet) that were common from the late 1970s to the 1990s allowing people to post messages and comment on other messages.

One significant difference between forums and electronic mailing lists is that mailing lists automatically deliver new messages to the subscriber, while forums require the member to visit the website and check for new posts. Because members may miss replies in threads they are interested in, many modern forums offer an "e-mail notification" feature, whereby members can choose to be notified of new posts in a thread, and web feeds that allow members to see a summary of the new posts using aggregator software.

The main difference between newsgroups and forums is that additional software, a newsreader, is required to participate in newsgroups. Visiting and participating in forums normally requires no additional software beyond the web browser.

The chronological older-to-newer view is generally associated with forums (the newer to older being associated more akin to blogs).

Forums differ from chat rooms and instant messaging wherein participants do not have to be online simultaneously to receive or send messages. Messages posted to a forum or Usenet are publicly available for some time, which is uncommon in chat rooms that maintain frequent activity.

The discussion forums are marketed through blog, posting message to online groups and so on so that the user knows its existence and can arrive at it.

a) Forum Features: A discussion forum has the following features:

i) Registration: In the United States and some parts of Europe, most Internet forums require registration to post. Registered users of the site are referred to as members and are allowed to submit or send electronic messages through the web application. The process of registration involves verification of one's age (typically over 12 as

required so as to meet COPPA requirements of American forum software) followed by a declaration of the terms of service (other documents may also be present) and a request for agreement to said terms.

In areas such as China and Japan, registration is frequently optional and anonymity is sometimes even encouraged. On these forums, a tripcode system may be used to allow verification of an identity without the need for formal registration.

An unregistered user of the site is commonly known as a guest or visitor. A guest can usually view the contents of the forum or use such features as read marking, but occasionally an administrator will disallow visitors to read their forum as an incentive to become a registered member.

ii) **Subscription Options:** A subscription is a form of automated notification integrated into the software of most of the forums. It usually notifies either by email or on the site when the member returns. The option to subscribe is available for every thread while logged in. Subscriptions work with read marking, namely the property of unread which is given to the content never served to the user by the software.

To stay with the post or comments many forums generated their RSS feed. RSS and ATOM feeds allow a means of subscribing to the forum. Common implementations only allow RSS feeds listing the last few threads updated for the forum index and the last posts in a thread.

iii) **Rules and Policies on Forums:** Forums are governed by a set of individuals, collectively referred to as staff, made up of administrators and moderators, which are responsible for the forums' conception, technical maintenance, and policies (creation and enforcing). Most forums have a list of rules detailing the wishes, aim and guidelines of the forums' creators. There is usually a FAQ section containing basic information for new members and the people not yet familiar with the use and principles of a forum. Forum rules are maintained

and enforced by the moderation team, but the users are allowed to help out via what is known as a report system.

iv) **Thread:** A thread (sometimes called a topic) is a collection of posts, usually displayed – by default – from oldest to latest (options to order threads by other criteria are generally available). A thread is defined by a title, an additional description that may summarize the intended discussion and the comments. The members (sometimes even to anonymous users) are presented with a web form to fill in requesting at the very least: a username (an alias), password, email and validation of a CAPTCHA code and the post (message) or comments to existing message as threads. So, a thread is consisting of the original post (OP) and the discussion or comments on it. A thread can contain any number of posts, including multiple posts from the same members, even if they are one after the other.

Post: A post is a user submitted message enclosed into a block containing the user's details and the date and time it was submitted. Members are usually allowed to edit or delete their own posts. Posts are contained in threads, where they appear as boxes one after another. The first post starts the thread; this may be called the original post (OP). Posts that follow in the thread are meant to continue discussion about that post, or respond to other replies; it is not uncommon for discussions to be derailed.

Discussion: Forums prefer a premise of open and free discussion and often adopts de facto standards. Most common topics on forums include questions, comparisons, opinion polls as well as debates.

Attachment: An attachment can be almost any file. When someone attaches a file to a post they are uploading the file to the forums' server. Forums usually have very strict limit on what can be attached and what cannot be (among which the size of the files in question).

v) **Invitation :** Most forums have an option to send invitation by the members of the forum to those who are still not members of the particular forum. Sometimes, the forum gives credit (sometimes

rewards are implied) to those who help the community to grow.

vi) **Administrator :** The administrators manage the technical details required for running the site. As such, they may promote (and demote) members to moderators, manage the rules, create sections and sub-sections, as well as perform any database operations (database backup etc). Administrators also often act as moderators. Administrators may also make forum-wide announcements, or change the appearance (known as the skin) of a forum.

This level of content manipulation is reserved for moderators or administrators on most forums.

vii) **Moderation Activity:** The moderators are the users of the forum who are granted access to the posts and threads of all members for the purpose of moderating discussion and also for keeping the forum clean. Moderators also answer the users' concerns about the forum, general questions, as well as respond to specific complaints. They also can do anything to lend a helping hand to a user in need. Moderators themselves may have ranks: some may be given mod privileges over only a particular topic or section, while others (called 'global' or 'super') may be allowed access anywhere. Common privileges of moderators include: deleting, merging, moving, and splitting of posts and threads, locking, renaming, stickying of threads, banning, suspending, unsuspending, unbanning, warning the members, or adding, editing, removing the polls of threads.

Assigning Privileges to Members: Many forums organise visitors and logged in members into user groups. Privileges and rights are given based on these groups by the moderators

Issuing Report about Post: Moderators issue a report when some post are not considered for posting. It may due to the fact that the post is against the rules or its offending contents. All such posts are usually deleted.

Punishments to Members: The moderator sometime also gives punishment when rules are broken by the users or members. First

a warning is usually given; this is commonly in the form of a private message. Subsequently, if the act is ignored and warnings do not work, the member is – usually – first exiled from the forum for a number of days. Denying someone access to the site is called a ban. Bans can mean the person can no longer log in or even view the site anymore. If the offender, after the warning sentence, repeats the offense, another ban is given, usually this time a longer one. Continuous harassment of the site eventually leads to a permanent ban. However, in most cases this simply means the account is locked. In extreme cases where the offender – after being permanently banned – creates another account and continues to harass the site, administrators will apply an IP ban (this can also be applied at the server level): if the IP is static, the machine of the offender is prevented from accessing the site. In some extreme circumstances, IP range bans or country bans can be applied; however, this is usually for political, licensing or other reasons.

Topic Locking: Sometimes if the topic is answered, it is locked; often a poster may request a topic expected to draw problems to be locked as well, although the moderators decide whether to grant it. In a locked thread, members cannot post anymore.

Deleting Thread : The old and not used topics may be deleted.

viii) Archive: Many discussion forums have online archive feature so that if the discussions are old and not used at all it goes to the archive. The archive can be retrieved at any time using search features or browsing through categories and sub-categories.

i**x) Statistics Generation:** Most forums keep track of a user's postcount. The postcount is a measurement of how many **posts a certain user has made. The users with higher postcounts are often** considered more reputable than the users with lower postcounts. However, some forums have disabled postcounts in the hopes that doing so will reduce the emphasis on quantity over quality of information.

A thread's popularity is measured on forums in reply (total posts

minus one – the opening post) counts. Some forums also track page views. Threads meeting a set number of posts or a set number of views may receive a designation such as "hot thread" and be displayed with a different icon compared to others threads. This icon may stand out more to emphasize the thread.

b) Concerns: Because of the volatile and random behavior of forum, unsocial behavior is easily sprouted as people lose temper, especially if the topic is controversial. Poor understanding of differences in values of the participants is a common problem on forums. Because replies to a topic are often wording aimed at someone's point of view, discussion will usually go slightly off into several directions as people question each others validity, sources and so on. Circular discussion and ambiguity in replies can carry out arguments for several tens of posts of a thread eventually ending when everyone gives up or another similar debate takes it over. The main concerns are -

i) Troll: A troll is a user that repeatedly and intentionally breaches netiquette, often posting derogatory or otherwise inflammatory messages about sensitive topics in an established online community to bait users into responding, often starting flame wars. ii) Sock Puppet: It refers to someone who is simultaneously registered under different pseudonyms on a particular message board or forum.

iii) Forum Spamming: It is a breach of netiquette where users repeat the same word or phrase over and over, but differs from multiple posting in that spamming is usually a willful act which sometimes has malicious intent.

iv) Double Posting: It's the posting the same message twice. Users sometimes post versions of a message that are only slightly different, especially in forums where they are not allowed to edit their earlier posts. Multiple posting instead of editing prior posts can artificially inflate a user's post count. Multiple posting can be unintentional; a user's browser might display an error message even though the post has been transmitted or a user of a slow forum might become impatient and repeatedly hit the submit button.

v) **Cross posting:** A user may also send the same post to several forums, which is termed cross posting. The term derives from Usenet, where crossposting was an accepted practice; however, it causes problems in web forums.

vi) **Bumping:** When a member posts in a thread for no reason but to have it go to the top, it is referred to as a bump or bumping.

vii) **Flame Wars:** When the discussion becomes heated and sides do nothing more than complain and would not accept the differences in each other's point of view, the discussion degenerates into what is called a flame war. To flame someone means to go off-topic and attack the person rather than their opinion. Likely candidates for flame wars are usually religion and socio-political topics, or topics that discuss pre-existing rivalries outside of the forum.

c) **Examples:** People participating in an Internet forum may cultivate social bonds. A sense of virtual community often develops around forums that have regular users.

i) **4chan (http://www.4chan.org/):** 4chan is a simple image-based bulletin board where anyone can post comments and share images. Different boards are dedicated to different topics, from Japanese anime, manga, and culture to videogames, music, and photography. Users do not need to register a username before participating in the community.

ii) **Gaia Online (http://www.gaiaonline.com/forum/):** Gaia Online was founded in 2003. Gaia's forum is a place where millions of members gather to discuss random stuff, make new friends, complain about life, argue about nothing, laugh at dumb pictures, discuss serious issues and/or curse like sailors.

iii) **Something Awful (http://forums.somethingawful.com/):** Something Awful, often abbreviated to SA, is a comedy website housing a variety of content, including blog entries, forums, feature articles, digitally edited pictures, and humorous media reviews. The site is home to a collection of Internet forums, which charge an initial registration fee of US$9.95 and fees ranging from US$4.99 to

US$29.99 for additional features. If a user is banned by administrators, the fees for initial registration and all additional features are not reimbursed.

iv) **The Student Room (http://www.thestudentroom.co.uk/):** The Student Room (TSR), known from 2001 until 2004 as UK Learning, is a United Kingdom-based internet forum for school and university students. The site currently has over 300,000 members and more than nineteen million posts.

v) **Neowin Forums (http://www.neowin.net/forum/):** Neowin.net is a technology news site that actively focuses on Windows, Mac and Linux. The Neowin forums are Powered by Invision Power Board forum software. Neowin has an active technology forum consisting of over 236,000 registered users and over 9 million posts.



CHECK YOUR PROGRESS

Q 7 : Find out the True and False Sentences in the following

a) Mailing lists automatically deliver new messages to the subscribers.

b) An unregistered user of a site is commonly known as a guest or visitor.

c) OP means original post.

d) Posting same message over several forums is known as double posting.

6.8 DISCUSSION GROUPS

A group is an electronic mailing group that exchanges ideas and thoughts on a wide variety of topics or on a single topic of mutual interest via email messages on an Internet site. An individual subscribe can join a discussion group electronically, and all messages sent to the group are distributed to the members by email. In mailing list the user posts a query and every member gets a mail and a few would answer replying everyone

through the forum or personally to the user. In the web based group, there will be a space on web for the users to discuss. Many groups have archives on the Web.

According to NetSetGo Marketing (www.netsetgo.com/glossary.php) a discussion group is “a Web that supports interactive discussions by users. Users submit topics or responses by entering text in a form”.

According to Vikont Solutions corp. (www.vikont.com/clients/glossary.htm) it is “a particular section within the USENET system typically, though not always, dedicated to a particular subject of interest. Also known as a newsgroup”.

A LIS-Server or mail server is a discussion group created to share ideas and knowledge on as subject. Lisserver is the most common list server programme. Discussion groups are usually created and monitored by some one with an interest in that subject and are open to anyone. One can just joined the list simply by sending an appropriate worded email request to the list. The programme automatically reads your email address and adds one to the circulation list. A message sent to the list is copied and then forwarded by email to every person who subscribed to the list. a) Features of a Discussion Group: A discussion group has the following features-

i) **Subscribing to a Group:** There are many groups over the web even in some minute topics of interest. So, you have the choice of choosing the right group that meets your need and expectation.

Determine the Mode of Subscription: Many of the users of discussion group or e-list now a days are overwhelmed by the number of discussion group mails they receive demanding more sophisticated approach to categorize and as a result many groups offer a "Digest" mode, where one receives just one message a day with postings as attachments.

Message Filters: Most modern mail programs have message filters to direct all discussion group postings into designated mail subfolders for reading and managing discussion groups much easier.

ii) **Composing and Posting a Quality Message:** Before making a new query in the discussion group please keep in mind the following things

- Reading Posting Guidelines: Many discussion groups have their own specific guidelines for what is allowed. Generally, after joining a group it sends the general posting guideline to the new subscriber of the group and before posting a message to a discussion group all such posting guidelines should be read carefully.
- Aware of the Aims and Objective of the Group: Only that message should be posted to a group that meets its aim and objectives. Personal invitation like marriage and others should strictly be avoided for being considered for posting and all others that are not related to the aim and objectives of the groups in consideration.
- Avoid Duplication of Post: If you are a new member of a particular mail based discussion group and the group has a search provision and an online archive, then before posting, it is advisable to make a query search to find out whether such a posting is made earlier or not. Duplication in query should be avoided.
- Stop Forwarding Your Subscription: Some people send the email and newsletter that they received as a subscription from some other sites. Some even go further and copy and paste some portion of some web sites periodically and post it to the group. Such bad practices much be avoided.
- Aware of Audience: Think carefully about message's audience. Before posting a message to a discussion group keep it in mind that you are addressing millions of potential readers on the web with different degree of expertise. Many groups have also archives on the Web and if it is then the posting message may attract millions of reader in the coming days.
- Original Message: Your post or message should say something new and substantial. The message that you are going to post will represent your profession, organization and yourself in a wide public. In all cases, your participation in a discussion or contribution is judged by the quality of your message or query.

You can either create a good professional reputation, or permanently damage your image and credibility by posting just a single message.

- Descriptive Title: Concise and descriptive subject titles should be used.
- Framing the Message: Take much time to phrase the message well, and spell correctly, use any appropriate references if needed and recheck it before posting.
- Introduce Yourself in the Message: If you are new to the group, then it is better to introduce yourself in front of the group member before the message or by giving all essential details about you at the end of the message.

iii) Responding Properly : In posting a query or an answer or participating in a debate others should be treated with respect; insult and sending an angry message should be avoided. Also as message does not carry the clues of what is there in face-to-face conversation, so humor and sarcasm can be easily misunderstood in a message and this should always be kept in mind.



ACTIVITY

1) Register yourself in any one Google Group that matches your interest.

b) Concerns: Discussion group create following concerns-

i) Lots of Email in the Email Inbox: Many subscribers receive a lot of email message a day as a result of their subscription to some mailing groups, and it is not possible for them to go through each and every email and even it becomes hard job to give replays to them. So, in many cases they delete the emails by going through the subject only. So, if you know the expert who may answer to the question you want to send to a discussion group it is better to send it personally to the intended audience.

ii) **Spamming:** One should generally avoid posting the same message to multiple discussions. As there are many people who subscribe to multiple discussion groups which come under their purview of subject area this activity can make them offended.

Commercial messages, sexual and the like are considered unwanted content for posting and these should be avoided.

iii) **Auto Responders:** At the time of subscribing to a discussion group or e-list it is better not to configure an automated response to one's mailbox, such as for vacation notices or other as it may cause problems with any reflectors or mailing lists one is subscribed to. Or if it is desirable to configure an automated response for vacation message then the subscription to the mailing list should be deactivated.

c) **Examples:** There are many discussion groups on a wide subject area in the public arena. A lot of free discussion groups are hosted by Google groups (http://groups.google.co.in), Yahoo! Groups (http://in.groups.yahoo.com). If you are planning to host your own discussion group, in determining the hosting service for the group the facility of online archive, subscription option, speed, etc should be taken care of. We recommend you to use Google Groups for this purpose.

6.9 SOCIAL NETWORK

A social network or online community is a web based service that focuses on building online communities of people who share interests and / or activities by a variety of ways. It is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, sexual relationships, kinship, dislike, conflict or trade, etc.

Few social networks currently charge money for membership to run the site. Companies such as MySpace and Facebook sell online advertising on their site for the same purpose.

There are generally two types of social networks. These are

i) **Internal Social Networking (ISN):** An ISN is a closed / private community that consists of a group of people within a company, association, society, education provider and organization or even an "invite only" group created by a user.

ii) **External Social Networking (ESN):** An ESN is open / public and available to all web users to communicate and is designed to attract advertisers. Eg. MySpace, Facebook, Twitter and Bebo.

a) **Characteristics:** Social network service provides the following ways for the users to interact with others.

i) **My Profile:** Set up and customization facility for profile;

ii) **Search:** Can search for friends and others;

iii) **Making Friends:** One can invite others as friend. In most social networking services, both users must confirm that they are friends before they are linked. Some social networking sites have a "favorites" feature that does not need approval from the other user.

iv) **E-mail:** Can send or receive e-mail from others.

v) **Instant messaging services (Chat):** Can send chat message to online friends.

vi) **Scrapbook:** Can append short message in the profiles of the friends/network members.

vii) **Calendars (Events):** Can create calendars or events.

viii) **Articles**: Can upload, download and share write-up.

ix) **Notes:** Can create and view the notes created by others.

x) **Blogs:** Can post personal write up.

xi) **Groups:** Can create groups and join other group, post replied to, and so on.

xii) **Forums:** Can create forum and join forum created by other people, post replied to, and so on.

xiii) **Music:** Listen, download and upload music.

xiv) **Photos:** Download, view and upload photos.

xv) **Videos:** Download, view and upload personal videos.

xvi) Games: Play online games, sometimes even can download.

xvii) Social Apps or Gadgets: Facility to incorporate others online social apps and gadgets.

xviii) Notifications on Websites: Social networks generally send notifications to users when they are removed from a person's friends list, some one comments on their profile page, send email and for such other things.

xix) Privacy Settings: Helps in finding regular control of who sees what. Ability to block an unwanted member, and so on.

b) Issues: Issues related to social network can be of the following types

i) Duplicate Entries: One has to enter and filled in up the profile page of each of the social networking services individually, there is a need to standardize these services to avoid the need of duplicate entries of friends and interests. Solution in the Line: The Open Source Initiative (http://www.opensource.org/) emerges due to this issue. The Friend of a Friend (FOAF) (http://www.foaf-project.org/) project is creating a Web of machine-readable pages describing people, the links between them and the things they create and do, so that people can easily share and use information about them and their activities (eg. photos, calendars, weblogs), and can transfer them between Web sites and automatically extend, merge and re-use it online. "FOAF is a small but shapely piece of the wider Semantic Web project" (http://www.foaf-project.org/about). But, all theses have led to some concerns about privacy. There is also a trend for more interoperability between social networks led by technologies such as OpenID (http://openid.net/) and OpenSocial (http://www.opensocial.org/). "OpenID is a free and easy way to use a single digital identity across the Internet". With one OpenID one can log in to all their favorite websites by logging in to a single site. OpenSocial helps the sites to share their social data with the web. "Applications that use the OpenSocial APIs can be embedded within a social network itself, or access a site's social

data from anywhere on the web".

ii) **Identity:** In a social network service, any people can create a profile in the name of others. It has caused concern regarding its potential misuse by individual patrons for bullying purposes
Solution in the Line: Some social networks are trying to use mobile phone to authenticate the user.

iii) **Privacy:** The social networking service sites often contain a great deal of data that is hard to obtain via traditional means, that is, a user giving out too much personal information in their profile page which led to growing concerns or threat about the data stolen by others. Even though the data are public, republishing it in a research paper or for the sake of others might be considered invasion of privacy. Furthermore, there is an issue over the control of information being altered or removed by the user that may in fact be retained and / or passed to 3rd parties. There are also examples when a social network service harvested e-mail addresses from user' e-mail accounts to use in a spamming operation.

Social network services are being increasingly used in legal and criminal investigations. Information posted on sites such as MySpace and Facebook has been used by police (forensic profiling), probation, and university officials to prosecute the users of the said sites. In some situations, the content posted on MySpace has been used in court. All these are creating problems for the user to be social.

Solution in the Line: In many social networks people are now able to completely control the information they provide; the photos they include, and the friends they make. People are therefore, now able to control their personal information and their desired social status. Many social networking services, such as Facebook, provide the user with a choice of who can view their profile. This prevents unauthorized user(s) from accessing their information. To edit information on a certain social networking

service account, the social networking sites require to login or provide an access code. This prevents unauthorized user(s) from adding, changing, or removing personal information, pictures, and/or other data.

iv) **Sexual Predators:** Citizens and governments have been concerned about the misuse by children and teenagers of social network services, particularly in relation to online sexual predators.

Solution in the Line: Many social networks do not permit people below the age of 15 or 18 to enter into the social network.

The other issues include the viruses, which is a problem common to most of the internet based services.

c) **Importance:** Social network is daily used by billions of people. It is a spontaneous movement of people using online tools to connect, take charge of their own experience, and get what they need - information, support, ideas, products, and bargaining power--from each other. It can also be used to build personal / institutional network and as a means of e-learning and social capital.

The importance of social network can be seen in regards to-

i) **Advertisement :** Formation and displaying profile page information that's publicly available can be used as advertisement. In this way one can find and be introduced to potential clients, business opportunities, service providers, and subject experts and find potential partners. According to Jody Nimetz, author of Marketing Jive, there are five major uses for businesses and social media: to create brand awareness, as an online reputation management tool, for recruiting, to learn about new technologies and competitors, and as a lead gen tool to intercept potential prospects. The companies in this way will be able to drive traffic to their own online sites while encouraging their consumers and clients to have discussions on how to improve or change products or services.

ii) Communication: Through social network one can create projects, post and distribute institutional information. Many social networks also have the facility to incorporate self-description pages (profile) including hobbies and interests rather than developing website for that.



ACTIVITY

1) Join in the Orkut community and interact with your friend through message, scrap, and chat.

iii) Sharing Information Data, Files: Social networks extend the possibility for sharing information and knowledge with one another. In this way one will be able to increase both their learning and their flexibility in ways that would not be possible within a self-contained hierarchical organization.

iv) Collaboration: Can build collaboration in different kind of projects. Participants can talk online. v) Problem Solving: Can be used to gain new insights from discussions with likeminded professionals. vi) Connects People: It is a means to connect with those people those who share similar interest (classmates, friends, families, business people and co-workers, people looking for long lost friends). Also it can be used as matrimonial site

d) Examples: Out of the following list of social network, we recommend you to have a look on Facebook, LinkedIn, MySpace, Ning, Orkut, Twitter, and YouTube. They are grabbing the word of social network with their special features.

Sl. No.	Site Name	Site URL
1)	Bebo	(http://www.bebo.com/)
2)	Climateculture	(http://www.climateculture.com/)
3)	Cyworld	(http://us.cyworld.com/)
4)	dol2day	(http://www.dol2day.com/)
5)	Facebook	(http://www.facebook.com/)

6)	Friendster	(http://www.friendster.com/)
7)	Hi5	(http://hi5.com/)
8)	LinkedIn	(http://www.linkedin.com/)
9)	Multiply	(http://multiply.com/)
10)	MySpace	(http://www.myspace.com/)
11)	Nexopia	(http://www.nexopia.com/)
12)	Ning	(http://www.ning.com/)
13)	Orkut	(http://www.orkut.co.in/)
14)	Skyrock	(http://www.skyrock.com/)
15)	Tagged	(http://www.tagged.com/)
16)	Twitter	(http://twitter.com/)
17)	Wretch	(http://www.wretch.cc/)
18)	Xiaonei	(http://www.xiaonei.com)
19)	XING	(http://www.xing.com/)
20)	YouTube	(http://www.youtube.com/)



CHECK YOUR PROGRESS

Q 8 : Match the Following

a) Search engine	a) Chat.
b) Usually the email address is in	b) Trash folder.
c) Deleted email can be found in the	c) Search engine.
d) Email address has	d) No spaces in between.
e) Google Talk	e) A tool for searching and getting information from the web.
f) Google	f) Lower case letter.

Q 9 : Find out True and False Sentences

a) Email represents the traditional postal mail in the virtual space.

b) To chat with people should be in live environment.

c) Search engine helps in browsing for information.

d) Orkut is a social network.

e) BUBL link is a search engine.



6.10 LET US SUM UP

You can search for most of the information over web by using the keyword that best describes your interest. Just approach any general purpose search engine like Google. By this, you can also locate a discussion group / forum / social network that match your interest. Before asking anyone for help, please make it mandatory to search and spend some time over the web. It will help you to locate the information quickly, assist you and build your experience. If you are wrong at some point in locating the information you will not loose anything except your time.

The web provides us unmatched freedom to have our own voice by different means and avenues and now we are already overwhelmed by the presence of different groups / forum / social network. So, before making a new platform (group / forum / social network / custom search engine) one should think seriously, whether it is really needed or not.

Time is also at its peak when we can think of merging some minor platform (groups / forum / social network) with some other major ones that are in good condition both in terms of subscribers as well as its reputation. Otherwise, if the present growth continues web will be full of information pollutants.

Even, if you have an email thinks twice before going for another new brand email id. If you are a member of a professional social network, think again before going for membership to a new platform. It is better to be regular in one than to move here and there.



6.11 FURTHER READINGS

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6.12 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1:

a) True b) True c) False d) True

Ans to Q No 2 : Chat refers to the text-based communication between two or more participants over the internet / intranet in real-time.

Ans to Q No 3 : Chatiquette means the basic rules or guideline of online communication. It avoids misunderstanding and simplifies the communication between the users.

Ans to Q No 4 : Anonymous chat is an environment where each users identity remains hidden.

Ans to Q No 5 :

a) True. b) True. c) False. d) False. e) False.

f) True. g) True

Ans to Q No 6 :

a) True. b) False. c) False. d) False.

Ans to Q No 7 :

a) True. b) True. c) True. d) False.

Ans to Q No 8 :

a) Search engine	a) A tool for searching and get ting information from the web.
b) Usually the email address is in	b) Lower case letter.
c) Deleted email can be found in the	c) Trash folder.

d) Email address has d) No spaces in between

e) Google Talk e) Chat

f) Google f) Search engine.

Ans to Q No 9 :

a) True. b) True. c) False. d) True. e) False.



6.13 PROBABLE QUESTIONS

A) Short Answer Type Questions

1) What is Internet?
2) What is Search Engine and what are its components?
3) What is a cached page of a search engine? What are their importances?
4) Who developed the citation analysis? Which popular search engine used it?
5) What do you mean by Web Directories?
6) What is the difference between web directories and subject directories?
7) What is the difference between web directory and search engine?
8) What is the difference between discussion forum and discussion group?

B) Essay Type Questions

1) What is Email? What are the basic components of the Email id? Describe all of them.
2) Describe in details the anatomy of an email id.
3) What is a discussion forum? Describe different forum features.
4) What is a discussion group? What are the different features\of a discussion group?
5) What do you mean by a social network? Describe the characteristics of a social network.

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