Lesson 2:
Internet Communication

Lesson 2 Objectives

- Define modern Web technologies
- Define social networking
- Define and use instant messaging and text messaging
- Use Windows Remote Assistance
- Discuss blogging and create a blog
- Discuss effective Internet communication guidelines
- Discuss convergence and unified communications technologies

Modern Web Technologies

- Web 2.0 concentrates on developing the information-sharing and collaboration capabilities of the Web
- Crowdsourcing – a task ordinarily performed by one person is outsourced to a large group or community
- Collective intelligence – the ability of a group to exhibit a greater degree of intelligence by solving problems collaboratively compared to the intelligence of an individual member

Common Technologies and Tools

- Ajax – enables Web applications to interact with users in much the same way they do with desktop applications
- Wikis – Web pages that can be viewed and modified by anybody with a Web browser and access to the Internet
- Folksonomy – tagging of online content so non-technical users can classify and find information
- Web feed services – content publicly available to users via Web feeds (e.g., RSS, Atom); syndication

Common Technologies and Tools (cont'd)

- Podcasts – audio/video digital-media files distributed through Web feeds to subscribed users

- Semantic Web – Web data that is contextualized with the addition of machine-readable metadata

- Mashups – Web pages that integrate content and scripts from multiple Web sites to create new applications

Social Networking

- Social networking – the grouping of individuals with common interests or goals into specific groups or communities
- Social networking sites:
  - Generally provide privacy protection for their users
  - Are not responsible for the content that members post
  - Can be used as a business tool by helping members establish business contacts, post résumés and find jobs

Instant Messaging (IM)

- Instant Messaging – computer-based method of communication in which users can type and view messages sent to one or more recipients and view the responses immediately
- Contacts must be online to receive messages
- Can also be used to send files, view photos, send Web links and talk to contacts
- Becoming very popular in the workplace
- Requires an IM client and an account for IM service

Text Messaging (SMS)

- Short Message Service (SMS)
- Text messaging – users type short text messages from mobile phones
- "Short" text messages:
  - Are no larger than 140 bytes
  - Are no longer than 160 English characters, including spaces (other languages will have a different character limit)
- SMS gateway – service that allows you to send text messages to an instant messaging (IM) service, the World Wide Web and desktop computers
- Text message abbreviations are now part of our daily lexicon

Windows Remote Assistance

- Allows a user to seek assistance from another person in a remote location
- Used in conjunction with Windows Live Messenger (or e-mail), enabling the remote person to offer real-time assistance via instant messaging
- When you accept a connection from a remote assistant, your Desktop displays on the remote computer
- You can halt remote control at any time by disconnecting
- Both computers must be running Windows Vista or newer in order to use Remote Assistance

Blogging

- Blog (short for "Web log") – a collection of personal thoughts posted on a public Web site
- Community blog – all participants express their perspectives without any attempt at coming to a consensus
  - The mainstream media can use discussions "in the blogosphere" to gauge public opinion about various issues
- Trackback – a blogger receives notification when other bloggers link to his or her blog entry
- Microformats – allow bloggers to incorporate information from Web sites into their blog entries

Communicating Effectively over the Internet

- Create effective messages that are pertinent, appropriate and brief

- Netiquette encourages common sense and politeness, and establishes general rules for Internet etiquette

- Internet ethics:

  – Apply the same standard of ethics to Internet-based communications that you would to face-to-face communication

  – Avoid harassment (i.e., threatening or inappropriate e-mail messages, text messages or instant messages)

Convergence and Unified Communication Technologies

- Unified communications – a business trend that seeks to simplify and integrate all forms of communication

- Convergence – the integration of telephony and data networks and technologies

- Voice over IP (VoIP) – converts voice into data packets for transmission over a packet-switched IP network

- Call center – a centralized office used for the purpose of processing a large volume of requests by phone

- Contact center – a call center that allows consumers to contact agents via avenues other than telephone

Convergence and Unified Communication Technologies (cont'd)

- Presence – a status indictor that conveys a person's willingness and ability to engage in communications in real time
  - Presencing requires collaboration among a number of devices
- Mobile computing – a person's ability to use technology while "on the go"

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