

UNIT - IV

TOPIC-1

INTERNET AND INTRANET INTERNET

The Internet is a vast network that connects computers all over the world. Through the Internet, people can share information and communicate from anywhere with an Internet connection.

INTRANET

The Intranet is a system of computers inside an organization that makes it possible for people who work there to look at the same information and to send information to each other.

1. COMMUNICATION- emails, chats, forum and news groups

What is communication?

Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient.... The transmission of the message from sender to recipient can be affected by a huge range of things.

Email (or e-mail) communication can be defined as the exchange of short informational messages between at least two people over a computer network. These messages containing plain text, images or document attachments are delivered through email web-based services like Gmail, Outlook, or Yahoo.

Email

Email is an electronic form of communication that is exchanged between people through computers, or other electronic devices, such as smartphones or tablets. You need the internet to send emails.

Chat communication

Chat is a text-based communication that is live or in real-time. For example, when talking to someone in chat any typed text is received by other participants immediately. In contrast, other text-based communications such as e-mail are modes of correspondence that are not real-time.

Chat refers to the process of communicating, interacting and/or exchanging messages over the Internet. It involves two or more individuals that communicate

through a chat enabled service or software. Chat is also known as chatting, online chat or Internet chat.

Internet forum

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes publicly visible.

News groups

A newsgroup is a discussion about a particular subject consisting of notes written to a central Internet site and redistributed through Usenet, a worldwide network of news discussion groups. Usenet uses the Network News Transfer Protocol (NNTP).

What is news groups in computer?

A newsgroup is an online discussion forum accessible through Usenet. Each newsgroup contains discussions about a specific topic, indicated in the newsgroup name. You can browse newsgroups and post or reply to topics using a newsreader program.

UNIT-IV

TOPIC-2

Social network

A social network is a social structure made up of a set of social actors (such as individuals or organizations), sets of dyadic ties, and other social interactions between actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

Mobile browsers

1. Amazon Silk.
2. Apple Safari.
3. Brave.
4. Dolphin browser.
5. Google Chrome.
6. Microsoft Edge.
7. Mozilla Firefox.
8. Opera Mobile.

10 Types of Social Media and How Each Can Benefit Your Business

Beyond the social media juggernauts, people are using many different types of social media to connect online for all kinds of reasons. As a social media pro, you probably already use all the biggest social networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with maybe a handful of others like Pinterest and Google Plus. But there's much more to social media than the top social media and media sharing networks. Look beyond those social media juggernauts and you'll see that people are using many different types of social media to connect online for all kinds of reasons. In our quest to bring you the latest and best social media news from all corners of the internet, we've stumbled upon plenty of hyper-focused niche social networks for everything from jet setting and green living to knitting and all things manly. However, grouping social networks according to subject matter quickly gets overwhelming—and sometimes utterly distracting. (Plus, Wikipedia's already done it for us.) And while there was once a time when you could simply categorize networks according to their functional capabilities (Twitter for short text content, YouTube for video, and so on), that time has passed. As more networks add rich features like livestreaming and augmented reality, the lines between their feature sets continue to blur and change faster than most people have time to read up on the changes. So instead of categorizing networks according to hyper-specific user interests or shifting technology features, we prefer to think like marketers and group networks into 10 general categories that focus on what people hope to accomplish by using them. Here's our list of 10 types of social media and what they're used for:

- **Social networks**—Connect with people
- **Media sharing networks**—Share photos, videos, and other media
- **Discussion forums**—Share news and ideas
- **Bookmarking and content curation networks**—Discover, save, and share new content
- **Consumer review networks**—Find and review businesses
- **Blogging and publishing networks**—Publish content online
- **Interest-based networks**—Share interests and hobbies
- **Social shopping networks**—Shop online
- **Sharing economy networks**—Trade goods and services
- **Anonymous social networks**—Communicate anonymously

Knowing about these categories of social media and understanding why people use them can open up new ideas and channels for engaging with your audience more effectively—so let's get started.

1. Social networks

Examples: Facebook, Twitter, LinkedIn

Let us count the ways. Market research, brand awareness, lead generation, relationship building, customer service... the list is pretty much endless. Social networks, sometimes called “relationship networks,” help people and organizations connect online to share information and ideas. While these networks aren’t the oldest type of social media, they certainly define it now. These channels started as relatively simple services—for example, Twitter was the place to answer the question “what are you doing?” and Facebook was where you might check the relationship status of that cute Economics 101 classmate.

Now, and especially since the rise of the mobile internet, these networks have become hubs that transform nearly every aspect of modern life—from reading news to sharing vacation photos to finding a new job—into a social experience.

If you’re not using these core networks yet as part of your social media marketing plan—or if you’re looking for ideas to improve your existing strategy—you’ll find a wealth of usable information in our guides to Facebook, Twitter, and LinkedIn.

2. Media sharing networks

Examples: Instagram, Snapchat, YouTube

Like the major relationship networks, these sites are invaluable for brand awareness, lead generation, audience engagement, and most of your other social marketing goals. Media sharing networks give people and brands a place to find and share media online, including photos, video, and live video. The lines between media sharing networks and social networks are blurring these days as social relationship networks like Facebook and Twitter add live video, augmented reality, and other multimedia services to their platforms. However, what distinguishes media sharing networks is that the sharing of media is their defining and primary purpose. While the majority of posts on relationship networks contain text, posts on networks like Instagram and Snapchat start with an image or video, to which users may decide to add content like captions, mentions of other users, or filters that make you look like a bunny. Similarly, on sites such as YouTube and Vimeo, video is the primary mode of communication. When determining whether or not your business needs to establish a presence on a media sharing network, it’s important to consider your available resources. If there’s one thing the most successful brands on platforms like YouTube or Instagram have in common, it’s a thoroughly planned mission and carefully designed media assets, usually following a specific theme. To increase your business’s chances of success on media sharing networks, see our guides to marketing on Instagram, Snapchat, YouTube, and Vimeo.

3. Discussion forums

These networks can be excellent resources for market research. Done right, you can also advertise on them, though you'll need to be careful to keep your ads and posts separate.

Discussion forums are one of the oldest types of social media.

Before we connected to our first university friends on The Facebook, we discussed pop culture, current affairs, and asked for help on forums. Take a look at the wide reach and massive user numbers on forums such as reddit, Quora, and Digg and you'll see that the public's thirst for collective knowledge and wisdom remains unquenchable.

These are the sites where people go to find out what everyone's talking about and weigh in on it—and users on these sites generally aren't shy about expressing their opinions. While social relationship networks are increasingly implementing measures to reduce anonymity and create a safe space online, discussion forums generally allow users to remain anonymous, keeping some of the "wild west" feel that used to define the online experience.

This can make discussion forums such as reddit (the self-styled "front page of the internet") and Quora great places to go for deep customer research and brutally honest opinions. If you're careful to keep ads and posts separate, they can even be a place to advertise—for all the details, see our guide to reddit advertising.

4. Bookmarking and content curation networks

To discover, save, share, and discuss new and trending content and media. These networks can be highly effective for driving brand awareness, customer engagement, and website traffic. Bookmarking and content curation networks help people discover, save, share, and discuss new and trending content and media.

These networks are a hotbed of creativity and inspiration for people seeking information and ideas, and by adding them to your social media marketing plan, you'll open up new channels for building brand awareness and engaging with your audience and customers.

Bookmarking networks like Pinterest help people discover, save, and share visual content. An easy first step for getting started with Pinterest is to make your website bookmark-friendly. This entails optimizing headlines and images on your blog and/or website for the feeds these networks use to access and share your content. You should also pay close attention to the images featured on your site or blog—these are the window displays of Pins, so you want them to be good representations of your content.

bookmarking networks, but with a focus on finding and sharing articles and other text content. You can create your own Flipboard magazine to sort through the most engaging content on your topic of choice from third-party sources, and to showcase your own content.

Other types of networks are also adding bookmarking and curation features. For example, Instagram now offers features for users to save content and create private collections.

To start planning your strategy for bookmarking and content curation networks, see our guides on using Pinterest and Flipboard. And if you're looking for inspiration, check out these 10 Pinterest accounts that will make you a better social media marketer.

5. Consumer review networks.

To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more. Positive reviews bring social proof to your claims. Handled well, you can resolve issues with unhappy customers. Consumer review networks give people a place to review brands, businesses, products, services, travel spots, and just about anything else. Reviews are a type of content that adds a lot of value to many websites and online services—think about the buying experience on Amazon, or the experience of searching for a local business on Google Maps. Consumer review networks take it one step further by building networks around the review as a core part of the value they provide.

Image via Zomato.

Location-based review services such as Yelp and Zomato continue to grow as personal social networks adopt geolocation and more users choose to consult the internet along with their friends for recommendations of best dining spots.

There are sites to review anything from hotels and restaurants to the business where you're thinking of applying for a job—and user reviews have more weight than ever before. In fact, according to a survey by BrightLocal, 88 percent of consumers trust online reviews as much as a personal recommendation.

It's vital for your brand to have the ability to attract positive user reviews and handle negative ones. To do this, you can select a customer success team member to address reviews on sites relevant for your business. Entrust them with answering any questions or concerns from clients with average or negative experiences, and see if there is anything that can be done on your end to turn a possible detractor into a fan. For more on this topic, read our blog posts on how to respond to negative reviews and online reputation management.

6. Blogging and publishing networks

To publish, discover, and comment on content online. Content marketing can be a highly effective way to engage with your audience, build your brand, and generate leads and sales. Blogging and publishing networks give people and brands tools to publish content online in formats that encourage discovery, sharing, and commenting. These networks range from more traditional blogging platforms like WordPress and Blogger to microblogging services like Tumblr and interactive social publishing platforms like Medium.

If your promotion strategy includes content marketing (and if it doesn't, you might want to consider it), your business can gain visibility by keeping a blog. A blog doesn't just help increase awareness of your business and generate more engaging content for your social channels such as Facebook; it can also help carve out a niche for your brand as a thought leader in your industry.

If you're getting started with blogging and content marketing, see our guides to starting a blog, promoting your blog, content marketing strategy, and creating great content.

7. Social shopping networks

Examples: Polyvore, Etsy, Fancy

Spot trends, follow brands, share great finds, and make purchases. Brands can build awareness, increase engagement, and sell products via new channels. Social shopping networks make ecommerce engaging by adding a social element. Of course, elements of ecommerce appear in many other types of social networks—for example, Pinterest features Buyable Pins, and Instagram provides call-to-action tools in the form of “shop now” and “install now” buttons. Social shopping networks take it one step further by building their site around a focused integration between the social experience and the shopping experience.

Services like Etsy allow small businesses and individual crafters to sell their products without an existing brick-and-mortar location, and networks such as Polyvore aggregate products from different retailers in a single online marketplace, and. Polyvore is one of the largest social style communities on the internet, and it's a good example of a network designed to integrate the social experience with the buying experience. Most of the content is generated by users, who choose products they like, create collages, publish them as a set, and then share sets with other users.

For more information about these networks and how they can benefit your business, see our guide to social commerce.

8. Interest-based networks

Examples: Goodreads, Houzz, Last.fm

To connect with others around a shared interest or hobby. If there's a network devoted to the kind of products or services you provide, these networks can be a great place to engage with your audience and build brand awareness. Interest-based networks take a more targeted approach than the big social networks do by focusing solely on a single subject, such as books, music, or home design. While there are groups and forums on other networks that are devoted to these interests,

focusing solely on a single area of interest allows these networks to deliver an experience tailor-made for the wants and needs of the people and communities who share that interest. For example, on Houzz, home designers can browse the work of other designers, create collections of their own work, and connect with people looking for their services. Networks such as Last.fm (for musicians and music lovers) and Goodreads (for authors and avid readers) also provide an experience designed specifically for their niche audience. If your customers and social audience share a common interest (for example, if you're a publishing house), an interest-based network can be a good place to keep up with current trends among fans of a your industry or its products.

9. ‘Sharing economy’ networks

Examples: Airbnb, Uber, Taskrabbit

Why people use these networks: To advertise, find, share, buy, sell, and trade products and services between peers.

How they can benefit your business: If you happen to offer the kind of products or services traded here, these networks can be another channel for bringing in business. (For example, if you operate a bed-and-breakfast, Airbnb could help you find customers.)

“Sharing economy” networks, also called “collaborative economy networks,” connect people online for the purpose of advertising, finding, sharing, buying, selling, and trading products and services.

And while you’re probably already familiar with big-name networks like Airbnb and Uber, there are a growing number of niche networks you can use to find a dogsitter, a parking spot, a home-cooked meal, and more. This online model for peer commerce has become viable and popular in recent years as people started trusting online reviews and feeling comfortable using them to gauge the reputation and reliability of sellers and service providers. According to a report by digital research firm Vision Critical, “The collaborative economy today works because trust can be verified electronically through social networks... social media lets the collaborative economy run smoothly.” While most marketers will find these networks too specifically targeted or restrictive, if you happen to provide the kind of product or service that’s traded on a particular network, you might want to look into it as another channel to generate leads and sales.

10. Anonymous social networks.

Last—and least—are anonymous social networks. While major social networks are making increasing efforts to hold users accountable for their social activity, these sites go the other way and allow users to post content anonymously. CBS New York described Whisper as “the place to go these days to vent, come clean, or peer into other people’s secrets,” saying the site focuses on “turning confessions into content.” These networks might sound like a fun place to blow off steam (for example, if you’re a teen and want to complain about your parents, teachers, boyfriend, and so on). However, they’ve been shown to provide a consequence-free forum for cyberbullying and have been linked to teen suicides. In our opinion, anonymous social networks are a step back toward the wild-west early days of the internet in a time when we’ve learned the importance of keeping the

internet a safe place for everyone. If it's worth saying, it's worth standing behind. Whether you're exploring new potential markets for your business or just looking for new channels to connect with your customers, there are many types of social media you can use. Some are pretty much mandatory for any business; others are useful for a smaller subset of niche businesses; and some you should steer clear of entirely. Whatever your needs and your goals, it's a safe bet you'll find what you're looking for somewhere on social.

UNIT-IV

TOPIC-3.

Browsers- Search engines

Search engine is a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.

search engine

A search engine is a web-based tool that enables users to locate information on the World Wide Web. Popular examples of search engines are Yahoo!, and MSN Search.

List of the 10 best search engines in 2021, ranked by popularity.

1. Google
2. Microsoft Bing
3. Yahoo
4. Baidu
5. Yandex
6. DuckDuckGo
7. Ask.com
8. Ecosia
9. Naver
10. Seznam

search engines are answer machines. They exist to discover, understand, and organize the internet's content in order to offer the most relevant results to the questions searchers are asking.

In order to show up in search results, your content needs to first be visible to search engines. It's arguably the most important piece of the SEO puzzle: If your site can't be found, there's no way you'll ever show up in the SERPs (Search Engine Results Page).

Search engines work through three primary functions:

1. **Crawling:** Scour the Internet for content, looking over the code/content for each URL they find.
2. **Indexing:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
3. **Ranking:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

Crawling is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.

Google bot starts out by fetching a few web pages, and then follows the links on those webpages to find new URLs. By hopping along this path of links, the crawler is able to find new content and add it to their index called Caffeine — a massive database of discovered URLs — to later be retrieved when a searcher is seeking information that the content on that URL is a good match for.

Search engines process and store information they find in an index, a huge database of all the content they've discovered and deem good enough to serve up to searchers.

Search engine ranking

When someone performs a search, search engines scour their index for highly relevant content and then orders that content in the hopes of solving the searcher's query. This ordering of search results by relevance is known as ranking. In general, you can assume that the higher a website is ranked, the more relevant the search engine believes that site is to the query.

It's possible to block search engine crawlers from part or all of your site, or instruct search engines to avoid storing certain pages in their index. While there can be reasons for doing this, if you want your content found by searchers, you have to first make sure it's accessible to crawlers and is indexable. Otherwise, it's as good as invisible.

By the end of this chapter, you'll have the context you need to work with the search engine, rather than against it!