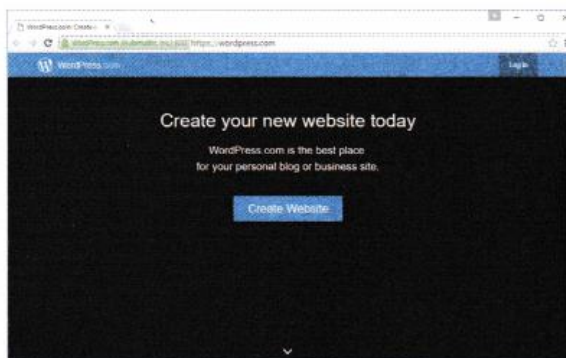# Internet Service-IV

BLOGS

The word blog is a short form for the word weblog. A blog is a website or part of a website that contains personal diary-type entries in the reverse chronological order.

The contents of a blog may be in the form of text, audio, video and links to other websites. Some blogs focus on a particular topic such as sports and mobile technologies while some are like personal diaries or journals, which are used for expressing personal experiences and opinions.

The activity of updating a blog is referred to as blogging and someone who maintains a blog is referred to as a blogger. The content on a blog is written by the author of the blog. Writing on a blog is also known as posting entries. A blog may have more than one owner or author. Blogs allow the visitors to write comments or give feedback or suggestions.

There are many websites such as www.blogger.com,www.blog.co.in and www.wordpress.com that allow you to create blogs for free.
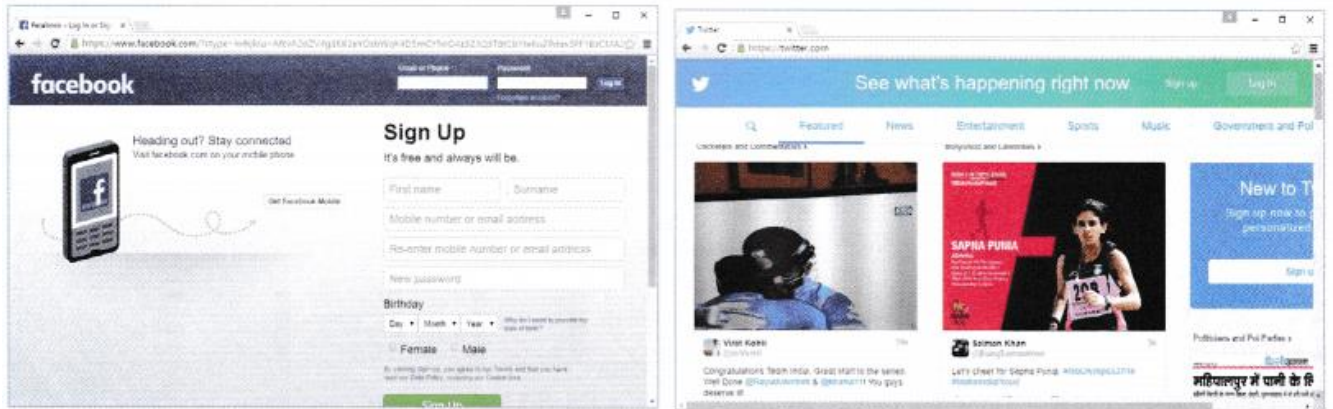

▲ **Fig. 8.9** *www.blog.co.in*

▲ **Fig. 8.10** *www.wordpress.com*

SOCIAL NETWORKING SITES *

A social networking site is used to build online communities of people who share common interests. People use these sites almost every day for chatting, playing games and connecting with friends and family members. There are a number of social networking sites available such as Twitter, Facebook, Orkut and LinkedIn (Fig. 8.12). Social networking sites are great tools to find old friends and stay in touch with them. A growing number of celebrities such as movie actors and sportspersons have taken up blogging and tweeting. They are using the social networking sites to connect with their fans.

▲ a) *Facebook*   ▲ b) *Twitter*

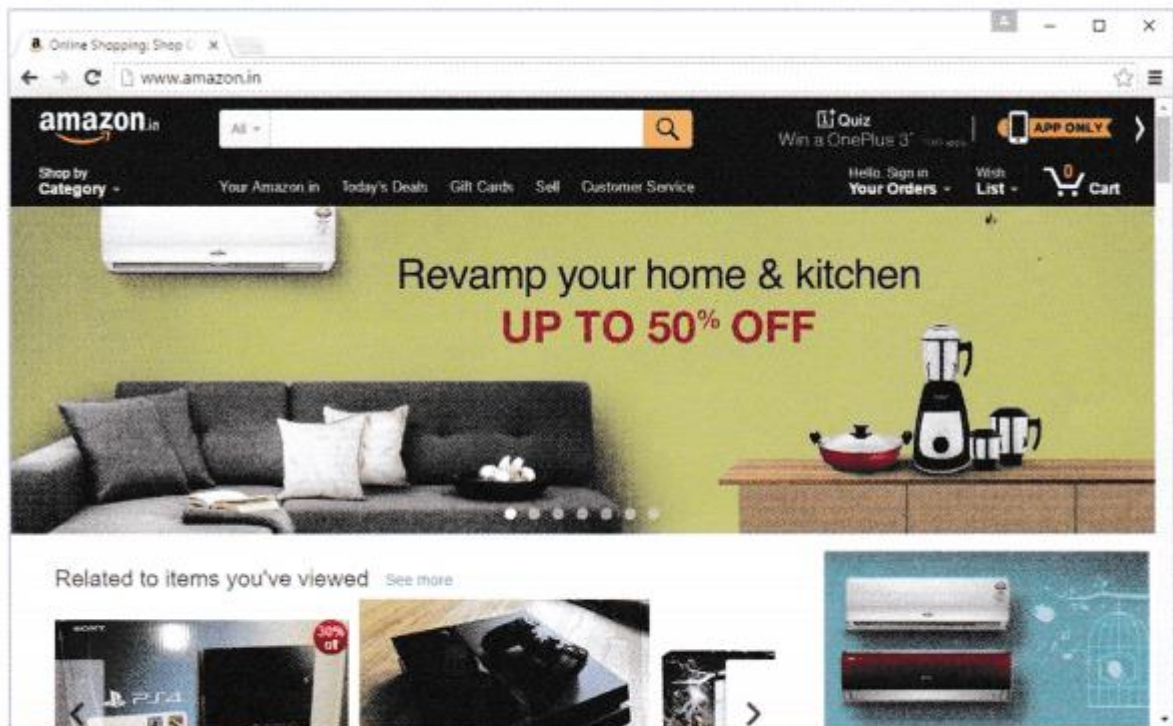▲ **Fig. 8.12** *Examples of social networking sites*

CYBER SAFETY

We must be very careful while uploading contents on a social networking site as cases of cyber bullying and harassment are on the rise. Some precautions that you must take include the following.

1. Limit the amount of personal information you post. Always remember that the Internet is a public resource.
2. Be selective about who you accept as a friend on a social network. Use strong passwords.
3. Do not believe everything you read online.
4. Type the address of your social networking site directly into your browser or use your personal bookmarks.
5. Never meet an online friend in person.
6. Evaluate your settings (check privacy policies).
7. Block and report anyone who sends you unwanted or inappropriate communications.
8. If you feel threatened by someone or feel uncomfortable because of something online, immediately bring it to the notice of your parents and teachers.
9. Do not spend much time on a social networking site as there have been cases of students getting addicted to this habit that has harmful psychological effects.
10. Companies are also using the Internet as an effective medium to advertise and sell their products and services. This way, people have a global reach through the Internet.

E-COMMERCE

Nowadays, people have started shopping on the Internet. Buying and selling of goods and services over the Internet is called e-commerce. It includes online shopping, online banking, trading of stocks and bonds, electronic ticket booking and so on. The popularity of e-commerce is growing as people find it convenient to

compare different products and buy them from the comforts of their home. Another reason for the growing popularity of e-commerce is the improved security in online transactions.
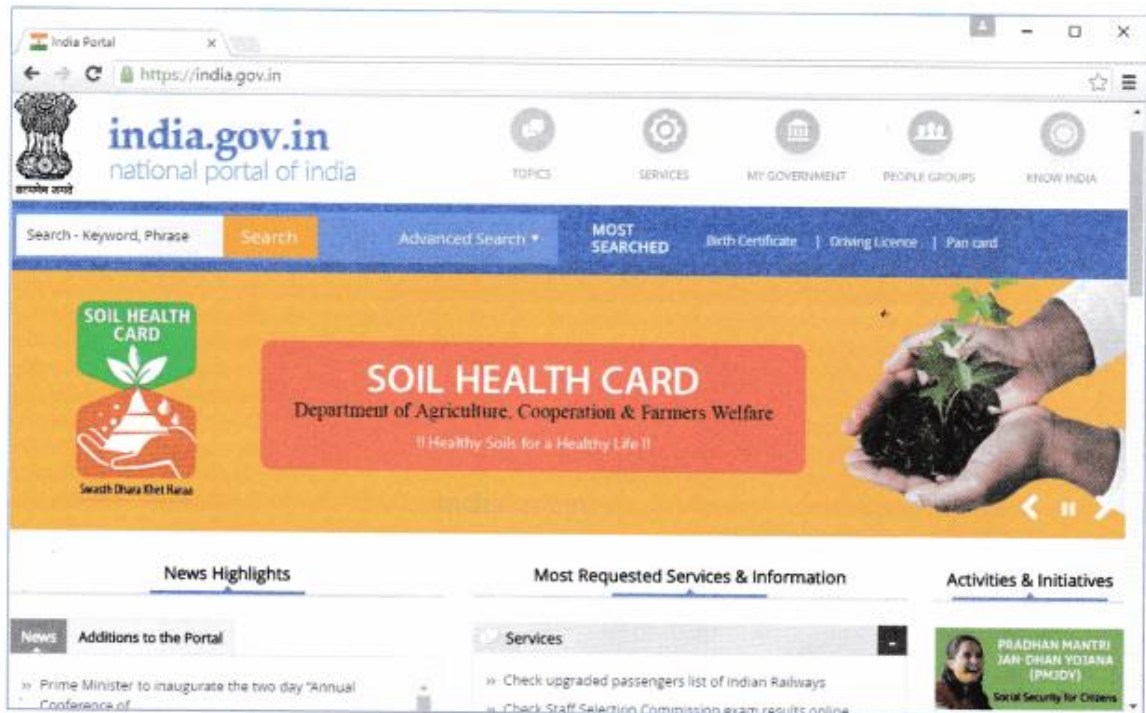

Fig. 8.14 *www.amazon.com*

Companies are also using the Internet as an effective medium to advertise and sell their products and services. This way, people have a global reach through the Internet.

E-GOVERNANCE

E-Governance refers to government's use of information technology to exchange information and services with citizens, businesses, and other arms of government. To reach the citizens in an effective and transparent manner several websites have been set up by the government where several services like birth/death certificate registration, railway enquiry and ticket booking, submission of RTI application and so on. are provided. These websites are accessible to anyone and people can use these to get guidance, information and services without paying any money.

For example, the website http://india.gov.in/ is known as the National Portal of India. This website not only gives the information about various schemes/ initiatives introduced by the government but also allows the users to apply online for various services provided by the government. In the context of E-governance, it becomes necessary for us to be aware of the Digital India initiative of the government of India.

3

▲ **Fig. 8.15** *National portal of India*

E-LEARNING

E-learning is the use of technology to enable people to learn anytime and anywhere. E-learning is a broad term. It includes all forms of technology used in learning and teaching. For example, the use of multimedia CDs, computer-based teaching and learning, Internet or web-based training.

Learning through the Internet helps in imparting knowledge by overcoming the limitations of time, distance and resources.

Many websites such as www.edX.org offer courses from renowned universities with certification at the successful completion of the course. Some websites such as www.w3schools.com and www.gcflearnfree.org offer free tutorials on topics related to technology.

▲ **Fig. 8.16** *www.edX.org*

CLOUD COMPUTING AND STORAGE

Cloud computing is a technology that makes use of a network of remote servers available on the Internet to store, manage and process data, rather than a local server.

The concept of cloud computing is very useful because of the following reasons.

1. You pay only for the services (as and when needed) and not for the hardware and the software.
2. You have online access to a broad range of applications, services and hardware that otherwise may be very expensive.
3. You cut costs by renting software and applications. You do not have to worry about buying software or upgrading it from time to time. High infrastructure investments are replaced by low monthly costs.

▲ **Fig. 8.17** *Cloud computing*

Some companies that offer Cloud Computing services are:

Fig. 8.18 *Cloud computing services*

For example, instead of purchasing a licence for Microsoft Word, a cloud computing model would rent word processing software to you through the Internet for a nominal amount charged on a monthly basis. You would simply use a web browser to login from any web-enabled computer and access your word processing documents in the same way that you would access your online mail account. Thus, you do not have to install any special software nor would you be confined to your home machine to use the word processing software.

The concept of cloud storage is very popular as several large web companies ar now making use of the fact that they have data-storage capacity that can be hired out to others. Cloud storage is a service
model in which data is maintained,manages and backed up remotely and made avilable to users over a network mostly on the Internet. Cloud storage services such as Dropbox and SkyDrive that offer free storage space are very popular these days. They let us access files and data from any computer or mobile phone with Internet access.

Words to Know

1. **Search engine:** A software that searches the webpages for particular information.

2. **Email or electronic mail:** One of the most widely used methods of communication or exchanging messages on the Internet.
3. **Chat:** Real time textual communication between two users through computers.
4. **Video conference:** A service on the internet that allows people at two or more locations to communicate and interact with one another via audio and video transmission.
5. **Blog:** A website or part of a website that contains personal diary-type entries in reverse chronological order.
6. **Web feed:** A facility for providing information to the users about the updates on new content on the websites of their choice over the Internet.
7. **e-commerce:** Buying and selling of goods and services over electronic systems like the Internet or other networks.
8. **e-govemance:** Government's use of information technology to exchange information and services with citizens, businesses and other government bodies.
9. **e-learning:** Use of technology to enable people to learn anytime and anywhere.
10. **Cloud Computing:** Technology that makes use of a network of remote servers hosted on the Internet to store, manage and process data, rather than a local server.

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