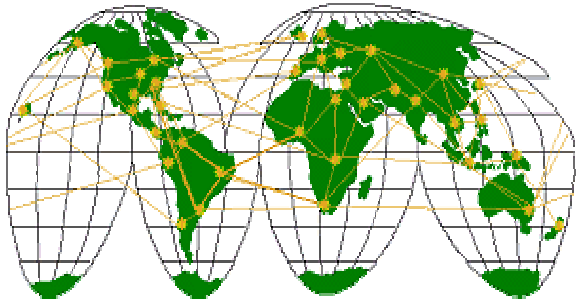


Internet Basics

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The Language of the Web

Because the Internet began in North America, developers used English for the terms and domains. And most information on the Web is in English. Some sites are adding other languages; but most web sites are available only in English.

Internet e-mail addresses typically have three parts:



Example: MaryFairway@aol.com

1. The **user name (MaryFairway)** refers to a person's mailbox kept electronically on the computer of the **Internet Service Provider (ISP)**.
2. The **at sign (@)** comes before the **host name (aol)**. The name refers to the ISP where the recipient has an electronic mailbox.
3. The **domain name** consists of a **dot (.)** followed by three or more letters (such as **.com** and **.gov**) that names the **top-level domain**. This part of the domain name indicates the type of organization or the country of the ISP.

Here are the most common top-level domain names currently in use:

- .com**—For profit-making businesses, commercial enterprises, or online services.
- .edu**—For educational institutions and universities
- .gov**—For United States government agencies
- .mil**—For the United States military
- .net**—For networks; usually reserved for organizations such as Internet service providers.
- .org**—For non-profit organizations

Here's how an e-mail address differs from the address of a website:

president@whitehouse.gov is the e-mail address of the President of the US.

http://www.whitehouse.gov is the address of the entire website maintained by the White House staff.

<p>E-MAIL ADDRESS:</p> <p>president@whitehouse.gov recipient's e-mail name Internet domain</p> <p>WORLD WIDE WEB ADDRESS:</p> <p>http://www.whitehouse.gov standard method to retrieve a web page Internet domain of the web site</p>

For e-mail addresses outside of the United States, there is often a two letter country code. For instance, **.ca** indicates Canada, **.uk** indicates the United Kingdom and **.mx** indicates Mexico.

Searching for Information

Besides e-mail, other common uses of the Internet are searching for information, buying and selling, entertainment, and sharing information with the world. A program that searches the Internet is called a "search engine."

The most popular search engine is "Google," with "Yahoo" in close pursuit, and "MSN Search" and "AOL Search" just getting started. All are trying to attract Internet surfers, shoppers, researchers, and anybody else using the Internet as a source of information.

What is *Google*?

Google is a program used to *search and surf the World Wide Web (WWW)*. While the *Internet* is a loose term for all the local and wide-area networks that connect together, the *World Wide Web* is text and graphic pages designed to look good on the Internet.

Here is what Google's "home page" looks like most days of the year:



What's with the funny name?

Google is found at ***www.Google.com***:

- **www** tells us that it is a pretty page designed for the Web. Two young Stanford mathematicians created the Google search algorithm in 1997 and put in on the Web. Google went public in 2004 and has made them wealthy.
- **Google** is a play on words for the math term "googol", which means 1 with 100 zeros after it. This giant number suggests the volume of information Google indexes.
- **.com** tells us that Google is a "for-profit" company. While you won't pay anything to use a search engine, advertisers pay to have websites listed.

Why go there?

Google is the **most widely used** search engine in the world, and is the fourth most-often-used website.



Google is the world's **most comprehensive** search engine; it indexes over 2.4 billion Web pages. Its “web-crawler” continuously records changes to web pages.

Best of all, Google ranks your search results from most-often-linked-to by other websites to least-often. Your first page or two of results should be the most useful. **Note:** Listings on the right-hand side of the first page are paid advertisements.

Google also lets you search the Web for “**Images**” (pictures) you might want, “**Groups**” of people interested in the same information you are, “**News**” always up to the minute, “**Froogle**” for frugal shopping, and will soon have the contents of five major libraries online.

What's the Difference Between a “Web Browser” and a “Search Engine”?

A Web browser gets you to your Search Engine!

A browser is the underlying software you need in order to **access the Internet**. The popular web browsers are Microsoft Internet Explorer  and Netscape Navigator . They are fierce competitors! IE, often called “the Big E” because of its logo, has been winning out in popularity over Netscape Navigator because Microsoft packages it with every copy of its popular Windows operating system. Some 90% of the world's computers run on Windows, hence “The Big E” is most people's web browser.

With **Internet Explorer**, you also get these Internet-related utilities:

- ✱ **Outlook® Express messaging and collaboration client**

An e-mail program to send and receive mail and participate in Internet Newsgroups.

- ◆ **Windows® Media Player**

Allows you to see and hear live and recorded broadcasts with synchronized audio, graphics, and video. You can play a CD, copy music tracks to your hard drive, and combine tracks from various sources to copy to a CD. WMP will also find details of your music online.

- ◆ **Chat**

Instant Messenger programs in MSN, AOL, Google, and Yahoo let you converse online in real time with one or more people. You decide how your message is displayed—text only or text with graphics.

- ◆ **DirectX controls**

DirectX allows you to experience television-quality video and CD-quality audio, while minimizing file size and download time.

◆ **Subscriptions to automatic Web page updates**

To subscribe (for free!) to a Website, select the site and specify when you want the information updated and how you want to be notified, such as through an e-mail message.

The Internet Explorer Toolbar



Back (left-pointing arrow) - Lets you return to pages you've viewed, beginning with the most recent

Forward (forward-pointing arrow) - Lets you move forward through pages you've viewed using the *Back* button. Right-click the *Forward* button and select from recently visited sites.

Stop Download (page with a red X) - Halts the process of downloading a Web page. Click this if you want to stop downloading a page for any reason—for example, if you're having trouble downloading it or if you don't want to wait for it to download.

Refresh Webpage (page with circular arrows) - When you return to a page that you've previously visited, your browser displays the file stored in your cache, rather than the current page on the World Wide Web. **Refresh** updates any Webpage with the latest content.

Home (little house) - Returns you to your **home page, the page you see when you first go online**. You can designate any Web page as your home page.

Search (a magnifying glass) – Lets you choose from popular Internet search engines.

Favorites (a gold star) - Displays a list of the websites and webpages that you've saved as Favorites. Click any item in the list to jump to it.

History (a clock with a backward arrow)- Shows a list of Web sites you've visited.

Mail (an envelope) Connects you to Microsoft Outlook Express so you can read e-mail and newsgroup messages.

Print (a printer) - Prints the page you're viewing. This is one way to save information from the Internet so that you don't have to reconnect to view it again.

Edit (pencil and paper) - Opens a file in the Microsoft Word word processor that contains the HTML code for the page you're viewing so you can see and even edit it.

Messenger (two small people figures) - Opens Instant Messenger.

INSTANT MESSAGING



Chat rooms and Groups can be good places to meet people and discuss topics of mutual interest. But what if you want to chat privately with a friend, family member or business colleague? Then **Instant Messaging** or **IM** is the way to go.

The four most popular IM services are **AOL Instant Messenger**, **ICQ** (now owned by AOL), **MSN Messenger**, and **Yahoo Messenger**. They all work similarly. First, you enroll in the service by creating a user name, which is also your screen name or “handle,” and a password. Next, you build what is known as a “buddy list”—people that you want to communicate with. When one of the people on your list is online, you can initiate a private chat with that person.

Music and Video on the Web

Multimedia is one of the most exciting things about the Web—listening to radio shows and music, watching animations and videos, and gaming. Life online can be a much richer experience when you aren’t restricted to just words and pictures.

First, you’ll need some special software programs called **plug-ins**. Often called **players**, these free utilities extend the capabilities of your web browser, turning your computer into a radio or television. When you find a web page that requires a special player, you will often be prompted to download it. It is safe and free to do so (unless they ask for credit card info!).

First, click the **Start** button and go to **Programs** to be sure you have **Acrobat Reader** from Adobe.com for viewing .pdf (portable document format) web pages. Next, download **Quick Time** from Apple.com. It’s a plug-in for playing video clips. Note: Many computers already have these two utility programs loaded.



Next, download two free music players--**RealPlayer** from RealNetworks.com and **Windows Media Player 10** from Microsoft.com. These two players are not cross-compatible; you can’t play a RealMedia file with Windows Media Player and vice versa.

You may already have Windows Media Player as it comes bundled with Microsoft’s web browser, Internet Explorer. However, be sure you have **Version 10**. To check for Windows Media Player, click on the **Start** button, go to **Programs**, the **Accessories** folder, then the **Entertainment** folder.



Once you install these, you can listen to broadcasts from National Public Radio, CNN, and hundreds of other stations. By putting their programming online, these stations can now reach a global audience. Internet radio puts you in control.



SAFE SHOPPING ON THE INTERNET

Many consumers realize that buying online saves time and money. Before you hit the virtual malls; however, review these tips:

Always use a secure Internet connection when making a purchase



Reputable sites use technologies such as SSL (Secure Socket Layer) or SET (Secure Electronic Transmission) that encrypt data during transmission. You can tell if this technology is in use when the **lock icon** at the bottom of your web browser window is closed. (*Avoid phishing scams: Never send your credit card number **by e-mail***)

Shop with businesses you know and trust

Many retailers now offer online shopping. They let you return merchandise to their store instead of shipping it back. If you want to make a purchase from a store you haven't heard of before, make sure the site lists a physical address, not just a post office box. Then call the toll-free telephone number and talk to a live person.

Look for coupons and other discounts

Many online merchants offer coupons and discounts. For travelers, many airline sites offer weekly specials and e-fares. Keep informed of these coupons and discounts by signing up for newsletters or notices at each merchant's website.

Comparison shop

So-called "shopping bots" compare prices for products across a number of websites. You'd be amazed at the range of prices you'll find. Start with this trio:

Shopping.com

My Simon

BizRate

Be skeptical

Be wary of deals that appear too good to be true. They probably are. If you have suspicions, call the merchant and ask those tough questions. No phone number listed on the site? Take your business somewhere else.

Check the shipping costs

Shipping, especially for next day delivery, could make the total purchase price more than what you would pay in a retail store. Some sites offer free or discounted shipping for purchases over a certain amount.

Protect private information

All reputable sites should post a privacy policy that explains what they do with customer information. Even if you have no objections, don't provide unnecessary information by filling out the *optional* fields in the order form.

Pay with plastic



Credit cards offer the same consumer protection online—you are liable for only US \$50 total if your card is used fraudulently. You can also challenge charges and withhold payment in the event of a dispute with a merchant. Another payment option, particularly when buying from auction sites, is setting up an account with Paypal. You instruct Paypal to transfer money electronically from your bank account to pay for your purchase.

How to shop online

You find a shopping website by using a search engine to find the product you want to buy or the name of a retailer you want to search.

1. Type in “www.Google.com” in the Address Field of your web browser or ISP home page.
2. At the Google home page, type in the name of the retailer or product you want to search for.
3. From the list of websites generated by Google, click on a link to the product you want or on the name of a retail seller.

When you get to the home page of an e-tailer, you navigate to the product you want to buy and choose various options such as size, color, quantity. (If you decide not to buy anything, click the “Back” button on your browser (often a green left-pointing arrow) until you get back to the Google results page.)

When you are ready to order a product, click on the “Order” or “Buy” button or checkbox. The product is added to your “shopping cart,” and you may be shown the contents of your “shopping cart.” You can choose to checkout or to continue shopping.

Once you are finished shopping at that website, you proceed to “checkout.”

1. At this point you are prompted for a shipping method from a pre-defined list of shipping rates. Then you are required to enter information such as your shipping address and credit card information.
2. Finally you are shown an invoice and given the opportunity to go back and make changes or accept the invoice.
3. When you have accepted the transaction, you should print the invoice, either from a “Print” link on the invoice page, or by going to **File** menu, **Print**, or just use keystrokes **CTRL + P**.