

THE WEB



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

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What is web

- The Web consists of billions of documents living on web servers that use the HTTP protocol (Hypertext Transfer Protocol). You navigate through the Web using a program called a web browser, which lets you search, view and print web pages.
- Some web pages are updated thousands of times a day. The HTTP is a networking protocol for distributed, collaborative, hypermedia information systems. It is the foundation of data communication for the World Wide Web.

URL Addresses

- The URL addresses are at the top of the web page. Uniform Resource Locator is the address of a file on the Internet. A typical URL looks like this: <http://www.bbc.co.uk/radio/>
- In this URL **http://** means Hyper text Transfer Protocol and tells the program to look for a web page. **www** means world wide web. **bbc.co.uk** is the domain name of the server that hosts the website – a company based in the UK, other top-level domains are: **.com** (commercial site), **.edu** (education), **org.** (organization) or **.net** (network); radio is the directory path where the web page is located. The parts of the URL are separated by **.** (*dot*), **/** (*slash*) and **:** (*colon*). Some sites begin **ftp://** - a file transfer protocol used to copy files from one computer to another.

The features on the screenshot

- The **toolbar** shows all the navigation icons, which let you go back one page or go forward one page. You can also go to the homepage or stop the current transfer when the circuits are busy.
- **Tab buttons** let you view different sites at the same time and the **built-in search box** helps you look for information. If the **feed button** lights up, it means the site offers RSS feeds, so you can automatically receive updates. When a web page won't load, you can **refresh the current page**, meaning the page reloads (downloads again). If you want to mark a website address you can add it to your favorites, or bookmark it. When you want to visit it again you simply click **show favorites**. On the webpage itself, most sites feature **clickable image links** and **clickable hypertext links**. Together, these are known as hyperlinks and take you to other web pages when clicked.

eBay, Amazon, MySpace, Facebook



- **eBay** wouldn't exist without the 61 million active members who list, sell and buy millions of items a week. But less obvious is that the whole marketplace runs on the trust created by eBay's unique feedback system, by which buyers and sellers rate each other or how well they carried out their half of each transaction. Pioneer e-tailer **Amazon** encourages all kinds of customer participation in the site – including the ability to sell items alongside its own books, CDs, DVDs and electronic goods.

facebook



- **MySpace** and **Facebook** are the latest phenomena in social networking, attracting millions of unique visitors a month. Many are music fans, who can blog, email friends, upload photos, and generally socialize. There is even a 3-D virtual world entirely built and owned by its residents, called Second Life, where real companies have opened shops, and pop stars such as U2 have performed concerts.



YouTube, Google, Flickr

- Some sites are much more specialized, such as the photo sharing site **Flickr**. There people not only share photos but also take the time to attach tags to their pictures, which help everyone else find photos of, for example, Florence, Italy. Another example of a site based on user-generated content is **YouTube**, which allows users to upload, view and share movie clips and music videos, as well as amateur videoblogs. Another example of the collective power of the Internet is the **Google** search engine. Its mathematical formulas surf the combined judgements of millions of people whose website link to other sites.



Skype, BitTorrent

- Skype on the surface looks like software that lets you make free phone calls over the Internet – which it does. But the way it works is extremely clever. By using Skype, you are automatically contributing some of your PC's computing power and Internet connection to route other people's calls. It's an extension of the peer-to-peer network software such as **BitTorrent** that allow you to swap songs – at your own risk if those songs are under copyright. It's a protocol for transferring music, films, games and **podcasts** (the audio recording posted online).



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