

# Effective Internet services

In this module you will learn what interesting services may be brought by the Internet. We will focus above all on the Web 2.0 services. We will show you the possibilities of Internet communication, the advantages of social networks, services intended for content sharing and various services facilitating your work. It is entirely up to you whether you will start using one of the services. We have, however, chosen those services which may facilitate your studies and make them more pleasant.

## **Module objective:**

- to demonstrate advanced options of the Internet
- how to use the Internet for your studies
- what extensive options the Internet provides
- how to share content
- how to edit content
- how to find shared content
- what interesting services for your effective work there are

## **Basic terms**

**communication** - communicating information via symbols

**social network** - a service focused on building online communities and sharing

## **Content**

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## 1 Introduction

We will now show you how to adjust the Internet so that working with it becomes more entertaining and effective. We will focus above all on various services which will facilitate your studies and work. Do not learn everything by heart. The aim is for you to realize what services the Internet provides, and to find out their possible use. We do not want to force anyone to use these services/applications; they are mere guidelines which you may use in order to make your work on the Internet more effective and pleasant.

## 2 Effective Internet and Web 2.0

In this module we will mostly describe services which we assign to the so-called Web 2.0. We briefly mentioned Web 2.0 in the previous module. Let us now recapitulate what Web 2.0 is.

According to TDKIV, Web 2.0 is a general designation of various elements, services, technologies etc., placing emphasis on communities and their interaction; it enables users to communicate and share information, music, pictures and videos. It tries to meet the users' needs (e.g. portals allow users to change the appearance according to their preferences); in comparison with the past, these web services focus much more on their users, and websites are better arranged. Web 2.0 is no novelty; it has been working for several years already. It means, above all, possibilities of involving users in the web content creation, how to use an open communication, and how to contribute to a better organization of the web. We can simply say: *Web 1.0 was commerce. Web 2.0 is people* (Ryan Singel).

## 3 Types of services

In the following chapters we will have a look at individual services which the Internet provides. We will present the basic division. This division is not binding, neither is it the only possible solution; it is, however, adjusted to our needs.

## 4 Communication and social networks

We communicate every day and in various ways. During our studies we mainly communicate with our teachers and fellow students. We will show you how to effectively communicate on the Internet. Services may involve both communication with your fellow students and communication with your teachers or unknown people.

### 4.1 COMMUNICATION

#### 4.1.1 INSTANT MESSENGERS (IM)

IM is a service enabling you to communicate with other people in real time via special programs. It is usually a direct communication in the form of one-to-one, or it can work as a many-to-many form (collective chat etc.). In addition to text messages, IM enable sending files, audio or audiovisual communication (via a microphone/camera), storing a contact database etc. The most popular IM in the Czech Republic is probably **ICQ**, which is a protocol for IM and communication software. Among other programs are: AOL IM, MSN Messenger (Microsoft), Excite, Ubique, Trillian. **Skype** is the most frequently used service for phoning via the Internet. It also enables sending text messages. **Miranda** is also worth mentioning. It is an IM client which supports several services (above all ICQ, IRC, MSN, Skype and others). It is a freely available open source. We recommend it due to its higher safety.

**Hint!** If you are not using your PC at the moment, or you do not want to install any programs, we recommend Meebo. You can sign in directly from your browser; it works e.g. for ICQ, AIM, Windows Live, Facebook and others.

**The use for education?** Try a collective chat or phone call on Skype with your fellow students (an audiocall or videocall); Skype calls it a conference call. You can thus effectively study from home. It is easy and free of charge, so we recommend you to try it.

## 4.2 SOCIAL NETWORKS

### 4.2.1 FACEBOOK

[Facebook](#) is an extensive social web system intended, above all, for the creation of social networks, communication among users, sharing of multimedia data, maintaining relationships and entertainment. It works in many languages and has more than 660 million registered users; more than 500 million are active users.

Although FB is not always accepted in a positive way, we have to say that its advantages outweigh its disadvantages. Due to the very high number of users, your information can reach many people very fast.

#### What possibilities does Facebook offer, then?

**Pages and groups** - there is an infinite number of groups and pages on Facebook, focused on various topics; you can find for instance pages of products and companies, personal pages, but also of course pages and groups of questionable character.

**Photos** - anyone can have their own photo gallery on Facebook which may be divided into various categories. Tagging these pictures (i.e. indicating who is in a given picture) may be both an advantage and a disadvantage.

**Events** - anyone can create an event page (of their own event or someone else's) and invite other people to come or join. An advantage is for example that all users, not only the event's administrator, are allowed to invite others.

**Wall** - everyone can post their current status on their wall - everyone can present their opinions, express their feelings or share current events.

#### And what advantages does Facebook have for your studies?

Many of you have surely thought of some possibilities of using Facebook for your education; maybe you even use Facebook as a study source. We will now show you how you can use Facebook. We are not forcing any pages on you, they are merely recommended.

**Pages and groups** are a great advantage. You can choose what groups or pages you will join. Statuses of these pages then appear on your wall - on the home page. You can thus follow various interests, tips and information offered by the given pages or groups. At the same time you can follow various events taking place. And in order for us not to stay theoretical, we give you tips for various active pages and groups:

**Pages of universities, faculties and libraries, reading, books, book shops, further interesting things about education, scientific, technical and social pages, arts.**

#### 4.2.2 LINKEDIN

[LinkedIn](#) is another social network. It allows above all an interconnection with the job market. You may build your own contact network or create your CV. Employers can offer job positions and you can add various references.

#### 4.2.3 TWITTER

[Twitter](#) is a social network enabling the so-called microblogging. The users send the so-called tweets, i.e. messages with a maximum of 140 characters. The system enables selected users to follow the tweets.

### 5 Content sharing

In this category, we have put services which enable any way of content sharing. Many of them may belong in the first category as well, since these services are often a form of communication (above all one-to-many via blogs or photo galleries). We have divided them into textual, visual, audiovisual and other, based on their content.

#### 5.1 TEXTUAL

##### 5.1.1 WIKI

Wiki means webs which enable users to add and edit the content. Wiki thus enables a collective creation of content via a simple tagging language with the use of a web browser. One page is called a “**wiki page**”, a set of pages is called “**wiki**”. There is a rapid increase in the content due to this method.

This form of content creation also has disadvantages, of course. In general, such pages are not checked before they are accepted, and most wiki systems are open to the public. Nevertheless, some such systems do check the added content, for instance Wikipedia.org, a global encyclopaedia, which works based on content addition.

**Hint!** At <http://wikipedia.org>, try to find a topic about which you know a lot. You may want to correct possible mistakes or add information. Do not be afraid. Create an account and edit the page.

##### 5.1.2 BLOGS

Blogs add content on the Internet via people creating their own websites, i.e. blogs. The author of a blog is called a blogger.

Blogs serve many purposes today. They may be diaries of particular persons but also the means of communication between companies and their customers; they may also be communities of people. It is possible to comment on contributions. Some blogs already enable RSS (you will learn about RSS below).

You can create your own blog for example at [blogspot.com](#) nebo [posterous.com](#). Even if you do not want to write your own blog, it is advisable to follow other people’s blogs.

##### 5.1.3 SOCIAL BOOKMARKING

*Social bookmarking enables you to store selected links at one place.* Do you want to have your bookmarks ready at hand all the time? Do you want to share them with friends? Then Delicious is exactly the right service for you: it enables you to store and share links. You can also use e.g. [Evernote](#).

## 5.2 VISUAL

There are many reasons why you can use servers for sharing photos and pictures. In addition to enabling access to your pictures, you can also do it the other way round and download pictures. Observe the copyright, though! There are also many softwares enabling you to edit your pictures.

### 5.2.1 PICASA

[Picasa](#) is a Google project. In addition to creating your own photo album, you can download an editing program. You may also edit pictures by means of online tools.

### 5.2.2 RAJCE.NET

[Rajce.net](#) is intended for sharing pictures. It provides an unlimited space, a free creation and use of your account, and a convenient upload of photos. Have a look at what such an album may look like, and try to search by means of tags (which you learned in the previous module).

### 5.2.3 FLICKR

You came to know [Flickr](#) in the previous module. You can also create your own albums on Flickr. At the same time you can search pictures under the Creative Commons licence.

### 5.2.4 CC SEARCH

On these [websites](#) you can search (not only) for pictures under the Creative Commons licence. You will learn more about this licence in the module on information ethics.

## 5.3 AUDIO AND AUDIOVISUAL

### 5.3.1 YOUTUBE

[Youtube](#) is the largest server for sharing video files. There is an infinite number of videos from all over the world, of various lengths, focus and quality. You can also learn by means of Youtube. You can easily find various videos related to issues of your interest. There are, that is, not only films or documents, but also various guidelines and tutorials.

#### Example

[Have a look](#) at the tutorial on how to work with Adobe Photoshop, for instance.

### 5.3.2 FINDSOUND

You may search for various sounds of things, nature etc. on [Findsound](#).

## 5.4 OTHER

### 5.4.1 SLIDESHARE

[Slideshare](#) enables you to upload and publish presentations. It contains a lot of Czech and foreign presentations by lecturers and teachers from various fields. Have a look at the website and try to find an interesting presentation on a topic which you take interest in at the moment.

### 5.4.3 FILE STORAGE

If you need to send a large file, it is often impossible via e-mail, as you have surely found out. Servers providing a temporary file storage present a solution. You get an address where your file

is stored, and you then send this address to the person the file is intended for. This person then gets the file. Some servers also allow sending an e-mail with a notification that the file has been uploaded. There are several such servers:

<http://leteckaposta.cz> (CZ)

<http://rapidshare.com>

## 6 Work facilitation

### 6.1 TIME MANAGERS

Nowadays, application creators try to make working with computers and the Internet easier for users. However, it is often necessary to be able to organize your own time. That is why there are various time managers which will help you organize your tasks and matters.

You can of course use your paper diary or calendar, or an electronic calendar. An example of such a service is [Remember The Milk](#). Remember The Milk enables you to keep a list of tasks, organize your time and set priorities. At the same time you can receive notifications (e.g. on your mobile phone, e-mail, ICQ...).

### 6.2 PRESENTATION CREATION

The Internet enables you to create content directly online. You can also create presentations online. If you are planning to present a contribution, defend your thesis or present anything else, you may use [Prezi.com](#). This service will enable you to create effective and original presentations in an easy way.

### 6.3 TRANSLATORS

Today we have to read scientific (and general) texts in foreign languages more and more often. However, if you do not speak the given language well, you may use various translators. This way you translate whole texts instead of translating word by word.

There is for example [Google Translator](#) which is available online and translates from a large number of languages.

### 6.4 PROJECT MANAGEMENT SYSTEMS

You may be working on joint projects or papers, or you may expect to do so in the future. That is why you may want to use various services facilitating your work on such projects.

#### 6.4.1 CAPSA

<http://www.capsa.cz> enables you to share files, calendar and contacts among more users via a simple web interface.

#### 6.4.2 CLOCKINIT

<http://www.clockingit.com>, provides similar options.

## 7 GOOGLE APPLICATIONS

Google offers a number of various applications and components which may facilitate your work. Has it ever happened to you that you needed to write up something in your paper in Word, only

you did not have the paper with you? Or you wanted to create a questionnaire? Or you wanted a “universal” e-mail? Is it bothersome to carry a heavy diary with you all the time? Google can solve these problems and do much more. Of course Google is not the only one; you will learn about many other applications in this module. If you have a Google account (or want to create one), you can access these applications directly from your account. Let us have a look at these options.

**Google Calendar** - enables you to note down all events and duties, as with a conventional diary. An advantage is that you can import someone else’s calendar into yours (a calendar of another person or an institution) and you will have both your and other events all in one.

**Gmail** - this is no novelty, but once you have a Google account, it would be a shame not to use it. You can import various entertainment components there and also tag e-mails according to your selected tags, and organize your documents this way.

**Google Docs** - enables you to create online text documents, tables, forms (questionnaires etc.). You can share anything you create in Google Docs with selected users (e.g. fellow students), or you can access your material for the entire web. An advantage is the possibility to change the content, which can also be done by selected users.

**Google Images** - Google is able to search pictures according to their descriptions, titles and texts appearing near them on websites.

**Google Maps** - a world map in which you can search

**Google Web** - enables you to create simple websites.

## 8 Summary

The Internet does not have to be your adversary, nor a mere entertainment tool. It may be effectively used for your studies and work. Do not be afraid to use various services which may facilitate your work. Neither be afraid to share - provide data and search other data. Always observe the copyright, though. Texts on the Internet are not intended for a free use.

### Points to remember

- The Internet offers an infinite number of services.
- Do not be afraid to share - it is a trend from which all parties profit.
- Observe the copyright while sharing (remember the Creative Commons licence).

You have learned what options the Internet offers. It is impossible to include all the brilliant Internet services in one module. It is thus up to you to find new services on your own. We believe that upon the completion of this course, it will be easy for you to find them. If you want to share a service you use, mention it in the **discussion forum**.