**SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION**
**MBA FA 402**
**SUBJECT NAME: E- BUSINESS AND CYBER LAWS**
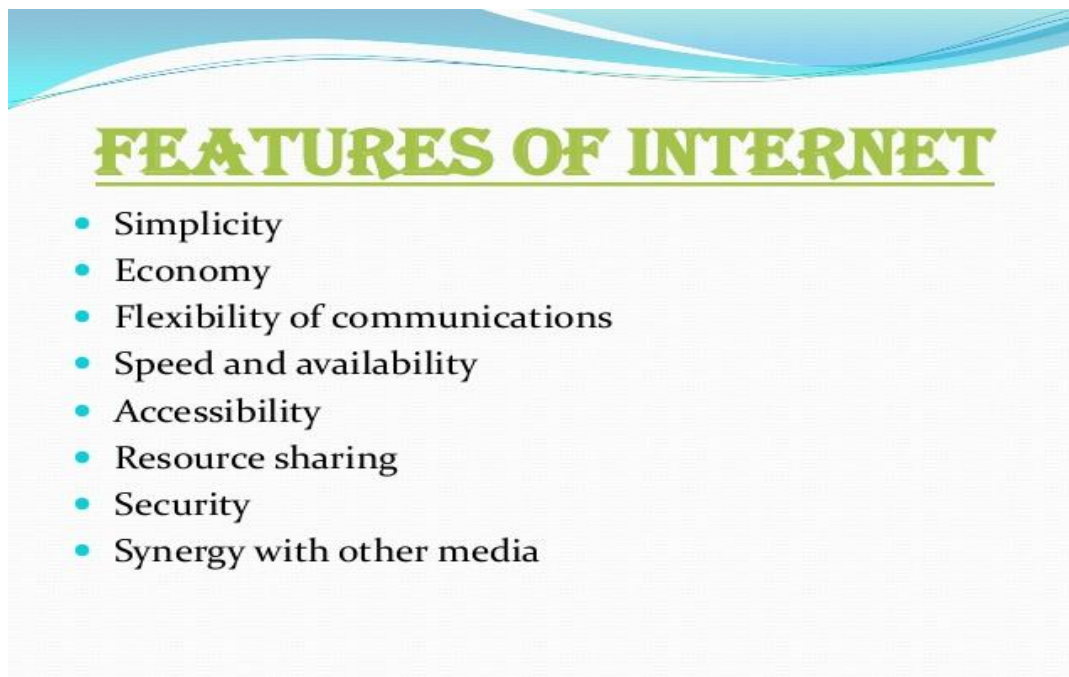
## UNIT-V

# TOPIC NAME: INTERNET vs. ONLINE SERVICES

## INTERNET:

The Internet is a global wide area network that connects computer systems across the world. It includes several high-bandwidth data lines that comprise the Internet "backbone." These lines are connected to major Internet hubs that distribute data to other locations, such as web servers and ISPs.

In order to connect to the Internet, you must have access to an Internet service provider (ISP), which acts the middleman between you and the Internet. Most ISPs offer broadband Internet access via a cable, DSL, or fiber connection. When you connect to the Internet using a public Wi-Fi signal, the Wi-Fi router is still connected to an ISP that provides Internet access. Even cellular data towers must connect to an Internet service provider to provide connected devices with access to the Internet.

## FEATURES OF INTERNET:



**FEATURES OF INTERNET**

- Simplicity
- Economy
- Flexibility of communications
- Speed and availability
- Accessibility
- Resource sharing
- Security
- Synergy with other media

## ADVANTAGES OF INTERNET:

1) Information on almost every subject imaginable.
2) Powerful search engines
3) Ability to do research from your home versus research libraries.
4) Information at various levels of study. Everything from scholarly articles to ones directed at children.
5) Message boards where people can discuss ideas on any topic. Ability to get wide range of opinions. People can find others that have a similar interest in whatever they are interested in.
6) The internet provides the ability of emails. Free mail service to anyone in the country.
7) Platform for products like SKYPE, which allow for holding a video conference with anyone in the world who also has access.
8) Friendships and love connections have been made over the internet by people involved in love/passion over similar interests.
9) Things such as Yahoo Answers and other sites where kids can have readily available help for homework.
10) News, of all kinds is available almost instantaneously. Commentary, on that news, from every conceivable viewpoint is also available.

## DISADVANTAGES OF INTERNET:

1) There is a lot of wrong information on the internet. Anyone can post anything, and much of it is garbage.
2) There are predators that hang out on the internet waiting to get unsuspecting people in dangerous situations.
3) Some people are getting addicted to the internet and thus causing problems with their interactions of friends and loved ones.
4) Pornography that can get in the hands of young children too easily.
5) Easy to waste a lot of time on the internet. You can start surfing, and then realize far more time has passed than you realized. Internet and television together of added to the more sedentary lifestyles of people which further exacerbate the obesity problem.
6) Internet has a lot of "cheater" sites. People can buy essays and pass them off as their own far more easily than they used to be able to do.
7) There are a lot of unscrupulous businesses that have sprung up on the internet to take advantage of people.
8) Hackers can create viruses that can get into your personal computer and ruin valuable data.
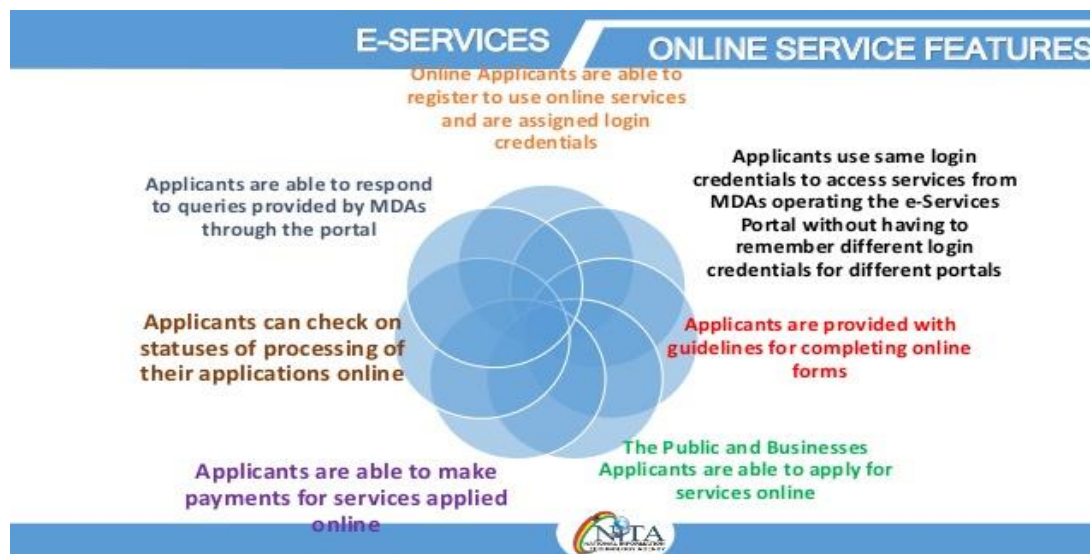
9) Hackers can use the internet for identity theft.

10) It can be quite depressing to be on the internet and realize just how uneducated so many people have become in today's society.

# ONLINE SERVICES:

A business that provides its subscribers with a wide variety of data transmitted over telecommunications lines. Online services provide an infrastructure in which subscribers can communicate with one another, either by exchanging e-mail messages or by participating in online conferences (forums). In addition, the service can connect users with an almost unlimited number of third-party information providers. Subscribers can get up-to-date stock quotes, news stories hot off the wire, articles from many magazines and journals, in fact, almost any information that has been put in electronic form. Of course, accessing all this data carries a price.

The difference between an online service and a bulletin board service is one of scale and profits. Online services provide a variety of information and services; whereas BBS's normally concentrate on a single theme. In addition, BBS's are often operated on a non-profit basis whereas online services are always for profit. Three of the largest online services are America Online, CompuServe and MSN.

One online service that defies classification is the Internet. In terms of users, it is the largest service, but it is not centrally controlled by any one organization, nor is it operated for profit.

# FEATURES OF ONLINE SERVICES:

## ADVANTAGES OF ONLINE SERVICES:

**1. From a customer´s point of view the following will highlight:**
- The image of a company that provides services over the net. If the service site is properly prepared you can provide an impression of a very modern company. The range of customer groups can be very wide.
- The quality of service from customer's point of view. A company providing services on the Internet can easily be managed, development and the improvement of the service depending on the customers´ requirements. It is possible to adapt to the repertory of the products and services and needs of the field more rapidly.
- Differing from the competitors by providing completely new types of services to the customers.
- Today´s generations are used to using computers and online services. They use them with ease and thus, online shopping will not fail because of technology, unless the user interface is poorly designed.
- Contemporary networks are fast and computers have enough processing power so that customers will not get frustrated due to the long delay times or slow response times.
- Anything anywhere in the world can be purchased with just a credit card´s number and a few mouse clicks. Shoppers have no need for finding time or to take the effort of going in to a physical store and standing in line there.
- Money and credit card transactions are easy and fast to carry out (even in real time within your own bank). This has taken the financial environment a big leap into the future.

**2. Enhancements of the supplements over the net:**
- Electronic way of activity, the competitors are also improving their services continuously.

## DISADVANTAGES OF ONLINE SERVICES:

Naturally, every new technology has its disadvantages, too. Many of these are related to security issues and include the following aspects:

- Massive amounts of data, i.e. millions of transactions per second can be difficult to handle. High performance processing capacity is needed which is expensive to purchase and maintain. If a server hang out for even a few

seconds occurs, transactions get interrupted and business is lost (customers might not try again).

- The above counts for temporary or permanent hardware failure as well.
- When sensitive customer information and other user data is kept on a database, there always exists a risk that credit card details, email addresses, passwords and like can be hacked.
- An electric supply failure and might cause catastrophically problems. Thus, an investing in a dual system with backup by generators is needed. This means higher costs for the platform.