E-Business management and strategy

Lecture 3
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Stage 2.

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The use of internet

➡ The internet is a versatile tool with a wide range of applications. Here's a numbered brief overview of its uses:

1. **Information Retrieval:** Access to vast amounts of information on a variety of topics through search engines, websites, and online databases.

2. **Communication:** Email, instant messaging, and social media platforms facilitate real-time communication and collaboration with individuals and groups worldwide.

3. **E-commerce:** Online shopping and digital payment systems have revolutionized the way people buy and sell products and services.

4. **Education:** Online learning platforms and resources provide opportunities for distance education and skill development.

5. **Entertainment:** Streaming services for music, movies, TV shows, and online gaming offer endless entertainment options.

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6. **Research and Data Analysis:** Researchers use the internet to access academic journals, datasets, and collaborative tools for scientific investigations.

7. **Social Networking:** Platforms like Facebook, Twitter, LinkedIn, and Instagram enable people to connect, share, and build online communities.

8. **Telecommuting and Remote Work:** The internet supports remote work by facilitating video conferencing, cloud collaboration, and remote access to work-related resources.

9. **News and Information Sharing:** Online news outlets, blogs, and social media serve as sources for sharing and receiving news and updates.

10. **Healthcare and Telemedicine:** Patients can access medical information, schedule appointments, and even receive remote medical consultations via the internet.

11. **Banking and Financial Services:** Online banking, investing, and financial management tools make it convenient to manage personal finances.

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12. **Cloud Computing and Storage:** Businesses and individuals use cloud services for data storage, backup, and scalable computing resources.

13. **Creative Expression:** Artists, writers, and content creators use the internet to showcase their work and reach a global audience.

➡ The internet's versatility has transformed the way people live, work, communicate, and access information across various domains of life.

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- A number of reasons have been put forward to explain the rationale of people who wish to exclude themselves from engaging with advances in information technology. Some have interests they see as incompatible with the internet, such as hillwalking or other outdoor activities (although mobile internet access could be useful for determining geographical positioning or a mobile phone could be useful should one require rescue services). Some people do not wish to be continuously accessible to communicating with others and view use of information technology as an invasion of privacy. The risk of being victims of fraud or other security breaches are other reasons put forward by those who do not participate in the digital revolution.

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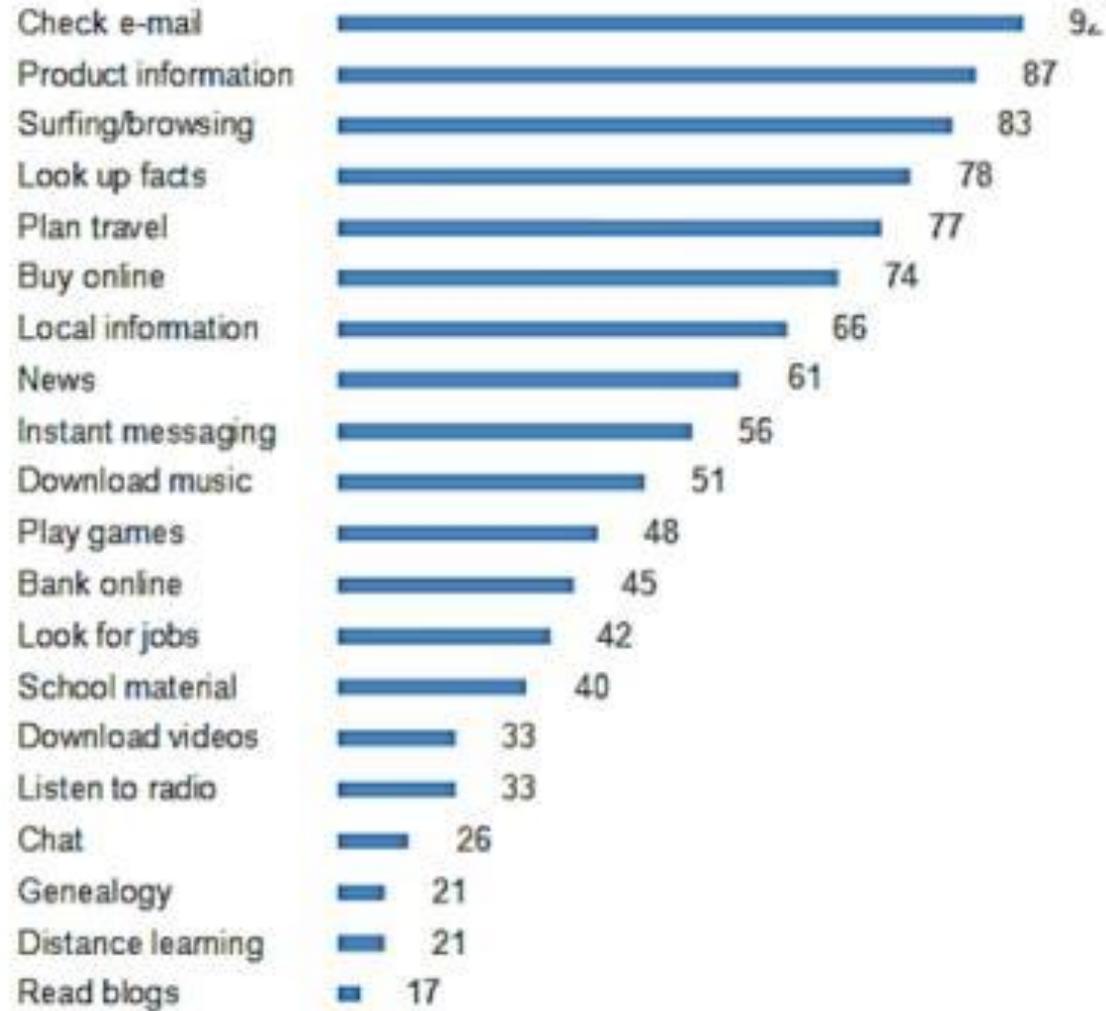| Activity	%
Check e-mail	9.
Product information	87
Surfing/browsing	83
Look up facts	78
Plan travel	77
Buy online	74
Local information	66
News	61
Instant messaging	56
Download music	51
Play games	48
Bank online	45
Look for jobs	42
School material	40
Download videos	33
Listen to radio	33
Chat	26
Genealogy	21
Distance learning	21
Read blogs	17

Figure 1.4
UK internet users'
online activities (%).
Source: Oxis
(Sample of 2200)

Key people

- The development of the internet stems from the work of a long line of inventors, technologists and engineers. Although the driving force behind its development stemmed from military needs, the commercialization of the internet required a concerted effort to create the necessary communications infrastructure that supports internet-based activities.

- The development of the internet and its use for business purposes is the result of the combined effort of a large number of people.

Discussion