

# **CYBER MEDIA v/s INTERNET and its Characteristics**

PH.D COURSEWORK 2020  
Use of Technology in Mass Communication Research

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# CYBER MEDIA


- Cyber media or online media or web media are all the same.
- Nowadays, most communication takes place through the Internet and the World Wide Web through the various websites. This form of communication is referred to as cyber media or online media.
- **Cyber** came from cybernetics

- It has built a bridge among millions of people divided by geographical boundaries and has brought so many communities and groups together.
- Cybernetics influences game, system, and organizational theory. Cybernetics derived from the Greek *kubernētēs* which refers to a pilot or steersman. Related is the Greek word *kubernēsis* which means “the gift of governance” and applies to leadership.
- **Cyberspace** refers to the virtual computer world, and more specifically, is an electronic medium used to form a global computer network to facilitate online communication.

# Characteristics

- Hypertext: In the cyber world, any bit of information can have several other bits of information linked to it via hyperlinks. Any information or copy can be substantiated with other relevant material by linking the original web page with other web pages.
- Interactivity: Cyber media is an interactive media. Any and every website in the World Wide Web has options for readers to interact with the cyber writers.



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- No geographical boundary.
  - Multimedia: Use of multimedia is another important feature of online media. Web content can be supplemented by pictures, graphics, audio streams and video footage.
  - Easy access to all.

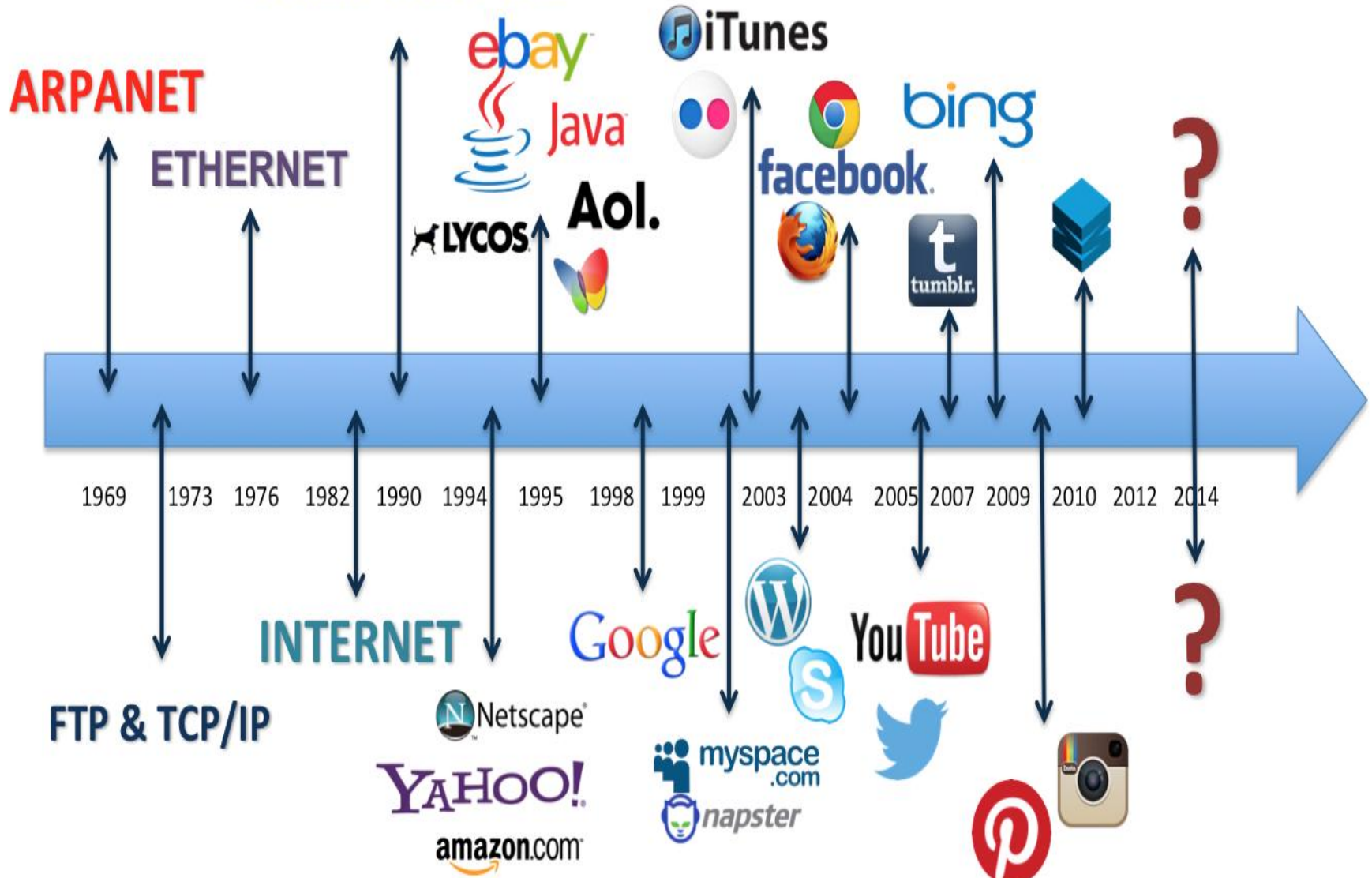
- No Time Limitation: Web or cyber media is accessible 24 hours a day. A web page on a publicly available web server can be accessed by anyone through the Internet anytime. This means that web works are virtually everywhere at any time, so it's not time bound.
- No space Limitation: There is no space limitation on web pages but in Print we have specific space for a particular coverage. In electronic Bulletin time is fixed.

# Beginning & Journey of Internet :

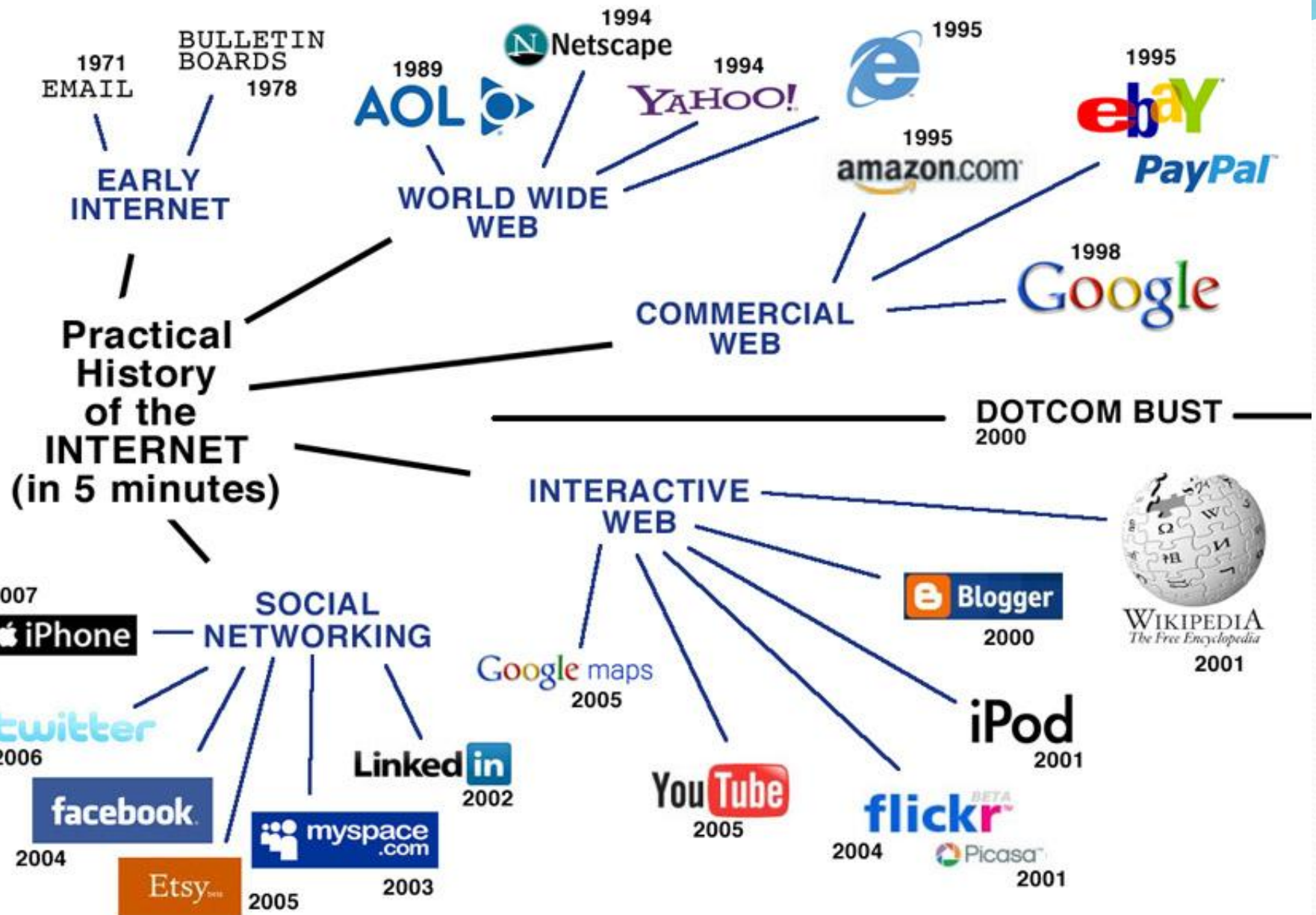
- Henry school of Engineering and applied science was Birth place of Internet.
- The first successful message on the ARPANET was sent by UCLA student programmer Charley Kline, at 10:30 pm on 29 October 1969, from Boelter Hall.
- **ARPANET** : The **Advanced Research Projects Agency Network (ARPANET)** was an early packet switching network and the first network to implement the protocol suite TCP/IP. Both technologies became the technical foundation of the Internet.
- ARPANET was initially funded by the Advanced Research Projects Agency (ARPA) of the United States Department of Defense.



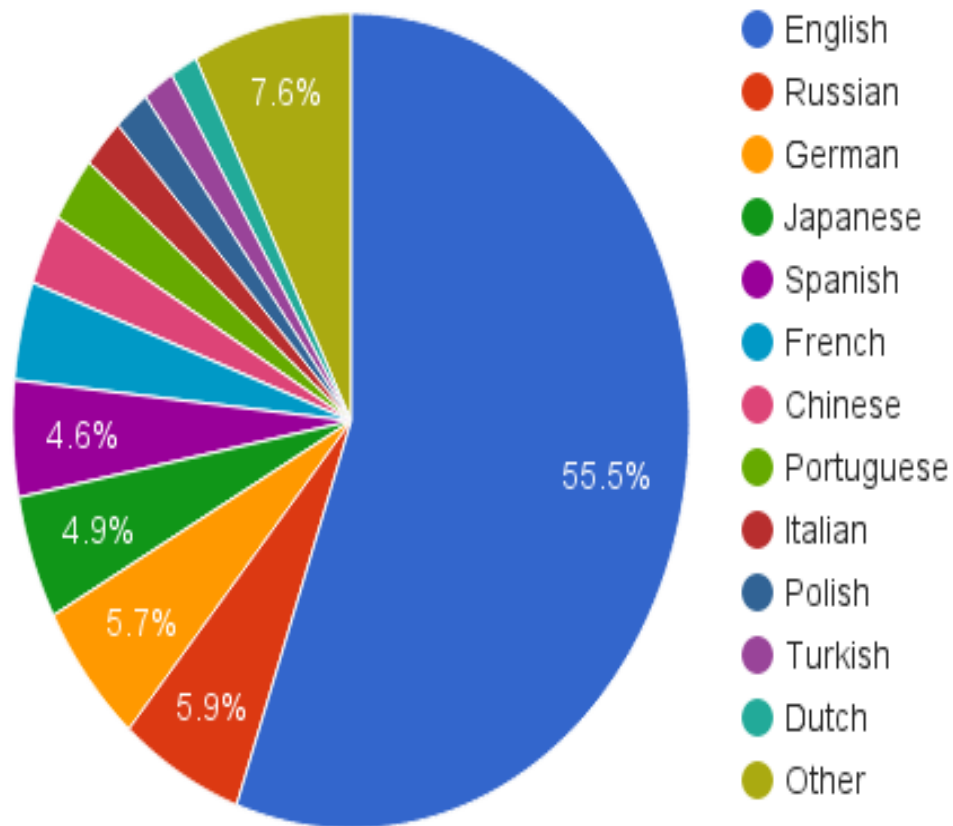
# WORLD-WIDE-WEB







## Percentages of Websites Using Various Content Languages




# Social bookmarking

- Social bookmarking is a user-defined taxonomy/Classification system for bookmarks. Such a taxonomy is sometimes called a Special type of classification and the bookmarks are referred to as tags.
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- Unlike storing bookmarks in a folder on your computer, tagged pages are stored on the Web and can be accessed from any computer. Technorati, a blogging site, describes the system as "The real-time Web, organized by you."

- Web sites dedicated to social bookmarking, such as Flickr and del.icio.us, provide users with a place to store, categorize, annotate and share favorite Web pages and files.
- The concept of shared online bookmarks is believed to have originated around April 1996 with the launch of it. List the features of which included public and private bookmarks.



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- Joshua Schachter started del.icio.us in 2003 as a way to track and share bookmarks.
  - Another system known as WebTagger, developed by a team at the Computational Sciences Division at NASA, was presented at the Sixth International WWW Conference held in Santa Clara on April 7–11, 1997.

# Top social bookmarking sites :

- 1 | Facebook

3 - eBizMBA Rank | **900,000,000** - Estimated Unique Monthly Visitors | 3 - Compete Rank | 3 - Quantcast Rank | 2 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- 2 | Twitter

12 - eBizMBA Rank | **310,000,000** - Estimated Unique Monthly Visitors | 19 - Compete Rank | 8 - Quantcast Rank | 8 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- 3 | Pinterest

23 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors | 29 - Compete Rank | 13 - Quantcast Rank | 26 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- 4 | Google Plus+

26 - eBizMBA Rank | **120,000,000** - Estimated Unique Monthly Visitors | \*24\* - Compete Rank | \*28\* - Quantcast Rank | NA - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- 5 | Tumblr

33 - eBizMBA Rank | **110,000,000** - Estimated Unique Monthly Visitors | 53 - Compete Rank | 13 - Quantcast Rank | 34 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- **6 | Reddit**

105 - eBizMBA Rank | **32,000,000** - Estimated Unique Monthly Visitors | 227 - Compete Rank | 27 - Quantcast Rank | 60 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- **7 | StumbleUpon**

300- eBizMBA Rank | **28,000,000** - Estimated Unique Monthly Visitors | 699 - Compete Rank | \*50\* - Quantcast Rank | 152 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- **8 | Digg**

1,278 - eBizMBA Rank | **6,000,000** - Estimated Unique Monthly Visitors | \*950\* - Compete Rank | 2,393 - Quantcast Rank | 492 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- **9 | MetaFilter**

2,066 - eBizMBA Rank | **4,500,000** - Estimated Unique Monthly Visitors | 2,139 - Compete Rank | 458 - Quantcast Rank | 3,600 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA

- **10 | Newsvine**

2,082 - eBizMBA Rank | **4,000,000** - Estimated Unique Monthly Visitors | 2,071 - Compete Rank | \*240\* - Quantcast Rank | 3,934 - Alexa Rank | *Last Updated:* September 1, 2016.

The Most Popular Social Bookmarking Websites | eBizMBA