Vision. Value. You.

# Information Systems


## ISM 3011

Fall 2003  
Unit 7B

**This unit does not contain audio narration.  
Please use the icons to navigate!**

Dr. Martin Hepp

1

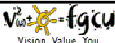
Vision. Value. You.

## Case 1: Google Question 1

- Google could use that information in order to revise and improve ranking strategies  
(if the match displayed at position 9 is the most popular choice, it should probably be displayed at position 1, etc.)

Dr. Martin Hepp

2

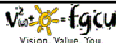
Vision. Value. You.

## Case 1: Google Question 2

- No general answer possible – however, the trend seems to be that serious web sites try to find “convenient” ways of advertisement.
  - no pop-ups
  - no JavaScript that redirects visitors once they are trying to leave

Dr. Martin Hepp

3

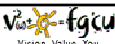
Vision. Value. You.

## Case 1: Google Question 3

- Any page that can collect user choices
  - Amazon (search terms, shopping history)
  - News pages (analyzing your click streams)

Dr. Martin Hepp

4

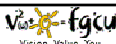
Vision. Value. You.

## Case 1: Google Question 4

- A survey in class returned that the majority of students would be willing to pay no more than \$ 10 extra for Internet access without any advertisement.
- Given the high attractiveness of Internet advertisement for companies, this will not be sufficient to create ad-free Internet subscription offers.

Dr. Martin Hepp

5


Vision. Value. You.

## Case 2: Browse 3D Question 1

- One might open multiple pages in multiple windows and resize them in order to make them fit on the screen.

Dr. Martin Hepp

6


  
Vision. Value. You.

## Case 2: Browse 3D

### Question 2

- It requires a huge display and a high-speed Internet connection. Otherwise, the pre-fetching hyperlinked web pages slows down web access dramatically.

Dr. Martin Hepp7

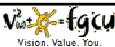
  
Vision. Value. You.

## Case 2: Browse 3D

### Question 3

- Because users want a stable user interface.

Dr. Martin Hepp8


  
Vision. Value. You.

## Case 3: Hummingbird

### Question 1

- Saved employee time (they do not need to visit several web pages)
- Better decisions (employees have comprehensive information available)
- Better communication (employees have same knowledge of current events)

Dr. Martin Hepp9

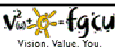
  
Vision. Value. You.

## Case 3: Hummingbird

### Question 2

- Design of the Interface
- Integration with the various information sources

Dr. Martin Hepp10


  
Vision. Value. You.

## Case 3: Hummingbird

### Question 3

- The basic structure must be kept unchanged.
- Key information must not be removed.
- Only work-related applications and web sites may be added.

Dr. Martin Hepp11


  
Vision. Value. You.

## Case 3: Hummingbird

### Question 4

- It is difficult to detect when outsiders abuse a valid password to access sensitive information.
- Employees might use insecure infrastructure to access sensitive information (public Internet terminals etc.).


Dr. Martin Hepp12



## Assignment for Next Class

- Read chapter 8 (p. 318 – 354).
- Pass the self-assessment test (p. 354 – 355).
- Check that you know and understand the key terms on p. 355.
- Prepare the review questions 1, 2, 7, 9, and 18 (p. 356).

Dr. Martin Hepp 13



## Thank you!

Any questions? Please send an e-mail to [mhepp@computer.org](mailto:mhepp@computer.org)!

<http://ruby.fgcu.edu/courses/mhepp/>  
(-> CRN80999)

Dr. Martin Hepp 14