Information Systems
ISM 3011
Fall 2004
Unit 7B

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.)

Case 1: Google
Question 2
• No general answer possible – however, the trend seems to be that serious websites try to find “convenient” ways of advertisement.
  – no pop-ups
  – no JavaScript that redirects visitors once they are trying to leave

Case 1: Google
Question 3
• Any page that can collect user choices
  – Amazon (search terms, shopping history)
  – News pages (analyzing your click streams)

Case 1: Google
Question 4
• A survey in a recent 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.

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.
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.

Case 2: Browse 3D
Question 3
• Because users want a stable user interface.

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)

Case 3: Hummingbird
Question 2
• Design of the Interface
• Integration with the various information sources

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.

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.).
Assignment for Next Class

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

Thank you!

Any questions? Please send an e-mail to mhepp@computer.org!

http://ruby.fgcu.edu/courses/mhepp/