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# Information Systems

## ISM 3011

Fall 2004  
Unit 7B

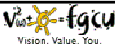
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## Case 1: Google Question 1

- 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.)

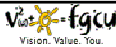
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## Case 1: Google Question 2

- 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

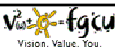
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## Case 1: Google Question 3

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


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## 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.


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## 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.

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## 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.

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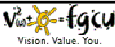
## Case 2: Browse 3D

### Question 3

- Because users want a stable user interface.

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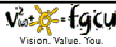
## Case 3: Hummingbird

### 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)

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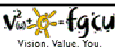
## Case 3: Hummingbird

### Question 2

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

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## 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.

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## 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.).

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## 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).

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## Thank you!

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

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