CPSC156a: The Internet Co-Evolution of Technology and Society

October 9, 2003
Review for First Exam
Three Main Topics

• Internet
  - History and design philosophy
  - Contrast with traditional phone network
  - Protocols, languages, and programs

• Information economy

• Specific Internet-based companies
  - Netscape
  - Yahoo!, AOL, MSN
  - Google
  - eBay
Four Main Sources

• Lecture Notes

• Exam questions and answers on relevant topics from CPSC155.

• Homework

• Reading assignments
Formats of Exam Questions

• True/False
• Multiple Choice
• “Match” items in left column with those in right
• Short (verbal) answer: Definitions or explanations expressed in a few sentences
• Short (technical) answer
Connections (1)

• How are important concepts defined, and how are they exemplified?

Examples:
  - What are “network effects”?  
  - What is “lock-in”?  
  - What are the roles of each of these phenomena in the Netscape story and in the eBay story?

• Understand basic Internet-design principles, how they are realized in today’s Internet, and how they affect people and businesses. Examples:
  - “Intelligence at the endpoints”
  - Layering
  - Best-effort service
Connections (2)

• What are the basic *economic principles* governing trade in information goods and services, and what examples have we seen of these principles in action?
  - Business models and business strategies that apply to information in general.
  - Business models and strategies of specific companies we’ve discussed.
  - When and how does Internet technology cause a qualitative change?