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?