

Second Plenary Session
Rio de Janeiro
2-5 July 1996

IWCO/WP 1

Draft Information and Communication Strategy

A priority which members of the Commission have underlined, when as the Commission was established, was the need to develop an information and communication strategy.

A provisional outline is being submitted hereafter.

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Independent World Commission on the Oceans
Draft Information and Communication Strategy

PART I : THE STRATEGY

The ultimate goal of the information/communication campaign is to gain broad international political support for the recommendations of the Commission in 1998. From its start in the preparation of the Rio Plenary Session it has to promote awareness of the topical issues concerning the oceans and to *prepare the ground* for the IWCO's proposals to be presented in Lisbon in 1998.

If the campaign succeeds in

- creating a broader awareness of the importance, the problems and the potential of the oceans;
- reaching beyond the traditional audiences of similar commissions;
- and in getting early feedback on its concerns through opening itself to a two-way communication process, notably through the Internet;

it will make a distinct difference to the political impact the work of the IWCO is going to have, by generating wider support from both decision-makers and the general public. Such a success might be measured in the content and extent of media coverage as well as in the degree of direct response from the international, academic, political, and business community and the general public. The main target audiences of the IWCO's information/communication campaign have to be world leaders and decision-makers as well as the general public, giving special importance to women as opinion-makers, and to young people.

PART II : THE CAMPAIGN

COMMUNICATION ACTIVITIES

- **contacts** and influence of Commission members (direct communication (e.g., lectures, public performances), letters, etc.);
- **collaboration** with governmental, intergovernmental and nongovernmental organizations already engaged in ocean-related issues;
- **networking** with National Focal Points (national representatives of the IWCO to be designated by the IWCO);
- **cooperation** with news agencies, the press and broadcasting media to stimulate coverage of the work of the Commission;
- **through the Internet:** the Commission should introduce itself on the net, establish a home page, and invite feedback on as well as participation in its work (see INTERNET paper by Chitra Radhakishun and Andrew Sundberg, (IWCO/WP1/Add.1);

INFORMATION ACTIVITIES

INFORMATION PRODUCTS AND MATERIALS

- a short, attractive, yet substantive information leaflet;
- video and audio tapes, photo portfolio etc., for independent use and/or as part of an educational and media resource pack;
- news releases and background press material;

PUBLIC RELATIONS ACTIVITIES

- PR work designed to promote the Commission's "corporate identity" (logo, theme tune/signal, range of products for sale at EXPO '98 etc.)
- promotional work to be done by sponsors (e.g. Body Shop, Benetton) and as a *pro bono* showcase publicity campaign by an interested marketing firm;
- events such as competitions, perhaps involving famous personalities willing to support the Commission, etc., etc.

OPPORTUNITIES TO BE USED

The information/communication campaign will use the IWCO's Plenary Sessions and intersessional meetings of the Executive Committee, as well as the regional and thematic meetings, as principal platforms. The Sessions and meetings - particularly the Final Session in conjunction with EXPO'98 and "The International Year of the Oceans" - provide an opportunity to establish contacts between the Commission, the media and the public. As the preparations of countries participating in EXPO'98 will be well under way, it should be possible to plug into the related publicity infrastructure.

RESOURCES

The IWCO's information and communication work has to be pragmatic, focussed and cost-effective. This requires "*piggy-backing*" and *fund-raising*. The campaign should use the existing resources, skills, experiences and communication networks of other institutions and organizations (e.g. environmental organizations like the World Wide Fund) wherever these can be persuaded to collaborate. It should also be fund-raising by promoting the work of the Commission and by generating indirect funding through the sale of promotional products, for example, or using national lotteries, etc.

PART III : WORK SCHEDULE

First Half of 1996 (incl. first week July)

- preparation of information leaflet
- establishing contacts with governmental, intergovernmental and nongovernmental organizations engaged in ocean-related issues
- establishing contacts with the media
- establishing a home page on the Internet
- establishing contact with potential sponsors and marketing firms
- fund-raising for information / communication activities
- planning event for Rio Plenary Session
- preparing press material for Rio Plenary Session

Second Half 1996

- follow-up of Rio Plenary Session
in addition to continuation of above (first half '96) activities still relevant:
- approaching marketing firms about *pro bono* publicity-campaign
- production of interviews for audio and video tapes, photo portfolio, media packs, etc.
- planning range of products for sale at EXPO'98
- preparation and follow-up of press and publicity work for possible inter-sessional EC meeting and Rotterdam Plenary Session
- planning big event for Lisbon Plenary Session '98, involving famous personality/-ies
- establishing contact with information officers already working for countries participating in EXPO'98, etc.

First Half 1997

- continuation of above activities still relevant, and
- preparation of information work for Fourth Plenary Session South Africa 1997

Second half 1997

- follow-up of information work for Fourth Plenary Session
- continuation of above activities still relevant, and:
- preparation and follow-up of information/communication work for possible inter-sessional meeting of the EC and Fifth Plenary Session Rhode Island 1997

First Half 1998

- adapting information/strategy in light of Rhode Island review
- preparation for possible inter-sessional EC meeting and Final Plenary Session Lisbon June '98 within framework of the "International Year of the Oceans" and in conjunction with EXPO '98

Second Half 1998

- follow-up of Lisbon '98, and
- preparation and publication of a wide range of information/communication products to accompany the Final Report and the recommendations of the Commission (press releases, articles, interviews, etc.)

**Second Plenary Session
Rio de Janeiro
2-5 July 1996**

IWCO/WP1/Add. 1

Note on Internet

As initial elements of the information and communication strategy, a provisional outline on the use of Internet by the members of the Commission and its Secretariat is being submitted hereafter.

oceans5.itn
March 1996

INDEPENDENT WORLD COMMISSION ON THE OCEANS:
ELEMENTS FOR THE DEVELOPMENT OF ITS
INFORMATION AND COMMUNICATION STRATEGY

INTERNET

An introductory note prepared upon the request of the Secretary General of the IWCO by Chitra Radhakishun, in cooperation with Andrew Sundberg

* The opinions expressed in this paper are those of the author and do not necessarily reflect those of UNCTAD, the organization to which she is affiliated, or the United Nations. The designations and terminology employed are those of the author.

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INDEPENDENT WORLD COMMISSION ON THE OCEANS:
ELEMENTS FOR THE DEVELOPMENT OF ITS
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INTERNET

1. INTRODUCTION

Internet is basically the connection of computers and electronic networks and databases, using worldwide telecommunications links. The wonder-world created by the connection of roughly 6 million computers, is known as cyberspace.

Modern technology has made it possible to transmit text, images and sound, from computer to computer. To be able to receive and/or send data, very little is needed: a telephone connection, a sufficiently powerful computer, a modem¹ (nowadays built in computers as a standard feature) and a subscription to an Internet access-provider (for example *America-on-Line* in the USA, *IproLink* in Switzerland). The quality of the connection and the speed of receiving and sending data largely depends on the quality of the computer and the bandwidth of the telephone line (the bandwidth is the determinant factor of how much "stuff" you can send through a connection, which is usually measured in bits-per-second). Internet is user friendly, meaning that very little to no technical knowledge is needed to access the services (or, in its jargon, to "surf the net"). In a matter of minutes one can learn to use Internet. No particular skills are needed.

In the developed North, quality and cost of access to Internet are usually very competitive.

2. SERVICES AVAILABLE ON AND THROUGH INTERNET

These are numerous and expanding daily. Some uses and services are mentioned below:

2.1 E-mail², short for Electronic Mail: these are messages, usually text, sent from one person to another via computer. E-mail can also be sent automatically to a large number of addresses, or to a **Mailing List**. Messages can contain one line of text or entire computer files or diskettes containing texts and/or graphical images. In developed countries in the North, transmission costs are equal to the cost of a local

¹ Modem is a device used to connect the computer to a telephone line, that allows the computer to "talk" to other computers through the phone system.

² Women's organizations often refer to this service as "*E-male*", because it is held that the Internet and the corresponding electronic mail services are MALE-dominated.

telephone call (irrespective of the addressee, whether local or foreign, or of the volume of information transmitted.) In many developing countries, transmission costs are expressed in the prices of long-distance calls. Messages usually arrive instantaneously.

2.2 Maillist or Mailing List (also known as list sources) in this connection is a usually automated system that allows people to send e-mail to one address, whereupon their message is copied and sent to all of the other subscribers to the Maillist. In this way, people who have many different kinds of E-mail access can participate in discussions together.

2.3 Chatting or CB-ing: through the Internet two or more people can talk to each other at the same time, or have discussions. The fastest information exchange is still by typing in questions and answers (as recently done in a high-profile demonstration by Prime-Minister Mahathir and President Fidel Ramos).

2.4 Making international or long-distance telephone calls through Internet: this will make it possible to pay just "local prices", but it demands that both parties have access to the Internet and possess the appropriate software (which in many instances can be down-loaded for free from the Internet itself).

2.5 Posting information: Internet subscribers can post their own individual "home-page". A Home-Page is what any Internet user will find when looking up a particular person or service. Home-pages can be designed with still and moving pictures, in many different colours, graphs, sound, text. Home-pages can be linked to other home-pages, data-bases, etc..

2.6 Finding and retrieving information: in very simple ways, information can be retrieved from a myriad of sources in almost every country in the world, ranging from libraries, news-services, research institutes, the United Nations, other international and inter-governmental organizations, to clubs and individuals.

2.7 Shopping: Home shopping is getting bigger on the Internet. In "virtual reality" the net-surfer can "walk" through shops to select items of his or her choice.

2.8 Advertising goods and services.

3. THE USE OF INTERNET BY THE IWCO

3.1 Internally, in stead of fax, telephone and mail, use may be made of E-mail for sending and receiving mail, information, messages, files and documents, from the Secretariat to its Chairman, its Executive Committee, its Members, the

National Focal Points³ and other groups or individuals (for example Heads of State, eminent persons, etc.).

To further cut down communication costs, it should be considered to make long-distance calls through Internet.

3.2 In the overall **information/communication strategy**, Internet can play an important role in making known to the approximately 30 million users of the Net, the Independent World Commission on the Oceans' goals and objectives and its scheduled activities. Equally, background papers and/or position papers can be disseminated at virtually no cost and instantaneously, to Internet's large audience.

Also, selected groups, organizations and individuals can be approached to give their views on the work of the Commission or to participate by contributing to its research. The selection of the groups would then be the task of the Secretariat.

In a broader approach, an open invitation could be extended to participate in the work of the IWCO, whether by making available research findings, contributing papers, commenting on studies, organizing parallel and/or support activities or donating funds. To avoid an avalanche of reactions and support, the invitation extended would have to be drawn up very precisely, restricting the requests to a very narrow area. However, even by using such devices as "auto-replies" (an automatic reply to every incoming reaction), there would be the need to employ an Internet-handler on the Staff (this could be, for example, a student hired at an hourly rate).

It may be prudent to start with a test, to get an idea of the numbers of institutions doing work that could be of relevance to the substantive work foreseen by the IWCO. One such a possibility could be simply informing through the net that the Commission was established and has set up a Secretariat and asking interested organizations, people and institutions to register.

3.3 The Home-Page of the Commission

This is the first introduction and must be carefully designed, if not perfect. It should contain a **graphical image**, for example the logo of the Commission and pictures. These should all be simple and in light, transparent colours (in order to avoid lengthy down-loading time). The Home-Page should make connections to other data and information possible, through Hypertext (this is text that contains "links" to other documents. This text -words or phrases- is highlighted and therefore sticks out; it can be chosen by a reader, by clicking upon it. This will open another document, and so further).

A well-chosen **picture of the Chairman** against a suitable background (a 15th century ship, for example) would be appropriate.

³ The appointment of a volunteer (person or organization) to act as a National Focal Point on the Oceans in every country, as part of the information/communication campaign, was proposed by Chitra Radhakishun

The IWCO Home-Page should furthermore contain a "button" or section that provides links to related pages offering **news and information** (for example the February 1996 UNESCO press-release⁴, the press-releases covering the December Tokyo inaugural session of the IWCO and those that are to follow).

Ideally, the IWCO Home-Page should be linked to the Home-Pages of the members of the Commission. Members of the IWCO should be invited to establish such Home-Pages, which may carry some for the Commission relevant information. While the design and presentation of its Home-Page is the natural privilege of each Member, he/she should be made aware of the effect his/her Home-Page can have and the contribution he/she can thus make to achieving the goals of the Commission.

Home-Pages can be designed in simple forms, or done more elaborately. More elaborate Home-Pages can feature a picture, bio-data, socio-political highlights, lists of relevant publications and a special section expressing the views on one -or more- ocean-related issues, or a slogan, or a related political statement, with appealing graphic images (examples of Home-Pages are reproduced in Annex I).

Once contacts are established with other relevant organizations, institutions and personalities dealing with similar issues, their Home-Pages could be connected to those of IWCO, ideally making IWCO's Home-Page "the mother of all ocean Home-Pages".

As the work of the IWCO progresses, information made available will expand. **Proceedings of meetings** and of each session will be attached, all relevant **press-releases** by and on the Commission (in a **press-clipping file**), **lists of publications** will grow, etc.. Special information to **specific audiences** (business, women, tourism organizations) will be posted on **Bulletin Boards**, as well as lists of **special and forthcoming events, radio shows and television-programmes**.

3.4 Fund-raising through Internet

Should the IWCO decide to do so, there is an offer available from IproLink to handle all administration against a modest percentage-fee. Given that the Commission does not sell a specific product -yet?-, it would have to raise funds for concrete purposes, for example to produce a film on marine-wildlife, to print T-shirts for the Commission, to produce BD's (bande-desinée or comic strips, on marine-related topics) etc..

3.5 Communicating with specific groups: through the Chatting or CB-facilities, a representative of the Commission could have regular net-discussions and exchanges of views with for example the academic communities, NGOs etc.. Also here trial-rounds need to proceed the actual programming of such a feature.

⁴ 9 February 1996, *UNESCO supports new Independent World Commission on the Oceans*, Paris, UNESCO Press No. 96-25

Many more uses are possible, but the limitations are basically those of the available information ready for dissemination and the available human resources to handle the work (on costs, see below).

4. IWCO NEEDS

4.1 For the **Secretariat**, in terms of **equipment and material**, not much more than a modern and relatively powerful computer (Pentium 16 MB RAM, 1 GB memory) are needed. The service-provider IproLink is committed to provide the necessary software to browse and use E-mail (at no additional cost).

A definite need is identified for **well-trained staff** with the necessary computer and Internet skills. While there are options for personnel-training, there is no valid alternative to recruiting a computer expert, who could handle Internet, design pages, transform text into Internet language (HTML). However, this could very well be a student of informatics, who could be hired on an hourly basis or on a similar arrangement.

4.2 For the **Members of the Commission** the requirements are simple: a computer, a modem and a telephone line and, last but not least, the services of a reputable Internet access provider. The type and make of the computer is a matter of choice. The author of this note is a loyal MacIntosh user, but the use of the PC is notoriously widespread.

Designing the Home-Page can either be done by the Commission member personally, by the Internet access provider, or through other means.

5. COST

The company IproLink, reputedly the best Internet-access provider in Switzerland, was approached to be the IWCO secretariat's Internet access provider. IproLink has now generously offered the Commission a free modem connection to the Internet for three months as well as free domiciliation of IWCO's web pages.

Therefore, the real costs for the Secretariat will be zero for the first three months, after which it will have to pay the special discount fee of CHF. 53.²⁵ per month for Internet access and E-mail.

6. INTERNET ACTION TAKEN

The only action taken so far has been to reserve a **Domain Name** for the Independent World Commission on the Oceans (this is the unique name that identifies an Internet site. Domain Names always have two or more parts, separated by dots). With the speed at which the Internet is developing, where many names have already been claimed by both commercial and institutional Internet users, this action was indispensable. Reserving a Domain Name does not carry any consequence, but only a small cost (which was assumed by Iprolink and is gratefully acknowledged).

The Domain Name chosen is <worldoceans.com>. In general, <com> stands for commercial or business user. The Internet being at the early stages of development, this practice has not yet been established as a hard and fast rule. Given the option between <org> and <com>, the latter was chosen, as being closest to the real name of the Commission.

ANNEX I

- * Newspaper clipping : USA elections on Internet**
- * Two examples of a Home-Page**

DALHOUSIE UNIVERSITY ARCHIVES DIGITAL SEPARATION SHEET

Separation Date: June 9, 2015

Fonds Title: Elisabeth Mann Borgese

Fonds #: MS-2-744

Box-Folder Number: Box 243, Folder 17

Series: United Nations

Sub-Series: IWCO : publications, drafts, and reports

File: Draft information and communication strategy for the IWCO

Description of item:

The file contains a photocopy of the following news article:

Spurgeon, Brad. "Candidates Hurl Themselves into Cyberspace." *The International Herald Tribune* (March 1996).

And printouts of two websites: Ocean Voice International and the International Marine Biodiversity Development Corporation.

Reason for separation:

Pages have been removed from digital copy due to copyright concerns.

ANNEX II
Glossary of Internet terms¹

¹ Internet@TELECOM 95, October 1995, page 33-37

GLOSSARY

Internet Terms

Reproduced courtesy of Internet Literacy Consultants

56K Line A digital phone-line connection (leased line) capable of carrying 56,000 bits-per-second. At this speed, a Megabyte will take about 3 minutes to transfer. This is 4 times as fast as a 14,400bps modem. See also: Bandwidth, T-1.

AND (Advanced Digital Network) -- Usually refers to a 56Kbps leased-line.

Archie A tool (software) for finding files stored on anonymous FTP sites. You need to know the exact file name or a sub-string of it.

ARPANet (Advanced Research Projects Administration Network) -- The precursor to the Internet. Developed in the late 60's and early 70's by the US Department of Defense as an experiment in wide-area networking that would survive a nuclear war. See also: Internet (uppercase I)

Anonymous FTP SeeFTP

ASCII (American Standard Code for Information Interchange) -- this is the de facto world-wide standard for the code numbers used by computers to represent all the upper and lower-case latin letters, numbers, punctuation, etc. There are 128 standard ASCII codes each of which can be represented by a 7 digit binary number: 0000000 through 1111111

Backbone A high-speed line or series of connections that forms a major pathway within a network. The term is relative as a backbone in a small network will likely be much smaller than many non-backbone lines in a large network. See also: Network.

Bandwidth How much "stuff" you can send through a connection. Usually measured in bits-per-second. A full page of english text is about 16,000 bits. A fast modem can move about 15,000 bits in one second. Full-motion full-screen video would require roughly 10,000,000 bits-per-second, depending on compression. See also: 56K, Bps, Bit, T-1

Baud In common usage the "baud rate" of a modem is how many bits it can send or receive per second. Technically "baud" is the number of times per second that the carrier signal shifts value - so a 2400 bit-per-second modem actually runs at 300 baud, but it moves 4 bits per baud (4 x 300 = 1200 bits per second). See also: bit, modem

BBS (Bulletin Board System) -- A computerized meeting and announcement system that allows people to carry on discussions, upload and download files, and make announcements without the people being connected to the computer at the same time. There are many thousands (millions?) of BBS's around the world, most are very small, running on a single IBM clone PC with 1 or 2 phone lines. Some are very large and the line between a BBS and a system like CompuServe gets crossed at some point, but it is not clearly drawn.

Bihex (BINary HEXadecimal) -- a method for converting non-text files (non-ASCII) into ASCII. This is needed because Internet e-mail can only handle ASCII. See also: ASCII

Bit (Binary DigIT) -- A single digit number in base-2, in other words, either a 1 or a zero. The smallest unit of computerized data. Bandwidth is usually measured in bits-per-second. See also Bandwidth, Bps, Byte, Kilobyte, and Megabyte

BITNET (Because It's Time Network) -- A network of educational sites separate from the Internet, but e-mail is freely exchanged between BITNET and the Internet. Listservs, the most popular form of e-mail discussion groups, originated on BITNET. BITNET machines are IBM VMS machines, and the network is probably the only international network that is shrinking.

Bps (Bits-Per-Second). A measurement of how fast data is moved from one place to another. A "28.8 modem" can move 28,800 bits per second. See also: Bandwidth, Bit.

Browser A client program (software) that is used to look at various kinds of Internet resources.

See also: Client, URL, WWW

Byte A set of Bits that represent a single character. Usually there are 8 bits in a Byte, sometimes more, depending on how the measurement is being made.

Client A software program that is used to contact and obtain data from a Server software program on another computer, often across a great distance. Each Client program is designed to work with one or more specific kinds of Server programs, and each Server requires a specific kind of Client. See also: Server

Cyberspace Term originated by author William Gibson in his novel "Neuromancer", the word Cyberspace is currently used to describe the whole range of information resources available through computer networks.

Domain Name The unique name that identifies an Internet site. Domain Names always have 2 or more parts, separated by dots. The part on the left is the most specific, and the part on the right is the most general. A given machine may have more than one Domain Name but a given Domain Name points to only one machine. Usually, all of the machines on a given network will have the same thing as the right-hand portion of their Domain Names, e.g. gateway.gbnetwork.com, mail.gbnetwork.com, www.gbnetwork.com and so on. It is also possible for a Domain Name to exist but not be connected to an actual machine. This is often done so that a group or business can have an Internet e-mail address without having to establish a real Internet site. In these cases, some real Internet machine must handle the mail on behalf of the listed Domain Name. See also: IP Number.

E-mail (Electronic Mail) -- Messages, usually text, sent from one person to another via computer. E-mail can also be sent automatically to a large number of addresses (Mailing List). See also: Listserv, Maillist Ethernet. A very common method of networking computers in a LAN. Ethernet will handle about 10,000,000 bits-per-second and can be used with almost any kind of computer. See also: Bandwidth, LAN

FAQ (Frequently Asked Questions) -- FAQs are documents that list and answer the most common questions on a particular subject. There are hundreds of FAQs on subjects as diverse as Pet Grooming and Cryptography. FAQs are usually written by people who have tired of answering the same question over and over.

FDDI (Fiber Distributed Data Interface) -- A standard for transmitting data on optical fiber cables at a rate of around

100,000,000 bits-per-second (10 times as fast as Ethernet, about twice as fast as T-3). See also: Bandwidth, Ethernet, T-1, T-3.

FTP (File Transfer Protocol) -- A very common method of moving files between two Internet sites. FTP is a special way to login to another Internet site for the purposes of retrieving and/or sending files. There are many Internet sites that have established publicly accessible repositories of material that can be obtained using FTP, by logging in using the account name "anonymous", thus these sites are called "anonymous ftp servers".

Finger An Internet software tool for locating people on other Internet sites. Finger is also sometimes used to give access to non-personal information, but the most common use is to see if a person has an account at a particular Internet site. Many sites do not allow incoming Finger requests, but many do.

Gateway The technical meaning is a hardware or software set-up that translates between two dissimilar protocols, for example Prodigy has a gateway that translates between its internal, proprietary e-mail format and Internet e-mail format. Another, sloppier meaning of gateway is to describe any mechanism for providing access to another system, e.g. AOL might be called a gateway to the Internet.

Gopher A widely successful method of making menus of material available over the Internet. Gopher is a Client and Server style program, which requires that the user have a Gopher Client program. Although Gopher spread rapidly across the globe in only a couple of years, it is being largely supplanted by Hypertext, also known as WWW (World Wide Web). There are still thousands of Gopher Servers on the Internet and we can expect they will remain for a while. See also: Client, Server, WWW, Hypertext

Host Any computer on a network that is a repository for services available to other computers on the network. It is quite common to have one host machine provide several services, such as WWW and USENET. See also: Node, Network

HTML (HyperText Markup Language) -- The coding language used to create Hypertext documents for use on the World Wide Web. HTML looks a lot like old-fashioned typesetting code, where you surround a block of text with codes that indicate how it should appear. Additionally, in HTML you can specify that a block of text, or a word, is "linked" to another file on the Internet. HTML files are meant to be viewed using a World Wide Web Client program, such as Mosaic. See also: HTTP, Hypertext, Mosaic, WWW

HTTP (HyperText Transport Protocol) -- The protocol for moving hypertext files across the Internet. Requires a HTTP client program on one end, and an HTTP server program on the other end. HTTP is the most important protocol used in the World Wide Web (WWW). See also: Client, Server, WWW

Hypertext Generally, any text that contains "links" to other documents - words or phrases in the document that can be chosen by a reader and which cause another document to be retrieved and displayed.

IMHO (In My Humble Opinion) -- A shorthand appended to a comment written in an online forum. IMHO indicates that the writer is aware that they are expressing a debatable view, probably on a subject already under discussion. One of many such shorthands in common use online, especially in discussion forums.

IP Number Sometimes called a "dotted quad". A unique number consisting of 4 parts separated by dots, e.g. 165.113.245.2

Every machine that is on the Internet has a unique IP number - if a machine does not have an IP number, it is not really on the Internet. Most machines also have one or more Domain Names that are easier for people to remember. See also: Domain Name, Internet

IRC (Internet Relay Chat) -- Basically a huge multi-user live chat facility. There are a number major IRC servers around the world which are linked to each other. Anyone can create a "channel" and anything that anyone types in a given channel is seen by all others in the channel. Private channels can (and are) created for multi-person "conference calls".

ISDN (Integrated Services Digital Network) -- Basically a way to move more data over existing regular phone lines.

ISDN is only slowly becoming available in the USA but where it is available, it can provide speeds of 64,000 bits-per-second over a regular phone line at almost the same cost as a normal phone call.

Internet (upper case I) The vast collection of interconnected networks that all use the TCP/IP protocols and that evolved from the ARPANET of the late 60's and early '70s. The Internet now (July 1995) connects roughly 60,000 independent networks into a vast global internet. See also: internet (lower case i)

internet (lower case I) Any time you connect 2 or more networks together, you have an internet - as in inter-national or inter-state.

Kilobyte A thousand bytes. Actually, usually, 1024 (2^{10}) bytes. See also: Byte, Bit

LAN (Local Area Network) -- A computer network limited to the immediate area, usually the same building or floor of the building. See also: Ethernet

Leased-line Refers to a phone line that is rented for exclusive 24-hour, 7-days-a-week use from your location to another location. The highest speed data connections require a leased line. See also: 56K, T-1, T-3

Listserv The most common kind of maillist, Listservs originated on BITNET but they are now common on the Internet. See also: BITNET, E-mail, Maillist

Login Noun or a verb. Noun: The account name used to gain access to a computer system. Not a secret (contrast with Password) Verb: The act of entering into a computer system, e.g. "Login to the WELL and then go to the GBN conference." See also: Password

Megabyte A million bytes. A thousand kilobytes. See also: Byte, Bit, Kilobyte

MOO (Mud, Object Oriented) -- one of several kinds of multi-user role-playing environments, so far only text-based. See also: MUD, MUSE

MUD (Multi-User Dungeon or Dimension) -- A (usually text-based) multi-user simulation environment. Some are purely for fun and flirting, others are used for serious software development, or education purposes and all that lies in between. A significant feature of most MUDs is that users can create things that stay after they leave and which other users can interact with in their absence, thus allowing a "world" to be built gradually and collectively. See also: MOO, MUSE

MUSE One kind of MUD - usually with little or no violence. See also: MOO, MUD

Maillist (or Mailing List) A (usually automated) system that allows people to send e-mail to one address, whereupon their message is copied and sent to all of the other subscribers to the maillist. In this way, people who have many different kinds of e-mail access can participate in discussions together.

Modem (MODulator, DEModulator) -- a device that you connect to your computer and to a phone line, that allows the computer to talk to other computers through the phone system. Basically, modems do for computers what a telephone does for humans.

Mosaic The first WWW browser that was available for the Macintosh, Windows and UNIX all with the same interface. "Mosaic" really started the popularity of the Web. The source-code to Mosaic has been licensed by several companies and there are several other pieces of software as good or better than Mosaic, most notably "Netscape". See also: Browser, Client, WWW

NIC (Network Information Center) -- Generally, any office that handles information for a network. The most famous of these on the Internet is the InterNIC, which is where new domain names are registered.

Network Any time you connected 2 or more computers together so that they can share resources you have a computer network. Connect 2 or more networks together and you have an internet. See also: Internet, internet

Newsgroups The name for discussion groups on Usenet. See also: Usenet.

Node Any single computer connected to a network. See also: Network, Internet, internet

Packet Switching The method used to move data around on the Internet. In packet switching, all the data coming out of a machine is broken up into chunks, each chunk has the address of where it came from and where it is going. This enables chunks of data from many different sources to mingle on the same lines, and be sorted and directed to different routes by special machines along the way. This way many people can use the same lines at the same time.

Password A code used to gain access to a locked system. Good passwords contain letters and non-letters and are not simple combinations such as "virtue7". A good password might be: Hot\$1-6. See also: Login

POP Two commonly used meanings: "Point of Presence" and "Post Office Protocol". A "Point of Presence" usually means a city or location where a network can be connected to, often with dialup phone lines, so if an Internet company says they will soon have a POP in Belgrade, it means that they will soon have a local phone number in Belgrade and/or a place where leased lines can connect to their network. A second meaning, "Post Office Protocol" refers to the way e-mail software such as Eudora gets mail from a mail server.

When you obtain a SLIP, PPP, or shell account you almost always get a POP account with it, and it is this POP account that you tell your e-mail software to use to get your mail. See also: SLIP, PPP

Port 3 meanings. First and most generally, a place where information goes into or out of a computer, or both. E.g. the

"serial port" on a personal computer is where a modem would be connected. On the Internet "port" often refers to a number that is part of a URL, appearing after a colon (:) right after the domain name. Every service on an Internet server "listens" on a particular port number on that server. Most services have standard port number, e.g. Web servers normally listen on port 80. Services can also listen on non-standard ports, in which case the port number must be specified in a URL when accessing the server, so you might see a URL of the form:gopher://peg.cwis.uci.edu:7000/ which shows a gopher server running on a non-standard port (the standard gopher port is 70). Finally, "port" also refers to translating a piece of software to bring it from one type of computer system to another, e.g. to translate a Windows program so that it will run on a Macintosh. See also: Domain Name, Server, URL

PPP (Point to Point Protocol) -- most well known as a protocol that allows a computer to use a regular telephone line and a modem to make a TCP/IP connection and thus be really and truly on the Internet. PPP is gradually replacing SLIP for this purpose. See also: IP number, Internet, SLIP, TCP/IP

RFC (Request For Comments) -- the name of the result and the process for creating a standard on the Internet. New standards are proposed and published on line, as a "Request For Comments". The Internet Engineering Task Force is a consensus-building body that facilitates discussion, and eventually a new standard is established, but the reference number/name for the standard retains the acronym "RFC", e.g. the official standard for e-mail is RFC 822.

Router A special-purpose computer (or software package) that handles the connection between 2 or more networks. Routers spend all their time looking at the destination addresses of the packets passing through them and deciding which route to send them on. See also: Network, Packet Switching

SMDS (Switched Multimegabit Data Service) -- A new standard for very high-speed data transfer.

Server (see Client) A computer, or a software package, that provides a specific kind of service to client software running on other computers. The term can refer to a particular piece of software, such as a WWW server, or to the machine on which the software is running, e.g. "Our mail server is down today, that's why e-mail isn't getting out." A single server machine could have several different server software packages running on it, thus providing many different services to clients on the network. See also: Client, Network

SLIP (Serial Line Internet Protocol) -- a standard for using a regular telephone line (a "serial line") and a modem to connect a computer as a real Internet site. SLIP is gradually being replaced by PPP. See also: Internet, PPP

T-1 A leased-line connection capable of carrying data at 1,544,000 bits-per-second. At maximum theoretical capacity, a T-1 line could move a megabyte in less than 10 seconds. That is still not fast enough for full-screen, full-motion video, for which you need at least 10,000,000 bits-per-second. T-1 is the fastest speed commonly used to connect networks to the Internet. See also: 56K, Bandwidth, Bit, Byte, Ethernet, T-3

T-3 A leased-line connection capable of carrying data at 45,000,000 bits-per-second. This is more than enough to do full-screen, full-motion video. See also: 56K, Bandwidth, Bit, Byte, Ethernet, T-1

TCP/IP (Transmission Control Protocol/Internet Protocol) -- This is the suite of protocols that defines The Internet. Originally designed for the UNIX operating system, TCP/IP software is now available for every major kind of computer operating system. To be truly on the Internet, your computer must have TCP/IP software. See also: IP number, Internet, UNIX

Telnet The command and program used to login from one Internet site to another. The telnet command/program gets you to the "login:" prompt of another host.

Terminal A device that allows you to send commands to a computer somewhere else. At a minimum, this usually means a keyboard and a display screen and some simple circuitry. usually you will use terminal software in a personal computer - the software pretends to be ("emulates") a physical terminal and allows you to type commands to a computer somewhere else.

Terminal Server A special purpose computer that has places to plug in many modems on one side, and a connection to a LAN or host machine on the other side. Thus the terminal server does the work of answering the calls and passes the connections on to the appropriate node. Most terminal servers can provide PPP or SLIP services if connected to the Internet. See also: LAN, Modem, Host, Node, PPP, SLIP

UNIX A computer operating system (the basic software running on a computer, underneath things like word processors and spreadsheets). UNIX is designed to be used by

many people at the same time (it is "multi-user") and has TCP/IP built-in. It is the most common operating system for servers on the Internet

URL URL (Uniform Resource Locator) -- The standard way to give the address of any resource on the Internet that is part of the World Wide Web (WWW). A URL looks like this:<http://www.matisse.net/seminars.html> Telnet:<telnet://well.sf.ca.us> or <news:new.newusers.questions> etc. The most common way to use a URL is to enter into a WWW browser program, such as Netscape, or Lynx. See also: Browser, WWW

Usenet A world-wide system of discussion groups, with comments passed among hundreds of thousands of machines. Not all Usenet machines are on the Internet, maybe half. Usenet is completely decentralized, with over 10,000 discussion areas, called newsgroups. See Also: Newsgroup

Veronica (Very Easy Rodent Oriented Net-wide Index to Computerized Archives) -- Developed at the University of Nevada, Veronica is a constantly updated database of the names of almost every menu item on thousands of gopher servers. The Veronica database can be searched from most major gopher menus. See also: Gopher

WAIS (Wide Area Information Servers) -- A commercial software package that allows the indexing of huge quantities of information, and then making those indices searchable across networks such as the Internet. A prominent feature of WAIS is that the search results are ranked ("scored") according to how relevant the "hits" are, and that subsequent searches can find "more stuff like that last batch" and thus refine the search process.

WAN (Wide Area Network) -- Any internet or network that covers an area larger than a single building or campus. See also: Internet, internet, LAN, Network

WWW (World Wide Web) Two meanings - First, loosely used: The whole constellation of resources that can be accessed using Gopher, FTP, HTTP, telnet, Usenet, WAIS and some other tools. Second, the universe of hypertext servers (HTTP servers) which are the servers that allow text, graphics, sound files etc to be mixed together. See also: Browser, FTP, Gopher, HTTP, Telnet, URL, WAIS

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