Assigned Date: Jan. 18, 2012
Due Date: Jan. 24, before 5:00 PM

PART I. Reading Assignment 2: Study Chapter 2 E-Commerce Business Models and Concepts (Individual)

PART II. (Team-based)
<u>**Each team**</u>
1. **Should Study the following news articles and The Pirate Bay case study**
2. **Each Team should use "Discussion Board" within Blackboard Learn for discussion**
3. **Each team should answer the case study question and submit it as an email attachment**
<u>**Team 1**</u> **is asked to prepare an PowerPoint slide to lead class discussion (slides should include introduction to SOAP, Piracy Bill, Protect IP Act, etc.; overview of the Pirate Bay, purpose of the case study, Case study questions and team's answers)**

- **Web Piracy Bill Faces Fiercer Fight,** by Amy Schartz, The World Street Journal, page B4, http://online.wsj.com/itp/20120117/us/marketplace
- **New, Old Media Battle Over Net Rules, 2012/1/18,** by Christopher S. Stewart, Geoffrey A. Fowler, and Sam Schechner, The World Street Journal, pp. B1 & B2, http://online.wsj.com/itp/20120118/us/marketplace
- **What is SOPA? A Guide to Understanding the Online Piracy Bill,** by Amy Schartz, The World Street Journal, pp. B1 & B2
- **Case Study: The Pirate Bay,** pp. 50-54

Case Study Questions:
1. Do you think The Pirate Bay can continue to survive in a global Internet world? Why or Why not?
2. Why is legislation like the Protect IP Act opposed by Google and civil liberties groups?
3. Do you think it is possible to reliably identify "dedicated infringing Web sites?" What criteria do you suggest?
4. Why does cloud computing threaten pirate sites?

<u>**Team Members**</u> (rotation of team membership every other two weeks):
- Team 1: Dorian Mirchandani (dmirchan@gmail.com); Vicky Hogge (Vicky.Hogge@raytheon.com)
- Team 2: Kevin Locascio(locakm01@students.ipfw.edu); Gregory Scalet (scalgf01@ipfw.edu)
- Team 3: Meng-Wei Li (lim01@ipfw.edu);   Sayed N. Hassan (hasssn01@ipfw.edu)
- Team 4: Hemchand Lallad (lallh01@students.ipfw.edu); Ryan Van De Weg (vandrt01@students.ipfw.edu)
- Team 5: Peter Muchai (muchpk01@students.ipfw.edu); Stephen Obima (obiomachike@gmail.com)
- Team 6: Cesar Ruiz (ruizct01@students.ipfw.edu); Joseph Ko (joeko@comcast.net)

PART III (Individual work, need to copy all questions)
Questions + Mini Projects
1. What is Web 2.0? Give five examples of Web 2.0 sites and explain why you included them in your list.
2. Give examples of B2C, B2B, C2C, and P2P Web sites besides those listed in the chapter 1 materials.

3. Define "social e-commerce" and describe why it is a new form of advertising, search, and commerce.
4. Use "Building Web Applications with HTML & XHTML," by Paul Lin, Oct. 29, 2004, as the reference: http://www.etcs.ipfw.edu/~lin/CECourses/WebHTML_F04/WebHhtmlindex.html
    - Use the Web pages posted on Lin's HTML Examples Pages, http://www.etcs.ipfw.edu/~lin/ProgExamples/html_examples.htm
    - Study all 13 HTML web pages posted in Introduction to HTML/XHTML pages
    - Right click your mouse, and chose "view source" to see the HTML code of each page,
    - Then copy and paste each of them onto your homework 2 answer file, then finally
    - Give a brief description for each Web page
5. Use "Developing Advanced Web Applications Using JavaScript/JScript," by Paul Lin, 2002, http://www.etcs.ipfw.edu/~lin/Presentation/JavaScript/JavaScriptBookIndex.html
    - Study JavaScript programs listed in the following link: http://www.etcs.ipfw.edu/~lin/Web499/JsExamples/bulbonoff/bulbonoff.htm, then
    - Copy the source code of the page, then paste them on your homework 2 answer file, and
    - Give brief description of how program works.

Hand-in requirement and Due Date:
- Prepare your homework using Microsoft Word, Copy all questions
- **Each team** submit one case study questions/answer file, must use Blackborad for sharing and discussion.
- **Team 1**: Submit a Microsoft Power Point file and prepare to lead class discussion
- **Each Student** submit a copy of PART II Q/As homework file
- **Jan. 24, before 5:00 PM**