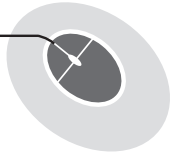


# 10

## Multimedia and E-commerce



### LEARNING OUTCOMES

**After the lesson, students will be able to:**

- » Define multimedia.
- » Describe the need for multimedia.
- » List the different types of media.
- » Describe text, audio, still images, animation, video, and interactivity.
- » List the uses of multimedia in different spheres.
- » Define e-commerce.
- » List the advantages and disadvantages of e-commerce.
- » Describe e-learning.
- » List the advantages and disadvantages of e-learning.
- » List important online services such as e-shopping, e-ticketing and e-banking.
- » List the advantages and disadvantages of each of the above.
- » Define e-governance.
- » List advantages and disadvantages of e-governance.

### WARM UP

Teacher can initiate a discussion in the class on the increasing use of multimedia and how it has impacted our life. Students can be encouraged to put forth their views, citing examples from their daily lives.

## CHAPTER NOTES

- » Multimedia refers to content that uses more than one medium. The media generally include text, sound, graphics/images, and animation/video. Each of these can be briefly described as follows:
  - Text: This refers to written documents, the words seen in handouts, PowerPoint presentations, web sites and reports.
  - Audio: This is the sound that often accompanies visual presentations.
  - Still images: Photographs, taken either by digital or analog means, are an important part of multimedia productions.
  - Animation: Animations are graphics that move, accompanied by audio effects.
  - Video: Video media is used to spread interviews, create movies and post personal updates to communicate business messages.
  - Interactivity: The newest form of multimedia, interactivity is a computer-based tool which allows users to choose to learn different parts of the information on their own terms.
- » Multimedia finds its application in various areas including advertisements, art, education, entertainment, mathematics, research and many more.
- » E-commerce or electronic commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily using the Internet.
- » Advantages of E-commerce: Availability, speed of access, wide availability, easy accessibility, lower cost.
- » Disadvantages of E-commerce: Limited customer service; not being able to touch or see; wait time; security
- » E-learning: E-learning is learning through electronic devices or technology. E-learning uses information and communication technology for learning purposes.
- » Features of E-learning:
  - Students can learn at their own speed irrespective of the speed of the other students.

- Students can learn as per the need of their interest.
- Learning resources are available all the time.
- » Advantages of E-learning: Flexible, anytime access to the resources, immediate result or feedback, increased knowledge retention and engagement, confidence, develops computer and Internet skills that are transferable to other facets of learner's life, learners may have the option to select learning materials that meet their level of knowledge and interest
- » Disadvantages of E-learning: Technology-dependent, lack of motivation, lack of help/training support, lack of human touch.
- » E-banking, also known as internet banking or virtual banking, is an electronic payment system that enables the customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.
- » Advantages of E-banking: Convenience, transfer services, ease of monitoring, ease of transaction, quality service.
- » Disadvantages of E-banking: High start-up cost, security concerns, transaction problems, lack of personal contact between customer and banker, e-shopping.
- » Advantages of E-shopping: Saves time and effort, convenience of shopping at home, comparisons, online tracking, wide variety/range of products available
- » Disadvantages of E-shopping:
  - Shoppers do not have the ability to physically inspect or try on the items being considered for purchase.
  - Shoppers sometimes lose the power to negotiate the price and payment terms that may exist in local stores.
  - Delay in delivery.
  - Missing the shopping experience.
  - Frauds in online shopping.
  - Online stores advertising free products will sometimes increase the cost of shipping so that they profit from the purchase.

- » E-governance or electronic governance is the integration of Information and Communication Technology (ICT) in all the processes, with the aim of enhancing the government's ability to address the needs of the general public.
- » Advantages of E-governance: Speed, saves costs, transparency, accountability
- » Disadvantages of E-governance: Lack of interpersonal communication, high set-up cost and technical difficulties, illiteracy, cybercrime/leakage of personal information

## **DEMONSTRATION**

- » Shopping, booking tickets and banking online
- » Using government websites (E-governance)
- » E-learning

## **LAB ACTIVITIES**

Prepare a document using Word on the topic 'E-Governance in India'. Make a brief document that can be easily understood by common people. The document should contain a list of websites where people can do the following basic tasks: lodge a complaint with the police or Municipal Corporation, check poll results, apply for a government job, etc.

## **ASSESSMENT**

**Teacher can assess the students on the basis of the following:**

1. Multimedia – its definition and types.
2. Use of multimedia in different spheres.
3. E-commerce – its definition, advantages/disadvantages.
4. E-governance – its definition and use.
5. Advantages/disadvantages of online learning.