

Technological innovation

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As the number of people using the internet continues to grow, businesses are beginning to use the internet in a number of new ways. One huge way the internet is being used is creating social networks. There are an unlimited number of dating, friendships, job, school, and other social networking sites. One of the newest innovations is communicating through streamed videos on these sites. People are relying less and less on the television for their entertainment and are fleeing to the internet. One of the results of this is internet based talk shows.

While many of these shows have encountered minor success, we have come up with several ways to better this idea. The model for our idea is a popular youtube site, " The Resident. " The innovations we have made include diversifying the coverage, better website organization, and new marketing strategies. Combining these ideas into a new website will offer a superior type of an internet talk show. As technology continues to develop, the internet has expanded to a medium able to fulfill just about any human need. You can shop, sell, get directions, find apartments, order food, and even diagnose yourself all from the convenience of the internet.

The internet is also not only limited to your home or office, but is now constantly available with the use of cell phones. With these internet capabilities and accessibility, people are spending more and more time on their computers. The internet has even begun taking over television. Did you miss the newest episode of your favorite show? No problem. Most cable networks are now broadcasting reruns of their shows on their websites. There are even programs specifically designed for only internet viewing. For example, " The Resident" is a page on Youtube.

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com that has taken the form of almost a talk show. "The Resident" is one girl posting videos of interviews and discussions about a variety of topics. This gave us our idea for our project. While "The Resident" has been around since 2000, it only has about a half million views. We have come up with some key innovations to make a more organized, sophisticated, and diverse forum. The internet has made possible entirely new forms of social interaction, activities and organizing, thanks to its basic features such as widespread usability and access.

It has also achieved new relevance in politics, gambling, gaming, and marketing. Ninety six percent of this year's Senate candidates have active websites, while only 55 percent of candidates had websites in 2002 (<http://www.bivingsreport.com/2006/the-internets-role-in-political-campaigns/>). Many businesses are capitalizing on people's fascination with the internet. Almost any company or brand has some kind of internet site. Television industries are following the lead by expanding their website features.

Many existing radio and television broadcasters provide Internet "feeds" of their live audio and video streams (for example, the BBC). They may also allow time-shift viewing or listening such as Preview, Classic Clips and Listen Again features. These providers have been joined by a range of pure Internet "broadcasters" who never had on-air licenses. This means that an Internet-connected device, such as a computer or something more specific, can be used to access on-line media in much the same way as was previously possible only with a television or radio receiver.

The range of material is much wider, from pornography to highly specialized, technical web casts (Wikipedia. org). The internet has also provided a more cost effective way for businesses to compete with one another. For example, to produce a talk show on a cable network, an extremely large amount of money is needed. Not only does it take money to film, edit, and broadcast a show, but it also costs money to use the actual facility. By moving to the internet, businesses can practically base operations out of their basement instead of paying for a studio or office.

Another big advantage of having an independent show is it helps eliminate media bias. Media bias is a term used to describe bias of journalists and news producers within the mass media, in the selection of which events will be reported and how they are covered. Factors that can contribute to media bias are government censorship, network ownership, advertisers, and political affiliations. For example, if a cable news station has the same owners as a global food chain, a case about food poisoning in this chain may not be covered.

Also, if a news station is located in a country with strict censorship, stories against the countries leader or dictator may not be aired. By moving news and talk shows to the internet, shows face less, if any, censorship restriction, no ownership pressure if they are independently broadcasted, and little advertising pressure. This allows internet shows to talk about all important issues without risking cancellation. No matter how popular online activities have become, no website will exceed unless it fits the needs of internet users.

One of the most important criteria a website must fulfill is being easy to use. If a prospective customer makes the move to visit your site, they will quickly lose interest if they cannot easily navigate it. One tip to ease navigation is to have a link back to your homepage on every page. It also helps to have all links grouped together in a distinctive font or color. It is also important that your website's homepage explains exactly what your site is offering. If a potential customer cannot easily find the product or service they are looking for, they will quickly move to another site.

Another important tip to remember is to use caution when designing text and background. While vibrant, decorative backgrounds and text might be more eye catching, a user will not waste their time on a site they cannot easily read. The site should be clean and organized. Special attention should be paid to the colors used since colors evoke different emotions and have different meanings globally. By following these simple tips, many businesses are exploiting the online industry.