

## Web Ways: Intelligent Internet Interaction

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August 14-15, 2008

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## 10 Commandments for the Internet

10. Thou shalt not make for yourself a graven image of that which is copyrighted.
9. Thou shalt not pop up any unwanted windows before me, for I shall smite them immediately with a hasty click and read them not.
8. Thou shalt not forward chain letters. Instead, send these commandments to ten friends, and help save the life of a small child in Ethiopia!
7. Thou shalt not act like a hot 18-year chick in a chat room when thou art a pudgy, pimply-faced Trekkie.
6. Spam not, lest ye be spammed tenfold.
5. Thou shalt not spill your guts and then click "Reply to all."
4. Thou shalt call someone on the phone who you cannot contact via the Web (unless you can get them to sign up for Skype).
3. Thou shalt take a break from the internet once a year and read a book... if you still remember how.
2. Thou shalt not be tempted during TV commercials (or when your wife is talking to you) to check for email.
1. Thou shalt use no browser other than Internet Explorer, for thy Gates is a jealous Gates.

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## Introduction

- Web 2.0: enhancing creativity, information sharing, and collaboration among users (web-based communities and services, such as social-networking sites, wikis, and blogs).
- Internet is a good way to obtain information, BUT:
  - Rapid change in technology
  - Lots and lots of info available
  - Increasing mobility and interactivity
  - Sometimes can be a bit overwhelming
- This presentation:
  - Current trends in internet use
  - Introduce *AgManager.info*
  - RSS feeds, searching, navigation

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## A Few Current Trends

- **Greater interactivity:** blogs, wikis, "YouTube" – takes time to find things; can waste time using it.
- **Increasing mobility** : laptop computers, PDA's and cell phones – real-time information.
- **Visual media** – video, graphics, GIS. Specialized software, download times.
- **Rapid information obsolescence** – frequent updates/revisions requiring diligence to view.
- **Limited number of sites** visited. Most usually go on-line for a specific site.

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## Development of *AgManager.info*

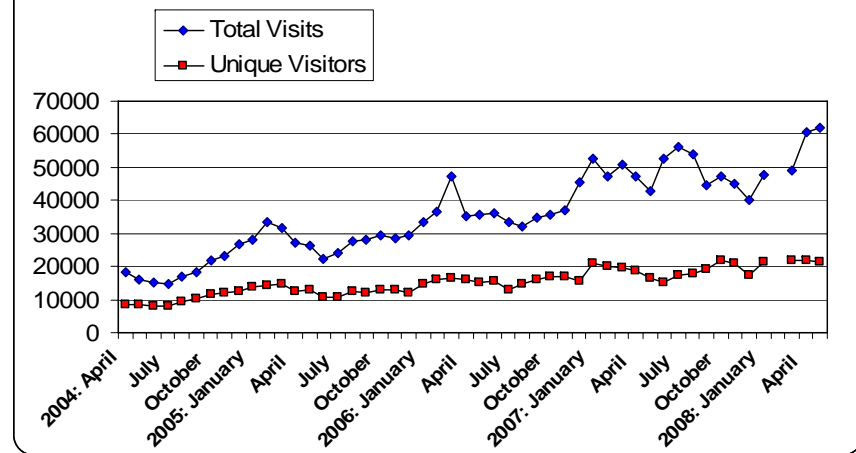
- 2001-2002 – *AgManager.info* developed and launched as a single, comprehensive site.
  - Initial focus on risk management, crops, and livestock marketing. Now:
    - Grain basis tool/maps, decision tools, updates
    - Publication of upcoming events/conferences
- Current usage of *AgManager.info*
  - 60,000 visits from 21,000 unique visitors per month (more than double since 2004)
  - Most popular sections:
    - Livestock, Crops, Farm management, Upcoming events, Agribusiness, Policy

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## Monthly Visits/Visitors to *AgManager*



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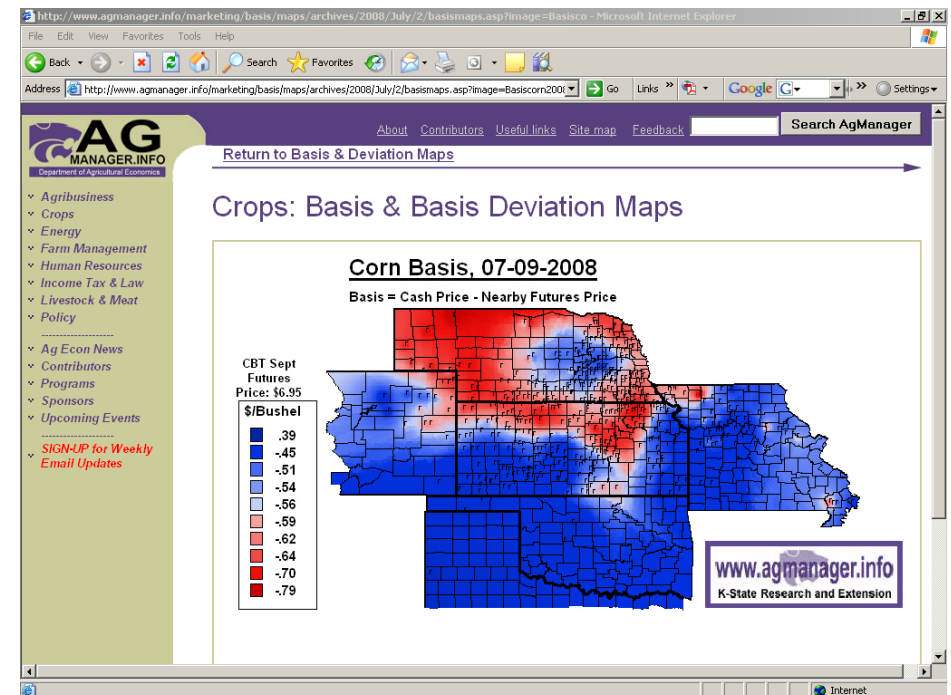
## Future Development of *AgManager.info*

- Notification of changes and updates using RSS feeds (currently uses listserv to send emails)
- Development of the grain basis tool and maps to allow easier use and to expand the scope.
- Web tools, operated in the web browser, as opposed to Excel spreadsheets, as now.
- Redesign

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## Working the Web: Searching

- Search directories such as Google or Yahoo have changed searching. Still need skill:
  - Be specific. Use unique terms.
  - Enclose phrases in quotation marks (“”)
  - Word order matters: policy agricultural versus agricultural policy
  - Use ‘OR’ (capital letters) to find pages that include either of two search terms
  - ‘+’ search, where the ‘+’ sign includes common words usually ignored (the, I, for, etc)
  - To search for your term and any synonyms, use ‘~’ sign

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## Working the Web: Searching

- Others:
  - To search just one site, use the word ‘site:’ then the website to search following your search term.  
Example: farm bill site:AgManager.info
  - To search for a number range: use 2 periods (..) between the upper and lower number.  
Example: DVD player \$50..\$100 to search for a DVD player that costs between \$50 and \$100.
  - Fill in the blank search: use an asterisk (\*) to answer something you don’t know. Example: Kansas State \* will return results for Kansas State University, Kansas State Wildcats, Kansas State Fair, etc.
  - Highlight a word on a website, right-click, and Google-search for it.

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## Gathering Information Via RSS Feeds

- RSS (Real Simple Syndication) feeds: access information without visiting each website
- Browse the RSS feed on your reader. If there is a topic of interest, go directly to the site for the full article.
- Sites with RSS feeds will have buttons such as those shown below:



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## Using RSS Feeds

- Websites create RSS feeds that can be subscribed to. When the content on the website changes, the news reader will retrieve it automatically and display changes.
- Many news readers available including:
  - Yahoo, GoogleReader, NewzCrawler, FeedDemon, or NewsGator, among others.
- It is also possible to subscribe using Internet Explorer 7.0 or Mozilla Firefox 3.0 (June, 2008).

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## Subscribing to RSS Feeds

- If using a reader, the general steps to follow are:
  - 1) Right-click an RSS/XML button on a website, then click Copy Link Location (Firefox) or Copy Shortcut (Internet Explorer).
  - 2) Go to your News reader and choose to add new feed.
  - 3) Paste URL in the appropriate box and click Add.
- Most readers offer various options for organizing the RSS feeds you have signed up for. Experiment with these to organize your material in the most useful way.

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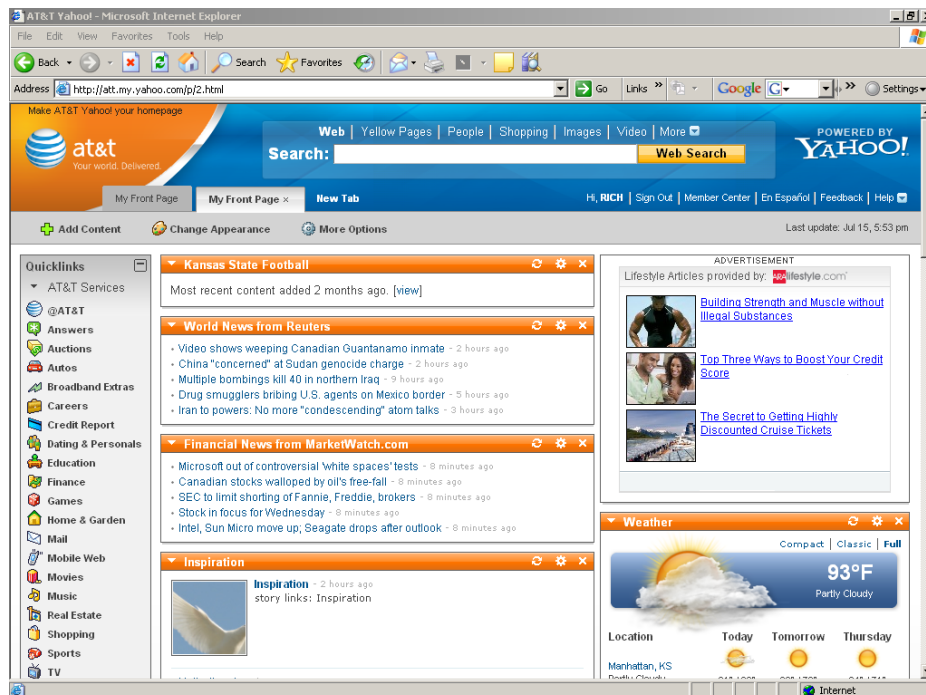
## Subscribing to RSS Feeds

- If using Internet Explorer 7.0:
  - 1) Click the RSS button in the Internet Explorer toolbar
  - 2) Choose a folder or create a new folder for the feed
  - 3) Click "Subscribe".
- If using Mozilla Firefox 2.0:
  - 1) Click on an RSS/XML button on a site
  - 2) Click "Subscribe Now".
  - 3) Choose a folder or create a new folder for the feed, then click OK.

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## Navigation

- Links generally underlined and/or bold
- Use Bookmarks (Favorites) to save sites
- Use "In-Line Auto Complete" in Tools/Options menu to save typing in sites
- Use on-site menus and "recent updates"
- Use the right-click on the mouse:
  - Save, print, move forward or backward, add a shortcut or bookmark the page, or to search for highlighted terms.
- Use the "Back" and "Forward" buttons on the tool bar to save time.

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## Using AgManager

- Left-side menu with topic areas
- “Site Updates” on right side
- “Site Map” on top menu
- “Contributors” link on left side and top menus
- Search tool in upper right corner
- Events graphics in middle and also accessed through “Upcoming Events” link on left
- Four categories of materials:
  - Updates
  - Data and charts
  - Research and white papers
  - Decision tools

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## Downloads and Software

- Adobe Reader (PDF), Adobe Flash (animation), Adobe Shockwave (multi-media). [[www.Adobe.com](http://www.Adobe.com)]
- Other multi-media: RealPlayer, QuickTime, Windows Media Player.
- Instant Messaging: Yahoo Messenger and MSN Messenger.
- Telephony: Skype at [www.skype.com](http://www.skype.com)
- Good source for misc: [www.Download.com](http://www.Download.com)

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## Miscellaneous

- Dealing with malware:
  - Viruses (AVG Anti-Virus at [www.grisoft.com](http://www.grisoft.com))
  - Anti-spyware at [www.download.com](http://www.download.com) (and AVG)
  - Use a firewall (Windows XP has a built-in firewall)
- Be careful of spam and “phishing”
- Creating good passwords:
  - Think of a familiar phrase or sentence and take the first letter of each word.
  - Capitalize letters, like a proper name in the phrase.
  - Substitute numbers/letters for words: 2 =to; 4=for; L8=late; R=are; U=you; etc.
  - Add punctuation where it makes sense (comma, etc)

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## Miscellaneous

- Hoaxes and urban legends: [www.snopes.com](http://www.snopes.com)
- Monitoring and filtering: different functions
  - Monitoring: [www.CovenantEyes.com](http://www.CovenantEyes.com); or [www.SafeEyes.com](http://www.SafeEyes.com). Both have a monthly or annual fee.
  - Filtering: CovenantEyes (above) has limited filtering. Also: [www.NetNanny.com](http://www.NetNanny.com); [www.CyberSitter.com](http://www.CyberSitter.com); [www.CyberPatrol.com](http://www.CyberPatrol.com); or [www.SeeNoEvil.com](http://www.SeeNoEvil.com).
- Old sites or information that has been removed or changed: [www.archive.org](http://www.archive.org)
- Keep programs updated. Microsoft releases updates on the 2nd Tuesday of each month for Windows.

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## Miscellaneous

- Microsoft Windows 7 (follows Vista) will come out in 2011. Windows XP no longer sold as of June 30, 2008, but still supported until Windows 7.
- Compatibility pack for using MS Office 2007 with Office 2003:  
<http://www.microsoft.com/downloads/>
- For MS Office 2007, a useful site with 2003 templates to learn 2007 is:  
<http://office.microsoft.com/en-us/help/HA101491511033.aspx>

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## Miscellaneous

- Blogs:
  - Sponsored blogs such as the University of Illinois ([www.farmgate.uiuc.edu](http://www.farmgate.uiuc.edu)), or news blogs (almost everywhere)
  - Start your own using one of several blog sites, including Blogspot ([www.blogspot.com](http://www.blogspot.com)), Blogger ([www.blogger.com](http://www.blogger.com))
- Other fun/useful programs/sites
  - Map programs Mapquest, GoogleMaps, or YahooMaps.
  - Satellite views: GoogleEarth.
  - YouTube
- Browsers:
  - Internet Explorer version 7 (Microsoft)
  - Mozilla Firefox (version 3.0 per June, 2008)
  - Netscape
  - For Apple, Safari browser 3.0

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## The Final Word

- Lots of info available on the internet
- Efficient internet use:
  - Find a limited number of useful sites
  - Information aggregation: RSS feeds
  - Search and navigation skills
  - Appropriate software
- AgManager is an important agricultural site



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