

Web 2.0 Goes Global Teachers Guide

Relevant National Content Standards for Entrepreneurship

E	Digital Skills Understands concepts and procedures needed for basic computer operations
Computer Applications	
E.11	Demonstrate basic search skills on the Web
E.12	Evaluate credibility of Internet resources
E.17	Explain the nature of e-commerce
E.18	Describe the impact of the Internet on business

The Targeted Teaching Topic in the August 2006 issue of Nebraska E-News Monthly is based on new developments in e-commerce that are occurring globally. Although Americans may think they dominate the Internet and e-commerce, it might be a good idea to not get complacent or arrogant. Either of those traits often qualifies businesses for the trash heap of failure, and the same could happen to U.S. e-commerce ventures if we don't continue to innovate, create, and sustain new and profitable businesses through the web.

Whether you are an adult or teenager, the web can be a business tool, but it's incredibly important to keep safety uppermost in your mind. As an entrepreneur, you don't want to do anything that is unethical, immoral or illegal. As a web surfer or a content creator, it's imperative to keep safety of information (and your personal safety) uppermost in your mind. Just as when you are walking on any city street or driving on the highway or just around the neighborhood, using the internet for commerce or personal business means being vigilant, aware of safety issues, and using common-sense and the advice of knowledgeable web users (parents, educators, others you trust).

Reminders about Safety on the Internet

- 1. Keep Your Identity Private** –If you're in any type of public forum, avoid giving out your full name, your mailing address, your telephone number, the name of your school, or any other information that could help someone determine your actual identity. The same applies to your family and friends.
- 2. Never Get Together with Someone You "Meet" Online**
- 3. Never Respond To E-Mail, Chat Comments, Instant Messages or Other Messages That Are Hostile, Belligerent, Inappropriate or In Any Way Make You Feel Uncomfortable**
- 4. Talk with your Parents and Your Teachers/Instructors about Their Expectations and Ground Rules for Going Online**

It's important that you and your parents/teachers/instructors are on the same "channel" when it comes to your online activities. Discussion should center on when you can go online, the length of time it's appropriate to be online, and what activities are appropriate for you to do online. "When you're online in any kind of a public forum, you're out in public and anyone can read whatever you post. You should never post anything on the Internet that you wouldn't want known to the public at large."

Adapted from *Teen Safety on the Information Highway* by Larry Magid, Revised 2004, a publication of the National Center for Missing and Exploited Children

Probing Questions

1. How much time do you spend per day on the Internet?
2. How much of this time is spent:
 - a. Networking with others?
 - b. Searching for information?
 - c. Shopping?
3. What sites do you think are best for each of these categories (and that you feel are safe and are/should be ok with parents/educators/others?)

Activity

1. Using a site that meets the criteria of safety, ethics, appropriate content, and “coolness” factor, how could you modify or adapt the concept into a viable e-commerce site for another country or the U.S.?
2. Justify your idea in writing as you would have to do in a business plan. Write a 2-3 paragraph executive summary of your e-commerce site idea, identify whether you believe it is an entirely new idea/concept, and why/how you think it would be profitable. If it's not a totally new idea/concept, cite similar web sites and tell how yours would really be different or unique.

Reference Sources: *Teen Safety on the Information Highway* by Larry Magid, Revised 2004, a publication of the National Center for Missing and Exploited Children, http://www.safeteens.com/safeteens.htm#The_Web0