

A range of **handheld devices**, from mobile phones, tablets, and e-readers to game consoles, primarily used as personal, interactive, Internet-enabled and user-controlled portable platforms that allow interconnected users to exchange personal and nonpersonal information (Wei, 2013).

Mobile Devices Operating System

iOS - used in **apple devices** such as the iphone and ipad.

Android - an **open source operating system developed by google**. Being open source means several mobile phone companies use this OS for free.

Symbian - the original smartphone OS; used by **Nokia devices**.

WebOS - originally used for smartphones; now used for **smart TVs**.

Assistive Media

It is a **nonprofit organization founded in 1996 in Michigan, USA. It was founded by David H. Harvey**. The organization was the first internet-based reading service for persons with visual and reading impairments. The produce and publish voice-recorded written materials on cassettes, cds, and in the internet.

Lesson 2: Online Systems, Functions, and Platforms

Platform - a “platform” is a system that can be **programmed** and therefore **customized** by outside developers – users – and in that way adapted to countless needs and niches that the platform original developers could not have possibly contemplated, much less had time to accommodate.

The key term in the definition of platform is “programmed”.

“If you can program it, then it is a platform. If you can’t, then it is not.”

--Marc Andreessen--

Online Platforms in ICT

It makes it easier for users to interact, to collect, and use the data from the user’s interactions for their own particular needs.

Online Platform Categories

- A. Search Engines
- B. Communication Services
- C. Payment Systems
- D. Advertising Platforms
- E. Creative Content Outlets
- F. Social Media

A. Web Search Engines

It is a software system that is designed to search for information on the World Wide Web (WWW). The search results are generally presented in a line of results referred to as Search Engine Results Page (SERPs). The information may be a mix of webpages, images, and other types of files.

Browser and Search Engines

Browser - The web browser is an example of application software that is developed to retrieve and view the information from web pages or HTML files present on the web servers. Example: Mozilla Firefox, Google Chrome, Internet Explorer, Opera Browser and Safari.

Search Engine - A search engine is a kind of website through which users can search the content available on the Internet. For this purpose, users enter the desired keywords into the search field.

Top 10 Search Engines (2016)

1. Google
2. Bing (Microsoft)
3. Yahoo (No. 1 email provider)
4. Ask.com (Ask Jeeves)
5. AOL.com (America Online)
6. Baidu (China)
7. Wolframalpha (Computational Knowledge Engine)
8. DuckDuckGo (simple)
9. Internet Archive (histories of a domain)
10. ChaCha.com (similar to Ask.com)

B. Communication Services

These are outsourced enterprise communications solutions that can be leased from a single vendor or provider.

A **Communications Service Provider (CSP)** is a **provider that transports information electronically and can encompass public and**