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Establishing a Web presence: An introduction to HTML

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Establishing a Web presence: An introduction to HTML

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The last few years have seen an explosive growth in the use of the global information infrastructure (GII) in academia. This is especially true of the world-wide-web (Web), which is an Internet service that provides an easy-to-use interface to hypertext-based information. Applications of this technology have influenced virtually every aspect of academia including teaching, curriculum, research and administration and have provided tremendous opportunities for innovation.

Opportunities to improve teaching and learning effectiveness include the delivery electronic delivery of material to students, such as course syllabi, assignments and cases. Existing courses have been modified to include topics related to the GII and new courses, such as electronic commerce, are being developed. Research uses include disseminating findings of current research and using the Web for data collection. In addition, these emerging technologies offer a fertile ground for conducting research. Finally, these technologies are being used in numerous administrative activities including, publicity, recruitment (students and faculty), and applications processing. In addition, global repositories of electronic information, such as ISWorld Net <http://www.isworld.org/isworld.html>, are being developed.

However, to take advantage of the opportunities offered by these technologies, IS educators and professionals must first understand these technologies. A series of electronic tutorials is being developed to facilitate this learning. These tutorials are available at the following URL: http://www.cba.bgsu.edu/amis/smagal/tutorial/

The first tutorial, An Introduction to the World Wide Web, was presented at the Inaugural Conferences of the AIS in August, 1995 (Pittsburgh, PA.). This is the second tutorial in the series. The purpose of this tutorial is to introduce the participants to the hypertext mark-up language (HTML) and to provide them with the capabilities and skills necessary to create and deliver information via the world wide web.

The key learning objectives of this tutorial are to:

1. understand the concept of hypertext,

2. understand basic to intermediate HTML tags,

3. be able to create HTML files,

4. be able to place HTML files on WWW servers

5. understand the key issues related to the use of HTML an the WWW to deliver information.