

Analysis of the Type of Information Society Website

Wang Zhenghong

Department of Computer Science and Technology,
Beijing Institute of Technology
Beijing, China
wzhwzh@bit.edu.cn

Li Xiaoping

Beijing Institute of Technology
Beijing, China
lxpmx@x263.net

Abstract—Rely on the development of information technology, information industry has become an important symbol of the information society. The information industry is the electronic information industry to provide information products and information services. This article through the analysis of the current mainstream sites, and the basis on Maslow's hierarchy of needs the type of site is a community, blog, video (photo) to share the conclusions of the online media.

Keywords- information products; site; Masow's hierarchy

I. INTRODUCTION

Science and technology is a powerful weapon, especially a number of major scientific and technological development of human understanding of the world and change the world revolutionary progress of human society. Since the 1950s, the combination of computer and communications technology enables IT to become a decisive force in the development of human society. Rely on the development of information technology, information industry has become an important symbol of the information society. The information industry is the electronic information industry to provide information products and information services.

II. CHARACTERISTICS OF INFORMATION PRODUCTS

Information product is the condensation of human labor. Information as the product is constituted by the two parts of the information content and the information carrier.

The information content of the information carrier is two indivisible aspects of information products. No carrier, also there is information, not to mention the information products; no information exist independently of the carrier can only be referred to as a material product, rather than information products.

A. Risk

B. Share

If you have an idea, I have an idea and we exchange, each person on each of the two ideas. This shows that the information shared. The sharing of information, including unpaid share and paid share both cases.

C. Social

Information products as a pool of human labor, and social. With the development of modern society, the entire human life is more dependent than ever on society as a whole. Scientific studies have shown that, in the isolation of the people even if there is plenty of material life protection,

will become extremely upset, even irrational. The founder of cybernetics, Wiener said, information society adhesive.

D. Targeted and effective

E. Dependent

Any information products must have corresponding material carriers as an indispensable part of the information to be attached to material products, and passed as an intermediary material products.

III. THE MAIN WAY OF INFORMATION SERVICES

The information service is the starting point and destination of information management activities, is an important part of the information management studies and field, an activity of different ways to provide the necessary information to the user.

A. Information retrieval service

B. Information reporting and publishing service

C. Information consulting services

D. Network Information Service

IV. SITE STANDARD

The website is a form of the Information Society of Information Industry, the website should provide information products and information services to the community. Only able to provide high-quality information products and information services websites in order to become a good website.

Information products and information services standards what is it? To answer this question, you need to look at Maslow's hierarchy of needs:



Figure 1. Maslow demand chromatography theory

The website is an extension of the human activities, the site exists is because of its ability to meet the needs of mankind. Because the relationship of the site's properties, it is mainly to meet the needs of the human sense of belonging and love, self-esteem needs and self-actualization needs. The conclusion is that if a site is better to meet the advanced needs of the people, then this site should be a good site.

Maslow's hierarchy of needs is one of behavioral science theory. It is put forward in the paper by the American psychologist Abraham Maslow in 1943 in "the human incentive theory". Maslow's theory divided demands into five categories that are physiological demand, security needs, attribution and love needs, respect needs and self-actualization needs, the lower level to the higher level arrangement in turn.

(1) Five needs are like a ladder from low to high, according to the level ascending step by step, but this order are not completely fixed, can change, also have a variety of exceptions.

(2) The demand level theory has two basic starting point, The first is everyone necessary, after a layer need obtains satisfy, then another layer need appear; The second is before a variety of need unearned meet, first to meet urgent needs of all; after his need meet, the back of the need to show the incentive effect.

(3) Generally speaking, a certain level of need relatively satisfied, will develop to higher level, the pursuit of a higher level of need becomes driving behavior of the power. Accordingly, the needs of getting basic satisfy will no longer is a motivating force.

(4) Five kinds can be divided into two levels, physiological needs, security needs and emotional needs of all belong to low level needs, these need can be satisfied through the external conditions; And the respect of the needs and the needs of self-actualization is senior need, they are through the internal factor to meet, and a man with a respect and self-actualization needs are endless. The same period, a man may have several needs, but every time there is a kind of need to dominate, to play the decisive role behavior. Any kind of need will not disappear because of the development of higher level need. All levels of need to rely on each other and overlap, after high-level needs development, low levels of need still exist, only to the extent of the behavior that influences greatly decreased.

(5) Maslow and other behavior psychologists agree that most people need hierarchy in a country is related with the country's economic development level, the development of science and technology level, culture and people's education to the extent. In underdeveloped countries, the number of dominant proportion of physiological needs and security needs are larger, and the number of senior need take smaller proportion; in developed countries, is just the opposite.

The basic meaning of every level needs are as follows:



Figure 2. All levels needs

V. THE TYPE OF SITE

In a sense, how many kinds of human needs, website, there are many types? But human beings are not all needs be said clearly. With the progress of society, there are a lot of new demand is created which has contributed to the emergence of many new sites.

No.	Site name	Type
1	Facebook(facebook.com)	Social networking services
2	Google(google.com)	Search engine
3	YouTube(youtube.com)	Video sharing
4	Yahoo! (yahoo.com)	Search engine
5	Baidu.com(baidu.com)	Search engine
6	Wikipedia(wikipedia.org)	Encyclopedia
7	Windows Live(live.com)	Integrated service platform
8	QQ.COM(qq.com)	Online media and information services
9	Twitter(twitter.com)	Social networking and micro-blog service
10	Amazon.com(amazon.com)	Online Shopping Mall
11	Blogspot.com(blogspot.com)	Blog
12	Google India(google.co.in)	Search engine
13	Taobao.com(taobao.com)	Online Shopping Mall
14	Yahoo! Japan(yahoo.jp)	Search engine
15	LinkedIn(linkedin.com)	Social networking services
16	MSN(msn.com)	Online media and information services
17	sina.com.cn	Online media and information services
18	google.com.hk	Search engine
19	Google(google.de)	Search engine
20	Bing(bing.com)	Search engine

Figure 3. The current world top 20 sites(cutoff 20120903)

In the world top 20 site, type statistics are as follows:

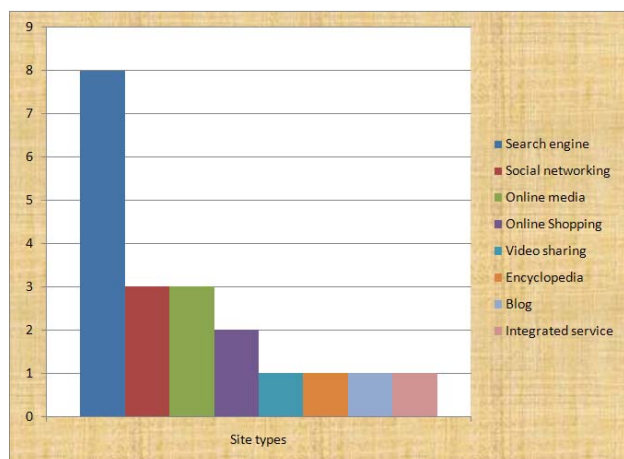


Figure 4. Site types

The search engine is the entrance of the network, able people to find what they want, and provide services for the Internet. Meet the needs of search engine depends on the users search for specific sites. Such as search social networks, and then to meet the needs of more advanced.

Social networks, blogs, video sharing to meet the demand for high-level human, we are able to gain a sense of belonging / love, self-esteem, self-actualization needs.

Online media to get a sense of belonging / love, self-esteem needs.

VI. CONCLUSION

The world's top-ranking website is good to meet the senior human needs. Network in the form of the human high-level requirements are met: social networks, blogs, video sharing, photo sharing, online media, encyclopedias.

Like Google, Bing, Baidu such sites focus on the search engines, but they are a search engine as the basis for expansion, to provide users with more services through innovation, at the same time, these new results to meet the advanced needs of the user. Baidu library, Baidu, Baidu Encyclopedia, Google Docs, Google album and so on.

It can be said, the connections to the web search engine (Google, baidu) and connect people SNS (face book) are the two major infrastructure of the Internet. Community, blog, video (photo) to share online media is the main form of the site, is also the most important form.

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