

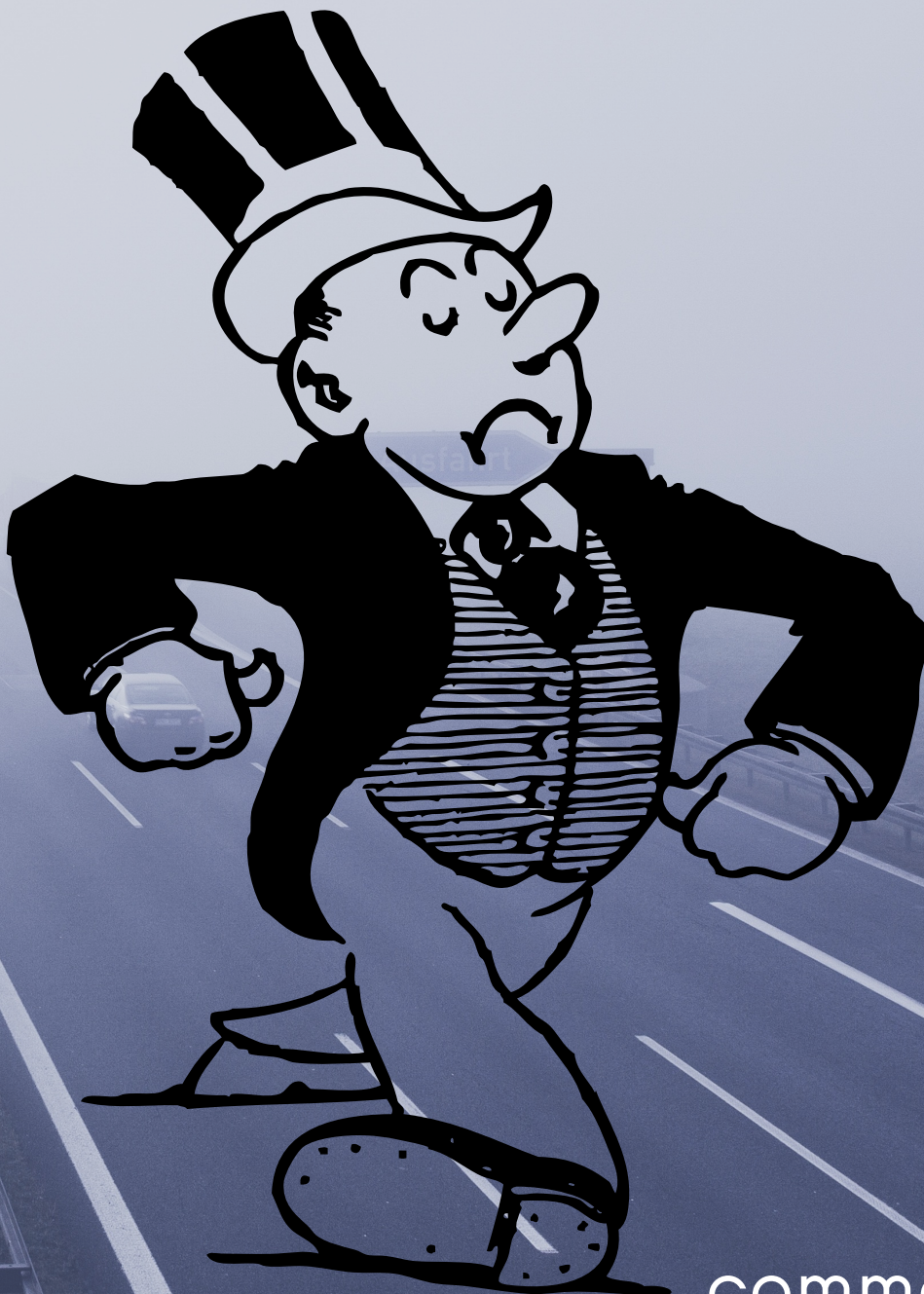
TECH

FOUNDERS' 2021 EDITION

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commercialisation
of the internet

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EDITOR'S

Dear reader,

Bill Gates said, "The Internet is becoming the town square for the global village of tomorrow". This could not be more apt in today's day and age.

At present, the internet is undergoing a major paradigm shift. It is transitioning from merely a search engine or email service platform, to the hub of all activities and facilities: schools or offices, shopping malls or social platforms. The Internet is the new normal for getting business transacted. Consequently, this edition's theme is Commercialisation of the Internet.

Once limited to tech-savvy users with access to networked computers, the Internet has now become a fundamental part of nearly everybody's life, often being compared to electricity, the utility of the 21st century. More than 7 lakh new users join the Internet every day.

However, the very features that make the Internet so useful have begun to threaten the core values of collaboration and honest sharing of knowledge, that the Internet was built on. Cybercrime is rising like never before as our world goes digital. To illustrate this, we conducted a survey on Internet scams that we hope you'll find instigating.

Marketing techniques such as targeted advertisements, or small-scale commercial uses like small businesses have also been discussed. We have included a list of Welhamites who run their own social-media-based small businesses too.

The steep growth of the Internet has far surpassed the expectations of everyone in the industry. Originality is difficult to verify, and fake news is an international concern. With all of this, maintaining the authenticity of content becomes vital. In the magazine, we talk about provisions such as copyrights and patenting of ideas in detail.

The articles contain carefully curated content that we hope will have something of interest to all our readers and followers. We're pleased to bring to you the third online edition of The TechKey!

Happy reading!

Ananya Gupta and Eishani Purohit
Editors-in-Chief

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ONLINE SHOPPING

need to queue up or search a store for a specific item. On the Internet, you can usually find a wide range of products in one place and save a lot of valuable time.

The online shopping landscape has changed, not only due to the increasing adoption of e-commerce, but also due to an increase in the number of merchants offering their goods on the Internet, with this practice in demand. COVID-19 also forced many other retailers to try this method as a survival measure.

Even if online shopping has become a strange routine, it is here to stay, and grow. Online shopping has been impelled by our nature and compelled by our necessities. What better way to pass the time when you can simply scroll through any one of so many famous online shopping sites?

How many times have you clicked "Checkout" to finish a transaction in the last few months? It's probably a lot, based on the rise in Internet-based purchases during COVID-19. As the pandemic persists, we have relied on e-commerce to get items to our doors in a frictionless and timely manner.

When purchasing online, consumers buy goods, services, and other items directly from sellers over the Internet without the need for a middleman. Shoppers can access web providers from the comfort of their homes. Online stores are typically available 24 hours a day, and many consumers have Internet connections at

both work and home. As a result, they find online buying to be extremely convenient.

One of the most attractive aspects of online shopping, especially during the holiday season, is that you do not



THE AGE OF DIGITAL PIRACY

Piracy is a massive underworld of ninja-like hackers that profit from blowing up mainframe computers. Although this is a complete hoax, the part regarding the underworld is accurate. There are two categories of people/groups who release movies, music, and other media to the public.

Since the widespread availability of internet access, piracy has posed a significant threat to intellectual property rights. Currently, 31.5 percent of media viewership comes from illegal downloads or internet viewing of movies and TV shows. From the time a pirated copy is initially placed online and downloaded, an organized hosting and distribution process, comprising of a network of agents who profit from their unlawful behavior in various ways, goes into action, making piracy a lucrative industry. The protection of commodities is currently threatened, resulting in a considerable divide between producers and consumers.

Almost 70% of customers do not consider piracy to be an issue, and it has become so ubiquitous that online piracy consumed

approximately 22% of all global internet bandwidth in 2011. Why has this type of unlawful behaviour gained such traction, and why is it being attacked so fiercely?

The idea of a world wide web where digitised versions of protected objects may be transferred from peer to peer was not even considered when copyright was established. Copyrighted data is becoming increasingly difficult to protect in today's society, which is dominated by the internet. Digital technology made sharing simple, and the concept of peer-to-peer sharing expanded once it was established. Without going into great detail, the capacity to safeguard digital data became nearly nonexistent with the invention of a system that allowed computers to interact with each other and send massive amounts of data across long distances. There was no longer a way to know if someone copied a file, or put it on a CD.

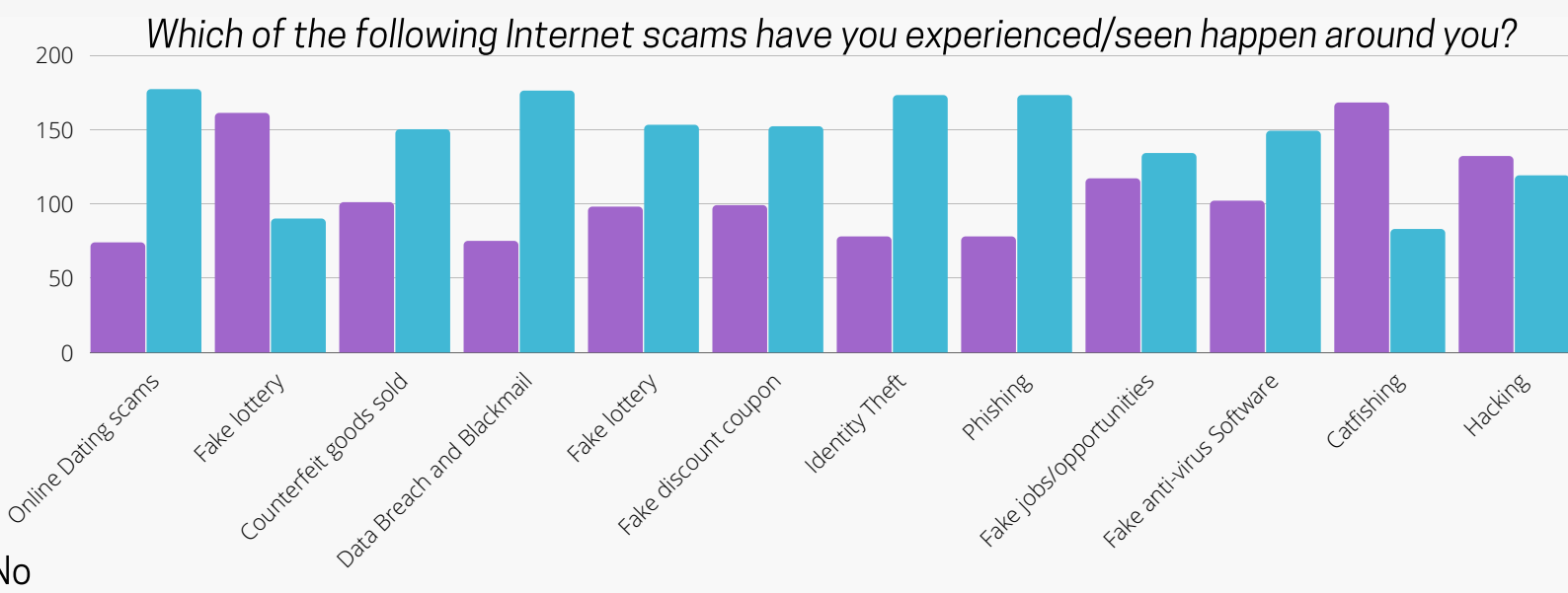
There are a variety of reasons why you should avoid visiting pirated websites.

The greatest danger comes from giving untrustworthy people access to your personal information. When you download or stream pirated content, you're letting pirates bypass your computer's, mobile device's, and network's security measures. You're telling your firewall and security software that pirates are welcome and that they can send whatever they want. Infecting your devices and network with malware is quite simple for a pirate. Therefore, to protect your information and security stay far away from pirated sites.

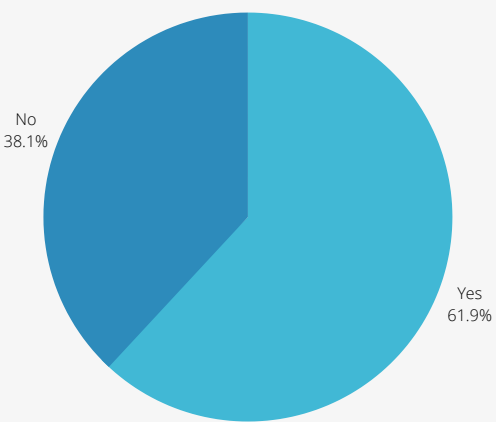


SURVEY ON INTERNET SCAMS

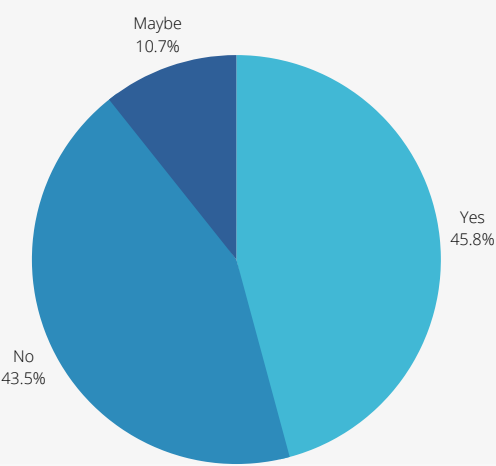
Simply put, internet scams are cyber fraud - when criminals on the internet, deceive people for personal information, bank account details, etc. These can happen in a myriad of ways - ranging from fake SMS messages to random URL links - in numerous disguises. However, we can avoid falling prey to these scams by gaining a thorough understanding of them. To do so, we surveyed over 500 people of different age groups. We have summarised our insights in this article. Over 90% of them reported using the Internet more than five times in one day and most claimed to know the most about Fake accounts on social media and the least about Phishing.



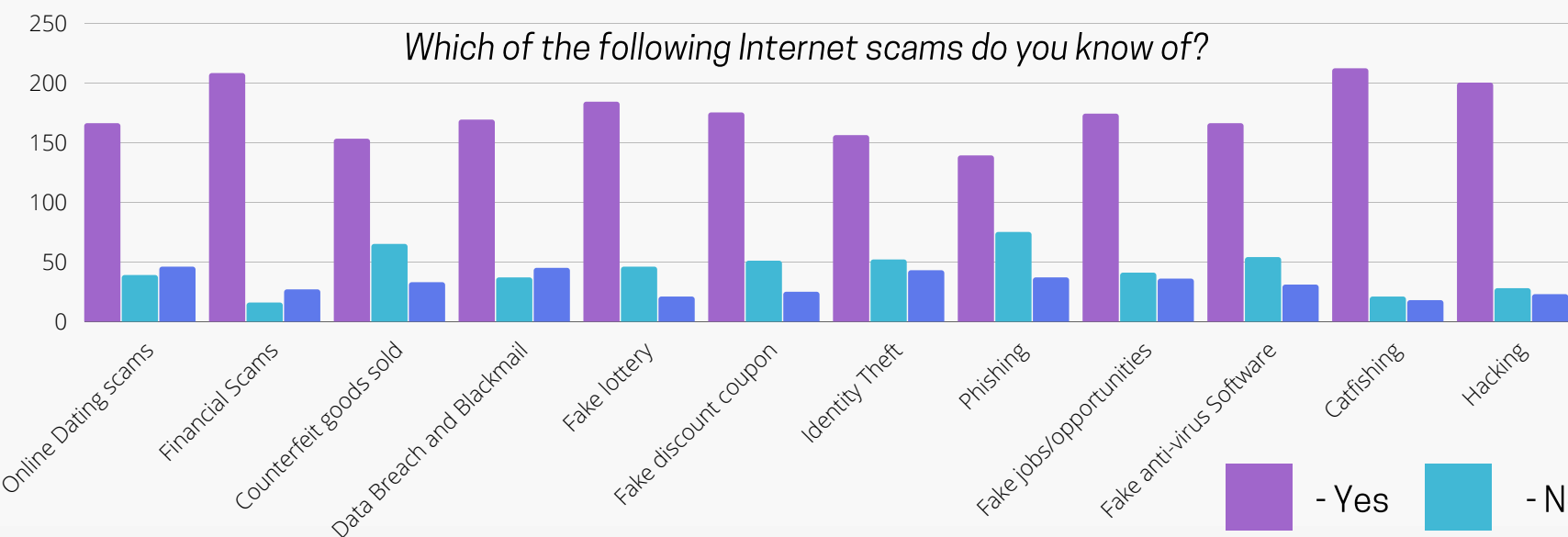
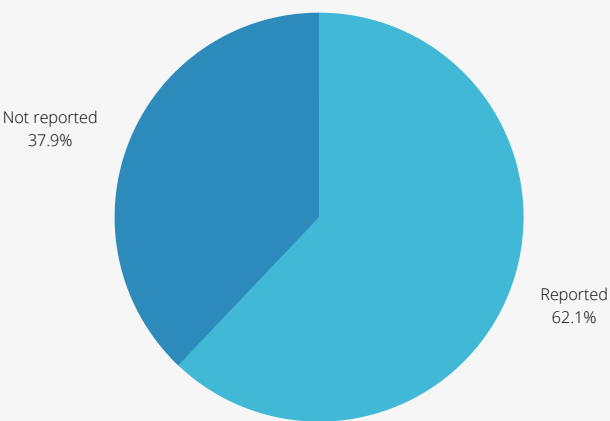
62% of the people we surveyed said that they knew what an internet scam was.



It is quite alarming to note that almost 46% confirmed having encountered an internet scam.



Unfortunately almost 38% of scams actually never end up getting reported.



We are often tricked by cyber-criminals because of our lack of awareness about their tactics. To become more cyber-aware, remember to never open a random link or attachment from a sketchy, suspicious source. Another catch is that authentic mails mostly have the same mailing, billing, and IP location address; if these don't match it is likely that you have encountered a scam. You should always cross-check before proceeding with any transactions as well. Be on the watch out for phishy site names (pun intended), trust your instincts, and never let your guard down - even on the internet.

Made with Memetic

NFTs, or Non-Fungible Tokens, are now the most enigmatic crypto trend. These blockchain assets are made up of unique, non-exchangeable, or reproducible blockchain addresses that are assigned to songs, photos, or movies. Like a trading card, these addresses can be bought, traded, or swapped. For some time, NFT sales of artwork and sports clips have been making news, but memes are the new hot subject in the NFT market.

Within the meme phenomenon, several images and video snippets have grown to international comedy renown after being adapted and re-adapted on the internet for the pleasure of viewers. Many of the photographs that have become viral memes include ordinary folks whose portraits have struck a chord with internet users.

NFT MEMES



OTHER MEMES



The person who arguably kicked off the recent "gold rush" was Chris Torres, the creator of the pixel art "Nyan Cat," who sold his creation for roughly \$580,000, according to The New York Times. The meme NFTs do not imply the meme creator, nor does the buyer "own" the meme-like copyright, and therefore cannot prevent the spread of the use of the meme, according to Decrypt, a website that covers cryptocurrency. The NFT is more like a digital autograph from the meme creator, Decrypt reported, certifying authenticity — like an autographed baseball card. This makes it more accessible and convenient to use. Today, it is more common than you would imagine. Twitter users, who are merely fourteen years of age are selling their memes online to earn money. You too can sell an NFT you minted to join this mad gold rush of the internet.



Google Pay

Paytm



GooglePay, or GPay, is a digital wallet platform and online payment system, to power in-app, online, and in-person contactless purchases on mobile devices. It was launched earlier as only a digital wallet but was later re-branded as GPay, to tap the ever-growing UPI payment markets in India.

In addition to payments, the service also supports passes such as coupons, boarding passes, movie tickets, loyalty cards, car keys, etc.

GooglePay combines the two former products - Android Pay and Google Wallet into one and communicates between the payment making mobile phone and the Point of Sale, or POS terminal. In India, it uses the UPI (Unified Payment Interface) technology to provide smartphone to bank account connectivity to its users.

Payments are made instantly through this and can be made from mobile to mobile (wallet method), bank to mobile or mobile to bank account. Because of its ability to directly make transactions with bank accounts, the receiver of money does not even need to have a GPay wallet, which is both convenient and a potential source of risk and fraud.

V/S

Since 2010, when PayTM was made, it has evolved as a sophisticated mobile payment application with a recorded 250 million users, in the mere extent of 11 years and a capacity of 5000 transactions per second. It has now become the largest online payment e-platform in India and allows users to transfer money to anyone using the PayTM wallet at zero cost.

Unlike GPay in which the money gets deducted directly from your bank account during payments, PayTM offers a wallet and a UPI facility along with the benefit of making payments via credit card or debit card, and as well as Net Banking. It is a secure and RBI-approved digital/mobile wallet that you can use for multiple purposes and can utilise for any kind of consumer payment. You can add money to the PayTM wallet through UPI, internet banking, or credit/debit cards. Also, you can send money from a PayTM wallet to another person's bank account or even their PayTM wallet.

Another huge advantage of PayTM is that it is cashless and better for digital payments and even is much safer than GPay as you do not have to pay through the bank directly.

P U ₹ C H A S I N G P O P U L A ₹ I T Y



Is it even legal to
sell Twitter
accounts?

In recent years, millions are using Twitter as a source to vent. Twitter has become a platform for people from many walks of life. Today, it is one of the most successful and fast-growing businesses of all time. Ranging from football Twitter to the 'woke' Twitter, it helps you to target a diverse group of people. But with fast-growing businesses, there are always ways for you to make an income.

Twitter handlers have been selling their Twitter accounts for thousands and thousands of dollars now. Yes, you read it right, but is it legal? Buying and selling of Twitter accounts is not only illegal, but it is also questionably immoral in a lot of circumstances. Twitter's service explicitly states: "Attempts to sell, buy, or solicit other forms of payment in exchange for usernames are also violations and may result in permanent account suspension." This does not seem to have stopped them from changing hands, though.

You may think just because you have 9 followers on your Twitter, your Twitter is of no value. The true value of a handle ranges from \$30 to even \$75000. Everything has a price, even the top Twitter handles, and if somebody does not want to sell then they may be forced to relinquish their account. It's the same across all of social media.

So, the million-dollar question arises, is it worth buying a Twitter account? It's probably well worth buying an account. Of course, you can also grow your Twitter account legitimately. What do you think will happen when you buy a Twitter account and don't know how to use it? You'll watch your audience disappear and your investment evaporate. There are many pitfalls too keeping that in mind you shall proceed.

INTERPRETATION OF SOCIAL MEDIA

"Social media is a channel of getting news for me. Sometimes it becomes a method for me to know what is going in my son's life. They have become so immersed in social media that now, I only have to look at my Instagram account to know what my son is up to. Social media has also helped me build connections with various other parents."

- A 35 yr. old parent

"Social media is a way of getting new ideas and points of view on various matters around the world. Social media influencers also help me pick and plan my next vacation destination. Social media helps me in connecting with others online."

-A 23 yr. old person



"I don't really know much about social media. I recently asked my son to make an account for me on Instagram. I am still learning how to operate it but it feels nice to see the happy moments of my grandchildren through their posts. It has also helped me reconnect with some of my old friends."

-A 65 yr. old grandfather

"A small girl scribbles the year 1800 in the letter to her father."

"1900, a young boy makes a phone call to his mother from the city."

"An employee sends her resume via email through Yahoo dated 1975."

"An engineer sends a text message, to his friends in 1994."

"In 2004, Mark Zuckerberg creates the first Facebook profile."

Today millions of people use the same platforms to share their journeys. But what would the young girl writing a letter to her father think about Instagram? What would the boy calling his mother think about Facebook?

"Social media is a way of 'sharing and connecting'. It is a way to enjoy sharing my opinions with a larger audience and help a cause. The feeling of butterflies creeps in my stomach when I get likes on my post. I feel connected and inclusive when someone tags me in their post or I like someone's post. It excites me when the followers increase on my account."

- A 16 yr. old teenager



own your MOVES

TikTok is essentially the app of lockdown, and has given everyone a creative platform to share their video content publicly, whether it be a dance, a funny cat video, or a joke. It holds the power to make young artists into big hits. However, on the flip side, sometimes, content creators do not get credits for the choreographies or content created by them.

For instance, Jalaiah Harmon, who created the dance choreography for the smash-hit Renegade. She posted a video of herself doing the dance on TikTok and to her surprise, the dance went viral. Despite this, she was not able to reap the benefits of more views and followers in the form of collaborations and sponsorships. It is not just Harmon who has had her work lifted. Numerous creators were disheartened to find their moves stolen as well.

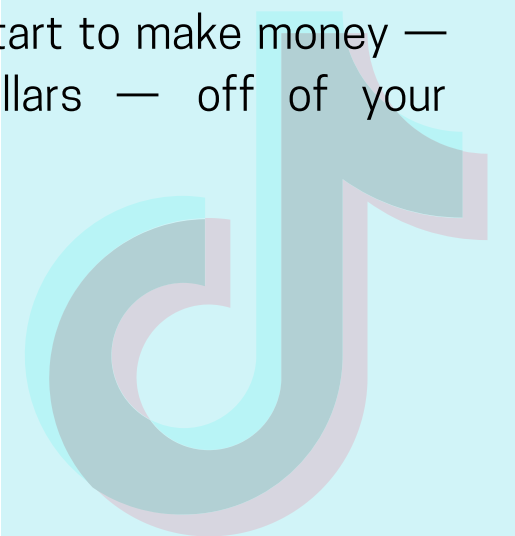
Recently, a dinner was hosted by Logitech officials, and celebrity choreographer JaQuel Knight, to help 10 BIPOC (Black, Indigenous, and People of Colour) creators secure copyright for the viral dances they had created.



The copyrights were submitted through the creation of labanotation, a method that is used for writing down dance steps. TikTok creator Keara Wilson was one of the first people who were victorious in copyrighting her chart-topping #SavageChallenge choreography, recreated by millions of people.

The JK foundation, started by JaQuel Knight, is a place of support for dancers to put the power back into their hands and to influence the artists of the coming generation to build a community that supports each other. His motive and vision was to respect choreography in the same way music is respected in the industry.

As Knight said, “If you’re creating a move, it becomes the street’s, it becomes the culture, it becomes the people’s move. The issue comes in when people start to make money — millions of dollars — off of your sequence.”



"CAN'T STEAL THE MUSIC"

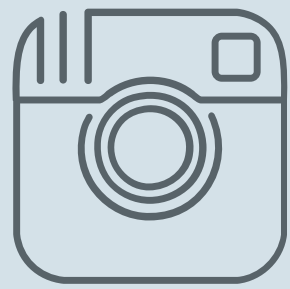
Good music creates an overall environment but everything comes with a charge. To play any popular song in public one needs to get permission to do so because of copyright issues. The rights of any music are in the hands of the official company that produces it. Any kind of infringement gives them the liberty to take any action against whoever is involved in its illegal use. Companies hold patents for the work they create, and the exclusive rights to disseminate and reproduce the work are included in these patents. It also includes the licensing rights, which in return allows the owner to earn royalties for their work being put to use by others.

The circulation or distribution of copyrighted work is considered unlawful under the Digital Millennium Copyright Act. It could result in severe punishments if established guilty. A sentence of up to five years in jail or charges ranging up to \$150,000 per file, or both can be levied onto the conspirator depending on the level of crime.

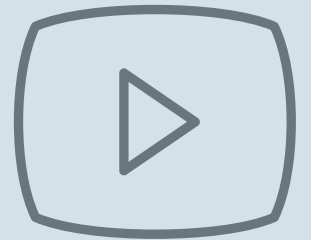
The government and music labels have consistently pushed the idea that downloading or listening to music on the Internet without paying for it is stealing. The law is all that remains for these labels, especially with the US government's willingness to protect copyright laws, as they apply to recorded music too.

The modern music industry is simply not conceivable without the copyright regime, flaws and all, and developing countries will be unable to fully reap the benefits of people's creativity and abilities in the audio-visual sector until they create this system.

Given the importance of specialised assets, the amount of market uncertainty for the product, and the large role played by TNCs in the music sector, there are many other policy difficulties involved in creating and consolidating nascent cultural industries.



EARNING A LIVING FROM SOCIAL MEDIA



Social media - a platform to share ideas and connect with others. Billions of people migrate to social media every day. But, what a lot of people don't know is that there are more opportunities for money-making on this platform than we might recognise. In fact, social media can be fairly lucrative.

Social media streaming platforms like Facebook, YouTube, Twitter, Instagram, Twitch, and Snapchat are now allowing everyone to advertise and promote their products and/or services. Many people resort to social media to promote and expand their start-ups or small businesses. This is a very direct way of making money from social media. Similarly, the second would be to produce exclusive content, accessible only to followers who pay a monthly subscription via a membership platform. You could join an influencer marketing program. These connect brands with influencers and give them a platform to earn. Once you have your fanbase and the minimum viewers for Google

monetisation, you can look for brands who are willing to sponsor or support you, although in most cases brands reach out to the individuals and pay them to talk about their products.

Furthermore, writing a blog and selling your products, in the forms of e-books, courses and even mentoring, by using social media as a key platform is a great way of earning money. You could also review affiliate products. Companies seek out reviews from other people/companies and pay them for good ones. Another way of earning money is by monetising your hobbies. For example, in 2010, after losing his job, Brandon Stanton (the creator of Humans of New York), began to take candid photographs of people on the streets of New York and post them to Facebook. Self-taught, Brandon took photos that reflected his passion, and these photos quickly began to gain traction on Facebook. He acquired over 12 million Facebook likes and now has a rich social media career.

Targeted Ads

We all have blindly pressed the 'Allow Cookies' button innumerable times while visiting a new website. Although most cookies are used by websites to enhance user experience, permitting third-party access to your cookies may result in advertising companies gaining access to your browsing activity and presenting you with targeted advertisements. This brings us to the question, what actually is targeted advertising?

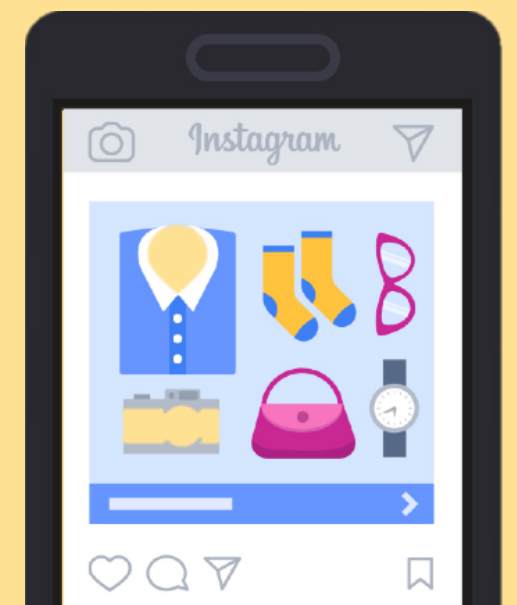
Targeted advertising is a type of advertising that goes beyond your age, gender, location and generates content based on your traits that align best with the product. It seemed cool when you were talking about the Gucci bag with your mother on the phone and suddenly your Facebook home screen was filled with the high-end brand's products, but what if I tell you, that technology has played a UNO Reverse card and the advertisements you view may affect your personality?

In a study conducted by researchers from Ohio State University, students were shown the advertisement of a Groupon (American discount coupon brand) for a restaurant. Results showed that participants who were told that this was a behaviorally targeted ad were more likely to purchase the product as compared to those who did not receive this information. Another study by the same group showcased that when participants were shown advertisements for an eco-friendly product, they considered themselves to be 'greener' individuals, and did take pro-environment steps such as donations, and product purchase.

The results of this study prove that such a tactic works only if the users are aware that the advertisement was specifically displayed to them as a consequence of behavioural targeting. This involves certain risks for the brands too.

Firstly, brands must understand the possible impact their advertisement may hold on the individual since they will begin to believe that they hold the traits being promoted. Thus, this is more suited towards brands that have a strong personality image. Secondly, brands must consider that their advertisements could possibly increase the individual's interest in the product and result in the money entering their competitor's pocket.

In another study conducted in 2017 by researchers from Columbia, Stanford, Cambridge, and the University of Pennsylvania, Facebook users were shown two different advertisements, based on whether the data collected on them reflected them as introverts or extroverts (pages they liked, personality traits).



A beauty product was marketed to extroverts with the tagline "Dance like no one's watching (but they totally are)," and to introverts with "Beauty doesn't have to shout." The results of this study too showed a higher engagement of those for which the ad was suited.

These two studies are only a glance into the array of possibilities under behaviorally targeted ads. According to a study by the University of California, our digital footprint today is so extensive that computers are more accurate at judging a person's personality than their friends or family. The age of blanket advertising has come to an end as we open the gates to targeted advertising.

The articulation of a passionate vision - a small business is a privately owned corporation that sells handcrafted goods. With the pandemic, more and more young individuals have been able to find the drive to monetise their creative genius. The internet has proven to be an asset in this endeavour. Social media sites have been largely effective in connecting clients to producers.

Most applications or sites have a feature that has wide appeal and can become a small business owner's gateway to a large consumer base. For example- at present, Instagram is being incredibly generous in promoting its 'Reel Feature.' Even a small business of 100 followers can get over 30k views on their reel.

Small businesses are constructed on the pillars of community and care. Business owners could figure out if they can strike up a product collaboration or cross-promo with a fellow small business owner. Other than this, audience appeal is imperative to increase the reach a page for a small business has. One could hop on to trends, maintain a good aesthetic, create product-related videos, and share testimonials from customers to get a higher reach.

Even non-small business-owning influencers – art accounts, blogs, etc. can apply some of these basic strategies to their social media handles.

- **Aakar (@aakar_by_ayushi):** a jewellery-based small business by Ayushi Agarwal (H-598, batch of 2022). The brand primarily focuses on polymer clay-based jewellery, and other accessories such as rings, barrettes, bead necklaces, etc.
- **Unica (@u.n.i.c.a)** by Anvi Mittal (W-453, batch of 2023)- an online store for handcrafted earrings and wearable art pieces.
- **The Handmade Cottage (@thehandmade.cottage)** by Rushali Mukherjee (ex O-062, batch of 2021) They provide earrings, necklaces, chokers, tote bags in the most beautiful packaging.
- **The Sub Rosa Store (@sub_rosa_store)** by Sanrik Chanu (ex W-482, batch of 2021) They Produce affordable handmade luxury products. They specialise in hair accessories - find the finest lush satin, crepe silk, or georgette scrunchies here.
- **Elysian (@...ely.sian...)** by Paridhi Gupta (B-546, batch of 2023) - offers customisable resin jewellery (necklaces, keychains, earrings, and more).
- **बिस्कुट (@bis._kut)** by Shivika Anand (W-149, batch of 2025) A dynamic supplier of home-cooked sweet goodies, बिस्कुट produces brown sugar cinnamon cookies, & cheesecakes.
- **Mridani (@mridani.madhubani)** in association with Nandini Jalan (H-214, batch of 2023) A patron of the Madhubani Art-form- Mridani produces several intricate goods from ties and kurtas to scarves and table-mats.

- **Sailicious (@...sailicious....)** by Sairra Rabani Rastogi (H-338, batch of 2024) is a home bakery set in Uttar Pradesh. They produce cakes, cookies, brownies, and cupcakes.





Welham Girls' School

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