

Study of Transaction on Multimedia in Internet

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ABSTRACT

In this paper we present about the transaction of multimedia in internet: survey report with special reference to Muzaffarpur district of Bihar. Multimedia refers to content that uses a combination of different content forms. This contrasts with media that use only rudimentary computer displays such as text-only or traditional forms of printed or hand-produced material. Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms. An individual multimedia designer may cover the spectrum throughout their career.

Keywords: Multimedia, Networking, MCS, Transmission line, MBone, CSW.

I. INTRODUCTION

Today, the Internet has become the most powerful tool for people around the world. With the advent of Internet, our earth has virtually reduced in size and has attained the form of a global village. The internet can be explained as a network of computers, designed to receive and send data in the form of e-mails, blogs, webcasts, etc. To put it simply, it can be likened to a super-massive server, armed with a plethora of information which is used by billions of people simultaneously. The internet is basically "a network that connects other, smaller networks". All modern technologies are connected by the internet, thereby leaving no stone unturned. This digital world can be playground for some and a battlefield for others.

The internet has paved a path for the transmission of ideas and information. The internet has become an indispensable business tool, which has helped bring the world closer. Receiving news from across the world, accessing knowledge resources, and shopping online are simply a click away. The Internet has tremendous potential and a lot to offer in terms of services. Internet has been perhaps the most outstanding innovation in the field of communication in the history of mankind. As with every single innovation, internet has its own advantages and disadvantages. Nonetheless, the greater magnitude of its advantages outweighs its disadvantages.

Internet is currently going through major changes and extensions to meet the growing need for real-time services from multimedia applications. There are

several protocols which are changing to provide integrated services, such as best efforts service, real-time service and controlled link sharing. The new service, controlled link sharing, is requested by the network operators. They need the ability to control the sharing of bandwidth on a particular link among different traffic classes. They also want to divide traffic into few administration classes and assign to each a minimal percentage to the link bandwidth under conditions of overload, while allowing 'unused' bandwidth to be available at other times.

The Internet was originally designed to support data communications. Most of the traffic initially included data such as emails and files. Voice traffic was served exclusively by telephone networks. As the Internet grew in terms of number of nodes, applications, and users, the need for multimedia communication over the Internet emerged. Animation, voice, and video clips are now common on the Internet. Multimedia networking products like Internet telephony, Internet TV, and Video conferencing are available in the market. In the near future, people will enjoy other multimedia products in distance learning, distributed simulation, distributed work groups, and other area. Video communications and videoconferencing have been a part of corporate life for decades. If already is a staple of executive conference rooms, and many larger organizations maintain in-house or contracted video capabilities for special events and presentations. Now, thanks to easy to use technology and affordable options, a wide range of employees-from executives to corporate trainers, customer service representatives, sales people and remote workers- are discovering the power of video interaction and collaboration. Since most communication is non-verbal, video collaboration fills huge gap that has long existed within organizations. Video enables managers, knowledge workers, salespeople and customer-service employees to better convey and understand information that is being shared within projects or engagements. As a result, new ideas can be acted upon

and turned around faster, and with a higher degree of quality and customer input.

II. MATERIALS AND METHODS

The present district of Muzaffarpur came into existence during the 18th century and is named after Muzaffar Khan, an Afghan revenue officer under the British. This study has shown that multimedia teaching has its positive effect on different types of achievement. There are many schools and colleges in the district. There are numerous government and private schools, affiliated to CBSE, ICSE and Bihar board for secondary and higher secondary studies. Institutions of higher education are Muzaffarpur Institute of Technology, Government Polytechnic, Sri Krishna Medical College and Hospital, B.R.Ambedkar Bihar University, Mahant Darshan Das Mahila Mahavidyalaya, etc.

The present study investigates the knowledge, perceptions and the utilization (transaction) of multimedia modalities in the fields of Internet in Muzaffarpur district. Here we mainly examined (i) Which type of Transaction are done on Multi Media? (ii) What are the problems faced by user during transaction? Such types of multimedia transaction and problem faced by user during multimedia transaction in above mention fields. The District Level Survey was initiated in 2019-20 with a view to assess the growing needs of transaction on multimedia by the user of Internet fields. The survey used two-stage stratified random sampling in rural and urban areas of the district. The multi-dimensional questionnaires were used in education, medicine, Internet and entertainment questionnaires. *Internet-*Information is based on data collected from different internet café, situated at Muzaffarpur district.

After visiting that places we distributed a questionnaire in common for all fields. A questionnaire focusing on the knowledge, attitudes

and transactions of multimedia in different fields like Internet towards multimedia was distributed to different institutions, Internet café which are situated in Muzaffarpur district. The survey was conducted during their starting of working hour and completed questionnaires were collected after end of their working hours.

III. TRANSACTION ON MULTIMEDIA IN INTERNET

Improving multimedia transaction to Internet field is one of the important ways to solve different problems in the common life of Muzaffarpur district. There is a serious need to expand multimedia transaction opportunities while implementing methods to improve the quality of knowledge and skills that personnel acquire. It is equally important to expand the opportunities for update knowledge and skills of common life.

Table 1 : Proportion of responses related to multimedia transaction on Internet field

Statement	Percentage of Response		
	Yes	No	Not Sure
Area you familiar with the term Multimedia transaction?	63%	22%	15%
Is Multimedia transaction easy to use, learn and understand?	49%	26%	25%
Area you regularly use multimedia resources	45%	35%	20%
Have you access to the Internet at home	55%	25%	20%
Are you currently use any form of interactive multimedia	45%	31%	24%
Growing Multimedia transaction are useful tools in education fields	46%	24%	30%
Is Multimedia transaction conducive to cooperative work environment	44%	24%	32%

Our survey findings revealed that a considerable number of persons (63%) were familiar with the term multimedia while a large number of persons (46%) believed that Internet technology would be useful tools to complement the traditional system tools, the use of such tools has been extremely limited. The majority of respondents (55%) said that they had access internet at home. However, 44% respondents agreed that multimedia transaction would be conducive to work environment and 45% said that they are used interactive multimedia transaction in video forms in this field. Video interaction is very important tools in Internet fields. With technology widely available at low cost, and with intuitive and easy-to-use interfaces, employees at all levels of organizations can quickly pick up such access with no fuss or muss. The nature of the interaction- whether it takes place in person, over the phone, by email or by video-depends on the requirements of the moment. However, the presence of a reliable and effective video capability may change this equation. The Internet is used for communication, trading, buying and selling of stocks. High class people are able to use this source of operating to connect to one another. However, the Internet can also be used for evil purposes. The Internet can be useful to children. The internet is, quite literally, a network of networks. Many people of Muzaffarpur districts are using the Internet to share information, make new associations and communicate. The Internet supports online education. Rather it is an understanding of the risks and implications of pursuing the use of this type of technology when working to achieve corporate strategic goals. Communication and writing skills can be directly affected through the use of the Internet. College level students are used to having significant library resources on location, not to mention the availability of interlibrary loans. Access to all the tools of the Internet changes this. Students can now see a demonstration through use of a video on the Internet before going on a class trip so that they are more educated when they actually arrives at the field trip

point. For those that already understand these differences, the Internet becomes a great resource.

IV. TYPES OF MULTIMEDIA INTERACTION AND ITS ADVANTAGES

The following are the advantages that are gained through internet type collaboration of multimedia interaction.

4.1. Faster Communication

The Internet has been mankind's greatest means of communication yet. Newer innovations are only making it faster and more reliable. Today, we can initiate real-time communication with someone who is in another part of the world. For more personal and interactive communication, it is possible to avail the facilities of video conferencing, chat and messenger services. With the help of these services, the geographically fragmented countries have come together to form a community that is able to share its thoughts on global issues, that affect each and every one of us. The Internet has given us a common platform and medium through which we are able to explore other cultures and ideologies.

4.2. Abundant Information Resources

The Internet is a treasure trove of information; which offers knowledge on any given topic under the sun. Search engines make information accessible on various subject matters such as, government law and services, trade fairs and conference, market information, new innovations and technical support and even dispense advice on love and relationships matters. It has become common practice to seek assistance from the web in order to research and gather resource for homework, office presentations, and supplement one's own research. The web also updates news about the latest breakthroughs in the field of medicine, technology, and other domains of science.

4.3. Inexhaustible Education

The Internet has become an essential propagator of knowledge, both through free as well as paid services. The credibility of this form of education and whether it is safe, secure, and trustworthy, is usually proven through the quality and authenticity of content presented by each website. The World Wide Web has become a remarkable avenue for the academically unprivileged, to amass greater knowledge and know-how on subjects.

The entire scope of homeschooling has expanded because of increased accessibility to videos of teachers giving lectures, showing diagrams and explaining concepts, much like a real classroom. Nonprofit organizations too have opened websites that seek volunteers and donations in order to help the ones in need. There are also sites like Wikipedia, Coursera, Babel, Archive, and Teacher tube, among others, that have dedicated themselves to impart knowledge to people of all age groups.

4.4. Entertainment for every one

Entertainment is one of the foremost reasons why people prefer surfing the Web. In fact, the Internet has gained much success by marketing for several multifaceted entertainment industries. Finding the latest updates about celebrities and exploring lifestyle websites have become day-to-day activities of many Internet consumers. On the other hand, even celebrities are using the Internet effectively for promoting their cause and for keeping their fans happy. There are innumerable games that can be download, either for a price or for free. Indeed, online gaming has tasted dramatic and phenomenal success because of its ever-increasing demand throughout the world.

4.5. Social Networking and Staying Connected

One cannot imagine a social life without Facebook or Twitter. These portals have become our means to stay connected with friends and family, and stay in touch with the latest happenings in the world. Social networking has also evolved as a great medium to

connect with like-minded individuals and become a part of interesting groups and communities.

Apart from finding long-lost friends, the Internet also makes it easier to search and apply for jobs and business opportunities on forums and communities. There are public chat rooms where users can meet new people. For those who are single, the internet also provides the option to select a suitable dating partner through secure online profiles that can be filtered as per personal preferences.

4.6. Online Service and E-commerce

Thanks to numerous monetary services. We can perform all our financial transactions online. We can book tickets for a movie, transfer funds, pay utility bills and taxes without having to leave our homes or offices. Travel websites for instance, offer quick booking schemes and plan itineraries as per the preferences of their clients. E-commerce is used for all type of business dealing that involves the transfer of money through the Internet. Online transaction of money has become the norm with almost all kinds of business. E-Commerce, with its vast reach over a variety of products and services, makes it possible to have the client's orders delivered at their doorsteps. Websites such as eBay allow customers to bid, buy sell, and even auction products online.

4.7. Supercharge customer service

Video can be a powerful tool for working with customers and more quickly meeting customers' expectations. The ability to communicate with customers face-to-face around the globe offers connections that can't be replicated.

V. PROBLEM FACED BY USER

5.1 Cost and quality of VC

The demand for video conferencing (VC) via the Internet is growing fast. VC services are provided in two different ways: (1) either utilizing a high-quality VC room system with professional equipment and dedicated bandwidth or (2) implementing a VC

application on personal computers. The first category can guarantee quality, but it is costly and limited to a fixed location, while the second category is often free of charge and easy to install and use, although the quality cannot be guaranteed.

5.2. Theft of Personal Information

The use of Internet for banking, social networking or other services, often makes our personal information vulnerable to theft. There are no fail-proof ways to securing names, account numbers, addresses, photos, and credit card numbers from being stolen or misused by thieving websites and individuals. Unscrupulous hackers can access our sensitive information through unsecured connection by planting phishing software. Needless to say, the damage caused by having our identities misused and our accounts broken into, is often irreparable and most of all, embarrassing.

5.3. Spamming

Spamming refers to sending unwanted e-mails, which serve no purpose and needlessly obstruct the computer system. Such illegal activities can be very frustrating as it makes it slower to access our email accounts and makes the entire service unreliable for consumers.

5.4. Malware Threats

One of the most annoying problems with the Internet is the ease with which any malware can infect our computers. Internet users are often plagued by virus attacks that harm their computers and important files. Virus programs are inconspicuous and may get activated simply by clicking a seemingly harmless link. Computers connected to the Internet are extremely prone to IP targeted virus attacks that may end up crashing the system completely.

5.5. Age-Inappropriate content

Pornography and age-inappropriate content is perhaps the biggest problem of the Internet. The worst being underage porn, which is largely rampant

in the deeper parts of the web. It is the lack of control over the distribution and unrestricted access of pornographic material that is detrimental to children. All that parents can do, is lock harmful sites and monitor the sites viewed by their children. Pornography is not just frowned upon by most societies; it's also banned by some. The Internet makes uploading shocking content so easy, that we end up coming across inappropriate words and images, despite not wanting to.

5.6. Social Isolation, Obesity, and Depression

The biggest problem with having the Internet is, its ability to create rifts between the real and virtual world. The virtual world can often seem so alluring that once hooked, going back to real life seems daunting. There is an addiction for everything that pertains to the web and that includes excessive surfing, online gambling, social networking, and gaming addiction.

There are now psychiatric clinics and doctors' that specifically cater to resolving the problems created by the Internet. These addictions create both physical as well as mental issues that can lead to health complications if left unattended. It is ironic that, while it is easy to find plenty of online support for agoraphobia, the Internet itself can be a big cause or trigger for it.

Thus, even though the Internet has the potential to make our lives simple and convenient, it also holds the power to wreak havoc. Its influence on us is mostly dictated by the choices we make while being online. With prudent use, we can manage to harness its unlimited potential and steer clear of its adverse effects.

VI. CONCLUSIONS

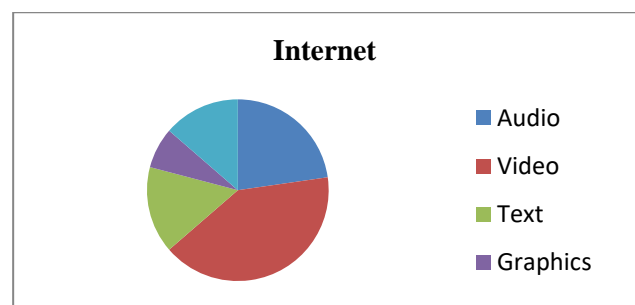
Multimedia is related to the fields of communication and journalism and is, for the most part, based on the

implementation of computer technology. The following tables & figures show the results in multimedia transaction in internet field of Muzaffarpur district.

Table 2 : Proportion of transaction types on multimedia

Types of Multimedia	Multimedia transaction fields
	Internet
Audio	25%
Video	45%
Text	17%
Graphics	8%
Animation	15%

Multimedia Transaction Fields



Graph.1: Multimedia transaction in internet fields

It was also concluded that the usage of above mentioned types of multimedia transaction services will increase when the users have more knowledge. Lack of virtual technology in Muzaffarpur district in wide range is also a big problem. Nowadays growing technology for transaction on multimedia, are available with relatively user friendly interface. It is possible to produce different types of multimedia components and deliver them globally. In terms of fields, respondents from education field were the most to give positive feedback, with 72% from 500 total respondents. We specifically from all another three fields agreed on the importance of having growing need of multimedia transaction. 25.5% of respondents with a non-formal education level

believe that the multimedia transaction would not be able to provide them a satisfactory service. This may be due to their lack of awareness of medical system access effectiveness, as well as computer illiteracy. In this survey, we found that in education field text type of multimedia transaction tools used by user in maximum (45%). In medicine field text and internet type of multimedia is the same (30%). In internet field maximum uses (45%) of the type of multimedia transaction is video. In entertainment maximum users (50%) are used video as a type of multimedia transaction. Findings of the study show that user's attitudes towards transaction on multimedia are positive.

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