

CHAPTER OVERVIEW

22: Appendix - Understanding the Internet

There is no doubt about it: the Internet has changed the world we live in. Never before has it been so easy to access information, communicate with people all over the globe, and share articles, videos, photos and all manner of media. The Internet has led to an increasingly connected communications environment, and the growth of Internet usage has resulted in declining distribution of traditional media such as television, radio, newspapers and magazines.

Digital marketing embraces a wide range of strategies, but what underpins its success is a user-centric and cohesive approach. Over the past few decades, marketers have begun to wake up to the power of the Internet, both as a platform for communication and as a way of tracking conversations. By its very nature, the Internet is a network of interlinking nodes. Marketers use these nodes to track conversations and behaviour patterns.

[22.1: History of the Internet](#)

[22.2: How the Internet works](#)

[22.3: How people access the Internet](#)

[22.4: What does this have to do with marketing?](#)

[22.5: References](#)

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