

CHAPTER OVERVIEW

2: Internet Research

Learning Objectives

- Access and navigate the internet
- Discuss the importance and qualities of ethical business research
- Perform basic web searches
- Narrow a search to find more useful results

[2.1: Why It Matters- Internet Research](#)

[2.2: Introduction to Using and Searching the Internet](#)

[2.3: Internet Browsers](#)

[2.4: Basic Browser Tools](#)

[2.5: Introduction to Ethical Business Research](#)

[2.6: Ethical Research](#)

[2.7: Data and Customer Rights](#)

[2.8: Introduction to Basic Searches](#)

[2.9: Web Searching](#)

[2.10: Identifying Search Results](#)

[2.11: Opening Search Results](#)

[2.12: Introduction to Advanced Searches](#)

[2.13: Adjusting Search Parameters](#)

[2.14: Image Searches](#)

[2.15: Putting It Together- Internet Research](#)

[2.16: Assignment- Search the Internet](#)

[2.17: Discussion- Search Results](#)

[2.18: Discussion- Personal Data and Ethical Business Use](#)

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