Role of Multi Media in e-commerce education System
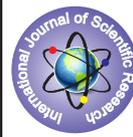
Commerce

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ABSTRACT
Multimedia in education has been extremely effective in teaching individuals a wide range of subjects. Multimedia can be recorded and played, displayed, dynamic, interacted with or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. In education, multimedia is used to produce computer-based training courses (CBTs). A CBT lets the user go through a series of presentations, text about a particular topic, and associated illustrations in various information formats. Edutainment is the combination of education with entertainment, especially multimedia entertainment. The idea of media convergence is also becoming a major factor in education, particularly higher education. Defined as separate technologies such as voice, data and video that now share resources and interact with each other, media convergence is rapidly changing the curriculum in universities all over the world. E-commerce sector is one the fastest growing sector's in our country today driven by greater consumer choice, improved convenience, rising incomes, increasing internet and mobile penetration, growing acceptability of online payments and favourable demographics. Our government's ambitious Digital India project will help further strengthen the e-commerce sector by introducing internet and broadband to remote corners of the country and increased trade. According to Economic Survey of the Government of India 2014-15, India's e-commerce market is expected to grow by more than 50% in the next five years.

Introduction

Multimedia in e-commerce has been extremely effective in teaching individuals a wide range of subjects. E-commerce refers to the purchase and sale of goods and /or services via electronic channels such as the Internet. E-commerce was first introduced in the 1960s via an electronic data interchange (EDI) on value added networks (VANs).The medium grew with the increased availability of Internet access and the advent of popular online sellers in the 1990s and 2000s. Multimedia represents the convergence of text, video and sound into a single form. The power of multimedia and the Internet lies in the way in which information is linked. Multimedia and the Internet require a completely new approach to writing. The style of writing that is appropriate for the 'on-lineworld' is highly optimized and designed to be able to be quickly scanned by readers.

Categories of e-commerce

As with traditional commerce, there are four principal categories of e-commerce: B2B, B2C, C2B and C2C.

- B2B (Business to Business)-This involves companies doing business with each other. One example is manufactures selling to distributors and wholesalers selling to retailers.

- B2C (Business to Consumer)- B2C consists of businesses selling to the general public through shopping cart software, without needing any human interaction. This is what most people think of when they hear "e-commerce". An example of this would be Amazon

- C2B(Consumer to Business) - In C2B e-commerce, consumers post a project with a set budget online, and companies bid on the project. The consumer reviews the bids and selects the company. Elance is an example of this.

- C2C (Consumer to Consumer) - This takes place within online classified ads, forums or marketplaces where individuals can buy and sell their goods. eBay is an example of this.

The elements of multimedia in e-commerce:

Multimedia is content that uses a combination of different content forms such as text, audio, video, graphics and animation. Multimedia contrasts with media.

Text

That use only rudimentary computer displays such as text-only or traditional forms of printed or hand produced material.

Text has the most impact on the quality of the multimedia interaction. Generally text provides the important information text acts as the keystone tying all of the other media elements together. It is well written text that makes a multimedia communication wonderful.
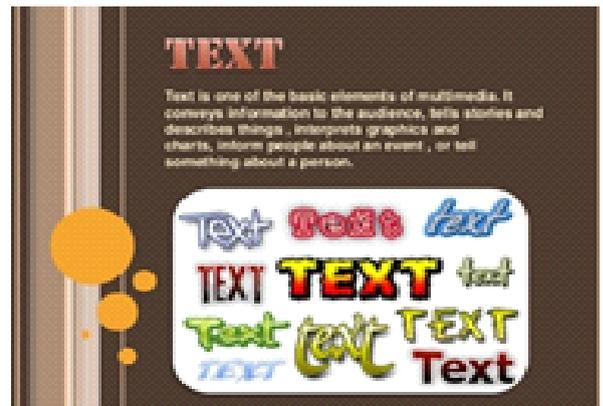
Audio

Audio synchronized to screen display, enables teachers to present lots of information at once. It is used creatively becomes a stimulus to the imagination used inappropriately it becomes a hindrance or an annoyance a great advantage is that the sound file can be stopped and started very easily.

Video

Video provides new and exciting possibilities for the use digital video in education.Video can stimulate interest if it is relevant to the rest of the information on the page and is not over done. Video can be used

to give examples of phenomena or issues referred to in the text.

Graphics

Graphics provide the most creative possibilities for a learning session. They can be photographs, drawings, graphsfrom a spreadsheet, pictures from CD-ROM or something pulled from the internet. Standing commented that the capacity of recognition memory for pictures is almost limitless. The reason for this is that images make use of a massive range of cortical skills, colour,form, line dimension, texture visual rhythm and especially imagination.

Animations are primarily used to demonstrate an idea or illustrate a concept. It is used to show changes in state over time or to present information slowly to students. So they have time or to present information slowly to students. Animations when combined with user input enable students to view different versions of change over time depending on different variables. Video is usually taken from life whereas animations are based on drawings.

Advantages of Multimedia in e-commerce

(1) Multimedia courseware over the text based variety is that the application looks better.

(2) The old saying that a picture is worth a thousand words often understates the case especially with regard to morning images as our eyes are highly adapted by evolution to detecting and interpreting movement.

(3) The causerie includes only a few images at least it gives relief from screens of text and stimulates the eye even if the images have little pedagogical value in this respect using the text only even in a creative way has obvious limitations as compared to the use of both text and pictures.

(4) The strength of multimedia is that it uses the natural information processing abilities that we already possess as humans our eyes and ears in conjunction with our brain form a formidable system for transforming meaningless sense data into information.

Limitations of Multimedia in e-commerce

(1) Sound images, animation and especially video, constitute large amounts of data which slow down or may not even fit in a low end computer unlike simple text files created in word processing multimedia packages require good quality computers a major limitation of writing multimedia courseware in that it may not be accessible to large section of its intended users if they do not have access to multimedia capable machines.

(2) Multimedia requires high and computer systems.

Need of multimedia in e- commerce

Since media is the plural of medium, the term "multimedia" is used to describe multiple occurrences of only one form of media such as a collection of audio CDs. This is why it is important that the word multimedia is used exclusively to describe multiple forms of media and content. Static content (such as a paper book) may be considered multimedia if it contains both picture and text or may be considered interactive if the user interacts by turning pages at will. Books may also be considered non-linear if the pages are accessed non-sequentially. The term "video", if not used exclusively to describe motion photography, is ambiguous in multimedia terminology. Video is often used to describe the file format, delivery format or presentation format instead of "footage" which is used to distinguish motion photography from "animation" of rendered motion imagery. Multiple forms of information content are often not considered modern forms of presentation such as audio or video. Likewise, single forms of information content with single methods of information processing (e.g. non-interactive audio) are often called multimedia, perhaps to distinguish static media from active media.

Use of multimedia with student centred learning

Multimedia finds its application in various areas including, but not limited to, advertisement, art, education, entertainment, engineering, medicine, mathematics, business, scientific research and spatial temporal applications. Several examples are as follows:

- Creative industries- Creative industries use multimedia for a variety of purposes ranging from fine arts, to entertainment, to commercial art, to journalism, to media and software services provided for any of the industries.

- Commercial uses- Much of the electronic old and new media used by commercial artists and graphic designers is multimedia.

- Entertainment and fine arts- Multimedia is heavily used in the entertainment industry, especially to develop special effects in movies and animations.

- Education- In education, multimedia is used to produce computer based training courses and associated illustrations in various information formats

- Journalism- Journalists can make use of different new media to produce multimedia pieces for their news stories.

- Engineering- Software engineers may use multimedia in computer simulations for anything from entertainment to training such as military or industrial training.

- Industry- In the industrial sector, multimedia is used as a way to help present information to shareholders, superiors and co-workers.

- Mathematical and scientific research- In mathematical and scientific research, multimedia is mainly used for modelling and simulation.

- Medicine- In medicine, doctors can get trained by looking at a virtual surgery or they can simulate how the human body is affected by diseases spread by viruses and bacteria and then develop techniques to prevent it.

- Document imaging- Document imaging is a technique that takes hard copy of an image and converts it into a digital format.

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Benefits to teachers
(1) Save time for more challenging topics.
(2) Replaces ineffective learning activities.
(3) Allow for creative work.
(4) Increase students contact time for discussion.

Conclusion
Considering the role multimedia in the e-commerce education process it is clear that this role is potentially significant, but it has been agreed in this that there is a need to separate the myths surrounding this technology from the realities. In order to gain maximum benefit from the use of this technology. It is important that the key differential advantages are used as the base from which to develop appropriate courseware in e-commerce. It is equally important that the disadvantages of the technology are recognized and that courseware development in e-commerce is not based upon unrealistic expectations of its applicability.

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