Modern Day Internet 2026

What do you need?

- Internet Access
- Smartphone / Tablet
- Internet browser & apps
- Email
- Telephone Number

How to
create email
without phone number

No Cellphone Email

proton.me

tuta.com

atomicmail.io

The internet connects people, information, and services

- Used on:
  - Phones
  - Tablets
  - Computers
  - Smart TVs

It's now visual, social, and interactive

The Modern Internet:
What It Is & How People Use It Today

1. Websites
2. Apps
3. QR Codes
4. Messaging
5. Video Tutorials
6. A.I. aka Artificial Intelligence

What Is a Website?

- Accessed through an internet browser
  - Chrome, Safari, Edge
- You type an address
  - www.alpl.org
  - shop.recess.games
  - www.msn.com
  - whitehouse.gov
- Works on any device

Examples:
- News sites
- Government services
- Online encyclopedias

8 Different Types of Web Browsers (and Their Purposes)

Google Chrome
Apple Safari
Microsoft Edge
Mozilla Firefox
Opera
Internet Explorer
Brave Browser
Tor Browser

What Is an App?

- Installed on phones or tablets
- Designed for quick, repeated use
- Often easier buttons and notifications

Why Apps Are Popular with Seniors

- Larger buttons
- Fewer steps
- Saved logins
- Designed for touch screens

iPhone, iPad, and Apple PCs.

Can only download & install apps that are approved from the App Store.

Android devices, Samsung, Chromebook, and Sony devices.

Can download apps from their own brand app store & the Google Play. Requires a Google account to download the apps.

Website	App
No additional installation	Installed on device
Access to all sites & features	Only one company's site & features
More complex options	Simple and simplified layout

Safety Tip
- Download apps only from official app stores
- Be cautious of pop-ups asking for personal info

What Is a QR Code?

A QR code is a square-shaped picture made of black-and-white patterns. It works like a shortcut: when you scan it with a phone or tablet camera, it instantly opens information—no typing needed.

How to Scan a QR Code

1. Open your phone's camera
2. Point it at the QR code
3. A message appears
4. Tap the message to open

No app is usually needed on modern phones.

Safety Tips for QR Codes
Only scan QR codes from trusted places

Be cautious of QR codes:
- On random signs
- On emails from strangers

Never enter:
- Bank passwords
- Social Security numbers
- Personal information unless you trust the source

A QR code itself is not dangerous—but where it takes you can be.

Medical and Health Uses
- Check-in forms
- Appointment details

Pharmacies use them for:
- Prescription info
- Instructions
- Benefit
- Less paperwork
- Faster check-ins
- Easy access to health information

Menus and Restaurants
- Restaurants use QR codes instead of printed menus
- Scan the code → menu appears on your phone

Useful for:
1. Cleanliness
2. Easy updates
3. Large, zoomable text

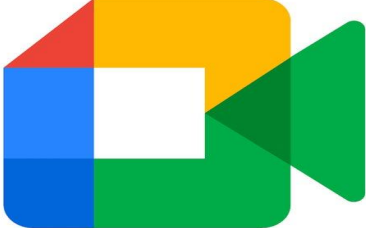**Public Places and Transportation**

QR codes are used for:
- Train and bus tickets
- Event tickets
- Museum information
- Park signs

Example

Scan a QR code at a museum → learn about the artwork

WhatsApp

Discord

Telegram

Signal

Messenger

WeChat

Google Meet

SNAPCHAT

zoom

Viber

Microsoft Teams

slack

What Are Messaging Apps?

- Texting, but over the internet

- Can send:
  - Text
  - Photos
  - Voice messages
  - Videos

How They Differ from Text Messages

- Work internationally
- Use Wi-Fi instead of phone plans
- Allow group conversations

Common Uses

- Family group chats
- Sending pictures instantly
- Quick check-ins

Why Seniors Like Them

- Faster than email
- More personal
- Video calls allow body language and lip reading.

Video Call Negatives:
1. Being conscious about your appearance and surroundings.
2. Not everyone is comfortable with a video call so text or call before the video call.
3. Having to hold or position the phone camera properly.

Best Apps by Category

- **Privacy & Security:**
  - **Signal:** Widely considered the gold standard for security, offering default end-to-end encryption for all texts, voice, and video calls with minimal data collection.
  - **Threema:** A paid alternative that allows users to chat anonymously without linking a phone number or email.
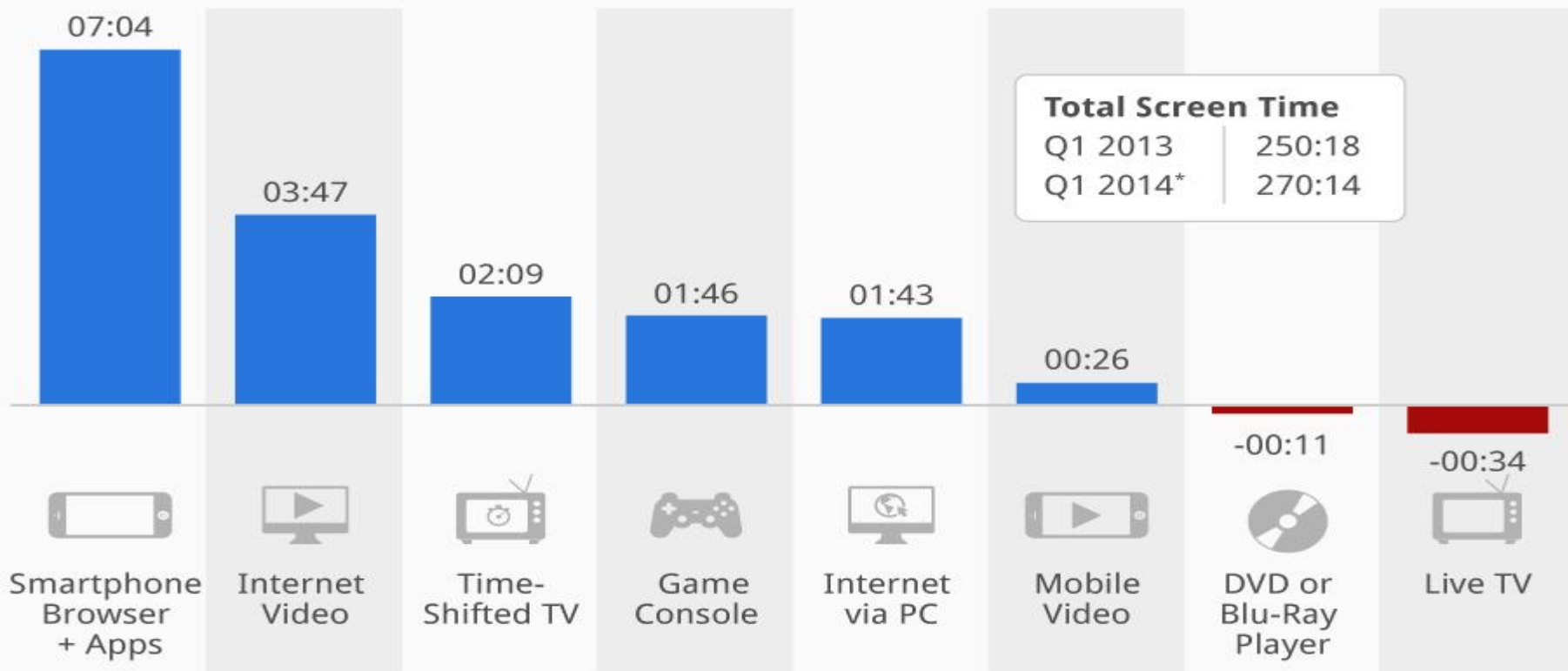- **Standard Phone Integration:**
  - [Google Messages](#): The default on most Android devices, now featuring RCS for high-resolution media sharing between Android and iPhone.
  - **iMessage:** Apple's native messaging service, integrated into all iOS devices.

- **Workplace & Professional:**
  - [Slack](#): Best for extensive third-party app integrations and channel-based organization.
  - **Microsoft Teams:** The standard for businesses already using Microsoft 365.
  - **Google Chat:** A streamlined option for Google Workspace users.

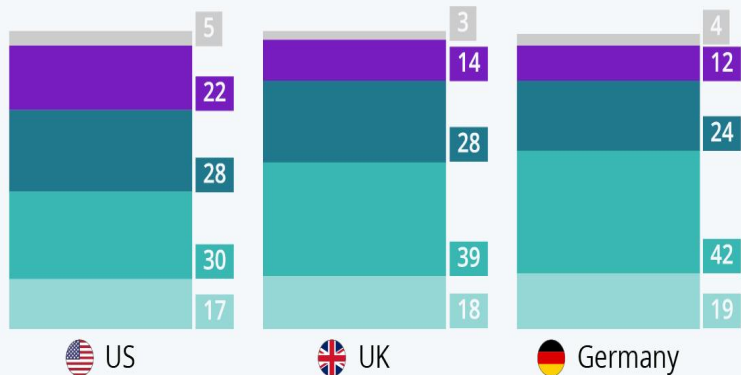# People Spend More Time Looking at Screens Than Ever

Change in monthly time Americans spent with screen media Q1 2014 vs. Q1 2013 (hh:mm)

Total Screen Time

Q1 2013	250:18
Q1 2014*	270:14

Smartphone Browser + Apps	Internet Video	Time-Shifted TV	Game Console	Internet via PC	Mobile Video	DVD or Blu-Ray Player	Live TV
07:04	03:47	02:09	01:46	01:43	00:26	-00:11	-00:34

* 2014 total includes time spent with tablets and other multimedia devices (e.g. iPod touch); 2013 total doesn't

statista

50% of US Residents Spend Most of the Day on Screens

Share of respondents who spend the following amount of time per day on a digital screen (in percent)*
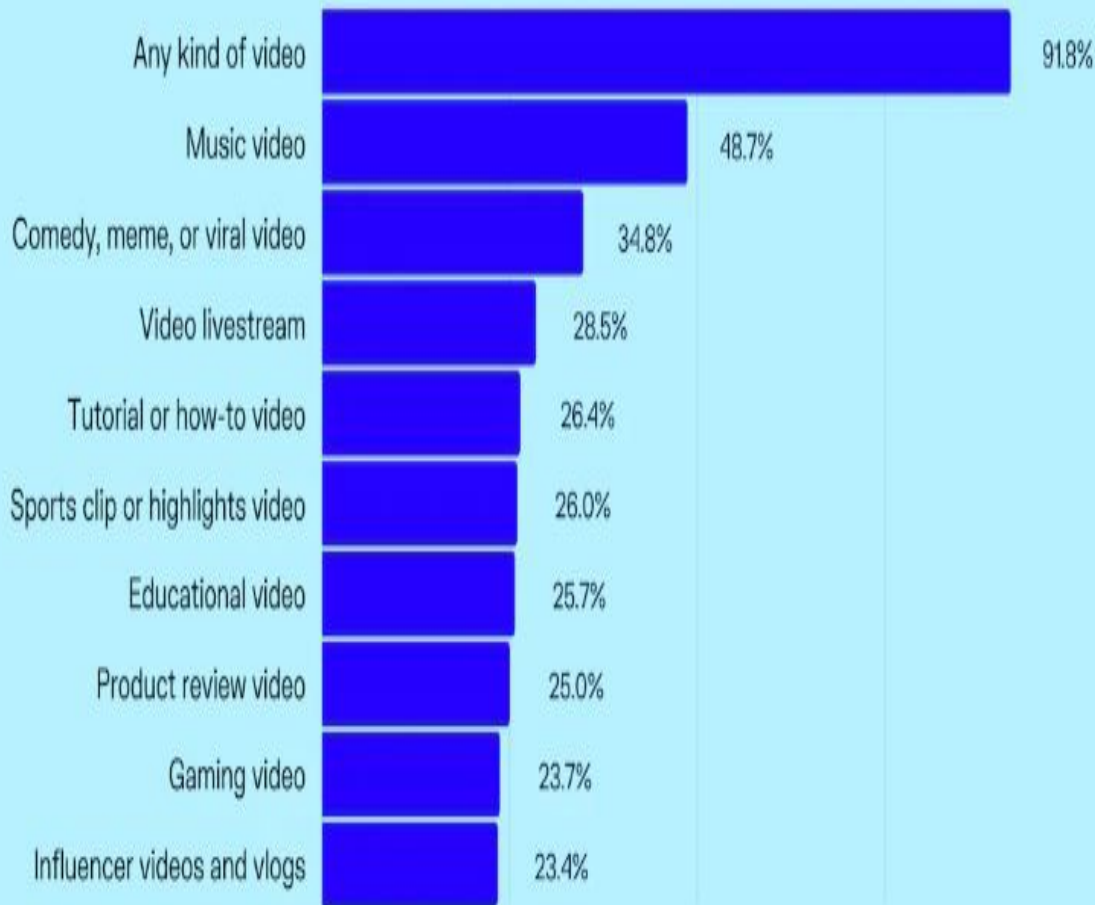
- A little
- Less than half of the day
- More than half of the day
- Almost the whole day
- None/Don't know

	US	UK	Germany
None/Don't know	5	3	4
Almost the whole day	22	14	12
More than half of the day	28	28	24
Less than half of the day	30	39	42
A little	17	18	19

🇺🇸 US   🇬🇧 UK   🇩🇪 Germany

* Percentages not totaling 100 due to rounding
Based on a survey of 2,071 (Germany)/2,087 (UK)/ 2,049 (US) respondents (18 years or older); Jul - Aug 2021
Source: Statista Global Consumer Survey

statista

Most Popular Types of Videos on the Internet (2023)

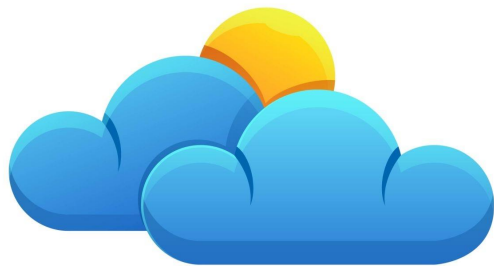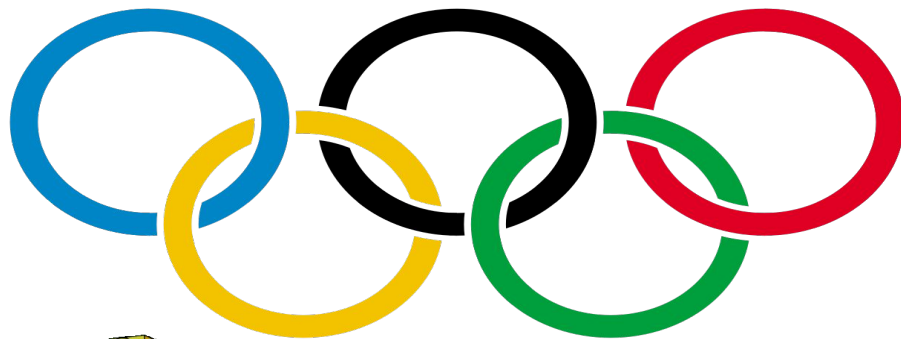| Type	Percent
Any kind of video	91.8%
Music video	48.7%
Comedy, meme, or viral video	34.8%
Video livestream	28.5%
Tutorial or how-to video	26.4%
Sports clip or highlights video	26.0%
Educational video	25.7%
Product review video	25.0%
Gaming video	23.7%
Influencer videos and vlogs	23.4%

VIDEO IS KING

Key reasons video reigns supreme:

- [Higher Retention](#): People remember significantly more from videos (95%) than text (10%) because it uses both sight and sound.

- [Stronger Engagement](#): Video captures attention quickly and keeps it longer, with high sharing and interaction rates.

- [Complex Ideas Simplified](#): It's easier to understand processes, products, or services when shown in action.

- [Emotional Connection](#): Visuals and audio build trust and foster deeper connections with brands and stories.

- [Better SEO](#): Search engines favor websites with video, boosting organic traffic and visibility

- [Mobile-Friendly](#): Video is perfectly suited for on-the-go consumption via mobile devices.

BREAKING NEWS

WEATHER

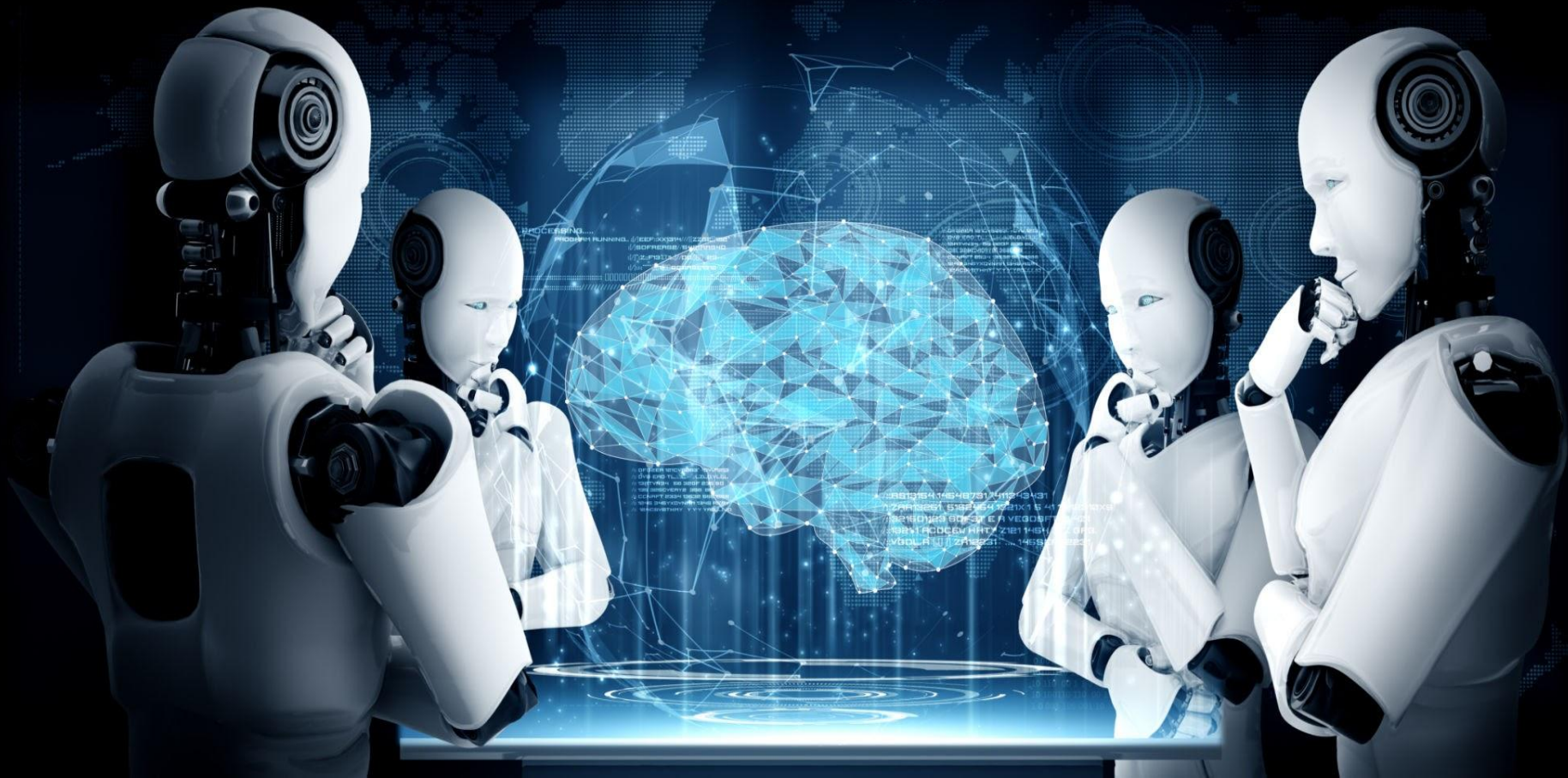TIME FOR REVIEW!

KN
HOW

TMZ

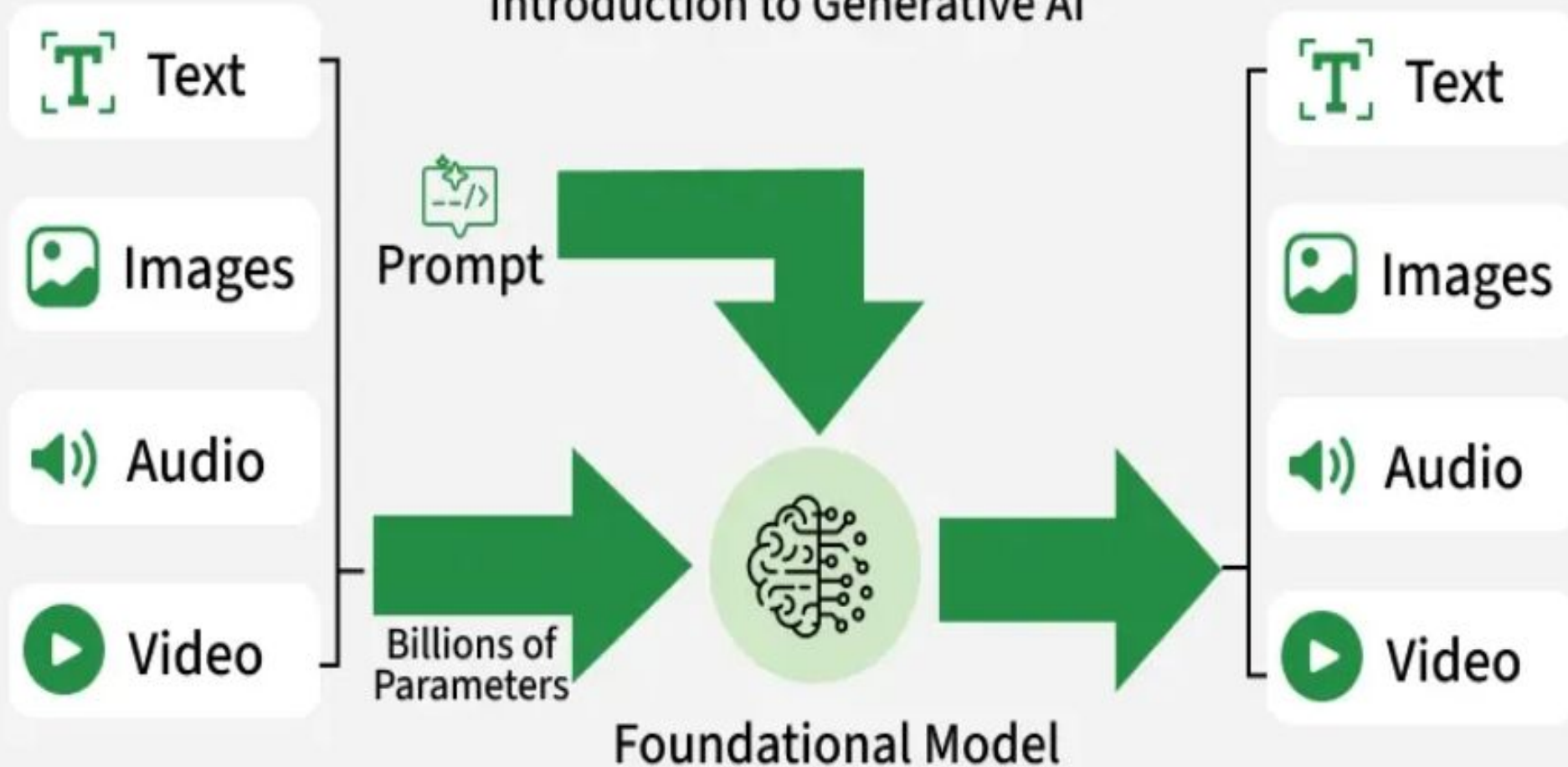TikTok YouTube

facebook Instagram

Pinterest Bluesky

info databases

Introduction to Generative AI

Final Product

[T] Text

[T] Text

Images

Images

Audio

Audio

Video

Video

Prompt

Billions of
Parameters

Foundational Model

AI SLOP

AI slop is low-quality, easily produced digital content made with generative AI (text, images, video, audio) that floods the internet to exploit attention and ad revenue, lacking depth, originality, or accuracy, much like spam but scaled by AI, making it hard to find real value online.
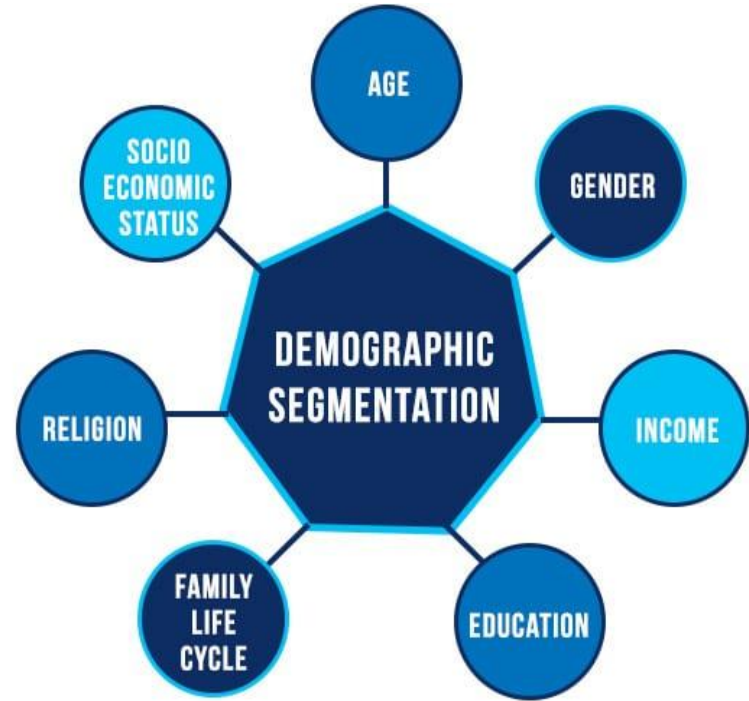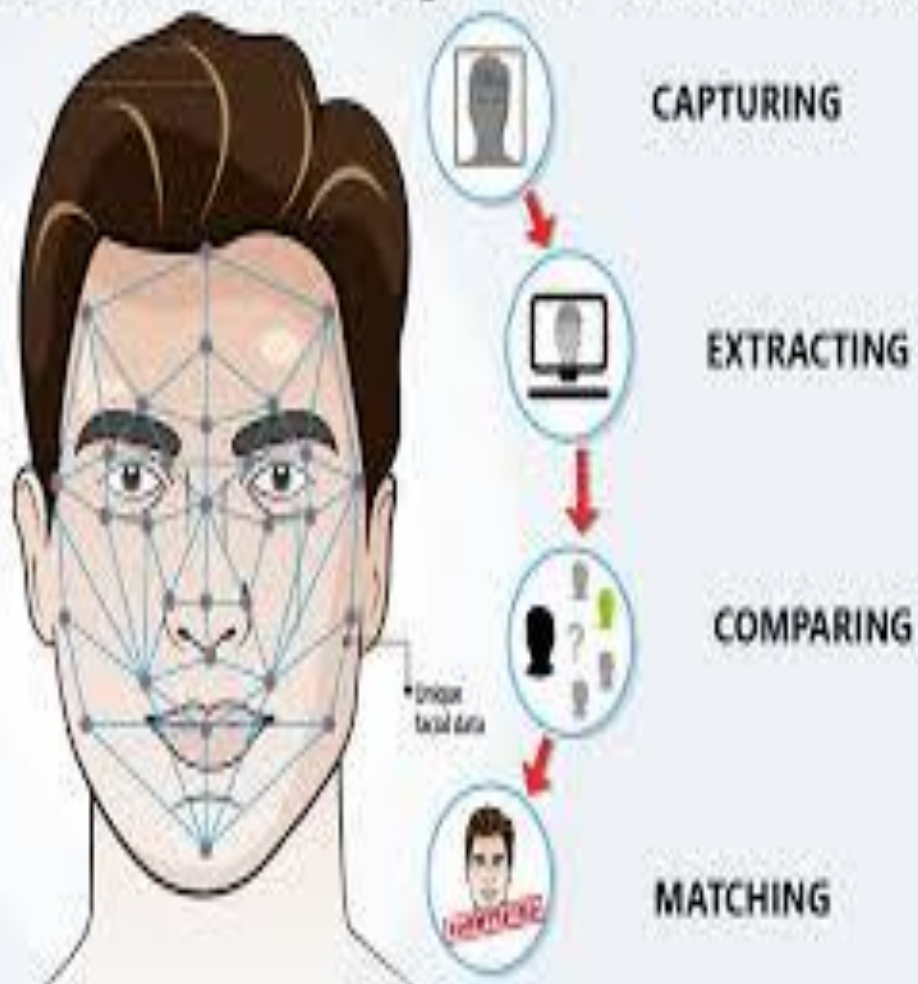
DATA
COLLECTION

Demographics
[de-mo-gra-fiks]

The study of a population-based on factors such as age, race, and sex.

DEMOGRAPHIC SEGMENTATION

AGE

GENDER

INCOME

EDUCATION

FAMILY LIFE CYCLE

RELIGION

SOCIO ECONOMIC STATUS

Biometrics Face Recognition - How does it Work?

CAPTURING

EXTRACTING

COMPARING

Unique facial data

MATCHING

Membership
SPORTGYM
+1 (123) 456 7890
Miller@SYG.K

Kroger
Plus
Shopper's Card

INSURANCE

HEALTH
Health
insurance

2013 - Target knows when you're pregnant