

Who paid the cost for Free Web Service

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ABSTRACT: This paper reviews the factors that drive web service to be free for client. Some of web service stand pure and still free and other adopt advertisement banner. However, we trying to understand both and based on which element they run advertisement. Besides, how advertisement assist web as dual advantage for business and client. Illustrate the relation between free web service and advertisement in four specific factors, and how that affect industrial and future product. However, those factors try to indicate to right decision based on analysis and evaluation of data collected. Factors are two types. Some of them have direct effect and other have indirect influence. Developer highlighted those based on information and data analysis seeking better result to serve market. Furthermore, third party might play some rules beside, factors such as traditional and culture based on different region. Many journals and articles observed during research, which they are relevant to the topic, and due to limited to range of source, which serve the aim of research within certain interest. The model goal to understand free web service, and which kind of factor improve the relation between industry and customer through advertisement tool. In additional, web service decide the range of advertising based on the factor. This paper show how web service is provide service to client without cost, and the web service expects from the client to share their interested. Based on the feedback, advertisement delivers industrial product to customer.

KEYWORDS: Web Service, Advertising, Data Collecting, Privacy, Broker.

1 INTRODUCTION

Nowadays, through flat screen, people could do almost everything related with their life, which force many organizations to expand their service into virtual world to approach their client demand. [1] when internet page related with business is called ecommerce website, and the organization pay the expanse of their website. Furthermore, web service is not related particular product or represented organization, and sometimes, they do not have specific sponsor to reimburse the fee charge. [2] Advertisements corporate and display the product in many website based on collecting data to match the client's interested. There is no guarantee for web to advertise accurate ads which matches client interested, but they tried to provide something relevantly to user data collected. [3] p. 2.

Collecting data is one main topic of argue in internet where some users disagree for personal reason. When users put their trust in some website, and somehow website allow unauthentic advertising that cause problem where client lost their trust. Besides, some advertisement contain Trojan and malware, and that is not only annoying for consumer. That cause damage in client property as Hardware and Software, and that habit is illegal. [4]

However, Client might agree to share their data with certain website service and particular business, but they feel they are losing their privacy when their information had been sold to third part without their acknowledgement. Perhaps the idea of product does not have any problem, but the way of presenting it is against or creating conflict with some traditional and culture. That is why company need to modify their advertisement based on region using IP address as identification. [5].

In additional, broker play major character in business process, but some researcher think broker inflate some page ranking to convince advertiser to display their ads. [6]. Such as important for advertisement meets consumer interested to

be accepted and successful, and advertiser also want advertising to reach majority of people, so they concern about time of advertise, location, and repeating ads. Time, Location, and Repeating are essential to rate the price cost and revenue as advantage and disadvantage of market target. [7]

2 FREE WEB SERVICE & ONLINE ADVERTISING WORK AS TEAM TO SERVE CLIENT & USER

Users usually are looking for a free service to serve their need. Because of that, web service provides spaces for advertisement to make revenue to cover their expanse. However, Web service need to choose the kind of ads carefully to maintain the balance between keeping their client not board, and increase the demand to advertise at their web. [8] p.1. Users do not mind to see web service to embed ads unless the ads harms their interest, and other client are willing to support web service as donation to maintain web service their quality. However, web service agrees to add ads, and they comprehend this decision will provide mutual profit for advertiser, and their client where client does not need to concern about expanse of service. [9]

Model Name: Important factors play major in advertisement and web service

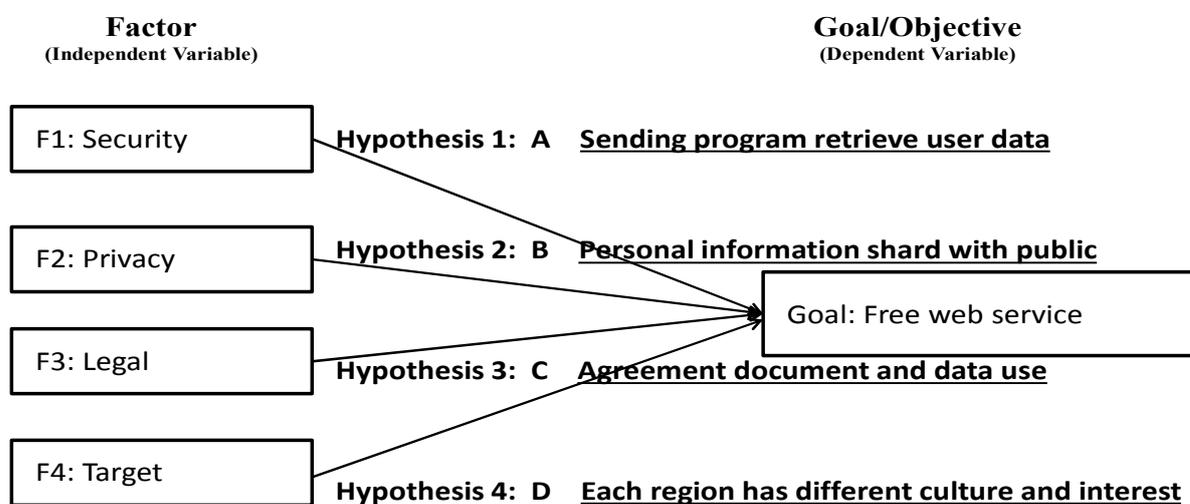


Figure 1. The Medical Device Design Process success factors.

Figure 1: important factors play major in advertisement, and give a hint for web service based on what they should display, and for industrial get clue, which best web service could broadcast their product.

3 GOAL ADVERTISEMENT DECISION

Engineering develop new algorithms for matchmaking word, pattern of searching, and model, and they executed value for each queries. [10] Whenever word used or search pattern called, algorithms rate them and add tag for next research. The value increase and decrease based on ranking scores, and that helps to choose the right advertisement [11] p. 1.

The strategy of evaluating word grow in digital world and the idea adopted by many organization to scale the value of rank in business term [12] p. 6. Web service have to manage service free in the loop with their client and fee cost. Otherwise, they will run to bankrupt. [13] p. 1. Provides information or monitoring client data is enormous subject, and we are going to focus in some aspect of it that's related directly to our topic. However, commercial service works with some free web service remotely for mutual advantage collecting data from verity geographical locations as source for future determination of decision. [14] p. 1.

Some collection data became redundant, so developers come with process to remove idleness informations and discover the importance to achieve satisfaction based on user query. [15] p. 1.

The Goal is keeping increase free web service by enhancing right adverting in right region based on understanding the factors. Learn how the advertisement can be made more effective by using testimonials of clients and customers. Marketing tips from expert writers like; how to set up a money back guarantee program, how to create an ad campaign and more.

4 FACTORS

4.1 FACTOR 1: SECURITY

Rare people do not mind to be monitor by other and collect their information and study their behavior, and same time, people bother to receive advertisement not related or far from their behavior. Because of that, researcher are trying to find grey ground where they could combine different perspective. [14] p. 1. One of things bothers client during monitoring their behavior when their information leak and that might create problem when no one want to have. Because of that, security become important for user to prevent clash with their privacy, and integrated from end to end. [16] p. 5. As much as company care about their conditionality on online without complicated security procedure that required to for web service to extend service oriented and client with respectful distance where everyone does not lost their oriented. [17] p. 1. Many people get confuse between secure web and secure data. First one mean the web site is protected with particular protocol and they are usually inform their client at the corner of website at beginning of their link with "https" which stand for Hypertext Transfer Protocol and S stands for Secure where normal web does not have it. However, secure data is issue about data had been collected from user and sold or shared with their party. [18] p. 1. The web service has standard of security policy and that based on specification and requirement associate with web services but that does not cover everything. [19] p. 2. Since web service is wide application and it does not have restrict rules, some the information is false and even malicious. As consequence, third party provide not only uninterested commercial. It goes to inappropriate ads. Which cause difficulty to maintain web service with good quality and that lead to lose trust of users' needs. [20] p. 3. Some online advertisement across the purpose. Sometimes, they become reason of destroying client property in term of software, hardware or both of them by sending some program cause of process jamming or computer frozen.

4.2 FACTOR 2: PRIVACY

Web Service policy change depend on the region and some countries have some rule and scale as policies of user information. For instance European Union's ePrivacy Directive and United States Federal Trade Commission have same law using cookies, and on the other hands, Australia's National Privacy Principles (ANPP) against that where they see the confidentiality is priority and user has right to be aware about collecting information, and what it's for. [21] p. 1.

Privacy on Web service still active research topic in many aspects such as definition of privacy and what is the specification require to protect the consumer privacy in web service. However, Web Services Architecture (WSA) document published by the World Wide Web Consortium (W3C) describe the requirement for privacy in Web Service. [21] p. 2. Addressing the issues still open and under investigation for wide field range of technology, and context of web service remain not cover enough. [22] p. 1.

Any solution for privacy issues in web service application needs to preserve the legal, commercial and economic phase avoiding conflict of exist protocol. [23] p. 2. Establish trust relation between client and web service increases corporation, and client will be happy to give permission for organization to access their privacy when they inform about the way of data used for mutual benefit. Furthermore, web service invent secure session to ensure the privacy. [24] p. 1.

Companies are willing to deliver their product to right client. Because of that, they need some information. Some of the information considered private where consumers does not want to share their information with every organization. Organization usually had agreement to accept for providing service and that called exchange deal.

4.3 FACTOR 3: LEGAL

Big Company such as Google and Yahoo play as middleman between web services and advertisers. Advertisers submit their ads, and Web Service offer their deal. Advertisers bid for reserve banner and certain words, and middleman sign deal for high bid for advertiser. [25] p. 1.

However, many companies have doubt and questions about how Google control advertising, and if that is legitimate due to misappropriate content and profits. [26] p. 2. Large companies store data for business purpose and there is some possibility to change the situation of legalization to preserve information. [16] p. 5.

In addition, not only end to end is collecting the data. The Legal Portal System (LPS) is one of its function to manage information and store them, and this is another research topic where it's related with client privacy. That is out of web service control but that make client confused about who is response. [20] p. 1. Because of absence regulation of efficient legal, the risk of fraud in web service ranking and dishonest in competition of advertisement is exist in internet. [19] p. 1. Might be the idea of services are the same, but the way of delivery should be different from region to another due to different culture and traditional. Besides, the legal of getting the data to study client interest should not be against their privacy.

4.4 FACTOR 4: TARGET

Advertisers look for certain target and they prefer particular procedure to reach their aim. They favor major cities and specific countries, and active time to show ads to users. For instance, they see New York is rich area comparing with another city, and weekday in evening is more users than weekend where people probably outdoor since they know they have certain time for their ads to display. [27] p. 1.

Web commercial agreed to trade their customers' information such as interest and transaction without inform their client for business market. Web Service implant ads banner on web page, and when client click the ads, the network technology developer could read the statistic of consumer interactive with internet advertising. [28] p. 1. Advertiser seek multiple target through one advertisement to achieve, and from one ads represent in different way to match user region and aspect through combination of inputs and outputs. However, DEA allow verity of inputs and outputs to be harmony for efficient measure. [29] p. 1.

Since internet became part of smart phone feature and increase the function of using it more than just for call. Advertisements expand their market too from website page on computer to mobile, which increase the user target. [30] p. 1. Web service and advertisements are significant research topic and they are still having important characteristic uncovered. Researcher are looking for each part from perspective of available resources in the environment. [31] p. 1.

Understanding the market of web service and the users characters and their personality and interest help online advertisement to sale the idea and product in professional way where customers are willing to pay attention.

5 EXPLANATION AND DISCUSSION

The model display the goal of online advertisement and free web service. [32] Factors indicate the idea and the philosophy of advantage and disadvantage from clients' perspective. "There have been many researches on human reaction to product advertisement, but researches applied to mobile phone are not sufficient. [32] p. 1.

6 CONTRIBUTION AND NEW INSIGHT

The model is the summarization of factors, which how they have impact toward the goal. Each factor give different perspective about web service and client making advertising sponsor paying the cost. Some factors related with user directly, and they could make a decision, and other belong committee relevant to user, and users have to submit to committee commitment. [33] Factors can be improved and edited to achieve a good performance. Where online advertisement serve all applying win formal [34] p. 1.

7 CONCLUSION

Most people linked with web service where their business affected via virtual world. Web service existed to serve people needs where service need sponsored to pay the cost. Online advertisement fit in the middle layer to pay the cost of service and deliver market product to customer. As consequence middle layer created issue for client, client lose their privacy and share their information with unwanted party, and sometimes they pay more than what they get which change the formal from win win to win lose. Researchers study many approaches where they could meet advertisement strategy, client right, regulation, web service cost, and upgrade to maintain client's trust to keep their interacting with web service.

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