

ADDIS ABABA UNIVERSITY

ADDIS ABABA INSTITUTE OF TECHNOLOGY

CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING

**Web Design and Development Assignment**

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# History of the Internet

The internet has revolutionized communications unlike any other inventions. It has brought significant changes in almost every field and it is growing so fast due to consistent research and dedication to improve it.

Like every major invention in the world, the internet has its history on how it came to be this dominant and useful technology. The history revolves around many aspects. The major one being the technological evolution and research on packet switching and ARPANET. While the rest are about the social aspect, which resulted in a community of individuals working together to improve this technology for the common good and about commercialization aspect resulting a broadly organized and available information infrastructure.

The first ever recorded description of the social interactions that could be enabled through networking was a series of memos written by J.C.R Licklider of MIT in August 1962. His idea was of a globally interconnected set of computers through which everyone could access data easily.

In 1969 the first ever message was sent from one computer to another through ARPANET (Advanced Research Projects Agency Network). ARPANET was the government’s network at the time. One computer was located in Stanford and the other in USCLA. The message was “LOGIN”. Despite being very short message, it crashed the system and all Stanford received was the first two letters of the message. Then network was becoming widened as the university of Hawaii was also added to the network system along with others in Europe. In 1971 Vinton Cerf developed TCP (Transmission control protocol), that helps to introduce computers across the globe to each other in a virtual space. In 1991 Tim Berners Lee invented the world wide web. At the time there was a browser called Erwise that had a GUI (Graphical User Interface). Then came Mosaic and Netscape Navigator. This was the time when companies started dialup connections.

# Assessment of popular websites on web archive

1. Facebook

Facebook has developed significantly over the years. The website looked like a mere HTML only website in the year 2000. Gradually, it has become more advanced and added some features like adding emoji support and reaction to chat. It now has one of the world’s top security and is much more reliable.

1. Google

This search engine has revamped its user interface significantly. Back then the google logo and overall UI wasn’t satisfactory. Sweeping changes in the design of the homepage and search results took place in 2011. According to Google, the change brought improvement to focus (getting what you want quickly), elasticity (usability on both desktop and mobile devices) and effortlessness (combining power with simplicity).

1. YouTube

YouTube is a video-sharing platform created in February 2005. YouTube's first video player had a massive logo watermark in the bottom right corner. It didn’t support neither a timer nor a full screen feature. In the later year it removed the watermark and added the full screen and timer features. In 2010 the native live streaming infrastructure was introduced. They also introduced an online film rentals service. In 2017 they redesigned their logo page

1. Spotify

In the beginning (2006), they allowed users to sign up to updates via email no other feature was there. In 2010 they included the ability to log in and also a social media support.

In 2012 they’ve gone all in on minimal design, the site displayed a landing page with a button saying downloading Spotify and nothing else.

1. Twitter

Major changes incude the twitter logo change in 2009.

# The 12 different types of websites

## Portal

Web portals are often websites designed for internal purposes at a business organization. They collect information in different formats from different sources into one place to make all relevant information accessible to the people who need to see it.

Best examples of web portals are:

**Google**

Google offers a personalized page, known as iGoogle, which users can customize to display as many or as few reference sites as suits them. Google also offers email services, an instant messenger, and home page preferences, which make it a portal site. To visit iGoogle, follow this link <https://igoogleportal.com/>

**Yahoo**

Yahoo is continually in the top 10 most popular websites in the world, often just slightly below Google but above most other sites, so Yahoo is the second most popular Internet portal. Link: <https://login.yahoo.com/>

**MSN**

Live.Com closely follows Yahoo as the most popular website in the world. It is owned by Microsoft and is the new offspring of MSN.com. Like Google and Yahoo, Live.Com offers email services, personalized pages, and social networking. Link: <https://outlook.live.com/ow>

## News

News websites feature user-posted stories and the stories are ranked based on popularity. It is basically an online portal for news channel. These sites serve news online. Yahoo news, CNN, Google news, Fox news and The Guardian can be listed among top news websites.

## Informational

These websites provide useful information for the users. The information is almost precisely tailored to match the users’ needs. Alexa, Wikipedia.org, CNET.com, Nobelprize.org, stackoverflow are best examples of informational websites.

## Business/Marketing

A website that is used to officially represent a brand on the Internet, and which is often used as the landing page for advertising content. It is basically any website that's devoted to representing a specific business. Forbes, Google Finance, CNBC, Yahoo! Finance and CNN money best describe business websites.

## Educational

Educational websites provide useful academic contents for different topics. For instance, websites like Udemy provide users with very rich educational materials either paid or for free. Other websites include; bitdegree, Academic Earth, Harvard Extension.

## Entertainment

These websites showcase entertaining information for visitors. Online magazines, gossip oriented websites, celebrity news, sports coverage, movies, the arts, humorous websites, etc. These websites are designed to be easy to navigate and frequently updated in order to keep users coming back for more information. IMDB, Netflix, Spotify, Time Magazine, TMZ are well known entertainment websites.

## Advocacy

These types of websites try to influence people’s way of thinking in many ways possible. They discuss about different key topics that the society needs focus on like animal rights, poverty, privacy, slavery …etc. Some examples of advocacy websites are: World Advocacy (http://www.worldadvocacy.com), Greenpeace (http://www.greenpeace.org/), Sierra Club (http://www.sierraclub.org/), Freedom Forum (http://www.freedomforum.org/), National Rifle Association (http://www.nra.org/).

## Blog

It is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject. Tumblr.com, weebly.com, Ghost.org, Squarespace.com, Joomla.com are listed among blog websites.

## Wiki

A wiki is a server program that allows users to collaborate in forming the content of a Web site. More advanced wikis have a management component that allow a designated person to accept or reject changes. Here are some examples: WikiHow, WikiBooks, Wiktionary, Wikispieces, Wikitravel.

## Social Network

A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. Social network websites allow users to share ideas, creativity and fun. They also provide a means of communication for the users. Here are five examples of today’s top social network websites. Facebook (<https://www.facebook.com/>), WhatsApp (<https://www.whatsapp.com/>), tumblr (<https://www.tumblr.com/>), Instagram (<https://www.instagram.com/>), twitter (https://twitter.com/).

## Content Aggregator

A content aggregator website is a site that collects data from other sources across the internet and puts the information in one place where users can access it. The data collected is based on a keyword or a group of related keywords. Some examples are; News360, Reddit, Google News, Flipborad, Popurls.

## Personal

A personal website is a group of web pages that someone creates about themselves. It basically contains things that are personal. It doesn't have to be about you, and it doesn't have to contain personal information but it does need to be personal. A personal website must exhibit content that tells your readers about your thoughts, ideas, interests or hobbies. It can also be used to advertise one’s own work. Examples of personal websites: TheWeeknd’s portfolio (<https://www.theweeknd.com/>), Parson’s branding (<https://www.parsonsbranding.com/>), The Islands (<https://www.islands.com/>), Lotta Nieminen (<http://www.lottanieminen.com/>), Jane Song (https://www.jane-song.com/).

# The guidelines for evaluating a website

There are 6 main guidelines for assessing a website. They deal with the content of the websites rather than the graphics or the website design.

1. Authority

This reveals that the person or agency responsible for a site has the qualifications to do so.

While evaluating a website for authority, the following must be considered.

* Contact Information should be clearly provided
* Credentials: the author should state qualifications and personal background that gives them the authority to present information.
* Check whether or not the site is supported by an organization or a commercial body

1. Coverage

It is difficult to measure the extent of coverage since depth in a site, through the use of links, can be infinite. One author may claim comprehensive coverage of a topic while another may cover just one aspect of a topic. The evaluation gives emphasis on:

* Does the site claim to be selective or comprehensive?
* Are the topics explored in depth?
* Do the links go to outside sites rather than its own?

1. Purpose

The purpose of the information presented in the site should be clear. Some sites are meant to inform, persuade, state an opinion, entertain, or parody something or someone. Evaluating a web site for purpose:

* Does the content support the purpose of the site?
* Is the information geared to a specific audience (students, scholars, general reader)?
* Is the site organized and focused?
* Are the outside links appropriate for the site?
* Check the domain of the site. The URL may indicate its purpose.

1. Currency

Currency of the site refers to: 1) how current the information presented is, and 2) how often the site is updated or maintained. It is important to know when a site was created, when it was last updated, and if all of the links are current. Evaluating a web site for currency involves finding the date information was:

* first written
* placed on the web
* last revised

1. Accuracy

There are few standards to verify the accuracy of information on the web. It is the responsibility of the reader to assess the information presented. Evaluating a web site for accuracy:

* Reliability: Is the author affiliated with a known, respectable institution?
* References: do statistics and other factual information receive proper references as to their origin?
* Does the reading you have already done on the subject make the information seem accurate?
* Is the information comparable to other sites on the same topic?
* Does the text follow basic rules of grammar, spelling and composition?
* Is a bibliography or reference list included?

1. Objectivity

Objectivity of the site should be clear. Beware of sites that contain bias or do not admit its bias freely. Objective sites present information with a minimum of bias. Evaluating a web site for objectivity:

* Is the information presented with a particular bias?
* Does the information try to sway the audience?
* Does site advertising conflict with the content?
* Is the site trying to explain, inform, persuade, or sell something?

# References

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