# History of the Internet

The history of the internet has its origin in the efforts to interconnect networks that arose from research from research and development in the United States and involved international collaboration, particularly with researchers in the United Kingdom and France. The conceptual foundation for creation of the internet was largely created by three individuals and a research conference, each of which changed the way we thought about technology by accurately predicting its future. They are Vannevar Bush, Norbert Wiener and Marshal McLuhan.

In 1957, the Soviet Union launched the first satellite, Sputnik I, triggering US President Dwight Eisenhower to create the ARPA agency to regain the technological lead in the arms race. Based on the new idea of packet swotching invented by Paul Baran at RAND, and a few years later by Donald Davies at the UK National Physical Laboratory. A special computer called an Interface Message Processor was developed to realize the design, and the ARPANET went live early in October, 1969. The first communications were between Leonard Kleinrock’s research center at the University of California at Los Angeles, and Douglas Engelbart’s center at Stanford Research Institute.

The first networking protocol used on the ARPANET was the Network Control Program. In 1983, it was replaced with the TCP/IP protocol invented by Robert Kahn, Vinton Cerf and others, which quickly became the most widely used network protocol in the world.

In 1990, the ARPANET was retired and transferred to the NSFNET. The NSFNET was soon connected to the CSNET, which linked Universities around North America, and then to the Eunet, which connected research facilities in Europe. Thanks in part to the NSF’s enlighted management, and fueled by the popularity of the web, the use of the internet exploded after 1990, causinng the US government to transfer management to independent organizations starting in 1995.

And here we are.

# Assessment and observation of 5 different websites

## Twitter

Twitter rocks, big time. As we all know it is one of highly active social media in terms of its users. In recent weeks the number of announcements and news updates coming from Twitter have increased massively. I wanted to take this as an opportunity and recap on the most important Twitter changes and announcements starting with their launch in 2006.

Twitter is founded in 2006. Jack Dorsey, Noah Glass and a German contract developer Florian Weber presented Jack’s idea of a new system to Odea company. You were able to send a text to one number and it would be broadcast to all friends subscribed to it. This was the founding Twitter which eventually became Twitter.

On July 16th Twitter opens to general public to use its service. Starting from October

2006 you could sign up for Twitter without giving away your phone number. After this major change starting from February 2007 Twitter makes the Twitter user name more prominent and lets it stand out from normal names. A tiny development back then, which now marks the core characteristic for every Twitter user. On March 2007, the usage of Twitter reaches a first tipping point. It increases from 20,000 daily messages to 60,000 daily messages. On May 2007, Twitter gets its first mobile site and introduces the “Block” feature also it gets an “@replies” column. From July 2007 on wards your friends on Twitter were defines as followers. If you follow someone, you will receive their updates sent via Twitter. After August 2007, Twitter allows you to search usernames based on criteria such as location, name and more. It wasn’t until later that search.twitter.com would go live. After February 2008, Twitter gets the “swoosh” function so you can reply to tweets with just one click. After September 2008, Twitter gets trending topics. Specially important, as it is to become one of the possible sources of making money through Twitter. Promoted topics is soon to be implemented thereafter. Another feature which might appear small marks a very important one for Twitter is “Suggested Users” which was launched on March, 2009. It should become another place to start monetizing the service. After November, 2009 Twitter introduces its Retweet function. A feature that is said to mark Twitter’s long-term success is promoted Tweets which was introduces in April, 2010. After September, 2010 Twitter introduces the “New Twitter”. It means a new design of the Twitter.com interface. The tie-in with photosharing services such as TwitPic or video platforms such as Youtube. It also includes the related content feature and new mini profiles when clicking on a username. Content previes, videos and images could be included in links beginning in 2012 and users could see previews of the external site they would be linking to. In 2013 the original link shorten-er was replaced with another one that reduced the URL length to 22 characters versus the previous 19 characters. This meant that Twitter users had less characters remaining when leaving their comments. Direct Message was added to platform in 2010 allowing users to send direct messages . In 2016 polls, GIFs and photos were excluded from the character count giving users the opportunity to say more. In 2017 a user could reply to a tweet without having their username count as part of the 140 character limit.

The biggest change in the tweeting platform was introduced in September 2017 when the maximum character limit of 140 was replaced with 280. Users were able to double the amount of communication they were sending out in a tweet and this was met with mixed reviews.

In general, However Twitter was originally designed to be used on mobile devises by sending SMSs (hence 280 characters limit), from 2006 to the present Twitter has become closely inter-wined with other social networked such as Facebook, with many users automatically cross-posting their updates between multiple sites. Today there are approximately 330 million active users on Twitter, which represents an increase of 4% compared to 2017. with hundreds of millions of tweets being sent out daily and 42% of users accessing Twitter everyday, this site has made changes to the landscape of different cultures that nobody would have ever thought possible.

## Instagram

In the past two years, Instagram has gone from strength to strength, amassing a billion active users and growing at the fastest rate of any of the major social platforms. As of June 2018, Instagram has reached the 1 billion monthly active user mark. That’s a big milestone for the mainly mobile photo sharing network! More than 500 million active user are using the platform daily. As of now, the Instagram app is one of the most popular social networks worldwide.

Instagram introduced advertising for select brands in October 2013, but didn’t open up advertising for all until September 2015. Instagram stories were released on the platform in August 2016. Stories allowed users to upload photos and videos(along with the ability to add stickers and other info ) to their profiles that would expire after 24 hours. There are now over 2 million monthly advertisers on Instagram.

Instagram now has 1 billion monthly active users. The top three countries who use Instagram are the United States (116m), India (73m), and Brazil (72m). Over 60% of users log in daily. The biggest demographic groups are males between 18-24 years old, while 75% of all users are aged between 18 and 24. 37% of US internet users are now on Instagram.

Over 500 million Stories are posted everyday. Instagram clocks up 3.5 billion likes every day. As of June 2016, 95 million posts are made every day, although this is likely to be far higher today. Instagram usage doubled between June 2016 and 2018. 63% of Instagram users use the app every day.

It is also estimated that ten percent of all photos ever taken were snapped in the last twelve months. It seems our appetite for photography shows no signs of slowing down. These Instagram stats demonstrate how important this trend is for marketers hoping to reach their audience.

To summarize, Instagram came into our lives nearly a decade ago. It didn’t barge in, it slowly crept, coloring our memories with its filters. But we soon realized it was taking over. It was changing how we perceive the world, and even started shaping it. Today, you can find reams of articles that describe how it has transformed just about everything from the obvious(like photography), to the very specific.

## Youtube

youtube was originally created to make it easy to upload videos and post them on blogs, a medium that was then pushing past the fringes of the internet and into the mainstream. That never really came to pass on large scale. Instead, Youtube evolved as a platform that cooperated with Television.

In 2006, Youtube entered into a marketing deal. In 2007 it starts to live stream online. Advancing their servers and website elements and features, Youtube released it’s first official beta website. This event changed peoples lives by making it easier to browse and find what they wanted. In Oct 2007, Youtube launched its “Content Verification Program” to help protect users videos from copyright infringement. This made society much safer and much more user friendly.

In November 2009, Youtube released the newest update of HD, at 1080P. This event was significant because people could see clearer and sharper videos. This changed peoples lives because they could see very detail. In January 2010, Youtube was able to rent movies and prove that it was more than a video-sharing site, but something more significant. This changed peoples lives by giving them an alternative to buying movies. Youtube welcomes the feature of broadcasting live, also known as “Youtube Live” which changed peoples lives, giving an audience the chance to watch concerts, news coverage, royal events and sports events live on April 2011. it gets a major update to make it more modern an appealing. This event was significant because the addition of new features made peoples lives and browsing easier. This redesigning of Youtube has been made on December 2011.

In general, daily Youtube reaches four billion views which means over 45,000 views per second. This is significant because constant views changed peoples lives. They spent more time on Youtube which made the website more significant. Society became hooked on this video-sharing website, making it what it is today.

## Netflix

According to Netflix’s own website, Netflix was founded in 1997 by Hastings and Randolph as a way to offer movie rentals over the internet.

Going public in 2002, Netflix grew slowly; hitting 4.2 million members by 2005. the big tipping point was most definitely the introduction of streaming in 2007. creating a place where members could watch content instantly online basically changed the game. In 2009 the company began partnering with electronics companies to get Netflix on smart TVs and gaming consoles. This process continued over the next few years, and the company gained access to Europe in 2012. in 2013 everything changed. Netflix introduced its own original programming. By 2016, Netflix accessible worldwide, and the company has continued to create more original content, while pressing to grow its membership.

Today Netflix is available worldwide, with the exception of mainland China, Syria, North Korea and China. Netflix has over 46 million subscribers in the United States and 81 million subscribers worldwide.

In conclusion, Netflix is one of the leading entertainment websites. The timeline according to Internet Archive as shown above tells us, even if it starts to grow slowly through the years, the structures updated to make it compete with other sites helps it to boost the online entertainment industry. Which really made us to think that we are on the digital age.

## Amazon

Founded on july 5, 1994, as an online book retailer, Amazon.com has expanded over the years to sell almost anything one can think of and is now one of the most valuable companies in the world.

In 1995 Amazon goes live as a bookseller, in 1999 Amazon begins stocking toys, electronics, home and kitchen goods, video games and software, in 2000 Amazon launches Marketplace,in 2005 Amazon launches Prime membership program, in 2006 Amazon web services launches its major cloud-computing service,Amazon launches the kindle e-reader, its first consumer hardware product, in 2009 Amazon acquires online shoe retailer Zappos, in 2017 Amazon acquires Whole Foods,

In general, selling everything from A to Z, Amazon is the world’s third-largest retailer. You’d be hard pressed to find anyone who hasn’t bought something from the online superstore specially in the western world, but Amazon hasn’t always been the company it is today. Many of us forget that the company started in a rented Seattle garage, and that at one point, only sold books. Amazon is one of a great a example that if we know how to address the people we serve and how to maximize our quality there is no way we won’t be on the top of the mountain.

# Examples of types of websites

It has been discussed that there are 12 types of websites. In the section below five examples of each website type are mentioned and explained.

## 1. Portal websites:

a web portal is a specially designed website that brings information from diverse sources, like emails online forums and search engines, together in a uniform way. Some of web portals are:

### Sandtander Bank, Retail Banking Portal:

as one of the largest banks in the euro zone, Santander looked to build a new enterprise web platform that would integrate with existing software while allowing room for new content and features.

<https://www.santanderbank.com/us/personal>

### CopperPoint, Insurance Portal:

it Arizona’s largest provider of workers compensation insurance wanted to provide a better user experience for their policy holders and agents. Their site offers a flexible web deisgn that enables payments and account management for clients, in addition to mobile notifications, push messages, email alerts and more.

<https://www.copperpoint.com/>

### Stanford University AXESS, Student & Faculty Portal:

Stanford University developed a consolidated platform called AXESS for the academic community to access information and record various transactions. The portal enables functions as related to student enrollment and financial, academic advising, teaching and grading, employment and training and workflow-enabled administrative processes.

<https://axess.sahr.stanford.edu/>

### Scion Owners, Extranet:

the Scion Owners site is exclusive online resource for Scion owners. For any registered user, this site serves as a great resource for all the information you need to get the most out of owning a Scion.

<https://ssl.scion.com/owners/web/pages/home>

### Saint-Gobain, Intranet:

as an organization that processes several files for patents, Saint-Gobain needed a solution to help sustain innovation with speed and precision. They wanted information systems portal that would allow users to create and manage their own pages/content. With their new site, users could contribute autonomously while having access to documents with internal doc management tools and collaborative platform communities through port-lets.

<https://www.saint-gobain.com/en>

## 2. News websites:

news website is nothing but which serves the online community by posting information about happenings and events, occurring right now. Some of news websites are:

### BBC News:

it provides international news, features and analysts from Africa, the Asia-Pacific, Europe, Latin America, the Middle East, South Asia, the United States and Canada.

<https://www.bbc.com/news>

### The New York Times:

it aims to create a space where readers can exchange intelligent and informed commentary that enhances the quality of our news and information. Find breaking news, world news and multimedia on Africa, Canada, Mexico, South and Central America, Asia, Europe, the Middle East and Iraq and more.

<https://www.nytimes.com/>

### BuzzFeed:

it has the latest world news and information.

<https://www.buzzfeed.com/>

### Defense Blog:

it is the independent, professional news source for the world’s defense decision-makers. Defense blog is a source of international Defense, military and strategic news and information. It emphasizes on the people, the issues, the events and the technologies that drive tomorrow’s response.

<http://ww1.defenceblog.com/?sub1=f653dfea-5c98-11ea-892e->[29bb5ea4029a](http://ww1.defenceblog.com/?sub1=f653dfea-5c98-11ea-892e-29bb5ea4029a)

### Global Issues:

it provides insights into global issues that may be misrepresented but are all closely related. List of topics covered include social, political, economic and environmental issues, including human rights, economy, trade, globalization, poverty, environment and health related issues.

<https://www.globalissues.org/>

## 3. Informational websites:

informational websites are those sites that are created in order to provide a customized and branded resource for potential and active customers, members, investors and so forth.

Some of informational websites are:

### Mentalfloss.com:

this one is an IQ sharpener full of quizes and intellectual curiosity, interesting information or random blogs. Mental floss is one’s destination for full on entertainment and all the information you need.

<https://www.mentalfloss.com/>

### Mashable:

one of the world’s most informative websites for all the latest stuff ranging from the latest in technology to trending news stories.

<https://mashable.com/>

### web monkey:

this is a developer’s hub to get all the first hand information on web designs and applications. The cheat sheets and cut-copy codes that it offers helps in sharpening one’s coding skills.

<https://www.webmonkey.com/>

### Trip Advisor:

this one is like a city guide search engine that helps you find the city’s best restaurants and “things to do” while you are away from home. It is an excellent informative website for people who love travelling as it provides detailed and genuine information.

<https://www.tripadvisor.com/>

### AWS:

AllWomensTalk.com is a website dedicated to women. From cooking and lifestyle to beauty and skincare, this website has it all. Shopping, home and gardening, etc.

<https://allwomenstalk.com/>

## 4. Business/ Marketing websites:

are websites that uses the internet to market one’s business. Some of examples of business/marketing websites are,

### Amazon :

in this website you will find a massive range of products also on its mobile app. They have most of the household or office products listed on their website that you might need.

<https://www.amazon.com/>

### eBay:

one thing that separates eBay from other e-commerce websites is that it not only facilitates Business-to-Customer sales. Also, it has the customer-to- customer sales feature where people can sell their used items as well.

<https://www.ebay.com/>

### Etsy:

it is one of the unique e-commerce platforms where buyers can purchase handicraft as well as factory made items. It is also well known for the vintage products listed on it by sellers all over the world.

<https://www.etsy.com/>

### Wish.com:

you will not find products from small business there. There are also products listed bu manufacturers on wish.com which makes the price of some items to be dirt cheap.

<https://www.wish.com/>

### Target.com:

they are more focused on providing buyers with trending products at an affordable and low cost than selling low-priced items. It makes them a better choice among young people.

<https://www.target.com/>

## 5. Educational websites:

can include websites that have games, videos or topic related resources that act as tools to enhance learning and supplement classroom teaching. Some of educational websites are:

### EdX:

this website can be most preferred by the students as it was founded by Harvard University and MIT in 2012. EdX is an online learning destination and MOOC provider, offering high-quality courses from the world’s best universities and institutions to learners everywhere.

[*https://www.edx.org/*](https://www.edx.org/)

### Academic Earth:

the website gives huge array of academic options to student from traditional to contemporary studies. They provide online degree courses from accounting and economics to engineering and also carries material on niche subjects like behavioral psychology.

[*https://academicearth.org/*](https://academicearth.org/)

### Big Think:

big think has over 2000 fellows who have received great fame in their forte. These experts write articles and records tutorials for the students, later the content is further refined by the editorial team of the website, giving authentic material to the students. Students can make great use of this website by creating their own distinct ideology, as it provide various opinions on one subject. Moreover, students can get views from experts as well.

<https://bigthink.com/>

### Coursera:

the moment a student opens this website, he is bound to get sucked into the number of courses available in his topic of interest. It is a user-friendly website. Students can find big universities and shareable electronic Course Certificate.

<https://www.coursera.org/>

### Brightstorm:

high school scholars can use this site for reference, rather an interactive reference website, which will mitigate their learning problems. Of course, it is not easy for a student to comprehend the intricate technical terminologies, so the website is making the textbooks easier for students. They provide help in all subjects from mathematics to science, history and other subjects. Entrance exams are generally quite grueling for students, and this website can solve the problem. They have arranged topics symmetrically, clearing the air and structure of the competitive exams.

<https://www.rcn.com/>

## 6.Entertainment websites:

these websites are designed to be easy to navigate and frequently updated in order to keep users coming back for more information. Some of them are:

### E! Online:

is the most popular entertainment news source, providing us with information about almost everything that deals with the entertainment world. E online delivers breaking entertainment news and in depth coverage on television, movies, music, celebrities, fashion, beauty and lifestyle – everything pop culture.

<https://www.eonline.com/>

### Variety:

the reason most population chose variety is the fact that it actually deals(mainly) with the entertainment news not with gossip that surrounds it. Variety is the premier source of entertainment news.

<https://variety.com/>

### IMDb(internet Movie Database):

is the world’s most popular and authoritative source for movie, TV and celebrity content. IMDb is the #1 movie website in the world with a combined web and mobile audience of more than 160 million unique monthly visitors. It offers a searchable database of more than 130 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members.

<https://www.imdb.com/>

### Rotten Tomatoes:

Rotten Tomatoes is a website devoted to reviews information and news of films widely known as a film review aggregator. This site allows you to get access to reviews from a variety of critics and get a through view about the movie your about to watch.

[https://www.rottentomatoes.com](https://www.rottentomatoes.com/)/

### Netflix:

is the world’s leading internet television network with more than 36 million members in 40 countries enjoying more than one billion hours of TV shows and movies per month, including original series. For one low monthly price, Netflix members can watch as much as they want, anytime, anywhere, on nearly Internet-connected screen.

<https://www.netflix.com/et/>

## 7. Advocacy websites:

its purpose is to influence public policy and resource allocation decisions within political, economic and social systems and institutions. Some of advocacy type websites are:

### Advocates for children in therapy:

it is an educational and public advocacy organization dedicated to halting the dangerous cruelty done to children by Attachment therapy, its associated “therapeutic parenting” practices, and other invalidated, pseudo scientific interventions for the unrecognized diagnosis called “Attachment Disorder.”

<http://www.childrenintherapy.org/>

### Alliance for human research protection (AHRP):

is a national network of lay people and professionals who are committed to upholding the humanitarian values and ethical standards of medicine enshrined in the Hippocratic Oath. Its mission is to ensure that the moral right of voluntary medical decision making is upheld.

[https://ahrp.org/](https://ahrp.org/about/)

### Alliance for Justice:

it is a national association of over 120 organizations, representing a broad array of groups committed to progressive values and the creation of an equitable, just and free society.

[https://www.afj.org/](https://www.afj.org/about/)

### Change.org:

on this platform people everywhere are starting campaigns, mobilizing supporters, and working with decision makers to derive solutions.

[https://www.change.org](https://www.change.org/about)/

### Youth MOVE National:

it is youth-driven, chapter-based organization dedicated to improving services and systems that support positive growth and development by uniting the voices of individuals who have lived experience in various systems including mental health, juvenile justice, education and child welfare platform.

<https://youthmovenational.org/>

## 8. Blog websites:

it is an online journal or information 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. Some of blog websites are:

### Miss Thrifty:

is one of the most popular frugal blogs in the UK, Miss Thrifty is targeting young moms with their money saving, frugal tips and articles. And rightly so! The market is massive and she’s meeting a need for this type of information. They may have had give up work and are now relying on just one wage coming in, so the need to be more frugal with everyday living is a must.

<https://www.miss-thrifty.co.uk/>

### SolopreneurHour.com:

A very well designed and slick blog that’s all about being your own boss and creating your own wealth. it’s a blog with a very active podcast feed. Their podcasts are insanely popular on I tunes, and no doubt they make a fair bit of money from selling ad space on those podcasts.

[https://solopreneurhour.com](https://solopreneurhour.com/)/

### BreakingintoStartups.com:

a very inspiring blog that contains motivational stories about startups and the people who work in them and create them.

<https://breakingintostartups.com/>

### SideHustleNation.com:

side hustle is an online community of entrepreneurs who’s goal is to gain financial freedom through creating businesses that can help them achieve that. There’s a collection of highly actionable blog posts on how to make additional income on top of your day job wage. They make good use of the podcast medium of content marketing by creating various podcasts with experts talking about a whole range of topics around entrepreneurship, making money online and creating wealth.

<https://www.sidehustlenation.com/>

### MyWifeQuitHerJob.com:

it is useful and inspirational for people wanting to change their 9 to 5 lives for something that will allow them to live a little and spend more time with the family.

<https://mywifequitherjob.com/>

## 9. Wiki websites:

is a server program that allows users to collaborate in forming the content of a website. Some of wiki type websites are:

### Wikipedia.org:

a free encyclopedia with millions of articles contributed collaboratively using Wiki software, in dozens of languages.

<https://www.wikipedia.org/>

### Wikihow.com:

it is a community site that answers your questions about how to do anything, the world’s most popular how-to website. Easy, step-by-step, illustrated instructions for everything.

<https://www.wikihow.com/Main-Page>

### Wordreference.com:

free online dictionaries – Spanish, French, Italian, German and more. Conjugations, audio pronunciations and forums for your questions.

<https://www.wordreference.com/>

### Gamepedia.com:

it is a wiki library, useful to discover upcoming indie titles and watch video tutorials that help to know the game.

<https://www.gamepedia.com/>

### Wikimedia.org:

it is a global movement whose mission is to bring free educational content to the world.

<https://www.wikimedia.org/>

## 10. Social network websites:

they are an online platforms which people use to build social networks and interact with other users on the website. Some of social network type websites are:

### Facebook:

This is easily the largest social networking site in the world and one of the most widely used. Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

<https://www.facebook.com/>

### WeChat:

this is an all-in-one communications app for messaging and calling that enables you to connect with the people of your choice.

<https://www.wechat.com/en>

### Tumblr:

it serves as a social media cum micro blogging platform that can be used to find and follow things that you like. You can also use it to post anything, including multimedia, to a short form blog. Moreover, it gives you the flexibility to customize almost everything.

<https://www.tumblr.com/>

### Instagram:

it was launched as a unique social media networking platform that was completely based on sharing photos and videos.

<https://www.instagram.com/>

### Twitter:

this social networking site enables you to post short text messages(called tweets), containing a limited number of characters (up to 280), to convey your message to the world.

<https://twitter.com/>

## 11. Content Aggregator websites:

are websites that gathers web content from different online sources for reuse or resale. Some of content aggregator websites are:

### News360:

it gathers digital content not only from popular news sites bubt also it collects useful content oriented post from micro sites. The article aggregator site covers all popular categories like financial, insurance, health, art, technology, architecture, photography, gaming, web design, graphic and lot more topics.

<https://news360.com/>

### Reddit:

it is an American social news aggregation, web content rating, and discussion website. Registered members submit content to the site such as links, text posts, and images , which are then voted up or down by other members.

<https://www.doublemesh.com/best-reddit-subreddits-ui-ux-designers/>

### Google News:

it is a free news aggregator which shares selecting news from thousands of news websites.

<https://news.google.com/?hl=en-ET&gl=ET&ceid=ET:en>

### AllTop:

it is the most popular content aggregation site that gathers top headlines from popular topics around the web. It covers the latest trending story from mainstream news sites and also tech sports, entertainment, health. Lifestyle, business, autos, science, and religion.

<https://alltop.com/>

### Feedly:

it collects related items of content of your interest topics.

<https://feedly.com/i/welcome>

## 12. Personal websites:

they are world wide web pages created by an individual to contain content of a personal nature rather than content pertaining to a company. Some of personal website types are:

### Gary Vaynerchuk:

he is a serial entrepreneur, podcaster and CEO of the full- service digital agency VaynerMedia.

<https://www.garyvaynerchuk.com/>

### John Green:

he is the New Yorl Times bestselling author of looking for Alaska, An abundance of Katherines, Paper Towns, The fault in Our Starts, and Turtles All The Way Down. He is co creator of educational series Crash Course.

<http://www.johngreenbooks.com/>

### Josh Kaufman:

he is an author who writes about business, productivity and skill acquisition(among other things). He’s best known for the Personal MBA, a book that distills the principles of business into terms anyone can understand.

<https://joshkaufman.net/>

### Al Kavadlo:

is best known for his in-person workshops and Youtube videos of gravity-defying calisthenics and gymnastics. Still, he doesn’t neglect the value that comes from having a personal website, particularly to promote his strength and flexibility course.

<https://alkavadlo.com/>

### Rebecca Parson:

is a freelance copywriter. Her website has a lot tot each anyone looking to build a website to sell their services.

<https://www.soundsgoodcopy.com/>

# GUIDELINES FOR EVALUATING THE VALUE OF A WEBSITE

According to DALHOUSE UNIVERSITY there are six criterion for evaluating the value of websites. These criterion deal with the content of web sites rather than the graphics or site design. They are Authority, Purpose, Coverage, Currency, Objectivity and Accuracy. It is advised that we should apply these criterion when an individual research on the internet.

The first one of website evaluation criterion is Authority. Authority reveals that the person, institution or agency responsible for site has the qualifications and knowledge to so do. When evaluating a website for authority an individual should check Authorship, Contact information, Credentials and also check to see if the site supported by an organization or a commercial body.

The other website evaluation criterion is 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. When e valuating a website for purpose an individual should ask 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?, does the site evaluate the links? And also check the domain of the site. The URL may indicate its purpose.

The next website evaluation criterion is Coverage. It is difficult to assess 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 topic. When evaluating a website for coverage an individual should ask 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?, Does the site provide information with no relevant outside links? And compare the value of the site’s information compared to other similar sites.

The forth one of website evaluation criterion is Currency. Currency of the site refers to how current the information presented is and 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. When evaluating a website for currency it involves finding the date information was first written, placed on the web and last revised.

The fifth one of website evaluation criterion is 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. When evaluating a website for objectivity an individual should ask Is the information presented with a particular bias?, Does the information try sway the audience?, Does site advertising conflict with the content? And is the site trying to explain, inform persuade or tell something?.

The last criterion is 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. When evaluating a website for accuracy an individual should check its reliability, references, Does the reading the individual has 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? And is a bibliography or reference list included?.

Generally, the criterion stated on the above explanation tells us we should be cautious when we surf on the internet. And the criterion helps to identify the good websites from the bad ones. These will help us to have a secured internet surfing experience.

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