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**HISTORY AND EVALUATION OF THE WEB**

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March 2020

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# **The History of the Internet**

The internet has revolutionized the way we live, especially in communications amongst people in the world like nothing before. It took about 75 years for the telephone to connect 50 million users. The radio hit this goal in 38. It took only 13 years till 50 million people were sitting in front of their television screens in their homes. But the Internet reached this milestone in only four years. And when social media and online games were introduced, they just kept improving the record. Facebook only took 780 days to hit 50 million users and the record holder Pokémon Go took an astonishing 19 days to achieve this this. So how was the internet developed and how did it reach the stage it has now?

## **1.1 Origins of the Internet**

The first 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 discussing his "Galactic Network" concept. He envisioned a globally interconnected set through which everyone could quickly access data and programs from any site. In spirit, the concept was very much like the Internet of today. Licklider was the first head of the computer research program at the Defence Advanced Research Projects Agency (DARPA), starting in October 1962. While at DARPA he convinced his successors Ivan Sutherland, Bob Taylor, and MIT researcher Lawrence G. Roberts, of the importance of this networking concept.

Leonard Kleinrock at MIT published the first paper on packet switching theory in July 1961. Kleinrock convinced Roberts of the theoretical feasibility of communications using packets rather than circuits, which was a major step along the path towards computer networking. The other key step was to make the computers talk together. To explore this, in 1965 working with Thomas Merrill, Roberts connected the TX-2 computer in Massachusetts to the Q-32 in California with a low speed dial-up telephone line creating the first (although small) wide area network. The result of this experiment was the realization that the time-shared computers could work well together, running programs and retrieving data as necessary on the remote machine, but that the circuit switched telephone system was totally inadequate for the job. Kleinrock's conviction of the need for packet switching was confirmed.

## **1.2 The ARPANET**

In late 1966 Roberts went to DARPA to develop the computer network concept and quickly put together his plan for the Advanced Research Projects Agency Network (ARPANET), publishing it in 1967. At the conference where he presented the paper, there was also a paper on a packet network concept from the UK by Donald Davies and Roger Scantlebury of NPL. Scantlebury told Roberts about the NPL work as well as that of Paul Baran and others at Research and Development (RAND). The RAND group had written a paper on packet switching network for secure voice in the military in 1964. It happened that the work at MIT (1961-1967), at RAND (1962-1965), and at NPL (1964-1967) had all proceeded in parallel without any of the researchers knowing about the other work. The word "packet" was adopted from the work at NPL and the proposed line speed to be used in the ARPANET design was upgraded from 2.4 kbps to 50 kbps.

In August 1968, after Roberts and the DARPA funded community had refined the overall structure and specifications for the ARPANET, an RFQ was released by DARPA for the development of one of the key components, the packet switches called Interface Message Processors (IMP's). The RFQ was won in December 1968 by a group headed by Frank Heart at Bolt Beranek and Newman (BBN). As the BBN team worked on the IMP's with Bob Kahn playing a major role in the overall ARPANET architectural design, the network topology and economics were designed and optimized by Roberts working with Howard Frank and his team at Network Analysis Corporation, and the network measurement system was prepared by Kleinrock's team at UCLA.

Due to Kleinrock's early development of packet switching theory and his focus on analysis, design and measurement, his Network Measurement Center at UCLA was selected to be the first node on the ARPANET. All this came together in September 1969 when BBN installed the first IMP at UCLA and the first host computer was connected. Doug Engelbart's project on "Augmentation of Human Intellect" (which included NLS, an early hypertext system) at Stanford Research Institute (SRI) provided a second node. SRI supported the Network Information Center, led by Elizabeth Feinler and including functions such as maintaining tables of host name to address mapping as well as a directory of the RFC's. One month later, when SRI was connected to the ARPANET, the first host-to-host message was sent from Kleinrock's laboratory to SRI. Two more nodes were added at UC Santa Barbara and University of Utah. These last two nodes incorporated application visualization projects, with Glen Culler and Burton Fried at UCSB investigating methods for display of mathematical functions using storage displays to deal with the problem of refresh over the net, and Robert Taylor and Ivan Sutherland at Utah investigating methods of 3-D representations over the net. Thus, by the end of 1969, four host computers were connected together into the initial ARPANET, and the budding Internet was off the ground.

Computers were added quickly to the ARPANET during the following years, and work proceeded on completing a functionally complete Host-to-Host protocol and other network software. In December 1970 the Network Working Group (NWG) working under S. Crocker finished the initial ARPANET Host-to-Host protocol, called the Network Control Protocol (NCP). As the ARPANET sites completed implementing NCP during the period 1971-1972, the network users finally could begin to develop applications. In October 1972 Kahn organized a large, very successful demonstration of the ARPANET at the International Computer Communication Conference (ICCC). This was the first public demonstration of this new network technology to the public.

Following the addition of numerous computers to the ARPANET along with the increased use of its features like email and the invention of the World Wide Web the internet we now know today was created.

## **1.3 Key Moments in the History of Internet**

1969: ARPANET was developed. The first message sent over the network was supposed to be “Login” but it failed after reaching the letter ‘g’

1970: Interface Message Processor was produced and ARPANET network was created.

1971: Email was first developed by Ray Tomlinson who also made the decision to use the “@” symbol to separate the user name from the computer name (now domain name)

1972: France began its own Arpanet-like project in 1972, called CYCLADES. While Cyclades was eventually shut down, it did **pioneer a key idea**: the host computer should be responsible for data transmission rather than the network itself.

1973-74: The first trans-Atlantic connection was made and in 1974 lots of Arpa-like networks were linked to form the internet (the birth of TCP/IP)

1977: The first PC modem, developed by Dennis Hayes and Dale Heatherington, was introduced and initially **sold to computer hobbyists.**

1979: First forms of online multiplayer games (called MultiUser Dungeon/MUD) were started although they were completely text based.

1983: All Arpanet computers switch over to TCP/IP protocols.

1984: Domain Name Systems were created along with Domain Name Servers (DNS) which made addresses more human friendly.

1988: Internet Relay Chat (IRC) was first deployed, paving the way for real-time chat and the messaging applications of today. The first internet worm “The Morris Worm” was also released.

1989: America Online (AOL) was first launched and made the Internet popular among the average users. The World Wide Web (originally called Mesh) was also proposed by Tim Berners-Lee.

1990: The code for the World Wide Web was written by Tim Berners-Lee, based on his proposal from the year before, along with the standards for HTML, HTTP, and URLs.

1991: The first web page, which explained what the world wide web was, was launched. Also, the first content-based search protocol called Gopher was introduced. MP3 file format was accepted as well and became a very popular format for sharing audio via the internet. It was in this year that the first webcam was introduced.

1993: Mosaic, the first graphical web browser was introduced to the public. The .gov and .org domain names were also started.

1995: Considered as the year where web was commercialized, helped by introduction of Secure Sockets Layer (SSL) and online businesses namely Echo Bay (now eBay) and Amazon.

1998: Google was launched and it revolutionized the way people looked for information on the web.

2001: Wikipedia is launched and it paved the way for collective web content generation

2004: Facebook was introduced as “The Facebook” for college students only, but the “The” was soon dropped.

2005: YouTube was started bringing free online video sharing and hosting.

2006: Twitter was started, the first message sent being “just setting up my twttr”

2007: Hulu was launched to offer popular TV shows to watch online

# **Changes of home pages of some websites over the years**

## **Zillow.com**

Zillow, is an American online real estate database company that was founded in 2005. When the site first started it was very basic, the background was pure white and it only contained about 5 lines of content which described the company on the home page. It also contained a navigation system for contact and jobs and that was pretty much it. About a year later the site had now grown and the looks had grown with it. A search bar was introduced and the navigation bar now contained more links including a how-to-use page a sign in page and more. But the general layout was more or less the same, with the plain white background remaining there.

By 2007 the number of users was growing and the site looked even better. The navigation bar changed drastically, from a series of horizontal or vertical links to a well styled and attractive bar. The search bar was also customized and looked better for use. Proper footer and footer links were introduced along with a partition in the main body (that is main content in the middle and some additional info to the right). By 2012 the site looked nice and clean, with a nice background color that was no longer white and the search and navigation bars looking even better. There was no more a partition in the body as there was not much content. The current website features a well-designed top navigation bar, good looing pictures as the background, a big and easy to use search bar and offers more bottom links that are well placed and very appealing to the user.

## **Skype**

Skype is a telecommunications application that specializes in providing video chat and voice calls between computers, tablets, mobile devices, the Xbox One console, and smartwatches via the Internet. Although it was released in 2003 it didn’t start getting as many users up until 2007, but since then it is one of the leading voice communications websites in the globe right now. Around this time the site was very simple, it contained a few links including a download link (for the app) and an about link, that was pretty much it.

By 2013, skype had been acquired and the site had come a long way. It looked a lot more appealing, with a nice navigation bar which minimizes to a menu button when the window minimizes. It had a nice background and links to create an account, buy skype credit and a forgot password one as well. It also has a footer that contains a language selection and a few more links. The site grew a lot more by 2015 with a lot more information, a video as the main background, a lot of widgets and the navigation bar no longer shrunk when the window was minimized. In the footer section there are more links to other products by Microsoft. It also contained a section for all the services provided by skype. Now the website has reverted to a simpler layout, and the widgets and video background have been removed and the Microsoft logo now comes at the top navigation bar.

## **eBay**

eBay Inc. is an American multinational e-commerce corporation based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website founded by Pierre Omidyar in the autumn of 1995. By 2000 the site was packed by with lots of information and links and had a very mediocre navigation bar with and a plain looking search bar. All the information was found in the middle of the page and it had a footer for additional links on a white background. In 2005 the site was fairly similar with the layout and functionality remaining the same. The major difference came only in that the content was on the right.

In 2010 site was more appealing and the middle layout returned. The content now had a category section and the navigation and search bars were more convenient. The footer contains links to the sites’ other versions (for different countries) and links to other companies. By 2015 the site was much bigger, contained more images as links and a much better-looking navigation bar. It had a section for daily deals and latest trends and also the category section from the main part was removed and incorporated into the navigation bar which also had a cart link. The version selector links were contained in a drop-down option. Now the site had several sections in the body, including best deals in all the categories, and the search bar had a drop-down for the category section, and the site had more colors for separating the different sections. It also incorporated an advanced search and the cart was removed from the navigation.

## **Walmart**

Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, headquartered in Bentonville, Arkansas. The company was founded by Sam Walton in 1962**.** It started the online service around 1997 but it took off and got popularity around early 2000s. By 2002 the site was packed with too much information. All the content was on the right, and it had a section for categories. It had a footer for several links regarding the site. The navigation and search bars were very simple. By 2007 the content had shifted towards the center and it incorporated links for gift cards and wish lists. But the whole layout remained fairly the same. In 2012 there was a simpler navigation bar, and a few pictures were added, there were also sections for special deals. The overall layout however seems very similar to those of 2002. By 2016 there were major changes to the layout, and the different sections were separated by background colors. A lot of products were displayed along with their images in a grid layout that is completely different from the earlier versions. The search bar came above the navigation bar along with the logo of Walmart. Now the site is fairly simple, and the navigation and search bars are at the same level. The separation of sections with colors were removed. It has a section in the footer for other brands related for

## **Microsoft**

Microsoft has a website for users to access their products since late 90s’ but it boomed around mid-2000s’. In 2008 the site was too basic and its navigation bar was very simple containing very few links. It did have a search bar though and the contents were spread evenly across the entire screen. The footer contained links for some information about the site. The 2013 version showed major changes to the layout, with improved section separation with colors, an introduced navigation bar and better visuals. The footer section contains links to other products and services offered by Microsoft. The site has no major layout changes until now. It’s still very simple but very nice to look at. It has sections for users to get products offered by Microsoft.

# **Websites by category**

## **3.1 Content Aggregator**

* AllTop – [www.alltop.com](http://www.alltop.com) – Aggregates top news, information and viral videos in real time from trusted sources.
* Popurls – m.popurls.com – Encapsulates headlines from many popular sites.
* Blog engage – [www.blogengage.com](http://www.blogengage.com) – Allows users to submit blogs that will be reviewed and promoted by the sites owners or other visitors.
* Feedly – [www.feedly.com](http://www.feedly.com) – feed reader that aggregates information from around the web into one convenient place.
* Flipboard – [www.flipboard.com](http://www.flipboard.com) – curates worlds stories so that viewers can focus on themselves.

## **3.2 Portals**

* AAiT portal – portal.aait.edu.et – allows students to access their profiles, register for courses and much more.
* Domino’s pizza intranet – dominospizzaintranet.weebly.com – makes employees jobs easier by helping them communicate and share different information.
* Coach employee portal – cmt.coach.com – a portal for the employees of the organization.
* Council of Europe govt portal – [www.coe.int/portal](http://www.coe.int/portal) - helps citizens communicate on matters of politics and human rights.
* VW group portal – dealerportal.vw-group.com – makes dealing and purchasing much easier.

## **3.3 Social Media**

* Snapchat – [www.snapchat.com](http://www.snapchat.com) – lets users easily talk with friends and view live stories from around the world.
* Reddit – [www.reddit.com](http://www.reddit.com) – is a network of online communities.
* Facebook – [www.facebook.com](http://www.facebook.com) – one of the biggest sites to connect with friends and family from all around the globe.
* Twitter – [www.twitter.com](http://www.twitter.com) – a microblogging site in which people can follow other people and catch up on what they have been doing via messages known as tweets.
* Instagram – [www.instagram.com](http://www.instagram.com) – a mainly photo and video-based messaging and sharing site.

## **3.4 Educational**

* Chegg – [www.chegg.com](http://www.chegg.com) – a site containing textbook solutions and expert Q&A sessions for and course.
* Khan Academy – [www.khanacademy.org](http://www.khanacademy.org) – an always free resource site for any course at any level
* Udacity – [www.udacity.com](http://www.udacity.com) – an online school offering many courses that mainly center around computer science.
* Oracle Academy – academy.oracle.com – helps college students to develop key programming skills for school and for their careers.
* Tutorialspoint – [www.tutorialspoint.com](http://www.tutorialspoint.com) – a site which mainly provides resources for students studying computer science and related fields.

## **3.5 Business/Marketing**

* Yelp – [www.yelp.com](http://www.yelp.com) – a business directory and crowdsourced reviewing website.
* Tripadivsor – [www.tripadvisor.com](http://www.tripadvisor.com) – a travel site which helps user select the best deals (Hotels, Tickets, Tours) during their time of travel
* Forbes – [www.forbes.com](http://www.forbes.com) – global media company that focuses on business and investing.
* Yahoo! Finance – finance.yahoo.com – provides viewers with live stock market and finance news updates
* Wall street journal – [www.wsj.com](http://www.wsj.com) - a business focused news group.

## **3.6 Informational**

* Road food – [www.roadfood.com](http://www.roadfood.com) – a guide for information on regional food for travelers.
* TED – [www.ted.com](http://www.ted.com) – contains many videos from experts speaking about various topics.
* CNET – [www.cnet.com](http://www.cnet.com) – a leader in information about tech products.
* Guinness World Records – [www.guinnessworldrecords.com](http://www.guinnessworldrecords.com) – official site to get information on the record holders of the world.
* Tech Crunch – [www.techcrunch.com](http://www.techcrunch.com) – reports on the business of technology, startups, venture capital funding, and Silicon Valley.

## **3.7 Entertainment**

* YouTube – [www.youtube.com](http://www.youtube.com) – the best site to watch and share videos.
* Netflix – [www.netflix.com](http://www.netflix.com) – to stream or watch movies and TV shows online.
* Spotify – [www.spotify.com](http://www.spotify.com) – a digital music service with access to millions of songs.
* IMDb – [www.imdb.com](http://www.imdb.com) – the most popular source for movies with their review and ratings.
* Soundcloud – [www.soundcloud.com](http://www.soundcloud.com) – largest community for artists, podcasters and creators of music or audio.

## **3.8 Advocacy**

* Change – [www.change.org](http://www.change.org) – a petition site for people looking for change.
* Advocates for children in therapy – [www.childrenintherapy.com](http://www.childrenintherapy.com) – opposed to attachment therapy and related treatment towards children
* Greenpeace – [www.greenpeace.org](http://www.greenpeace.org) – a site that stands up for environmental justice.
* Stand for Children – [www.stand.org](http://www.stand.org) – fights for better education and treatment of children,
* Foster care Alumni of America – [www.fostercarealumni.org](http://www.fostercarealumni.org) – connects alumni community to provide opportunities for people in and from foster care

## **3.9 Blog**

* Huffington Post – [www.huffpost.com](http://www.huffpost.com) – a news and opinions blog.
* TMZ – [www.tmz.com](http://www.tmz.com) – a blog focused on celebrity and entertainment news.
* Mashable – [www.mashable.com](http://www.mashable.com) – a multi-platform media blog.
* Life hacker – [www.lifehacker.com](http://www.lifehacker.com) – a blog dedicated towards optimizing every aspect of lives
* The verge – [www.theverge.com](http://www.theverge.com) – covers the intersection of tech, science art and culture.

## **3.10 Wiki**

* Wikipedia – [www.wikipedia.org](http://www.wikipedia.org) – a free online encyclopedia.
* Wiki how – [www.wikihow.com](http://www.wikihow.com) – the most trusted how-to site.
* Wiktionary – [www.wikitionary.org](http://www.wikitionary.org) – an online dictionary.
* Wikimedia – [www.wikimedia.org](http://www.wikimedia.org) – offers free educational content to the world.
* Gamepedia – [www.gamepedia.com](http://www.gamepedia.com) – video tutorials and a library for upcoming games.

## 

## **3.11 Personal**

* Nia Shanks – [www.niashanks.com](http://www.niashanks.com) – personal website of coach and writer Nia shanks.
* Tim Harford – [www.timharford.com](http://www.timharford.com) – personal website of economist Tim Harford.
* Seth Godin – [www.sethgodin.com](http://www.sethgodin.com) – personal website of blogger Seth Godin.
* Ellen Skye Riley – [www.ellensriley.com](http://www.ellensriley.com)
* Joshua McCartney – [www.joshuamccartney.com](http://www.joshuamccartney.com) – page of art director Joshua McCartney.

## **3.12 News**

* BBC – [www.bbc.com](http://www.bbc.com) – a site that brings up-to-the-minute and breaking news from all over the globe
* CNN – [www.cnn.com](http://www.cnn.com) – provides news on top stories, weather, business and more.
* Fox News – [www.foxnews.com](http://www.foxnews.com) – breaking and current news.
* Goal – [www.goal.com](http://www.goal.com) – news, scores, rumors, transfers and anything related to soccer.
* Daily Mail – [www.dailymail.co.uk](http://www.dailymail.co.uk) – breaking news, showbiz, sports, viral videos and much more.

# **Evaluation Criteria for Websites**

Not all parts of a certain website are equally as appealing to the entire audience. For some the styling and the ease of navigation seems most important while to others this is irrelevant as long as the content they want is covered well. But generally, websites need to be evaluated and there are certain guidelines or criteria they need to fulfill. The following are the 6 most common things a website needs to fulfill in order to become really appealing to all the users that come across it.

**1. Accuracy of Web Documents**

* Who wrote the page and can you contact him or her? This is especially important for sites containing information that is very specific to a given topic and may need further briefing or explanation.
* What is the purpose of the document and why was it produced?
* Is this person qualified to write this document? If the document is a scientific journal for example the person who wrote it must be of a credible source.

**2. Authority of Web Documents**

* Who published the document and is it separate from the "Webmaster?"
* Check the domain of the document, what institution publishes this document?
* Does the publisher list his or her qualifications?

**3.** **Objectivity of Web Documents**

* What goals/objectives does this page meet?
* How detailed is the information?
* What opinions (if any) are expressed by the author?

**4. Currency of Web Documents**

* When was it produced?
* When was it updated?
* How up-to-date are the links (if any)?

**5. Coverage of the Web Documents**

* Are the links (if any) evaluated and do they complement the documents' theme?
* Is it all images or a balance of text and images?
* Is the information presented cited correctly?
* To what extent does the site cover the topic?

**6.** **Looks of the website**

* How good does the website look / is it appealing to users?
* Does the look of the website complement the topic?
* Are all the pages of the website consistent in terms of their look?

## **4.1. Evaluating some websites**

**1. Hacker News**

Accuracy: Provides /Aggregates only the necessary information for people of the tech world from trusted sources

Authority: Is an aggregating site so can be accessed by all so no authority.

Objectivity: Provides spam filtered tech related news with great detail.

Currency: It is updated constantly and followed seriously.

Coverage: It covers all the content is says it does

Looks: very simple and accessible, with a nice layout.

**2. Ocean of games**

Accuracy: Provides /Aggregates only the necessary information for people of the tech world from trusted sources

Authority: Is an aggregating site so can be accessed by all so no authority.

Objectivity: Provides cracked games for people who cant afford to pay that.

Currency: It is updated constantly and followed seriously.

Coverage: Has enough content and links to other required sources.

Looks: the layout is a little complicated and maybe hard to new users.