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# History (Evolution) of the internet

* Before 1972, there were rivalries between USA and USSR in the technology growth that made USA create the first switched network by linking four different nodes in California and Utah; one at the University of Utah, one at the University of California at Santa Barbara, one at Stanford and one at the University of California at Los Angeles.
* In 1972, a worker in BBN, the first company that created the switched network, creates the first program devoted to email
* Also in 1972, Network Control Protocol is introduced to allow computers running on the same network to communicate with each other.
* In 1973 Vinton Cerf working from Stanford and Bob Kahn from DARPA begin work developing TCP/IP to allow computers on different networks to communicate with each other.
* In 1974 Kahn and Cerf refer to the system as the Internet for the first time.
* In 1981 The National Science Foundation releases CSNET 56 to allow computers to network without being connected to the government networks.
* In 1983 Internet Activities Board released.
* In 1983 TCP/IP becomes the standard for internet protocol.
* In 1983 Domain Name System introduced to allow domain names to automatically be assigned an IP number.
* In 1984 MCI creates T1 lines to allow for faster transportation of information over the internet.
* In 1989 Arpanet ceases to exist
* In 1990 Advanced Network & Services (ANS) forms to research new ways to make internet speeds even faster. The group develops the T3 line and installs in on a number of networks.
* In 1990 hypertext system is created and implemented by Tim Berners-Lee while working for CERN.
* In 1990 The first search engine is created by McGill University, called the Archie Search Engine
* In 1991 U.S green-light for commercial enterprise to take place on the Internet
* In 1991 The National Science Foundation (NSF) creates the National Research and Education Network (NREN).
* In 1991 CERN releases the World Wide Web publicly on August 6th, 1991
* In 1992 The Internet Society (ISOC) is chartered
* In 1993 – InterNIC released to provide general services, a database and internet directory.
* 1993- The first web browser, Mosaic (created by NCSA), is released. Mosaic later becomes the Netscape browser which was the most popular browser in the mid 1990’s.
* In 1994 First internet ordering system created by Pizza Hut.
* In 1994 First internet bank opened: First Virtual.
* In 1995 NSF contracts out their access to four internet providers.
* In 1995 NSF sells domains for a $50 annual fee.
* In 1995- Registration of domains is no longer free.
* In 1996 The WWW browser wars are waged mainly between Microsoft and Netscape. New versions are released quarterly with the aid of internet users eager to test new (beta) versions.
* In 1996 Nokia releases first cell phone with internet access.
* In 1997 (Arin) is established to handle administration and registration of IP numbers, now handled by Network Solutions (IinterNic)
* In 1998 Netscape releases source code for Navigator.
* In 1998 Internet Corporation for Assigned Names and Numbers (ICANN) created to be able to oversee a number of Internet-related tasks
* In 1999 A wireless technology called 802.11b, more commonly referred to as Wi-Fi, and is standardized.
* In 2000 The dot com bubble bursts, numerically, on March 10, 2000, when the technology heavy NASDAQ composite index peaked at 5,048.62
* In 2001 Blackberry releases first internet cell phone in the United States.
* In 2001 The spread of P2P file sharing across the Internet
* In 2004 The Term Web 2.0 rises in popularity when O’Reilly and MediaLive host the first Web 2.0 conference.
* In 2004 Mydoom, the fastest ever spreading email computer worm is released. Estimated 1 in 12 emails are infected.
* In 2005 Estonia offers Internet Voting nationally for local elections
* In 2005Youtube launches
* In 2006 There are an estimated 92 million websites online
* In 2006 Internet2 announced a partnership with Level 3 Communications to launch a brand new nationwide network, boosting its capacity from 10Gbps to 100Gbps
* In 2007 Internet2 officially retires Abilene and now refers to its new, higher capacity network as the Internet2 Network
* In 2008 Google index reaches 1 Trillion URLs
* In 2008 NASA successfully tests the first deep space communications network modeled on the Internet. Using software called Disruption-Tolerant Networking, or DTN, dozens of space images are transmitted to and from a NASA science spacecraft located about more than 32 million kilometers from Earth
* In 2009 ICANN gains autonomy from the U.S government
* In 2010 Facebook announces in February that it has 400 million active users.

# Popular websites from Web Archive

## LinkedIn ([www.linkedin.com](http://www.linkedin.com))

On 2005,

* The welcome page had so much writings,
* It was center aligned

On June, 2006,

* It was still center aligned
* There wasn’t much use of scroll so the page was in a way stuffed

On July 2007,

* It became less stuffed
* Still center aligned
* Still didn’t make much use of the scroll feature
* Search bar was moved to the bottom making the page less stuffed
* But another feature, searching by alphabet was added vertically, which made the page less attractive, but they arranged this feature horizontally on the August release.

On August 2008,

* It was still center aligned but it broadened making it more attractive
* The login text inputs and buttons were moved aside of the description of LinkedIn
* The repetition of alphabets (to represent and the link containing) were made one alphabet.

On March 2009,

* It has become a center aligned more precise form which doesn’t need scroll

On March 2010,

* They have moved the navigation of the form from the left to the right of the form
* The font for browsing others by name initials feature has been reduced so the page seemed cleaner

On July 2010,

* The central alignment containing all the information become more broadened.
* Browsing members through country was added as a new feature

On November 2011,

* They added a signing in bar at the top of the contents and signup in the middle of the contents
* They used the keyword more in substitution of search by country, which will help to filter search results
* The page become less stuffed and more broadened

On June 2012,

* The contents went out of the box and now on the page.
* They used image of users and citation of their experience of LinkedIn in a tilted rectangle aside to the login box
* They used the header for the LinkedIn description
* And the page has become much simpler and beautiful

On October 2013,

* They made it more attractive by adding more spaces
* The login/register button color has changed to yellow

On September 2014,

* They used several squares for users pictures
* They used other international languages other than English such as German

On November 2015,

* They used signing in box at the header of the page and signing up form on the page aligned at the center
* The background has become pictures of users in grid for the page and it required a little scrolling
* The search label was changed to ‘find a colleague’
* They used a footer and specified all the navigation in both horizontally and vertically which made it pretty attractive

On 2016,

* The box containing the signing up info has broadened

On February 2017,

* The sign in bar has become on the header and there were no written descriptions

On October 2018,

* The color for the signup button was changed into blue
* The box containing the signing up info has narrowed

On April 2019,

* The footer font was increased
* Alphabets for member searching through name initials were changed to uppercase

On February 2020,

* It has become a scrollable page with its description and functions throughout the page and easily readable
* The login box has become very small and positioned at the top of the page

## Twitter ([www.twitter.com](http://www.twitter.com))

On September 2010,

* It had a header that had a little description of twitter
* Below the header, it had a navigation row which was moving
* The Twitter logo was blue
* They used different shades of blue for the page and yellow color for the signup button
* They used left alignment but the text was aligned to the center

On May 2011,

* The header included a signing up and a signing in form
* The Twitter logo changed to light blue
* Below the header, they used a horizontal grid of pictures of twitter users

On April 2012,

* They used a whole new design
* It had pictures of twitter’s posts at the center and at the right of it a login and signup forms
* The background color was reddish but changed to blue on the August’s release
* They added a navigation bar at the footer
* And the color blue for sign in button and yellow for sign up button
* On October 2012, they adjusted it by making the pictures a background image and having the signing in and signing up forms still there
* They added a bit of description on the left

On April 2013,

* They used different languages such as German
* They used more attractive images as a background and blurred them at the bottom to make the footer more visible

On March 2014,

* They used two boxes at the center aside to each other
* The box at the left advertises a mobile app of twitter and the one at the right is a signing up and signing in boxes aligned vertically
* They used a background color of blue
* But on the September’s release, they got back to the one with background image, and made it a bit longer so the footer is accessed by scrolling

On April 2015,

* For the background image, they used catchy moments

On March 2016,

* They used a whole new design by having the featured tab, tweets from celebrities, new tab, recent tweets, and to choose tweets of a user’s choice, with the profile of the person who tweeted.
* And they had a signing in and signing up option at the header of the page.

On October 2017,

* They chose the color purple and more tabs were added such as news, music, and entertainment
* They used footer for navigation section

On October 2018,

* Another new design has come: they divided the page into right and left and on the right side was there a signing up/in info and on the right there was a little description of twitter
* They used bottom navigation

On July 2019,

* Noticeable changes aren’t made

On February 2020,

* They used login and sign up buttons instead of the previous, sign up info inputs and already have an account button

## Skype ([www.skype.com](http://www.skype.com))

On March 2010,

* It had the login and sign up info at the header
* It had navigation tabs for different uses of skype
* The page had a picture with advertisement of skype
* And it was justified

On March 2011,

* They used a whole new design by making the page header blue color and having the navigation in it.
* They also added their precise advertisements on it
* On the page, they added pictures and their respect advertisements
* They used footer for further navigations
* It was aligned at the center

On March 2012,

* A new feature, calculating how much it costs to call to specified country was added
* On the footer, changing language feature was added

On March 2013,

* It became a justified page with descriptions in circle spread through the page
* It consisted no detailed information and the page was simple
* The background color was white
* Footer was used for navigation

On March 2014,

* They used image for the header’s background
* They added more images with descriptions
* Navigation and signing up/in options were placed at the header

On March 2015,

* They made the picture they used for header background, aligned from left to right
* The advertisements became horizontally arranged aligned to different directions
* Navigation and signing in/up options were positioned absolute
* They used the footer for detailed navigation

On March 2016,

* Under the header, they used advertisements of group video chat, their new feature, with an image
* And some of the advertisements contained images
* The options became more broadened
* Signing in/up option was taken out of the header

On March 2017,

* They removed the top navigation bar
* At the top of the page they added a picture that describes skype and buttons on it leading to sign up/in options
* For the other features they used horizontal arrangements with icons
* They used the background color light blue
* They still kept on the bottom navigation

On March 2018,

* They added a top navigation
* They added the new features’ description on the page
* Rather than a picture at the top of the page, they used a picture at the right and a skype description at the left
* Advertisements of Microsoft were added

On March 2019,

* It had become more images, and less writings
* They made a little description about new features and added buttons to dive in more
* More Microsoft features were added
* They used blue and white throughout the page

On March 2020,

* They added the sign up/in options at the top
* They minimized the number of descriptions and it became more catchy

## Samsung ([www.samsung.com](http://www.samsung.com))

On 2010,

* They had a blue oval logo where the word SAMSUNG was written with white on it
* They had countries listed in a link to explore Samsung stores and products at that area

On 2011,

* They added flags of countries to be chosen
* And the countries were ordered in a structured style based on continents

On 2012,

* They added a top navigation tab for their products
* They added bottom navigation for their social media addresses and detailed products selection
* They used the color blue and white for the page

On 2013,

* They contained pictures of their products

On 2014,



On 2015,

On 2016,

On 2017,

On 2018,

On 2019,

* They stopped using other colors
* The colors used were their products

On 2020,



## Amazon ([www.amazon.com](http://www.amazon.com))

On 2010,

* The left side of the page contained links to choose types of items
* The center page contained images of the items to be sold and their prices categorized by topics
* On the bottom navigation they had a link that directs to lately searched items
* It also contained their contact information and items selection

On 2011,

* The searching involved more specification; people could choose the type of accessories they search for
* The concept of cart and wish list was introduced
* The signing up/in info was placed at the header with smaller font
* On the left navigation bar, they added their new features such as cloud drive
* Items were arranged by their brands
* They added several countries where they had a branch at

On 2012,

* The items were arranged at the center of the page
* Other ads were placed at the right side of the page
* The items picture was small
* Categories based on gender for products was provided

On 2013,

* The left navigation for types of items was moved to right, and it consisted images and the links to the type of item were written in normal typography, that is not of links
* They used the left and center space of the page for the items to be displayed
* They items pictures took more space than before and advertisements of the selected brand took the header to display the brand’s products
* They used the bottom navigation for detailed selection of products based on brands

On 2014,

* They took the whole space for the header and used images for the selection of element types
* They arranged the items 2 in a raw so that the items became more clear and attractive
* The page became more ordered and structured
* The link items were displayed as normal text so it saved color variance

On 2015,

* They have been using the accent color orange and the logo of amazon was written with white
* They used black as the page’s heading color
* A see more link was provided for the displayed items categories
* They used the right navigation for type selection and the left navigation for brand and type selection
* They used more pictures

On 2016,

* They added their new products advertisements on the header
* They used horizontally scrollable feature for items selection navigation bar
* Items’ price was removed and was provided when item is selected

On 2017,

* The left side navigation was substituted by signing in options
* The items took much vertical space and were viewed largely
* They used top navigation for sells, and other amazon related features

On 2018,

* They removed the side navigations and added the signing in/up options at the right side
* The items took up the other remaining space
* Language selection was made available on the bottom navigation

On 2019,

* They stopped using other colors, just the color of products was there and the only colors used were black and white
* The items were arranged by sells, types and other categories
* The see more link was provided for further items in that category

On 2020,

* The pictures for each category were made more than one, which were arranged in different order
* The bottom navigation was arranged in an ordered manner
* The see more link was used in change with “shop item name”

Categories

## Portal

* EhioTelecom Portal: [https://myportal.ethiotelecom.et](https://myportal.ethiotelecom.et/)
* 2Merkato: [https://www.2merkato.com](https://www.2merkato.com/) provides business information for investors, suppliers, buyers, traders who are engaged or want to engage in business activities in Ethiopia.
* Addis Ababa institute of Technology Student portal: <https://portal.aait.edu.et> AAiT students portal to check grades, registration, and information
* Ethiopian Airlines Web Portal: <https://dxbooking.ethiopianairlines.com> Ethiopian airlines booking, and flight checking portal
* Ethiopian news Aggregated: <https://ethioportal.com> Ethiopian Up to Date News

## News

* The Wall Street Journal: [www.wallstreetjournal.com](http://www.wallstreetjournal.com) business-focused, English-language international daily news site based in New York City
* The New York Times: [www.nyctimes.com](http://www.nyctimes.com) is an American newspaper based in New York City with worldwide influence and readership
* NBC news: [www.nbcnews.com](http://www.nbcnews.com) is the news division of the American broadcast television network NBC
* The Washington post: [www.washingtonpost.com](http://www.washingtonpost.com) is a major American daily news site headed in Washington, D.C.
* The Guardian: [www.theguardian.com](http://www.theguardian.com) is a British daily news site

## Informational

* Guinness World Records: [www.guinenessworldrecords.com](http://www.guinenessworldrecords.com) is published annually, listing world records both of human achievements and the extremes of the natural world.
* Quora: [www.quora.com](http://www.quora.com) a place where people can share and gain knowledge by asking and answering questions.
* Rotten Tomatoes: [www.rottentomatoes.com](http://www.rottentomatoes.com) is an American review-aggregation website for film and television.
* YouTube: [www.youtube.com](http://www.youtube.com) the world’s largest video-sharing site that enables users to upload and share videos, view them, comment on them and like them.
* Medium: [www.medium.com](http://www.medium.com) an online publishing platform developed by Evan Williams and launched in August 2012. It is owned by A Medium Corporation

## Business/ Marketing

* Fortune: [www.fortune.com](http://www.fortune.com) one of the world’s leading business media brands which is accompanied by a multinational monthly magazine, daily website and conference series. Fortune is dedicated to assisting its readers, viewers, and attendees to succeed in the business sector.
* LinkedIn: [www.linkedin.com](http://www.linkedin.com) one of the most popular professional social networking sites or apps and is available in over 20 languages, used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more.
* Eventbrite: [www.eventbrite.com](http://www.eventbrite.com) event management and ticketing website allowing users to browse, create, and promote local events. Charges a fee to event organizers in exchange for online ticketing services, unless the event is free.
* Amazon: [www.amazon.com](http://www.amazon.com) focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.
* DMN: [www.dmnews.com](http://www.dmnews.com) a resource for marketing and sales professionals that explores all realms of digital and data driver marketing in an unbiased and incisive manner.

## Educational

* W3.org: [www.w3.org](http://www.w3.org) an international community where member organizations, a full-time staff, and the public work together to develop web standards.
* Stackoverflow: [www.stackoverflow.com](http://www.stackoverflow.com) a question and answer site for professional and enthusiast programmers.
* Udacity: [www.udacity.com](http://www.udacity.com) a for-profit educational organization offering massive open online courses.
* Meetup: [www.meetup.com](http://www.meetup.com) enables you to find groups of like-minded people, who have similar interest to you, near your locality (anywhere in the world). It also facilitates offline group meetings and you can become a part of such groups and their discussions.
* Udemy: [www.udemy.com](http://www.udemy.com) an online learning platform aimed at professional adults and students

## Entertainment

* Spotify: [www.spotify.com](http://www.spotify.com) is an international media services provider.
* Netflix: [www.netflix.com](http://www.netflix.com)  is an American media-services provider and production company headquartered in Los Gatos, California
* Vine: [www.vine.com](http://www.vine.com) an entertainment-based, short-form video sharing social media site where members can easily share videos that are six seconds long.
* Gawker: [www.gawker.com](http://www.gawker.com) A Manhattan-based site filled with entertainment news and gossip
* TikTok: [www.tiktok.com](http://www.tiktok.com) a social video app that allows its users to share short videos.

## Advocacy

* Human Rights Campaign: [www.hrc.org](http://www.hrc.org) is the largest LGBTQ advocacy group and political lobbying organization in the United States.
* Uptake: [www.theuptake.org](http://www.theuptake.org) is an independent nonprofit online news organization that was launched in 2007
* Advocates for Children in Therapy: [www.childrenintherapy.org](http://www.childrenintherapy.org) is a U.S. advocacy group founded by Jean Mercer and opposed to attachment therapy and related treatments.
* Change.org: [www.change.org](http://www.change.org) is a petition website
* Speak Out: [www.speakoutnow.org](http://www.speakoutnow.org) is a national non-profit organization that educates, inspires and empowers young people to become activists for social justice.

## Blog

* Know Techie: [www.knowtechie.com](http://www.knowtechie.com) A blog page for non techies concerning tech
* Nomadic Matt: [www.nomadicmatt.com](http://www.nomadicmatt.com) A travel blog with strong personal branding
* Nerd Fitness: [www.nerdfitness.com](http://www.nerdfitness.com) Health and fitness advice for nerds and ordinary, everyday people.
* Thought Catalog: [www.thoughtcatalog.com](http://www.thoughtcatalog.com) A deeper, emotional blog written by college students
* Peta Pixel: [www.petapixel.com](http://www.petapixel.com) A blog to keep you in the loop of everything photography

## Wiki

* WikiHow: [www.wikihow.com](http://www.wikihow.com) an online wiki-style community consisting of an extensive database of how-to guides.
* Wikipedia: [www.wikipedia.org](http://www.wikipedia.org)  free online encyclopedia, created and edited by volunteers around the world
* WikiVoyage: [www.wikivoyage.org](http://www.wikivoyage.org) a free web-based travel guide for travel destinations and travel topics written by volunteer authors
* WikiBooks: [www.wikibooks.org](http://www.wikibooks.org) a wiki-based Wikimedia project hosted by the Wikimedia Foundation for the creation of free content e-book textbooks and annotated texts that anyone can edit
* Wikitionary: [www.wikitionary.org](http://www.wikitionary.org) a multilingual, web-based project to create a free content dictionary of terms in all natural languages and a number of artificial languages

## Social Network

* Facebook: [www.facebook.com](http://www.facebook.com) largest social networking site in the world and one of the most widely used.
* Twitter: [www.twitter.com](http://www.twitter.com) social networking site that 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.
* Instagram: [www.instagram.com](http://www.instagram.com) was completely based on sharing photos and videos. Enables you to capture the best moments of your life,
* Skype: [www.skype.com](http://www.skype.com) one of the most popular communication-based social networking platforms allowing to connect with people through voice calls, video calls (using a webcam) and text messaging.
* Telegram: [www.telegram.com](http://www.telegram.com) instant messaging site always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. This encryption feature has only just been made available for WhatsApp, whereas Telegram has always provided it.

## Content Aggregator

* All Top: www.alltop.com pulls in the latest posts from websites on a variety of topics
* Pop urls: [www.popurls.com](http://www.popurls.com) pulls in content from a variety of social networks, blogs, and news organizations.
* The Web List: [www.theweblist.net](http://www.theweblist.net) a one-page content aggregator website that collects content from a huge variety of sources, though, you can’t submit your own site. It only aggregates content from a pre-made set of sources.
* WP News Desk: [www.wpnewsdesk.com](http://www.wpnewsdesk.com) focuses specifically on WordPress. It automatically pulls in content from a variety of WordPress blogs and companies and displays posts on the front page.
* Travel Blogger Community: [www.travelbloggercommunity.com](http://www.travelbloggercommunity.com) aggregates content from travel bloggers all around the world in one accessible place.

## Personal

* Fifty Coffees: [www.fiftycoffees.com](http://www.fiftycoffees.com) chronicles the author's series of coffee meetings in search of her next job opportunity, and it does a great job of using photography and visuals to assist in the telling of her lengthy stories.
* The Beast Is Back: [www.thebeastisback.com](http://www.thebeastisback.com) Christopher Lee's portfolio is busy and colorful in a way that works.
* The Everywhereist: [www.everywhereist.com](http://www.everywhereist.com) looks a bit busier, but its consistent branding helps visitors easily navigate the site. The travel blog uses globe iconography to move visitors around the site, making it easy to explore sections beyond the blog.
* Mr. Money Mustache: [www.mrmoneymustache.com](http://www.mrmoneymustache.com/) this financial blog is a funny, browsable website that offers sound insight into money management for the layperson.
* Sean Halpin: [www.seanhalpin.io](http://www.seanhalpin.io) Halpin's resume is short and to the point, which is authentic to his voice and personal branding outlined on the site.

# Guidelines for evaluating the value of a Web site

## Audience

* A website’s addressing of the targeted audience is one of the guidelines that should be considered while evaluating a website.
* The skills required to use the site's features should be appropriate for its intended audience.
* A site's content should be comprehensible, appropriate, and of value to the intended audience. Awards won by a site may suggest quality but may also be little more than advertising banners for the issuing agencies.

## Authority/Sponsorship

* The name of the individual or group creating the site should be clearly stated.
* Contact information and about information should be provided for users to make comments or ask questions, and to guarantee credibility.
* Where applicable, reference sources for information cited should be provided. Because sites that clearly violate copyright statutes or other laws should not be linked, listed, or recommended.
* Is the author a person recognized as an expert in his/her field? If not, there should be enough information provided to establish the author’s credibility.
* The author’s qualification to write about the subject should also be qualified.
* If the information is part of a journal or other online publication, one should try to establish the authority of that publication.
* Associated branding, and the publication being referenced elsewhere, can build up the trustworthiness of a site.

## Accuracy

* The more accurate a site’s content from spelling and grammatical errors is the more reliable it will be.
* A content should be well-written and been through an editing process or been peer reviewed.
* The author should include a bibliography
* The sources cited must be reliable and must be verified elsewhere
* Research methodologies should be adequately explained

## Objectivity

* The author should present objective arguments or make it clear when he/she is expressing biased opinions
* Other points of views should be explored
* A personal website is more likely to express personal opinions
* Is the website part of a commercial organization, a political party or an organization with a specific agenda? If yes, the motives for publishing the information should be considered.
* The website shouldn’t promote a biased viewpoint
* Sites that promote social biases (e.g., gender, racial, or religious biases) should be rejected or critically reviewed.

## PURPOSE

* A site's purpose should be clear, and its content should reflect that purpose, be it to entertain, educate, or sell.
* Advertising should not overshadow the content.

## Currency

* When the information was published has to be considered
* The information should be current, accurate, and regularly updated. A "last updated" notification is a useful feature.
* A good website will show when it was ‘last updated’ or give a clear indication of the timeliness of the information. Working links indicate the website is being maintained and updated regularly.

## The URL

* The domain name can help establish if the information has been published by a credible source.

## TECHNICAL CONSIDERATIONS

* Verify that the Web site's important capabilities, such as graphics or animations critical to the subject matter, can be utilized with the technology you have available. Some sites require more advanced browsers.
* The page should be stable, that is, consistently available.
* All the links and special features such as audios must be functioning; it is disconcerting if "Error" messages appear.
* If there is a fee for using the site, the site should provide a secure way to send payment

## CONTENT

* Information on how often the site is visited may indicate its usefulness.
* The organization should generally be logical regarding how information is ordered.
* If there are large amounts of information on the site, there should at least be a site map, navigator or outline of topics that allows users to find topics and move among them easily.
* A search function for locating information within the site would be useful.
* Copyright information is useful if copying a substantial amount of the content for dissemination is anticipated.
* Links to more information on the topic should be provided.
* Graphics should be relevant and appropriate to the content.

## FUNCTIONALITY

* Language used in messages and instructions should be clear, concise and easy to understand.
* Navigation within the site should be easily carried out. Required "plug-ins" or other helper applications should be clearly identified, and navigational buttons should be of a consistent shape and location.
* Links should be descriptive of the content, and link text items should sound like invitations to content, not "click me/this/here."
* If a search function is available, instructions for conducting searches should be provided.
* There should be consistency in the use of features such as headers, backgrounds, fonts, and colors, particularly when they act as thematic pointers (e.g., sub-headings use a smaller font than major headings).
* A text-only option is useful for sites with a lot of graphics; otherwise, download time may be too lengthy. Generally, wait time should not exceed 15-20 seconds.
* If necessary, features catering to the needs of special populations such as visually impaired and hearing-impaired users are preferred. For example, images conveying important messages such as page titles or links should come with alternative text (text that is displayed when the cursor moves over the image), so that visually impaired users using screen readers will hear the relevant text when the cursor is over the image. Audio clips that convey important content (such as lyrics or announcements) must have optional links to readable text for hearing-impaired users.

## DESIGN/AESTHETICS

* The site design should be appropriately appealing to its intended audience.
* The text should be easy to read, and not cluttered with distracting graphics, fonts, and backgrounds. There should be appropriate "white space," that is, space that is not occupied by text or graphics.
* The design elements and features on the site, such as searchable databases, animations, graphics, sound files, and transitional pages, should be labeled and explained clearly.
* The site should make use of conventional rather than cute but confusing features. For example, hypertext should be in blue text rather than buttons without accompanying text.
* Links should not lead to so many levels that it is difficult for users to get back to the page they started from.
* Sometimes the same site looks different on different browsers. Colors, graphics, and text may change. If you are looking at a Web site on your own computer, check to see how it will appear on the computers that other users, such as students, will be using.
* The color scheme should not be too gaudy and hurtful to the eye. Most experts recommend that a site contain no more than four colors, with a limit of seven throughout the site. Some suggest that a site contain both warm colors (e.g., red, orange, yellow) and cool colors (purple, blue, green). The most important consideration, however, is whether the colors distract from the main message.
* The colors may also need to be appropriate for color-deficient users, who tend to see everything in shades of green and grey, so check to see whether important messages are conveyed by differences or changes in color.
* A site has better readability if dark text appears on a light background, or vice versa. If pages need to be printed, pages using light backgrounds and dark text will produce better hard copies than pages with dark backgrounds and light text.
* Large images should be presented in thumbnail versions, with links to the larger versions

# References

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