



ADDIS ABABA UNIVERSITY

ADDIS ABABA INSTITUTE OF TECHNOLOGY

CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC
COMPUTING

DEPARTMENT OF SOFTWARE ENGINEERING

Name - Nuredin Yesuf

ID - ATR/0100/11

Section - 2

Prepared By: - Mr. Fitsum A.

February 2020

Table of Contents

Introduction.....	3
1. The brief history of the internet (the evolution).....	3
2. Observation of websites.....	4
BBC WORLD.....	4
FACEBOOK.....	4
INSTAGRAM.....	4
3.Catsgories of websites.....	5
1.Portal.....	5
2. News	6
3. Informational.....	7
4. Business/ Marketing.....	7
5.Educational.....	8
6.Entertainment.....	8
7. Advocacy.....	8
3 Sierra Club http://www.sierraclub.org.....	9
8. Blog.....	9
9. Wiki.....	9
10.Social Network.....	9
Facebook.....	10
Twitter.....	10
LinkedIn.....	10
Instagram.....	10
Reddit.....	10
11.Content Aggregator.....	10
12. Personal.....	10
4.guidelines for evaluating the value of a Website.....	10
WORLD HEALTH ORGANIZATION.....	11
Youtube.....	11
Facebook.....	12

Introduction

This document describes the brief history and evolution of the internet, The web archive of some of the popular websites of our time, then it shows the classifications of websites and there definitions and last but not list it describes the guide lines for evaluating a website

1. The brief history of the internet (the evolution)

The internet is the wider network that allows computer networks around the world run by companies, governments, universities and other organizations to talk to one another. The origins of the Internet date back nearly 50 years, with the U.S. military's funding of a research network called "Arpanet"

The plan for this computer network to be called arpanet was presented in October 1967, and in December 1969 the first four-computer network was up and running. The major problem in creating a network was how to connect separate physical networks without tying up network resources for constant links. The technique that solved this problem is known as packet switching and it involves data requests being split into small chunks or packets which can be processed quickly without blocking communication from other parties this process is still used to run the Internet today.

These networks, despite having many connections, were more like private networks than the Internet of today. This rising of different networking protocols soon became a problem, when trying to get all the separate networks to communicate. There was a solution in sight however Robert Kahn, whilst working on a satellite packet network project for ARPA, started defining some rules for a more open networking architecture to replace the current protocol used in ARPANET. Later joined by Vinton Cerf from Stanford University, the two created a system that masked the differences between networking protocols using a new standard. In the publication of the draft specification in December 1974, this was called the Internet Transmission Control Program.

This specification reduced the role of the network and moved the responsibility of maintaining transmission integrity to the host computer. The result was that it became possible to easily join almost all networks together. ARPA funded the development of the software, and in 1977 a successful demonstration of three different networks communicating was conducted. By 1981, the specification was finalized, published and adopted; and in 1982 the ARPANET connections outside of the US were converted to use the new TCP/IP protocol. Then The Internet as we know it had arrived.

2. Observation of websites

BBC WORLD

BBC world at the beginning of 2001 had a plain white background and the whole feature was not well organized by the year 2004 the website updated the background color to light blue and rearranged the search bar to the left side of the website and the section of the news is a little more organized than before the website didn't make much change till the beginning of 2008 it changes the background color to a greenish look and rearranged the whole body section and added a reset button and put the search bar at the middle part of the website then by 2010 the website updated the title bare and changed the color to red and made the search bar at the right side of the title bar other than that the site didn't make much change to the body of the website by 2014 the website changed the title bar from red to gray color and rearranged the position and section of the news types since then the website didn't add many features on the body of the website

FACEBOOK

Facebook started as just a website for Harvard students by 2005 it was opening up to other schools the profile pages were plain there was also a notification on your profile that said 'this is you'. 2006 was when the mini-fee was born by 2007 anyone who is 13 or with an email could access Facebook. this was also the year that the new feed launched, which meant you could see that all your friends had been doing since the last time you logged in in 2009 facebook goes mobile by 2010 the website had taken over the world, in 2011 Facebook launched a whole new design .you could add a cover photo since 2011 facebook's login page and the site hasn't changed a lot

INSTAGRAM

Instagram was officially launched in October 2010 and was available exclusively to iPhone users. The concept was simple: an app that lets you add filters to your photos and share them with your social circle. For over five years, the way Instagram's feed was filtered remained more or less unchanged. However, in March 2016, the Instagram feed got a total makeover. To reduce missed posts, Instagram officially switched from displaying content chronologically to using an algorithm to sort posts.

May 2016: Instagram unveils a new logo to mixed reactions

August 2016: Stories are added that allow users to share temporary videos and photos with their friends. These Stories are playable for up to 24 hours

3. Categories of websites

Despite the sheer quantity of websites in the world today, no two are truly the same. There are many different types of websites, with each serving a different purpose, donning a different design, and coming with varying design costs.

In general websites can be classified into 12 categories I.e Portal, News, Informational, Business/Marketing, Educational, Entertainment, Advocacy, Blog, Wiki, Social Network, Content Aggregator, Personal

1. Portal

Portals are primarily used for internal purposes within businesses, schools, or institutions. These websites often involve a login process, allowing students to access the school website, or granting employees access to their emails, alerts, and files all in one place.

west bend

West Bend Mutual Insurance Company recognized the need for enhanced digital offerings for their customers and agents. Their new customer portal offers a seamless self-service experience for policyholders and their improved agent portal empowers agents to provide policy quotes in a few minutes, in comparison to an hour previously.

<https://www.liferay.com/resource?title=west-bend>

Allianz

General insurance company Allianz Group offers a site that is both dynamic and personal. With the "My Insurance Portfolio" customer site, users can retrieve historical records of purchased products and services along with integrated features to facilitate policy payments and renewals. The site also features easy-to-update contact information and communication preferences.

<https://www.liferay.com/resource?title=allianz>

Britam

As a leading diversified financial services group with a presence in seven different countries in Africa, Britam built a financial advisor portal, a customer service portal and a partner service portal on a single platform. By integrating these sites and other pre-existing solutions, including a marketplace and corporate intranet also built on Liferay, the company was able to better serve and empower both internal and external audiences.

<https://www.liferay.com/resource?title=britam>

Carrefour Bank

Carrefour Bank created a new self-service portal for its audience, which gave users the ability to access financial extracts, manage their interactions with the organization and negotiate their debits and credits in a single location. By replacing their old portal, Carrefour was also able to plan for continued expansions in online services and the ability to build and publish new products for its customers in the future.

<https://www.liferay.com/resource?title=carrefour-bank>

AvMed

Through the consolidation of online solutions, AvMed was able to create unique user portals with a single sign-on, helping to serve a wide variety of unique users quickly and in a single location. Also, the portal's easy-to-use dashboard meant that users could quickly find the information and tools they needed for better self-service, leading to an increase in both unique visitors per month and quarterly savings.

<https://www.liferay.com/resource?title=avmed>

2. News

The primary purpose of a news website is to keep its readers up to date on current affairs

Yahoo! News

The website offers news related to almost every section, such as sports, finance, politics, and entertainment.

<https://news.yahoo.com/>

CNN

It is one of the fastest growing online news portals on the planet.

<https://edition.cnn.com/>

Newyork times

It's an American based newspaper from new york city. Due to its high popularity, as we already mentioned earlier the website receives the love of nearly 70 million unique visitors every month.

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

Fox News

It is based on United States TV news channel owned by "Fox Entertainment Group". The combination of blue and white colors on the website appeals to a lot of people.

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

NBC NEWS

It's an American based broadcasting television network NBC, formerly known as the National Broadcasting Company.

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

3. Informational

An informational website is a site with a purpose to provide detailed information about a specific topic, such as science, economics, movies, etc.

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

Wikipedia is a free online encyclopedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation.

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

CNET, formerly Computer Network, is an American media website that publishes reviews, news, articles, blogs, podcasts, and videos on technology and consumer electronics globally.

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

AOL is an American web portal and online service provider based in New York City.

4. Business/ Marketing

You may not sell directly through a corporate website, but you can use these sites to provide information about your business and to let potential clients or customers know how they can get in touch with you.

1 Bloomberg Business

Bloomberg Business provides up-to-the-minute U.S. and international news on financial markets, commodities, currencies, company earnings, technology, and more. The site has numerous articles, feature stories, and videos.

<https://www.bloomberg.com/africa>

2 Business Insider

Business Insider is a business news site that certainly knows how to grab the reader's attention with its catchy headlines. The articles and videos cover the markets, technology, companies, personal finance, venture capital, investing, start-ups as well as more commercial stories on culture and entertainment.

<https://www.pulselive.co.ke/bi?r=US&IR=T>

3 Financial Times

The Financial Times is a print and digital publisher based in London covering the world economy and markets. The site has particularly strong coverage of European companies and markets providing feature stories, analyses, and data insights.

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

4 Forbes

Forbes has great and comprehensive content across every business category: the stock market, entrepreneurship, personal finance, M&A, technology, careers, and more. It contains many popular lists, including "The World's Billionaires" and the "Most Valuable Brands."

https://www.forbes.com/home_usa/

5 Fortune

Fortune provides extensive coverage of the financial markets, especially larger companies that make up the “Fortune 500.” Topic categories include careers, entrepreneurs, finance, sports, technology, markets, most powerful women, and energy and the environment.

<https://fortune.com>

/

5. Educational

Educational websites are also quite self-explanatory. These websites are designed to display information on certain topics, either using interactive games or engaging designs to keep the user hooked.

1 EdX: edx.org

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. Out of the 90 universities, it includes top global rankers.

2 Academic Earth: academicearth.org

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

3 Internet Archive: archive.org

internet archive is an authentic website storing the originals from various big websites. For example, American libraries include the collection of free books directly attached to the college libraries' websites. This is one of the best websites imparting free and accessible knowledge. However, it does not give admission or certificates for learning.

4 Big Think: bigthink.com

Big Think has over 2,000 fellows who have received great fame in their forte. These experts write articles and record 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 they provide various opinions on one subject. Moreover, students can get views from experts as well

6. Entertainment

Entertainment websites are the type of websites which are used by clients for enjoyment and fun purposes

1 youtube <https://www.youtube.com/>

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

3 cnn <https://edition.cnn.com/>

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

5 twitch <https://www.twitch.tv/>

7. Advocacy

advocacy website is aimed at influencing public policies, social attitudes, or political processes.

1 World Advocacy <http://www.worldadvocacy.com>

2 Greenpeace <http://www.greenpeace.org>

3 Sierra Club <http://www.sierraclub.org>

4 Environmental Defense Action Fund <http://www.undot.org>

5 Natural Resources Defense Council <http://www.nrdcwildplaces.org>

8. Blog

they're online journals or informational pages that are regularly updated.

Typically managed by an individual or a small group, a blog can cover any topic – whether it's travel tips, financial advice, or doughnut reviews

WordPress.org

WordPress is, by far the most popular blogging platform in the world. WordPress powers over 90 percent of all the blogs on the Internet.

WordPress.com

WordPress.com is a blog site hosting service by Automattic. You can get a free blog with basic features.

Wix.com

It allows you to put together your web presence via drag and drop and comes with blogging ability that you can add to your site

Joomla.com joomla.com

open-source content management system that you can use to build all kinds of websites

Medium.com medium.com

Medium is a publishing platform founded in 2012 by one of the people behind Twitter. By now, it has become a popular community for writers, bloggers, and journalists.

9. Wiki

A wiki website allows people to collaborate online and write content together. The most popular example is Wikipedia itself, which allows anyone to amend, add to, and assess the content of each article.

1 Wikitravel: <https://wikitravel.org/>

2 Wiki how: <https://www.wikihow.com/>

3 WIKIBOOKS: <https://en.wikibooks.org/>

4 Wiktionary: <https://en.wiktionary.org/>

5 Wiki species: <https://species.wikimedia.org/>

10. Social Network

These sites are usually created to let people share thoughts, images or ideas, or simply connect with other people with a certain topic. Social media sites are also increasingly becoming the go-to destination for people to read up on the news.

Facebook

Facebook includes financial services, e-commerce, retail, gaming, entertainment, media, telecom, technology, consumer goods, and automotive businesses.

Twitter

On Twitter, brands have an opportunity to craft and hone their voice – there's room to be clever and personable in addition to informative and helpful.

LinkedIn

It might not be the flashiest social media network, but there's unlimited potential for connecting with an elite group of professionals who can make a difference for your business.

Instagram

Instaglam is a smorgasbord of eye-catching visuals and inspiring creativity.

It's also a social network where product-based businesses, influencers, and coaches can thrive.

Reddit

Reddit has a unique blend of content and community, with more than 150,000 communities dedicated to every topic imaginable

11. Content Aggregator

Content aggregator websites don't produce their content. Instead, they collect content from other websites around the Internet and "aggregate" it into one easy-to-find location.

- 1 All top: <https://alltop.com/>
- 2 Popurls: <http://popurls.com/>
- 3 The Web list: <https://theweblist.net/>
- 4 WP News Desk: <http://wpnewsdesk.com/>
- 5 Travel Blogger Community:

12. Personal

these types of websites are used to display and promote examples of previous work. Primarily used by those in the creative industry, a personal website can be used as a CV, demonstrating your skills in order to impress clients, customers, or future employers.

Nia Shanks <https://www.niashanks.com/>

Simon Sinek <https://simonsinek.com/>

Ellen Skye Riley <http://ellensriley.com/>

Tim Harford <http://timharford.com/>

Joshua McCartney <https://www.joshuamccartney.com/>

4. guidelines for evaluating the value of a Website

Just because a web page comes up on the 1st page of Google search results does not mean it is an appropriate or reliable source of information. There are six cruterias for evaluating a website

1. AUTHORITY

Authority reveals that the person, institution or agency responsible for a site has the qualifications and knowledge to do so.

2. PURPOSE

The purpose of the information presented on the site should be clear. Some sites are meant to inform, persuade, state an opinion, entertain, or parody something or someone.

3. 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 a topic.

4. CURRENCY

The currency of the site refers to 1) how current the information presented is, and 2) how often the site is updated or maintained. It is important to know when a site was created when it was last updated, and if all of the links are current.

5. OBJECTIVITY

The 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.

6. ACCURACY

There are few standards to verify the accuracy of the information on the web. It is the responsibility of the reader to assess the information presented

WORLD HEALTH ORGANIZATION

Who stands for worlds health organization and this site keeps users up to date about the diseases and the drugs that are being used on the market this websites main purpose is for keeping people up to date about the situation of the current disease in the world and when we see the domain ending it is a .int domain unlike .com domains it is not a profitable or advertisement website so that is one point for reliability second it covers all the issues around the world and not just some part of the globe another aspect of this site is that it keeps up to date on what happens on the world new information are added by the day and since this website is a government standard site it makes it more reliable, the information they are on the website
<https://www.who.int/>

Youtube

The first thing we check out is the domain ending and that is a .com ending which means this could a commercial, entertainment, or beneficial website which makes it unreliable and the

purpose of this website is for fun and entertainment so not everything being released on the youtube site is true another issue which makes this site unreliable is that anyone with a youtube account can release any information they want regarding the information being true or not and the person may not even be an expert on the information that he/ she is streaming even tho information on this site is uploaded by the minute that doesn't make the information correct
<https://www.youtube.com/>

Facebook

the domain ending and that is a .com ending which makes this site unreliable . Anyone regarding their age , sex or knowledge can upload any information they what on this site . since this is a social media site it's probably best not to trust the things that are being uploaded on the site the purpose of this site is to interact with people and for communication. even tho information is uploaded by the minute that still doesn't mean the information is reliable

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

Reference

www.bbc.com

powerdigitalmarketing.com

www.fastcompany.com

www.eonline.com

websitesetup.org

www.imdb.com

www.searchenginejournal.com

brandyourself.com

www.w3schools.com

www.wikipedia.org

www.lifehack.org

weblium.com

aelieve.com

