

**ADDIS ABABA INSTITUTE OF TECHNOLOGY**

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**Introduction to Web and WWW based Assignment**

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ABSTRACT

This paper provides a condensed summary on the evolution, advancement, and role of the internet in the digital community and, more generally, in the world. This paper opens by introducing the general phases which subdivide the history of the internet and establishes the context within which this summary is prepared. The second section renders five websites along with an observation and assessment of their web pages across their development in time. This is followed by a brief description of the twelve categories of websites along with relevant examples. The last section reviews the guidelines for evaluating the quality of a website and supplies three illustrations.

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# 1. The History of the Internet

## 1.1. Introduction

The evolution of the internet revolves around four distinct aspects. There is the technological evolution that began with early research on packet switching, the ARPANET, other related technologies, and the yet expanding substructure such as scale, efficiency, and integrated functionalities. There is the operations and management aspect of a wholesome and sophisticated substructure. There is the social aspect which resulted in an ever-broadening community coevolving with the technology. And there is the commercialization aspect, resulting in a very successful transition of research into a broadly applicable and available information infrastructure.

This paper discusses the landmarks in the history of the internet, how it evolved from the Advanced Research Projects Agency (ARPA) in 1957, its formative years (1957-1984) until nowadays; from the early internet devised and implemented in American research units, universities, and telecommunication companies that had vision and internet in cutting-edge research until a global phenomenon. Then to the entry of the internet into the commercial phase (1984-1989), facilitated by the upgrading backbone links, the writing of new software programs and the rapidly increasing number of interconnected international and intercontinental networks; the massive expansion of the internet into a global network; the instant and growing success of social networking – sites that enable Net users to share information, photos, private journals, hobbies and personal as well as commercial interests with networks of mutual friends and colleagues.

## 1.2. The Formative Years

The history of the internet began in the early 1960s which was the Cold War period, when the United States and the Soviet Union were competing in expanding their influence in the world and viewing each other with suspicion. On October 4, 1957, the Soviet Union successfully launched the first space satellite, Sputnik. This necessitated American reaction. The US Department of Defense responded by establishing the Advanced Research Projects Agency (ARPA), designed to promote research that would ensure that the USA compete with and excel over the USSR in any technological race. ARPA’s mission was to produce innovative research ideas, to produce innovative research ideas, to provide meaningful technological impact that went far beyond the convention evolutionary development approaches, and to act on these ideas by developing prototype systems. One of the ARPA offices was the Information Processing Techniques Office (IPTO) which funded research in computer science designed to mobilize American universities and research laboratories to build up a strategic communication network (Command and Control Research) that would make available messaging capabilities to the government.

In his series of memos written in 1962 discussing his “Galactic Network Concept”, J.C.R Licklider of MIT, envisioned a globally interconnected set of computers through which everyone could easily access data and programs from any site. Licklider was the first head of the computer research program at ARPA, starting in 1962. His role was to interconnect the Department of Defense’s main computers via a global, dispersed network. In August 1962, Licklider and Welden Clark published the first paper on the concept of the Internet titled “On-Line Man Computer Communication.” They saw communication network as a tool for scientific collaboration. While at ARPA (also known as Defense Advanced Research Projects Agency, DARPA), he convinced his successors at DARPA, Ivan Sutherland, Bob Taylor, and Lawrence G. Roberts, of the importance of this networking concept.

In 1961, Leonard Kleinrock at MIT published the first paper on packet switching theory, which convinced MIT researched Lawrence G. Roberts of the hypothetical feasibility of communication using packets rather than circuits – one of the major steps along the path towards computer networking. In late 1966, Roberts went to DARPA to develop the computer network concept and quickly put together his plan for the “ARPANET”, publishing it in 1967. It just so happened that the National Physics Laboratory (NPL) and the RAND corporation had been working in parallel on a packet network system along with DARPA without knowing about each other’s work.

In 1965, Roberts working with Thomas Merrill, connected the TX-2 computer in Mass to the Q-32 in California with a low speed dial-up telephone line creating the first small, wide-area computer network ever built. This made them realize that the time-shared computers could work well together, running programs and retrieving data as necessary on the remote machine. But more importantly, it confirmed Kleinrock’s conviction that packet switching was needed in place of the inadequate circuit switched telephone system.

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. 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. 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. Thus, by the end of 1969, four host computers were connected together into the initial ARPANET, and the budding internet was shooting off the ground.

Computers were quickly added 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 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. Via ARPANET’s NCP, users where able to access and use computers and printers in other locations and transport files between computers.

Leonard Kleinrock wanted to develop a design methodology that would scale to very large networks, and the only way he thought was available to accomplish that was to introduce the concept of distributed control, wherein the responsibility for controlling the network routing would be shared among all the nodes, and therefore, no node would be unduly tasked. This resulted in robust networks.

In 1971, UNIX operating system was developed at Bell Lab, quickly gaining the appreciation of many scientists. UNIX provides a suite of programs which makes the computer work. It is a stable, multi-user, multi-tasking system for servers, desktops and later on also for laptops. In 1972, ALOHANET connected the ARPANET and a commercial version of ARPANET, called TELNET, became the first Public Packet Data Service. The Telnet protocol was a relatively simple procedure. It was a minimal mechanism that permitted basic communication between two host machines. Telnet applications allow users to log on and to operate remote computers. Such applications can, for example, be used to search and consult remote databases such as library catalogues.

In October 1972, Robert 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. It was also in 1972 that the initial “hot” application, electronic mail, was introduced. In July, Roberts expanded its utility by writing the first email utility program to list, selectively read, file forward, and respond to messages. From there email took off as the largest network application for over a decade. This was a harbinger of the kind of activity we see on the World Wide Web today, namely, the enormous growth of all kinds of “people-to-people” traffic.

A year later, in 1973, ARPANET was connected to international hosts. File Transfer Protocol (FTP) came into existence and worked using a Client Server Architecture. The file-transfer protocol specified the formatting for data files traded over the network. FTP made it possible to share files between machines. Moving files might seem simple, but the difference between machines made it very difficult. FTP was the first application to permit two computers to cooperate as peers instead of treating one as a terminal to the other. Telnet, FTP and TALK were the first applications to become available on ARPANET. Talk was the first program that allowed Net users to engage in real-time conversation over the network, in which, net users typed messages onto a split screen and read replies written at the bottom of the screen.

In 1974, Vint Cerf and Robert Kahn developed a set of protocols that implemented the open architecture philosophy. These new protocols were the Transmission Control Protocol (TCP) and the Internet Protocol (IP). TCP includes rules that computers on a network use to establish and break connections; IP includes rules for routing of individual data packets. The Transmission Control Protocol/Internet Protocol (TCP/IP) organizes the data into packages, put them into the right order on arrival at their destination, and checked them for errors. Most of the applications use the client/server model. A request is made for a particular service from the client to the server. The server responds or the conversation continues between the client and server until one of the participants ends it.

By 1983, all networks connected to the ARPANET made use of TCP/IP and the old Network Control Protocol was replaced entirely. From then on, the collection of interconnected and publicly accessible networks using TCP/IP protocols came to be called the “Internet”. The term “Internet” was first used by Vint Cerf and Robert Kahn in their 1974 article about the TCP protocol.

In 1984, the number of hosts increased to 1024. As more researchers connected their computers and computer networks to the ARPANET, interest in the network grew in the academic community. One reason for increased interest in the project was its adherence to an open architecture philosophy: Each  
network could continue using its own protocols and data-transmission methods internally. There was no need for special accommodations to be connected to the Internet, there was no global control over the network, and all could join in. This open architecture philosophy was revolutionary at the time. Most companies used to make their networks distinct and incompatible with other networks. They feared competition and strove to make their products inaccessible to competitors. The shift to an open architecture approach is one of the most celebrated features of the Internet.

## 1.3. Commercial Phase

During the mid-1980s, the Internet entered its commercial phase. In 1984, the Department of  
Defense split the ARPANET into two specialized networks: ARPANET would continue its advanced research activities, and MILNET (for Military Network) would be reserved for military uses that required greater security. Connections were developed so that users could communicate between the two networks.

In 1986, the number of Internet hosts increased to 5000. By 1987, when the number of hosts  
reached 10,000, congestion on the ARPANET caused by the limited-capacity leased telephone  
lines was becoming complicated. To trim down the traffic load on the ARPANET, a network run by the National Science Foundation, called NSFnet, merged with another NSF network, called CSNet, and with BITNET to compose one network that could carry much of the network traffic. As the civilian network became increasingly commercial, budget limitations impelled the U.S. government’s departure from  
participation in the Internet’s structure. In turn, private telecoms companies entered the picture. By the late 1980s, many other TCP/IP networks had merged or established interconnections. In 1988, the NSFnet backbone was upgraded to DS-1 (1.544 Mbps) links, which was able to handle more than 75 million packets a day. This innovation immediately yielded further expansion of the Internet.

The NSFnet began to encompass many other lower-level networks such as those developed by academic  
institutions. Gradually, the Internet as we know it today, a maze of interconnected networks came  
about. Canada (CA), Denmark (DK), France (FR), Iceland (IS), Norway (NO) and Sweden (SE) connected to NSFnet. The first transatlantic fiber-optic cable was installed, using glass fibers so transparent that repeaters (to regenerate and recondition the signal) were needed about 40 miles apart. Linking North America and France, the 3,148-mile shark-proof cable was capable of handling 40,000 telephone calls simultaneously.

Also in 1989, Englishman Tim Berners-Lee, a researcher at the *Organisation Europeenne pour la Recherche Nucleaire* (CERN) in Geneva, proposed the idea of an international system of protocols: Building a distributed hypermedia server which would allow net users to prepare electronic documents that are composites of, or pointers to, many different files of potentially different types, scattered  
across the world. Berners-Lee called it the World Wide Web (WWW). He wrote the first WWW client (a browser-editor running under NeXTStep) and most of the communications software, defining URLs (Uniform Resource Locator, webpage address), HTTP (Hypertext Transfer Protocol between a server and clients) and HTML (interactive Hypertext Markup Language). His hypermedia software program  
enabled people to access, link and create communications in a single global web of information.

The web was superimposed on the Internet and incorporated its protocols. The web thus marked the coming together of three different strands of innovation: Personal computing, networking, and connective software. Using hyperlinks embedded in hypertext, net users acting as producers of information link up files containing text, sound and graphics to create webpages. The sources of information linked in this way can be located on any computer that is also part of the web. Each information source may itself be linked to an indefinite number of webpages. Hypertext and  
hyperlinks allow net users acting as receivers of information to wander from one source of information to another effortlessly, deciding for themselves which information they wish to have transferred to their browser and which link they want to explore or to skip. Net users could also index the data they possess and search for further data.

## 1.4. Above and Beyond

During the 1990s we witnessed a massive expansion of the Net. The Internet’s accessibility, its multiapplication and its decentralized nature were instrumental in this rapid growth. Business as well as personal computers with different operating systems could join the universal network. The Internet became a global phenomenon, more countries and people joined and groundbreaking minds expanded the horizons of the platform with new, imaginative innovations. In 1990, the ARPANET project was officially over when it handed over control of the public Internet backbone to the National Science  
Foundation.

In 1991, the Internet Society was formed and Croatia (HR), Hong Kong (HK), Hungary (HU), Poland (PL), Portugal (PT), Singapore (SG), South Africa (ZA), Taiwan (TW) and Tunisia (TN) joined the NSFnet network whose backbone was upgraded to DS-3 (44.736 Mbps) as the traffic passed to 1 trillion bytes and 10 billion packets per month. That year, 1991, saw another milestone as the popular encryption program PGP (Pretty Good Privacy) was released by Philip Zimmerman. Unfortunately, PGP presents a technological-ethical challenge with significant social implications as it is also used by Net abusers. As PGP is freely available, powerful tool, it is used by criminals and radicals who wish to hide their Net identity in order to advance anti-social behavior. In 1991, the WWW was presented to the public and in 1993 the Internet became available to the general public; in 2015 the number of Internet users around the world is calculated around 3 billion.

## 1.5. Conclusion

The internet has revolutionized the computer and communications world irreversibly. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Internet and its architecture have grown in evolutionary fashion from modest beginnings, rather than from a Grand Plan. The ingenuity of the Internet as it was developed in the 1960s by the ARPA scientists lies in the packet switching technology. The Net diffusiveness and its focus on flexibility, decentralization and collaboration brought about the Internet as we know it today. For Internet Service Providers (ISPs), anticipating and accommodating the rapidly shifting traffic demands has been a technological, economical, and political challenge. The internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location.

The result is the most impressive web of communications in the history of humanity.  
Millions of people around the globe cannot describe their lives and function as they wish  
without the Internet. One should not conclude that the Internet has now finished changing. The Internet, although a network in name and geography, is a creature of the computer, not the traditional network of the telephone or television industry. It will, indeed it must, continue to change and evolve at the speed of the computer industry if it is to remain relevant. If the Internet stumbles, it will not be because we lack for technology, vision, or motivation. It will be because we cannot set a direction and march collectively into the future.

# 2. Websites through the decade: Observation and Assessment

2.1. LinkedIn

**–** is an American business and employment-oriented service that operates via websites and mobile apps. Founded on December 28, 2002, and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.

October 15, 2005 – The website doesn’t look like an independent social networking site, but rather a site for ads. It is full of unstylish use of texts and links scattered meaninglessly around the page.

April 27, 2011 – Here, LinkedIn has added a top bar menu system for sign in and other activities. Has more information on the main page and also includes the operation of searching someone by name without signing in.

June 01, 2014 – The website has been simplified tremendously. The top menu bar has been eliminated. The signup box has been included in the main page and the search tool bar includes a toolbar both for first name and last name. This looks more natural for the onlooker.

May 01, 2017 – The website has a radical change of layout style. The previously foreground images have been embedded in the background. The main page displays a sign-up form and the top bar has a slot for signing in. The search toolbar hasn’t changed. The color choice for the header and the footer contrasts well with the LinkedIn login.

January 01, 2020 – Here LinkedIn has truly entered a new decade with a new layout styling. The page is enlarged quite significantly as to compel you to scroll down to read their appealing font styled texts and services. A simple cartoon of people replaced the imagistic background images. At the top left corner, a new toolbar for searching jobs with exact locations as well as people is illustrated separated by tabs.

2.2. Alibaba Group Holding Limited

**–** is a Chinese multinational technology company specializing in e-commerce, retail, Internet, and technology.

June 30, 2014 – The website looks relatively uncomplicated with no effects. The header includes the basic information and services of the company.

February 16, 2016 – The website has been made worse by the ineffective addition of a side bar before and after the page with nothing more to provide than a blank page next to them. The main page has become more exquisite.

January 15, 2018 – The front page has been modified to include a sliding set of interesting pages in English and in Chinese. The side bars at the top and bottom haven’t been modified.

September 14, 2018 – The web page has discarded of the top and bottom side bars which were unnecessary in the first place. The language alternates continuously with the page in English and Chinese.

Mar 01, 2020 – The Web page slides smoothly between interesting image filled pages. The front page has been changed into an alternating sequence of English and Chinese. The Web layout in general has returned to the initial unsophisticated and visually simple mode.

2.3. Barnes & Noble, Inc.

**–** is an American bookseller. It is a Fortune 1000 company and the bookseller with the largest number of retail outlets in the United States. As of March 7, 2019, the company operates 627 retail stores in all 50 U.S. states. In August 2019, Elliott Management Corporation acquired the company.

May 10, 2000 – The website looks more like an antiquity shop than a book shop. The images don’t work and the alt attributes don’t help at all. The special effects appear very creepy and the search tool bar looks bland.

August 04, 2004 – Barnes & Noble tried to make their website more marketable as is witnessed by their overenthusiastic sale coupons and overly chunked category at the top bar.

December 01, 2008 – The overly chunked categories are somehow enlarged just as the book displays. The annoying special effects have been removed but the background color is still ugly and unfitting. The search bar has been advanced but not to a great extent.

July 31, 2014 – They have made their front page more exciting as well as more informing. The search bar has been modernized to a larger extent and the overly crowded tabs have been removed or encapsulated in a larger thematic link.

February 01, 2020 – The page has been radically changed in a better way. The search bar at the top has been modified into a more transparent background which doesn’t take the user’s eyes. The category system has become more user friendly and with interestingly ordered book displays with relevant images and a link to pre-order the book. The web layout has been radically improved across the decades.

2.4. GitHub, Inc.

**–** is a US-based global company that provides hosting for software development version control using Git. It is a subsidiary of Microsoft, which acquired the company in 2018 for US$7.5 billion. It offers the distributed version control and source code management functionality of Git, plus its own features.

August 31, 2008 – The front page is almost incomprehensible. No identifiable logo. The sign-up button looks like an advertising link. The description provided on the bottom is helpful but unnecessarily crowded.

November 29, 2010 – The page has been simplified but still archaic. It’s hard for a user to lead himself through the page. The search bar at the right-side bar seems helpful if one understood what it stood for. The overall layout although improved is not user friendly.

July 30, 2014 – Nice black background with some hint of interesting icons. The front page at the top provides a sign-up form. Scrolling down shows the user essential facts and usage techniques. A search toolbar at the top provides a tool for looking up the usage and operation of a git command. Overall more user friendly and interesting.

June 31, 2017 – The black background color has been extended to include the whole of the top page of the website. Emphasized words appear in white contrasting well with the background. An interesting logo of a tail-waving cat has replaced the blandly written name of the Repository. Transparent links contrasting the background appear at the top menu bar of the website next to the logo. The following pages are transformed into a white background with considerably larger fonts and shorter descriptions with supporting links.

Feb 29, 2020 – The background is the same including the contrasting links and texts. Attractive overlapping images are added on the page making it inviting and user-friendly. Imagistic representations prevail instead of descriptive with the supporting links next to them. Relevant links such as “Why GitHub” and “Learn how GitHub Enterprise works” have been added in the site. The site has kept up with the trends and has radically improved compared to the proto versions.

2.5. Wikipedia

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

January 31, 2005 – The front page is almost blank if it weren’t for the few language option links posted on the page. The search bar is almost invisible on the left sidebar with elementary styling of the tool.

February 28, 2008 – The sidebar is discarded and the Wikipedia logo is surrounded by the language options. The search bar is noticeable and better than the previous versions but still not user friendly enough.

March 31, 2012 – The front side of the main page hasn’t been modified at all but more languages are added. The various languages added have been as consecutive lists as a footer. It’s not appealing but effective nonetheless.

April 02, 2017 – The front page has been made simple and visually attractive. The search bar has been enlarged and noticeable. At the bottom lies, attractive icons for toolbars with enough description on their sides. By far the most accessible and user-friendly version.

January 31, 2020 – The title at the heading has been styled with a contrasting color and style relative to the rest of the elements in the page. The Search tool bar seems slightly expanded but the overall layout is still intact and inviting.

# 3. Types of Websites

1. **Blog**: is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first.
   * Brain Pickings

* <https://www.brainpickings.org/>

A site posting inspiring essays and literary reviews

* + Life Hacker
* <https://lifehacker.com/>

A site on optimizing every aspect of your life.

* + Engadget
* <https://www.engadget.com/>

A site on state-of-the-art technology news and reviews.

* + Crooks and Liars
* <https://crooksandliars.com/>

A progressive news blog on political events and news.

* + Gizmodo
* <https://gizmodo.com/>

A design, technology, science and science fiction website.

1. **Corporate (Informational)**: is a website that is used to officially represent a brand on the Internet, and which is often used as the landing page for advertising content.
   * Nestle

* <https://www.nestle.com/>

Website of the Swiss multinational food and drink processing conglomerate.

* + BP
* <https://www.bp.com/>

Website of a multinational oil and gas company headquartered in London, England.

* + Bayer
* <https://www.bayer.com/>

Website of a German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world.

* + BASF
* <https://www.basf.com/>

Website of a German chemical company and the second largest chemical producer in the world.

* + HSBC
* <https://www.hsbc.co.uk/>

Website of a British multinational investment bank and financial services holding company.

1. **Ecommerce (Business/Marketing)**: are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet.
   * Ebay

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

An American multinational e-commerce corporation based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website.

* AliExpress
* <https://www.aliexpress.com/>

an online retail service based in China that is owned by the Alibaba

* Walmart
* <https://www.walmart.com/>

An American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, headquartered in Bentonville, Arkansas.

* Alibaba
* <https://www.alibaba.com/>

A Chinese multinational technology company specializing in e-commerce, retail, Internet, and technology.

* Zappos
* <https://www.zappos.com/>

An online shoe and clothing retailer based in Las Vegas, Nevada, United States.

1. **Portfolio (Personal)**: is an extension of a freelancer's (or company's) résumé which provides a convenient way for potential clients to view their work while also allowing them to expand on their skills and services.

* Gary Vaynerchuk
* <https://www.garyvaynerchuk.com/>

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

* Hank Green
* <https://www.hankgreen.com/>

Site of an internet celebrity, as well as the co-founder of a lot of educational projects.

* Teju Cole
* <http://www.tejucole.com/>

Site of an author, a photographer, and a columnist, with a variety of content, among other things.

* Josh Kaufman
* <https://joshkaufman.net/>

Site of an author who writes about business, productivity, and skill acquisition (among other things).

* Grant Baldwin
* <http://grantbaldwin.com/>

Site of a seasoned professional speaker, who has taken that experience to create online trainings for others who want to learn how to speak in public or improve their existing speaking businesses.

1. **Content Aggregator:** an individual or organization that gathers web content (and/or sometimes applications) from different online sources for reuse or resale.

* Flipboard
* <https://flipboard.com/>

A news aggregator and social network aggregation company based in Palo Alto, California, with offices in New York, Vancouver and Beijing.

* The Web List
* <https://theweblist.net/>

All the links to the latest information and news on the web and a snapshot of what people are clicking on around the internet right now.

* Blog Engage
* <http://www.blogengage.com/>

One of the most popular blog content aggregators out there.

* Travel Blogger Community
* <http://travelbloggercommunity.com/>

Aggregates content from travel bloggers all around the world in one accessible place.

* Alltop
* <https://alltop.com/>

Alltop pulls in the latest posts from websites on a variety of topics. What’s neat about Alltop is that you can search for specific topics and then view aggregated content from some of the top blogs for that specific topic.

1. **Crowdfunding (Advocacy)**: is a website that allows people, businesses and charities to raise money, through individuals or organizations who invest in (or donate to) crowdfunding projects in return for a potential profit or reward.

* American Cancer Society
* <http://www.webaward.org/winner.asp?eid=17039>

A nationwide voluntary health organization dedicated to eliminating cancer.

* Human Rights Watch
* <http://www.webaward.org/winner.asp?eid=32797>

An international non-governmental organization, headquartered in New York City, that conducts research and advocacy on human rights.

* Eames House
* <http://www.eameshouse250.org/>

A landmark of mid-20th century modern architecture located at 203 North Chautauqua Boulevard in the Pacific Palisades neighborhood of Los Angeles.

* Energy Upgrade California
* <https://www.energyupgradeca.org/>

A statewide initiative committed to helping Californians be more energy efficient, utilize more sustainable natural resources, reduce demand on the energy grid and make informed choices about their energy use at home and at work—all of which goes a long way for California.

* International Rhino Foundation
* <https://rhinos.org/>

For 25 years, the International Rhino Foundation has championed the survival of the world's rhinos through conservation and research.

1. **News or Magazine**: a website containing news articles or trending events usually weekly devoted chiefly to summarizing and analyzing current events.

* The New York Times
* <https://www.nytimes.com/>

An American newspaper based in New York City with worldwide influence and readership.

* The Washington Post
* <https://www.washingtonpost.com/>

A major American daily newspaper published in Washington, D.C. Daily broadsheet editions are printed for the District of Columbia, Maryland, and Virginia.

* The Huffington Post
* <https://www.huffpost.com/>

An American news and opinion website and blog, with localized and international editions.

* The Economist
* <https://www.economist.com/>

The Economist is an English-language weekly magazine-format newspaper owned by the Economist Group and edited at offices in London.

* The Chicago Tribune
* <https://www.chicagotribune.com/>

The Chicago Tribune is a daily newspaper based in Chicago, Illinois, United States, owned by Tribune Publishing.

1. **Social Media**: refers to websites (and applications) that are designed to allow people to share content quickly, efficiently, and in real-time.

* Twitter
* <https://www.twitter.com/>

An American microblogging and social networking service on which users post and interact with messages known as "tweets".

* LinkedIn
* <https://www.linkedin.com/>

An American business and employment-oriented service that operates via websites and mobile apps.

* Telegram
* <https://web.telegram.org/>

A cloud-based instant messaging and voice over IP service.

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

An American photo and video-sharing social networking service owned by Facebook, Inc.

* Snapchat
* <https://www.snapchat.com/>

A multimedia messaging app used globally, created by Evan Spiegel, Bobby Murphy, and Reggie Brown, former students at Stanford University, and developed by Snap Inc., originally Snapchat Inc.

1. **TV or Video Stream (Entertainment)**: is a site containing content sent in compressed form and displayed by the viewer in real time, without the need to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives.

* YouTube
* <https://www.youtube.com/>

An American video-sharing platform headquartered in San Bruno, California.

* Hulu
* <https://www.hulu.com/>

A U.S.-based subscription video on demand service fully controlled and majority-owned by Walt Disney Direct-to-Consumer & International, a business segment of The Walt Disney Company, with NBCUniversal, owned by Comcast, as an equity stakeholder.

* Netflix
* <https://www.netflix.com/>

An American media-services provider and production company headquartered in Los Gatos, California, founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California.

* Metacafe
* <https://www.metacafe.com/>

A video-sharing website that specializes in short-form video entertainment in the categories of movies, video games, sports, music and TV.

* Vimeo
* <https://vimeo.com/>

An ad-free video platform headquartered in New York City, providing free video viewing services as a competitor to YouTube.

1. **Educational**: is a website that have games, videos or topic related resources acting as tools to enhance learning and supplement classroom teaching.

* Coursera

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

An American online learning platform founded in 2012 by Stanford professors Andrew Ng and Daphne Koller that offers massive open online courses, specializations, and degrees.

* Big Think
* <https://bigthink.com/>

A multimedia web portal founded in 2007 by Victoria Brown and Peter Hopkins.

* EdX
* <https://www.netflix.com/>

An American media-services provider and production company headquartered in Los Gatos, California, founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California.

* Khan Academy
* <https://www.khanacademy.org/>

A non-profit educational organization created in 2008 by Salman Khan with the goal of creating a set of online tools that help educate students.

* Udacity

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

A for-profit educational organization founded by Sebastian Thrun, David Stavens, and Mike Sokolsky offering massive open online courses.

1. **Portal**: is a customized website that immerses information from a wide array of sources in a consistent and uniformed manner.

* Federal Government Portal
* <http://www.grants.gov/>

Allow applicants for federal grants to apply for and manage grant funds online through a common website.

* Stanford University AXESS, Student & Faculty Portal
* <https://axess.sahr.stanford.edu/>

A consolidated online platform called AXESS developed by Stanford University for the academic community to access information and record various transactions.

* Scion Owners, Extranet
* [https://ssl.scion.com/](https://ssl.scion.com/owners/web/pages/home)

An exclusive online resource for Scion owners and a great resource for all the information any registered user, needs to get the most out of owning a Scion.

* Santander Bank, Retail Banking Portal
* <https://www.santanderbank.com/us/>

As one of the largest banks in the eurozone, Santander looked to build a new enterprise web platform that would integrate with existing software (CMS, Search Engine, Product Catalog) while allowing room for new content and features.

* Forest Hills Pediatrics, Patient Portal
* <https://www.udacity.com/>

Forest Hills patient portal features the ability to request appointments and refills, review growth charts, print immunization records, and fill out surveys for check-ups and other portions of the medical record.

1. **Wiki or Community Forum**:  is a knowledge base website on which users collaboratively modify and structure content directly from a web browser.

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

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

* Wikihow
* <https://www.wikihow.com/>

An online wiki-style community consisting of an extensive database of how-to guides.

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

A wiki hosting platform dedicated to games and written by gamers.

* Wikibooks
* <https://en.wikibooks.org/wiki/Main_Page>

A Wikimedia community creating a free library of educational textbooks that anyone can edit.

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

Open source travel guide featuring up-to-date information on attractions hotels restaurants travel tips and more.

# 4. Guideline for Evaluating Websites

## 4.1. Relevance

* Audience: Is the information aimed at a speciﬁc group of readers?
* Language: In what language is the information written? Are there many grammatical or type errors? Is it ﬁlled with domain speciﬁc   language (e.g. .com)?
* Currency: Is the information up to date?
* Connection to task: does the information answer some or all of my questions?
* Information provided: too simple or too in-depth?

## 4.2. Authority

* Author: Who has written the information? Can I contact him/her?
* References: Are there references on the page to used sources? Or links to more websites on the same subject?
* Information: Does it agree with other sites, current research or prior knowledge?
* Organization: Which organization is behind the information. A government, private or commercial organization?  Can I ﬁnd their logo on this site?

## 4.3. Reliability

* Kind of information:  What kind of information is it? A newspaper article or a forum? Is it an opinion or results from research? Is it a word document or a PDF file?
* Objectivity: Is the information objective or biased by a certain point of view? Are there a lot of advertisements on the page?
* Primary/Secondary source:  Is the information ﬁrst hand or is it someone relating information second hand?
* Goal: What does the (author of) the information want to achieve?  Sell something? Convince me of something or just inform me?

## 4.4. Illustrations

### 4.4.1. Human Rights Watch

<https://www.hrw.org>

A. Relevance

* Audience: General, public, especially with an interest in Human Rights Protection around the world
* Language: Well written with affective use of language and imagery, for instance, the Tibetan children posture in the front page.
* Currency: Copyright date of 2020 with many up to date news bulletins and clips
* Connection to task: If your question was about the latest news on Human Rights violation and improvements around the world, etc., a good place to look for background and current information.
* Information provided: Simple layout of article headlines but in-depth discussion within the articles.

B. Authority

* Author: Most of the articles are written by “Human Rights Watch” rather than any individual. Human Rights is an international non-governmental organization, headquartered in New York City, that conducts research and advocacy on human rights. It is an organization with a high public profile and the authority of material here is therefore dependent on how you view the credibility of the organization generally. About us section provides background, operations, and achievements.
* References: Articles are often original source material and have citations
* Information: Articles are somehow politically charged but that doesn’t disqualify the quality of the information.
* Organization: .org not for profit but rely almost fully on independent, non-governmental organization, supported by contributions from private individuals and foundations worldwide.

C. Reliability

* Kind of information:  a thorough web site with ample links and further information, more speculative but does provide some primary evidence for statements made.
* Objectivity: Does have some selection bias and mostly provides evidence to support its viewpoint. Would need to look at other sources of information for a more balanced overview of the human rights situation at the specific place.
* Primary/Secondary source: generally, provides primary source information from their own firsthand correspondent reports.
* Goal: Human Rights Watch want to convince you that its stance on human rights is true and justified. It wants you to donate money or take part in the organization.

### 4.4.2. Reuters

<https://www.reuters.com>

A. Relevance

* Audience: General, public, especially with an interest in latest news and financial market data.
* Language: Well written with emotive use of language and imagery aimed at attracting readers, for instance, the emergency headline on Coronavirus in the California State.
* Currency: Copyright date of 2020 with many up to date news bulletins and clips
* Connection to task: If your question was about the latest global, sports, business news, a good place to look for background and current information.
* Information provided: Balanced information on a variety of topics from Business to Tech news.

B. Authority

* Author: Most of the articles are written by individual columnists. Reuters, although established in 1851, is an international news organization owned by Thomson Reuters since 2008, making up the media division.
* References: references are generally supplied; information is stated with sources. Further links to similar websites are given.
* Information: Reuters is rated as being least Biased based on objective reporting and Very High for factual reporting due to proper sourcing of information with minimal bias and a clean fact check record.
* Organization: .com, a non-profit foundation which retains full control and discretion over the use of funding; but client subscription plays a big role.

C. Reliability

* Kind of information: In-depth information provided about financial and world news.
* Objectivity: Rated as the least biased and very high for factual reports
* Primary/Secondary source: Have around 50,000 correspondents around the world which attempt to provide primary source.
* Goal: Inform the public about latest world news, with factual and editorial integrity. It wants you to subscribe to it.

### 4.4.3. Suzanne Collins Books

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

A. Relevance

* Audience: Special Audience, especially with an interest in thriller and fantasy books written by Suzanne Collins.
* Language: Not well written lacking any affective language use or imagery. A mundane, blank, and amateur design that doesn’t take trends into account, for example, no descriptions beneath the books displayed on the main page.
* Currency: No copyright information with dead links, white spaces and navigation difficulties.
* Connection to task: If your question was about the books written by the author, a bad place to look for any background and current information about the author or the books.
* Information provided: Contains biography of the author, works, and interviews. Aside from that, no further information provided on the books displayed in the main page.

B. Authority

* Author: Suzanne Collins, author of the Hunger Games trilogy.
* References: clicking on the book covers on the homepage does nothing. Lacking any supportive links.
* Information: Unnecessary chunking in one place and unnecessary spacing on another page; grouping of unrelated contents together. A surprise word doc that readers can download containing a list of Children’s Choice Award Nominations, could’ve been organized as another page.
* Organization: .com, private ownership by the author Suzanne Collins.

C. Reliability

* Kind of information: Very simple information – comments of secondary readers - provided about the various book the author has written
* Objectivity: Tends to preferentially include favorable book evaluations.
* Primary/Secondary source: Despite being a personal portfolio, it mostly contains secondary source.
* Goal: To attract readers who would like to buy thriller novels or attend events organized by the author.

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