

ADDIS ABABA INSTITUTE OF TECHNOLOGY

CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING

DEPARTMENT OF SOFTWARE ENGINEERING

Internet Evolution and Website

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February 2020

Acknowledgment

I would like to thank my instructor, Mr. Fitsum Alemu, for giving me this opportunity to learn and research on my topic Internet Evolution and Website.

Abstract

This paper discusses about internet and website. It delves into internet evolution and website categories.

The Internet is a massive network of networks. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. The first Internet came in the late 1960s with the creation of ARPANET, or the Advanced Research Projects Agency Network. It funded by the U.S. Department of Defense, ARPANET used packet switching to allow multiple computers to communicate on a single network.

A website can help to gain a competitive advantage in industry, business, education, and other images. Developing web site offers many benefits including helping to get more leads and prospects, increase sales, enhance professional brand, and to improve customer service. There are 12 categories of website.

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# Introduction

The first workable prototype of the Internet came in the late 1960s with the creation of ARPANET, or the Advanced Research Projects Agency Network. Originally funded by the U.S. Department of Defense, ARPANET used packet switching to allow multiple computers to communicate on a single network. A Website is a collection of related Web pages there are 12 Types of Websites: Portal, News, Informational, Business/ Marketing, Educational, Entertainment, Advocacy, Blog, Wiki, Social Network, Content Aggregator, and Personal.

# 1. History of Internet [The evolution]

The history of the Internet has its origin in the efforts to [interconnect computer networks](https://en.wikipedia.org/wiki/Internetworking) that arose from research and development in the [United States](https://en.wikipedia.org/wiki/United_States) and involved international collaboration, particularly with researchers in the [United Kingdom](https://en.wikipedia.org/wiki/United_Kingdom) and [France](https://en.wikipedia.org/wiki/France).

The internet traces its roots to a US defense department project in the 1960s in the Cold War, and a desire to have armed forces communicate over a connected, distributed network. The military’s research arm, the Advanced Research Projects Agency (ARPA), began work on a communication project, which led to the creation of ARPANET, one of the earliest iterations of computers talking to each other on a network.

During the construction of the ARPANET, other significant developments in networking technology were under way. At the University of Hawaii, researchers had built ALOHA – a packet-switched network that operated, not over leased telephone lines, as ARPANET did, but via radio.

Then final distinguishing characteristic of the post-1999 Web was that the enterprises and services that were becoming dominant were effectively using the Web as a programming platform. The Web was originally conceived as a means of sharing information among particle physicists who were scattered across the world. Since most of that information was in the form of documents, the design was therefore for a system that would make it possible to format these documents in a standardized way, publish them online, and make them easy to access. So the first ‘release’ of the Web created a worldwide repository of linked, static documents held on servers distributed across the Internet.

Given that it was intended as a system for academic researchers, the original Web design was probably fit for purpose in its first two years. But once the *Mosaic* browser appeared in 1993 and the commercial possibilities of the technology became obvious to the corporate world, the limitations of the original concept began to grate.

Finally the most recent phase in the evolution of the Internet has been characterized by significant changes in the ways that people access and use the network and by the ways in which the infrastructure of the network has evolved to cope with these changes.

# 2. View the 5-10 popular websites of your choice from web archive URL and put your observation and assessment

**1. Amazon.com**

Amazon s an American multinational technology company based in Seattle that focuses on e-commerce, cloud computing, digital steaming, and artificial intelligence. It is considered one of the Big Four tech companies, along with Google, Apple and Facebook. It's been referred to as "one of the most influential economic and cultural forces in the world.

Until it starts Amazon update its logo 4 times in 1995(the 1st), 1997, 1998 and 2018.

Amazon is the 5th most visited website in the world, it has 646,503,450 visit per month.

**2. Google.com**

Google is the world's most popular [search engine](https://www.lifewire.com/how-does-search-engine-work-3482032). Billions of people generate billion of searches every single day, and it's not just for search Google also offers a huge variety of peripheral services.

Google had two first logos. In 1996, the logo featured an image of a hand and the original name was BackRub. After rebranding to google, the company launched a simpler logo in 1997 that said “Google!” in multicolor. After that it change its logo in 1998,1999, 2000, 2013 and 2015.

In 2020, Google.com is the number 1 most popular website in both the global market and in the U.S.

**3. Yahoo.com**

[Yahoo!](https://www.yahoo.com/) is an Internet [portal](https://whatis.techtarget.com/definition/portal) that incorporates a [search engine](https://whatis.techtarget.com/definition/search-engine) and a directory of World Wide Web sites organized in a hierarchy of topic categories. It is an American [web services](https://en.wikipedia.org/wiki/Web_services) provider headquartered in [Sunnyvale, California](https://en.wikipedia.org/wiki/Sunnyvale,_California), and owned by [Verizon Media](https://en.wikipedia.org/wiki/Verizon_Media).

It created in October 17, 1996, at first time its web design only have four icon with limited search choice. In 2006 it website comes with five clickable icons and advertising images.

Know It provide [Web portal](https://en.wikipedia.org/wiki/Web_portal), [search engine](https://en.wikipedia.org/wiki/Web_search_engine) [Yahoo! Search](https://en.wikipedia.org/wiki/Yahoo!_Search), and related services, including [Yahoo! Directory](https://en.wikipedia.org/wiki/Yahoo!_Directory), [Yahoo! Mail](https://en.wikipedia.org/wiki/Yahoo!_Mail), [Yahoo! News](https://en.wikipedia.org/wiki/Yahoo!_News), [Yahoo! Finance](https://en.wikipedia.org/wiki/Yahoo!_Finance), [Yahoo! Groups](https://en.wikipedia.org/wiki/Yahoo!_Groups), [Yahoo! Answers](https://en.wikipedia.org/wiki/Yahoo!_Answers), [advertising](https://en.wikipedia.org/wiki/Yahoo!_Advertising#Advertising), [online mapping](https://en.wikipedia.org/wiki/Yahoo!_Maps), [video sharing](https://en.wikipedia.org/wiki/Yahoo!_Video), [fantasy sports](https://en.wikipedia.org/wiki/Fantasy_sports), and its [social media](https://en.wikipedia.org/wiki/Social_media) website. And it is the 91th most visited website in the world, it has 62,8999,697 visit per month.

**4. Facebook.com**

Facebook is the [most popular social media site](https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554) on the web. More than 2 billion active users access Facebook daily across the globe to communicate with family and friends.

Facebook change its logo in 2003, 2004, 2005 and 2015 with different user interface.

As of 2020, Facebook.com is the number 4 most popular website in the global market and in the U.S.

**5. Instagram**

Instagram launched as a mobile photo-sharing social media platform in October 2010. A couple of years later, in 2012, Facebook bought. To help create revenue out of Instagram, Facebook launched sponsored posts in 2013, to allow brands to advertise on the platform and help bring in revenue for the app.

Instagram change its logo in 2011, 2013 and 2013 .

# 3. List 5 website each on the 12 categories you learned? Try to view their look in different years web archives

## 3.1. Blog Website

a. Wix

https:// [www.wix.com](http://www.wix.com): [Wix](http://wixstats.com/?a=28852&c=124&s1=) is a free website builder that can be totally managed from the front-end. The main characteristic of this platform is that it comes with drag-and-drop options, so you don’t have to handle anything in the back-end. The design is very intuitive and modern, which can be used by both beginners and advanced.

b.Perez Hilton

<https://perezhilton.com/>: the site shares scandalous celebrity news and gossip, but with more personal (i.e. scathing) commentary from Perez himself.

c. [Business Insider](http://www.businessinsider.com/)

<https://www.pulselive.co.ke/bi?r=US&IR=T:-> *Business Insider* is a business news site that 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.

d. The Daily Beast

<https://www.thedailybeast.com/> : Focusing on politics, pop culture and world news, The Daily Beast first started running in 2008 and prides itself on delivering ‘award-winning original reporting and sharp opinion from big personalities’, with a tendency to call out others’ Blog site.

e. [WordPress](http://WordPress)

<https://www.wordpress.org> : Powerful and highly customizable, [WordPress](http://www.wordpress.com/) is a platform for blogs of any size, and bloggers of any level of experience.

## 3.2. Business Website / Marketing Website

A business website is any website that’s devoted to representing a specific business. It should be branded like the business (the same logo and positioning) and communicate the types of products or services the business offers. By now, every business out there should have a website. It’s a widespread expectation. Every potential customer that encounter will just assume that if someone Google that business looking for more information, they’ll find a website. And if they don’t, it makes the business look less professional or legitimate.

**a. Alibaba**

<https://www.alibaba.com/> : Alibaba is one of the top 10 e-commerce business websites in the world that is primarily used for trading for buyers and sellers around the world. It is especially popular in Asia, and the concept behind this website is to generate an easy connection between the buyers and suppliers.

b. [AllBusiness.com](http://www.allbusiness.com/)

<https://www.allbusiness.com> : This is one of the most comprehensive sites on the Web for entrepreneurs and growing businesses. AllBusiness.com features articles, advice, forms, agreements, and videos covering small business topics, M&A, venture capital, angel financing and sales.

c. [Yahoo Finance](http://finance.yahoo.com/)

<https://finance.yahoo.com> : *Yahoo Finance* is a good resource for current news on the markets and current developments in public companies. The site allows track movements in stocks and to get detailed information on companies (e.g., market capitalization, debt, financials, press releases, and more).

**d. eBay**

<https://www.ebay.com/> : eBay is another amazing e-commerce website. Easily people can buy different products here and also get to sell products to the buyers.

**e. Amazon**

<https://www.amazon.com/> : Amazon is considered the world’s top e-commerce business platform hence earns a spot in the top 10 e-commerce websites in the world. this website preferable because of the reason that the interface is simple, easy checkout, different payment methods, and have great discounts and offers.

## 3.3. Entertainment Website

Entertainment website are for entertainment purposes but not always. They could be humor websites like The Onion, webcomics, or just websites with fun or interesting content like Buzzfeed. Most of these websites do aim to make money like business and e-commerce websites do, but usually through the advertisements that show up on the page rather than through selling specific products or services.

a. E!Online

<https://www.eonline.com/> : Latest news flashes, insider scoops, and live event coverage decks up this entertainment website. E!Online also covers the music and the television industries. You can check out the section called Fashion Police and the scoops by Kristin Dos Santos on her Watch with Kristin blog

b. [Slash Film](http://www.slashfilm.com/)

<https://www.slashfilm.com/> : The site’s focus is on the geek/genre centric side of the movie universe. Well, this means that people get to read up on more reviews and less gossip. The site is a good place to bookmark because it brings updates on what’s coming soon and news on castings.

c. TMZ

<https://www.tmz.com/> : The “Thirty Mile Zone” is a celebrity news website that covers what the stars are talking about in and around Hollywood. Their scandal coverage includes the high focus professions of fashion and sports too.

d. Netflix

<https://www.netflix.com/et/> : Netflix is a streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices. Watch anywhere, anytime, on an unlimited number of devices.

e. The Hollywood Reporter

<https://www.hollywoodreporter.com/> : This one gives you the regular fare of entertainment news, reviews, and videos, but it also looks at a lot of things by numbers like a trade publication. Coverage of film events like the Oscars, Sundance, Cannes is also comprehensive. The site also has sections devoted to Personal Tech, Business, and Style which also revolve around cinema and popular media.

## 3.4. Content Aggregator Website

A content aggregator website is a site that collects data from other sources across the internet and puts the information in one place where users can access it. They don’t produce their own content. Instead, they collect content from other websites around the Internet and “aggregate” it into one easy-to-find location. The data collected is based on a keyword or a group of related keywords.

a. [AllTop](http://alltop.com/)

<https://alltop.com/> : It is the most popular content aggregation site that gathers top headlines from popular topics around the web. It covers the latest trending story from mainstream news sites and also tech, sports, entertainment, health, lifestyle, business, autos, science, and religion.

b. [Popurls](http://popurls.com/)

<http://popurls.com/> : It is one of the best content aggregators that pulls in latest posts from a different kind of websites such as social networks, blogs, and news publications.

 c. [Digg](http://digg.com/)

<https://digg.com/> : It is one of the oldest news aggregators that features the best articles, videos, and link to the original content site. This aggregator collects contents from categories such as technology, news, entertainment, sports or science.

d. [Feedly](https://feedly.com/)

<https://feedly.com/i/welcome> : It is another RSS freed aggregator tool that collects related items of content for your interest topics. You can use Feedly news aggregator application on web browsers and mobile devices running iOS and Android, also is available as a cloud-based service.

e. [Travel Blogger Community](http://travelbloggercommunity.com/)

<http://travelbloggercommunity.com/> : It mainly focuses on and collects travel adventure post from travel blogs.

## 3.5. News Website

News websites collect news stories or other reporting. There’s some overlap here with entertainment websites, but media websites are more likely to include reported pieces in addition to or instead of content meant purely for entertainment.

a. Zehabesha

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

The Zehabesha website was launched on April 24, 2009. It is an Ethiopian based news website. Its world rank is 113,888 popular website.

b. New York Times

<https://www.nytimes.com/> : It’s an American based newspaper from new york city. Due to its high popularity, the website receives the love of nearly 70 million unique visitors every month. the website is similar to a traditional newspaper which makes it even unique.

c. The Guardian

<https://www.nytimes.com/> : It’s another British newspaper company which has a very strong influence and hold over the British people. Talking about the best part then the website has a very unique theme towards its content.

 d. CNN

<https://edition.cnn.com/> : It is one of the fastest growing online news portals. The fanbase is so huge that the website also has its own App on the [AppStore](https://itunes.apple.com/us/app/cnn-breaking-us-world-news/id331786748?mt=8) and [Play store](https://play.google.com/store/apps/details?id=com.cnn.mobile.android.phone&hl=en_IN). They even have a TV news channel which is viewed by millions of viewers across the globe.

e. BBE NEWS

<https://www.bbc.com/news> : The next on the list is very renowned “BBC News” from the UK with over 35 million unique visitors every month. It’s a very well known online news division of “*British broadcasting corporation*“.

## 3.6. Social Network Website

a. Twitter

<https://twitter.com/> : [Twitter](https://twitter.com/) is a social media site for news, sports, politics, and more. What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information.

**b.** [WhatsApp](https://www.whatsapp.com/)

<https://www.whatsapp.com/> : WhatsApp is a messaging app that lets users share text messages, images, voice notes, audio files, documents, and videos. It has grown exponentially over the years Along with its growing user base, the platform has also introduced many new features to make interactions easier among users.

**c.** [YouTube](https://www.youtube.com/)

<https://www.youtube.com/> : YouTube is the largest video-sharing social media site in the world. It lets users upload videos on the platform, view videos from other users, and interact with them. As of 2018, it had 1.9 billion [monthly active users](https://www.omnicoreagency.com/youtube-statistics/) – almost as much as Facebook. YouTube users spend an average of 40 minutes watching videos on the platform.

**d.** [Quora](https://www.quora.com/)

<https://www.quora.com/> : Quora is one of the largest social networks for people to ask and answer questions about hundreds of topics and categories. This includes everything from language and career to mythology and marketing.

e. [Instagram](https://www.instagram.com/)

<https://www.instagram.com/> : [Instagram](https://www.lifewire.com/what-is-instagram-3486316) has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen. It's the ultimate social network for sharing real-time photos and short videos while on the go.

## 3.7. Advocacy Website

In the same way that businesses need websites to be their online presence, advocacy do as well. A[advocacy website](https://www.hostgator.com/blog/nonprofit-website-best-practices/) is the easiest way for many potential donors to make aids and will be the first place many people look to learn more about advocacy and determine if they want to support it.

a. charity: water

https://www.[charitywater.org](https://www.charitywater.org/) : It works to bring clean water to people in developing countries.

b. Global Genes

https://www.[globalgenes.org](https://globalgenes.org/) : It is work for genes which are disappearing and are with hard situation for both animals and plant gene.

c. Conservation International

https://www.[conservation.org/](http://www.conservation.org/) : Its mission is to spotlight and secure the critical benefits that nature provides to humanity, such as food, fresh water, livelihoods and a stable climate.

d. World Wildlife Fund

 https://www.[worldwildlife.org](http://www.worldwildlife.org/) : WWF has a very informative website that aims to educate visitors about the current status of wildlife across the planet.

## 3.8. Educational Website

The websites of educational institutions and those offering online courses fall into the category of educational websites. These websites have the primary goal of either providing educational materials to visitors, or providing information on an educational institution to them.

Some educational websites will have advertisements like entertainment and media websites do. Some offer subscription models or educational products for purchase. And some serve as the online presence for an existing institution.

a. [Prodigy](https://prodigygame.com/)

<https://www.prodigygame.com/> : Prodigy is a free, adaptive math game that integrates Common Core math (1st-7th grade) into a fantasy style game that students love playing. Prodigy takes game-based learning a step further and provides teachers with a powerful set of reporting and assessment tools that allow them to easily identify trouble spots, differentiate instruction, and better manage classroom time.

b. [The Library of Congress](https://www.loc.gov/)  
<https://www.loc.gov/> : The Library of Congress is the largest library in the world, with millions of books, recordings, photographs, newspapers, maps and manuscripts in its collections. The Library preserves and provides access to a rich, diverse and enduring source of knowledge to inform, inspire and engage in intellectual and creative endeavors.

c. [**Udemy**](https://www.udemy.com/courses/)

<https://www.udemy.com/> : Udemy is one of the most reputable online learning platform. Students and adults who can find plenty of courses and studying materials on subjects which interest them the most.

d. [**Codeschool**](https://www.codeschool.com/)

<https://www.pluralsight.com/codeschool> : They offer courses on many programming languages, such as HTML/CSS, Javascript, PHP, Ruby, Python, .NET, and iOS, among others.

e. [Udacity](https://www.udacity.com/)

<https://www.udacity.com/> :. It offers 11 courses related to science and maths and is free of prerequisites, deadlines, quizzes and other school stuffs which are irritating.

f. [archive.org](https://archive.org/)

<https://archive.org/> : Internet Archive is one of the finest websites providing free and accessible knowledge making your learning process easier. It is a genuine website that stores the original education material from several top rated websites.

## 3.9. Informational Website

a. TechCrunch

<https://techcrunch.com/> **:** “Everything worth talking” that happens on the social media can be checked out as the first hand news on TechCrunch. Their interactive blog presents before you fine write-ups by featured bloggers. Mobile, gadgets applications, and gaming – you name it. TechCrunch has got everything trendy. It’s one of the most famous websites for all gaming and tech freaks

b. Mashable

<https://mashable.com/> : One of the world’s most informative websites for all the latest stuff ranging from the latest in technology to trending news stories.

c. HowStuffWorks

<https://howstuffworks.com> : howstuffworks is one of the most visited websites worldwide. The website has really good content on how modern as well as not-so-modern topics, complete with clear, detailed content and well designed illustrations to help readers understand without confusion.

## d. eHow

<https://eHow.com> :ehow provides step by step information on a variety of topics ranging from home improvement and gardening to investing, travel, shopping, healthcare, small businesses, etc.

e. Trip Advisor

<https://TripAdvisor.com> : It’s an informative website for people who love travelling as it provides detailed and genuine information.  TripAdvisor also help planning detailed journey for Tourists.

## 3.10. Personal Website

Many people find value in creating personal websites to put their own thoughts out into the world. This category includes personal blogs, vlogs, and photo diaries people share with the world.

a. [Al Kavadlo](http://www.alkavadlo.com/)

<https://www.alkavadlo.com/> : Al Kavadlo is best known for his in-person workshops and YouTube videos of [gravity-defying calisthenics](https://www.youtube.com/watch?v=LBPhvLsp3l0) and gymnastics. Still, he doesn’t neglect the value that comes from having a personal website, particularly to promote his strength and flexibility course.

b. [Tasha Meys](http://www.tastefullytash.com/)

<http://www.tastefullytash.com/> : Tasha Meys is an artist, photographer, social media consultant, and world traveler. Her site showcases all of this work with a brand that is colorful and exciting.

c. [Tommy Edison](http://blindfilmcritic.com/)

<https://tommyedison.com/> : The self-proclaimed “Blind Film Critic”, Tommy Edison runs YouTube channels: [The Tommy Edison Experience](https://www.youtube.com/user/TommyEdisonXP). On this channel, he answers questions about what it’s like to have been blind since birth, all with his signature blend of humor and wit.

d. [Andrew Huang](http://andrewhuang.com/)

<http://andrewhuang.com/> : Andrew Huang is a musician, producer, and YouTuber. His videos are creative, funny, and impressive for his audience.

e. [Andrew Rea](https://www.bingingwithbabish.com/about)

<https://www.bingingwithbabish.com/about> :Andrew Rea is a chef, filmmaker, and creator of the popular YouTube cooking show [Binging With Babish](https://www.youtube.com/channel/UCJHA_jMfCvEnv-3kRjTCQXw).

3.11. Web Portal

Web portals are often websites designed for internal purposes at a business, organization, or institution. They collect information in different formats from different sources into one place to make all relevant information accessible to the people who need to see it. They often involve a login and personalized views for different users that ensure the information that’s accessible is most useful to their particular needs.

a. [Stanford University AXESS](https://axess.sahr.stanford.edu/)

<https://axess.sahr.stanford.edu/> : Stanford University developed a consolidated online platform called AXESS for the academic community to access information and record various transactions. The portal enables functions as related to student enrollment & financials, academic advising, teaching & grading, employment & training, and workflow-enabled administrative processes.

b. [London Borough of Camden, Local Government Portal](https://www.liferay.com/resource/london-borough-of-camden)

<https://www.liferay.com/resource?title=london-borough-of-camden> : With services ranging from housing control to social care, Camden wanted an online experience that was personalized for both citizens and local businesses, as well as simplified with a single sign on for streamlined services. Camden built a standards-compliance site that boasts a high level of configurability and integration capabilities (including Facebook, Google and OpenID login).

*c. A*[*llianz, Wealth Management ,*](http://www.allianz.com/)  *Insurance Portal*

<https://www.allianz.com/en.html> : Allianz Group, with a customer base of over 75 million, offers a site that is both dynamic and personal. The site features easy-to-update contact information and communication preferences.

d. [UAB Medicine, Patient Portal](http://www.uabmedicine.org/)

<http://www.uabmedicine.org/> : UAB's top-ranked medical professionals found a platform through which they can reach many visitors and actual patients with health concerns. Their site hosts a free patient portal with a directory of various healthcare providers categorized by specialty, gender and location. It also features various subsections for knowledge about conditions and treatments, locations, contact info and FAQs.

e. [AutoZone, Employee Portal](http://www.autozone.com/)

<http://www.autozone.com/> : AutoZone built an employee portal known as the Daily Online Communications (DOC) to help serve its 47,000 store employees. DOC is the place for employees to find what they need to know about their weekly tasks, benefits, and training.

## 3.12. Wiki Website

A wiki is any website where various users are able to collaborate on content and all make their own tweaks and changes as they see fit. There are wikis for fan communities, for business resources, and for collecting valuable information sources.

a. WikEM

<https://www.wikem.org/wiki/Main_Page> : WikEM is a wiki-based website and [point-of-care](https://en.wikipedia.org/wiki/Point_of_care) mobile application for [emergency medicine](https://en.wikipedia.org/wiki/Emergency_medicine) clinicians. [WikEM](https://en.wikipedia.org/wiki/WikEM) started as a database created from notes and checklists passed from each resident class to the next at the Harbor-UCLA emergency medicine residency program, but is now open to all clinical providers.

b. [Gamepedia](https://www.gamepedia.com/)

<https://www.gamepedia.com/> : Gamepedia is an umbrella brand that covers hundreds of wikis about games. Some of the most popular wikis in the catalog include Wowpedia (about World of Warcraft), No Man’s Sky Wiki, and Zelda Wiki.

c. [Wiktionary](https://en.wiktionary.org/wiki/Wiktionary:Main_Page)

<https://en.wiktionary.org/wiki/Wiktionary:Main_Page> : Print dictionaries can be expensive. Wiktionary, therefore, is an example of a wiki that can save money. It is a multilingual dictionary of languages, but has a definition for every word supplied in English, regardless of the source language

d. [WikiBooks](https://en.wikibooks.org/wiki/Main_Page)

<https://en.wikibooks.org/wiki/Main_Page> : WikiBooks makes list of wiki sites repository of open-content textbooks, annotated texts, instructional guides, and manuals. It does not include fiction, primary research, or published texts.

e. [WikiHow](https://www.wikihow.com/Main-Page)

<https://www.wikihow.com/Main-Page> : WikiHow is a popular wiki for anyone who wants to [learn how to do something](https://www.makeuseof.com/tag/best-how-to-sites/). The content on offer is extremely varied. The site’s categories include topics such as **Sports and Fitness**,**Pets and Animals**, **Relationships**, and **Philosophy and Religion**.

# 4. What are the guidelines for evaluating the value of a Web site?

Whether or not the information on the web is reliable, up-to-date and unbiased is really the big question for anyone doing research. Books, magazine, journal and newspaper articles have to meet stronger quality control standards, and it's usually not hard to figure out when something was published, who published it and if the information is reliable or not. It's not quite like that with information you find on the web. Anyone can create a Web site, and usually, there aren't standards to evaluate the quality and accuracy of the information. So that makes it even more important to take the time to make sure to critically examine the information and the website. There are 5 guideline to evaluate the value of a website:

### a. Purpose and Audience

First, we must look at the purpose and audience. To do this, the following questions should be asked:

* Who is the intended audience of the site?
* Is the site scholarly or popular?
* Is the site trying to sell something?
* And what is the overall purpose of the site?
* Answering these questions can help to trust the information.

### b. Authority and Credibility

This criteria looks at the person or people responsible for the website. To do this, the following questions should be asked:

* Can the author of the site be identified?
* What are the author's qualifications?
* Do author expertise on the subject?

### c. Accuracy and Reliability

So let’s look at the accuracy and reliability of the site. Good sources will tell you where they got their information, and they’ll appear professional and well-edited. To do this, the following questions should be asked:

* Does the site appear to be well-researched?
* Does the site include the sources of the information?
* Does the site include grammatical, spelling, or typographical errors?

### d. Currency and Timeliness

When evaluating websites, you should also make the information is timely and up-to-date. This is especially important for topics that change quickly, such as medicine, technology, and politics.

To do this, the following questions should be asked:

* When was this information published?
* When was the page most recently updated?
* Does the page include references to recent events of developments?
* Are there dead links on the page?

### e. Objectivity or Bias

Finally, when evaluating a website, it should have information that is based in fact. It should not be based in emotion or personal opinion. To do this, the following questions should be asked:

* Does the site present multiple viewpoints or just one?
* Does the site present mostly opinions or facts?
* Does the site identify any bias in the information presented?
* Is the site sponsored by a company or organization?

## 4.1. Try to evaluate 2-5 websites based on the guideline and put your judgment.

### a. Amazon.com

Amazon also the most popular ecommerce marketing in the world. Its purpose is selling goods in online for users in the place they are. Its audiences are the whole people where Amazons cover, which are more than 100 country. It is Amazon is very reliable at delivering orders. It gives the ordered goods within 1 to 7 business days and depending on shipping speeds it may take more time for long distance customer. About currency Amazon interact with dynamic segments and comparing of users from week to week. People choice may change for different reasons so its vital make changes to move with the times.

### b. YouTube.com

YouTube is the most visited website in the world. It purpose is different for different users or viewers. But, one common goal is to share content or information through videos, Its author also identified. About its accuracy, there have some untruth and unsourced information content. Its currency is based on its published and updated date. Finally its objectivity and bias is depends on the youtuber, it can be personal opinion or facts and Multiview or not.

### c. Facebook.com

Facebook is one of the most viewed social media in the world. According to purpose and audience Facebook have multipurpose like for entertainment, media, for business advertisement, communication, and so on. Its audience is all Facebook user. In accuracy and reliability Facebook became less reliable and accurate because every person can post anything they want whether it is true or not. About currency and timeliness is based the on the account owner, most time new information published in it and the objectivity is mostly based on opinions (not in fact) and bias is not identify in this case.

# Conclusion

Know a days internet become the major need in people life, to get Information, to communication, to selling and buying, for banking, for paying bills, and so many life activity makes people to be dependent in internet. A website is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Developing web site offers many benefits including helping to get more leads and prospects, increase sales, enhance professional brand, and to improve customer service.

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