I think two challenges of contemporary web archives are keeping up with rapidly-changing content on a site and capturing the interactive functionality and media data of a site, like databases, video, and sound.

Web crawling and archiving static content from a URL cannot keep up with modern news sites. Online news is published in volumes and the speed with which changes are made to the order, appearance, and availability of articles on a site can be measured in minutes. [Google News](https://news.google.com/news/?hl=en&gl=US&ned=us) has 9 sections on its home page with multiple articles displayed in each, followed by other areas like Editor’s Picks, Spotlight, and Recent. Many web archives claim to monitor hundreds or thousands of news sources, but truthfully only monitor their RSS feeds. “RSS feeds have become obsolete with many news sites phasing them out, and those that remain typically index a small fraction of the site’s total content” (Leetaru, 2017).

There is so much more to modern websites than static content. Video, sound, advertisements, and navigation to related articles are commonplace on many commercial destinations. How do you capture the interactive content of a site like <http://money.cnn.com/calculator/pf/cost-of-living/index.html> in a single moment of time? To be faithful to the original content, you should be able to reconstruct it at some future date. A “snapshot” of this page is not enough. With the constant evolution of web technologies, it seems apparent that you would need a team of web developers to build web crawling systems able consume any website. This is would be challenging among library and academic communities when faced with budget constraints.

Leetaru, K. (2017, March 27th). Why are Libraries Failing at Web Archiving and Are We Losing our Digital History? Retrieved from <https://www.forbes.com/sites/kalevleetaru/2017/03/27/why-are-libraries-failing-at-web-archiving-and-are-we-losing-our-digital-history/#f4940f76ecd4>

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I think Luke's title "Unnecessary and Unachievable" is on the mark. Creating a representative, comprehensive snapshot of the World Wide Web at any given time should not be a goal. A "higher" level of history and a measure of the state of technology during a time *period* seems more achievable.

Some would argue that much of the “news” content on the web is not quality journalism. “Name a publication or media outlet that is a thriving, successful business solely on the basis of its high quality, intellectual, prestigious stories. There are none” (Nolan, 2016). If this is the case, why archive it (as an independent organization)? Does it make sense to save the Twitter feed of a currently popular socialite speaking about world affairs like my parents saved a printed copy of the New York Times the day JFK was assassinated?

Obviously, there is much more to the web than news. With social media, video, and other interactive content, maybe we can rely on individual collectors to save, restore, or replicate historic pieces of the web? Much like collecting records, antiques, and other items from history, there may be value in long forgotten hard to find web and digital content in the future.

Nolan, H. (2016, January 14th). *The Problem with Journalism Is You Need an Audience.* Retrieved from <http://gawker.com/the-problem-with-journalism-is-you-need-an-audience-1752937252>

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Christopher makes an excellent point with "Are people demanding a history of the web?". The web seems to have morphed into a sandbox of formal and informal communication, by organizations, businesses, and people. For the most part, it is free to consume. (ISP's charge for access and advertising is a source of revenue, but otherwise you can browse endlessly.)

The World Wide Web is also entertainment for many. Other than a few friends reminiscing of old MySpace accounts and wishing they still had access, I hear few people lamenting over the demolition and disappearance of web content. Why? I believe it is because there always something new "around the next corner". It is always growing. I do not see its content being protected like an endangered species nor do I think certain destinations will be revered as national treasures.