**A close up of a sign

Description automatically generated**

**ADDIS ABABA INSTITUTE OF TECHNOLOGY**

**CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING**

DEPARTMENT OF **SOFTWARE ENGINEERING**

**History of internet and websites**

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Section 01

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**ACKNOWLEDGEMENT**

I would like to give my thanks to my web development and design instructor, Mr. Fitsum , for giving us this assignment because by doing so he helped me gain a much broader insight into how the internet generally works and through which ways it has evolved through the past years. It is a really vast system which has various areas to understand and although its too much to take in at once .The lengthened time we have had on this assignment really helped open my eyes and gain substantial knowledge on the subject of the internet and websites.

**ABSTRACT**

An abstract is a brief, comprehensive summary of the contents of the document. It gives readers an overview of all the key ideas presented.

It consists of a short briefing of how the internet has evolved through the past years. This as written in my own words.

It also contains a viewing of how websites have evolved throughout the years and classifications of websites according to their specific purposes and evaluating them according to the guidelines which are basic ways to evaluate a websites value.

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**Introduction**

This document contains a brief summary of the history of the internet as viewed from my perception. The way slight contributions from hundreds of people have helped structure the internet into its present-day form. It’s amazing how a simple idea of connecting a few computers can morph into something as revolutionary as a daily necessity for almost all individuals currently.

It also contains my visualization on the transformation of certain websites through the years. The evaluations of certain websites according to the globally accepted evaluation methods. It has also made m go through quite a number of websites to figure out what their purpose is and what offers they give to their users.

**HISTORY OF THE INTERNET**

**What is the internet?**

The internet generally described is a global network of networks. Being the remarkably complex system that it is , it has required the contributions of numerous scientists from around the world starting from the 1950’s. Through its year of evolution it has been promoted as a necessity to meet a range of human needs. Coming to where we are now ,which is inexplicably dependent on the everyday use of this internet.This phenomena has produced social benefits including easier and more widespread access to computers and information; increased scientific collaboration; economic growth; the formation of virtual communities and an increased ability to maintain social ties over long distances; and online political and social activism. However, the Internet’s rapid growth has also spawned technical crises, such as a scarcity of network addresses, and social dilemmas, including malicious and illegal activities and persistent digital divides based on income, location, age, gender, and education. Such problems continue to demand creative solutions from every citizen.

Beginning in the late 1950’s,from the development of the internet, there has been a rapid increase in the size of data networks and the different services they provide. There has been incompatibilities between computer systems and components,and in data traffic which led to network designers setting an international standard.

**How it began**

The first electronic digital computers were solitary machines: they were not designed to interact with their human users or to communicate with other computers. Then experimentation began for ways to access computers from a distance or transmit data from one machine to another. The data networks of the 1950s and early 1960s were merely systems for connecting terminals to computers, rather than connecting computers to each other.

A key technology developed for Project SAGE, a computerized early-warning defense system designed to detect missile attacks by AT&T Bell Laboratories was the modem, which converts digital computer data into analog signals that can be sent over the telephone network. AT&T manufactured modems for general use in 1958, and it served as the chief means of network access for home users for several decades.

Demand for terminal networks was driven by time sharing operating systems. This allowed multiple users to run programs on a single computer simultaneously. This allowed individuals to use a computer interactively for long stretches of time, rather than being restricted to running a single program and receiving the results offline.

Global capitalism and the growth of transportation and communication served as base for large-scale commercial terminal networks. In 1960s,industries with huge data , such as aviation and stock trading, built networks to share a common pool of information. In an example of international collaboration in networking, a cooperative of airlines called SITA built a network using the packet switching technique. The SITA network handled traffic for 175 airlines through computer centers from various countries mostly in Europe and America.

**Research networks**

Terminal networks were based on a simple model that connected numerous users to a single central computer resource. In time more complex networks involving multiple computers were built by computer scientists .Researchers started to experiment on ways to break the barriers to sharing data between dissimilar computer systems. They saw promise in networking: the ability to share scarce and expensive computers increasing access while decreasing costs; the ability to share data and work collaboratively with colleagues in other locations..

Three of the main research networks back then were the ARPANET (US, 1969), the NPL Mark I (UK, 1969), and CYCLADES (France, 1972).

A key innovation of these experimental networks was a communications technique called packet switching. Previous communication systems, such as the telephone and the terminal networks, provided dedicated circuits between the two ends of a connection. Packet switching network divides the data to be transmitted into small units called packets that are sent out individually, sharing the network circuits with packets from other connections. It allows communications links to be used more efficiently, thus conserving an expensive resource. In addition, packets from the same connection can be sent to their destination by different routes, making it possible to distribute traffic among multiple links or respond to a breakdown in one part of the network by routing traffic elsewhere. This flexibility helps prevent congestion and increases the reliability of the network.

Packet switching was invented by Paul Baran and Donald Davies. Using this Louis Pouzin pioneered connectionless or datagram networking techniques. Datagram networks were simpler than connection-oriented networks such as ARPANET, and this simplicity made it more feasible to interconnect different networks,an important step toward developing a worldwide Internet. As Pouzin noted: “The more sophisticated a network, the less likely it is going to interface properly with another.”

Experiments in internetworking were already taking place by the early 1970s.A number of experimental techniques besides packet switching were featured in the ARPANET. For example, rather than limiting the network to a single type of computer, as had most other experiments in computer-to-computer communication, the ARPANET included a variety of extremely diverse computers. This drove to find ways of bridging the incompatibilities between computers, and their hard work made it much easier to build the next generation of networks. It also had a distributed topology featuring many switching nodes with multiple interconnections, rather than a single central node. Though they were not open to the general public, the early research networks went beyond providing computer access for a small group of scientists. Early efforts to build multi-national networks and internets also sowed the seeds of global cooperation, without which today’s Internet could not exist.

One of the most successful application of the early research networks was electronic mail, which became a standard service in the early 1970s.

**Design of the internet**

How did these disparate data communications systems become united into the global network that we know as the Internet? While some connections between networks were established in the 1970s, design incompatibilities generally limited their services to the exchange of mail and news.

The Internet architecture had two main elements. The first was a set of protocols called TCP/IP, or Transmission Control Protocol and Internet Protocol By lowering the requirement for reliability in the network, the use of TCP opened the Internet to many more networks than it might otherwise have accommodated

The second creative element was the use of special computers called gateways as the interface between different networks .Gateways are now commonly known as routers; as the name implies, they determine the route that packets should take to get from one network to another

Another notable invention was the Domain Name System. One challenge of communicating across a large network is the need to know the address of the computer at the far end. While human beings usually refer to computers by names , the computers in the network identify each other by numerical addresses. In the original ARPANET, the names and addresses of all the host computers had been kept in a large file, which had to be frequently updated and distributed to all the hosts. Clearly, this mechanism would not scale up well for a network of thousands or millions of computers. The Domain Name System decentralized the task of finding addresses by creating groups of names called domains (such as .com or .org) and special computers called name servers that would maintain databases of the addresses that corresponded to each domain name.

**The World Wide Web**

The Internet architecture made it possible to build a worldwide data communications infrastructure, but it did not directly address the question of content. In the 1980s, almost all content on the Internet was plain text. It was relatively difficult for users to locate information they wanted; the user had to know in advance the address of the site hosting the data, since there were no search engines or links between sites. The breakthrough that transformed how Internet content was created, displayed, and found was the World Wide Web.

The World Wide Web was the brainchild of Tim Berners-Lee, a British researcher at CERN, the international physics laboratory in Geneva. He envisioned the Internet as a collaborative space where people could share information of all kinds. In his proposed system, users could create pages of content on computers called web servers, and the web pages could be viewed with a program called a browser. The Web would be able to handle multimedia as well as text, and Web pages could be connected by hyperlinks, so that people could navigate between sites based on meaningful relationships between the ideas on different pages. This would create a web of connections based on content, rather than infrastructure. Berners-Lee formulated his ideas in 1989, and he and collaborator Robert Cailliau created the first operational version of the Web in 1990. The technical system included html, http and the url.

The Web’s hyperlinks were designed to solve a long-standing problem for Internet users: how to find information within such a large system? To address this need, various finding aids were developed in the 1990s. One of the earliest tools for searching the Internet was Archie which sent queries to computers on the Internet and gathered listings of publicly available files

Like the Internet itself, the Web was designed to be flexible, expandable, and decentralized, inviting people to invent new ways of using it.

**The internet’s successes and challenges**

After half a century of research and innovation, the Internet was firmly established as a widely available resource offering an array of potential benefits. Users had greater access to information of all kinds, and governments and businesses had a new platform for providing information and services. E-commerce brought economic growth, greater choices for consumers, and opportunities for producers in disadvantaged areas to reach new markets. A variety of communications options, from email to elaborate social networking sites, made it easier for friends and family to stay in touch over long distances and for strangers to form “virtual communities” around common interests. Grassroots organizers adopted the Internet for political and social activism and used it to mobilize worldwide responses to natural disasters and human rights abuses. Users of all ages embraced the Internet as a medium for personal expression, and new applications helped democratize the technology by making it easier for ordinary people to independently produce and disseminate news, information, opinion, and entertainment.

However, many challenges remained as the Internet entered the twenty-first century. Users faced abusive practices such as spam (unwanted commercial email), viruses, identity theft, and break-ins. Technical experts responded with solutions that attempted to minimize these ongoing dangers, providing anti-virus systems, filters, secure web transactions, and improved security systems. But other issues were too much for a technical solution to satisfy conflicting public opinion, especially when activities crossed national boundaries. Some governments severely limited and closely monitored the online activities of their citizens; while human rights groups protested this as censorship and intimidating surveillance, the governments in question asserted their right to protect public safety and morality. Other groups complained that the Internet was too open to objectionable or illegal content such as child pornography or pirated songs, movies, and software. Filters and copyright protection devices provided means to restrict the flow of such information, but these devices were themselves controversial. Internet governance was another thorny issue, with many of the world’s nations calling for a more international, less US-dominated mechanism for managing the Internet’s name and address system .

Perhaps most troubling was the persistent inequality of access to the Internet and its opportunities for economic development, political participation, government transparency, and the growth of local science and technology. Significant gaps remained between rich and poor regions, urban and rural citizens, young and old.

The values guiding the Internet’s social and technical development have been complementary: increasing access, accommodating diversity, decentralizing authority, making decisions by consensus with a wide range of participants, and allowing users to take an active role in adding features to the network. On the technical side, these goals have been achieved through layered architecture, open protocols, and a collaborative process for approving design changes, while social goals have been advanced through government leadership and the inspiration of individuals who saw the Internet’s potential for communication, cooperation, and self-expression.

**The observation and assessment of evolution of websites**

**Facebook**

First facebook started out as just a website for Harvard students.Thus to make this clear it had the HARVARD UNIVERSITY print on the very first page. It was made clear that it was to serve as a form of online directory to help people through social networks at colleges with brief explanations of the uses on this page.

Then eventually it spread to other colleges whose names where again mentioned on the registration page which mostly consisted of well known institutions. Although it was made available to other colleges and universities it was still limited to your own institution. There was no networking across colleges. The profile page was very minimalistic with only certain features like photo a send message bar.In the information were private things like, residence, birthday contact information and such which some we still use today.

Then the mini-feeds section was introduced ,later turned into the newsfeed which led to a whole need level of knowing what one person was engaging in at that particular time. It would tell you about a person’s comments, likes and activities.



This was what the signup page looked like in 2010.It was clear that facebook had taken over the world and they were flaunting their success with the image depicted here.

Eventually the real time newsfeed which took up the whole of the homepage was now changed to fit only the right-hand side. The timeline was another new feature which revolutionized the facebook experience. This changed the point of facebook profiles from being all general information about you to your likes and interests, what you were sharing and to more specific traits about you.

So now everyone from kids to grand parents to pets have facebook.It is a really convenient way to stay in touch with far away friends and loved ones and also catch up on the latest news ,whether politics or celebrity gossip. It’s a fun way to spend time, unless you lose yourself in the whole process.

**TWITTER**

In 2009 the verified account icon is introduced to stop impersonations of famous celebrities. Before people just put hashtags to show that they were tweeting on specific events. Now the hashtags have hyperlinks to let users explore just by clicking on them. Re-tweeting wasn’t possible, if ever someone wanted to do that they would have to repost the tweet by adding RT. Twitter caught onto this and added a re-tweet for the convenience of its users.

In 2010 ‘NEW TWITTER’ is introduced which brought a lot of changes to the interface. It’s major change was allowing photos and videos to be viewed within twitter. The links posted were just links with no content preview till that was added in a later update of twitter. Twitter in 2013,added a new feature called vine which had the purpose of recording mini views of the users lives to post online.

The character limit grew substantially from 140 to a double of 280. Also a + button was added to create threaded tweets more easily.

The icon of the twitter page had many forms. It all started with a simple blue bird figure with legs, then they got rid of the legs and made her turn right. Eventually they added more features so the bird was more graphic, they then got rid of that and got back to the blue bird figure with a little hair. Then finally in 2012, they decided on the bird figure without hair which we currently use today.

**CNN**

The first cnn web page was a very basic website with a mini navigation bar which included of the search option contents the welcome page and help. Above that was the table with the options of which types of news you were looking for. In the middle was the main home page where news was viewed.

Then in time the navigation bar contents grew significantly in number. The search bar moved to the right with the options of the types of news moved to the left while the news was displayed on the middle. The date and the last day it was updated could be viewed on the top of the news. Any ads present on the page were viewed on the top of the main page with a whole area present for only such purposes.

Eventually the ad placement section was repurposed for just the main title of the page and section was minimized. The search bar in the right was moved to the top with efficient use of space and the main news, instead of being squashed in the middle had the whole space to the right of the news options bar.

Then the search bar moved to the utter top next to the title of the page. The options bar was moved to the top acting as a navigations bar which looks much better. The daily breaking news is featured just below the navigations bar and below that the main news page is available. On the right side of the main news are a bunch of videos you could watch under that is the ad placement section.

Now the breaking news is displayed in huge area on the front page with bold letters so it hits you right then. With a mention of other news on the right with a slight video displayed underneath. Underneath the display of the breaking news is a brief description of the breaking news. This is a simple and easy access way with no ads in your way. It offers you all the current news upfront and gives you the choice to choose whichever one you want to view from page one which is very convenient.

**Apple**

Everything is meshed into one with just lines separating one section from overlapping into another.There is too much to look at in such a little space. Then the colorful background was replaced by white which get it a calm feeling with all the options of the devices on the top navigation bar. With some photos of devices of apple softwares down below. In time this bar was deleted and only the big photo of an apple phone took over the entire screen . After sometime the bar below with the devices was brought back with information on different apple news viewed with images. In 2011,the year steve jobs passed the entire home page was taken up by his photo as a tribute with only the navigation bar at top to choose which you want to view.

As of currently the apple page has all of its recent devices displayed on its front page to let users view which ones are available .There are also mini tables below to keep up with the latest news happening with apple devices. It is simple easy to use website with anything you might need upfront on wont need any experience to use the website.

**Microsoft**

Microsoft one of the best known websites to dates started out as the flattest website. It just had a photo of Bill Gates with a short description of himself on the front page with a bunch of links all around and not much else. Then the photo and description was replaced by other news being broadcast with a simple gui of white and blue and a slight navigation bar was issued on the left hand side.

Then eventually the front page incorporated some daily news mostly revolving around the workings of Microsoft and also some basic mentions that would help Microsoft users. Then the image was introduced of most current devices with a larger frame for the viewers to look directly at it when they visit this page. Thus absorbing their attention.

In 2012 they adopted a very minimalist interface getting rid of all the news and just advertising their products with little navigations on top. They got rid of all the disturbing colors and adopted the white and blue they started with a photo of their products being viewed right on the middle of the page. You could also discover different devices on the left through the choices offered. Everything is accessible on the front page thus you don’t have to waste anytime scrolling through irrelevant content.

**Websites viewed under each of the 12 categories**

**INFORMATIVE WEBSITES**

chameleonjohn- https://www.chameleonjohn.com/

is a helpful website which guides people in finding hottest deals available each day inturn bettering their economic lives.

Good guide – https://www.goodguide.com/

Is a guide made my scientist for the purpose of helping people find safer products ,which serves to lead a better life.

TED talks– https://www.ted.com/talks

Is a collection of various videos of different people with inspirational speeches focusing mainly on development of all type of skills. These people have all had a specific problem at some point in their lives which they have overcome through their undying efforts and serve as motivation for others.

Greatist – https://greatist.com/

Is generally about how to live an excellent life-style. How to eat better exercise well and date wisely also.

Bored panda - https://www.boredpanda.com/

This is the place you want to be when you want to discover interesting and visually appealing content. It's a publishes regular updates on the coolest finds in travel, photography, illustration, animals, DIY, technology, design and all **sorts** of other great categories.

**SOCIAL MEDIA WEBSITES**

Pinterest- https://www.pinterest.com/

Is a social media that allows users to visually share and also discover new content related with their interests by saving related content into boards and viewing other people boards with similar interests.

Facebook – https://www.facebook.com/

Is a social media website built for the sole purpose of connecting people all over the world . Not only people but to also to keep up with the latest information taking place around the world and share it with their friends and family.

Twitter – https://twitter.com/home

Is a social media website which allows anyone to express whatever it is that’s on their minds. It has no boundaries and any thought can be expressed from intellectual sudden perceptions to random flashes of weird thoughts with anonymity granted to comments and likes of those thoughts.

Reddit- https://www.reddit.com/

Is a social media platform which allows users to discuss on trending or general topics allowing users to vote on content which other people have submitted. Content with the most upvotes moves up to be viewed more. The more upvotes a user gets the more their ‘karma points’ is raised.

Tumblr – https://www.tumblr.com/

This is one of the original free blogging sites on the web. It’s just a bit ‘milder’ than the others on the list. Unlike the rest of the platforms that are mostly created for publishing purposes, this one here is more oriented to multimedia or social media-like content. The interface of Tumblr is more playful and is easy to get started with – you can simply sign up and then you’re allowed to start posting.

**PORTALS**

Razorfish health - https://razorfish.health/

is a global portal website involved in digital and *healthcare* communications.It involves a unique mix of insight, technology, creativity and industry to deliver all types of innovations and tools for such use.

Risdall Advertising Agency - https://www.risdall.com/

Is an online portal website concerned with the betterment of brand visibility and reputation of certain companies as well as improving organic keyboard rankings.

The Harrington group- <https://www.cancer.com/>

Is a portal website built for cancer patients to register and make appointments or follow up on their checkups regularly.

PLA - IN.gov

Is a portal website with a dashboard which enables the individual users to create their own unique content and personalized features. Then your homepage is selected according to your content choices and users also receive localized content.

Network solutions - <https://www.networksolutions.com/>

This portal websites main purpose is serving as a domain registrar .It provides its users with service that consist of web hosting,website design also includes search engine optimization.

**NEWS WEBSITES**

Yahoo news – https://news.yahoo.com/

Yahoo is a general web service provider. One of which is yahoo!news, a news website which provides users with daily news from all over the world. It is very convenient especially for yahoo mail users who receive daily updates on current circumstances on their way to check on their mail.

The Washington post - https://www.washingtonpost.com

Is a news website generated from the renown Washington post newspaper. Its mostly situated on the current political issues reporting on the workings of the white house ,congress and other aspects of the us governments.

The guardian - https://www.theguardian.com/international

Is a news website based on the influential daily newspaper in London. It is a leading liberal voice which broadcasts news on everyday situations taking place globally.

The huffingtonpost - https://www.huffpost.com/

Is a news website with a mesh of opinion websites and blogs together. It was built to act as a news aggregator against such others. It has localized an international versions and is edited from a left wing political perspective.

CNN – https://edition.cnn.com/

Is a news website with the latest breaking news and information which broadcasts top stories from around the world including weather, business, entertainment and politics.

**EDUCATONAL WEBSITES**

Khan Academy- https://www.khanacademy.org/

Is an online website consisting of every subject course lessons and with a grade range starting from kindergarten to college. It helps guides students through every subject while letting them go at their own pace.

Cosmolearning – <https://cosmolearning.org/>

Is an online educational website with mainly two sections, extracurricular and academic subjects. It is synthesized from educational materials, courses and documentaries.

Brightstorm – https://www.brightstorm.com/

Is an interactive reference website. With topics arranged symmetrically the structure makes it easier for students to keep up.It also offers videos with interesting and fun mentors.

Coursera – https://www.coursera.org/

With a vast pool of courses to choose from, both free and paid ones, this website includes video lectures, graded assignments, and discussion forms. Shareable electronic course certificates are also available.

Academic Earth – https://academicearth.org/

This website provides options from traditional to contemporary. This mostly involves online degree courses due to its collaborations with a bunch of universities including MIT and Stanford and many others.

**CONTENT AGGREGATOR**

Feedly – https://feedly.com/i/welcome

A website that allows you to take feed from your preferred publishers and edit it to publish a stream of your own news.

Panda – https://usepanda.com/

This website aggregates content mostly of use to web designers, developers or tech entrepreneurs. It gathers content from tech websites .It has a more catchy layout and helps you view interesting content.

Flipboard – https://flipboard.com/

Is a website that aggregates blogs to allow you to create your own content feed based on your specific interests. It has a very wide range of topics and content from almost every city in the world.

Apple news – https://www.apple.com/apple-news/

Is a website where apple users can access any new information released on the various app devices. Information maybe released on numerous websites, but this website accumulates all such posts and makes them available on a single website which is very convenient for apple users.

Reddit – https://www.reddit.com/

Although this was mentioned as a social media website it Is also a social media content aggregator. It brings feed which are trending from all the different social medias into one platform. Its users discuss then over the different trending topics happening all over social media in one platform.

**PERSONAL WEBSITES**

Raf derolez- https://derolez.dev/

[Derolez's](https://rafaelderolez.com/)  is modern, cool, and informative. It shows off his personality, branding, and developing skills in a way that's still very simple and clear. Not to mention, his use of unique fonts and geometric overlays ascribes personality to his name in an eye-catching way.

Sarah Chang – http://www.sarahlichang.com/

This is a very minimalist site where the writer conveys everything she wants in less than a minute. Being able to get across all the critical information across in less than a minute is very effective to catch passer-bys attention.

Ian enders – http://ianenders.com/

This is also a one pager personal website which shows enough of the writers work and personality which comes across through his witty depiction of himself and his comments about himself and his life.

Allison Stad – https://www.intechnic.com/blog/author/allison-stadd

Is a personal website of a writer which is delighful to read amd gives a perfect sigh into the personality and voice of this particular writer which serves great to sell herself.

Andrew mccarthy – http://andrevv.com/

The creator of this website created an impressive animation on the page visible to you as you scroll really fast down the page. Its really intriguing and fun and makes you want to know more about the person who created this.

**WIKI WEBSITES**

Wikihow - <https://www.wikihow.com/Main-Page>Is a type of wiki website which works mainly toward ‘the how to’ questions. It gives instructions to anyone who requires the information on how to do anything.

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

Is the main wiki website which pops up whenever one searches for anything online. It is a very frequented website acting as a enormous encyclopedia with all types of knowledge.

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

Is a wiki website which incorporates anything from indie title wikis to the world wide known gaming wikis.It is the largest videogame wiki platform on the web.It also includes mini community projects which users can share.

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

Is a wiki website which serves as a a huge library with books on all types of subjects. Users themselves can act as authors collaborating to write textbooks and other type of instructional guides.

Wikitravel – <https://wikitravel.org/en/Main_Page>

Is a wiki website which generally acts as a travel guide. It is built in collaboration of wiki travelers from around the globe and helps share knowledge of individual travels which give insights to users and where it would be preferable to spend their vacation time.

**BLOGS**

Bored panda – https://www.boredpanda.com/

This website is the place you want to be when you want to discover interesting and visually appealing content. It's a blog that publishes regular updates on the coolest finds in travel, photography, illustration, animals, DIY, technology, design and all **sorts** of other great categories.

Blogger – https://www.blogger.com/

It’s a solid solution for [personal blogs](https://themeisle.com/blog/start-a-personal-blog/), but it’s not the best resource for professional use. It works just like the other hosted platforms: you need to create an account first in order to use it. After you create it (which is simple), you have to pick one of the default themes and you can start writing your thoughts down

Tumblr – https://www.tumblr.com/

This is one of the original free blogging sites on the web. It’s just a bit ‘milder’ than the others on the list. Unlike the rest of the platforms that are mostly created for publishing purposes, this one here is more oriented to multimedia or social media-like content. The interface of Tumblr is more playful and is easy to get started with – you can simply sign up and then you’re allowed to start posting.

Postachio - <https://postach.io/>

If you have been using Evernote, this platform might be the right choice for your new blog. The entire idea behind this content management system is integrating Evernote with a blog publishing tool.

Wix – <https://www.wix.com/>

Wix is a website that offers blog builder solution with an easy [start for bloggers](http://wixstats.com/?a=9082&c=2152&s1=&ckmrdr=https%3A%2F%2Fwww.wix.com%2Fstart%2Fblog). With Wix, you can write, edit and manage your blog posts from your desktop or on the go!

**BUSINESS AND MARKETING WEBISTES**

Chief Marketer - [www.chiefmarketer.com](https://www.chiefmarketer.com)

This serves [marketing professionals](https://www.marketingeye.com.au/about-us/marketing-team.html) of consumer and business-to-business brands with rich and thorough information on measurable marketing strategies, tactics, and technique. Chief Marketer provides well thought out insights and ideas, accompanied by resources and technologies in a method to measure return on investment.

New York Times - www.nytimes.com

This Media and Advertising News feature breaking news from reputable journalists within the media and the advertising industry from all over the world.

Fortune - [www.fortune.com](http://www.fortune.com)

This is one of the world’s leading business media brands which is accompanied by a multinational monthly magazine, daily website and conference series. Fortune is dedicated to assisting its readers, viewers, and attendees to succeed in the business sector.

Ad Age - [www.adage.com](http://www.adage.com)

This is a daily must-read source of news for individuals within the marketing and media sector. Ad Age is a global media brand that provides emphasis on curated creativity, data and analysis, people and culture, and innovation and forecasting.

The Wall Street Journal - [www.wallstreetjournal.com](http://www.wallstreetjournal.com)

This website provides the latest news within marketing, advertising, and media news from all over the world.

**ADVOCACY WEBSITES**

Dogs on deployment - https://www.dogsondeployment.org/  
They clearly note how funds are allocated, how much they have helped and profile dogs that are currently being helped. Everything you would want to know about a nonprofit – is right there in a clean and organized way.

That’s not cool – <https://thatsnotcool.com/>

a fantastic website dedicated to helping people understand that dating abuse is never OK! The website offers a fantastic design for what we imagine is a younger demographic that is tech savvy. It is filled with useful statistics, a social hub and even an app. The website is well thought out, engaging and bright and bold which will appeal to the market they are trying to reach.

cystic fibrosis foundation – https://www.cff.org/

We love the cleanliness of this website, the ease of finding out what they do and how they can help those affected with Cystic Fibroses. The header is able to deliver a lot of information but is done in a way that is not overwhelming, the large home page image tells you right away what the team is up to and the news section overlaid on the image is a great way to keep visitors engaged!

One – https://www.one.org/us/  
The clear subscribe box with text makes it clear what readers are signing up to do – “fight poverty”. The interior pages are kept simple and basic – and it works in helping deliver their messaging and content easily.

Nobel women’s initiative - https://nobelwomensinitiative.org/  
Unique home page that allows a lot of space for the organization to post content about upcoming events and actions they want visitors to take. Simple and clean design aesthetic with good typography to get their message out and the slide functionality for the blog posts and Take Action areas help them deliver their best content easily.

**ENTERTAINMENT WEBSITES**

You tube- https://www.youtube.com/

Is website where videos of all types ranging from music videos,tv shows to tutorial videos and educational content can be uploaded and accessed by the users. It’s a great space with vast content usually used for entertainment purposes.

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

Is a social media website built for the sole purpose of connecting people all over the world . Not only people but to also to keep up with the latest information taking place around the world and share it with their friends and family.

Bored panda - https://www.boredpanda.com/

This is the place you want to be when you want to discover interesting and visually appealing content. It's a publishes regular updates on the coolest finds in travel, photography, illustration, animals, DIY, technology, design and all **sorts** of other great categories.

Netflix – https://www.netflix.com/et/

Netflix is a streaming service that allows the members to watch a wide variety of award-winning TV shows, movies, documentaries, and more on thousands of internet-connected devices. With **Netflix**, you can enjoy unlimited ad-free viewing of the content.

Twitter – https://twitter.com/home

Is a social media website which allows anyone to express whatever it is that’s on their minds. It has no boundaries and any thought can be expressed from intellectual sudden perceptions to random flashes of weird thoughts with anonymity granted to comments and likes of those thoughts.

**EVALUATIONS OF WEBSITES**

Websites are currently evaluated based on the following 6 categories

|  |  |
| --- | --- |
| Authority | Is it clear who is responsible for the contents of the page?  Is there a way of verifying the legitimacy of the organization, group, company or individual?  Is there any indication of the author's qualifications for writing on a particular topic?  Is the information from sources known to be reliable? |
| Accuracy | Are the sources for factual information clearly listed so they can be verified in another source?  Is the information free of grammatical, spelling, and other typographical errors? |
| Objectivity | Does the content appear to contain any evidence of bias?  Is there a link to a page describing the goals or purpose of the sponsoring organization or company?  If there is any advertising on the page, is it clearly differentiated from the informational content? |
| Currency | Are there dates on the page to indicate when the page was written, when the page was first placed on the Web, or when the page was last revised? |
| Coverage | Are these topics successfully addressed, with clearly presented arguments and adequate support to substantiate them?  Does the work update other sources, substantiate other materials you have read, or add new information?  Is the target audience identified and appropriate for your needs? |
| Appearance | Does the site look well organized?  Do the links work?  Does the site appear well maintained? |

**FACEBOOK**

Facebook Is a platform with more than a billion users as recent studies have shown. All this people using one platform means a lot of data is going to be moving through the servers simultaneously. Thus with all this information going around it proves to be extremely difficult to keep track of whats happening everywhere.

Authority Facebook grants access to a new account without much verification and asks little to none of the individual. Meaning that anyone can create an account. Thus anyone can have authority here, with aliases they can post about anything and not be held accountable. The authority to who content belongs and who could be held responsible is unclear and thus unreliable information is bound to be passed .

Accuracy- One of the major issues this days has been fake news especially on easy to access websites like this one. There are no means to look up the sources for which the informations seems to have come from thus making it ever so unreliable.

Objectivity- there aren’t much ads as to be annoying to the user,but if there are they have specific places so you can know how to avoid them.

Currency- Every content has specific dates so it makes it easier to roam through the different data present sequentially.

Coverage- A lot of events are covered in this website.This maybe personal or even global content on pages published by known sources.Depending on what your interests are and the pages you decide to follow you can access factual and new information ,while simultaneously getting the most recent updates.

Appearance- facebook has had quite sometime to work time and again on its appearance and to make it as convenient as they could for all types of users irrelevant of their devices. Everything is simple and clear and the contrast between the white and blue on all pages gives a sense of calm. All the links seem to work as intended which helps make the user experience feel much appreciated.

**YAHOO NEWS!**

Yahoo is a well frequented

Authority- it is clear who the website belongs to and who takes authority for whatever content the website publishes. All the content is written my professional writers in collaboration with journalists so their qualifications isn’t to be worried about. The reliability of the content is thus fully acceptable.

Accuracy – The sources for their information is sometimes not listed ,but that maybe due to original content domination. If there is information taken from other sources though you can sometimes find the source to check whether that content really exists and whether it is factual or not.

Objectivity- There seems to be no bias in the content this website offers. So far I haven’t come across the link leading to their sponsors and the purpose they serve. If there is anything they want to advertise it is clearly shown segregated from the content which is convenient so as it doesn’t pop up in the middle of your visit.

Currency – every news updated or put up will have a specific date as to when it was uploaded. As to whether the content was revised or not it provides no such information.

Appearance – It is an appealing website which I frequently use due to it’s simplicity and easy access to all the functions you require. With the mail icon on top with show of notifications and it’s front page filled with daily news from around the world which are bound to catch your attention. It also has a ‘who’s trending’ table of the top 5 people who are most talked about currently if you want to keep yourself updated.

**TWITTER**

Authority – there is no clear ‘One page’ every authority Is handed to the individual who posts the content. And sometimes no one know the owner of that specific account, thus no one to hold responsible for the content. There is also no way to verify the legitimacy of the individual or group. Neither does the user need to be qualified to publish content online, nor is the content known to be reliable.

Accuracy – the posts are a bunch or random ideas, or just the ideals and opinions of that specific individual thus they aren’t proved to be factual. Therefore you almost never find sources that link you to where they inhibited that information from. The spelling and grammar also depend son the level of literacy of the individual who the content belongs to.

Objectivity – although some content is reeking with bias, people only comment about it but can’t do anything on the long-run cause it’s just seen as freedom of opinion. There are no sponsors mentioned ,maybe they don’t have any thus no links associated with any organization or whatsoever. No ads pop up in the middle of your session thus you have a free flow session which makes the user experience really enjoyable.

Currency – all the posts are associated with dates letting you know when that content was uploaded by the specific individual. Posts could possibly be deleted ,but if not dates are always viewable.

Coverage – the target audience isn’t necessarily specified due to the vast areas on which many people tweet. You just have to know which content fits well with you and follow those. The topics mentioned aren’t necessarily presented with arguments or adequate facts to support their claims . They are just opinions based on already known knowledge. So you can accept anything you see just cause someone thought about it and didn’t do any research to make sure the facts support it.

Appearance – social media platforms are everyday use websites thus its crucial that they have easy accessible functions which users can get used to on the first few days of use. Twitter doesn’t disappoint with all its basic functions accessible on the first view of the page on the left and right. You can scroll through your feeds on that home page which are usually arranged sequentially with the latest ones on top.

**CNN**

Authority – the owners of the broadcasting service are responsible for the content for they are the ones who hire and fire people based on their expertise and their trustworthy behavior. The news channel has been broadcasting for a long time giving its viewers only information they are certain about building a great bond of trust with their users. All the uploaded information is well written by expert writers with years of experience in their field. The information Is almost always collected first-hand from their employees with hands on experience of those situations.

Accuracy – The sources are listed if ever they were taken from anyother place. Information that isn’t verified isn’t posted put of sheer doubt. Writers are professional’s who have had plenty of years experience so you wont come across any grammatical or such errors.

**CONCLUSION**

The internet has went through a lot of edits and fixes in the last many years to get to where it is now. If it weren’t for all those brilliant minds who contributed to this system it would be hard to think about what our world would be lacking this present day. It has made our lives so much easier and close to access any type of information.

Through the evolvement of the internet evolvement of websites too has been immense. As we saw the changes through which all those websites went through over the years has led them to realise more broadly the users needs and requirements so as to collect more users from all around the globe. The keys are simplicity ,efficiency and to make sure that their websites are easy to use and straightforward this is promising to make sure that users get anointed with the websites and get used to them and thus never cease to visit.