

ADDIS ABABA UNIVERSITY

ADDIS ABABA INSTITUTE OF TECHNOLOGY

CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING

**History and Analysis of The Web**

**Prepared By:** - Natnael Mekonnen

ETR/4599/11

IT

**Submitted to: -** Mr. Fitsum A.

March 06, 2020

Contents

[1. History and Evolution of The Internet 0](#_Toc34353857)

[2. Observation and Assessment of Popular Websites 1](#_Toc34353858)

[2.1 YouTube 1](#_Toc34353859)

[2.2 Google 1](#_Toc34353860)

[2.3 Rotten Tomatoes 1](#_Toc34353861)

[2.4 GitHub 1](#_Toc34353862)

[3. Types of Websites 1](#_Toc34353863)

[3.1 Portal 1](#_Toc34353864)

[3.2 News 2](#_Toc34353865)

[3.3 Informational 2](#_Toc34353866)

[3.4 Business / Marketing 3](#_Toc34353867)

[3.5 Educational 3](#_Toc34353868)

[3.6 Entertainment 4](#_Toc34353869)

[3.7 Advocacy 4](#_Toc34353870)

[3.8 Blog 5](#_Toc34353871)

[3.9 Wiki 5](#_Toc34353872)

[3.10 Social Network 6](#_Toc34353873)

[3.11 Content Aggregator 6](#_Toc34353874)

[3.12 Personal 7](#_Toc34353875)

[4. Guidelines for Evaluating the Value of a Website 7](#_Toc34353876)

[Authority 7](#_Toc34353877)

[Purpose 8](#_Toc34353878)

[Content 8](#_Toc34353879)

[Functionality 8](#_Toc34353880)

[Design / Aesthetics 8](#_Toc34353881)

[References 9](#_Toc34353882)

# History and Evolution of The Internet

In the 1960s, there was a need to transfer information between computers effectively. Since that era’s computers were so big, they were stored in separate sites and one had to walk from one site to another to exchange information. By that time MIT’s J.C.R Licklider popularized “Intergalactic Network” of computers. Shortly after the concept of “packet switching” was developed to effectively transfer blocks of data.

During the technological race in the cold war, the U.S Department of Defense funded the first workable protype of the in the internet which was known as ARPANET. On October 29, 1969, ARPNET delivered the first message “LOGIN” but crashed have way through. This was still a great result.

The 1970s saw the development ARPANET as well as early packet switching networks like NPL and Merit Network. This in turn created a need for internetworking so protocols were developed. Specifically, Robert Kahn and Vinton Cerf developed TCP/IP so data can be transferred between different networks.

On January 1, 1983 ARPANET adopted TCP/IP and researchers began to assemble the “network of networks”. Commercial Internet Service Providers (ISPs) began to emerge in the late 80s.

By 1990, limited private connections to the internet were being offered by ISPs. The ARPANET was decommissioned in 1990. That same year in CERN Switzerland, Tim Berners-Lee developed the World Wide Web which allowed linking of hypertext documents which can be accessed by any node in the network. This was achieved by the invention of URL. The web helped popularize the internet among the public. In 1995, major products were launched including Amazon, Yahoo, eBay, Windows 95 and Internet Explorer.

When the 2000s & 10s arrived, internet has become a part of day to day life. It also saw the rise of wireless internet communications and mobile internet devices.

# Observation and Assessment of Popular Websites

## 2.1 YouTube

(uses tables, fixed width)

## 2.2 Google

(minimalist, under the hood changes)

## 2.3 Rotten Tomatoes

(colorful, uglier)

## 2.4 GitHub

(sparse design now, required adobe flash)

## 2.5

# Types of Websites

## 3.1 Portal

Web Portal is a specially designed website that provides personalized

information catered from internal sources or various sources. Some examples are:

* **AAiT Portal**: <https://portal.aait.edu.et> – AAiT website that facilitates communication between the students, staff and administration.
* **Kadaza**: <https://www.kadaza.com/> - All-in-one website that organizes websites that you are visiting frequently.
* **myAT&T**: <https://www.att.com/my/#/login> - Used to manage services you are receiving from AT&T.
* **Britam**: <https://customerconnect.britam.com/> - Provides access to financial analysis and personalized advice for registered customers.
* **Council of Europe**: <https://www.coe.int/en/web/portal> - Offers internal communication and collaboration between numerous programs based out of the 47 member states.

## 3.2 News

* **BBC News**: <https://www.bbc.com/news> - Website of the popular news channel BBC world news, provides worldwide coverage.
* **The Brussels Times**: [https://www.brusselstimes.com](https://www.brusselstimes.com/about-us/) – Publishes news mainly focused on Belgium and EU affairs.
* **CNN International**: <https://edition.cnn.com/> - Provides worldwide coverage of ongoing and past events.
* **HuffPost (The Huffington Post)**: <https://www.huffpost.com/> - An American based news and opinion website. Focuses primarily on events in the United States.
* **Yahoo News**: <https://news.yahoo.com/> - A website that originated as a news aggregator now focusing on original content.

## 3.3 Informational

* **HowStuffWorks**: <https://www.howstuffworks.com/> - As the title explains this site explains the inner workings of a range of objects.
* **wikiHow:** [https://www.wikihow.com/](https://www.wikihow.com/-) - Publishes “how to” instructions on a wide range of topics.
* **WebMD**: <https://www.webmd.com/> - Published important facts about known diseases.
* **IMDb**: <https://www.imdb.com/> - Provides relevant information on upcoming and released movies and series.
* **The Lonely Planet**: <https://www.lonelyplanet.com/> - Offers general suggestions, cultural information and cautions for travelers.

## 3.4 Business / Marketing

* **21-capital**: <https://21-capital.com/> - Website of investment management firm based in France.
* **Skyline Films**: <https://www.skylinefilms.tv/> - Promotes film studio based in UK.
* **Datum 360**: <https://www.datum360.com/> - Advertises information management tool for large business.
* **Ethio Telecom**: <https://www.ethiotelecom.et/> - Provides information on services provided by the company.
* **htmlBurger**: <https://htmlburger.com/> - Offers web site designing services.

## 3.5 Educational

* **EDx**: <https://www.edx.org/> - Platform offering a variety of courses on different topics from renowned universities and colleges.
* **Code Academy**: <https://www.codecademy.com/> - A site built for teaching programming languages and concepts; starting from beginners.
* **Udemy**: <https://www.udemy.com/> - Offers a wide variety of courses.
* **Coursera**: <https://www.coursera.org/> - A site that collaborates with leading universities to offer online courses.
* **Khan Academy**: <https://www.khanacademy.org/> - Has video as well as written tutorial for major topics that are covered in major educational institutions.

## 3.6 Entertainment

* **Netflix**: [https://www.netflix.com/](https://www.netflix.com/et/) - Streaming service for movies and series.
* **Spotify**: <https://www.spotify.com/> - Music streaming service.
* **Rolling Stone**: <https://www.rollingstone.com/music> - Online magazine focused on the music industry.
* **ESPN**: <https://www.espn.com/> - Covers every aspect of almost all recognizable sports.
* **9gag**: <https://9gag.com/> - Website focused on making people laugh. This site is largely supported by its community.

## 3.7 Advocacy

* **Amnesty International:** <http://www.amnesty.org/> - Site of the world-renowned global movement, focuses on promoting human rights movements.
* **NAACP**: <http://www.naacp.org/> - National Association for the Advancement of Colored People, operating in the US, mainly focused on promoting racial equality in America.
* **PETA**: <http://www.peta.org/> - Is an American based animal rights movement that promotes ethical treatment of animals and exposes animal suffering.
* **Greenpeace**: <http://www.greenpeace.org/> - Promotes green energy and fighting for environmental justice.
* **Minority Rights Group International**: <http://www.minorityrights.org/> - Promotes support for minority and indigenous people.

## 3.8 Blog

* **Maptia Travel Blog**: <https://maptia.com/> - A collaborative project with a diverse group of photographers, writers, adventurers, and conservationists, who bring their readers a world of inspiring and thought-provoking stories.
* **Harvard Health Blog**: <https://www.health.harvard.edu/blog> - Derives from Harvard medical school and helps the readers to stay healthy by providing advice on a full range of medical conditions and preventions.
* **A Nutritionist Eats**: <http://www.anutritionisteats.com/> - Focuses on helping you to create simple and nutritious, family friendly recipes, the founder, Emily, also offers private nutrition counselling.
* **Kotaku**: <http://www.kotaku.com/> - A gaming blog known for posting game reviews as well as topics related to gaming.
* **Tech Savvy Mom**: <https://techsavvymama.com/> - Personal blog of Leticia Barr who has won a lot of recognition in her field. Welcome! I'm Leticia, founder of Tech Savvy Mama and a DC Metro area dwelling mom with a tween and teen. She has a background in classroom technology integration and school administration. She uses her blog to teach parents how integrate technology into their children’s lives.

## 3.9 Wiki

* **Wikipedia**: <https://wikipedia.org/> - Is an online encyclopedia.
* **Basketball Reference**: <https://baseball-reference.com/> - Contains detailed statistical data of professional basketball player.
* **wikiTravel**: <https://wikitravel.org/> - Contains a range of information for travelers.
* **Fact Monster**: <https://www.factmonster.com/> - Free reference site for students to help with homework on different subjects.
* **wikiQuote**: <https://wikiquote.org/> - Provides quotes in every language from notable people and cultures.

## 3.10 Social Network

* **Facebook**: <https://www.facebook.com> – Popular social network to get in touch with family and friends, read news, participate in a wide array of groups.
* **LinkedIn**: <https://www.linkedin.com> – Career and employment oriented social networking platform.
* **Reddit**: <https://www.reddit.com> – Content based social network that implements voting system to analyze relevance and quality.
* **Twitter**: <https://www.twitter.com> – Social networking based on short text messages.
* **Instagram**: <https://www.instagram.com> – Social networking platform focused on photo sharing.

## 3.11 Content Aggregator

* **Panda**: <https://usepanda.com/app/#/> - Focused on tech communities, recommended for web designers and programmers.
* **Memorandum**: <https://www.memeorandum.com/> - Political news aggregator.
* **eScience News**: <http://esciencenews.com/> - Aggregates popular science news articles.
* **Pocket**: <https://getpocket.com/> - One of the popular aggregators, enable you to save articles, videos and stories from any publication, page or app.
* **Feedly**: <https://feedly.com/> - News aggregator platform.

## 3.12 Personal

* **Gwyneth Paltrow Official Website**: <https://gwynethpaltrow.com/> - Personal website of actress Gwyneth Paltrow that contains her general info, including her bio.
* **Ximena Vengoechea**: <http://www.ximenavengoechea.com/> - works on the research team at Pinterest.
* **Devon Stank**: <http://www.devonstank.com/> - Used to promote his work. He is a square space developer.
* **Benjamin W. Felix**: <https://rationalreminder.ca/> - A Canadian financial advisor uses this site to attract clients.
* **Callie Schweitzer**: <http://www.callieschweitzer.com/> - Callie Schweitzer is the founder of The Callie Co.,  an executive advisory firm that works with well-known brands, best-selling authors and top executives at FORTUNE 500 companies to increase reach, relevance and revenue. The site along with above detail her many accomplishments.

# Guidelines for Evaluating the Value of a Website

The value of a website is evaluated by checking the guidelines (mentioned below) it has followed. A well-designed website should follow these guidelines.

## Authority

The author of the website should be clearly stated along with information on how to contact them. The author should also state credentials or qualifications as to what makes capable to present information.

In addition, if there is content from another source, that source should be cited.

## Purpose

The purpose of a site should be clear and the content it holds should reflect this purpose. Its purpose could also be reflected in the URL. For example, .com for commercial, .edu for educational sites.

## Content

The content of a website should be comprehensible, up-to-date and of value to the intended audience. This content should also be accurate and free from any social biases.

## Functionality

Everything that is displayed in the browser should work as intended and its navigation and instructions should be easy to understand.

If necessary, the site should have features catering to the needs visually-impaired or hearing-impaired users.

## Design / Aesthetics

The site should have a consistent theme throughout. This theme should appropriate for the intended audience and in line with its content.

# References

<https://www.history.com/news/who-invented-the-internet/>

<https://www.usg.edu/gallelio/skills/unit07/internet07_02.phtml>

<https://web.archive.org/>

<https://www.liferay.com/blog/en-us/digital-strategy/16-awesome-web-portal-examples>

<https://www.geeksforgeeks.org/difference-website-web-portal/>

<http://www.ebizmba.com/articles/news-websites>

<https://www.awwwards.com/websites/business-corporate/>

<https://blog.allmyfaves.com/tv/top-25-entertainment-sites-the-best-of-online-entertainment/>

<https://themeisle.com/blog/news-aggregator-websites-examples/>

<https://firstsiteguide.com/examples-of-blogs/>

<https://www.themuse.com/advice/the-35-best-personal-websites-weve-ever-seen>

<https://www.csus.edu/indiv/k/kiddv/comssites/advocacy.html>

<https://makeawebsitehub.com/social-media-sites/>

<https://www.ericdigests.org/1999-3/web.htm>

https://cdn.dal.ca/content/dam/dalhousie/pdf/library/CoreSkills/6\_Criteria\_for\_Websites.pdf