WEB SITE BUILDING

BASIC GUIDE

FOR

VISUAL ANTHROPOLOGISTS

PIETRO
PASSATRELLI

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Pietro Passarelli

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ISBN:

This guide was made for Karen Boswall and her MA Visual Anthropology Students at Kent Universtity,
in occasion of a one day workshop 18 february 2009.

INDEX

Just want to briefly mention that the links in this paper have been explicitly pasted in the text and not linked, because in the eventually one of those should break, stop working due to relocation, hopefully it would make it easier for to track them down in the new address by pasting the whole link in Google.
I also tried my best to leave quiet a bit of space on the left for comments, compatibly with not expanding on too many pages.

1. Web 2.o

I can't talk about web design to anthropologist without mentioning web 2.o.

What is Web 2.o? it is the tendency on the Web to develop structures that are built around the concepts of creativity, communications, sharing of information, collaboration, and functionality.
Such sites are dedicated to social networking, wikies, blogs, and collaborative tagging.
It's the idea of interactivity and interconnectivity of web delivered content.
Despites the disagreement on the meaning and definition of web 2.o we can get a sense of it by looking at this chart:

A simple observation is how previous structures in web 1.o where not user collaboration orientated.
And you can see here what are the equivalent web 1.o that replaced them.

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

Diagram taken from:
http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

A good explanation, that I based my self on can also be found on wikipedia (http://en.wikipedia.org/wiki/Web_2.0)

Obviously this is just an overview to set the context for the following sections. And just to give a sense of how replacing web 1.o structure with web 2.o oriented once can be problematic, I would like to mention the case of Napster, and how it has been taken to court and accused of letting users engaging in illegal activity, such as copyright music sharing. Obviously due to shortage of time and space I am oversimplifying the issue here, for more info I can direct to http://www.napster.co.uk/product_info.html

1.1 Communication in/with Web 2.O

As we have seen there's all sort of Different format of communication going on the web 2.o. I'll give you some examples of different formats with relevant link so that you can investigate the features if you want to know more about that medium.

Radio streaming, is basically an internet radio for example, wired radio http://wiredradio.co.uk , and radio emergenza http://radioemergenza.com are both fairly low budget students radio using shout cast http://www.shoutcast.com to transmit over the internet.

Podcast, are such as Linux reality, http://www.linuxreality.com, guides you through the difficulties of mastering such as complex operating system as linux

Blog, for example http://technodys.blogspot.com a blog that reviews useful technology for dyslexics and non dyslexics.

Wiky, such as wikipedia but there are loads of other free wiki hosting service such as http://www.wetpaint.com/wiki an editable one is http://www.wikihow.com
an entry for example http://www.wikihow.com/Edit-Movies which explains how to edit movies in really basic terms.

Photo sharing most common is probably flickr http://www.flickr.com here's an exampleof a user account: http://www.flickr.com/photos/jasz. Very usefull function if you are evaluating which still camera tu use is that of browsing pictures per still camera who made them, camera finder: http://www.flickr.com/cameras/

Video sharing, such as http://youtube.com, however if you have some content shooted in high definition, you may consider

http://www.vimeo.com/hd which lets you preserve the high definition format. Recently also youtube lets you upload in high definition and you can change from normal to high definiton as in this example http://www.youtube.com/watch?v=ezHi2FWXUgk Furthermore if you want to show a video on your website is a good idea to embed the youtube video in your page, to save up space on your server.

Also if you need **material** (such as video footage,but you can also find pictures,audio and more..)without standar copyritght limitations to use in your projects, you can search main engines throught http://search.creativecommons.org .

The question you should be thinking about by now is what do u need to do with web 2.o ?

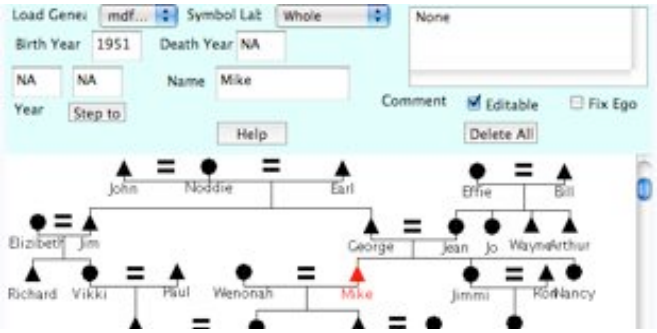
For now that's all you need to know about we 2.o to have a frame to locate what's coming up next.

2. "computing for anthropology & anthropology of computing "

2.1 Computing for Anthropologists

Computing and web 2.o resources can be useful for anthropologists to communicate, record data, organize ideas/data, do simulations, etc..

Kinship editor is an applications that lets you draw anthropological kinship diagram, you can even embed it in your



website if you wish to share your work there. Can be downloaded free of charge here http://sourceforge.net/project/showfiles.php?group_id=171676

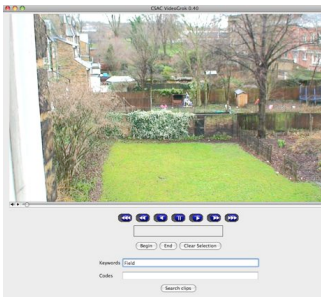
You can see a screenshot of the kisnship editor here http://www.era.anthropology.ac.uk/Kinship/KinshipEditor.html

And you can read more about it here http://www.era.anthropology.ac.uk/Kinship in Prof. Michael D. Fischer website (from the Centre for Social Anthropology and Computing (CSAC) at Kent Univerisity)

Prolog

Is a logic programming language used in artificial intelligence and other discipline, kinship relations can be expressed in prolog terms, and that makes a more effective "dialogue" possible with other discipline.
http://www.era.anthropology.ac.uk/Kinship/prologTerminology.html

Video crog



Is a free software for coding video. You can match frame of the video with key words and then at a later stage search your coded video.
http://stirling.kent.ac.uk/Video/VideoGrok.zip

Expert system.

http://lucy.kent.ac.uk/ExpertSys/ExpertSys/

to build an expert system that simulates human knowledge, this kind of tool stresses the importance for anthropology to grasp systems of knowledge of the people studied.

Comic strips. it is interesting to experiment in issues of representation for visual anthropologists. Comics, animations and cartoons can be one of those. Here are two free browser based, community oriented, programs that without require any drawing, and with a fairly high degree of customization. http://Bitstrips.com and http://pixton.com/

This is a comic I made with Bitstrip to work on the idea of rapresenting/promoting DysFest, a film festival I am organizing for dyslexia awerness week, November 2009.

2.1.1 Other useful programs

Usefull programs not specificly targeted for anthropologists

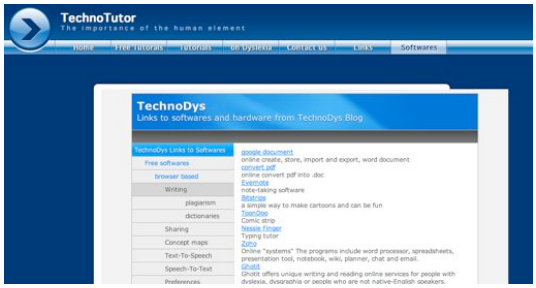
Anthropologist working with digital media, will requiere at some point of their life a safe storage system, I advise two possible once.

Mybloop http://www.mybloop.com lets you store unlimited files in your account, usefull to back up your data

Dropbox www.getdropbox.com lets you have a folder on your compute where you store you can store up to 2GB for free, and it syncs them with their page where you can access them as well if you are away from your computer. recommended to effortless back up work. You can even have shared folders with other users.

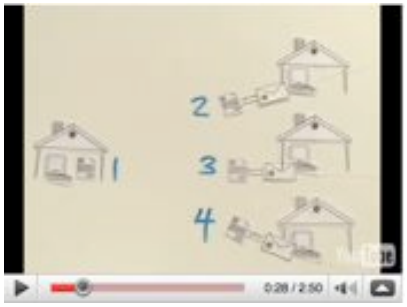
Another usefull program is **Etherpad** http://etherpad.com is a browser based note pad where you can have multiple users editing the same piece of text in real time, even thou a chat is built in, is usefull to use it with skype.

For more useful programs check out one of my websites http://technotutor.eu/softwares even thou it is primarily oriented for dyslexic individuals, non the less you might find some

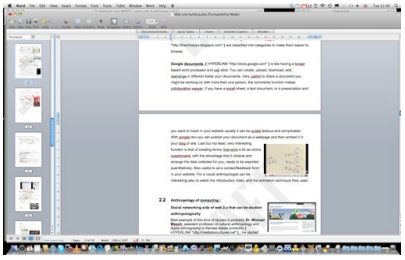


useful programs that would make your life easier. There's a section where programs from the blog http://thechnodys.blogspot.com are classified into categories to make them easier to browse.

Google documents, http://docs.google.com is like having a broser based word processor and usb stick. You can create, upload, download, edit, rearrange in different folder your documents. Very usefull to *share a document* you might be working on with more then one person, the comments function makes colloboration easyer. If you have a excell sheet, a text document, or a presentation and you want to insert in your website usually it can be quiete tedious and complicated. With google doc you can *publish your document as a webpage* and then embed it in your blog or site. Last but not least, very interesting function is that *of creating forms*, that work a bit as **online quesitonaire**, with the advantage that it collects and arrange the data collected for you, ready to be exported quantitatively. Also useful to ad a contact/feedback form in your website. For a visual anthropologist can be interesting also to watch the introductory video, and the animation technique they used.



A **Screenshot**, with mac os x can be easily done holding the apple key, shift key, and number 4 all at once, then select the area. For a **Screen cast** you will need a program like screen flow, and what it does is that it films what is going on the screen. With much better quality results then filming the screen with a camcorder. Is a good idea to edit the screen cast with imovie or final cut afterwards, to ad zooming effects and help focusing the attention.



Brainstorm/**concept map**/outline, meet inspiration:

[…]

you can export your map as a website, with various option,ranging as form a set of pages, I will show how this program can be usefull to plan a website in section 6.2

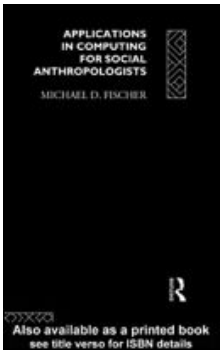
2.2 Anthropology of computing :

Social networking side of web 2.o that can be studied anthropologically

Best example of this kind of studies is probably **Dr. Michael Wesch**, assistant professor of cultural anthropology and digital ethnography in Kansas states university http://mediatedcultures.net . He started studing impact of writing in the rain forest in papua new guinea, and then moved on to impact of new media in societies and culture. digital text, web 2.o technologies , in particular youtube, and is currently working on media literacy.

Professor Alan MacFarlane at Cambridge university wrote a paper on his experience on youtube: http://www.alanmacfarlane.com/TEXTS/Experiments%20on%20Youtube.pdf I ll be talking more about his website in section 4.3.5

In Stockholm university there is a **"Digital Anthropology" module** (http://sisu.it.su.se/search/info/SAM115/en?semester=20084) concentrating on ethnographies of mobile phones and the internet, to investigate the impace of digital technologies on society and culture.

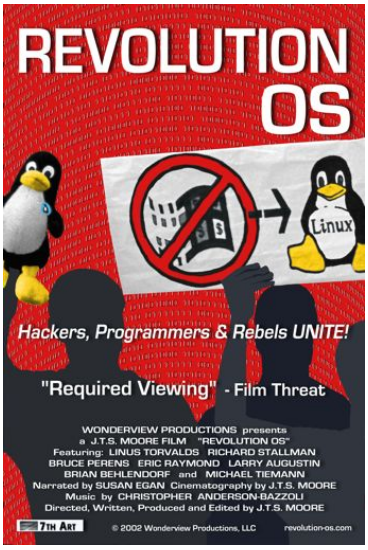


In Kent University, Canterbury, **professor Michael Fisher,** authors of the book "Applications in computing for social anthropologists". is the course convener of the module "Computing for Anthropologists". This is the module outline online http://lucy.ukc.ac.uk/Courses/SE300/ here is a wikie of the course http://stirling.kent.ac.uk/xwiki/bin/view/Main/ unfortunately you need have a log in to access some of the pages. And here the students websites: http://stirling.kent.ac.uk/ mostly designed with adobe go live 9 on mac os x 10.4.

There are probably more courses and anthropologist interested on the internet, but these are the one I am aware of.

Last but not least to understand the debate and the philosophy a round ownership, software's and the web, is not possible to ignore the fouding figure of the opensource movement Richard stalman, (http://www.stallman.org/) "**free software as in free speech not free beer**". The opensource movement and philosophy is best in described in the documentaty, "revolution os" http://www.revolution-os.com , on the page there s the link to a 8 minutes trailer of the film(the first 8 minute).

More on Richard Stallman here http://en.wikipedia.org/wiki/Richard_Stallman



3. Context to drag and drop web design programs

3.1.0 html

html stands for **H**yper **T**ext **M**arkup **L**anguage, HTML is not a programming language, it is a **markup language,** which is a set of **mark up tags,** which describe **web pages.**
A mark up tag looks something like this : <h1>
You have two of them, one at the beginning and the other at the end. In between there is plain text that is going to be the content. Inside these symbols < > there is the form that the plain text is going to take.

on the left you see the htlm code that constitute the web page. And on the right you see what it stands for: it defines the structure(paragraphs, list etc..) and the style(fonts ,size, colour, bold, italics etc..).

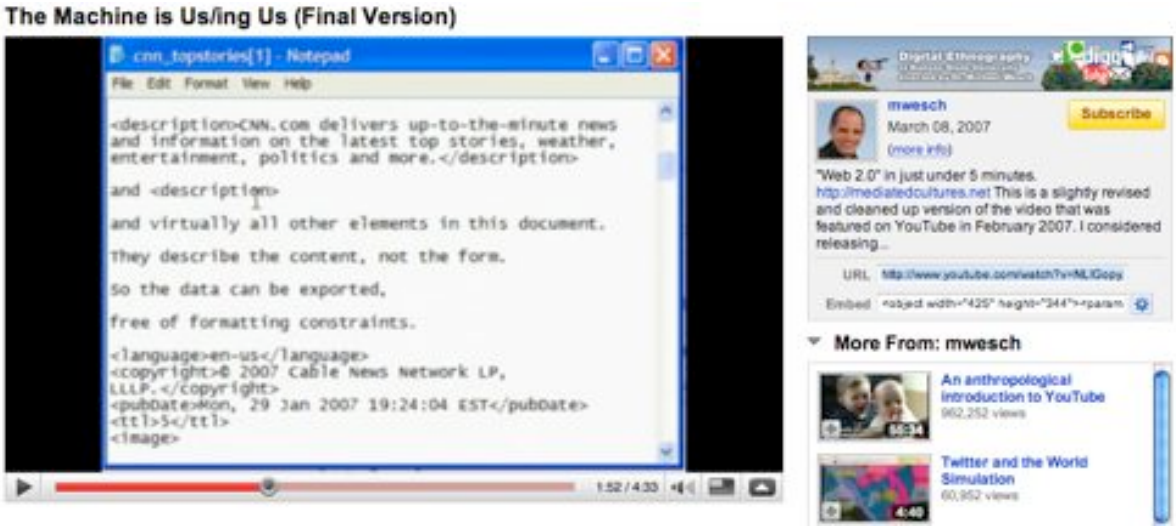
if you want to find our more about html, including how to write in html you can check out this website: **http://www.w3schools.com**

3.1.1 xml

XML stands for **EX**tensible **M**arkup **L**anguage.
was designed to transport and store data, therefore the data can be exported free of formatting constrains. If you ad it in your html page, then users canXML stands for **EX**tensible **M**arkup **L**anguage.
was designed to transport and store data, therefore the data can be exported free of formatting constrains. If you ad it in your html page, then users can refer to it in their website,blogs etc.. effortless changing the shape of the information displayed and preserving the live flow of information's.

if you want to know more: **http://www.w3schools.com/xml/default.asp**

to bettere understand (also from an anthropological prospective) the distinction and the context of html and xml in web 2.o I recommend this very short video(4:30 minutes)
http://www.youtube.com/watch?v=NLlGopyXT_g



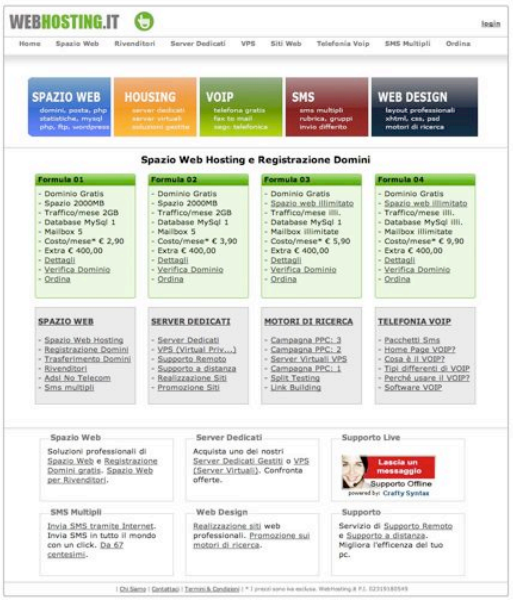
3.1.2 css. Java, Sql, php,TCP/IP and more

to know more about these there are good exmplanations and tutorials on this site
http://www.w3schools.com

all you need to know about TCP/IP for now (to build your fairly basic site) is that it is the communication protocol(set of rules) used by computers to communicate with each other.
It is used by your browser (firefox, safari, exporer etc..) to connect to the internet.
It is used to send and recive e-mails(by whatever program you use for that).
As part of the TCP/IP You have an internet address, that usually looks something like this "93.97.181.125".

The same is with your website name. the www.myexamplepage.com website is actually a name (called domain) which redirects the browser to a string of number where your website is "physically" or better say electronically hosted. in the "shape" of a set of folders and pages (that end up with the extention .html or .xml or etc..).
This explain the distinction between

"domain" and "web hosting" services. The domain is the name of the website address www.somethingforexample.com and the web hosting is the server, one of the many physical computer machine somewhere in the world, that handle the traffict of the visitor of your site.



Sometimes you may find a service provider where you can get both, some other time is going to be more convenient, to just pay for a web hosting service(such as http://www.webhosting.it/) and get several domains separatly(such as on http://www.uk2.net/) to be linked to different address/folders in the web hosting service.

for more information on TCP/IP
http://www.w3schools.com/tcpip/default.asp

3.1.4 **folder hierarchy**

the section before is something to keep in mind to have a sense of how to rapresent in your mind the all "physical/digital/electronic" interface/location of the website.
For simplicity, all of the webpages (.html files and images or videos that compare in those) are grouped into folders. Some programs (as drag and drop that will see later iweb) does all this bit in the background for you, and group all the images togethere in one folder per section. If you use a program in which you establish the folder make sure you define a criteria to be able to "navigate" trought them when you are working on ur site, in case you have to sort out some missing link.

I think by this point it should be obvious that when people browse your website **move from one page trough another trough links**. pages without link are directly “invisible” surfing the internet. Every program has its own way of making a link.

In this example you can see what is the html code for links.

u can play a round following this link and give it a try

http://www.w3schools.com/html/tryit.asp?filename=tryhtml_links

3.1.2 index.html file

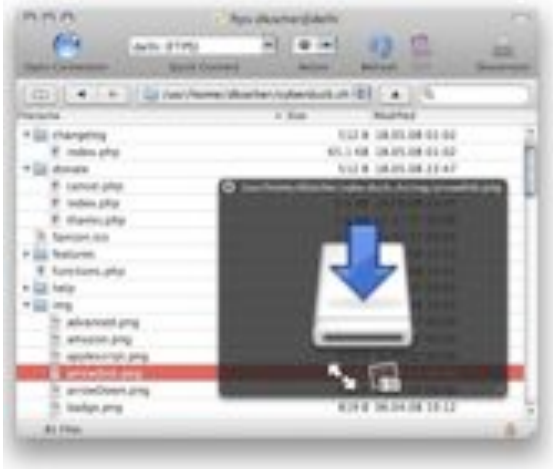
as mentioned before pages without link are directly “invisible” surfing the internet.

However, to start of you need to consider you are going to have a starting page, which needs to be called **index.html** to be recognized as starting page

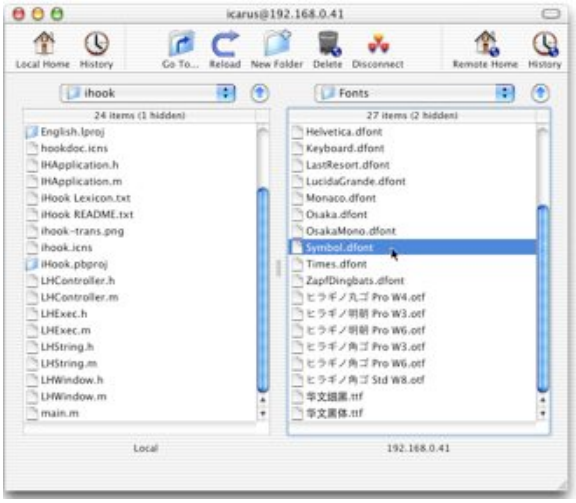
3.1.4 ftp

if you either subscribe to a web hosting service (meaning you generally rent a certain amount of giga on a dedicated remote computer somewhere in the world) or have a server somewhere to upload your website. generally you will need a way to trasfer the pages you created on your computer. There are various protocol, and you ll need to check which one you need. However if you need ftp, sftp, webdav etc.. you can use **cyberduck**. http://cyberduck.ch/

Another good one is **Fugu**



http://rsug.itd.umich.edu/software/fugu/



3.1.5 media content on the server vs on flickr and utube

It really depends on how much space you have on the server. If you have some but not enough to store pictures and videos, which by now you will know are the one that take up the most space. A solution could be host the file somewhere else and then link them or embed them in your site. If you embed them by looking at your page visitors won t know that you linked them rather then hosted on your server with the site. However, if you do so, specially with pictures that are not hosted by you, if the link breaks, example the picture is removed, it will disappear from your site as well. However if you open a flickr account and store your pics there, this risk is minimized considerably(note on flickrs you can have up to 100 pics for free). Last but not least having the pictures remotely hosted on a different server means that it will take longer to load the page,coz they have to be retrived, so try to find the right balance that does not effect performances.

For videos is slightly different, if you load all your videos on utube and then embed them in your page the retrieval time is not as long as for pictures. Only problem might be a los of quality of the video if you wanted to show in high definition.

4. what s out there (web design software)

4.1 web design

4.1.1 iWeb adv disadv-

Easy, costumization, publish to a folder(up to the 08 edition. Publish using ftp with 09 edition). Limited costumization if you really want to stretch the layout to your own idea.

http://www.apple.com/ilife/iweb/

4.1.2 other: go live vs dreamweaver. Vs nvu vs iWeb vs rapid weaver.

adobe go live has now been bought by dreamweaver, so the two will soon converge. Dreamweaver is supposed to be professional, and is mainly html, even thou you can use it designing your page trough the grafic. Ex drag and drop, even thou in my experience using it that way you ll spend quiete a bit of time constumizing the style paramaters(unless there is a short cut I am not aware of)

nvu does the same job,but is free and cross platoform.

http://www.net2.com/nvu/ on the site there are also video tutorials

rapid weaver Is quiete fixed on the template structure in the sense that they are even harder to constumize then iweb(at least in my experience,but there might be a short cut)

http://www.realmacsoftware.com/rapidweaver/

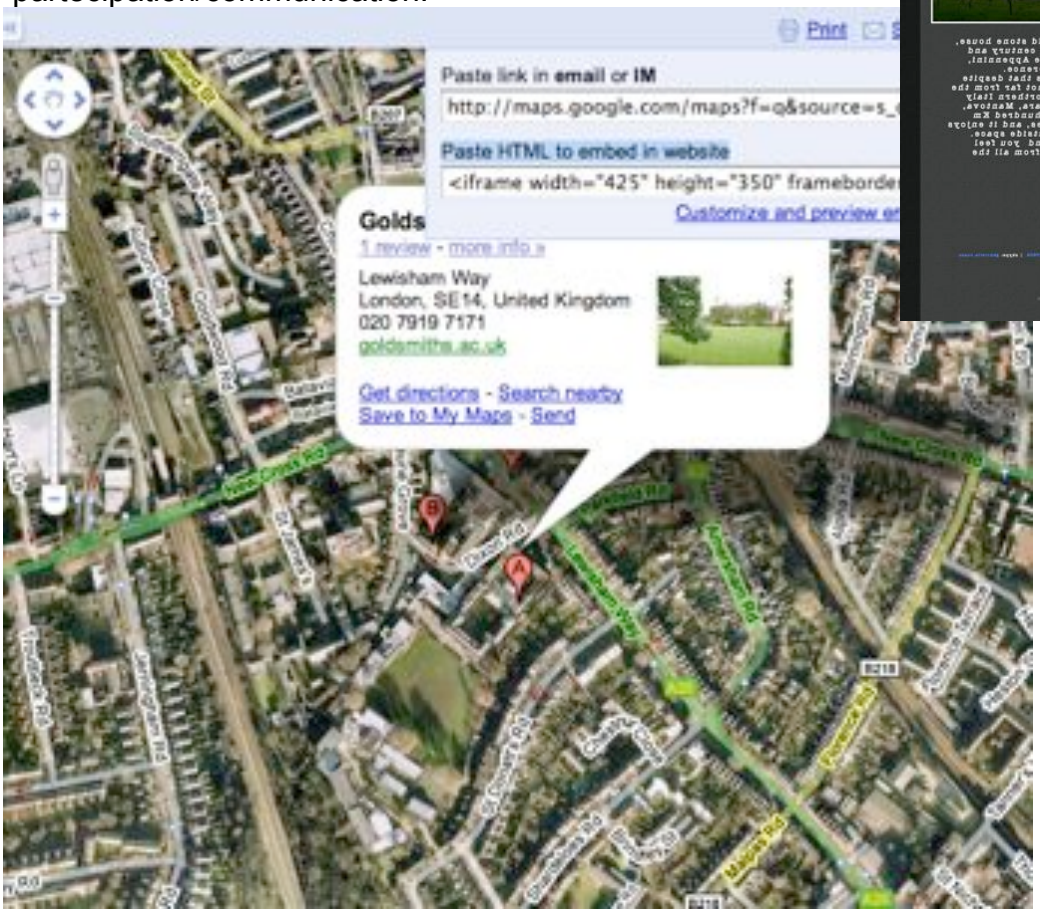
4.1.3 Dreamweaver

I am afraid I don t know much about dream weaver, expect that Is what is used professionally to do websites. And I strongly encourage you learn it if you have anyone who can teach you how to use it.

http://www.adobe.com/devnet/dreamweaver/?navID=gettingstarted

4.2. **tools**

that might ad an extra tuch to your web page, are embedding a google **calendar** in it, a google **map**, and so on.. any other thing that can potentially enanche partecipation/communication.



http://maps.google.com

http://www.google.com/calendar/

http://www.google.com/support/calendar/bin/answer.py?hl=en&answer=99358

u can even sync google calendar with ical and sunbird(free,cross platform).
This means if you embed the google calendar in your page and is sync with ical, you can change from ical without need to go and change your website.

http://www.mozilla.org/projects/calendar/sunbird/

http://www.apple.com/support/ical/

4.3 ex of websites + considerations

Here is a series of website, I made the first 4.

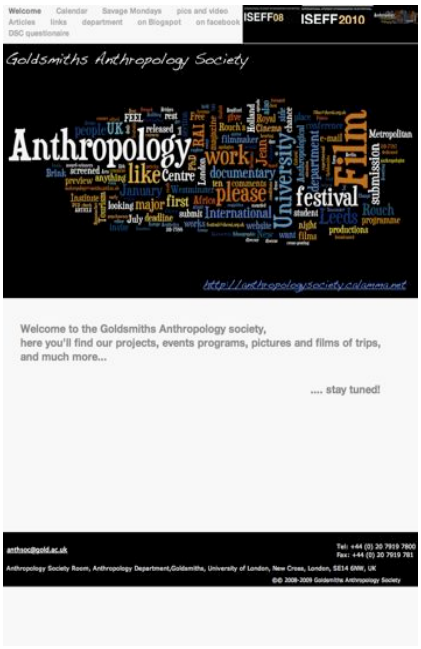
4.3.1 Calamma. Net

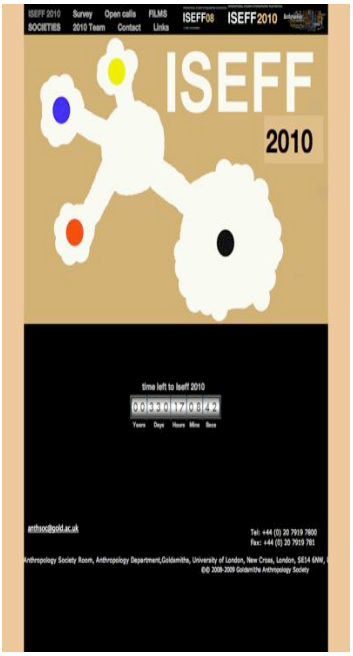
This is for a bed and breakfast in italy, there are probably even too much information's visually. But because the navigation menu is fairly straight forward visitors are not likely to get lost, even inexperienced once.

www.calamma.net

4.3.2 Anthrop soc + iseff .

1 site? 2 sites? or 3 site? The first one is the Goldsmiths students anthropology society website. The society organized a film festival, in 2008, ISEFF international student ethnographic film festival, and is now working on a second edition. The 3 sites are interlinked trough the box in the top right, but the links can be given out as two separate once, just by adding /iseff to the first one, and also this allow to keep a neat distinction between the submenu of the first one with the submenu of the second one.





http://anthropologysociety.calamma.net

http://anthropologysociety.calamma.net/iseff

http://anthropologysociety.calamma.net/iseff2010

made with iweb 08.

4.3.3 Dysfestival

this site is still working in progress, and the aim is to make it look as professional as possible, which is why I will probably move from iweb to dreamweaver.

4.3.4 Technotutor.eu

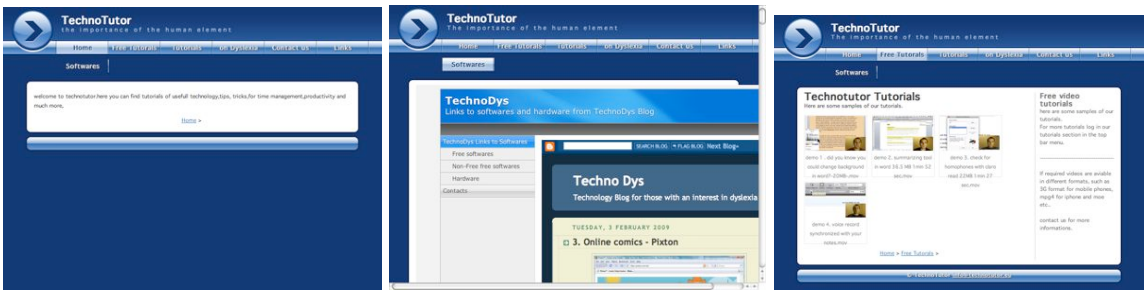
Is a good example of site made with rapidweaver. In this context I needed a no brainer to focus on the content. A website that could integrate with my activity as a study skills/technotutor for dyslexics, organizing useful software's and short tutorials.

http://www.technotutor.eu/

its also a good chance to talk about servers, and domain.

The name is www.technotutor.eu because I bought that domain trough uk2.net however the site itself is hosted under www.technotutor.calamma.net which is a sub domain of calamma.net .

But from the main site you can t tell that.



The only think you can notice is that the name doesn t change when you click diffeent sections. However, for simplicity, trough uk2.net I matched each section with a subname such as www.technotutor.eu/software or http://www.technotutor.eu/free/ , http://www.technotutor.eu/dyslexia/ , http://www.technotutor.eu/contact/ , http://www.technotutor.eu/links .

Reason why I needed a no beainer is coz I am constantly updating the software section dividing into categories the software from the blog http://technodys.blogspot.com , which is Ian Smythe blog who I am collaborating with.

Thechnodys.blogspot.com

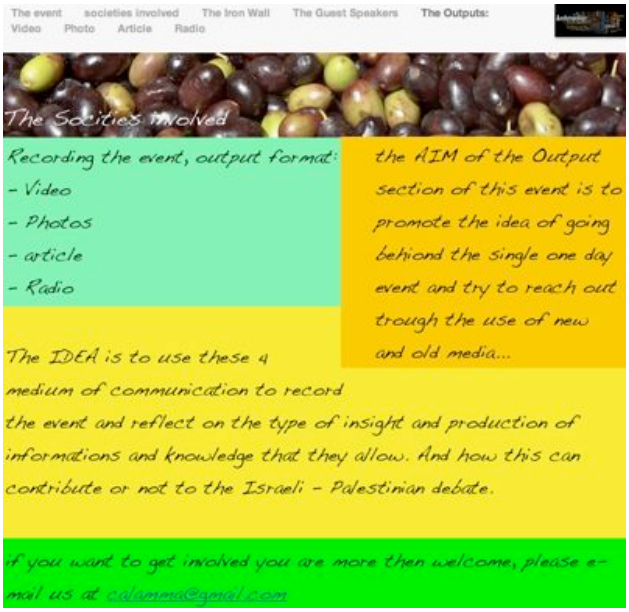
4.3.5 Palestine event

this shows you how a website can be usefull place to frame information's regarding a project. And make those more accessible and organized in a different manner compared to thee written text.

http://www.anthropologysociety.calamma.net/palestine. You can see that for the site a created a new one within the anthropology one. I tried to design the page baring in mind the consideration of section 5.2.

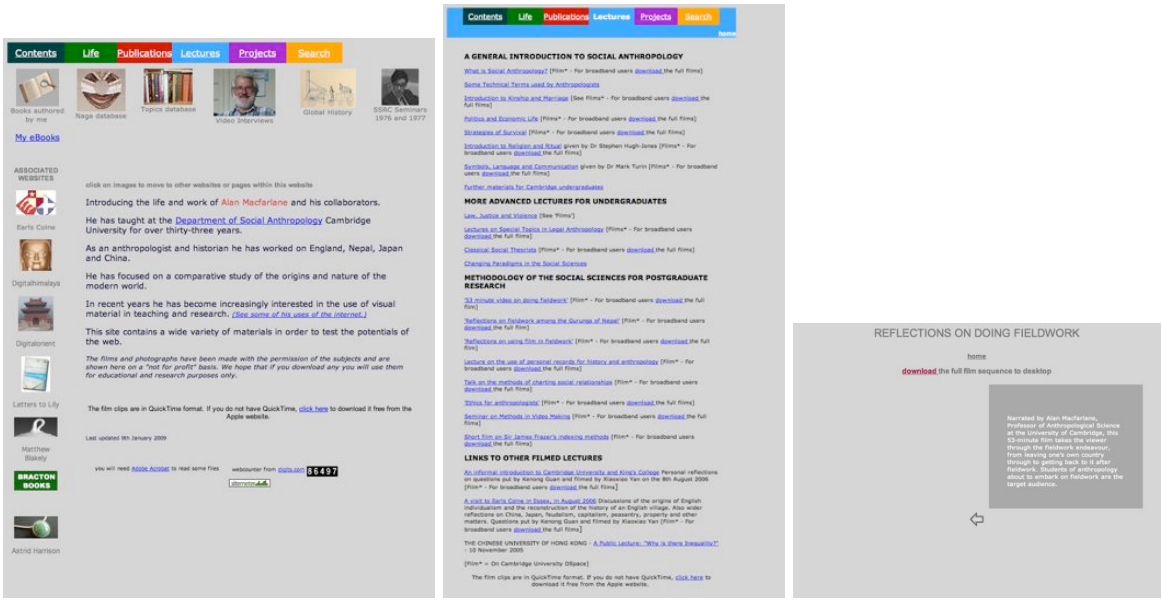
To organize this event I promoted it trough the anthropology society and thas is why it has the background colour and similar overall style to maintain continuity.

Down below is the page about the output of the event. The event itself is a "traditional" film screening + guest speakers talk. However the experiment consist in involving different student societies and record the event in different formats to produce an output to try to make the one day event reach out into time and space.



4.3.6 AlanMacFarlane

http://www.alanmacfarlane.com



very usefull a collection of lectures filmed
http://www.alanmacfarlane.com/FILES/lectures.html
very interesting a 53 minutes video that summarizes one of his fieldwork
http://www.alanmacfarlane.com/DO/filmshow/film30.htm
I think professor Alan MacFarlane website is self explanatory, he collected and arranged material from his teaching at Cambridge, fieldwork, publications, videos, projects and so on.

4.3.7 Anthropologists websites

a good example of anthropologist projects website is the Digital Himalaya project http://www.digitalhimalaya.com that involved Alan MacFarlane, Sarah Harrison, Mark Turin, Sara Shneiderman. Aiming at create a digital collection and distribution strategy for multimedia anthropological information of the region.

4.3.7 Websites of Student taking the computing for anthropologist module at kent

Here some pages example of students who got a first at the computing for anthropologist module at kent university:

http://stirling.kent.ac.uk/Anthropologists/jm301/
http://stirling.kent.ac.uk/Anthropologists/eh76/
http://stirling.kent.ac.uk/Anthropologists/dp207/
bare in mind that the mark was calculated mainly on a content base point structure. More students wesbites here http://stirling.kent.ac.uk/

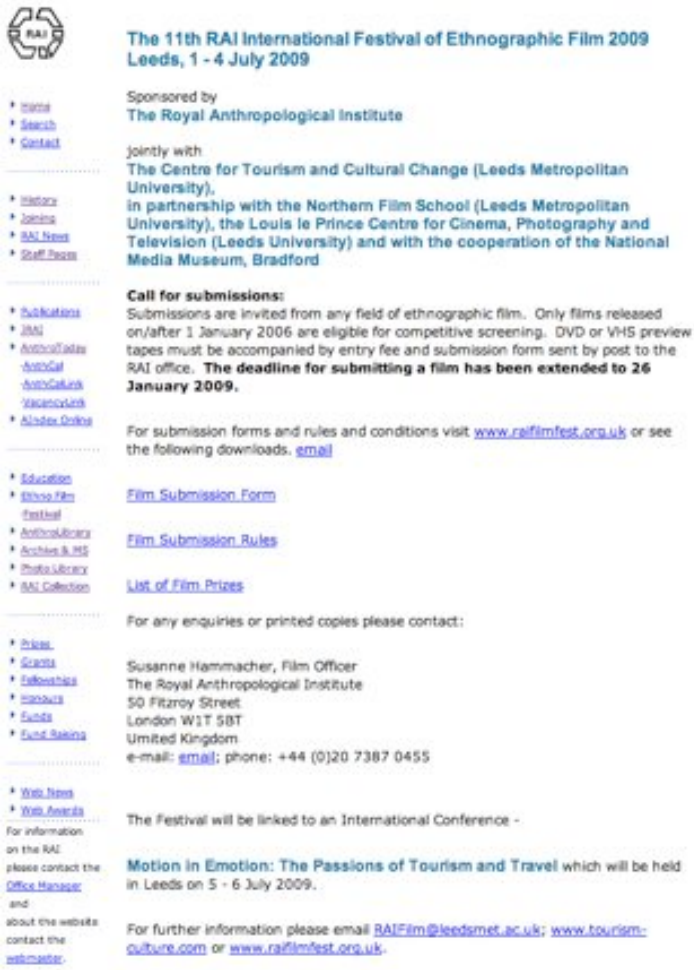
4.3.8 The Royal Anthropological Institute

The RAI website as you can see is very written-word based. Which clashes a bit with what were are going to say in secion 5.2http://www.therai.org.uk/ .
For visual anthropologist students, is probably worth looking more into **the RAI international ethnographic film festival**.

From a strictly technical point of view I'd like to draw you attention on the **structure used for form submission**.
Download a word document. Fill it in on your computer and then e-mail it to the address they tell you. This is the most common way of approaching forms in most websites I've seen, specially, academic, university related once.

what I am trying to sudgest is that using for example **google forms** the all process became much more smooth and less confusing for inexpert viewers.

For example in the ISEFF 2010 film submission, screenshot in section 2.1
http://anthropologysociety.calamma.net/iseff2010/ISEFF_2010/FILMS.html



The 11th RAI International Festival of Ethnographic Film 2009
Leeds, 1 - 4 July 2009

Sponsored by
The Royal Anthropological Institute

jointly with
The Centre for Tourism and Cultural Change (Leeds Metropolitan University),
in partnership with the Northern Film School (Leeds Metropolitan University), the Louis le Prince Centre for Cinema, Photography and Television (Leeds University) and with the cooperation of the National Media Museum, Bradford

Call for submissions:
Submissions are invited from any field of ethnographic film. Only films released on/after 1 January 2006 are eligible for competitive screening. DVD or VHS preview tapes must be accompanied by entry fee and submission form sent by post to the RAI office. **The deadline for submitting a film has been extended to 26 January 2009.**

For submission forms and rules and conditions visit www.raifilmfest.org.uk or see the following downloads. email

Film Submission Form

Film Submission Rules

List of Film Prizes

For any enquiries or printed copies please contact:

Susanne Hammacher, Film Officer
The Royal Anthropological Institute
50 Fitzroy Street
London W1T 5BT
United Kingdom
e-mail: email; phone: +44 (0)20 7387 0455

The Festival will be linked to an International Conference -

Motion in Emotion: The Passions of Tourism and Travel which will be held in Leeds on 5 - 6 July 2009.

For further information please email RAIFilm@leedsmet.ac.uk; www.tourism-culture.com or www.raifilmfest.org.uk.

5 Considerations on designing your page.

To design your own page, it is usefull to look at study on eye tracking movement and cobine them on considerations on website layout.

One thing emerge from this studies, visitors look at your page very quickly, so do bare this

in mind. Is not as if you were writing a book. For more details:

http://www.useit.com/alertbox/reading_pattern.html

5.1 Jacob Nielsen –F shaped pattern for reading the web content.

basic conclusion usefull to apply to website design from this studies are:

- users don t read word-by-word
- if you need to communicate written content shrink it in the first 2 paragraphs.
- Make use of subheads, paragraphs, bullet points + use key words as attention catching.

Jakob Nielsen's Alertbox, April 17, 2006:

F-Shaped Pattern For Reading Web Content

Summary:
Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe.

F for fast. That's how users read your precious content. In a few seconds, their eyes move at amazing speeds across your website's words in a pattern that's very different from what you learned in school.

In our new eyetracking study, we recorded how 232 users looked at thousands of Web pages. We found that users' main reading behavior was fairly consistent across many different sites and tasks. This **dominant reading pattern** looks somewhat like an F and has the following three components:

- Users first read in a **horizontal movement**, usually across the upper part of the content area. This initial element forms the F's top bar.
- Next, users move down the page a bit and then read across in a **second horizontal movement** that typically covers a shorter area than the previous movement. This additional element forms the F's lower bar.
- Finally, users scan the content's left side in a **vertical movement**. Sometimes this is a fairly slow and systematic scan that appears as a solid stripe on an eyetracking heatmap. Other times users move faster, creating a spottier heatmap. This last element forms the F's stem.

Obviously, users' scan patterns are not always comprised of exactly three parts. Sometimes users will read across a third part of the content, making the pattern look more like an E than an F. Other times they'll only read across once, making the pattern look like an inverted L (with the crossbar at the top). Generally, however, reading patterns roughly resemble an F, though the distance between the top and lower bar varies.

Heatmaps from user eyetracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations.

The above heatmaps show how users read three different types of Web pages:

- an article in the "about us" section of a corporate website (far left),
- a product page on an e-commerce site (center), and
- a search engine results page (SERP, far right).

If you squint and focus on the red (most-viewed) areas, all three heatmaps show the expected F pattern. Of course, there are some differences. The **F viewing pattern is a rough, general shape** rather than a uniform, pixel-perfect behavior.

On the e-commerce page (middle example), the second crossbar of the F is lower than usual because of the intervening product image. Users also allocated significant fixation time to a box in the upper right part of the page where the price and "add to cart" button are found.

On the SERP (right example), the second crossbar of the F is longer than the top crossbar, mainly because the second headline is longer than the first. In this case, both headlines proved equally interesting to users, though users typically read less of the second area they view on a page.

Implications of the F Pattern

The F pattern's implications for Web design are clear and show the importance of following the guidelines for writing for the Web instead of repurposing print content:

- **Users won't read your text thoroughly** in a word-by-word manner. Exhaustive reading is rare, especially when prospective customers are conducting their initial research to compile a shortlist of vendors. Yes, some people will read more, but most won't.
- **The first two paragraphs must state the most important information.** There's some hope that users will actually read this material, though they'll probably read more of the first paragraph than the second.
- **Start subheads, paragraphs, and bullet points with information-carrying words** that users will notice when scanning down the left side of your content in the final stem of their F-behavior. They'll read the third word on a line much less often than the first two words.

Detailed Scanning Behaviors

It's fascinating to watch the slow-motion replay of users' eye movements as they read and scan across a page. Every page has reading issues beyond the dominant F pattern I'm discussing here. For example, users scan in a different, more directed way when they're looking for prices or other numbers, and an interesting hot potato behavior determines how users look at a list of search engine ads. We also have many findings on how people look at website images.

Many of the detailed findings are presented in our 2 full days of seminars on Writing for the Web at the Usability Week 2009 conference in Washington DC, San Francisco, London, and Sydney.

The biggest determinant for content usability is how users read online — and because people read differently, you have to write differently.

Other Alertbox columns (complete list)
Sign up for newsletter that will notify you of new Alertboxes

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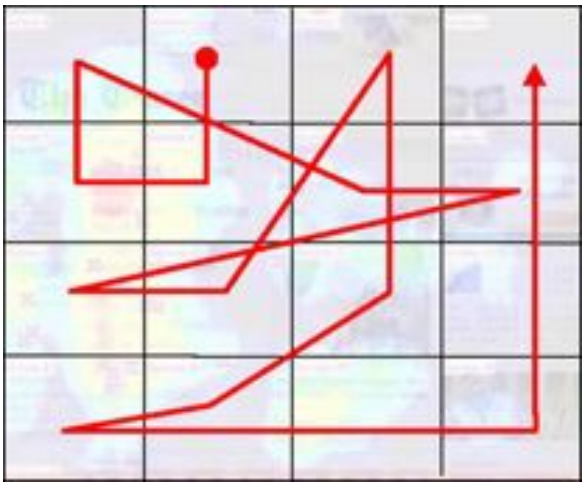
5.2 Eye track 3

http://www.poynterextra.org/eyetrack2004/viewing.htm
is another report about eye movement and usability of web pages.

I d like to draw your attention on these two graphs thou:



First graphs shows the eyetrack movement on a sample page. The second one basing on the eye movements divides the page into 3 areas of priority according to where the attention of the visitor will stick for longer. The second diagram could be a good starting point to arrange the content of your page.

5.3 Various other useful references:

There are a number of studies that could be interesting to know more about if you find this interesting, therefore I've put together a short bibliography of links and papers as follow .

http://www.surl.org/usabilitynews/archives.asp

E.g. http://www.surl.org/usabilitynews/102/portal_column.asp

http://www.stc.org/intercom/PDFs/2002/200206_06-09.pdf

Also

Goldberg, J., Stimson, M., Lewenstein, M., Scott, N., & Wichansky, A. (2002). Eye tracking in web search tasks: design implications. In Proceedings of the 2002 Symposium of Eye Tracking Research & Applications (pp. 51-58). New Orleans, Louisiana: ACM Press.

Granka, L., Joachims, T., & Gay, G. (2004). Eye-tracking analysis of user behavior in WWW search. In Proceedings of the 27th annual international ACM SIGIR conference on Research and development in information retrieval (pp. 478-479). Sheffield, United Kingdom: ACM Press.

Nielsen, J. (2006). F-Shaped Pattern for Reading Web Content. Retrieved January 18, 2007, from http://www.useit.com/alertbox/reading_pattern.html

Shrestha, S., Lenz, K., Owens, J., & Chaparro, B. (2007). "F" pattern scanning of text and images in web pages. In Proceedings of the 51st Annual Human Factors and Ergonomics Society (pp. 1200-1204). Baltimore, Maryland.

6 build your own website in 5 easy step

http://www.era.anthropology.ac.uk/Era_Resources/Pages/tips.html

6.1 website plan

brainstorm what is going to be in your website. what would you like visitors on your sites to be able to see or do? Which sections? Matched with which content?

6.1.1 make a concept map

You could use a concept map,(see end of section 2.1.1) to plan the sections and subsections of your site. Its all about giving a structure to your content; classify and categorize.

6.1.2 home page?

What is you home page going to look like? If you got no ideas at this stage, I suggest you browse a bit on the net trough Google and see what you like and what you don t in other people's pages (that are of the similar sort of the one you would like to make). Another option is to start from a template that you like and modify it. Example using iWeb.

But for now I would say you got 2 options. First one to start "in medias res" straight to the content and the various menues. Second one to have an introductory page that tell people where they are (sort of "hey welcome to my site kind of style") and then somewhere in the page the menu bar.

Whatever you do keep it simple. Which doesn t mean lame, you can play a round with style a lot. But bare in mind they won t look at it for more then 3 seconds on average. Therefore can they grasp all the info you put in the first page in 3 sec? do they get a sense of how the menu and the other subsections work?

6.1.3 contact page? or e-mail and contacts at the bottom of main page or of every page? (screen shots of examples..)

another page could be a contact page, you could both have your e-mail there and/or a google form to film in, with very basic fields. Such as a prestructured e-mail.

6.1.4 blog page? or/and podcast page?

Thinking about the type of content you are going to be dealing with, ask your self this question, is it better a blog entry system? As I am going to have written text in chronological order or a podcast system? As I am going to have audio or video files entryes at different times?

Bare in mind that blogs, such as blog spot, which you just as easily embed in your page using this peace of html code here:

```
<iframe src=
"  put the URL of your blog or the page you want to embed here "
style="width:700px; height:2309px;
border-width:0px;
border-color:#990033;
border-style:solid;"
scrolling="auto" >
</iframe>
```

the copy and paste this in the html code a page in your site.

However blogs don t lets you organize by categories too much.

See www.technotutor.eu/software as an example, the site a round the blog lets you browse the blog content by categories. After all blogs are born as online diaries based on a cronolgical frame.

6.1.5 photogallery page?

If you want to do a photogallery page remember that with iweb visitors needs to have safari as browser to be able to see it.

Another option is using flickr.com for your photos. And then linked them to your page.

6.1.6 movie page?

Same problem as for the photo one, also you could use youtube.com, or google video or others..

6.2 with the program, layout the structure

on one hand there is the folders and files layout which his varies pretty much according to which program you are going to chose. If you publish to a folder with iweb and then browse trough the folder you ll get a sense of how the program arranged the files and folders. This

is important things to know, as it can save loads of times if things goes wrong and content is misdisplayed on the website.

on the other hand you need to decide the layout you are giving to each page. If you have noticed browsing the internet, once you are on a website, there is this tendency to keep pages layout similar changing online the content and leaving the bacground basics element. This gives a sense that by going in different sections there is a sense of continuity. If you change background dastricly (as in different colour) all the time, it takes longer to the visitor to orientate themselves and “know where they are”

6.3 fill in the contect

once you done with the layout you can start fill in the content. it is really all about how you want to layout your content. And how much your content is flexible to be reshaped, rearranged, and summarized. If we are talking about a written text page, and we want to do an anlogy with the structure of an essay. Make great use of key words, and topic sentences. And forget about explain the and example, they need to be as self explanatory as possible. On the other hand a picture is woth a thousand words,right? Same for a rappresentation (see bitstrip.com in section 2.1).

6.4 publishing

if you are using a program that lets you publish straight to the server using a ftp connection. Such as iweb 09, nvu, dreamweaver, etc..then all you have to do is fil in the ftp details, that should have been given to you by the server you subscribed to.

If the program you are using doesn t let you do soo, such as iweb 08. Then you have to chose the option publish to a folder and the upload using a ftp uploader such as cyberduck (see section for more details on cyberduck 3.1.4)

6.6 double check on the web

one you published always double check on the internet.
To be extremely sure you are checking the up to date page, you may want to delete the

history of your web browser, so that It loads the page from scratch.

7 other

7.1 hardware issues

usefull for the hardware side of computing, which if you think about it Is not as far away from your website, as if your computer breakes down or slows down it will effect your website making skills, is the website I fix it. www.ifixit.com

usufuell for its free “how to do it your self guide to open up and replace components in your mac”. Also if you are not sure of the component you need to replace you ca check out the specifics in their store and buy elsewhere. Last but not least. There is a free e-mail service which you can address any technical hardware related questions for free.

7.2 apple tutorials online

there is a tutorial section http://www.apple.com/ilife/tutorials/#iphoto in the apple website which explains you how to do most things in their basic programs.

And for final cut studio 2 as well

http://www.apple.com/finalcutstudio/tutorials/

7.3 apple tutorials in the apple stores

another good free resource, to get an overiew is free workshops organized by apple stores.

http://www.apple.com/uk/retail/workshops/

For example the one in regents street, London.

http://www.apple.com/uk/retail/regentstreet/