

ADDIS ABABA UNIVERSITY

ADDIS ABABA INSTITUTE OF TECHNOLOGY

CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING

**Fundamental of Web Development**

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# History of internet

The Internet has revolutionized the computer and communications world like nothing before. The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location.

The evolution of internet begins by the urgent need to design a communications system capable of surviving a devastating thermonuclear attack. In order to understand, the original Internet’s plan was not to be centralized. In fact it was a project by the **US DoD (Department of Defense)** to establish a computer data communications network that could withstand events and disasters like war. Therefore it must be decentralized so that if one part of the system fails the rest can still function. It must also be able to communicate using interconnectivity without relying on a single computer. Another important consideration is that the computers must be interoperable among dissimilar systems, so that more devices can be a part of the network.

**The ARPANET: 1967–1972**

It all started with the idea of resource sharing first emerging in APRA as **ARPANET** in October 29, 1969 when the first successful message was sent from a computer in UCLA to another computer (also called node) at the Stanford Research Institute (SRI). Given that the network was supposed to facilitate the sharing of expensive and scarce resources, namely the mainframe computers that ARPA had funded in various research centers across the country, a key obstacle to overcome was the fact that these machines were incompatible with one another. For each of them to participate in a network would require the creation of complex, customized networking software which would enable each machine to communicate with every other machine on the system.

Then it was build a ‘sub-net’ of identical minicomputers (which came to be called ‘interface message processors’ or IMPs) each linked to a single mainframe ‘host’. In that way the task of writing networking software for a host was greatly reduced: it would simply have to communicate with a single machine – the IMP assigned to it.

**Development of the TCP/IP-based ‘internetwork’: 1973–1983**

During and after the construction of the ARPANET, other significant developments in networking technology were under way. Within ARPA, it was decided to build on this work by creating a packet-switched radio network (named PRNET).By the early to mid-1970s, therefore, ARPA found itself running three separate ‘experimental’ networks – ARPANET, PRNET, and SATNET – all of which used packet switching technology, but in different ways. An obvious next step was to see whether a method for ‘internetworking’ them, so that they functioned as an apparently seamless whole, could be developed.

In the end, a suite of interlocking protocols centered on two new ones (TCP and IP ) evolved. In this way TCP/IP became the cornerstone of the new ‘network of networks’. The great advantage of this approach was that implicit in it was the possibility of organic growth: as long as a given network ‘spoke’ TCP/IP (as it were) it was free to join the Internet.

**Transition from a military/research network to a ‘civilian’ one: 1983–1995**

Until the end of the 1970s, access to the developing Internet was restricted to those working in a relatively small number of institutions which held research contracts from ARPA. As computer science became an accepted academic discipline in universities, the exclusiveness of the ARPANET/Internet club was increasingly perceived as irritating and dysfunctional. This led the US National Science Foundation (NSF) to fund the creation of the Computer Science Network (CSNET) in the early 1980s. After an initial hiccup, it was decided CSNET would use the TCP/IP protocols, which meant that a connection between CSNET and ARPANET was feasible and so, at a stroke, the community of networked computer scientists was significantly expanded. While access to ARPANET was only granted to researchers funded by the agency, membership of CSNET was open to computer scientists in any institution willing to pay the annual subscription (although *commercial use* of the network was prohibited under the NSF's ‘acceptable use’ policy). The result was that the network began to grow at a faster rate – from 2000 host computers in 1985, to 185,000 in October 1989, and 1,776,000 in July 1993.

CSNET turned out to be just the first step in the NSF's involvement in networking. In mid-1984, the foundation began funding the establishment of several new supercomputing centres around the US. To make these available to the widest possible community of researchers, a national network was required. The original idea was for a network – NFSNET – linking the centres that would form the ‘backbone’ of a wider academic network, but in 1998, an agreement was reached to use the ARPANET as the (temporary) backbone of the new network while it was being built. On 28 February 1990, the ARPANET was officially decommissioned; the era of formal military involvement in the operation of the Internet had ended.

. In 1994, the NSF implemented a plan to allow Internet service to be taken over by commercial companies known as ‘Internet Service Providers’ (ISPs), each of which would operate its own backbone, enabling the old NSF backbone to be decommissioned. Customers would connect to one of the companies’ backbones, and the ISPs would operate a set of gateways at which a number of ISPs could interconnect their systems, allowing traffic to pass smoothly from one network to another, giving end users the illusion of interacting with a seamless, unitary system. What this also implied, though, was that the network was open for businesses.

**The commercial Internet (1995–present)**

Another huge development was the arrival of the network's second killer application the World Wide Web. The Web was the creation of a single individual – the physicist and computer scientist Tim Berners-Lee, who was employed in the late 1980s and early 1990s at CERN. The underlying idea was to develop a way of publishing, locating, and retrieving documents stored on Internet servers across the world. On the spring of 1993, Marc Andreessen and Eric Binna working at the National Center for Supercomputer Applications (NCSA) at the University of Illinois at Urbana-Champaign released *Mosaic*, a browser they had written for the Web. The launch of *Mosaic* was a landmark moment in the evolution of both the Web and the Internet. The Web was originally conceived as a means of sharing information among particle physicists who were scattered across the world. So the first ‘release’ of the Web (to use a software term) created a worldwide repository of linked, static documents held on servers distributed across the Internet.

In order to make transactions possible, a whole range of problems had to be solved. For example, ways had to be found to allow interactivity between browsers and servers; to facilitate personalization of web content; and to overcome the problem that the http protocol was both insecure (in that communications between browser and server could be intercepted and monitored by third parties) and stateless (i.e. unable to support multistep transactions).

# Observation and assessment on different websites

1. **Yelp**

Yelp is a website created for the purpose of helping people in certain countries to find different places, places from restaurants to the most renowned cardiologist.

Back in 2008 this website’s user interface takes the people of its users away. There are many links running from top to bottom of this website with an ugly arrangement .There was no image based description.

The website allows people to choose the country in which they want to search for places. It also has a list of certain languages to choose. Yelp also has links with the name of well known cities that are categorized accordingly to the country which they belong that redirect to the places found in that particular city. It also contains links that redirects to the neighboring cities of that particular city. The website also has two searching boxes one where you can search particular places the other where you can search for particular cities. The places in this website are arranged under different categories. The website allows people to create their own account and give reviews about different places. Texts written in this website are not compacted and are not irritating to look at. The website’s user interface is attractive and very easy for people to use.

The last website update was on 2020 in which they have changed the color but still is welcoming. There is a brief image based description and places are categorized the same as before but the layout of how they categorize places was little bit different and is better than before.

1. **Amazon**

Amazon is a web site for online shopping purpose. The items to be purchased are written under different categories so it’s not that hard for people to use this website and get what they want. The website also updates people with new releases.

The user interface of this website in 2005 is not that attractive and is kind of irritating to look at. The font size of the texts written on this website is very small and doesn’t welcome users to use the website. There are so many links that redirects to different web pages of the website. So it doesn’t welcome people to use this website.

The improved website in 2013 has a better user interface with an attractive color combination. The text font size is moderate so it takes the attention of the people to use this website more. The products are displayed using images which makes the website more welcoming. There is a drop down list of different categories at the search box in which items are arranged accordingly. This simplifies work for users.

The latest update of this website has more options at the navigation. Now every product is displayed using images.

1. **Food network**

It is a website for people to have recipes for different foods.

Back in 2005 the websites layout was not fine. It has this unattractive color combination. There is not much image displays for foods which pushes people’s attention away. The font of the text was very small. A drop down list was there for people to choose TV shows.

The 2013 website has links that redirect to different shows and chefs where they can find the recipe for foods and also different restaurants in different cities that are featured with this website. The navigation bar help people find some cooking tips, healthy diets, quick and easy recipes for different holidays. It allows people to search for the recipes by the show or host name, by the location and by the recipe. The website has so many links leading to different web pages and is also complicated. The color combination of this website is good and the text’s font is moderate.

The latest website’s version catches user’s eye. There was a bit of color combination change. Everything is now displayed using pictures so it catches your attention. There are new links added to contact them through different social Medias. At the bottom of the navigation bar there is also a new feature added that tells some information about the website.

1. **Etsy**

Etsy is a website that helps its users to buy and sell handmade crafts.

The general front of the website is quite welcoming with a general picture display of the products available for trade and also a categorized product types in which any user can select one based on interest. The other thing that I have noticed is it will show recently added items to the website and are ready for a sell. Another interesting feature I have noticed that is the seller can write his inspiration behind the production of that particular craft so that any user may find an emotional connection to the craft making the business more efficient. There is also a search box located at the up top of the website which makes even simpler for the users or customers.

The latest updates of the website are pretty much the same with the older once when it comes to the color choice. But at the navigation bar the way items categorized is in more organized way than before also the font of the texts in this website are comparably bigger than the once in the oldest versions. The other new feature is you can easily see the ratings and reviews about the items easily without clicking at them.

1. **The New York times**

The first thing that I have noticed when I entered this website is that it is very compacted with much news and that might be pretty much unwelcoming. It is filled with all kinds of different category news all displayed in a scattered way that might take away the interest of gathering information from the user. It also contains lot of advertisements and the categorizing method is also a bit sophisticated with small fonts. And also like any famous website in the world it contains search box that makes life easier for the user. But I appreciate the effort of the company to put all the trending news on the front display even though it is a bit compacted. The contents in this website were written as if to make it look like an original news paper.

The latest update in this website is in 2020. Now the website completely loses its traditional newspaper look. The text content of this website is not as compacted as before. Links that lead to certain web pages are also few in number.

# 5 websites on each 12 category

1. **News websites**

**CNN**

* <https://edition.cnn.com/>
* CNN is popular world leading online news and information website seeks to inform, engage and empower the world. The website feeds news and information about events happening all around the world to users. It also gives latest updates to its users about current political, economical, science or health issues in any part of the globe.

**Yahoo news**

* <https://news.yahoo.com/>
* Yahoo news is a well known news website where any user in the internet can find the world trending news. The website offers news related to almost every section, such as sports, finance, politics, and entertainment and covers all parts of the globe.

**New York Times**

* <https://www.nytimes.com/>
* It’s an American based newspaper from New York City. Due to its high popularity, the website receives the love of nearly 70 million unique visitors every month. The layout of the website is similar to a traditional newspaper.

**NBC news**

* <https://www.nbcnews.com>
* A popular website with millions of visitors per month. The website has a huge traffic base in both the US and Europe and also the social media handles are fairly loved by many people.

**Mail online**

* <https://www.dailymail.co.uk/home/index.html>
* A well known fast growing website which has a very attractive user interface because of its simple design and layout. It has millions of unique visitors every month.

1. **Educational Websites**

**Edx**

* <https://www.edx.org/>
* This website can be most preferred by the students as it was founded by Harvard University and MIT in 2012. EdX is an online learning destination and MOOC provider, offering high-quality courses from the world's best universities and institutions to learners everywhere. Out of the 90 universities, it includes top global rankers.

**Academic earth**

* <https://www.academia.edu/>
* The website gives huge array of academic options to student from traditional to contemporary studies. They provide online degree courses from accounting and economics to engineering and also carries material on subjects like behavioral psychology. Moreover, it has had collaboration with a bunch of reputed colleges such as University of Oxford, Massachusetts Institute of Technology, Stanford University and many others. Keeping in mind the interest level of the students, the website has videos and podcasts in all the subjects.

**Coursera**

* <https://www.coursera.org/>
* The moment a student opens this website, he is bound to get sucked into the number of courses available in his topic of interest. It is a user-friendly website. Students can find big universities and a sharable electronic Course Certificate. Courses include recorded video lectures, auto-graded and peer-reviewed assignments, and community discussion forums. When you complete a course, you'll receive a sharable electronic Course Certificate," assures the website.

**Brightstorm**

* <https://www.brightstorm.com/>
* High school scholars can use this site for reference, rather an interactive reference website, which will ease their learning problems. Of course, it is not easy for a student to comprehend the intricate technical terminologies, so the website is making the textbooks easier for students. They provide help in all subjects from mathematics to science, history and other subjects. Entrance exams are generally quite grueling for students, and this website can solve the problem. They have arranged the topics symmetrically, clearing the air and structure of the competitive exams.

**Bigthink**

* <https://bigthink.com/>
* These experts write articles and record tutorials for the students, later the content is further refined by the editorial team of the website, giving authentic material to the students. Students can make great use of this website by creating their own distinct ideology, as it provides various opinions on one subject. Moreover, students can get views from experts as well.

1. **Advocacy websites**

**Global zero**

* <https://www.globalzero.org/>
* Global Zero is the international movement for the elimination of all nuclear weapons. Their new site has helped to support and expand their online and offline organizing capabilities. GlobalZero.org aims to lighten their staff's workload by enabling visitors to be self-starters in their activism. The site features a mobile-friendly design by Free Range Studios.

**International justice mission freedom commons**

* <https://www.ijm.org/>
* This site is not only beautifully responsive and full of tools that enable a compelling non-profit to work towards their mission, it also has the potential to change lives by spreading the message of modern day slavery and helping advocates put an end to it.

**Active living research**

* <https://activelivingresearch.org/>
* Increasing physical activity is a powerful way to prevent obesity and promote health among children and adults. The website was created aiming to advocate and influence policy makers to come together to create healthier communities that support active lifestyle.

**Arts for LA**

* <https://www.artsforla.org/>
* Advocating for art education for the low income/underprivileged students.

**IkNOW politics**

* <https://www.iknowpolitics.org/en>
* The International Knowledge Network of Women in Politics (iKNOW Politics) is an online workspace to help elected officials, candidates, political party leaders and members, researchers, students and other practitioners interested in advancing women in politics. The goal of iKNOW Politics is to increase the participation and effectiveness of women in political life by allowing users to **access resources,** **Create knowledge and share experience.**

1. **Business websites**

**All business**

* <https://www.allbusiness.com/>
* This is one of the most comprehensive sites on the Web for entrepreneurs and growing businesses. AllBusiness.com features articles, advice, forms, agreements, and videos covering small business topics, sales and marketing, careers, and more. The site offers over 33,000 articles written by experts from many different fields.

**Bloomberg**

* <https://www.bloomberg.com/africa>
* *Bloomberg* *Business* provides up-to-the-minute U.S. and international news on financial markets, commodities, currencies, company earnings, technology, and more. The site has numerous articles, feature stories, and videos.

**Forbes**

* <https://www.forbes.com/home_usa/>
* Forbes has great and comprehensive content across every business category: the stock market, entrepreneurship, personal finance, M&A, technology, careers, and more. It contains many popular lists, including “The World’s Billionaires” and the “Most Valuable Brands.”

**Fortune**

* <https://fortune.com/>
* Fortune provides extensive coverage of the financial markets, especially larger companies that make up the “Fortune 500.” Topic categories include careers, entrepreneurs, finance, sports, technology, markets, most powerful women, and energy and the environment.

**MarketWatch**

* <https://www.marketwatch.com/>
* *MarketWatch* is a comprehensive news site covering stocks, bonds, commodities, U.S. and international markets, personal investing, real estate, and media. The site is known particularly for its continuous coverage of stock market updates.

1. **Entertainment websites**

**The Hollywood reporter**

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

**Just Jared**

* <http://www.justjared.com/>
* A source for pop culture gossip, fabulous celeb photo galleries and breaking entertainment news. Users can follow this to follow celebrity fashion and also catch trending news.

**Eonline**

* <https://www.eonline.com/>
* Eonline is the most popular entertainment news source, providing us with information about almost every thing that deals with entertainment. The website is known for its live-event coverage around major news events, movie premieres, and awards shows.

**IMDB**

* <https://www.imdb.com/>
* (Internet Movie Database) is the world’s most popular and authoritative source for movie, TV and celebrity content.

**Netflix**

* <https://www.netflix.com/et/>
* Netflix is the world’s leading Internet television network with more than 36 million members in 40 countries enjoying more than one billion hours of TV shows and movies per month, including original series.

1. **Blog websites**

**Wix**

* <https://www.wix.com/>
* Wix offers blog builder solution with an easy start for bloggers. With Wix, you can write, edit and manage your blog posts from your desktop or on the go. It has the ability to recall the older version of your site and has a great mobile-site building tools.

**Wordpress**

* <https://wordpress.com/>
* WordPress.com is a popular fermium blog hosting site. There are over 50 million users on this platform, or at least that many people tried to use it. Handling is easy for everyone and made with blogging for beginners touch. This is a free blog hosting sites service, so you don’t have to worry about downloading and installing software.

**Blogger**

* <https://www.blogger.com/>
* Blogger offers an excellent selection of templates, all of which include mobile versions optimized for smaller screens – a very sensible addition with so many people accessing online content through smart phones.

**Weebly**

* <https://www.weebly.com/>
* Weebly  takes a modular approach to blog building, with a drag-and-drop editor that lets you choose which elements to add to your site, and where. It’s a refreshingly simple way to build a blog that feels unique to you, but doesn’t require any messing about with menus.

**Penzu**

* <https://penzu.com/>
* Penzu is a journal platform that makes your posts private by default and locks them down with at least one password. That’s because it’s designed for private thoughts and personal reflection. There are free apps for iOS and android that enable you to update your Penzu diary anywhere, but the contents are for your eyes only.

1. **Content Aggregator websites**

**Alltop**

* <https://alltop.com/>
* Alltop pulls in the latest posts from websites on a variety of topics. What’s neat about Alltop is that you can search for specific topics and then view aggregated content from some of the top blogs for that specific topic. You can also submit your own site to be listed on Alltop.

**Popurls**

* <http://popurls.com/>
* Popurls pulls in content from a variety of social networks, blogs, and news organizations. It’s quite eclectic in its content you can’t submit your own website to Popurls. But it’s still a neat example of the power of content aggregation.

**The web list**

* <https://theweblist.net/>
* It’s a one-page content aggregator website that collects content from a huge variety of sources. It’s highly customizable and uses some cool technology. You can’t submit your own site. It only aggregates content from a pre-made set of sources.

**Travel blogger community**

* <http://travelbloggercommunity.com/>
* That is, Travel Blogger Community aggregates content from travel bloggers all around the world in one accessible place. Bloggers can submit their own site to the community to get their content featured on the aggregator.

**WP news desk**

* <http://wpnewsdesk.com/>
* WP News Desk is a content aggregator website that focuses specifically on WordPress. It automatically pulls in content from a variety of WordPress blogs and companies and displays posts on the front page. Rather than needing to visit each blog individually, visitors can just click on individual articles to read the full article at the original source.

1. **Wiki websites**

**Wiki how**

* <https://wikitravel.org/en/Main_Page>
* Wiki How is a popular wiki for anyone who wants to learn something. The content on offer is extremely varied. The site’s categories include topics such as Sports and Fitness, Pets and Animals, Relationships, and Philosophy and Religion.

**WikiBooks**

* <https://en.wikibooks.org/wiki/Main_Page>
* WikiBooks makes our list of wiki sites. The books are divided across nine primary categories: Computing, Engineering, Humanities, Languages, Mathematics, Science, Social Sciences, Standard Curricula, and Kids’ books. Each group is further subdivided for easy browsing.

**Wiktionary**

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

**Wikispecies**

* <https://species.wikimedia.org/wiki/Main_Page>
* Wikispecies aims to be a complete catalog of all Animalia, Plantae, Fungi, archaea , bacteria, protista(all life forms)in the world.

**Strange things wiki**

* <https://strangerthings.fandom.com/wiki/Stranger_Things_Wiki>
* The Stranger Things wiki—which is part of the Fandom network of sites—is one of the best examples of a wiki about a TV series. It includes detailed information about the cast, characters, filming locations, soundtrack, and lots more. There’s also an extensive community section where fans of the show can chat and interact.

1. **Informational websites**

**Shutterbean**

* <http://www.shutterbean.com/>
* Shutterbean has a boatload of gorgeous photos and relevant information about food, photography and other eclectic subjects.

**Visualnews**

* <https://www.visualnews.com/>
* Because, yes, a picture is worth a thousand words, viewing the items on Visual News gives you a quick way to reference stories without having to do a ton of reading if you lack the time and desire.

**This is why I’m broke**

* <https://www.thisiswhyimbroke.com/>
* Shopping is turned into a fun experience on This is Why I’m Broke, which pulls together a variety of interesting products at all price points to present to buyers.

**Aliexpress**

* <https://best.aliexpress.com/?lan=en>
* It is a website where users can find all sorts of deals, the kinds of discounted items that only sellers from around the globe can offer so inexpensively, like high-quality 100% virgin human hair for weaves.

**Chameleonjhon**

* <https://www.chameleonjohn.com/>
* Saving money changes lives by improving disposable income. As such, ChameleonJohn helps people find the hottest deals available each day to bring practical betterment to their economic lives.

1. **Portal websites**

**MedImpact, Benefit Program Portal**

* <https://www.liferay.com/>
* MedImpact provides pharmacy benefit programs to hundreds of organizations, each with their own unique combination of offerings for members. MedImpact’s portal centralized authentication and authorization control across numerous sites that had been previously built to supply and manage various benefit programs.

**Britam, Financial Advisement Portals**

* <https://www.liferay.com/resource?title=britam>
* Britam built a financial advisor portal, a customer service portal and a partner service portal on a single platform. By integrating these sites with one another and other pre-existing solutions, including a marketplace, the company was able to better serve and empower both internal and external audiences.

**Allianz, Wealth Management/Insurance Portal**

* <https://www.liferay.com/resource?title=allianz>
* General insurance company Allianz Group offers a site that is both dynamic and personal. With the "My Insurance Portfolio" customer site, users have the ability to retrieve historical records of purchased products and services along with integrated features to facilitate policy payments and renewals.

**AvMed, Consolidated Payer Portal**

* <https://www.liferay.com/resource?title=avmed>
* Through the consolidation of online solutions, AvMed was able to create unique user portals with a single sign on, helping to serve a wide variety of unique users quickly and in a single location.

**Council of Europe, Government Program Portal**

* <https://www.liferay.com/resource?title=council-of-europe>
* The portal allows users to manage content across these sites and has improved internal communication between the programs as well as management over projects that include other organizations, such as the European Union.

1. **Personal websites**

**Simon Sinek**

* <https://simonsinek.com/>
* The design really shines here and makes this one of the best personal website. Simon has a lot of content on his site and various initiatives he’s looking to promote but funnels visitors around very effectively.

**Ellen Skye Riley**

* <http://ellensriley.com/>
* Riley does an excellent job at showcasing her incredibly gifted design skills, and her site is informative and extremely fun to visit. When a viewer enjoys browsing through your site, you know you’re on the right track to securing some more clients.

**Tim Harvord**

* <http://timharford.com/>
* The use of whitespace on this page really works wonders. Tim does a fantastic job making visitors aware of his work while still keeping the look and feel of a content-focused blog.

**Joshua McCartney**

* <https://www.joshuamccartney.com/>
* McCartney’s website grabs your attention as soon as you see it. This is a great example of something that simply looks great. when seeing this website any one can notice the clever use of situating a lot of content in only two simple pages so that content that doesn’t feel cluttered.

**Pascal van gemert**

* <http://www.pascalvangemert.nl/>
* Gemert shows off his skill of web development in a really nice interactive, online resume. You’ll also want to scroll down to the very bottom of Gemert’s site to see how he nicely positions and advertises his past projects.

1. **Social Network Website**

**Facebook**

* <https://www.facebook.com/>
* This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts. Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

**What’sAppp**

* <https://www.whatsapp.com/>
* It has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups.

**Instagram**

* <https://www.instagram.com/>
* Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone’s camera or any other camera, and convert them into works of art. This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter.

**Twitter**

* <https://twitter.com/>
* This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 280), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets.

**Skype**

* <https://www.skype.com/en/>
* Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. You can even conduct group conference calls.

# Guidelines for evaluating the value of a website

There are four different guidelines for evaluating the value of a website.

**Currency**

* How recent is the information?
* How recently has the website been updated?
* Is it current enough for your topic?
* Are the links are up-to-date?
* Are the links provided reliable? Dead links or references to sites that have moved are• not useful.
* Has the site been under construction for some time?

**Reliability**

* What kind of information is included in the resource?
* Is content of the resource primarily opinion?  Is it balanced?
* Does the creator provide references or sources for data or quotations?

**Authority**

* Who is the creator or author?
* What are the credentials? Can you find any information about the author's background?
* Who is the published or sponsor?
* Are they reputable?
* What is the publisher's interest (if any) in this information?
* Are there advertisements on the website? If so, are they cleared marked?

**Purpose/Point of View**

* Is this fact or opinion? Does the author list sources or cite references?
* Is it biased? Does the author seem to be trying to push an agenda or particular side?
* Is the creator/author trying to sell you something? If so, is it clearly stated?

The following websites are evaluated according to the above guidelines

**Etsy**

If we evaluate the website using the above guidelines we can say it is a good website. The information embedded inside this website is up to date. The links inside this website are functional and leads to a certain webpage. There is no opinion based information. The author of this site is known. The purpose of this site is clear since there are no much advertisements poping up .so we can conclude this websites purpose is not making money from advertisements so the information is reliable.

**W3schools**

Considering the above evaluation guidelines we can tell that w3schools is a good website. The websites content is not an opinion. The website is educational so the information embedded in this website is reliable. It’s also up to date and the links also lead to the intended WebPages. The author of the website is clearly stated.