

**ADDIS ABABA INSTITUTE OF TECHNOLOGY**

**CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING**

**DEPARTMENT OF ​INFORMATION TECHNOLOGY**

**Web and Its History**

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# **Review of Websites**

## **Yahoo**

On the year of establishment, 1996, yahoo used a list like format to display the contents of its website. The yahoo logo was accompanied by other logos with somehow pixelated logos that redirected to other yahoo pages. Some of these logos include headline which redirected to news headlines, more yahoo which redirected to other yahoo services like yahoo mail. Below the logos were static and squared advertisements followed by a search bar and a few reference links. The following year yahoo decided to use two columns with a list format which are set side by side. In 1999, a third column with a light grey background and yellow highlighted titles. This third column included news highlights and other features like finding a product you would like to purchase or find a valentine when its valentines’ season. The solid circle bulletins used in previous versions was also deprecated. It seemed like they used a table like format which made the website look better organized and well-spaced. Until the year 2002 yahoo followed more or less the same format with a few tweaks such as Broadcast events which provided information like artist of the month, exclusive trailers and top movies. In the final months of 2002 yahoo changed the view. Yahoo decided to use a tabbed like table view for the right most column and started the purple background color. The table format still being intact the purple tabbed column added a somehow pleasing look.

In 2006, yahoo decided to go for the simplistic view of a website with the yahoo logo and the search bar with a couple of buttons set in a grey box view drifting away from the dominant purple view. It creates a home like and easy to use feeling. In previous years yahoo’s website felt a bit crowded and very basic. This update created a well improved look. Keeping the organization and spacing, content was reduced, compacted and to the point. On the left below the logo including box was information on update of the website and on the right was a columnated list of all the yahoo services. In mid-2010, the website looked a bit more like the modern-day website. Yahoo decided to drop the simplistic view and go for the contented website again. In the following years, yahoo gradually regained the purple view every time making the website look better.

## **Google**

Google started off with a website that was stacked, colored and unpleasing for frequent uses. The logos where somehow thickened and unattractive. Few blue backgrounded box-like structures seemed to crowd the webpage. In the initial stages google used to request for email address in order to send monthly updates but this feature was discarded form the website not long after its start. Throughout the years Google updated the website with improvements to the logo, search bar and button as well as reduction of features to implement a simplistic yet pleasing website structure.

## **2.3 YouTube**

# **The 12 Categories for Websites**

## **Portals**

* West Bend - https://www.thesilverlining.com/: A portal website used to create a seamless interaction between an insurance company, West Bend, and the customers.
* Carrefour Bank - https://www.carrefour-banque.fr/: Also, a portal website used to create seamless financial interaction between a bank, Carrefour, and the customers.
* AvMed - https://www.avmed.org/: A medical company hosted website meant doe users to find information and tools for better self-service in health-related matters.
* Federal Government Portal - https://www.grants.gov/: A website with the mission of allowing applicants for federal grants to apply for and manage grant funds online through a common website.
* Capella university - https://www.capella.edu/: A website hosted by an online university for allowing easy management of courses for both professors and students

# **News**

* CNN - https://edition.cnn.com/
* Fox News - https://www.foxnews.com/
* NBC - https://www.nbcnews.com/
* Yahoo News - https://news.yahoo.com/
* The Washington Post - https://www.washingtonpost.com/

## **Informational Websites**

* Hopmonk Tavern Informational - https://zdca.thehybridcreative.com/project/hopmonk-tavern/
* FreshBooks - https://www.freshbooks.com
* Airbnb - https://airbnb.com
* Mint - http://www.mosaicartnow.com
* Mosaic Art - http://www.mosaicartnow.com

## **Educational**

* Lynda Tutorials - https://www.lynda.com/
* [**Bestessays**](https://www.bestessays.com.au/) - https://www.bestessays.com.au/
* [**Duolingo**](https://www.duolingo.com/) - https://www.duolingo.com/
* Udemy - https://www.udemy.com/
* TedEd - https://ed.ted.com/

## **Entertainment**

* [Netflix](https://www.netflix.com/) - https://www.netflix.com/et/
* [Hulu Plus](http://redirect.viglink.com/?key=8ae51ec81803860cf699285a68f82482&u=http%3A%2F%2Fwww.hulu.com%2Fplus) - https://www.hulu.com/start
* [Spotify](http://redirect.viglink.com/?key=8ae51ec81803860cf699285a68f82482&u=http%3A%2F%2Fwww.spotify.com%2F) - https://www.spotify.com/
* [YouTube](http://www.youtube.com/) - https://www.youtube.com/
* Fandango - https://www.fandango.com/

## **Advocacy**

* Greenpeace USA - https://www.greenpeace.org/usa/: a global, independent campaigning organization that uses peaceful protest and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future.
* Change.org - https://www.change.org/ - is a petition website operated by for-profit Change.org, Inc.
* Alliance for Justice - https://www.afj.org/: a progressive judicial advocacy group in the United States.
* Stand for children - http://stand.org/: is an American education advocacy group. Founded in 1996 following a Children's Defense Fund rally the non-profit advocates for equity in public education.
* Barefoot College - https://www.barefootcollege.org/: Social Work and Research Centre, widely known as the Barefoot College is a voluntary organization working in the fields of education, skill development, health, drinking water, women empowerment and electrification through solar power for the upliftment of rural people, which was founded by Bunker Roy in 1972.

## **Blog**

* Wix - www.wix.com: Wix is a free website builder.
* WordPress - www.wordpress.org: Open source software which you can use to easily create a beautiful website, blog, or app.
* Weebly (www.weebly.com): Weebly is website builder that you can use not only to blog but also to sell products or showcase your portfolio.
* Medium (www.medium.com): is a multipurpose platform tackling diverse topics, where anyone with an account can write.
* Ghost (www.ghost.org)

## **Social**

* Facebook - https://facebook.com/
* Twitter - https://twitter.com/login?lang=en
* Instagram - https://www.instagram.com/
* WeChat - https://www.tumblr.com/
* Tumblr - https://www.wechat.com/en/

## **Content Aggregator**

* Alltop - https://alltop.com/
* Popurls - http://popurls.com/
* The Web List - https://theweblist.net/
* WP News Desk - http://wpnewsdesk.com/
* Blog Engage - http://www.blogengage.com/

## **Personal**

* Nia Shanks - https://www.niashanks.com/
* Ximena N. Larkin - https://www.ximenalarkin.com/
* Charlie Waite - http://www.charliewaite.me/
* Anna Santos - https://ana-santos.com/
* Joe Mcnally - https://portfolio.joemcnally.com/index/all

## **Marketing / Business**

* The Cunningham Team - https://www.greenvillescrealestate.net/
* Haus - https://madeinhaus.com/work/mindhunter
* Native Union - https://www.nativeunion.com/?ref=ecommdesign
* Le Garage - https://www.legaragebistrosausalito.com/
* Brass and Lantern Inn - https://brasslanternnantucket.com/

## **Wiki**

* Wikitravel - https://wikitravel.org/en/Main\_Page: Wikitravel is a web-based collaborative travel guide based on the wiki model.
* WikiHow - https://www.wikihow.com/Main-Page: WikiHow is an online wiki-style community consisting of an extensive database of how-to guides
* WikiBooks - https://en.wikibooks.org/wiki/Main\_Page: Wikipedia is a multilingual online encyclopedia created and maintained as an open collaboration project by a community of volunteer editors using a wiki-based editing system.
* Wiktionary - https://www.wiktionary.org/: Wiktionary is a multilingual, web-based project to create a free content dictionary of terms in all-natural languages and a number of artificial languages.
* Wikispecies - https://species.wikimedia.org/wiki/Main\_Page: Wikispecies is a wiki-based online project supported by the Wikimedia Foundation.

# **Evaluating Websites**

## **Guidelines for evaluating websites**

Websites may be developed for various reasons. Despite the variance in content, there are certain guide lines it must follow. Guidelines for evaluating websites can be considered in two categories.

### **Guidelines for Content**

These guidelines focus more on evaluating the content on the website. Usually how well organized and reliable the information presented by the website are. The guidelines are:

* Authority: Basically, infers that developer(s) of the website should be clearly stated, contact information of developer(s) should be provided and developer(s) should state qualifications and credentials
* Purpose: The purpose of the information presented in the site should be clear. Some sites are meant to inform, persuade, state an opinion, entertain, or parody something or someone.
* Coverage: If one can view the information properly--not limited to fees, browser technology, or software requirement.
* Currency: Simply reviews if website is regularly updated and maintained. For this purpose, information such as date of creation and date of last update must be stated.
* Objectivity: Checks to see if website is biased or not.
* Accuracy: is mainly concerned with reliability of information presented, weather the presented facts are provided with proper references and how the fact presented compares to the ones presented on other websites.

## **4.1.2 Guidelines for Quality of Website**

* Design: Critiques the look and feel of the whole website.
* Technological aspects and interactivity: the site should use new technologies and the multimedia nature of the web to allow user interactivity and make the experience different
* Creativeness / Originality
* Content: the content of a website can be evaluated based on factors mentioned in section 4.1.1