

WAYBACK MACHINE SITE ANALYSIS

COM 343

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ASSIGNMENT

The WayBack Machine (<https://archive.org/web/>) is a part of the internet archive. It's a tool that allows you to see a timeline of screenshots of a particular website, like amazon.com or ESPN.com, that have been documented by the internet archive. Looking at the different screen shots will provide you with the opportunity to see how both site design and site purpose/function have evolved over time.

In this project, you will write a 1-single-spaced page analysis of one of the sites listed below. Your analysis should (1) describe the ways a particular site has changed over time and (2) explain why you think those changes have taken place. You must look at a minimum of 4 screenshots of the site you choose:

- the first one that is available
- one 5-9 years after the first one;
- one 10-15 years after the first one;
- the most recent available

You may choose from the following sites

- www.amazon.com
- www.apple.com
- www.espn.com
- www.trine.edu

You must also include a copy of each screenshot with your completed analysis.

FORMAT

The analysis should be written in essay format. Since it is single-spaced, paragraphs should not be indented. A single blank line should be placed between paragraphs.

Your name and the date should be at the top left for a heading. The heading should also be single-spaced.

IMPORTANT DATES

- Saturday 3/17 (Midnight) Completed Analysis due (Moodle)

ASSESSMENT

The rubric below will be used to this project when it is submitted for grading.

| | Content & Purpose | Organization | Presentation | Requirements |
|---------------------------------|---|---|--|--|
| An A Project (45-50 points) | <ul style="list-style-type: none"> Clearly indicates what site and what 4 dates were analyzed Consistently selects appropriate differences to highlight Clearly describes differences in design and/or functionality between the screenshots Theorizes convincingly why these differences exist | <ul style="list-style-type: none"> Consistently presents information/claims in the order a reader needs to understand the information that follows Consistently uses transitions to guide reader from topic to topic | <ul style="list-style-type: none"> Is relatively free of minor grammar and spelling errors and contains no major errors | <ul style="list-style-type: none"> Is at least 1 single-spaced page Screenshots meet assignment date requirement Includes screenshots of all dates analyzed |
| A B Project (40-44.5 points) | <ul style="list-style-type: none"> Clearly indicates what site and what 4 dates were analyzed Mostly selects appropriate differences to highlight with a few minor lapses Mostly clearly describes differences in design and/or functionality between the screenshots with a few minor lapses Mostly theorizes convincingly why these differences exist with a few minor lapses in logic or evidence | <ul style="list-style-type: none"> Mostly consistently presents information/claims in the order a reader needs to understand the information that follows with a few minor lapses Mostly consistently uses transitions to guide reader from topic to topic with a few minor lapses | <ul style="list-style-type: none"> Contains a few minor grammar and spelling errors and contains no major errors | <ul style="list-style-type: none"> Is at least 1 single-spaced page Screenshots meet assignment date requirement Includes screenshots of all dates analyzed |
| A C Project (35-39.5 points) | <ul style="list-style-type: none"> Generally indicates what site and what 4 dates were analyzed, but one date may be unclear Generally selects appropriate differences to highlight with some lapses Generally clearly describes differences in design and/or functionality between the screenshots with some lapses Generally theorizes convincingly why these differences exist with some lapses in logic or evidence | <ul style="list-style-type: none"> Generally consistently presents information/claims in the order a reader needs to understand the information that follows with some minor lapses and/or a few major lapses Generally consistently uses transitions to guide reader from topic to topic with some minor lapses and/or a few major lapses | <ul style="list-style-type: none"> Has some minor grammar and spelling errors and a few major errors | <ul style="list-style-type: none"> Is at least 1 single-spaced page Screenshots meet assignment date requirement Includes screenshots of all dates analyzed |
| A D Project (30-34.5 points) | <ul style="list-style-type: none"> Somewhat indicates what site and what 4 dates were analyzed, but two dates may be unclear Somewhat selects appropriate differences to highlight with many lapses Somewhat clearly describes differences in design and/or functionality between the screenshots with many lapses Somewhat theorizes convincingly why these differences exist with many lapses in logic or evidence | <ul style="list-style-type: none"> Somewhat consistently presents information/claims in the order a reader needs to understand the information that follows with several minor lapses and/or some major lapses Generally consistently uses transitions to guide reader from topic to topic with several minor lapses and/or some major lapses | <ul style="list-style-type: none"> Has some minor and several major grammar and spelling errors | <ul style="list-style-type: none"> Is not at least 1 single-spaced page At least 3 screenshots meet assignment date requirement Includes screenshots of some dates analyzed |

| | Content & Purpose | Organization | Presentation | Requirements |
|---------------------------------------|--|--|--|---|
| An F Project (Less than 30 points) | <ul style="list-style-type: none"> Minimally or never indicates what site and what 4 dates were analyzed, and more than two dates may be unclear Minimally or never selects appropriate differences to highlight Minimally or never describes differences in design and/or functionality between the screenshots Minimally or never theorizes convincingly why these differences exist with numerous lapses in logic or evidence | <ul style="list-style-type: none"> Minimally or never consistently presents information/claims in the order a reader needs to understand the information that follows Minimally or never uses transitions to guide reader from topic to topic with some minor lapses and/or a few major lapses | <ul style="list-style-type: none"> Has many minor and several major grammar and spelling errors | <ul style="list-style-type: none"> Is not at least 1 single-spaced page Fewer than 3 screenshots meet assignment date requirement Does not Include screenshots of dates analyzed |