

ACTIVITY: In-text citation: quotations, summaries or paraphrasing?

Task:

- The sample essay contains different types of citation: short quotations, long quotations, summarising or paraphrasing that are highlighted in the text
- In the brackets behind the highlighted text, write the type of citation e.g. [short quotation] ; [paraphrasing] ; [long quotation]; [summary]; [paraphrase]
- Spot possible citation and referencing mistakes if any

Authoring principles and practices: Navigation in Educational Web Sites

As more and more students go online and spend time on the Internet (Pastore, 2001) [], web site navigation has become important in helping students find information for their studies. This paper details navigational design techniques that help web site designers make their navigation more user-friendly, especially for educational users, such as university students and researchers.

Krug (2000, p.59) [] defines four purposes of web navigation: (1) providing exact steps of finding information, i.e. offering menus and search functions; 2) helping to understand their location in the site, i.e. by using page titles, breadcrumbs, colour coding; and 3) giving an overview of the site's content, i.e. through site maps and the text of the menus.

One of the main ways to navigate a web site is through menus (Krug, 2000) []. On webpages, the menu bars appear in various positions (Bernard 2001a) [], with different components in different places. At the top of the page common components are the name of the site, breadcrumbs, search, and tabbed section pages (Krug 2000) []. On the left are often site sections, which on educational sites can serve as categorisation not only of the site, but also of the academic field. On the right are found further links related to content, although Bernard (2001b) [] states that users prefer embedded links. Hoffman (1997) [], however, suggests the use of menus and criticises the embedded hyperlinks, presenting a number of counter arguments: 1) conscious choices add up to conscious overhead and distractedness; 2) embedding hyperlinks within prose paragraphs makes for rough reading and slow navigation; and 3) excessive branching disintegrates structure and reduces the ability to build a mental model

On the same note, Nielsen (1996 & 2000) [] criticises the use of frames, which often contain menus, stating that the frames make bookmarking a page impossible. Bookmarking is especially important in education, as learners record sites in their literature search, and then go back to them to cite in their academic writing.

Images containing text are often used in menus and image maps as part of the navigation controls of a site. Having small sized, fast-downloaded images is crucial in educational setting. The lesson time is affected if the download is slow at the moment when a whole class is accessing the same page. Selvidge's (1999) [] study of the download time issue concludes that "the longer the wait for pages to load, the greater the frustration". Nielsen (2000, p.42) [] recommends

that page download time should be less than one second, but a realistic target is less than 10 seconds. To speed image downloads, Larsen and Phillips (2001) [] recommend the use of small thumbnail images, reducing the number of colours in .gif format images, cropping image size, and using the right format, .gif, or .jpg.

However, there is evidence that download speed might not be as important as previously thought, Rhodes (2001) quotes Jared Spool, Founding Principal of User Interface Engineering research company, stating that it was almost a law of nature that the faster pages download, the more usable the site was. However, there are no correlation (personal conversation). Rhodes explains this process as follows:

When we asked users to rate the speed of a site, they didn't correlate their experience to the actual download time. Instead, the perceived speed of the site correlated strongly to whether the users have completed their tasks! This tells us that, when users are complaining about download time, they probably aren't actually talking about the download time, but about their ability to complete tasks.

(p. 21). []

There is further evidence from Selvidge (1999) [] that download times may not need to be as fast as Nielsen advocates: "Users were frustrated by the 30 and 60 second delays in page loading time, but would tolerate the 20 second delays". Whether this is true in educational settings is a topic for further research.

References:

- Bernard, M (2001a). Where Should You Put the Links? A Comparison of Four Locations. In Chaparro, B. (Ed.). *Usability News*. 3/2. Retrieved July 24, 2001 from the World Wide Web:
<http://psychology.wichita.edu/surl/usabilitynews/3S/links.htm>.
- Castro, E. (2000). *HTML 4 for the World Wide Web: Visual Quickstart Guide*. Peachpit.
- English Online (2001). *Writers' Window*. Retrieved July 25, 2001 from the World Wide Web: <http://english.unitecology.ac.nz/writers/home.html>.
- Hoffman, M. (1997). *Enabling Extremely Rapid Navigation in Your Web or Document*. Retrieved July 25, 2001 from the World Wide Web:
http://www.hypertextnavigation.com/infoaxcs.htm#_Toc405388792
- Pastore, M. (2001). *Demographics: Internet Use Continues to Pervade U.S. Life* http://cyberatlas.internet.com/big_picture/demographics/,00.html.
- Krug, S. (2000). *Don't make me think! A common sense approach to web usability*. Indianapolis: New Riders.
- Larsen, L. and Phillips, C. (2001). Balancing Image Quality and Speed: How to Shave Seconds off Your Download Time. In Chaparro, B. (Ed.). *Usability News*. 3/2. <http://psychology.wichita.edu/surl/usabilitynews/3S/>
- Nielsen, J. (2001a). *Tagline Blues: What's the Site About?* Retrieved July 24, 2001 from the World Wide Web: <http://www.useit.com/alertbox/20010722.html>.
- Nielsen, J. (2001b). *Search: Visible and Simple* <http://www.useit.com/alertbox/.html>.
- Rhodes, J. S. (2001). *Interview > The Usability of Usability*.
- Schroeder, R. (2001). *Evaluating Online Resources Notebook*.
<http://www.uis.edu/~schroede/valid.htm>.
- Selvidge, P. (1999). How Long is Too Long to Wait for a Website to Load? . In Chaparro, B. (Ed.). *Usability News*. 1/2. http://psychology.wichita.edu/surl/usabilitynews/1S/time_delay.htm.
- Tognazzini, B. (1999). *A Quiz Designed to Give You Fitts*.
<http://www.asktog.com/columns/022DesignedToGiveFitts.html>.
- Adapted from: <https://elc.polyu.edu.hk/cill/eap/2001/egacademicessay.aspx>