


afford(ed)





Throughout our readings in class we were reminded that clarity of purpose and easy usability are the core tenants of good design on the web. From those readings, the contrast between Wikipedia and its largest online competitor, Microsoft's Encarta Online, became quite clear.

Wikipedia is one of the most popular information resources on the internet. Its success is due in no small part to its simple and refined interface standing out in the crowd of other online encyclopedias.

NOTE: It is important to understand that we are not debating the merits of open source vs. proprietary source materials.

Search Encarta

Language Help

November 26



Today's Highlights

- What makes a job prestigious?
- Easy as pie: Teaching your child to count
- Can you major in video games?
- Holiday film favorites

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- | | | |
|-----------------|---------------|----------------------|
| K-5 Parents | College Prep | Online Degrees |
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This Week: Into the Drink

- Diving 101
- Bill Nye explains the bends
- Citizens of the deep: A quiz

Never Stop Learning

- 5 community college myths
- Why women rule at college
- Earn a degree in a growth industry
- College diploma worth \$23K

Did You Know?



About 75 percent of France's electricity comes from nuclear-power sources. [Learn more about nuclear energy.](#)

Mystery Picture



What is this? [Find out.](#)

More from Encarta

- Encarta newsletter
- Encarta worldwide
- Free online encyclopedia
- Free online dictionary
- Free online atlas
- Free online thesaurus
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College: Major Dilemmas

- Today's hottest college majors
- Starting salaries for popular majors
- Tips for choosing a major

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Homework: Need Help?

- Encarta answers
- Homework help & tools
- Online tutoring

Fun Facts & Brain Candy

- Coffee break: Recharge your brain
- Brainteasing quizzes
- Top-10 lists
- Ask Bill Nye the Science Guy
- Columns & opinion

Encarta **pros and pitfalls**

Encarta is no doubt a good resource to find articles online, but as an interface- not so much.

Encarta is not a successful interface because...

- MSN puts its branding concerns before ease of use.
- The search results are often complicated with extraneous information.



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The English-language Wikipedia thanks its contributors for creating over 1,500,000 articles!

Article #1,500,000: [Kanab Ambersnail](#)

Today's featured article



Duke University is a private coeducational research university located in Durham, North Carolina, US. The school, which officially became Duke University in 1924, traces its institutional roots to 1838. Duke is ranked among the world's best universities. In its 2007 edition of "America's Best Colleges," *U.S. News & World Report* ranked the undergraduate division eighth in the nation, while ranking the [medical](#), [law](#), and [business](#) schools among the top eleven in the country. Besides academics, research, and athletics, Duke is also well known for its sizeable campus and [Gothic architecture](#), especially [Duke Chapel](#). Duke's 8,709 acres (35 km²) contain three main campuses in Durham as well as a marine lab in [Beaufort, North Carolina](#). ([more...](#))

Recently featured: [Operation Wrath of God](#) – [Belgrade](#) – [Gliding](#)

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Did you know...

From Wikipedia's newest articles:

- ...that the vestry of [Makaravank Monastery](#) (*pictured*) in [Armenia](#) served two adjacent churches?
- ...that [Clontarf Aboriginal College](#) in [Australia](#) has at various points in its history served as an orphanage, a convent, an RAAF training facility, a boarding school and a day school?
- ...that [Taras Fedorovych](#), a 17th century [Cossack hetman](#), led an unsuccessful uprising over the issue of the [Cossack register](#)?
- ... that [human sacrifices](#) were once offered in [Chitpur](#), now home to [Kolkata](#)'s latest railway passenger terminal?
- ...that numerous specimens of [dinosaurs](#) have been excavated from the [Dashanpu Formation](#), first discovered by a [natural gas](#) company that found the formation's first dinosaur, *[Gasosaurus](#)*?



In the news

- The [Socialist Party](#) gains in [Dutch elections](#), while [Jan Peter Balkenende's](#) (*pictured*) [Christian Democrats](#) retain their plurality in the [Tweede Kamer](#).
- Former [Russian secret agent](#) [Alexander Litvinenko](#) dies in hospital in [London](#) after a suspected [polonium poisoning](#).
- [Maoist rebels](#) in [Nepal](#) sign a [peace treaty](#) with the [government](#), officially ending a [ten-year civil war](#).
- An international [consortium](#) signs a deal to formally launch [ITER](#), a project to develop an experimental [nuclear fusion](#) reactor.
- [Pierre Amine Gemayel](#), Minister of Industry in [Lebanon](#), is [assassinated](#) in [Beirut](#).



[Wikinews](#) – [Recent deaths](#) – [More current events...](#)

On this day...

November 26:

- 1778 - The expedition led by [James Cook](#) (*pictured*) reached [Maui](#), the second largest of the [Hawaiian Islands](#).
- 1842 - The [University of Notre Dame](#) in [South Bend, Indiana](#), [United States](#) was founded by members of the [Roman Catholic Congregation of Holy Cross](#).
- 1922 - [Howard Carter](#) and [Lord Carnarvon](#) became the first people to enter the tomb of [Pharaoh Tutankhamun](#) in over 3000 years.
- 1942 - [World War II](#): [Josip Tito](#) and the [Yugoslav Partisans](#) convened the first meeting of the [Anti-Fascist Council of National Liberation of Yugoslavia](#) at [Bihać](#) in northwestern [Bosnia](#).



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search

Search input field with 'Go' and 'Search' buttons.

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- Deutsch
- Eesti
- Español

Wikipedia **pros and pitfalls**

Wikipedia, as we mentioned previously, is one of the most popular online encyclopedias on the net today. If you google a topic, a Wikipedia link will be in your first five hits.

Wikipedia is a successful interface because...

- Its clean, simple design.
- Its clear visual hierarchy.
- Its internal and external links are clearly defined.

Search Encarta

Go

*Exclusively for MSN Encarta Premium Subscribers. [Join Now](#)

Encarta has a main navigational bar at the top of its website for the encyclopedia... and everything else on MSN, thus complicating a simple encyclopedia search...

The screenshot shows the MSN Encarta website interface. At the top, there is a navigation bar with links for Home, Encyclopedia, Dictionary, Thesaurus, World Atlas, Multimedia, and Quizzes. Below this is a search bar with the text 'cheese' and a 'Go' button. A red circle highlights the search bar and the 'Go' button. Below the search bar, there is a promotional banner for MSN Encarta Premium Subscribers. The main content area displays search results for 'cheese', including a definition, a list of articles, and a dictionary entry. The dictionary entry for 'cheese' is highlighted with a red circle. On the right side of the page, there are several advertisements and links, including 'SPORTMAPS' and 'View the collections'.

... whereas Wikipedia is has it's navigational bar on the side, specific to different parts of the encyclopedia itself, with internal links clearly labeled.

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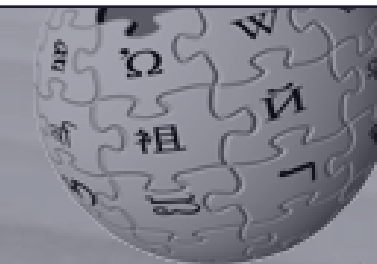
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Cheese

From Wikipedia, the free encyclopedia

For other uses of the term "Cheese" see Cheese (disambiguation).

Cheese is a solid food made from the curd of milk, usually animal milk, and an acidifying agent, such as lactic acid bacteria, as it can be stored for long periods and acidification. Bacteria acidify the milk throughout.

There are hundreds of types of cheese, ranging from soft butterfat contents, employing particular processing techniques, to hard cheeses, often with the addition of flavoring agents such as annatto. Cheeses are often the result of adding annatto. Cheeses are often the result of adding annatto. For a few cheeses, the milk is curdled by the addition of lactic acid, followed by the addition of rennet. Some are laboratory produced. Vegetarian alternatives are made from soybeans, a species of the *Cynara* thistle family.

The word *cheese* is derived from the Old English *ċese*.

Contents [hide]

- History
 - Origins
 - Ancient Greece/ Rome
 - Post-classical Europe
 - Modern era
- World production and consumption
- Cultural attitudes
- Types of cheese
 - Fresh Cheeses
 - Texture
 - Methods
 - Use of mold
 - Washing
- Health and nutrition
- Making cheese
 - Coagulation

Articles

Cheese



Cheese, nutritious food made from the milk of cows and other mammals, including sheep, goats, buffalo, reindeer, camels, yaks, and mares. Cheese is...

Streptococcus bacteria used in making cheese*



Streptococcus, genus of spherical, gram-positive, aerobic bacteria. The streptococci occur in pairs or chains, and some species are pathogenic in...

Cheddar, most popular cheese*

Cheddar (cheese), hard cow's milk cheese with a mild to sharp flavor and a white to bright orange color. Cheddar is the most widely produced and...

[+ See all search results in Articles \(64\)](#)

Dictionary

cheese

- solid food made from milk: a food made from the pressed curds of the milk of cows, sheep, goats, and some other animals. It can range from hard to semisoft, and from mildly acidic to sharp.
- whole cheese: an individual block of cheese

cheese (types of)


Brie, Camembert, chèvre, cottage cheese, cream cheese, curd, Danish blue, Dolcelatte, Gorgonzola, mascarpone, mozzarella, ricotta, Roquefort,...


Photos & more

In an attempt to make searching for alternative resources easier, Encarta further complicates search results by adding unnessacary multimedia links.

Searched for 'cheese'

Articles

Cheese
 Cheese, nutritious food made from the milk of cows and other mammals, including sheep, goats, buffalo, reindeer, camels, yaks, and mares. Cheese is...

Streptococcus bacteria used in making cheese*
 **Streptococcus**, genus of spherical, gram-positive, aerobic bacteria. The streptococci occur in pairs or chains, and some species are pathogenic in...


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Cheddar (cheese), hard cow's milk cheese with a mild to sharp flavor and a white to bright orange color. Cheddar is the most widely produced and...
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The multimedia has its own category. It also states where it is all located (in this case, all internal because they say Wiki), rather than being randomly sprinkled throughout the webpage, like Encarta.

... Association. Retrieved 28 February 2006.

[Cheese](#). Retrieved October 15, 2005.

... Association. Retrieved October 15, 2005.

[Cheese](#). Retrieved October 15, 2005.

[Why do we ask you to say "cheese"?](#). Retrieved October 15, 2005.

... Company. ISBN 0-89480-762-5.

(title). Scribner. ISBN 0-684-80001-2. pp 51-63, "Cheese"

[Part II: Knowing the Family of Cheese](#). Retrieved October 12, 2005.

[Food Science Cheese Site](#)

[Cheese](#) — The science behind homemade cheese.

[The History of Cheese](#), available freely at [Project Gutenberg](#)

... includes an extensive database of different types of cheese.

Find more information on **Cheese** by searching Wikipedia's [sister projects](#):

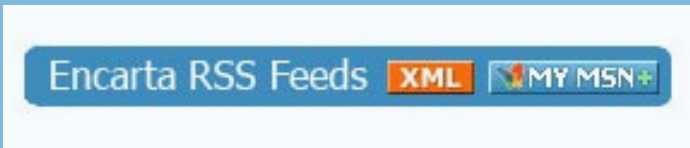
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What visual noise?



MSN sacrifices usability at the expense of it's advertising concerns- the result is the visual noise that makes it hard to navigate the site. The user has to sift through what is relevant and what is not- distracting them.

Encarta is full of visual noise...



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articles

cheese

search

multimedia

cheddar

search

-  videos
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Cheese

Cheese is a solid food made from the milk of cows, goats, sheep, and other mammals. It has historically been the most economically important component of the dairy industry, as it can be stored and transported more easily than fresh milk. Cheese is made by curdling milk using some combination of rennet (or rennet substitutes) and acidification. Bacteria acidify the milk and play a role in defining the texture and flavor of most cheeses. Some cheeses also feature molds, either on the outer rind or throughout. There are hundreds of types of cheese produced all over the world. Different styles and flavors of cheese are the result of using milk from various mammals or with different butterfat contents, employing particular species of bacteria and molds, and varying the length of aging and other processing treatments. Other factors include animal diet and the addition of flavoring agents such as herbs, spices or wood smoke. Whether the milk is pasteurized may also affect the flavor....

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I. History

Cheese is an ancient food whose origins predate recorded history. There is no conclusive evidence indicating where cheesemaking originated, either in Europe, Central Asia or the Middle East, but the practice had spread within Europe prior to Roman times and had become a sophisticated enterprise by the time the Roman Empire came into being. As Rome's influence receded, distinct local cheesemaking techniques emerged. This diversity reached its peak in the early industrial age and has declined somewhat since then due to mechanization and economic factors.

Cheese has served as a hedge against famine and is a good travel food. It is valuable for its portability, long life, and high content of fat, protein, calcium, and phosphorus. Cheese is lighter, more compact, and has a longer shelf life than the milk from which it is made. Cheesemakers can place themselves near the center of a dairy region and benefit from fresher milk, lower milk prices, and lower shipping costs. The substantial storage life of cheese lets a chee-

II. Origins

The exact origins of cheesemaking are debated or unknown, and estimates range from around 8000 BCE (when sheep were domesticated) to around 3000 BCE. Credit for the

conclusion

We believe our re-design of our website is better than Encarta's original design because it, like Wikipedia, is easy to navigate and has minimal visual noise. We added a feature that we liked in Wiki's page to our own; we made a specific "block" with clearly defined external multimedia links so they are available- but not cluttered within basic article information. We also gave the "block" its own search bar for quick access for users who may only be looking for an image or movie clip.