Publish and Preserve





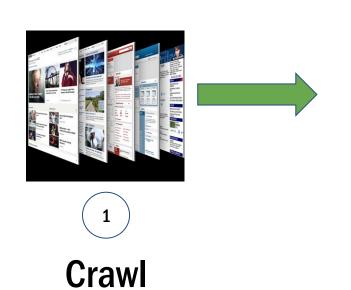
Recommendations to publish preservable information

How to preserve information collected from the Web

Robustify service

How do web archives work?

Web archiving workflow





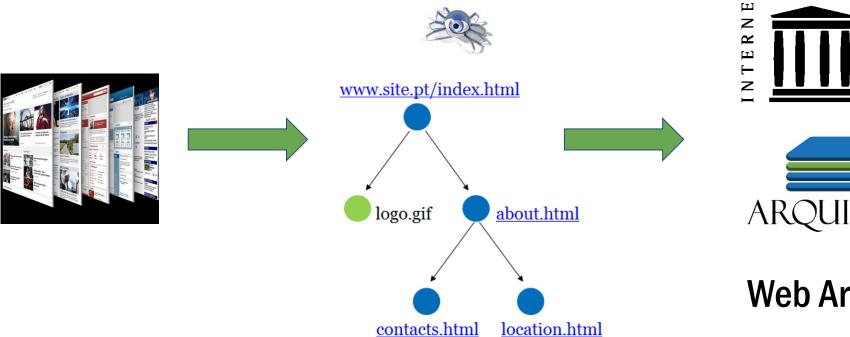




2

Replay

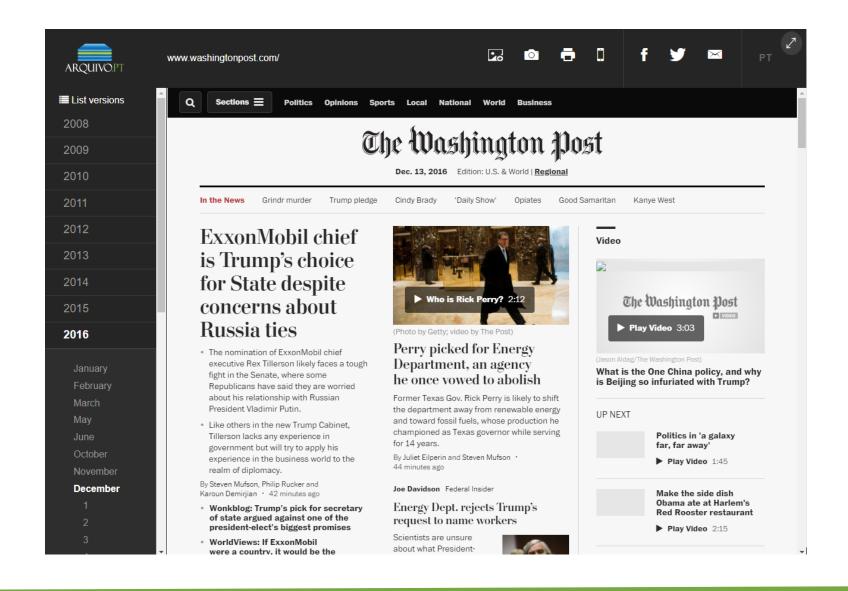
Crawls are performed by Robots



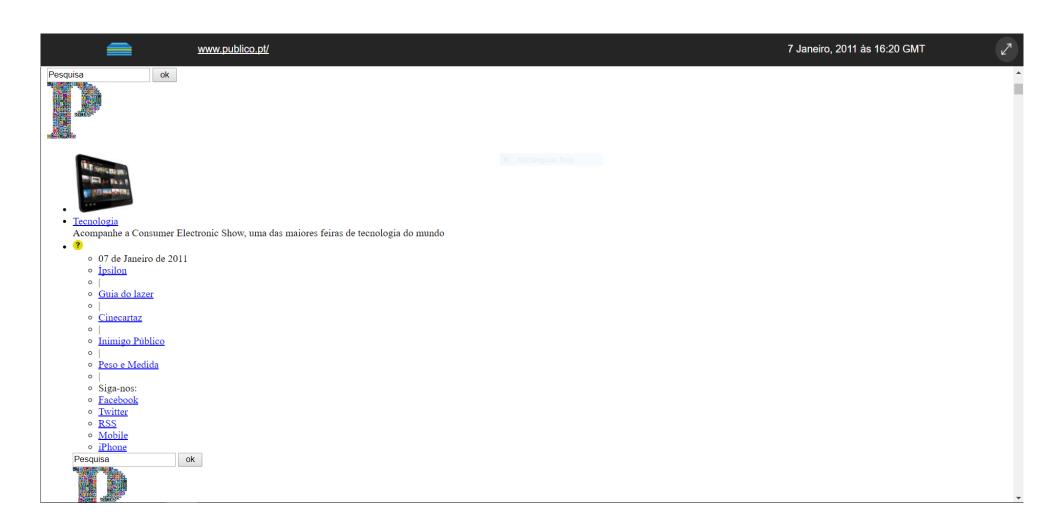


Web Archives

Replay of preserved pages



Sometimes, things go wrong. 😊



6

Recommendations to **publish preservable** information

Identify the publication date (#1)

Which is the publication date?



Identify the publication date (#1)

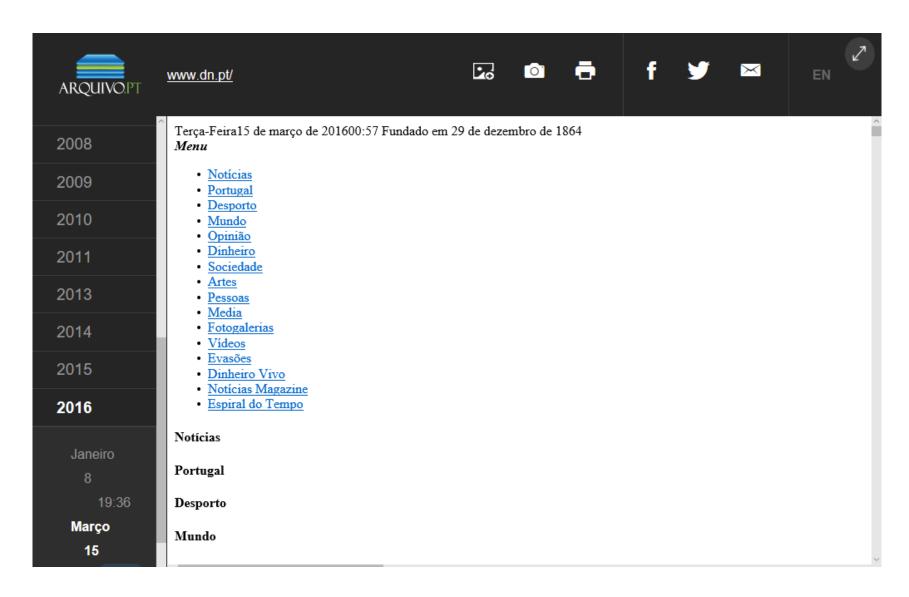


Allow web archive robots (robots.txt)#2

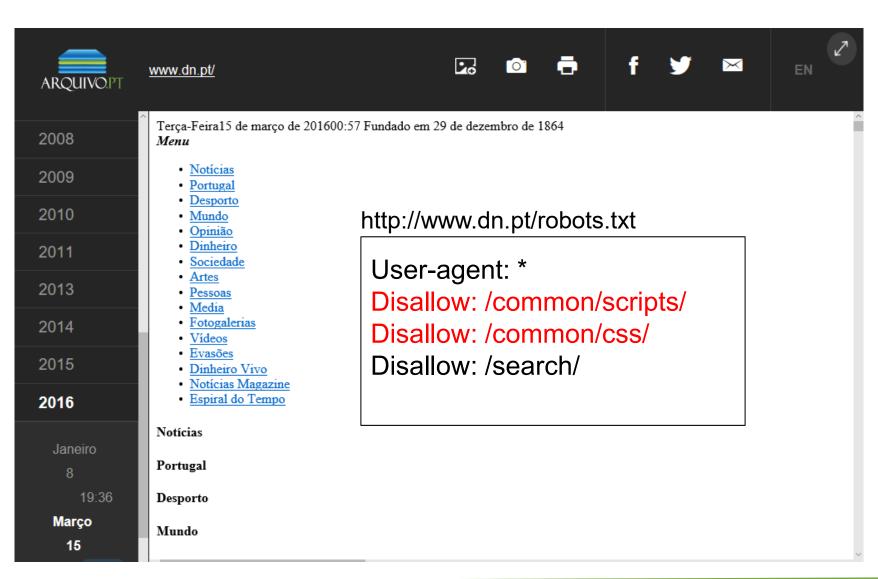
DN.pt: how it was (2016)



DN.pt: how it was preserved



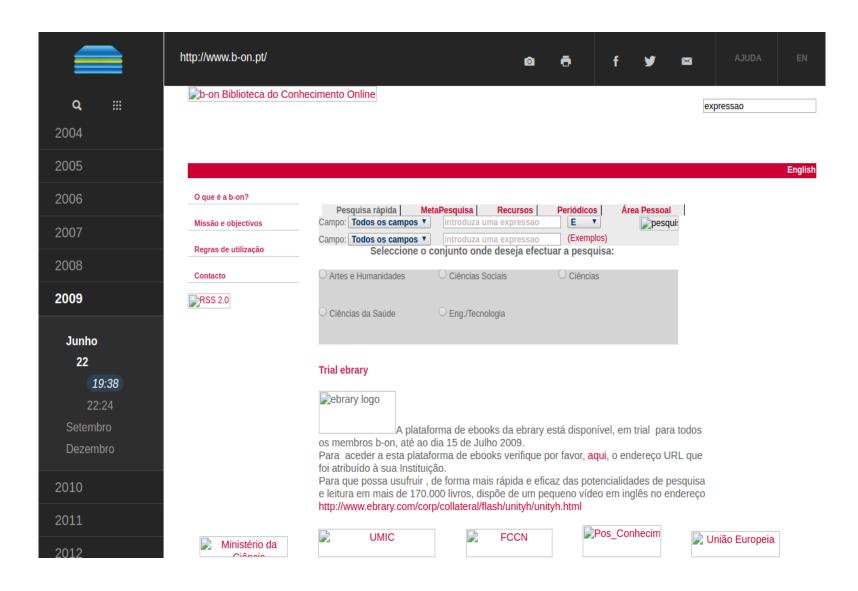
Robots Exclusion Protocol was the source of the problem



"**Disallowing** crawling of **Javascript** or **CSS** files in your site's robots.txt directly **harms** how well our algorithms render and index **your content** and can result in suboptimal rankings."

source: Google Webmaster Central Blog, <u>Updating our</u> technical Webmaster Guidelines

B-on.pt: how it was preserved



Default exclusions by the Content Management Systems (CMS) are the source of the problem



User-agent: *

Disallow: /administrator/

Disallow: /cache/

Disallow: /components/

Disallow: /editor/

Disallow: /help/

Disallow: /images/

Disallow: /includes/

Disallow: /language/

Disallow: /mambots/

Disallow: /media/

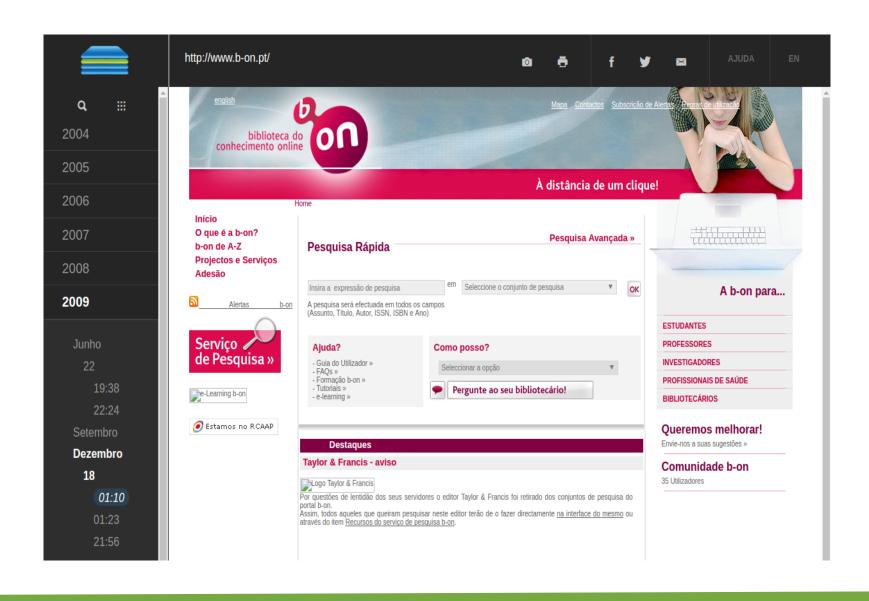
Disallow: /modules/

Disallow: /templates/

Disallow: /installation/

Disallow: /dmdocuments/

B-on.pt: *robots.txt* correctly configured



Allow access to Web Archives

Arquivo.pt robot is correctly identified.

User-agent: Arquivo-web-crawler

Disallow:



An Universal Resource Locator for each resource (#3)

Resources hidden behind forms

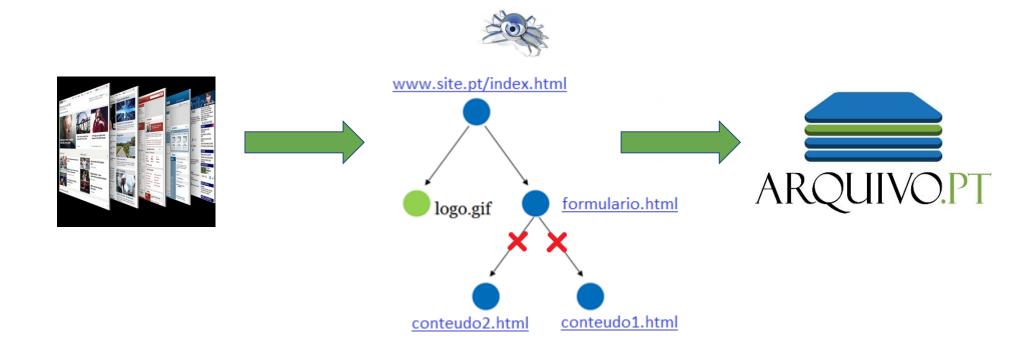


Resources hidden behind forms

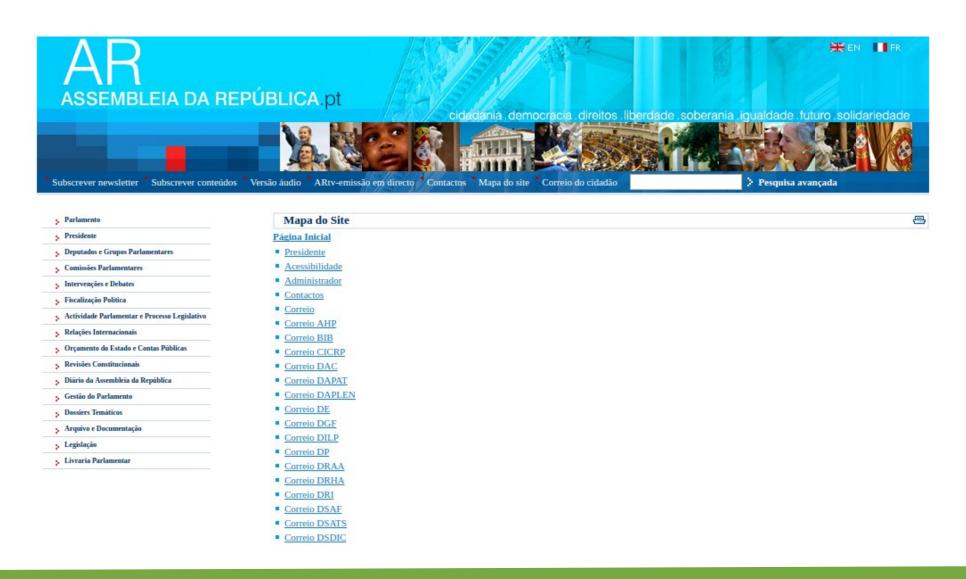


Pesquisar noutros arquivos

Resources hidden behind forms

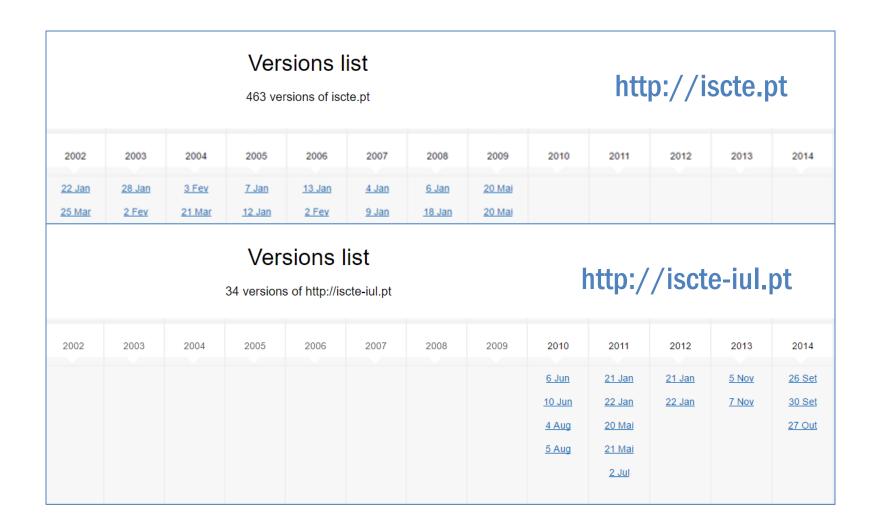


Site Maps help people (usability) and machines (SEO) to access the information



Maintain the same URL along time (#4)

Problem: broken timeline



Single unbroken timeline

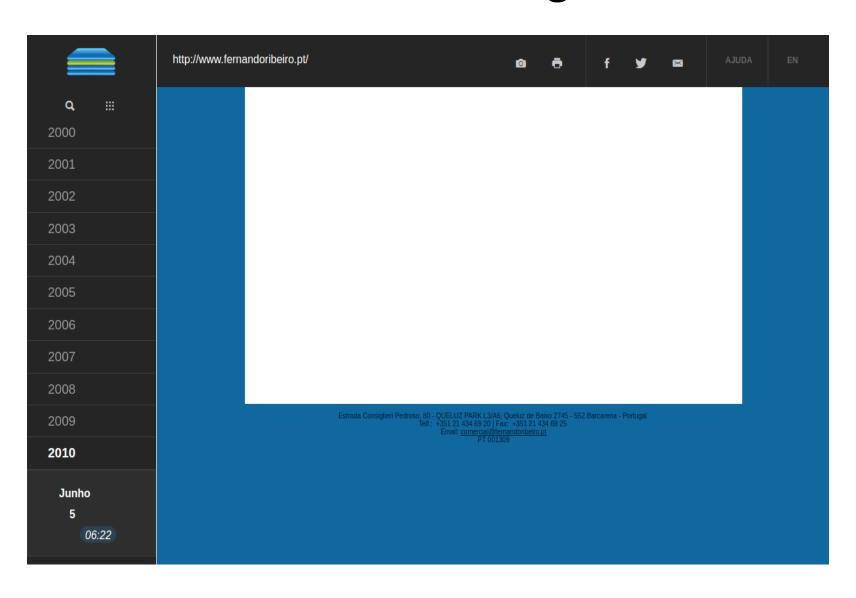
Versions list

463 versions of iscte.pt

2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<u>22 Jan</u>	28 Jan	3 Fev	7 Jan	<u>13 Jan</u>	4 Jan	<u>6 Jan</u>	20 Mai	31 Mai	<u>21 Jan</u>	<u>21 Jan</u>	5 Nov	<u>26 Set</u>
<u>25 Mar</u>	2 Fev	<u>21 Mar</u>	<u>12 Jan</u>	2 Fev	9 Jan	<u>18 Jan</u>	20 Mai	<u>6 Jun</u>	20 Mai	<u>22 Jan</u>	7 Nov	30 Set
25 Mai	<u>18 Fev</u>	21 Abr	<u>13 Jan</u>	<u>6 Fev</u>	<u>13 Jan</u>	<u>26 Jan</u>	21 Mai	5 Aug	22 Mai			
<u>27 Mai</u>	<u>24 Mar</u>	<u>5 Jun</u>	1 Fev	7 Fev	<u>19 Jan</u>	28 Jan	23 Jun					
<u>5 Jun</u>	<u>27 Mar</u>	<u>11 Jun</u>	4 Fev	2 Mar	21 Jan	<u>6 Fev</u>	24 Set					
<u>24 Set</u>	9 Abr	<u>11 Jun</u>	4 Fev	2 Abr	24 Jan	<u>15 Fev</u>	<u>26 Set</u>					
<u>27 Set</u>	<u>10 Abr</u>	<u>12 Jun</u>	8 Fev	<u>25 Abr</u>	<u>27 Jan</u>	<u>11 Mar</u>	<u>17 Dez</u>					
<u>13 Nov</u>	<u>10 Abr</u>	<u>14 Jun</u>	<u>8 Fev</u>	<u>27 Abr</u>	<u>5 Fev</u>	<u>14 Mar</u>	<u>18 Dez</u>					
<u>26 Nov</u>	<u>31 Mai</u>	<u>23 Jun</u>	<u>9 Fev</u>	2 Jun	<u>20 Fev</u>	21 Out						

Use **preservable** data formats (#5)

Problem: Flash usage



"It breaks with the Web's fundamental interaction principles"

NN/g Nielsen Norman Group

Evidence-Based User Experience Research, Training, and Consulting

Search

HOME

TRAININ

CONSULTING

REPORTS ARTICLES

ABOUT NN/G

Topics

E-commerce

Intranets

Mobile & Tablet

User Testing

Web Usability

See all topics...

Author

Jakob Nielsen

Don Norman

Bruce "Tog" Tognazzini

See all authors...

Recent Articles

Flash: 99% Bad

by JAKOB NIELSEN on October 29, 2000

Topics: Web Usability

Summary: Although multimedia has its role on the Web, current Flash technology tends to discourage usability for three reasons: it makes bad design more likely, it breaks with the Web's fundamental interaction style, and it consumes resources that would be better spent enhancing a site's core value.

About 99% of the time, the presence of Flash on a website constitutes a usability disease. Although there are rare occurrences of good Flash design (it even adds value on occasion), the use of Flash typically lowers usability. In most cases, we would be better off if these multimedia objects were removed.

Flash tends to degrade websites for three reasons: it encourages design abuse, it breaks with the Web's fundamental interaction principles, and it distracts attention from the site's core value.



http://www.occupyflash.org/

Choose a media format with:

Freely available, without legal rights that restrict its use.

A standard issue by an official organization (e.g. W3C).

Openly documented through a <u>public and free specification</u>. Widely used.

Read and written by several software platforms, including open-source technologies.

Not compressed or compressed without information loss.

Preservable media formats

Text

HTML, XHTML ou XML
Open Document Text (.odt)
PDF/A-1 ISO 19005-1 (.pdf)

Image

PNG (.png) JPEG2000

Video

AVI without compression (.avi)

Not preservable media formats

Text

Microsoft Word (.doc)

Images

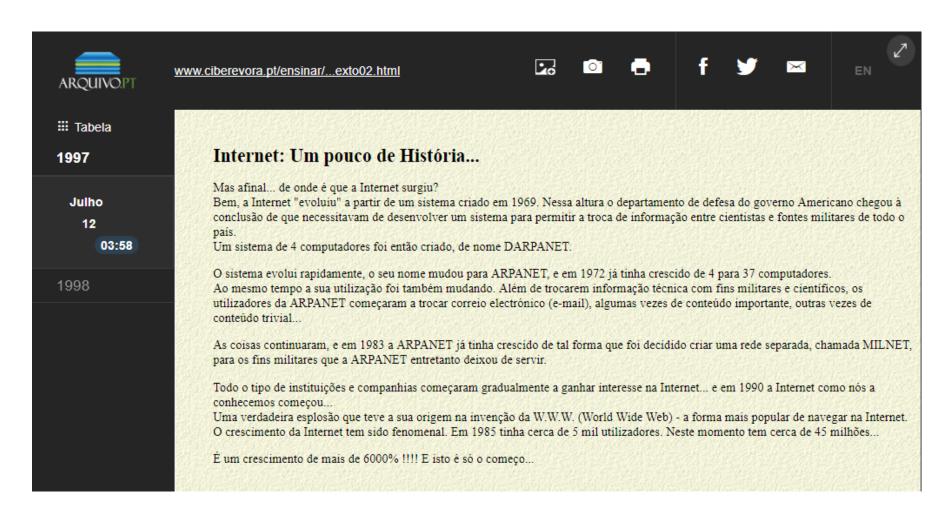
Macromedia Flash (*.swf) PhotoShop (.psd)

Video

Windows Media Video (.wmv)

Metadata to describe content (#6)

Who is the author? When was it published?



Metadata usage (Dublin Core)

```
<meta name="DC.Type" content="Text" />
<meta name="DC.Creator" content="Daniel Gomes" />
<meta name="DC.Date.Created" content="2009-08-21" />
<meta name="DC.Date.Modified" content="2009-11-10" />
```

This information summarizes, enrich or completes the contents adding more value to the information.

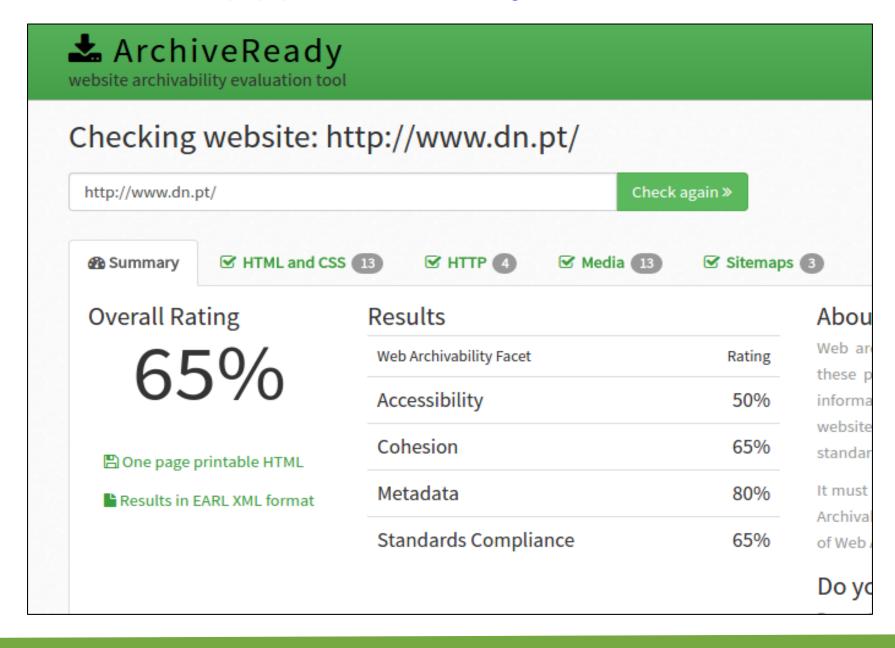
Computers can use this information.

Recommendations to avoid preservation problems

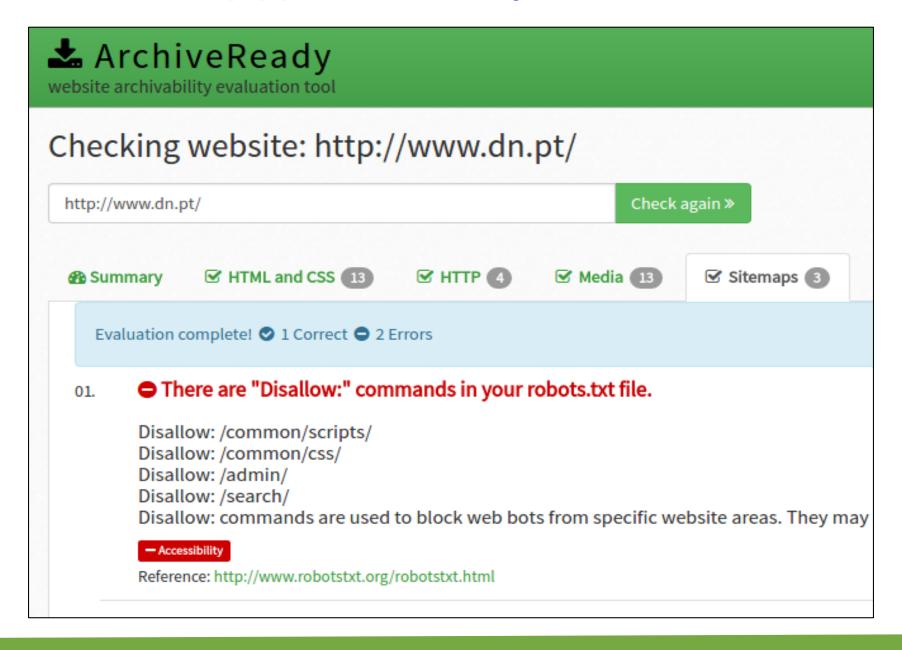
- 1. Identify the publication date
- 2. Allow web archive robots
- 3. An Universal Resource Locator for each resource
- 4. Maintain the same URL along time
- 5. Use **preservable** data formats
- 6. Metadata to **describe** content

How preservable is a website?

http://archiveready.com



http://archiveready.com



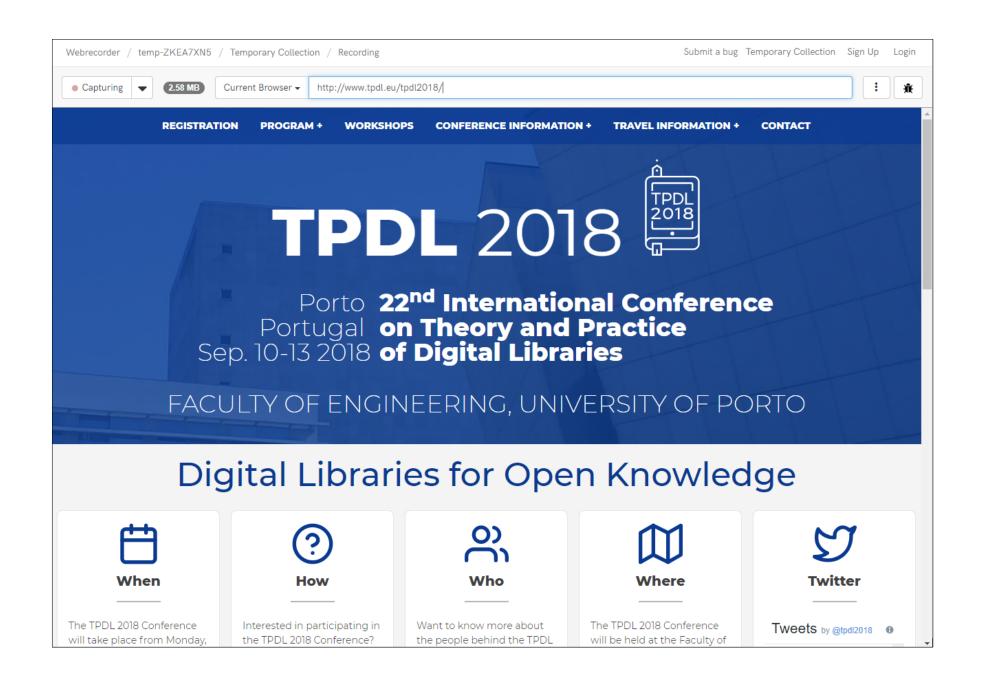
Create your own Web Archive

Web Recorder

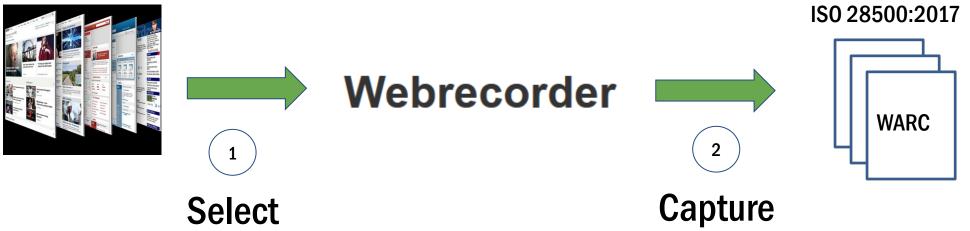


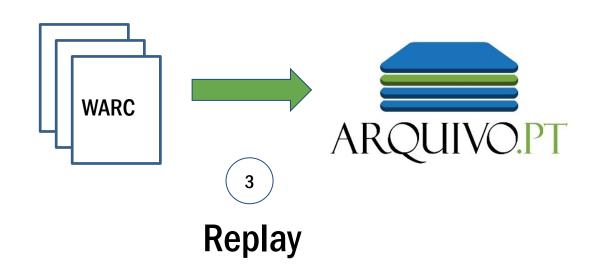
https://webrecorder.io

A Project By RHIZOME



WARC (Web ARChive)

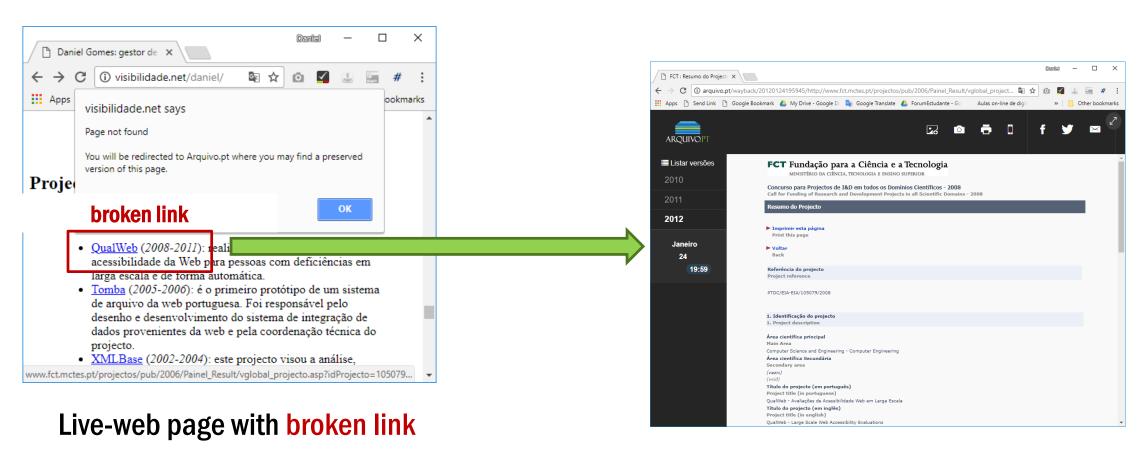




Robustify

Minimizes errors due to broken links, redirecting to a webarchived resources

robustify.arquivo.pt: broken links redirect to preserved pages @Arquivo.pt



Users follow link to preserved page at Arquivo.pt

How to use robustify in your website

Insert this snippet of code in your website:

```
<script src="http://robustify.arquivo.pt/robustifyArquivoPT.js"></script>
<script> robustify({}); </script>
```

Recommendations: arquivo.pt/recommendations daniel.bicho@fccn.pt

