

The national
geographic society.
national geographic
website



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The National Geographic Society was founded in 1888. It is one of the largest non-profit scientific and educational s in the world. The interests of the organization include geography, archeology, natural science and the promotion of environmental and historical conservation (Nationalgeographic). Due to the popularity of national geographic the organization has a presence on the internet through its website. The website of the organization has lots of information. There are a lot of pictures in the home page of animals. The beautiful animals illustrated in the website connect the viewers of the website with nature. At the top of the website there are eight primary links that allow the users to visit different parts of the website. The eight primary links are photography, animals, environmental, travel, adventure, nageotv, kids, and video. The photography section has lots of different pictures of animals, nature, landscapes, among other things. The kids section has educational games children can play. The travel section has images and information about the cultures of different parts of the world. Below the primary links at the top there are secondary links in yellow. The secondary links take the users to different segments of the website. The secondary links are daily news, the magazine, maps, science, education, games, music blogs, movies, in the field, mobile, and newsletters. The daily news segment has lots of interesting articles. I read an article that stated that being bilingual delays aging effects. In the maps section there are different interactive 3D maps of the world. The magazine link has the current issue of the National Geographic magazine for the month of March 2011. The issue can be read online free of charge. The mobile section has different application for smartphones. The newsletter link allows the users of the website to sign up for a national geographic email

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newsletter. The games link has multiple games that the user of the website can play online. In the right hand side of the website there are more links with articles, photos and information. There is also a daily pop quiz and a link to donate money to help protect endangered places. The primary and secondary links at the top repeat themselves at the bottom with an additional 16 links available to navigate different parts of the website. I liked visiting the National Geographic website. A positive aspect of the website is that there are very few advertisements. I do not like when website bombard the viewer with ads. The fact that the website has the current issue of the National Geographic magazine is a value added proposition for the users of the website. The photos and images that were displayed throughout the website makes navigating the website very entertaining. My favorite segment of the website is the animals segment. The website has lots of valuable information. Despite the positives of this website there are also some negative aspects. The website simply has way too much information. There are too many links which at times makes the website a bit confusing. The website has an information overload. Work Cited Page
Nationalgeographic. com. 2011. " About Us". 19 February 2011.