

Способы структурирования данных и виды навигации сложных сайтов СМИ

Сергей Протопопов

Что вы узнаете из доклада?

- Какие сложности в организации данных
- Принципы организации информации
- Способы структурирования данных
- Виды навигации в сложных сайта СММ

Зачем это всё?

- Узнаем как можно организовать разнородные данные
- Как помочь пользователю перемещаться по сайту
- Увидим какие виды навигации используются на сайтах СММ



Какие сложности в организации данных?



Двусмысленность





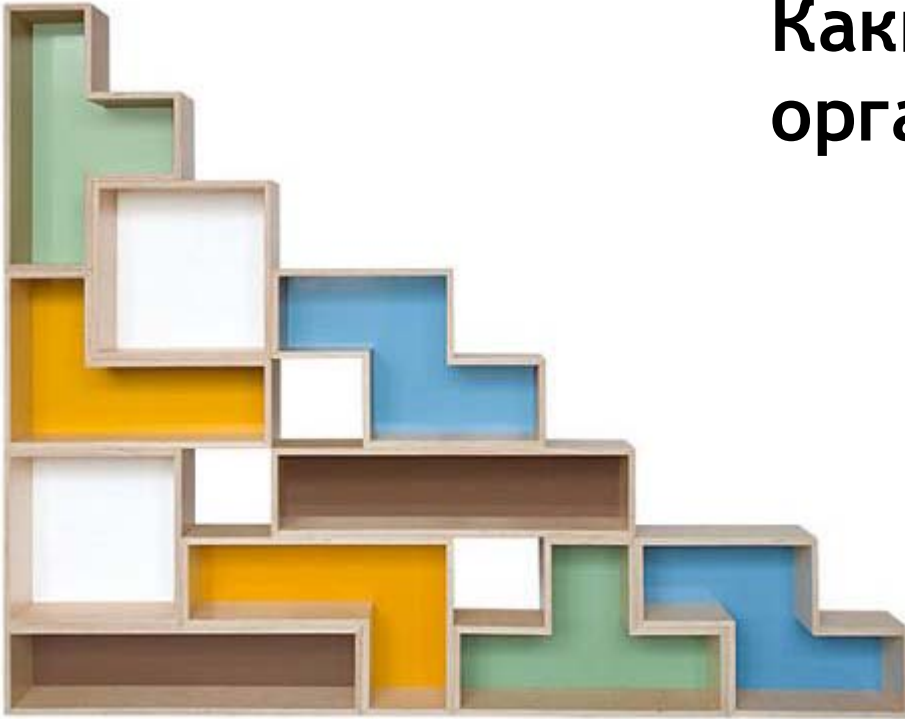
Различия во взглядах



Внутренняя политика



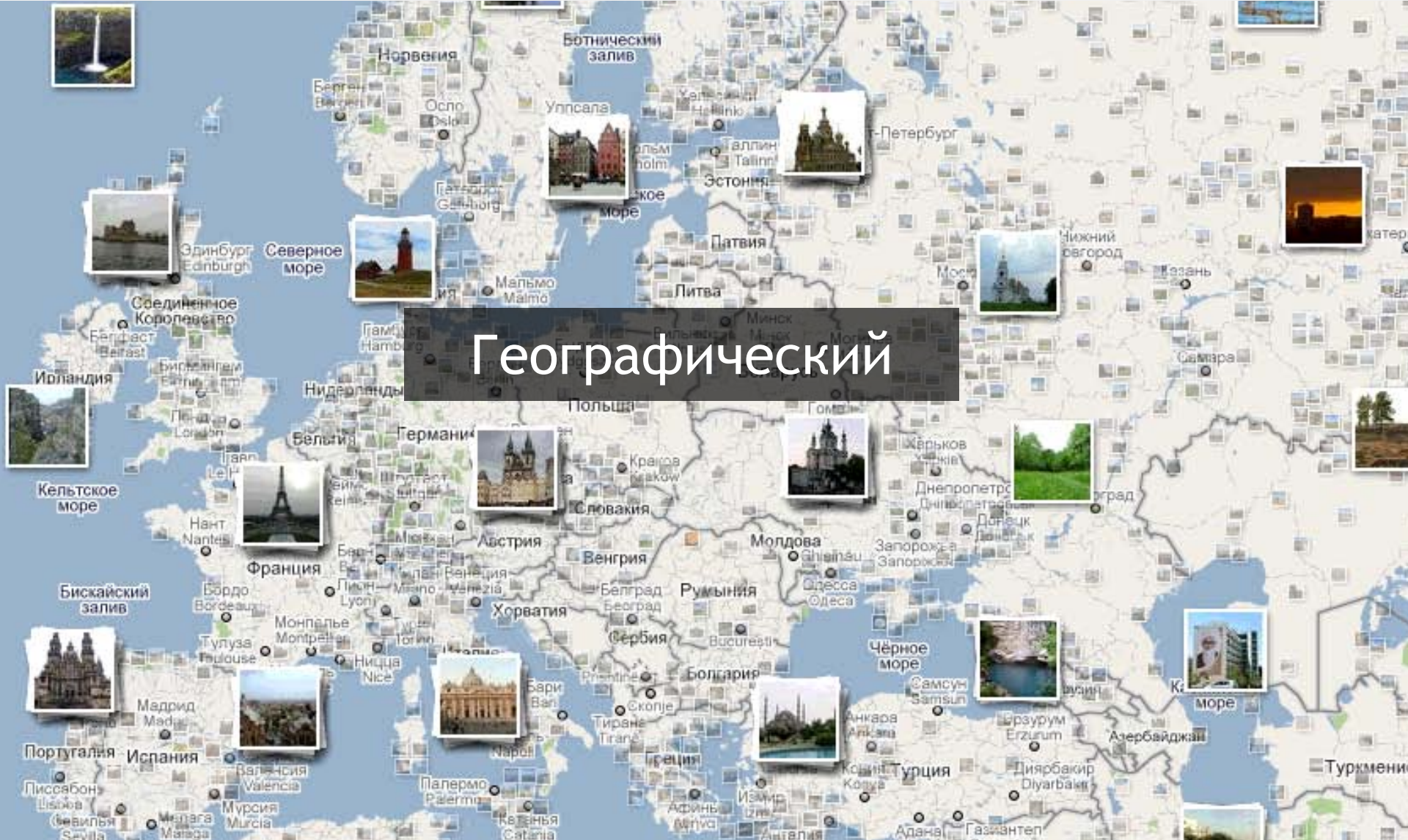
Какие есть способы организации информации?



Хронологический

1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004





Тематический



Ролевой



Проблемный



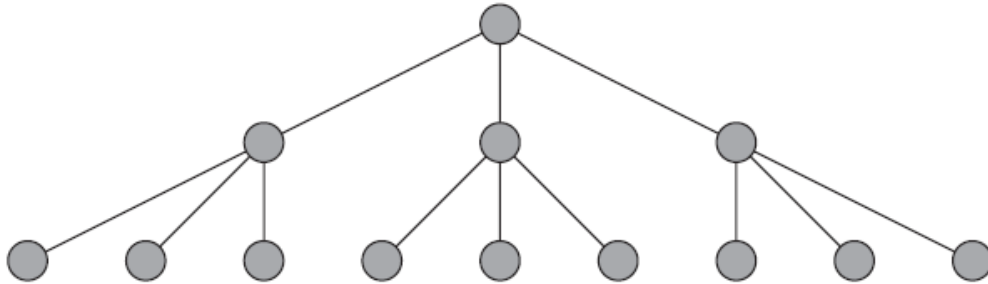


Классовый

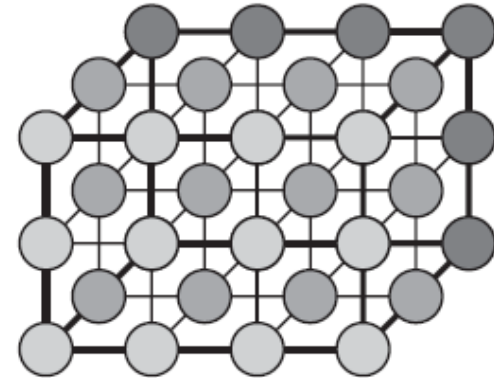
Атрибутный



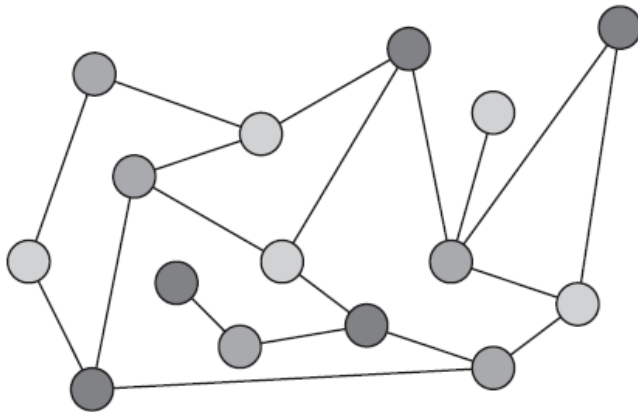
Способы структурирования данных



Иерархическая



Матричная



Органическая



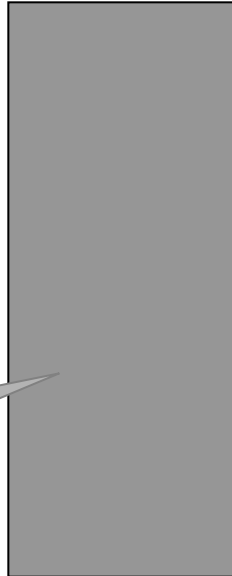
Последовательная

Типы систем навигации по сайту

Глобальная



Локальная



Контекстная



Дополнительная

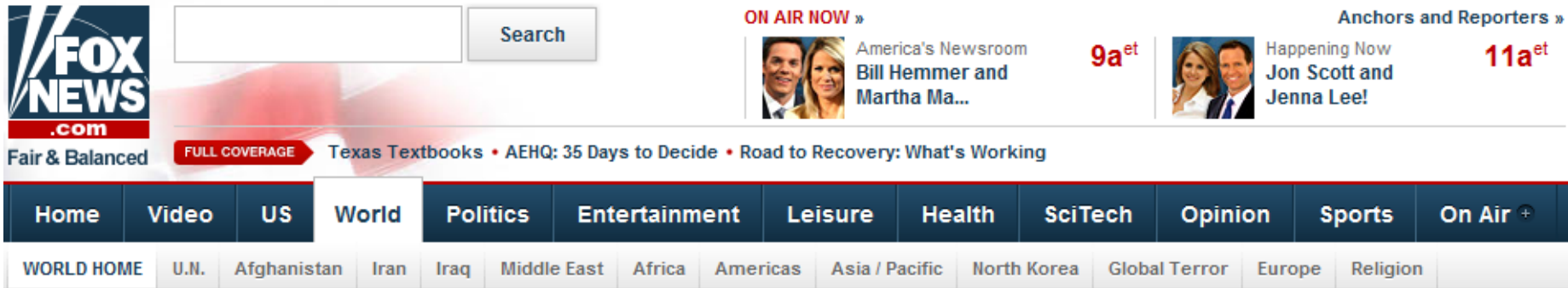


Сервисная



Навигация на международных сайтах СМИ

www.foxnews.com



The screenshot shows the top navigation bar of the Fox News website. On the left is the Fox News logo. To its right is a search bar with a 'Search' button. Further right, there are two 'ON AIR NOW' sections. The first features a photo of Bill Hemmer and Martha Marrett Quinn, with the text 'America's Newsroom Bill Hemmer and Martha Ma...'. The second features a photo of Jon Scott and Jenna Lee, with the text 'Happening Now Jon Scott and Jenna Lee!'. Below these are two time slots: '9a^{et}' and '11a^{et}'. At the bottom of the navigation bar, there is a 'Fair & Balanced' tagline, a 'FULL COVERAGE' button, and a list of topics: 'Texas Textbooks', 'AEHQ: 35 Days to Decide', and 'Road to Recovery: What's Working'. The main navigation menu consists of a row of dark blue buttons: 'Home', 'Video', 'US', 'World', 'Politics', 'Entertainment', 'Leisure', 'Health', 'SciTech', 'Opinion', 'Sports', and 'On Air +'. Below this is a secondary row of lighter blue buttons for regional navigation: 'WORLD HOME', 'U.N.', 'Afghanistan', 'Iran', 'Iraq', 'Middle East', 'Africa', 'Americas', 'Asia / Pacific', 'North Korea', 'Global Terror', 'Europe', and 'Religion'.

www.nytimes.com



The screenshot shows the top navigation bar of the New York Times website. At the top left are links for 'HOME PAGE', 'TODAY'S PAPER', 'VIDEO', 'MOST POPULAR', and 'TIMES TOPICS'. At the top right are links for 'Try Times Reader today', 'Log In', 'Register Now', 'Help', and 'TimesPeople'. Below these is the 'The New York Times' logo and the date 'Sunday, October 3, 2010'. To the right of the logo is a search bar with the text 'Search All NYTimes.com' and a 'Go' button. The main navigation menu consists of a row of light blue buttons: 'WORLD', 'U.S.', 'N.Y. / REGION', 'BUSINESS', 'TECHNOLOGY', 'SCIENCE', 'HEALTH', 'SPORTS', 'OPINION', 'ARTS', 'STYLE', 'TRAVEL', 'JOBS', 'REAL ESTATE', and 'AUTOS'. Below this is a secondary row of lighter blue buttons for regional navigation: 'AFRICA', 'AMERICAS', 'ASIA PACIFIC', 'EUROPE', and 'MIDDLE EAST'. A mouse cursor is pointing at the 'ASIA PACIFIC' button.

www.reuters.com



EDITION:
U.S.

**News
& Markets**

**Sectors
& Industries**

**Analysis
& Opinion**

Markets

- U.S. Markets
- Global Markets
- Indices
- Deals
- M&A
- Private Capital
- Regulation
- Small Business
- Green Business
- Economy
- Stocks
- Hot Stocks
- Funds
- Currencies
- Commodities
- Futures
- Bonds
- Analyst Research
- Alerts
- Portfolio

» All Markets

U.S. & World News

- U.S.
- World
- Technology
- Politics
- Health
- Housing Market
- Healthcare Reform
- Media
- G20
- Science
- Lifestyle
- Entertainment
- Oddly Enough
- Sports
- Film
- Music
- Television
- Fashion

» All U.S. & World News

Today's Hot Topics

Election 2010 U.S. Open 2010 Hewlett-Packard State Budgets Housing Market

DOW	NASDAQ	S&P 500	TR US INDEX	» All Indices
-140.92	-33.66	-15.67	-1.46	
10,009.73	2,119.97	1,048.92	94.86	

Multimedia

- Pictures
- Videos

Around the Globe



Countries in Focus

- Afghanistan
- China
- Iran
- Pakistan
- North Korea
- Russia

» All Countries

www.nationalgeographic.com



Inspiring people to care about the planet since 1888 | [Learn More »](#)

SUBSCRIPTIONS

Search

[HOME](#) [PHOTOGRAPHY](#) [ANIMALS](#) **[ENVIRONMENT](#)** [TRAVEL](#) [ADVENTURE](#) [NATGEOTV](#) [KIDS](#) [VIDEO](#) [SHOP](#)

[Environment Home](#) | [Energy](#) | [Freshwater](#) | [Global Warming](#) | [Habitats](#) | [Natural Disasters](#) | [The Ocean](#) | [The Green Guide](#)



**Air
Conditioning
Quiz**

[The Green
Guide](#)

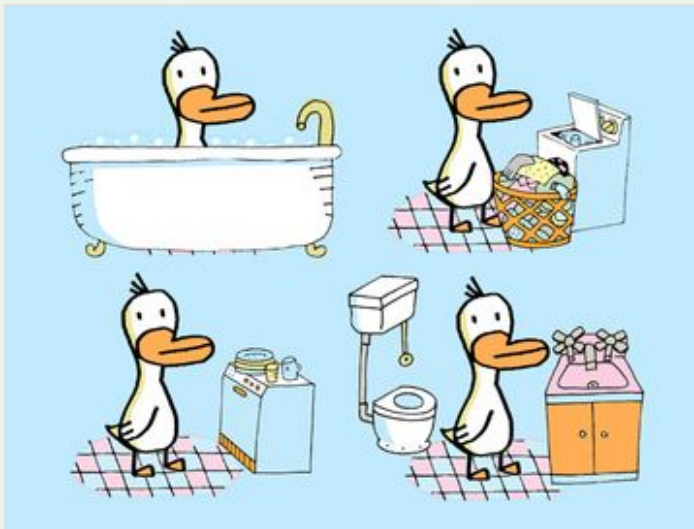
[Smart Travel Quiz](#)

[Summer Guide](#)

[Buying Guides](#)

[The Green Guide
Blog](#)

New in Environment



Water Footprint Calculator

Take a water tour with us through your home, garden, and stuff! Then pledge to cut your water footprint by 20 percent.

Environment News



**Blog: BPA Linked to Higher
Testosterone Levels**



**Hurricane Earl's Path to Skirt
U.S.**

[Environment
Photos](#)

[Grasslands,
Prairies, and
Savannas](#)

[Tsunamis](#)

[Volcanoes](#)

[Hurricanes](#)

[Environment
Video](#)

[Katrina Day by Day](#)

[Tornadoes 101](#)

www.guardian.co.uk

Consumer publisher of the year | 2 October 2010 | Last updated five minutes ago

Search


guardian.co.uk

Weather | London



18°C

[News](#) | [Sport](#) | [Comment](#) | [Culture](#) | [Business](#) | [Money](#) | [Life & style](#) | [Travel](#) | [Environment](#)

[News](#) > [Politics](#) > [Politics Weekly](#)

www.msnbc.msn.com

be aware of their surroundings and to adopt appropriate safety
," according to the alert.

which could have broader implications including a stronger
s, and wasn't intended to urge travelers to stay away from
the Obama administration had viewed that as an

ect business travel. But there hadn't
m European leaders, who privately
uropean official said.

in Europe at any one time, including
ance and liability reasons, many U.S.
will not send students to countries for

den is behind the terror plots to
ld be the most operational role that bin Laden ha:

the heart of an al-Qaida-linked terror plot agains

[More U.S. news](#)



NYT: Drug smugglers burrow on the border

As enforcement efforts have increased
and border barriers have been built,

[Nogales, Ar](#)

[The widen](#)

[Growing p](#)

[NYT: Las V](#)

[Thousand:](#)



Jump to video

U.S. issues travel
alert for Europe



www.bbc.co.uk

More on This Story

Related stories

[Monkeys roped in for Delhi Games](#) 29 SEPTEMBER 2010, SOUTH ASIA

['No row' over Delhi Games opening](#) 27 SEPTEMBER 2010, SOUTH ASIA

[Sex trafficking fears over Games](#) 30 SEPTEMBER 2010, SOUTH ASIA

[Games' village 'ready by midweek'](#) 26 SEPTEMBER 2010, SOUTH ASIA

[Games head says more work needed](#) 25 SEPTEMBER 2010, SOUTH ASIA

Related Internet links

[Commonwealth Games](#)

[Commonwealth Games Federation](#)

More South Asia stories



[Afghan security firms 'disbanded'](#)

Afghanistan announces the disbanding of eight private security companies, as part of a presidential overhaul of security.

[Pakistan drone attacks kill nine](#)

[Police beat Kashmiri journalist](#)

www.nytimes.com

Related Searches

- [Smuggling](#)
- [Drug Abuse and Traffic](#)
- [Border Patrol \(US\)](#)
- [Arizona](#)

- [+ Get E-Mail Alerts](#)
- [+ Get E-Mail Alerts](#)
- [+ Get E-Mail Alerts](#)
- [+ Get E-Mail Alerts](#)

INSIDE NYTIMES.COM



MOVIES »



Katherine Heigl, The Unwilling Diva

OPINION »



Levy and Pericoli: North London Daydreams

WEEK IN REVIEW »



A Photo Exhibit, From the Dear Leader

FASHION & STYLE »



Weddings and Celebrations

OPINION »


Op-Ed: Games India Isn't Ready to Play
The fiasco of the Commonwealth Games shattered illusions of the country's progress, Pankaj Mishra writes.

T MAGAZINE »



Fall Design 2010

[Home](#) | [World](#) | [U.S.](#) | [N.Y. / Region](#) | [Business](#) | [Technology](#) | [Science](#) | [Health](#) | [Sports](#) | [Opinion](#) | [Arts](#) | [Style](#) | [Travel](#) | [Jobs](#)

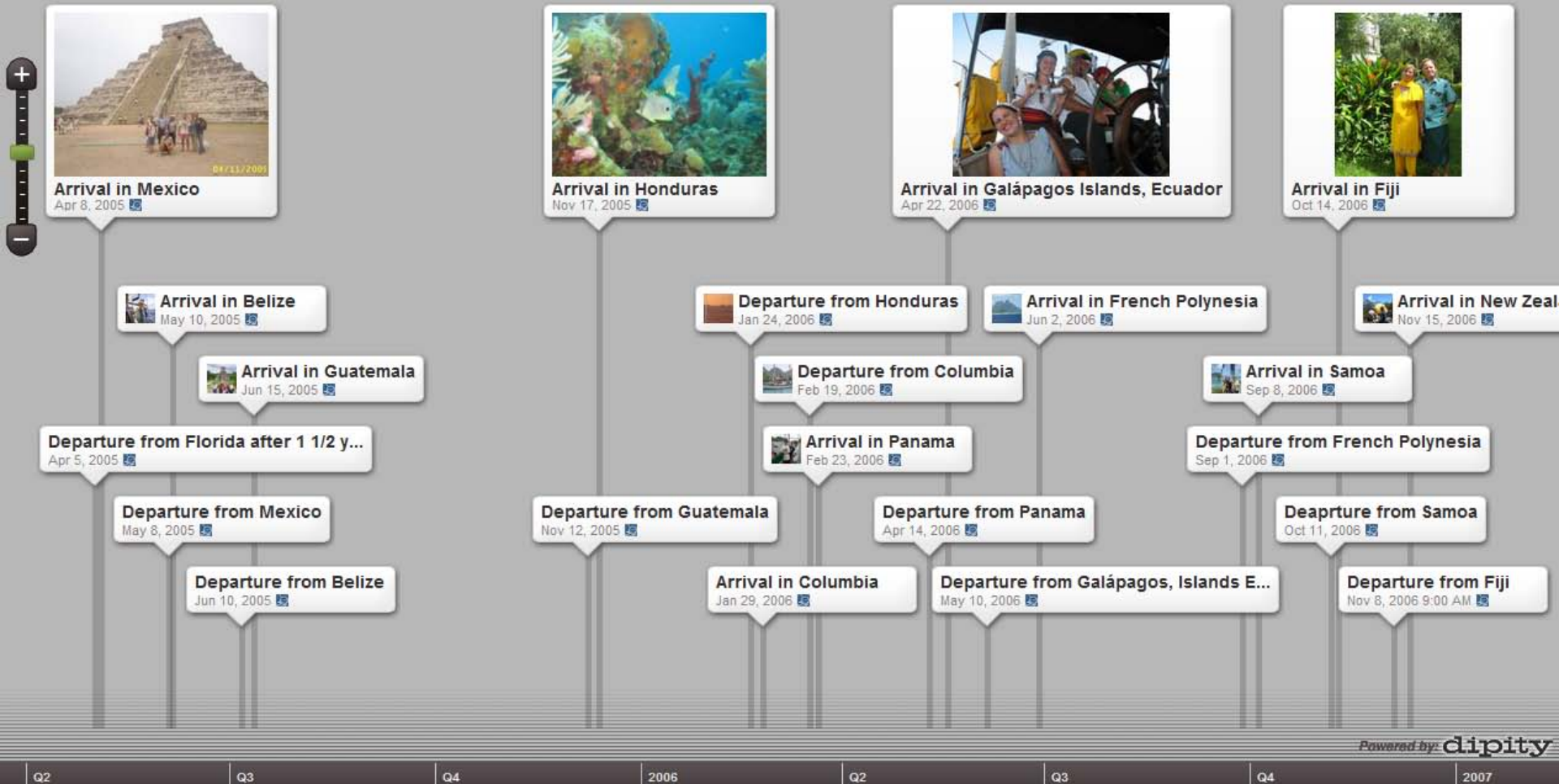
Copyright 2010 The New York Times Company | [Privacy](#) | [Terms of Service](#) | [Search](#) | [Corrections](#) |  [RSS](#) | [First Look](#) | [Help](#) | [Content](#)

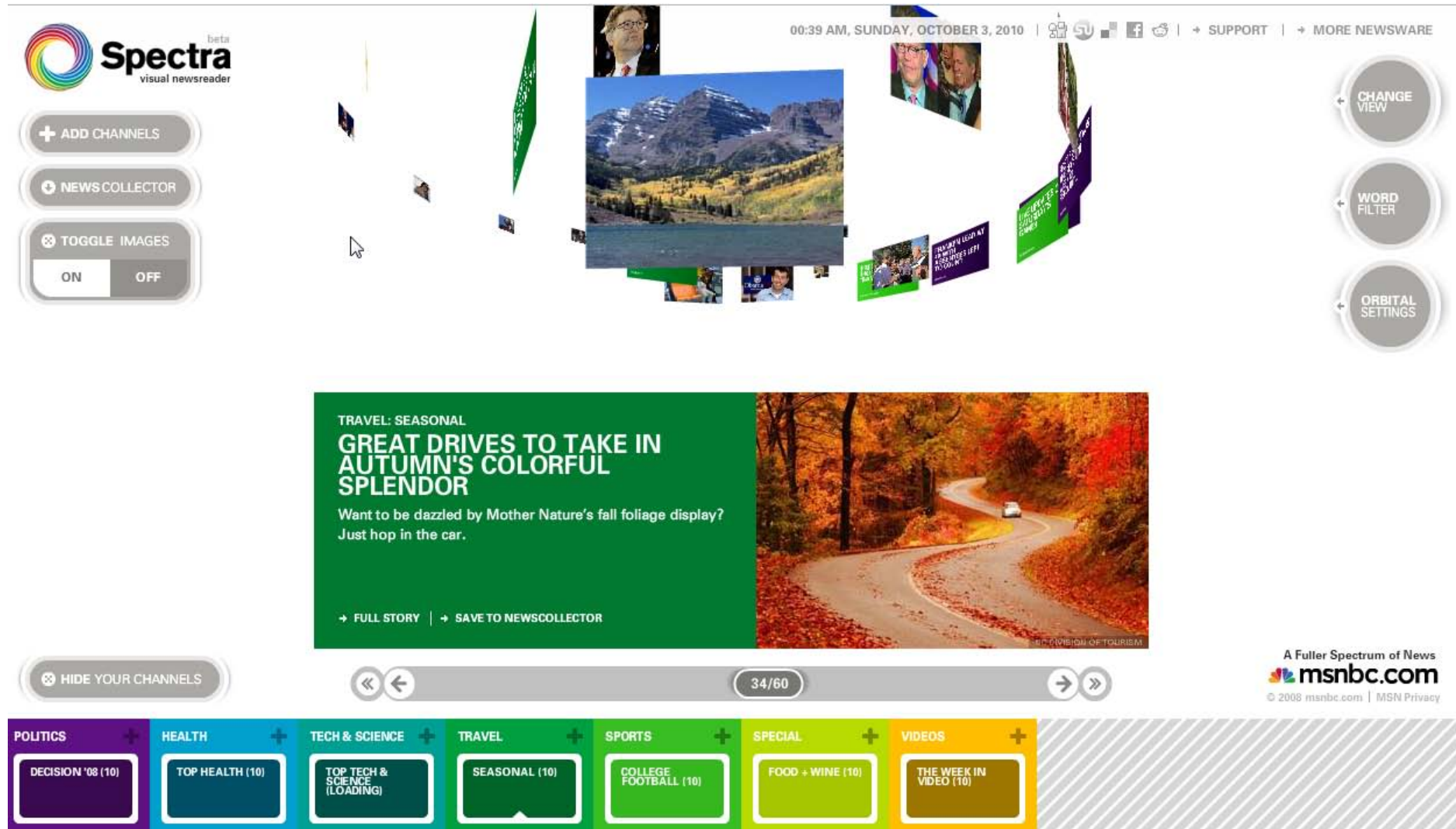
MORE IN WORLD (9 OF 31 ARTICLES)

U.S. Issues Terrorism Alert for Travel to Europe


[Read More »](#)

www.dipity.com





Spectra beta
visual newsreader

00:39 AM, SUNDAY, OCTOBER 3, 2010 |  | [SUPPORT](#) | [MORE NEWSWARE](#)

+ ADD CHANNELS

NEWS COLLECTOR

TOGGLE IMAGES
ON OFF

CHANGE VIEW

WORD FILTER

ORBITAL SETTINGS

TRAVEL: SEASONAL
**GREAT DRIVES TO TAKE IN
AUTUMN'S COLORFUL
SPLENDOR**

Want to be dazzled by Mother Nature's fall foliage display?
Just hop in the car.

[→ FULL STORY](#) | [→ SAVE TO NEWSCOLLECTOR](#)

HIDE YOUR CHANNELS

34/60

A Fuller Spectrum of News
msnbc.com
© 2008 msnbc.com | [MSN Privacy](#)

POLITICS +
DECISION '08 (10)

HEALTH +
TOP HEALTH (10)

TECH & SCIENCE +
TOP TECH & SCIENCE (LOADING)

TRAVEL +
SEASONAL (10)

SPORTS +
COLLEGE FOOTBALL (10)

SPECIAL +
FOOD + WINE (10)

VIDEOS +
THE WEEK IN VIDEO (10)

msnbcmedia.msn.com/i/msnbc/components/spectra/spectra.html

Спасибо за внимание