

## The Colors of the National Web:

### Visual Data Analysis of the Historical Yugoslav Web Domain

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The thesis examines the use of visual data analytics as a primary source for historical investigation of national Webs using Web archives. It empirically analyzes all graphically designed images extracted from websites hosted in the historical domain of the former Yugoslavia, .yu, and archived by the Internet Archive between 1997 and 2000, while aiming to assess the utility and value of visual data analytics as a measure of nationality of a Web domain. The findings show that only 23.5% of websites of the .yu domain in the studied years had their graphically designed images properly archived. During the analysis of the archived images, significant differences were observed between the color palettes of sub-domains (commercial, organizational, academic, and governmental), as well as between Montenegrin and Serbian websites. Although the resemblance of the domain's colors to the colors of the national flag of Yugoslavia decreased over time, a significant spike in the use of national colors that correlate with major developments on the Kosovo frontier was detected.