There are five application types of Web 2.0: blogs, social networking services, online communities, forums/bulletin boards, and content aggregators. The two I will focus on in this discussion are content aggregators and social networking services. An example of a content aggregator is Google News <https://news.google.com/topstories?hl=en-US&gl=US&ceid=US:en> and for social networking services, I will use YouTube <https://www.youtube.com/>. Google News aggregates news articles from various news outlets from around the world and lists them under different topics, such as politics, entertainment, science, and technology. The home page can be customized to your preferences based on your geographic location and favorite topics. YouTube, on the other hand, is a social media platform where a user can browse different videos called channels from various content creators based on a host of topics. Users can comment on videos under the comment section or through live streams. They can also interact with content creators through these means as well as through sites the content creators link on their channel.

YouTube utilizes e-commerce by allowing content creators to upload videos that advertise a service or products that they offer. Content creators can also sell merchandise on the platform directly to its users. Advertisers can place ads on content creator’s videos that will link users to their sites as well. At first glance, Google News appears to not promote e-commerce, but once you click the links, most, if not all of the links will offer monthly subscription services. It’s kind of a free advertising service for news sites that would otherwise not generate traffic from users half way around the world.