**Project 2: Multi-Media and Interactivity**

After reviewing some popular websites, I have some reflections on the quality and effectiveness of each of them. Some of the strengths of these websites are the visual layout. Most of the sites with a simple and clean design are appealing to the users. Some of them get too cluttered and the users become distracted and “turned off.” One of the better designs and layouts is You tube. You tube does a good job using visual thumb nails that you can hover over to see clips of the video. Face Book’s strengths are with the navigation. Face Book includes lots of easy-to- understand and readable links and buttons. There are some draw backs to some of these sites. The search feature in You tube can be challenging to find exactly what you are looking for. Typically, you need to spell or know the channel perfectly especially for the less known or popular channels. These sites are also good with their responsive web design allowing you to access their content on mobile devices as well as desktops and PCs.

These websites are very good at keeping clients engaged. Most, if not all of them, either allow you to create an account, or force you to create an account. Once users have created an account, they are able to like, follow, subscribe, etc. to many channels, pages, topics of their choice. This gives users the ability to filter the content to things that interest them. Some of the examples include following “Mr. Beast” on YouTube. Another way that these sites retain their audience is by offering notifications. An example would include receiving a notification via cell phone or email every time “Mr. Beast” uploads a video to You Tube.

These sites earn money in many ways. Some of the obvious ways are that they sell ad space to clients. They also usually use their algorithm to target certain users with each ad. Tracking cookies and selling personal information such as browser history and more.