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### Title: Case Study of WordPress

- Introduction:

WordPress is a widely-used open-source content management system (CMS) that powers millions of websites and blogs around the world. This case study explores the history of WordPress, its developmental models, licensing, mode of funding, and its applications in both commercial and non-commercial contexts.

- History:

WordPress was founded by Matt Mullenweg and Mike Little in 2003 as a fork of an earlier project called b2/cafelog. It was developed to provide an easy-to-use platform for bloggers. Over the years, WordPress has evolved into a versatile CMS that can be used for a wide range of websites, including blogs, e-commerce sites, portfolios, and more. Its community-driven development approach has led to continuous improvements and innovations.

- Understanding the Developmental Models:

WordPress follows an open-source and community-driven developmental model. This means that the source code is freely available to the public, and anyone can contribute to its development. The WordPress community is a diverse group of developers, designers, and users who collaborate to improve the platform. It operates under a meritocracy, where contributions are recognized and integrated based on their quality and value.

- Licensing:

WordPress is licensed under the GNU General Public License (GPL). This open-source license ensures that WordPress remains free and open for anyone to use, modify, and distribute. The GPL also requires any derivative work to be open-source, contributing to the platform's continued openness and accessibility.

- Mode of Funding:

WordPress is primarily funded through a combination of sources, including donations, commercial products, and services. Automattic, a company founded by Matt Mullenweg, plays a significant role in funding WordPress through its commercial products like WordPress.com, Jetpack, and WooCommerce. Additionally, donations from individuals and organizations are crucial in supporting the ongoing development and maintenance of the platform.

- Commercial/Non-Commercial Use:

WordPress is a versatile platform suitable for both commercial and non-commercial use:

- ☐ - Commercial Use: Many businesses, large and small, use WordPress to create their websites and online stores. WordPress's flexibility, scalability, and extensive plugin

ecosystem make it a cost-effective choice for building and maintaining professional websites.

- ☐ - Non-Commercial Use: WordPress continues to be the preferred platform for bloggers, hobbyists, and non-profit organizations. Its user-friendly interface and vast community support make it accessible to individuals and groups with limited technical expertise.

In conclusion, WordPress has grown from a simple blogging platform to a powerful and widely adopted CMS. Its open-source nature, diverse community, and sustainable funding models have contributed to its success in serving both commercial and non-commercial users. This case study showcases how WordPress embodies the principles of open-source software while thriving in a competitive digital landscape.