## Educational

An educational Web site offers exciting, challenging avenues for formal and informal teaching and learning. On the Web, you can learn how airplanes fly or how to cook a meal. For a more structured learning experience, companies provide online training to employees; and colleges offer online classes and degrees. Instructors often use the Web to enhance classroom teaching by publishing course materials, grades, and other pertinent class information.

## Entertainment

An entertainment Web site offers an interactive and engaging environment. Popular entertainment Web sites offer music, videos, sports, games, ongoing Web episodes, sweepstakes, chats, and more. Sophisticated entertainment Web sites often partner with other technologies. For example, you can cast your vote about a topic on a television show.

## Advocacy

An advocacy Web site contains content that describes a cause, opinion, or idea. These Web sites usually present views of a particular group or association. Sponsors of advocacy Web sites include the Democratic National Committee, the Republican National Committee, the Society for the Prevention of Cruelty to Animals, and the Society to Protect Human Rights.

## Blog

A blog, short for Weblog, is an informal Web site consisting of time-stamped articles, or posts, in a diary or journal format, usually listed in reverse chronological order. A blog that contains video clips is called a video blog, or vlog. The term blogosphere refers to the worldwide collection of blogs, and the vlogosphere refers to all vlogs worldwide. Blogs reflect the interests, opinions, and personalities of the author, called the blogger or vlogger (for vlog author), and sometimes site visitors.

Blogs have become an important means of worldwide communication. Businesses create blogs to communicate with employees, customers, and vendors. Teachers create blogs to collaborate with other teachers and students. Home users create blogs to share aspects of their personal life with family, friends, and others.

## Wiki

A wiki is a collaborative Web site that allows users to create, add to, modify, or delete the Web site content via their Web browser. Most wikis are open to modification by the general public. Wikis usually collect recent edits on a Web page so that someone can review them for accuracy. The difference between a wiki and a blog is that users cannot modify original posts made by the blogger. A popular wiki is Wikipedia, a free Web encyclopedia.

## Online Social Networks

An online social network, also called a social networking Web site, is a Web site that encourages members in its online community to share their interests, ideas, stories, photos, music, and videos with other registered users. Most include chat rooms, newsgroups, and other communications services. Popular social networking Web sites include Facebook, Friendster, and MySpace, which alone has more than 12 million visitors each day. A media sharing Web site is a specific type of online social network that enables members to share media such as photos, music, and videos. Flickr, Fotki, and Webshots are popular photo sharing communities; Google Video and YouTube are popular video sharing communities.

## Content Aggregator

A content aggregator is a business that gathers and organizes Web content and then distributes, or feeds, the content to subscribers for free or a fee. Examples of distributed content include news, music, video, and pictures. Subscribers select content in which they are interested. Whenever this content changes, it is downloaded automatically (pushed) to them subscriber's computer or mobile device. RSS 2.0, which stands for Really Simple Syndication, is a specification that content aggregators use to distribute content to subscribers. Atom is another specification sometimes used by content aggregators to distribute content.