Chapter 5 discussed the various forms of online communication. It first talks about Push and Pull Technology, the naming of which I wasn't familiar with, but I already understood the concept. I actually disagree with part of what the book says here: it lists "mailing lists" as an example of Pull Technology, but I would argue that it is actually an example of Push Technology; for content is *pushed* out to users whether or not they specifically want it at that moment, akin to instant messaging (which the book said was Push Technology).

Chapter 5 section 1 really shows the book's age; it presents concepts like Web 2.0 as if they're new technologies, and not what has been the standard for websites for at least the past decade. It treats Mashups like they're a special type of website, when in reality, websites using web services is so popular nowadays that we don't even use the term "Mashup" anymore. They're just considered normal websites. Heck, I can't think of too many websites I use nowadays that aren't Mashups.

Section 2 of Chapter 5 goes on to review instant messaging, VOIP, and various types of online social networks. Aside from learning of the term "Microblog," there wasn't much of anything new to me in this section. I was already familiar with these things mostly just from my experience using the internet, but I suppose the section served as a decent vocabulary refresh.