

Glossary of Termsⁱ

Analytics

- Analytics (or “Web analytics”) is the measurement, collection, analysis, and reporting of Internet data for the purpose of understanding who your visitors are in order to optimize your website.

Application (“App”)

- An “app” is simply an application that performs a specific function on your computer or handheld device. Apps run the gamut from Web browsers and games to specialized programs like digital recorders, online chats, or music players.

ArtBabble

- ArtBabble was conceived, initiated, designed, built, sculpted, programmed, shot, edited, painted, and launched by a cross-departmental collection of individuals at the Indianapolis Museum of Art (IMA). It is intended to showcase video art content in high quality format from a variety of sources and perspectives.ⁱⁱ

Augmented Reality

- Augmented reality (AR) is a term for a live direct or an indirect view of a physical, real-world environment whose elements are augmented by computer-generated sensory input, such as sound or graphics. It is related to a more general concept called “mediated reality” in which a view of reality is modified (possibly even diminished rather than augmented) by a computer. As a result, the technology functions by enhancing your current perception of reality. By contrast, virtual reality replaces the real world with a simulated one.ⁱⁱⁱ

Bit.ly

- Bit.ly is a free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

Blog

- A blog (Web log) is an online journal that’s updated on a regular basis with entries that appear in reverse chronological order. Blogs can be about any subject. They typically contain comments by other readers, links to other sites, and permalinks to content within the blog itself.

Cloud Computing

- Cloud computing (also called “the cloud”) refers to the growing phenomenon of users who can access their data from anywhere rather than being tied to a particular machine.

Crowdsourcing

- Crowdsourcing refers to harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content or skills towards solving problems and answering questions.

Dashboard

- The administrative area of blogging software that allows the blogger to post new entries, edit old ones, approve or disapprove comments, change blog themes, upload pictures, check traffic, and more.

Digg

- Digg is a popular social news site that allows people to discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can “Digg” stories they like or “bury” others they don’t.

Embedding

- The act of adding code to a website so that a video or photo can be displayed while it’s being housed at another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site.

Facebook

- Facebook is the most popular social networking site in the world, with more than 600 million members (04/2011). Members’ home page information streams can now be viewed from a wide range of applications and devices.

Feed

- See “News Feed.”

Flickr

- Founded by two entrepreneurs and purchased by Yahoo! in 2005, Flickr is the world’s premier photo sharing and hosting site. Its members have uploaded more than 3 billion photos.

Foursquare

- Foursquare is a social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward users who “check-in” to different types of locations.

Geotagging

- Geotagging is the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location.

Give by Cell

- Give by Cell expands your fundraising efforts by allowing you to capture high volumes of small donations from donors through text messages.

Google Buzz

- Google Buzz is a social networking and messaging tool from Google, designed to integrate into the company's Web-based email program, Gmail. Users can share links, photos, videos, status messages and comments organized in "conversations" and visible in each user's inbox.

Groupon

- This company offers one "Groupon" ("group coupon") per day in each of the markets it serves. Groupon works as a group purchasing platform: if a certain number of people sign up for the offer, then the deal becomes available to all; if the predetermined minimum is not met, no one gets the deal that day. This reduces risk for retailers, who can treat the coupons as quantity discounts as well as sales promotion tools. Groupon makes money by keeping approximately half the money a person pays for a coupon.^{iv}

Hashtag

- A hashtag (or hash tag) is a community-driven convention for adding additional context and metadata to your tweets. Similar to tags on Flickr, you add them in-line to your Twitter posts by prefixing a word with a hash symbol (#). Twitter users often use hashtags to aggregate, organize, and discover relevant posts.

Hits

- The number of client requests made to a Web server.

HootSuite

- HootSuite is a Web-based Twitter client. With HootSuite, you can manage multiple Twitter profiles, pre-schedule tweets, and view metrics.

Hyperlink

- A link from a hypertext file to another location or file; typically activated by clicking on a highlighted word or icon at a particular location on the screen.^v

Internet

- A computer network consisting of a worldwide network of computer networks that use the TCP/IP network protocols to facilitate data transmission and exchange.^{vi}

Intranet

- A restricted computer network; a private network created using World Wide Web software.^{vii}

Kickstarter

- Kickstarter is the largest funding platform for creative projects in the world. Every month, tens of thousands of people pledge money to projects from the worlds of music, film, art, technology, design, food, publishing, and other creative fields.^{viii}

LinkedIn

- LinkedIn is a social networking site that focuses on business/professional relationships and contacts. Users can list information about their employment and educational histories, as well as make connections, ask questions, and learn about business opportunities.

Mashup

- A content mashup contains multiple types of media drawn from pre-existing sources to create a new work. Digital mashups allow individuals or businesses to create new pieces of content by combining multiple online content sources.

Metadata

- Metadata refers to information—including titles, descriptions, tags, and captions—that describes a media item such as a video, photo or blog post. Some kinds of metadata (for example, camera settings such as exposure, aperture, focal length and ISO speed) can be captured automatically from a device without needing a human to enter the data.

Metrics

- A system of related measures that facilitates the quantification of some particular characteristic.^{ix}

Microblogging

- Microblogging is the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters and share bite-size media. Probably a more apt term for this activity is “microsharing.”

MySpace

- An online social network similar to Facebook. MySpace caters to artists and bands, who enjoy the flexibility of creating an individual “look” for their page. As with Facebook, MySpace allows users to “friend” each other and create groups.

News Feed

- A Web feed or RSS feed is a format that provides users with frequently updated content. Content distributors *syndicate* a Web feed, enabling users to *subscribe* to a site’s latest content. By using a newsreader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

PayPal

- This service allows members to send money without sharing financial information, with the flexibility to pay using their account balances, bank accounts, credit cards, or promotional financing.^x

Picasa

- Picasa is free photo editing software from Google that allows you to edit your photos and then share them with friends and family.

Platform

- A platform is the framework or content management system that runs software and presents content. WordPress, for example, is a service that serves as a platform for a community of blogs. In a larger context, the Internet is becoming a platform for applications and capabilities, using cloud computing.

Podcast

- A podcast is a digital file (usually audio but sometimes video) made available for download to a portable device or personal computer for later playback. A podcast also refers to the show that comprises several episodes. A podcast uses a feed that lets you subscribe to it so that when a new audio clip is published online, it arrives on your digital doorstep right away.

QR Codes

- A QR code (short for “quick response”) is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL, or other data.^{xi}

Reddit

- Like Digg, Reddit is a social news site that supports user links to news stories and other content on the Internet. Users can also vote for or against stories to affect a story’s placement on the Reddit homepage, as well as participate in online forums.

RSS

- RSS (really simple syndication)—sometimes called a Web feed—is a Web standard for the delivery of blog entries, news stories, headlines, images, video, and other content, enabling readers to stay current with favorite publications or producers without having to browse from site to site. All blogs, podcasts, and videoblogs contain an RSS feed, which allows users to subscribe to content automatically and read or listen to the material on a computer or a portable device. Most people use an RSS reader, or news aggregator, to monitor updates.

Skype

- Skype is a free program that allows for text, audio, and video chats between users. Additionally, users can purchase plans to receive phone calls through their Skype account.

Smartphone

- A smart phone (or “smartphone”) is a handheld device capable of advanced tasks beyond those of a standard mobile phone. Capabilities might include email, chat, taking photos or video or hundreds of other tasks.

SMS

- SMS stands for “short message service,” a system that allows the exchange of short text-based messages between mobile devices.

Social Media

- Social media are works of user-created video, audio, text, or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video-hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.

Social Networking

- Social networking is the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, or MySpace allows you to create a profile, add friends, communicate with other members, and add your own media.

Stumble Upon

- A free Web browser extension that acts as an intelligent browsing tool for discovering and sharing Web sites.

Tag

- Tags are keywords added to a blog post, photo, or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

Tag Cloud

- A tag cloud is a visual representation of the popularity of the tags or other content descriptors that people are using on a blog or website. Popular tags are often shown in a large type and less popular tags in smaller type

Trending

- An algorithm that identifies topics that are immediately popular, rather than topics that have been popular for a while or on a daily basis, to help people discover the "most breaking" news stories from across the world.^{xii}

Troll

- In Internet slang, a troll is someone who posts controversial, inflammatory, and irrelevant or off-topic messages in an online community, such as an online discussion forum or chat room, with the primary intent of provoking other users into an emotional response or to generally disrupt normal on-topic discussion.

Tumblr

- Tumblr is a microblogging platform that allows users to post text, images, videos, links, quotations, and audio to their tumblelog, a short-form blog. Users can follow other users, or choose to make their tumblelog private. The service emphasizes ease of use.

Tweet

- A post on Twitter, a real-time social messaging system. While all agree on usage of tweet as a noun, people disagree on whether the verb form is "tweet" or "twitter." RT stands for "retweet": users include RT in a tweet if they are reposting something from another person's tweet.

Twitter

- Twitter is a popular social network, unveiled to the public in July 2006, that lets members post updates of no more than 140 characters. People have begun employing Twitter in interesting ways to point to news stories, to raise funds for charity, and other unexpected uses.

Unique Visitors

- A unique visitor is one person who has come to a website in a specified time period. If this time period is one day, one person who comes to a website five times in one day will be counted as five visitors in terms of the day's total visitors, but will only be counted as one *unique* visitor for that day.^{xiii}

UStream

- UStream is a live interactive broadcast platform that enables anyone with an Internet connection and a camera to stream video online.

Vimeo

- Vimeo is a popular video sharing service in which users can upload videos to be hosted online and shared and watched by others. Vimeo user videos are often artistic and the service does not allow commercial video content.

Viral

- Viral marketing refers to marketing techniques that use pre-existing social networks to increase brand awareness or to achieve other marketing objectives through self-replicating viral processes.

Web Analytics

- See “Analytics.”

WiFi

- WiFi stands for wireless fidelity, a simple system allowing enabled devices to connect to the Internet within short range of any access point without cables or adaptors.

Wiki

- A wiki is a collaborative website that can be directly edited by anyone with access to it. Small teams often find that they can accomplish a task more easily by creating a collaborative online workspace using wiki software such as SocialText or MediaWiki.

Word-of-mouth Marketing

- Word-of-mouth marketing (WOM), sometimes called “grassroots marketing” or “conversational marketing,” is an umbrella term for dozens of techniques that can be used to engage and energize customers. By building relationships with influencers through WOM, marketers can get people to become so enthusiastic about a cause, product, or service that they drive sales through conversations.

YouTube

- YouTube is the world’s most popular video hosting site, making up 10 percent of all bits that travel across the entire Internet.

Yelp

- A combination user review, local search, and networking website. Yelp provides information about local businesses, which users may rate and review based on their past experiences with the company. The site also offers an online forum for further discussion of local businesses and online socialization, as well as discussion of special offers and events.

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- i <http://www.socialbrite.org/sharing-center/glossary/>
 - ii <http://www.artbabble.org/about>
 - iii http://en.wikipedia.org/wiki/Augmented_reality
 - iv <http://en.wikipedia.org/wiki/Groupon>
 - v <http://wordnetweb.princeton.edu/perl/webwn?s=hyperlink>
 - vi <http://wordnetweb.princeton.edu/perl/webwn?s=internet>
 - vii <http://wordnetweb.princeton.edu/perl/webwn?s=intranet>
 - viii <http://www.kickstarter.com/>
 - ix <http://wordnetweb.princeton.edu/perl/webwn?s=metrics>
 - x <https://www.paypal-media.com/who>
 - xi http://en.wikipedia.org/wiki/QR_Code
 - xii <http://support.twitter.com/entries/101125-about-trending-topics>
 - xiii <http://www.smallbusinesspro.co.uk/start-business/glossary.html>