

# New Media Technology Glossary

Compiled for **MediaCon 2011** by Dr. Charles E. Fromm (Publisher, Worship Leader Magazine) and Dr. Stephen O'Leary (Professor of Communication , Annenberg School of Communication USC)

## A

**A-List bloggers:** A-List bloggers are the blogging elite, those whose blogs have the most viitors and the most links from other sites

**Above the fold:** the section of a web page that is visible to a visitor without scrolling down

**Access:** the degree to which content is made available to users (as when you may be permitted to view a member's photograph but not their personal information)

**Affiliate:** A partnership site that links to your own site is called an affiliate

**Affiliate marketing:** Affiliate marketing is a partnership between a website owner (affiliate) and a retailer (affiliate merchant) in which a website owner advertises the retailer on their site, receiving a payment for every lead or sale generated

**Aggregator:** A web-based tool or desktop application that collects syndicated content

**Alerts:** Tool that sends messages from a search engine to let you know when a specific keyword appears anywhere on the Web

**Anonoblog:** A blog site authored by a person or persons who don't publish their name

**App:** [short for application] any software tool that performs a specific function on your computer or handheld device

**Archives:** Most often an index page, often organizing posts or entries by either category or date

**AstroTurfing:** A fake grass roots push to generate buzz or interest in a product, service, or idea. Often this movement is motivated by a fee or gift to the writer of a post or comment or may be written under a phony pseudonym

**Authentication:** any means of verifying identity (usually to prevent fraud or abuse)

**Avatar:** An image or likeness that is used in place of a photograph by a blog author. In computer gaming, “avatar” refers to the animated persona adopted by a player within the world of the game

## **B**

**Back channel:** private text or email messages sent between participants in a public or online meeting, which can often have a significant impact on the outcome of public events

**Badge:** An image displayed on a blog, which indicates the blogger’s membership in an event or social movement

**Bliki:** A blog that can be edited by readers or an agreed group of collaborators – a combination of a blog and a wiki

**Blog:** (from Web-log) an editorless web publishing tool, often created using standard software formats such as WordPress, Blogger, or MovableType

**Blog digest:** A blog digest reports on, and summarises, other related blogs on a daily basis

**Blogging:** the act of writing in one’s blog; keeping a public diary or running commentary on events

**Blogsphere:** General term for all the blogs on the internet

**Blog Post/Entry:** Content published on a blog, which may include commentary, diaries, pictures, videos and links to other online content

**Blogroll:** a list of external links located on the homepage of a blog, generally in the blog’s sidebar, which allows users and readers to link directly to sources of interest to the blog manager

**Blog storm:** A blog storm or blog swarm is when bloggers in the blogosphere write thousands of posts about a subject which then forces the story into the mainstream media

**Boardreader:** An aggregator of message boards and forum discussions

**Bookmarking:** Is saving the address of a website or item of content, either in your browser, or on a social bookmarking site like del.icio.us

**Broken link:** when a web page has been moved or no longer exists, or if the server is down and an Internet link cannot find the desired page, it is referred to as a broken or dead link. Dead links on your site can negatively impact your performance on search engines.

**Bulletin boards:** Early vehicles for online collaboration, where users connected with a central computer to post and read messages; the electronic equivalent of public notice boards. The term is still used for forums

## C

**Cause marketing:** a business relationship in which a for-profit and a nonprofit form a partnership that results in increased business for the for-profit and a financial return for the nonprofit

**Champions:** those tasked with “priming the pump” in online community discussions, whose job it is to post frequently, start discussions and keep them going, and help newcomers in a forum

**Chat:** a form of textual conversation that takes place on Web sites or using instant message (IM) services

**Civic media:** any form of communication that strengthens the social bonds within a community or creates a strong sense of civic engagement among its residents

**Cloud computing:** services that allow users to store data (such as music, pictures, or text files) on a central server that can be accessed from anywhere, making it possible for people to access their files without having to store them on a personal computer.

**Cluster:** Groupings of content with similar tags. Eg. Flickr Clusters

**Collaboration:** working with people across boundaries of organization, time and space. Activities like commenting, social bookmarking, chatting and blogging help develop the trust necessary for collaboration

**Comments:** Blogs may allow readers to add comments under items, and may also provide a feed for comments as well as for main items

**Communities (online communities):** groups of people communicating mainly through the Internet, brought together by shared interests or purposes

**Community building:** the process of recruiting potential community or network participants, helping them to find shared interests and goals, use the technology, and develop useful conversations

**Consumer Generated Media / Consumer Generated Content (CGM / CGC):** Online content created and distributed by Internet and social media users, via online publishing platforms such as blogs, wikis or social networks

**Content:** text, pictures, video or any material that is on the Internet or re-mediated from more traditional forms of communication

**Content management systems (CMS):** all-purpose software packages offering the ability to develop web pages, document stores, blog, wikis, and other tools

**Conversion:** the act of converting a web site visitor into a customer or at least taking that visitor a step closer to customer acquisition

**Creative Commons:** a not-for-profit organization and licensing system that streamlines content sharing and offers creators the ability to specify how others may use their works

**Cross linking:** where two websites provide links to each other, also called link trading or reciprocal linking.

**Cross-Post:** an article or blog post can be cross-posted on another blog, generally linking back to the source.

**Cyberspace:** a general term for the Internet and/or World Wide Web, which may include “virtual spaces” in which people gather to engage in commerce, study together, or play multi-user games such as World of Warcraft

## **D**

**Dashboard:** tool used in blog and news aggregator software for posting, organizing, archiving, and managing content

**Dead link:** see entry for “broken link”

**Distance learning:** a type of education increasingly used in schools, colleges, universities, and churches, in which remote audiences use new technologies to study and learn without requiring them to gather in a classroom or common location

**Domain Name:** The identifying name of an internet site

## E

**eBook:** an electronic version of a traditional printed book, or a book published solely on the Internet, that is downloaded from the Internet and read on a computer or handheld device

**Ecosystem:** the totality of an online community and the environment in which it is housed, on varying degrees of scale; the blogosphere can be considered as an ecosystem

**Email Blast:** an email sent to an organization's mailing list for the purpose of advocacy, fundraising, driving website traffic, educating members or some combination of the four.

**Embedding:** adding code to a website so that a video or photo which is housed on another site (such as YouTube or Flickr) can be displayed

**Event Blog:** A blog specifically launched as a companion to an event

## F

**Facebook:** the most popular social networking site in the western world, with approximately 300 million users. Contents of Facebook pages can now be streamed and viewed in a wide variety of handheld devices

**Face-to-face (f2f):** meeting in person as opposed to online

**Feed:** news or other content served at regular intervals from a source that users choose to monitor, sent to their computers or handheld devices

**Feed Reader:** a content aggregator which users design to streamline and consolidate their choices for information they wish to monitor

**Findability:** in principle, the ease with which any item can be located in a Web page or on the Web; often used to refer to the visibility of online presence for individuals and organizations, across the web and in social networking

**Flash mob:** a group of individuals who gather and disperse on very short notice for a specific purposes through text messages, social media or viral emails

**Flickr:** the world's largest photo sharing and hosting site, containing more than 3 billion photosuploaded by members

**Forums:** discussion areas on websites, where people can post messages or comment on existing messages asynchronously – that is, independently of time or place

**Friend** (noun): A person with whom you have a mutually agreed connection (note that “friendship” in social networking is not *necessarily* the same as traditionally understood friendship; that is, you can have Facebook friends who are business associates or other contacts with whom you do not socialize)

**Friend** (verb): the act of adding a person to your group on a particular social network. e.g., “friend me on Facebook”

**Friend List:** A user’s personal categorization of friends on a social network (e.g. Co-workers, Current Friends, Clients, Old Friends)

## G

**Glocalisation:** a word formed by combining the terms “globalization” and “localization,” referring to the international outreach of local communities, such as churches, and the use of global media to provide content and services to local and regional users and organizations

## H

**Hashtag:** In Twitter usage, a word or phrase preceded by the “#” sign, which allows users to provide context and group “tweets” or posts together by topic or type

**Hat Tip:** A hat tip is a public acknowledgment to someone (or a website) for bringing something to the blogger’s attention

**Hits:** a measurement used in Web analytics, usually defined as *any request* for a file from a Web server

**Hosting:** A blog, video or podcast needs a hosting service before it can appear online

**Hyperlink:** A navigational reference to another document or page on the World Wide Web; a term highlighted within a text that, when clicked on, will bring users to another page or information source

**Hyper-local community:** A group of people from a specific location who interact in online communities and use social media tools

## I

**Identity:** The general term for ensuring the correct representation of a particular individual on a web application

**Influencer:** A person specialized in a specific subject matter and highly recognized in an online community that has the ability to sway others' thoughts

**Instant messaging (IM):** real-time (as opposed to asynchronous), text-based chat with one other person. using tools like AIM (AOL Instant Messenger), Microsoft Live Messenger or Yahoo Messenger

## K

**Keyword:** a word that a search engine user might use to find relevant web page(s). Search engines such as Google will only display Web pages when the keyword is used on the site.

**Keyword density:** the ratio of the number of times a particular keyword or phrase appears on a Web page in relation to the total number of words in the page. One element of search engine optimization.

## L

**Lifecasting:** the practice of broadcasting events in a person's life around-the-clock through digital media

**Lifestreaming:** the practice of collecting an online user's disjointed online presence in one central location or site. Lifestreaming services bring photos, videos, bookmarks, microblog posts and blog posts from a single user into one place

**Links:** highlighted text or images that, when clicked, jump you from one web page or item of content to another. Linking is another aspect of sharing, by which you offer content that may be linked, and acknowledge the value of other's people's contributions by linking to them. It is part of being open and generous

**Lurker:** Someone who reads social media content, or frequently visits bulletin boards or other community sites, but rarely contributes

## M

**Mashup:** a digital media file containing any or all of text, graphics, audio, video, and

animation, which recombines and modifies existing digital works to create a derivative work; in music, a digitally remixed song which consists entirely of parts of other songs

**Mediation:** refers to the choice of a particular medium of communication--whether the spoken word, the printed text, video, cell phone, the Web, or language itself--for the creation and transmission of a message. All communication is mediated in one form or another.

**Message Boards:** An online discussion site; people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in order to gain more information or start a conversation

**Microblogging:** the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media

**MySpace:** An online social network catering to artists and bands, who enjoy the flexibility of creating an individual “look” for their page. MySpace allows users to “friend” each other and create groups

## N

**Navigation (Nav):** A menu of links or buttons allowing users to move from one web page to another within a site

**Network:** A Facebook term for a broader social grouping such as a city, large company or university

**Networked church:** a church in which worship leaders and participants have altered organizational structures to reflect the logics of new technologies which shape the communication habits and expectations of audiences/congregations

**News Aggregator:** A web-based tool or desktop application that collects syndicated content

## O

**Offline:** not online, that is, not connected to the Internet

**Online:** connected to the Internet, and also being there in the sense of reading or producing content

**Online community:** A group of people using social media tools and sites on the Internet

**OpenID:** Is a single sign-on system that allows Internet users to log on to many different sites using a single digital identity, eliminating the need for a different user name and password for each site

**Open media:** Refers to video, audio, text and other media that can be freely shared

**Open Rate:** the percentage of individuals who open a blast email message. For example, if the email was sent to 500 people and 250 of them opened it, the open rate would be 50%.

**Outbound links:** links from your Web page to another Web page on a different site

## **P**

**Page** (aka Brand Page, Fan Page): The anthropomorphic representation of a brand within a social network

**Pageviews:** viewing of a web page by a visitor. If a single visitor goes to five pages on your site this counts as five pageviews.

**Participatory culture:** a term invented and popularized by media scholar Henry Jenkins, referring to the evolving social structures of new media which enable, invite, and encourage the creation of new cultural content and forms of community

**Permalinks:** the permanent URLs to your individual blog posts, as well as categories and other lists of weblog postings. A permalink is what another blogger will use to link to your article (or section), or how you might send a link to your story in an e-mail message

**Personal media:** User-created material — refers to grassroots works such as video, audio and text

**Platform:** The ability for third parties to serve additional applications to users eg. The Facebook Platform

**Podcast:** A downloadable radio or video show designed to be listened to on an iPod, smart phone, or handheld device

**Poke:** Smallest unit of communication on a social network ( you have just been poked

by Jane, do you want to poke back?)

**Privacy settings:** The ability to limit viewing of information or social content by network or friend lists

**Profile:** The online representation of an individual's identity

## Q

**Quantcast:** Used to measure the amount of traffic a URL receives, as well as data about the readership (demographics, psychographics, etc.)

## R

**Referrer:** when a user visits your website by clicking a link from another website, the other website is called a referrer. Referrers can be a Search Engine or an associate website that provides links to your web page.

**Registration:** the process of providing a username, password and other details when seeking to access a website that has restricted access

**Re-mediation:** This occurs when a message is translated and refashioned from its original medium of communication to form the content of another medium. Thus, spoken words become the content of print; print become the content of books; books become the content of film; film becomes the content of television, and television becomes the content of the Web.

**Repurpose:** to revise pre-existing content for a different delivery format. See entry on "re-mediation."

**Remix:** any work that takes elements from two or more media files and mashes them together to create a new piece of media

**RSS (Really Simple Syndication):** Is a Web standard for the delivery of content — blog entries, news stories, headlines, images, video — enabling readers to stay current with favorite publications or producers without having to browse from site to site. RSS feeds let users subscribe to content automatically and read or listen to the material on a computer or a portable device

## S

**Screencast:** Is a video that captures what takes place on a computer screen, usually

accompanied by audio narration. A screencast is often created to explain how a website or piece of software works, but it can be any piece of explanatory video that strings together images or visual elements

**Search engines:** software tools that allow users to locate content on the Web by using “search terms,” words or phrases that appear in Web-page content

**Search engine optimization (SEO):** the process of arranging your website to give it the best chance of appearing near the top of search engine rankings

**Share:** The act of sharing a piece of content with specific friends or “posting to profile” so that those friends particularly interested in the poster will read it

**Sidebar:** A column (or multiple columns) along either or both sides of a blog site’s main content area. The sidebar is often includes contact information of the author, the blog’s purpose and categories, links to archives, honors and other widgets the author includes on the site

**Social bookmarking:** Is a method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to a particular machine. Users store lists of personally interesting Internet resources and usually make these lists publicly accessible. Delicious is the best-known social bookmark site.

**Social capital:** Is a concept used in business, nonprofits and other arenas that refers to the good will and positive reputation that flows to a person through his or her relationships with others in social networks

**Social Media:** 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 Network:** An online environment to share, communicate and play with your friends . eg. Myspace, Bebo, Hi5, Friendster, Orkut (also see social network platforms that allow you to create your own social network such as Ning)

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

**Social tools** (sometimes called social software): software and platforms that enable participatory culture — for example, blogs, podcasts, forums, wikis and shared videos

and presentations

**Status:** a description of what a user is doing right now, posted to Facebook, Twitter, or similar sites

**Streaming media:** Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently

**Subscribing:** the process of adding an RSS feed to your aggregator or newsreader. It's the online equivalent of signing up for a magazine

## T

**Tagging:** the act of marking content with particular keywords to content eg. Flickr photos

**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

**Technology steward:** a newly emerging job category within the church, referring to a person with knowledge of old and new technology that equips them to lead and guide a staff charged with managing the various resources used in both worship and maintenance of church community

**Textual community:** A term associated with medieval historian and literacy scholar Brian Stock, referring to a group of believers or followers who form around an interpreter of a religious text (and by extension any text held to be significant, sacred, and/or constitutive of group identity)

**Threads:** strands of conversation. On an email list or web forum they will be defined by messages that use the same subject. On blogs they are less clearly defined, but emerge through comments and trackbacks

**Trackback:** Some blogs provide a facility for other bloggers to leave a calling card automatically, instead of commenting. Blogger A may write on blog A about an item on blogger B's site, and through the trackback facility leave a link on B's site back to A. The collection of comments and trackbacks on a site facilitates conversations

**Troll:** someone who posts controversial, inflammatory, 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

**Tweet:** A post on Twitter, a real-time social messaging system

**Tweetup:** An organized or impromptu gathering of people who use Twitter. Users often include a hashtag, such as #tweetup or #sftweetup, when publicizing a local tweetup

**Twitter :** 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 using Twitter in interesting ways to point to news stories, to raise funds for charity, and other unexpected uses

**Twitterverse:** Akin to blogs and the blogosphere, the Twitterverse is simply the universe of people who use Twitter and the conversations taking place within that sphere

## U

**User generated content (UGC):** Stands for user-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more

**Upload:** Is to transfer a file or other content from your computer to an Internet site

**URL:** Uniform Resource Locator is the technical term for a web address, such as <http://www.worshipleader.com/>

## V

**Videoblog (or vlog):** Is simply a blog that contains video entries. Some people call it video podcasting, vodcasting or vlogging

**Viral communication** refers to the way a particular message or piece of digital content can spread from user to user with incredible rapidity

**Virtual world:** an online computer-simulated space like Second Life or World of Warcraft that mixes aspects of real life with fantasy elements

## W

**Wall:** Shared discussion board specifically about an individual and displayed on the

individual profile

**Web 2.0:** refers to a supposed second-generation of Internet-based services – such as social networking sites, wikis, and other communication tools, that allow people to collaborate and share information online in novel ways, contributing to the new “participatory culture”.

**Web-based tools:** Google, Yahoo and a host of other commercial organisations provide an increasing range of free or low-cost tools including email, calendars, word processing, and spreadsheets that can be used on the web rather than your desktop

**Webcasting:** refers to the ability to use the Web to deliver live or delayed versions of audio or video broadcasts

**Web conferencing:** conducting live meetings or presentations over the Internet

**Webinar:** Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web

**Widget** (sometimes called a gadget, badge or applet): Is a small block of content, typically displayed in a small box, with a specific purpose, such as providing weather forecasts or news, that is constantly updating itself (typically via RSS). Widgets make it easy to add dynamic content to your site or blog

**Wiki:** A technology designed to allow many different people to edit a web page by providing an easily reversible audit trail of edits and changes. The best example of this in practice is the Wikipedia project

**Word-of-mouth marketing:** Sometimes called grassroots marketing or conversational marketing, is an umbrella term for dozens of techniques that can be used to engage and energize customers

**WordPress:** a popular open-source blog publishing application

**Y**

**YouTube:** a video sharing website where users can upload, view, share and comment on clips from TV, film and amateur videos