

Web 2.0 Glossary

- A -

Adaptive Hypermedia: Learning system where all users are offered or even directed a standard series of hyperlinks, Adaptive Hypermedia (AH) tailors what the user sees to the learner's goals, abilities, interests, knowledge, etc. Gives answer to the 'lost in hyperspace' syndrome.

Aggregator: A web application or program that retrieves news (syndication) feeds from other sources and combines them, potentially sorting them by date, title, author or topic. (O'Reilly)

Attention Economics: States human attention is a scarce commodity, and applies economic theory to solve various information management problems.

Attention Management: Models and tools for supporting the management of attention at the individual or at the collective level both short and long term.

Attentive User Interfaces (AUI): are User Interfaces that manage the user attention deciding when to interrupt the user, the kind of warnings, and the level of detail of the messages presented to the user. Attentive User Interfaces, by generating only the relevant information, can in particular be used to display information in a way that increase the effectiveness of the interaction

Attitudinal Segmentation: Categorizes target customer groups by a shared set of attitudes they maintain about the world they live in, people, products, or services.

- B -

Back Channel: The practice of using networked computers to maintain a real-time online conversation alongside live spoken remarks.

Bacon: Spam (also the name of a pork product) that comes to your inbox from social networking sites telling you that you have a message, a comment, or someone has posted something to your page.

Badges: Any feature that is regarded as a sign of status (a particular power or quality or rank).

Behavioral Segmentation: Segmenting a group by behavior.

Behavioral Targeting: uses information collected on an individual's web-browsing behavior, such as the pages they have visited or the searches they have made, to select which advertisements to display to that individual. (Rethought.net)

Betweenness: The extent to which a node lies between other nodes in the network. This measure takes into account the connectivity of the node's neighbors, giving a higher value for nodes which bridge clusters. The measure reflects the number of people who a person is connecting indirectly through their direct links. (Wikipedia)

Blog: A web application or program that retrieves news (syndication) feeds from other sources and combines them, potentially sorting them by date, title, author or topic. (O'Reilly)

Blogosphere: Collective term encompassing all blogs and their interconnections. It is the perception that blogs exist together as a connected community. (Wikipedia)

Blogroll: A linked list of bloggers that appear on a blog site, typical as a recommendation by the blogger of those bloggers he is most influenced by. Blogrolls are often specified in the outline processor markup language. (O'Reilly)

Bounce Rate: Two uses. 1. The percentage of visitors to a site that visit a first page and immediately leave the site. 2. The percentage of emails from an e-mailing that never reach their intended recipient (usually due to the fact the email address is no longer valid).

Brand Ladder: Tool used by marketers to express the features of a brand.

Brand Reach: Number of individuals exposed to a brand or product in a given period.

- C -

Categories: Pre-specified keywords for organizing content, that form a part of a taxonomy.

Centrality: This measure gives a rough indication of the social power of a node based on how well they "connect" the network. "Betweenness", "Closeness", and "Degree" are all measures of centrality. (Wikipedia)

Centralization: The difference between the number of links for each node divided by maximum possible sum of differences. A centralized network will have many of its links dispersed around one or a few nodes, while a decentralized network is one in which there is little variation between the number of links each node possesses. (Wikipedia)

Champions: in order to get conversations started in an online community, you need a group of enthusiasts willing and confident to get things moving by posting messages, responding, and helping others.

Citizen Media: Content produced by private citizens who are otherwise not professional journalists. Citizen journalism, participatory media and democratic media are related principles.

Cloud Search: Frees users from having to search multiple devices. A single search is initiated from any device and the cloud handles the complexities of the search. The user is not required to track the location of their files and so can focus on other issues.

Cohort: A group that shares one or more common characteristics.

Collective Intelligence: Capacity of a human community to evolve toward higher order complexity thought, problem-solving and integration through collaboration and innovation. For a network to develop this “mind of its own” there needs to be a willingness among members to share and collaborate. Collective intelligence is not the same as the Wisdom of Crowds, where individual preferences and decisions may aggregate to produce better results without people consciously collaborating.

Connectors: People in a community who know large numbers of people and who are in the habit of making introductions. A connector is essentially the social equivalent of a computer network hub. Connectors usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles. (Wikipedia)

Contextual Advertising: Targeted advertising in which the advertisements served by automated systems based on the content displayed to the user. A contextual advertising system scans the text of a website for keywords and returns advertisements to the web page based on what the user’s viewing context. (Adwords)

Conversion: When prospective customer takes the marketer’s intended action. If the prospect has visited a marketer’s web site, the conversion action might be making an online purchase, or submitting a form to request additional information. The conversion rate is the percentage of visitors who take the conversion action.

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

Customer Engagement: Engagement of customers with one another, with a company or a brand. The initiative for engagement can be either consumer- or company-led and the medium of engagement can be on or offline.

Customer Engagement Marketing: Long term web marketing strategy which encourages customer loyalty and advocacy through word-of-mouth.

- D -

Database Marketing: Using databases to find target recipients to receive an offer. An email or direct mail campaign would almost always be considered a form of database marketing. Uses sophisticated analytics to gather info about the backgrounds and buying behaviors of individuals.

Data Mart: Company that collects large amounts of data about individuals, their backgrounds, their attitudes, and their behavior and selling that data, as well as their analytic services, to companies who wish to better understand their customers and/or make offers to those customers. Data marts can collect both personally identifiable information (PII) or data for which the specific person is not known.

(Individual-level) Density: The degree a respondent's ties know one another/ proportion of ties among an individual's nominees. Network or global-level density is the proportion of ties in a network relative to the total number possible (sparse versus dense networks). (Wikipedia)

Drupal: An open-source community management system, built around the use of news (syndication) feeds and user-based code, that is becoming one of the most popular tools for creating community and social networking sites. Drupal modules provide extensive additional functionality that make it possible to use Drupal for everything from political sites to newspaper front-ends to airline reservation systems. (O'Reilly)

- F -

Flickr: The largest photography social networking site on in the Internet. Flickr has more than 2 billion photographs online, with 3 million to 5 million new photographs added daily. Vancouver-based Ludicorp started the service in 2004, and Yahoo! acquired it in 2005. (O'Reilly)

Folksonomy: (also known as collaborative tagging, social classification, social indexing, and social tagging) The practice and method of collaboratively creating and managing tags to annotate and categorize content. Folksonomy describes the bottom-up classification systems that emerge from social tagging.

- G -

Geo-Marketing: Using geographical intelligence in marketing from sales to distribution.

Geo-Targets: The specific geographic area that you are targeting for SEO or web marketing (term coined by Jenna Ryan in 2005).

Google Alerts: is a service offered by search engine company Google which notifies its users by email (or as a feed) about the latest web and news pages of their choice.

- H -

Hashtags: A community-driven convention for adding additional context and meta data to your tweets. They're like tags on Flickr, only added inline to your post. You create a hash tag simply by prefixing a word with a hash symbol: #hashtag. (Twitter Wiki)

- I -

Information Cloud: "People in the machine nurture the cloud." Refers to the accumulation of information in the network.

Information Overload: Information overload refers to an excess amount of information being provided, making processing and absorbing tasks very difficult for the individual because sometimes we cannot see the validity behind the information. (Wikipedia)

Instant Messaging: Any system that allows instantaneous person-to-person conversations over a network, and has its root in 1960s early Unix chat systems. While most instant-messaging systems have, in the past, been formed across proprietary networks, many IM conversations today take place using the open XMPP/Jabber protocol and can take place between different commercial networks. (O'Reilly)

- L -

Lead Nurturing: The process of tracking and converting leads. New leads are categorized and results of responses are tracked for pushing through sales cycle.

Lifestreaming: - The practice of collecting an online user's disjointed online presence in one central location rather than spread across the web on Flickr, YouTube, Facebook and Twitter. There are 3rd party services that aggregate the content from your various social websites and display such content in chronological order. (FriendFeed, Tumblr.com and Sweetcron).

LinkedIn: One of the first business-oriented social networking companies, founded in 2002 and currently supporting more than 24 million registered users across 150 industries. (O'Reilly)

Long Tail: States that the web makes it possible to capitalize upon smaller micro-markets that nonetheless, in the aggregate, make up a considerably larger market. (O'Reilly)

- M -

Maven: A trusted expert in a particular field, who seeks to pass knowledge on to others. The word maven "comes from the Yiddish, and it means one who accumulates knowledge. (Wikipedia)

Meta Tags: Text inserted into the code of a web page that includes keywords for search engine optimization and handicap persons.

Metcalfe's Law: The value of a network is proportional to number of connected users.

Modularity: A benefit function that measures the quality of a division of a network into groups or communities.

- N -

New Media: New media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies in the later part of the 20th century. Most technologies described as "new media" are digital, often having characteristics of being manipulative, networkable, dense, compressible, and impartial.

News Feed: A document that contains both information about the provider of the feed and a collection of entries, each of which provides publishing information about a given blog or similar article, including summary and categorization information. (O'Reilly)

Niche Market: is the subset of the market on which a specific product is focusing on; Therefore the market niche defines the specific product features aimed at satisfy specific market needs, as well as the price range, production quality and the demographics that is intending to impact.

- O -

Online Identity Management: Online identity management (OIM) also known as online image management or online personal branding is a set of methods for generating a distinguished Web presence of a person on the Internet. That presence could be reflected in any kind of content that refers to the person, including news, participation in blogs and forums, personal web sites (Marcus, Machilek & Schütz 2006), social media presence, pictures, video, etc. It also refers to identity exposure and identity disclosure, and has particularly developed in the management on online identity in social network services (Tufekci 2008) or online dating services (Siibak 2007). (Wikipedia)

Online Reputation Management (ORM): Consistent research and analysis of one's personal or professional, business or industry reputation as represented by the content across all types of online media. It is also sometimes referred to as Online Reputation Monitoring, maintaining the same acronym. The objective of online identity management is to maximize the appearances of positive online references about a specific person, targeting not only to users that actively search for that person on any Search Engine, but also to those that eventually can reach a person's reference while browsing the web, and to solve online reputation problems. (Wikipedia)

Open Rate: The number of emails N opened by recipients of an email campaign divided by total number of emails sent $N(t)$ or $OR = N(o)/N(t)$.

Opinion Leaders: Change agents and opinion leaders often play major roles in spurring the adoption of innovations, although factors inherent to the innovations also play a role. (Wikipedia)

OPML: The Outline Processor Markup Language, an XML language used in conjunction with Web 2.0 sites in order to provide lists of related links (such as a blogroll) or an index of relevant references (such as a glossary of terms). (O'Reilly)

- P -

Participation Culture: Using social media to share and collaborate. It may encourage openness and transparency. However, the tools do not on their own create a participatory culture, because people are unlikely to commit to using them unless they are that way inclined in the first place.

Personal Cloud: Accumulation of data and web services you wish to use, with information that is important to you. May include your calendar, email, Facebook Account, Images, Flickr, Gmail, News Feeds, Twitter Feeds, Blogroll, etc...

Personas: Fictitious characters created to represent the different user types within a targeted demographic that might use a site or product. Personas are useful in considering the goals,

desires, and limitations of the users in order to help to guide decisions about a product, such as features, interactions, and visual design.

Podcast: A specialized form of blog post that points to a streaming media file instead of a Web page. Podcasts (audio files) take their name from the Apple iPod. Vidcasts or Vlogs are the video equivalent of podcasts.

- R -

Random Network: In mathematics, a random graph is a graph that is generated by some random process. The theory of random graphs lies at the intersection between graph theory and probability theory, and studies the properties of typical random graphs.

Radiality: Degree an individual's network reaches out into the network and provides novel information and influence.

Reach: The degree any member of a network can reach other members of the network.

Reputation Management: Focuses on managing brand, product, or personal perceptions through an active, near real-time program of conscious engagement in social media outlets.

Remixing: social media offers the possibility of taking different items of content, identified by tags and published through feeds, and combining them in different ways. You can do this with other people's content if they add an appropriate copyright license.

RSS: Really Simple Syndication. One of the earliest syndication feed formats. While the original specification was created by Netscape in order to promote "Push" computing in the late 1990s, the format fell into disuse with the collapse of Netscape and was picked up by Dave Winer of Radio Land, who introduced it as the primary format for his early prototype "blogging" engine. (Wikipedia)

RSS Feeds: RSS "readers" aggregate all of your Social Networking messages, as well as news and blog posts into one place in real time.

- S -

Second Life: A Massively Multiplayer Online Role-Playing Game (MMORPG) run by Linden Labs. It differs from traditional MMORPGs, such as "World of Warcraft," in that it is more of a social and creative outlet than an arena for combat. Many companies, such as Sears and Dell, have seen Second Life as a new way to reach consumers, and have established a presence there. It is also being used increasingly as an alternative method of teleconferencing.

SEO: The process of configuring Web content in order to gain the highest potential rankings for a given search engine. While early SEO systems involved simple keyword matches, SEO has evolved considerably, to the level of performing semantic searches on content, optimizing the

specific layout of a page to make its terms more indexable, and using complex mathematical algorithms to better match anticipated search engine behaviors. (O'Reilly)

Short Messaging Service (SMS): A microblogging format devised initially for use with cellphones, though its use has expanded to other networks as well. SMS, or text messaging, makes it possible for both person-to-person communication and broadcast (e.g., Twitter-like) communication. The abbreviated texting forms and use of smileys and other letter-graphs have made possible an entire subculture (predominantly of teenagers) communicating without the use of vowels or formal grammar.

Smartmob: A smart mob is a group that, contrary to the usual connotations of a mob, behaves intelligently or efficiently because of its exponentially increasing network links. This network enables people to connect to information and others, allowing a form of social coordination. (Wikipedia)

Social Graph: The graph (or map) of the relationships that a given individual has within a larger social network. Social graphs can be complex, multidimensional structures based on criteria such as profession, income, gender, age and so forth, and underlay many social networking services, including MySpace, Linked In and Facebook. (O'Reilly)

Social Interaction Overload: Too much social interaction.

Social Media Optimization (SMO): Set of methods for generating publicity through social media, online communities and community websites. Methods of SMO include adding RSS feeds, social news buttons, blogging, and incorporating third-party community functionalities like images and videos.

Social Network Analysis Software: is used to identify, represent, analyze, visualize, or simulate nodes (e.g. agents, organizations, or knowledge) and edges (relationships) from various types of input data (relational and non-relational), including mathematical models of social networks. The output data can be saved in external files. Various input and output file formats exist. (Wikipedia)

Social Networking: The process of creating relationships between a user and other people based upon some formal social graph. Social networks can be thought of as communities based upon interest or commonality that use the Internet to connect the people of the network, typically including points of presence (avatars), blogs, Web forums and microformats.

Social Selling: Sales technique that starts via social networking sites such as Facebook and Twitter.

Social Web: Describes how people socialize or interact with each other throughout the World Wide Web. Such people are brought together through a variety of shared interests. Can be either "People Focus" or "Subject Focus."

Social Capital: is a concept developed in sociology and also used in business, economics, organizational behavior, political science, public health and natural resources management that refers to connections within and between social networks as well as connections among individuals. Though there are a variety of related definitions, which have been described as “something of a cure-all”[1] for the problems of modern society, they tend to share the core idea “that social networks have value.

Small World Phenomenon: The small world experiment comprised several experiments conducted by Stanley Milgram examining the average path length for social networks of people in the United States. The research was groundbreaking in that it suggested that human society is a small world type network characterized by short path lengths. The experiments are often associated with the phrase “six degrees of separation”, although Milgram did not use this term himself.

Structural Cohesion: The minimum number of members who, if removed from a group, would disconnect the group.

Syndication: A syndication feed for a Web or blogging site contains recent changes (new articles, revisions to existing articles, additional media and so forth) that is read by a syndication client.

- T -

Tagging: The process of adding categorical information (usually one word or simple two-word phrases) that identifies some aspect of a Web resource. For instance, a picture of a parakeet may include tags for “parakeet,” “bird,” “photograph,” “Tweety” and so forth.

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 becomes obsessed and deeply offended by everything you write on your blog who goes onto other sites and bashes you and puts a link back to your blog. This can actually be helpful to you, in the long run in terms of inbound links, however, they are annoying.

Tweet-Up: Organized Twitter face-to-face meet-up at a local restaurant, club or elsewhere.

Twitter: A microblogging platform created by Obvious in 2005, where users send short (under 150 characters) messages–called Tweets–to subscribers of a given person’s twitter feed.

- U -

User Generated Content: User-generated content (UGC), also known as consumer-generated media (CGM)[1] or user-created content (UCC), refers to various kinds of media content, publicly available, that are produced by end-users. (Wikipedia)

- W -

Web 2.0: Second generation of web development and design, that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, blogs, and folksonomies. (Wikipedia)

Widgets: Stand-alone applications you can embed in other applications, like a website or a desktop, or view on its own on a PDA. These may help you to do things like subscribe to a feed, do a specialist search, or even make a donation.