

## WEB 2.0 TERMINOLOGY

**BLOG:** A blog (a contraction of the term “Web log”) is a Web site, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. “Blog” can also be used as a verb, meaning to maintain or add content to a blog. The ability for readers to leave comments in an interactive format is an important part of many blogs.

**EBLAST/EMAIL MARKETING:** is a form of direct marketing that uses electronic mail as a means of communicating to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. Researchers estimate that United States firms alone spent US \$400 million on e-mail marketing in 2006.

**FORUM:** An Internet forum is a web application for holding discussions and posting user-generated content. Internet forums are also commonly referred to as Web forums, newsgroups, message boards, discussion boards, (electronic) discussion groups. The terms “forum” and “board” may refer to the entire community or to a specific sub-forum dealing with a distinct topic.

**ONLINE SOCIAL NETWORKING:** focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Social networking has created powerful new ways to communicate and share information. Social networking websites are being used regularly by millions of people. The main types of social networking services are those which contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages), and recommender systems linked to trust.

**PODCAST:** A podcast is a series of digital-media files, which are distributed over the Internet using syndication feeds for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

**RSS:** Really Simple Syndication, RSS is a family of Web feed formats used to publish frequently updated works such as blog entries, news headlines, audio, and video in a standardized format. An RSS document (which is called a “feed,” “web feed,” or “channel”) includes full or summarized text plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content quickly and automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.

**SOCIAL BOOKMARKS:** Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

In a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain networks, or another combination of public and private domains. The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine.

**COMMUNITY NETWORKING INFRASTRUCTURE:** A Collection of Web 2.0 applications employed by a company to house/foster user based participation. Every SNP is unique to the target audience of that company and is usually anchored by a company website.

**TAG:** A tag is a signifying keyword or term assigned to a piece of information (such as an internet bookmark, digital image, or computer file). This kind of metadata helps describe an item and allows it to be found again by browsing or searching. Tags are chosen informally and personally by the item's creator or by its viewer, depending on the system.

#### **USER-CREATED CONTENT OR USER-GENERATED CONTENT:**

User created content is used for a wide range of applications including problem processing, news, gossip and research. UCC can happen in the format of a forum, digital video, blogging, podcasting, and wikis. In addition to these technologies, user generated content may also employ a combination of open source, free software, and flexible licensing or related agreements to further reduce the barriers to collaboration, skill-building and discovery. Sometimes UGC can constitute only a portion of a website. For example on Amazon.com the majority of content is prepared by administrators, but numerous user reviews of the products being sold are submitted by regular visitors to the site.

Often UGC is partially or totally monitored by website administrators to avoid offensive content or language, copyright infringement issues, or simply to determine if the content posted is relevant to the site's general theme.

**WEB 2.0:** Web 2.0 is a term describing changing trends in the use of World Wide Web technology that aims to enhance creativity, information sharing, and collaboration among users. These concepts have led to the development and evolution of web-based communities such as social-networking sites, video sharing sites, podcasts, webinars and blogs.

**WEBCAST:** A webcast is a media file distributed over the Internet using streaming media technology. A webcast may either be distributed live or recorded. Essentially, webcasting is "broadcasting" over the Internet.

**WEB CONFERENCING:** Web conferencing is used to conduct live meetings or presentations over the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet. This can be either a downloaded application on each of the attendees computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference.

**WEB COMMUNITY:** A web community may take the form of a social network service, an Internet forum, a group of blogs, or another kind of social web application.

**WEBINAR:** A webinar is a neologism to describe a specific type of web conference. It is typically one-way, from the speaker to the audience with limited audience interaction, such as in a webcast. A webinar can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen and the audience can respond over their own telephones, preferably a speaker phone. Webinars may (depending upon the provider) provide hidden or anonymous participant functionality, enabling participants to be unaware of other participants in the same meeting.

**WIKI:** A wiki is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative websites and to power community websites. The collaborative encyclopedia Wikipedia is one of the best-known wikis.