

Web 2.0 Glossary

[Aggregator](#)
(or news aggregator or feed reader)

An aggregator is a software or online service that uses a Web feed to retrieve syndicated Web content such as Weblogs, podcast, vlogs (video blogs), and mainstream mass media Web sites, or in the case of a search aggregator, a customized set of search results.

Feed readers keep checking Web sites to see if they have been updated. If so, they display the title, and a link to it, with an excerpt (or the whole contents) of the new information. Each feed contains items that are published over time. When checking a feed, the feed reader is actually looking for new items. New items are automatically discovered and downloaded for you to read. You don't have to visit all the Web sites you are interested in, you just add the feeds of these Web sites to the feed reader.

[AJAX \(Asynchronous JavaScript & XML\)](#)

AJAX is a Web development technique for creating interactive Web applications. The intent is to make Web pages feel more responsive by exchanging small amounts of data with the server behind the scenes, so that the entire Web page does not have to be reloaded each time the user requests a change. This is intended to increase the Web page's interactivity, speed, and usability.

[Blog](#)
(Weblog - usually shortened to blog)

Blog is an abbreviated version of Weblog, which is a term used to describe Web sites that maintain an ongoing chronicle of information. A blog is a frequently updated, personal Web site featuring diary-type commentary and links to articles or other Web sites. Blogs range from the personal to the political and can focus on one narrow subject or a whole range of subjects.

[Blogsphere](#)

Blogsphere is a collective term encompassing all blogs and their interconnections. It is the perception that blogs exist together as a connected community (or as a collection of connected communities) or as a social network.

Blogroll

Blogroll is a collection of links to other weblogs. With the advent of syndicated news feeds, even blogrolls can be, and are being, syndicated. OPML (Outline Processor Markup Language, XML format) is one of the popular ways to syndicate a blogroll in case a weblog author wants others to be able to access the weblogs in his/her blogroll.

Digital

Digital systems use discrete values to represent information for input, processing, transmission, storage, etc.

Although digital representations are discrete, the information represented can be either discrete, such as numbers, letters or icons, or continuous, such as sounds, images, and other measurements of continuous systems.

The word digital comes from the same source as the word digit and digitus (the Latin word for finger), as fingers are used for discrete counting.

Facebook

Facebook is a social networking Web site. It was founded in February 2004. User can select to join one or more participating networks, such as a high school, place of employment, or geographic region. The site has more than 350 million active users worldwide.

Keyword

Keyword refers to a word or phrase used to find relevant and useful web pages.

It may also mean:

- Keyword (computer programming), an identifier in a computer language that indicates a specific command
- Keyword (linguistics), a word that occurs with unexpected frequency in a text
- Keyword (Internet search), a word or a phrase used to find useful results in Internet searches
- Smart keyword, shortcut for bookmarks in Firefox

Mash-up

Mash-up refers to a new breed of Web-based applications to mix at least two different services from disparate and even competing, Web sites. A mash-up, for example, could overlay traffic data from one source on the Internet over maps from Yahoo, Microsoft, Google or any content provider.

MySpace

MySpace is a social networking Web site offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos internationally.

Permalink

Permalink is designed to refer to a specific information item (often a news story or blog item) and to remain unchanged permanently, or at least for a lengthy period of time to prevent link rot.

Open source software

Open-source software refers to any computer software whose source code is available under a license (or arrangement such as the public domain) that permits users to study, change and improve the software, and to redistribute it in modified or unmodified form. It is often developed in a public, collaborative manner.

Really Simple Syndication (RSS)

RSS is a family of Web feed formats, specified in XML and used for Web syndication. RSS is used by (among other things) news Web sites, Weblogs and podcasting. RSS is alternately defined as Rich Site Summary or Really Simple Syndication.

The RSS formats provide web content or summaries of web content together with links to the full versions of the content, and other meta-data.

This information is delivered as an XML file called an RSS feed, web feed, RSS stream, or RSS channel. In addition to facilitating syndication, RSS allows a Web site's frequent readers to track updates on the site using an aggregator. RSS is one of the most important technologies of Web. 2.0.

Search Engine

A Search engine is an information retrieval system designed to help find information stored on a computer system. Search engines help to minimize the time required to find information and the amount of information which must be consulted, akin to other techniques for managing information overload.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a Web site from search engines via “natural” (“organic” or “algorithmic”) search results for targeted keywords. Usually, the earlier a site is presented in the search results, or the higher it “ranks”, the more searchers will visit that site.

SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines.

Social Bookmarking

Social bookmarking is a Web-based service to share Internet bookmarks. The social bookmarking sites are a popular way to store, classify, share and search links through the practice of folksonomy techniques. Since the classification and ranking of resources is a continuously evolving process, many social bookmarking services allow users to subscribe to the Web feeds based on tags, or a collection of tag terms. This allows subscribers to become aware of new resources for a given topic, as they are noted, tagged and classified by other users.

Social Network

A social network is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchanges, friends, kinship, dislikes, conflict, trade, web links, sexual relations, disease transmission (epidemiology), or airline routes.

Social Software

Social software is a type of software or Web service that allows people to communicate and collaborate while using the application. E-mail, blogs, and even instant messaging are all examples of social software. Many advocates of using these tools believe that these create actual community, and have adopted the term “online communities” to describe the social structures that they claim result.

Social Web

Social web refers to an open global distributed data sharing network similar to today's World Wide Web, except instead of linking documents, the Social Web will link people, organizations, and concepts.

Tag

Tag is a (relevant) keyword or term associated with a piece of information (like a picture, article, Web site, or video clip), thus describing the item. Typically, an item will have more than one tag associated with it.

Trackback

Trackback is used in a blog to show, around an entry, a list of other blogs that refer to it.

Tweet

A Twitter post.

Twitter

Twitter is a social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as "followers." Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter Web site, Short Message Service (SMS) or external applications. While the service costs nothing to use, accessing it through SMS may incur phone service provider fees.

User Generated Content

User generated content refers to various kinds of media content, publicly available, that are produced by end-users.

It reflects the expansion of media production through new technologies that are accessible and affordable to the general public. These include digital video, blogging, podcasting, news, gossip, research, mobile phone photography 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 diminish the barriers to collaboration, skill-building and discovery.

Video Podcast

Video podcast (sometimes shortened to vidcast or vodcast) is a term used for the online delivery of video on demand video clip content via Atom or RSS enclosures. The term is an evolution specialized for video, coming from the generally audio-based podcast and referring to the distribution of video where the RSS feed is used as a non-linear TV channel to which consumers can subscribe using a PC, TV, set-top box, and media center or mobile multimedia device.

Web 2.0

Web 2.0 refers to services available on the World Wide Web that let people collaborate, and share information online. What kinds of things do Web 2.0 tools do?

- They allow non-Web designers to put their own content (writing, audio, video, etc) online easier than ever before.
- They make content more portable than ever and easier to remix, mash together or reuse in a different context.
- They utilize this user-generated content and the economy of scale/network multiplier effect created to draw valuable connections between related users and content.
- They make the discovery of new content more automated and relevant than ever before.
- They have the potential to exponentially increase the amount of information that any of us are able to access, store and recall.

Web tools

A tool is a software application on your computer, and also for applications that are Web-based. For example, instant messaging is an application, Yahoo Messenger is a tool.

Web feeds

Web feeds allow feed readers to access a site automatically looking for new content and then post updates about that new content to another site. This provides a way for users to keep up with the latest and hottest information posted on different sites. Content distributors syndicate a web fee, thereby allowing users to subscribe to it. For most Web feeds RSS, RDF and XML formats are used.

Web Syndication

Web syndication is a form of syndication where Web feeds make a portion of a Web site available to other sites or individual subscribers. This could be simply by licensing the content so that other people can use it, however, in general, Web syndication refers to making Web feeds available from a site in order to provide other people with a summary of the Web site's recently added content.

Webcast

Webcasting is sending audio and/or video live over the Internet. A Webcast uses streaming media technology, technology that is used to distribute non-streaming media like radio and television over telecommunications networks, to take a single content source and distribute it to many simultaneous listeners/viewers. The ability to Webcast using cheap/accessible technology has allowed independent media to flourish.

Widgets

In computing:

- Widget engine, a software system for physically-inspired desktop applets
- GUI widget, a component of a graphical user interface with which a user interacts
- Web widget, a third party item that can be embedded in a web page
- Mobile widget, a third party item that can be embedded in a mobile phone

Wiki

Wiki is a Web site that allows visitors to add, remove, edit and change content. It also allows for linking among any number of pages. This ease of interaction and operation makes a wiki an effective tool for mass collaborative authoring.

Wikipedia

Wikipedia is a multilingual, open content, free encyclopedia project operated by the non-profit Wikimedia Foundation.

Extensible Markup Language (XML)

The Extensible Markup Language (XML) is W3C-recommended general-purpose markup language. Its primary purpose is to facilitate the sharing of data across different information systems, particularly systems connected via the Internet. XML is considered "general purpose" because it enables anyone to originate and use a markup language for many types of applications and problem domains.

Numerous formally defined markup languages are based on XML, such as RSS, MathML, GraphML, XHTML, scalable vector graphics, MusicSML, and thousands of others.

YouTube

YouTube is a video sharing Web site where users can upload, view and share video clips, YouTube was created in mid-February 2005 by three former PayPal employees.

Unregistered users can watch most videos on the site, while registered users are permitted to upload an unlimited number of videos. Some videos are available only to users of age 18 or older (i.e.: videos containing potentially offensive content). The uploading of pornography or videos containing nudity is prohibited. Related videos, determined by title and tags, appear onscreen to the right of a given video.

Sources used for this glossary:

Wikipedia

Web 2.0 in the Context of Development

Wordpress documentation

Marshall Kirkpatrick's blog post on Web. 2.0

Webopedia