Glossary of Web 2.0 terms

Regional workshop on SAWAP teams' and media men and women's capacity building for the use of social media and collaborative web 2.0 tools for development

Just like any other domain, the Web also has a technical vocabulary of its own. This document is a micro glossary of some key terms of Web2.0. The glossary builds upon generic Web2.0 – specific words to come up with a specific vocabulary of a micro blog (Twitter) and Facebook.

Aggregator

An aggregator (or news aggregator or feed aggregator) is a customer software or online service that receives and displays multiple feeds or syndicated content feed, such as headlines or blog posts. An aggregator can be a web site that shows the latest headlines of several news sites or a feed reader that a user has downloads on his or her computer to be able to subscribe or display RSS feeds of the latest content published on a wide number of web sites without having to consult the sites one by one.

Post

A post refers to a content that is published on the internet. In principle, a post is a comment written on a blog.

Blog

A blog (Shortened English words web and log, web log) is a web site, which is in principle kept by an individual. Blogs have regular chronicles or columns, descriptions of events or other contents such as photographs, audio or video files. Blogs often provide comments or updates on a given topic, for example: food, policy or local news. Some operate like on line personal diaries. A typical blog combines text, images and links to other blogs, web pages and other media in connection to the topic dealt with. The readers of the blog have the possibility to leave comments in an interactive manner and this function is a major characteristic of « blogging». Most blogs now contain text mainly (posts) although some also focus on photographs (photoblogs), videos (vlogs), or audio files (audioblogs or podcasts) and are part of a wider socializing media network. Blogging or being a blogger means keeping a blog or adding content in one's blog.

Blogosphere

The word *blogosphere* is a collective term that embraces all blogs and their interconnections. This gives the feeling that blogs exist as a connected community (or a set of interconnected communities) or as a social network.2

Favorites

Internet favorites are web page locations (URL) that can be retrieved. It is a function that is found in all modern internet browsers; their primary role is to facilitate cataloging and access to web pages that a user has consulted and decided to save. The links thus saved are also called « bookmarks». In principle, favorites are visible in the menu of the browser and are stored on the user's computer. There are many external applications for managing favorites on line (see Favorites Sharing).

RSS Feed

RSS is an internet data flow used for syndicating a content so as to make it accessible for other web sites or individuals so that they can subscribe through a feed reader. Each feed reader is made up of one or several feed elements. Each element is composed of an URL, a text and (optional) a multimedia content. An RSS feed may contain news updates, weather forecasts, publications in the pipeline, press releases or even radio or TV programmes. RSS stands for Rich Site Summary or Really Simple Syndication. Atom is a similar content syndication format.

Microblogging

It is a form of blogging whereby the users make very short posts that are generally disseminated via diverse channels including SMS, email, instant messaging or internet. Updates can be on texts, photographs or very short video sequences.

Tag cloud

A tag cloud or key words is a visual list of tags or key words that illustrate groups of tags generated on the basis of web site content. A tag cloud links up a set of associated key words. The most frequently occurring words are shown in a larger font size and /or in a different color.

Web 2.0 tools

The word « tool » is used here as an abbreviated form of computer application and to refer to web - based applications. There tens of free or low cost applications and interactive web services (often referred to under the generic term of participatory web or Web 2.0). Such tools enable optimum information creation, sharing and publishing. Examples of Web 2.0 tools include social media sites, video sharing sites, wikis and blogs. Everywhere web tools are referred to in this special document, the term *application*, *method*, *technology* or web *approach* would certainly be the most appropriate word depending on the actual use of the tool concerned. We use the term « tools» as a generic to cover the multiple applications, tools, methods and technologies that we are referring by calling them Web 2.0 tools.

Favorites sharing

Favorites sharing is a web service that enables the sharing of internet bookmarks. Favorites sharing sites are popular because they make it possible to store, file, share and search for links with folksonomy techniques. Given that cataloging and filing resources is constantly evolving process, many favorites sharing services enable users to subscribe to tag-based and specific user-based internet feeds. This enables subscribers to be informed of new resources available on a given topic as they are signaled, tagged and filed by other users.

Social network

 Online social network tools focus on the online creation of internaut or surfer communities that have share similar interests and /or activities. The social networks are a new generation of online community tools dedicated for socializing on the internet; they look like web sites but offer in addition specific interactive functions and processes. A social media service brings together people that share common interests, for instance photography or a social issue and who wish to explore the interest of others and get advice and tricks from their peers. Social media sites make relationships among internet users more visible.

Trackback

On a blog, the function of a trackback or linkback is to notify another blog that you are making reference to it on your own blog.

SMS (Short Messaging Service)

A service enabling you to send short text messages via a mobile phone. A text message sent by mobile phone device is called an SMS.

Tags

A tag is a (relevant) key word or term internaut or surfer associated to an element of an online content (e.g. : an image, article, web site video sequence) to describe the element in question. In principle, a content element would have several tags that are associated to it. Tags are generally selected in an informal and personal manner by the author /creator of the element– and not as part of a formally defined classification scheme (taxonomy). Folksonomy refers to a series of online tags generated by the internauts. Tagging is associating key words (metadata) to the file or document in order to make it easier to locate it during the search for related content on the internet.

Voice over Internet Protocol (VoIP)

VoIP services (voice over Internet Protocol) are free or low cost platforms that make it possible to send or receive private or conference phone calls from a computer to another computer (PC to PC, PC2PC). Skype is an example of VoIP service. See: www.skype.com

Web 2.0

The term Web 2.0 refers to what is perceived as a second generation of web development and design that facilitates communication, secures information sharing, cooperation and collaboration on the web, World Wide Web. Sometimes called participatory web or read/write mode. Web 2.0 concepts have led to the advent and development of web-based communities, hosted services and applications. These include social media sites, video and photograph sharing sites, wikis and blogs. The term Web 2.0 was used for the first time by Eric Knorr in December 2003 and has become popular at the end of the first Web 2.0 conference organized by O'Reilly Media in 2004. Though the term relates to a new version of World Wide Web, it is not in any ways an upgrading of its technical specifications but rather modifications in the way developers and surfers are using the web. With the first phase of the web, most surfers were restricted to reading online information. The new Web 2.0 technologies now make it possible for the majority of users for instance to modify or create their own content on web sites that have such technologies. They enable non specialists of the web to publish some content online (in the form of text, audio or video file, etc.) more easily than before. They make content more portable and easier to remix, browse, combine and transpose to a different context. Web 2.0 tools use this content generated by the user and the scale/network multiplying effect thus obtained to create useful connections among users and associated contents. Such tools make the discovery of new content more automated and more relevant than in the past. They have the potential for increasing in an exponential manner, the volume of information that each and every one of us can access, save and retrieve.

The most popular Web2.0 tools today are undoubtedly the social media. The most commonly known and used are Twitter and Facebook. The use of tools such as Twitter and Facebook require the knowledge of the terms and notions that are specific to these two Web2.0 tools.

The vocabulary of social media: Twitter and Facebook

Twitter
Lexicon for a good start with Twitter

@ (Arobase)
The symbol @ serves to quote the username in Tweets, like in: « Good morning @twitter! ». the others would use your @username to mention you in Tweets, send you a message or refer to your profile.

@username
A username identifies you on Twitter; in any case, it is immediately preceded by the @ symbol. For example: Christophe Hien's username is @yorsaon

@ : effects
The @ is used on Twitter to mention another user. Its use has two effects:
- The @ sign   puts in bold font the person whom you are mentioning in your tweet, creating automatically a link to his or her profile.
- The @   sign informs the person mentioned in your tweet. Your tweet automatically appears in his or her list of mentions. You have the same list which records all the tweets where you have been mentioned.

Important clarification:
If you start your Tweet with an @ mention, this will not necessarily appear in the lists of all your followers. It appear only in the list:
1/ of the Twittos that you have mentioned
2/ of Twittos that follow you **and** Twittos that you have mentioned.
This function is useful when you engage in chats that may pollute the lists of your followers.

to avoid it, you just need to start your tweet with a character other than @, most Twittos use a simple dot which would give:
.@barackobama nice haircut, dude!

(Hastag)
A Hashtag is a key word preceded by the # symbol that internauts use in their publications on social media. They make it possible for other users to get access to the content that contains the said key word and this without being necessarily a « friend» or « follower » of the person using it. Let us assume that you want to buy an iPhone5. If you enter #iPhone5 in the search bar of Twitter, you will discover in real time all Tweets of Twittos that mention the smartphone model.

If your profile is public, each person who shares your interests will be able to see your publications depending on the Hashtags that you are using. Your posts are therefore no longer limited to the users in your community but can reach thousands of subscribers, fans and potential customers. It is hence essential to make best choices in order to optimize the impact of your publications.

Alerts

Twitter alerts enable public security agencies to inform the population in case of emergency by highlighting crucial and urgent contents through notifications and unique appearance.

Tweet

Let's start easy. A *tweet* is simply a message posted on Twitter. Do not confuse with a *twit*, an English word meaning crazy, a mentally challenged person.

Twittos

Any subscriber to Twitter.

Followings

Your "followings" are the Twittos that you are following.

Followers

The Twittos that are following you.

To tweet

A verb of the 1st group. Means the action of making a tweet.

Tweet List (or TL)

It is the list of all tweets that you receive from your followings. Your own tweets therefore (logically) appear in the TL of your followers.

RT (or re-tweet)

RT is used to convey to your circle a tweet that you found interesting. It can be done in two ways:

- The *old school* RT: Make a RT followed by an @, add a short word (or not), and tweet.
- The *new* RT: Twitter has included the possibility to automatically ReTweet tweets. Click on it, select Retweet and the tweet will appear as it is on the Tweet list of your followers.

DM (or Direct Message or Private Message)

As shown by its name, this is a private message, ultra private, readable by only you and intended Twittos. To send one of such DMs, you and the target Twittos have to be mutual followers. That's it! This is privacy in Twitter's own ways.

You will therefore have access to the "Message" button on your profile. Or you will be able to use the letter "d", alone, followed by a space and @. Example:
d @barackobama i was joking, you should get the afro hair cut back

Last advice on Twitter

Don't include spaces when using @, a *hashtag* **#,** or generally any other shortcut on Twitter. In most cases, your will break the link that Twitter is supposed to generate.
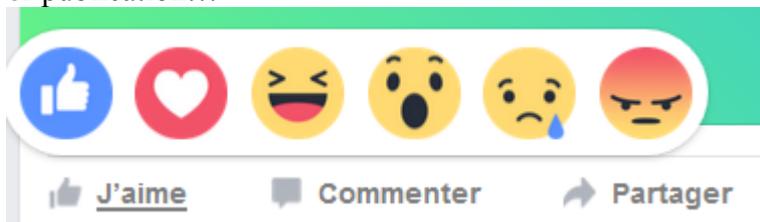
Facebook

For a good beginning on Facebook, it is important to get familiar with a certain number of key words that are specific to Facebook.

Notification: visible on top at the left hand side. This is an alert to let you know that an action has been carried out by a contact person be it on your profile or on the pages that you are handling.

Like(s): Near each publication, the internaut has the possibility to indicate that he or she likes the content posted. This helps to measure the popularity of an individual, of an enterprise or publication…

Better still, in addition to liking, Facebook also gives the possibility to express other emotions and feelings.

Wall = It is the latest news from a person or page, grouped on a "wall". Depending on the level of authorization by the account, messages can be posted by the owner of the account or by his or her friends / fans for a page.

Groups: there are 3 types of groups. "**Open**" (everybody can see who are the members and the publications), "**Closed**" (everybody can see the group and its members but not the publications) or "**Secret**" (no trace of the group on Facebook except for the members)

Events: it enables you to organize an event or reply to invitations. You can see who is participating, who is not participating and who will "maybe" participate.

News feed: It enables you to be informed of the latest news from your friends, pages that you are following …

Useful links:
http://blog.neocamino.com/lexique-facebook-les-bases-pour-bien-debuter/