

Social Networking and General Internet Terms

blog: A combination of the words *Web* and *log*. Bloggers (individuals, groups, or businesses) post a chronological log of information. Content is determined entirely by the author(s) of the blog; many are personal journals.

bookmark: Similar to a real-life bookmark, an Internet acts as a marker for a Web site. (In Internet Explorer, they're called "Favorites".) When using a Web browser, you can simply select a bookmark from the browser's Bookmarks menu to go to a certain site. This way, you don't have to go through the redundant process of typing in the Internet address each time you visit one of your favorite sites

cookie: A short piece of computer code, stored on your computer, that enables Web sites to remember certain settings and information the next time you visit that site.

dashboard: A kind of control panel in Blogger that shows you the blogs you've set up, giving you access posting, using help resources, or even creating another blog.

Del.icio.us (pronounced simply "delicious") - A community bookmarking website in which users can save Web pages they find and share them with other users. Because users' bookmarks are made public and viewable by other users, other people often bookmark Web pages that they find within other users' bookmarks. Del.icio.us keeps track of how many people bookmark each site and posts the most popular websites on its home page.

domain: A *domain* is the address, or main URL, that people type in the browser to get to your Web site. The domain name you choose can't be used by anyone else.

entry: An entry in a blog, possibly containing text, images, and other media. Also called a *post* or *blog post*.

Facebook: A social-networking service that enables you to keep in contact with families and friends via the Web. www.facebook.com

Flickr: A Web site that allows you to share, organize, edit, and otherwise manage your photos. www.flickr.com

Friend List: Your virtual online address book in MySpace. You can become someone's friend by either sending a fellow MySpacer a Friend Request or by being on the receiving end of a Friend Request from another MySpace user. www.myspace.com

handle: A phrase or moniker that doesn't identify the writer, typically used on a social networking site instead of your real name.

hosted services: Manages the data, software, and Web hosting of a blog; the blogger just manages the content.

HTML: The computer coding used by Web designers to create Web pages.

link: A navigation tool that allows a user to go from one Web location to another by clicking. Links are typically underlined.

Mom test: A self-test that flags inappropriate blog posts. If you'd let your mom read the post, then it's probably passed the Mom test. Specifically, don't blog about topics you think will hurt others; don't blog about others without their permission, even about topics you consider inconsequential; and don't identify friends and lovers by name without their permission.

MySpace: A social-networking service that enables you to keep in contact with families and friends via the Web.

MySpace profile: Your MySpace identity. It can contain as much or as little information about you as you'd like.

news aggregation: The ability to aggregate news by using RSS feeds. Having a news aggregator included with your blog package allows your site to pull in information from another blog.

pinging: An automated notification system for search engines and newsreaders, letting those services know that your blog has been updated. A ping occurs when one computer asks another whether it's there; the second computer confirms its presence.

post: An entry in a blog, possibly containing text, images, and other media. Also called a *blog post* or *entry*.

private profile: A MySpace profile that's limited on who can view it, such as only people on your Friend List.

public domain: The status of publications, processes, and product designs that are free from copyrights and/or patents and are available for anyone's use.

RSS feed: Really Simple Syndication. An RSS feed is a computer-readable version of your blog, standardized so that it can be displayed in newsreaders and on Web sites and blogs.

sidebar: A column to the right or left of the main content of a blog that contains things like navigational links, special highlighting graphics that point to social networking sites, blogrolls, archive links, or anything that you want to share with your visitors outside the context of a blog post. Sidebars are usually included on every page of your blog and are consistent from page to page.

social network: A service, such as Facebook or MySpace, that enables to keep in touch with people you know — and meet people you don't know.

spam: Unsolicited electronic messages sent in bulk that may be commercial, nonsensical, or malicious. In addition to e-mail spam, blog comments and blog forums can be targeted by spammers.

tag: A relevant keyword associated or assigned to a piece of information, such as an image, a blog entry, or a video clip. Tags are usually chosen informally by the content creator or by the online community; they help give content to nontext media and organize information for ease of searching.

Trackback: A technology that tracks references to a blog posting that occurs on other blogs. They allow bloggers to link to blog posts on related topics.

transparent: Being honest and truthful on your blog. Also means that you admit mistakes and engage in dialogue with readers who leave comments.

Twitter: A service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your profile or your blog, sent to your followers, and are searchable on Twitter search. www.twitter.com

tweet: A Twitter update

video blog: A blog consisting of video files, or the practice of placing a video file in a blog post.

video-sharing service: A service, such as YouTube, that enables you to share video with others.

web host: The web server where you software, graphics, and other files live online.

web server: Technology that looks at what Web page is requested and then feeds the browser the appropriate file. It does most of the hard work of serving Web pages to visitors coming to your Web site.

whitelist: A list of preselected users who are allowed to comment on your blog.

YouTube: A video-sharing service. www.youtube.com