

# E-marketing Terms

**Aggregation-** gathering information from multiple web sites, typically via RSS. Aggregation lets web sites remix the information from multiple web sites, for example by republishing all the news related to a particular keyword.

**Blog-** originally called web log, one of the easiest ways for people to maintain a constantly updated web presence. In addition to the classic text blog, we now have photo blogs (consisting of uploaded photos), audio blogs (a.k.a. "podcasts") and video blogs (which consist of regularly uploaded video files).

**Blogroll-** a list of recommended sites that appears in the sidebar of a blog.

**del.icio.us-** social bookmarking. You provide a title and tag(s) for your favorite and most useful content. This allows you to share them with anyone around the world, with a coworker, client, or teacher.

**Digg-** social news site, which allows you to vote for your favorite content. Its news democratized.

**Content-** any web related material (including text, photos, audio, video, or other media)

**Flickr-** a popular photosharing site, where creativity, design, and sharing are valued.

**Mashup-** web service or software tool that combines two or more tools to create a whole new service.

**Moblogging-** Short for mobile blogging, moblogging refers to posting blog updates from a cell phone, camera phone or pda.

**Micro-blogging-** a form of multimedia blogging that allows users to send brief text updates (say, 140 characters or fewer)

**Newsreader-** a newsreader (also called blog reader) gathers the news from multiple blogs or news sites via RSS (see below), allowing readers to access all their news from a single web site or program.

**Podcast-** a media file that is distributed over the Internet using syndication feeds, for playback on portable media players and personal computers. The host or author of a podcast is often called a podcaster.

**RSS-** Really Simple Syndication (similar to TV syndication) It's the way blogs are shared.

**Short Message Service (SMS or Texting)-** is a communications protocol allowing the interchange of short text messages between mobile telephone devices. SMS text messaging is the most widely used data application on the planet, with 2.4 billion active

users, or 74% of all mobile phone subscribers sending and receiving text messages on their phones.

**Social Bookmarking-** the collaborative equivalent of storing favorites or bookmarks on the web.

**Social Networking Service-** focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Examples include Facebook, LinkedIn, and MySpace

**Some Rights Reserved-** a concept initiated by Creative Commons that builds upon traditional copyright practices and relaxes restrictions to promote creative freedom. CC licenses aim at maintaining the balance between an end-user's free use and an author's Intellectual Property Rights.

**Tag-** 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.

**Technorati-** way to listen to and find blog entries. Its like Google for blogs. In addition, it ranks blogs based on its own system of authority.

**Twitter-** a micro-blogging tool. It asks "what are you doing?" Its similar to a chat room, with 200 or less character updates.

**User Created Content (UCC)-** user created content, whether design, music, video, or some multi-media mashup.

**Wisdom of Crowds-** a principle that "we" collectively are smarter than "me."

**YouTube-** one of many video sharing sites. It is currently the largest and owned by Google. (similar services include Blip.TV, BlogTV, Seesmic, Vimeo, Viddler, UStream, and others)

**Web 2.0-** community and multimedia tools for sharing and community. Its use has lead to the proliferation of 2.0 words. (also often refered to as social media or new media)

**Wiki-** a collaborative form of publishing (you can make your own for personal, educational, or professional use with PB Wiki, Wet Paint, or Social Text)