Glossary of Terms

Audioblog: A blog where the posts consist mainly of voice recordings

Aggregator: A program or webpage which enables users to read the content of blogs using RSS or Atom Feeds examples: Bloglines.com

Atom: An XML based file format used in the provision of Blog feeds. Championed primarily by Google and its Blogger blogging service, it competes directly with the RSS format

Blego: a combination of the words Blog and Ego, used to describe the actions of bloggers who write as to their own self worth

Blog: short for Web log, a blog is a Web site that contains an online personal journal with reflections, comments and often hyperlinks provided by the writer; (verb) to write a Web log.

Blogger: a person who owns or writes for a Web log.

Blogosphere: the world of blogs.

Blogroll: a list of links in the sidebar of a blog, often linking to other blogs.

Blogware: commonly used in reference to the tools used to write blogs, such as WordPress or Movable Type.

Blog feed/ Feed: a page, written in XML, that is read using Aggregators, that provide an alternative means in which to read blogs. There are two competing standards, Atom and RSS.

Blurker: one who reads many blogs but leaves no evidence of himself such as comments behind.

CGI-BIN: Some types of blogware require servers that allow CGI (Computer Generated ImageCommon Gateway Interface) programs to reside in a special directory. This directory is often referred to as CGI-BIN.

Comment spam: when someone posts off-topic commercial remarks with links in a blog's comment section.

Consumer Generated Media: Coverage that originates from individual consumers of products and services.

Consumer/Personal Blogs: blogs created by individuals often as personal diaries. Many provide personal reviews and opinions of products, companies and issues. Many allow users to leave comments, and most provide links to other blogs or websites that provide additional information relating to a particular subject.

Consumer/Personal Forums: forum sites established by users around a specific topic or issue. These sites are not created or sponsored by a corporate entity, but represent a group of users with a common interest. Users openly discuss issues, provide reviews, and disseminate their opinions relating to a variety of subjects.

Corporate Blogs: blogs that are created and sponsored by corporate entities. These blogs provide postings from employees of the organization delivering information and insight relating to the company, their products, and issues that impact the company. Most will allow users to post

comments as this provides valuable feedback and a means for open discussion between the company and its consumers.

CSS: Cascading Style Sheets, script that may define the attributes on a web page or a blog, including colour, layout, font type etc.. CSS is not required to write a web page but is commonly used with blogs

Digital Influencers: online consumers, journalists and analysts who are able to sway public opinion or change consumer behavior in a positive or negative manner.

Discussion group: an online forum for individuals to discuss various topics amongst each other. People add their comments by posting a block of text to the group. Others can then comment and respond. The term discussion group encompasses bulletin boards, listservs, mailing lists, and newsgroups.

Flame: to make a hostile, intemperate remark, usually of a personal nature.

FTP: File Transfer Protocol: Do-it-yourself blogging requires the uploading of script to a web host for hosting, FTP refers to the method in which the files are uploaded. Software is required to transfer a file by FTP. Examples include WS_FTP and Cute_FTP

Group blog: a blog with more than one regular contributing writer.

HTML: Hyper Text Markup Language: the language used in writing a web page

Journalist & Media Blogs: blog sites published by professional journalists. These sites may be independent or they may be associated with the media outlet that the journalist is employed by. They provide a higher level of writing and provide true journalistic research and insight in the postings they provide. These blogs may focus on particular subjects, issues, or industries and often provide valuable analysis of issues.

Industry Forums: forums that focus discussion on a particular industry, such as the telecom industry. These forums may be established by industry organizations or companies related to those industries. They provide very focused discussion from employees and experts within the industry.

Internet forum: also known as a message board or discussion board, is a web application that provides for online discussions, and is the modern descendant of the bulletin board systems and existing Usenet news systems that were widespread in the 1980s and 1990s. An Internet forum typically exists as part of a website and invites users to start topics and discuss issues with one another. Sometimes, a forum even comprises most, if not all, of the content of a site. Compared to wikis, Internet forums don't allow users to edit the forum posts of other users; however, administrators and moderators generally have the capability of doing this.

Media Forums: forums that are provided as a portion of an existing media site or publication. This portion of the site allows readers of the publication to meet and discuss relevant topics and issues.

Meme: an idea, project, statement or even a question that is posted by one blog and responded to by other blogs. Although the term encompasses much of the natural flow of communication in the Blogosphere, there are active bloggers and blog sites that are dedicated to the creation of memes on a regular basis

MSM: acronym for mainstream media.

Moblog: a blog maintained via mobile hardware, typically a mobile phone with a built-in digital camera. Moblogs are usually photo journals rather than text intensive (though this varies).

MP3 Blog: a blog that hosts downloadable music in the MP3 audio file format.

Newsgroup: a repository, usually within the Usenet system, for messages posted from many users at different locations. The term is somewhat confusing, because it is usually a discussion group. Newsgroups are technically distinct from, but functionally similar to, discussion forums on **the World Wide Web.**

Perl: Practical Extraction and Report Language, Perl is a programming language designed for processing text used by some types of blogware

PHP: a HTML embedded scripting language that allows the creation of dynamic web pages, used by some types of blogware

Podcast/ Podcasting: a form of audio blogging created by Adam Curry, a former MTV Host, and Dave Winer, the founder of Userland Software. Its name comes from the targeting of audio posts to Apples iPod audio player, although podcasts can be listened to on competing players and on computers.

Post: the term used to refer to an individual story or article on a blog, literally to post to a blog is to write an article or contribution, and a blog consists of multiple posts.

Public Voice: the collective voice of indivual consumers over the Internet, often influencing consumer behavior.

RSS: acronym for really simple syndication. It allows users to get free, automatic feeds to a single Web page from such sources as blogs and news services.

TrackBack/ PingBack: A system that allows a blogger to see which other bloggers have referenced or written about a particular post. The system works by sending a 'ping' between the blogs, and therefore providing the alert.

Usenet: a distributed Internet discussion system that evolved from a general purpose UUCP network of the same name. Users read and post e-mail-like messages (called "articles") to a number of distributed newsgroups, categories that resemble bulletin board systems in most respects. The medium is sustained among a large number of servers, which store and forward messages with one another. Usenet is of significant cultural importance in the networked world, having given rise to, or popularized, many widely recognized concepts and terms such as "FAQ" and "spam".

Vlog: video blog. A blog used to display various forms of video.

Wiki : a Web site (or other hypertext document collection) that allows users to add content, as on an Internet forum, but also allows anyone to edit the content. "Wiki" also refers to the collaborative software used to create such a Web site.

XML: Extensible Markup Language: a scripting language used most commonly for blog feeds, used in both Atom and XML.