Glossary

3-D Internet: See Virtual Worlds.

Activity Theory: Activity theory provides a rich descriptive framework through which a person can classify an activity as it pertains to working toward an objective or goal. Activity theorists contend that the entire context of a learning situation is important and should be accounted for since little, if any, human action takes place independent of surrounding contextual elements.

Asynchronous JavaScript and XML (AJAX): AJAX is a development technique used on Web sites that combines the use of JavaScript and XML (extensible markup language) to create a more interactive user experience. The concept is to separate the user interface from data in order to be able to exchange data with the server without having to refresh the entire user interface. As a result, the Web page becomes more responsive. AJAX is a key part of Web 2.0 because of its ability to greatly improve the user interface of applications and make them more dynamic.

ATOM: ATOM is a publishing format that is similar to RSS (really simple syndication), but is more robust and flexible. It is based on XML and, while not as widely used as RSS, is gaining market adoption. Like RSS, ATOM is part of Web 2.0 because of its ability to exchange data in a structured but easily consumable manner between applications.

Avatar: An avatar is a graphical representation of a person in a virtual world setting, such as Second Life. Avatars can be human, animal, or fantasy depending on the game and player’s disposition. Avatars can be gendered or genderless, and representative of the real-life participant or not. Practically speaking, an avatar is a fancy cursor that provides an alter ego for the participant.

Best Practice: Best practice is the belief that there is an appropriate action or pattern to be followed that will consistently lead to the best possible desired outcome, therefore minimizing problems and avoiding unforeseen complications.

Blog: See Weblog.
**Botnets:** Botnets are networks (or groups) of security-compromised computers known as zombies. Botnets are used in spamming (mass junk e-mail distributions), in focused attacks to steal data, or as client-naïve instruments in denial-of-services (DoS) attacks.

**Business to Consumer (B2C):** B2C refers to a business interacting with its customers on the Internet, also known as the retailing side of e-commerce. Other types of interactions include business to business (B2B), which refers to the interaction of a business with other businesses or business partners.

**Cascading Style Sheets (CSS):** CSS is used to describe the presentation of a document written in HTML (hypertext markup language) or XML. For each style that is defined in the markup language, CSS tells the client how to display that style. For example, CSS would define that the Header style should be displayed in a bold 12-point font.

**Collaboration:** Collaboration is defined by Merriam-Webster’s Online Dictionary (n.d.) as “to work jointly with others or together especially in an intellectual endeavor.” Collaboration is about more than one person (a team, a group, etc.) working together toward a common goal.

**Collective Intelligence:** Collective intelligence refers to any system that attempts to tap the expertise of a group, rather than an individual, to make decisions. Technologies that contribute to collective intelligence include collaborative publishing and common databases for sharing knowledge.

**Cracker:** Also known as a “black hat,” it refers to a person who illegally compromises the security of a computer system or network to reach a malicious end.

**Cross-Site Request Forgery (CSRF):** Similar to cross-site scripting (XSS), in CSRF, unauthorized (or forged) commands from a user are transmitted to or from a trusted Web site. This type of attack takes advantage of the trust between the user and Web site.

**Cross-Site Scripting (XSS):** XSS involves the injection of malicious code into a Web page viewed by others. There are several types of XSS attack methods; however, the common denominator is that the user’s browser always executes code that it is not authorized to execute or is destructive or compromising.

**Enterprise 2.0:** Enterprise 2.0 is a recently identified term that is used to refer to the application of Web 2.0 and social networking concepts in an enterprise business context.

**Extensible Markup Language (XML):** XML is a programming language that allows a developer to define content and specific tags that surround the content. Like HTML, the content can be formatted through the use of tags. However, XML also allows the programmer to create his or her own tags and then find and manipulate content through the tags that are associated with the content.

**Folksonomy:** Folksonomy is a taxonomy where the tags and categorization of data are created and updated in a dynamic way by the consumers of the content. Folksonomies are part of Web 2.0 because
they give the responsibility of creating the tags and associating them with the content to the users of the system.

**Fragging:** Fragging is to “kill” a player in a virtual world, with the player being able to “respawn” or come back to life a short time later. It is an action within a virtual game that temporarily erases another player from the game.

**Griefing:** Griefing is unacceptable, and sometimes unethical, behavior in a virtual world. In order for something to be considered griefing, the act must (a) be intentional, (b) cause other players to enjoy the game less, and (c) provide the griever enjoyment. Typical acts of griefing in a virtual world, such as *Second Life*, might include murder, theft, or beatings by gangs.

**Hacker:** A hacker is someone who creatively manipulates computer code or procedures to achieve a desired outcome, generally a mischievous or malicious one.

**Hypertext Markup Language (HTML):** HTML has been around since the creation of the Internet. This language is used to create and format the content that is included on Web pages.

**Identify Theft:** Identity theft occurs when a criminal uses another person’s personal information, without that person’s knowledge, to take on that person’s identity and commit fraud. It can occur on an individual or on a large scale to individuals or companies. Identity thieves can ruin the victim’s good name, slander the victim’s character, and cause the victim loss of credibility and/or property.

**Instant Messaging:** Instant messaging is a form of real-time communication that allows short text messages to be sent from one computer user to another across a computer network. Instant messaging allows people to communicate faster than e-mail and slightly less synchronously than a phone call. Instant messaging software also displays presence information, which is a user’s status regarding whether the person is available for conversation or away from the machine.

**JavaScript:** JavaScript is a cross-platform scripting language that can be used in a server or client environment to manipulate data and objects. It is most commonly used for client-side Web development to create a more dynamic user experience with a Web page.

**JavaScript Object Notation (JSON):** JSON is a lightweight computer data interchange format. It is a subset of the JavaScript programming language and is commonly used within AJAX as an alternative to using XML.

**Malware:** Malware is malicious software that damages and degrades a user’s computer. Malware is usually installed without the computer user’s consent or knowledge.

**Marketing 2.0:** Marketing 2.0 is being used to describe the impact Web 2.0 has had on the discipline of marketing. Companies are finding and leveraging the many uses of Web 2.0 technologies to successfully connect, communicate, and collaborate with their consumers.
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**Mashups:** Mashups are Web sites or applications that take multiple data sources and bring them together to provide specialized or situational value. Mashups are part of Web 2.0 because of their ability to let regular users create valuable situational applications without having to perform extensive application development.

**Massively Multiplayer Online Role-Playing Game (MMORPG or MMOG):** An MMORPG is an online virtual game, such as *World of Warcraft* or *Second Life*, that supports thousands or tens of thousands of players at the same time.

**Message Boards:** Message boards are online discussion forums that let users post topics and responses in a threaded conversation format.

**Metaverse:** The Metaverse is one of the worlds described in Neal Stephenson’s science-fiction novel, *Snow Crash*, published in 1992. The Metaverse is Stephenson’s concept of how an online, virtual space might evolve in the future. This concept has inspired many online virtual worlds today.

**Online Community:** An online community is a group of people with common interests who use an electronic medium (Internet, phone, e-mail, instant messaging) as their primary means of facilitating communication and collaboration.

**Phishing:** Phishing involves Web sites that look legitimate, but are facades developed to acquire credit card numbers, passwords, social security numbers, and other personal data.

**Podcast:** A podcast is a radio-style broadcast that is recorded and made available for users to download onto their computer, iPod, or MP3 player. Users generally find and subscribe to podcasts on Web sites as a method to keep up with the information being disseminated on the site. Podcasts are a very valuable tool to both mobile and office workers because they provide the ability to access audio information (e.g., presentations) at the convenience of the listener. Podcasts are part of Web 2.0 because of their ability to be easily created and disseminated by users without costly equipment or extensive experience.

**Really Simple Syndication (RSS):** RSS is a method for publishing information in a structured “feed” format (usually in XML). This allows clients and other software applications to subscribe to and receive timely information updates. Many people use feed readers to subscribe to a number of Web sites and have the updates aggregated into a single interface. RSS is part of Web 2.0 because of its ability to exchange data in a structured but easily consumable manner between applications.

**Second Life:** *Second Life* is an Internet-based virtual world developed by Linden Lab (Linden Research, Inc.) that is a massive multiplayer online game. *Second Life* enables its users to interact with each other through motional avatars, providing an advanced level of social network service.

**Semantic Web:** The Semantic Web refers to a vision for the Web to become a medium for machines to be able to understand, relate, and compile information without human intervention.
**Simple Object Access Protocol (SOAP):** SOAP is the common protocol used for Web services remote procedure calls. It mainly exchanges data formatted in XML standards between computer systems.

**Social Bookmarks:** Social bookmarks allow users to centrally store, organize, share, and tag links to Web pages in a central place. These bookmarks are usually shared publicly and allow users to more quickly find information by searching other user’s social bookmarks.

**Social Branding:** Companies can create a page for their brand or product on an existing social networking Web site. This allows the brand to interact with others on the site, including, but not limited to, making connections with others, allowing site participants to join brand groups, fostering blogging about the brand, displaying brand information, and promoting the brand.

**Social Graph:** The social graph refers to a visual mapping of all of our social interactions and connections as human beings. As opposed to having connections to others maintained on a Web-site-by-Web-site basis, it has been proposed that there be one open social graph created to manage connections between anyone and everyone.

**Social Network:** A social network is a grouping of personal relationships that each of us establishes. As opposed to other types of networks, the value of a social network is not in the nodes of the network, which in this case are people, but in the relationships themselves. Social networking, therefore, is the act of building one’s social network.

**Social Network Analysis (SNA):** SNA is a way of identifying and understanding social linkages and relationships between people. Through the understanding of these relationships, we can then assess information flows and communication breakdowns in a social network.

**Social Software:** Social software is the use of technology, and more specifically computer software, to support the process of social networking. It is important to note that the software itself is not performing the activity of social networking. The software is simply being leveraged to support and facilitate the creation and maturation of relationships between individuals, otherwise known as social networking.

**Tags:** Tags are keywords that users of a particular application can associate with a piece of content in that application. For example, if a user is posting a blog entry about what he or she ate for breakfast, that entry might be tagged with the keywords *orange juice, toast, breakfast,* and *eggs* so that other users searching on those keywords will find the blog entry. Users can also tag content created by others.

**Value-Chain Members:** Value-chain members can be businesses or individuals that make up a value chain. A value chain is a set of businesses, people, processes, and information that, linked together, provide value to customers.

**Videocasts:** Also known as video podcasts, they provide information to viewers by playing a recorded audio or video file.
**Virtual Worlds:** Sometimes called digital worlds, they are computer-based simulated environments, usually modeled after the real world and accessed through online interfaces. They are inhabited by users in the form of avatars, two- or three-dimensional graphic characters that may resemble humans, animals, or imaginative creatures that take on fanciful names.

**Web 2.0:** Web 2.0 refers to a style or method for combining existing technologies to empower people. Web 2.0 is a technology concept, unlike social networking (which is a sociology concept). The premise behind Web 2.0 is the use of the Internet as a platform.

**Web 2.0 Marketing Mix:** The Web 2.0 marketing mix leverages Web 2.0 technologies to enable consumers to participate in each p of the traditional “four p” marketing mix (price, product, promotion, and placement).

**Web 3.0:** Web 3.0 is a term used to describe the future iteration of the World Wide Web. If the current state is Web 2.0, then the future must be Web 3.0.

**Weblog (Blog):** A blog is a Web site that is essentially a journal posted on the Web. The most common uses for the journal are either personal publishing, or commentary or news on a particular topic. Blogs are part of Web 2.0 because they enable common users to publish their thoughts and have their voice heard without the need to know how to program Web pages.

**Web Services:** Web services are software systems that make it easier for different computer systems to communicate with one another in order to pass information or conduct transactions. For example, a retailer and supplier might use Web services to communicate over the Internet and automatically update each other’s inventory systems.

**Widget:** A widget is a small application that can be embedded on different Web pages. The content in widgets can include blogs, live discussions, bookmarks to other Web sites, webcasts, video, games, and more.

**Wikis:** Wikis are server software that allow for one or more users to work together to create and edit content. Many wikis serve as a place for multiple people or communities to come together to collaborate on a particular topic. Wikis are part of Web 2.0 because of their ability to facilitate collaboration between users.

**World of Warcraft:** *World of Warcraft* is a massively multiplayer online role-playing game in which the participants assume the role of a specific predefined character, are restricted by rules, and progress through a series of competitive events (e.g., fighting monsters) to a predefined goal. This progression through events requires interactions, and perhaps even teaming up with other players to successfully accomplish the events in the game. By successfully accomplishing events, players are rewarded with in-game money, items, experience, and reputation.
**XML Poisoning:** XML poisoning is the corruption (or poisoning) of XML data during transmission between client and server in such a way as to disrupt the processing of the information. The effect of the poisoning can range from denial of service, where the targeted server is bombarded with spurious requests that will, in effect, bring the server down or render it nonfunctional, to compromised confidential information.