

Glossary of New Technology Terms

Adapted from Wikipedia.org

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Ashley Madison:

An online dating service and social network service marketed primarily to people who are already in a relationship. The website was launched in 2001. Ashley Madison claims to have over 7.8 million members, while Alexa.org shows the site receiving roughly 700,000 unique visitors per month. This is a pay website and service; one cannot contact other members without paying a fee.

Blog:

A type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog. Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (art blog), photographs (photoblog), videos (video blogging), music (MP3 blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.

As of 16 February 2011, there were over 156 million public blogs in existence.

Facebook:

Defines itself as “a social utility that helps people communicate more often with their friends, family and coworkers”. a social networking service and website launched in February 2004. As of January 2011, Facebook has more than 600 million active users. Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common interest user groups, organized by workplace, school or college, or other characteristics. The name of the service stems from the colloquial name for the book given to students at the start of the academic year by university administrations in the United States to help students get to know each other better. Facebook allows anyone who declares themselves to be at least 13 years old to become a registered user of the website.

A January 2009 Compete.com study ranked Facebook as the most used social networking service by worldwide monthly active users, followed by MySpace. According to Social Media Today, in April 2010 an estimated 41.6% of the U.S. population had a Facebook account.

Farmville:

A farming social network game. It is available on the social-networking website Facebook and as an App on the Apple iPhone. The game allows members of Facebook to manage a virtual farm by plowing land, planting, growing and harvesting virtual crops, harvesting trees and bushes, and by raising livestock. FarmVille has grown to be the social network's most popular application, with over 62 million active users and over 24.6 million Facebook application fans as of September 2010. Ten percent of all Facebook users play it.

Internet:

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail.

LinkedIn:

A business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of March 2011, LinkedIn reports more than 100 million registered users, spanning more than 200 countries and territories worldwide. The site is available in English, French, German, Italian, Portuguese and Spanish. Quantcast reports LinkedIn has 21.4 million monthly unique U.S. visitors and 47.6 million globally.

Massively multiplayer online role-playing game (MMORPG):

A genre of role-playing video games in which a very large number of players interact with one another within a virtual game world. As in all RPGs, players assume the role of a character (often in a fantasy world) and take control over many of that character's actions. MMORPGs are distinguished from single-player or small multi-player RPGs by the number of players, and by the game's persistent world, usually hosted by the game's publisher, which continues to exist and evolve while the player is away from the game. This is often referred to as being offline. MMORPGs are played throughout the world. Worldwide revenues for MMORPGs exceeded half a billion dollars in 2005, and Western revenues exceeded US\$1 billion in 2006. In 2008, Western consumer spending on subscription MMOGs grew to \$1.4 billion. World of Warcraft, a popular MMORPG, had more than 12 million subscribers as of October, 2010.

MySpace:

A social networking site, it was the most popular social networking site in the United States in June 2006, a position that it held throughout 2007 until 2008. In April 2008, according to comScore, Myspace was overtaken internationally by its main competitor, Facebook based on monthly unique visitors. Quantcast estimates MySpace's monthly U.S. unique visitors at 43.2 million.

Second Life:

An online virtual world developed by Linden Lab and launched on June 23, 2003. A number of free client programs called Viewers enable Second Life users, called Residents, to interact with each other through avatars. Residents can explore the world (known as the grid), meet other residents, socialize, participate in individual and group activities, and create and trade virtual property and services with one another. Second Life is intended for people aged 13 and over, and as of 2011 has more than 20 million registered user accounts.

Skype:

A software application that allows users to make voice calls and chats over the Internet. Calls to other users within the Skype service are free, while calls to both traditional landline telephones and mobile phone can be made for a fee using a debit-based user account system. Skype has also become popular for its additional features, which include instant messaging, file transfer, and video conferencing. Skype has 663 million registered users as of 2010. Some network administrators have banned Skype on corporate, government, home, and education networks, citing reasons such as inappropriate usage of resources, excessive bandwidth usage, and security concerns.

SMS:

Short Message Service is the text communication service component of phone, web, or mobile communication systems. It is the most widely used data application in the world, with 2.4 billion active users, or 74% of all mobile phone subscribers.

Social Media:

Media for social interaction, using highly accessible and scalable communication techniques; the use of web-based and mobile technologies to turn communication into interactive dialogue.

Tumblr:

A microblogging platform that allows users to post text, images, videos, links, quotes and audio to their tumblelog, a short-form blog. Users can follow other users, or choose to make their tumblelog private. The service emphasizes ease of use.

Twitter:

A social networking and microblogging service, which enables its users to send and read messages called tweets. Tweets are text-based posts composed of up to 140 characters displayed on the user's profile page. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users may subscribe to other users' tweets – this is known as following and subscribers are known as followers or tweeps (Twitter + peeps). Twitter was created in March 2006 and is estimated to have 200 million users, generating 65 million tweets a day.

World of Warcraft:

Also known as WoW, World of Warcraft is a massively multiplayer online role-playing game (MMORPG) that takes place within the Warcraft world of Azeroth. With more than 12 million subscribers as of October 2010, World of Warcraft is currently the world's most-subscribed MMORPG, and holds the Guinness World Record for the most popular MMORPG by subscribers. In April 2008, World of Warcraft was estimated to hold 62 percent of the MMORPG subscription market.