

# Digigeek Lexicon

A comprehensive print lexicon of the terms used by digital media practitioners is a flawed endeavour from the get-go. Why? Because we live in a hyper-now that moves faster than other kinds of now and anything in print has a tough time catching up to all those zeroes and ones.

So consider this snapshot of terminology to be a little slice of time that in about two years we'll all look back on fondly, marvelling at its naiveté and whimsical charm, clucking our tongues and saying, "It's cute. It's so 2009."

<b>1337</b>	Pronounced "leet" and short for "elite." This is jargon for words with numbers substituted in for letters and popularized by video game players.
<b>3G</b>	The third generation of mobile infrastructure, characterized by its speed of data transfer. North America has finally achieved limited 3G capability, far behind most of Europe and Asia.
<b>802.11a/b/g/n</b>	A wireless data standard or protocol. B/G is currently most common but the far-faster N protocol is catching up.
<b>Above the fold</b>	A term inherited from the newspaper industry to refer to that web content that a user may see before needing to scroll down.
<b>Ad blocking</b>	A term used to refer to a program or plug-in that prevents ads from appearing either within the layout of a webpage or via pop-ups.
<b>Ad click</b>	The action of clicking on an ad in a webpage. It's used as a metric of success for advertisers.
<b>Aggregate/ aggregator</b>	A program that permits a user to collect RSS feeds like blogs to permit one-stop reading of updated info.
<b>Architecture</b>	The planned hierarchy of a website and all of its pages and links to content.
<b>Astroturfing</b>	A fake grassroots political campaign
<b>Automagic/ automagical</b>	Humorous shorthand for a process the computer performs on the back-end, unseen by the user.
<b>B2B</b>	Business-to-business. A means of selling from one business to another online.
<b>Back-end</b>	The server or computer processing user requests that is not seen or interfaced with directly by the user.

# Digigeek Lexicon

<b>Banner/banner ad</b>	An image on a website linked to an advertiser and designed to invite click-through.
<b>Banner blindness</b>	Users numb to years of unclicked banner ads begin to expect them and cease to see them, even if the banner contains the information the user is searching for.
<b>Beta</b>	A testing stage of software that may still have bugs.
<b>Biometric</b>	A use of technology like fingerprint readers to differentiate one user from another.
<b>Blog/blogger</b>	Short for “web log,” an online journal or diary. Vblogs are video blogs.
<b>Bluetooth</b>	An open wireless network standard for smart devices to communicate with each other via radio frequency within 30 feet.
<b>Botnet</b>	A network of computers that have been infected with a form of virus that gives a remote user unauthorised and undetected use of that computer’s resources.
<b>BSOD</b>	Short for “blue screen of death,” an unrecoverable computer crash that requires a reboot.
<b>Bug</b>	A problem or glitch in the intended operation of a piece of software.
<b>Cable</b>	Cable modems are broadband means of connecting a user’s computer to the internet through a connection shared by other users
<b>Click-through</b>	The process of a user clicking on an advertisement and arriving at the advertiser’s webpage.
<b>Client</b>	The computer that asks for information from a server. Alternatively, the program a user’s computer chooses to employ for a specific task (ex: Thunderbird is an open-source e-mail client.)
<b>Cloud-computing</b>	Data that resides remotely on a network of host computers to be recalled and processed when needed instead of stored locally on the user’s computer.
<b>CMS</b>	Content Management System. Software used to facilitate hosting and maintaining documents online, usually in a shared environment.
<b>Convergence</b>	Content that leverages the properties of two or more screens for a user’s benefit while seeking to minimize their limitations.
<b>Copyleft</b>	Shorthand for General Public License. It is a response to increasingly draconian interpretation of copyright law. While copyright leaves all rights with the author save those rights deliberately offered or sold, copyleft offers all rights save those which are deliberately retained.

# Digigeek Lexicon

<b>CPC</b>	Cost-per-click. A model where an advertiser pays based on the number of times a user clicks on the appearing ad.
<b>Cross-platform</b>	Software that can run on multiple types of hardware or operating system.
<b>Crowdsourcing</b>	The process of inviting users to create content for free that traditionally would have been performed by an employee.
<b>CSS</b>	Cascading Style Sheets. A format that separates style from content in web design.
<b>Data-mining</b>	Behaviour modelling and prediction based upon numeric data sought in web traffic and user statistics.
<b>Dial-up</b>	Dial-up service is a slow means of communicating between a user's computer modem and the internet over a telephone line in a manner that displaces simultaneous telephone conversation.
<b>Digital native</b>	Anyone born since 1984 who has likely grown up with ubiquitous internet-based technology.
<b>DMCA</b>	Contentious Digital Millennium Copyright Act is legislation that permits copyright holders to compel alleged infringers to withdraw content upon allegation instead of proof.
<b>DRM</b>	Digital Rights Management is anti-piracy software that seeks to force users to use content in the manner desired by the developer instead of manipulating the content in the manner the users wish.
<b>DSL</b>	A Digital Subscriber Line is a dedicated broadband high-speed internet connection that permits users to access internet content through a signal that shares the user's telephone line without disrupting telephone service.
<b>Emotags</b>	False HTML/emoticon symbols to convey emotion in chat and IM text. Ex: <hug>
<b>Fat pipe</b>	Any high-capacity bandwidth connection
<b>Floater</b>	A transparent ad that appears over top of a webpage
<b>Front end</b>	The interface with which a user communicates with the hardware or software

# Digigeek Lexicon

<b>FTP</b>	File Transfer Protocol. A means by which users communicate with a server by uploading or downloading files.
<b>Gateway</b>	A server or system of translating information from one platform or system to another.
<b>Gearhead</b>	A person known to enjoy owning the latest gadgets
<b>Geek</b>	The digerati. No longer a pejorative term
<b>Geochaching</b>	GPS-enabled treasure hunts
<b>GNU</b>	Recursive acronym for “GNU’s Not Unix.” A free open-source operating system begun by Richard Stallman
<b>Grok</b>	To understand and love something wholly, from Robert Heinlein’s novel “Stranger in a Strange Land.”
<b>GSM</b>	Global Standard for Mobile Communication is a mobile network protocol dominant in Europe and Asia with less successful uptake in North America.
<b>IM</b>	Instant Messaging through a chat interface like MSN Messenger or Skype.
<b>ISP</b>	The Internet Service Provider provides a customer with access from their computer to the internet through the customer’s dial-up, cable or DSL modem.
<b>Java/JavaScript</b>	A programming language
<b>JIT</b>	Just In Time is a term for keeping store inventory as low as possible or small, easily understood snippets of information.
<b>Lag</b>	The delay between the time a user gives an input and the processor responds as directed.
<b>Link rot</b>	The obsolescence of links on one webpage as their destination pages evolve, move or disappear.
<b>Linux</b>	A free open-source operating system credited to Linus Torvalds and based upon Richard Stallman’s GNU.
<b>Luddite</b>	One who opposes technology

<b>Lurker</b>	One who reads forum and blog posts but does not post messages
<b>Malware</b>	Software designed to harm or destroy your computer.
<b>Mashup</b>	A combination of two or more different pieces of media like music from disparate musical styles such that they complement each other
<b>Meatspace</b>	The real, physical world
<b>Meme</b>	A popular and viral idea, concept or video that is adopted quickly and assimilated into popular culture
<b>Meta tag</b>	The data about the content such as the keywords used for search engines.
<b>Micropayment</b>	An extremely small online payment
<b>MMOG/MMORPG</b>	A Massively Multiplayer Online Game or Role-Playing Game, like <i>World of Warcraft</i>
<b>Nav</b>	The navigation bar or palette of a website offering users the primary links
<b>Net Neutrality</b>	The principal that internet users should be permitted to access any sites of their choice instead of those sites of their service provider's choosing without privileging "fast-lanes" for those sites that support the service provider and "throttling" those sites antithetical to the service provider. Net neutrality is one of the central tenets of the digital counterpart for free speech.
<b>OEM</b>	Short for Original Equipment Manager, a term for the manufacturer of a device instead of the retailer that sold the device under its own brand.
<b>Off-deck</b>	The process of getting mobile content from a developer to a user's handset without going through a telco's sanctioning process.
<b>Open source</b>	Source code made available for use, modification and sharing by others for free
<b>P2P</b>	Peer-to-peer is a relationship between two computers where each has the same privileges of access to certain types of content
<b>PayPal</b>	A secure, online service that permits cash transactions between two parties

# Digigeek Lexicon

<b>Phishing</b>	A scam whereby user data or money is stolen through fraudulent websites designed to impersonate official sites like banks, eBay, PayPal, etc.
<b>Podcast</b>	An audio file — usually voice — that can be download to a computer or mobile device to be listened to at later convenience.
<b>RFID</b>	Radio Frequency Identification is a means by which electromagnetic data can be read from a short distance away to confirm the bearer’s identity.
<b>RSS Feed</b>	Short for Really Simple Syndication. This is a format where webpages like blogs that are frequently updated deliver the content to the user instead of asking the user to return to the webpage.
<b>SEO</b>	Search Engine Optimization is the process of efficiently maximizing the likelihood of a website being returned to users more frequently in response to a given search query
<b>Shmup</b>	Short for “shoot ‘em up.” A style of chaotic video game born from ‘80s-era arcade games like Galaga.
<b>Spider</b>	This is a piece of code that searches publicly accessible websites and documents for indexing in search engines.
<b>Spoit</b>	Short for “exploit.” This term refers to a video game player’s perception of an imbalance in a game that can be seized and capitalized upon before it is corrected.
<b>Spoofing</b>	The act of forging an online identity like a webpage or IP address, usually for fraudulent reasons
<b>Tags</b>	Descriptive words attached to the metadata of a webpage or piece of content that enables that content to appear in a search engine whenever that tag is sought.
<b>User</b>	A generic term for individual visitor or audience member
<b>User-experience Design</b>	Sometimes called UXD or UED, this is the deliberate creation and tuning of the experience desired by the developer to be imparted to an audience.
<b>Vaporware</b>	Software that has been hyped for months but never gets past development

# Digigeek Lexicon

<b>VoIP</b>	Voice Over Internet Protocol. Transmitting voice through data lines through client computers instead of regular telephone voice channels
<b>Wardriving</b>	The act of carrying a wireless-enabled laptop through city streets looking for unsecured wireless residential networks.
<b>Wayback Machine</b>	A massive internet archive of webpages dating back to 1997.
<b>Web 2.0</b>	A paradigm that views the internet as a platform for users to create content instead of the content itself. The numeral refers to the new unofficial way of looking at the internet, not a new version number like a software release.
<b>Whois</b>	A utility to look up the registered owner of a given domain name
<b>Wiki</b>	A user-editable database of information that permits cross-linking across entries for ease of reference



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