

Social Media ABC's - A To Z



Joe Pruitt, 2008-11-12

Well, [yesterday's post](#) brings to a close the 26 days of [Social Media ABCs](#). For those who missed them all, here's a full listing of all the words I came up with for my version of the Social Media ABC's A To Z:



Aggregation: Aggregation is the process of gathering and remixing content from blogs and other websites that provide "feeds" of their data. This most commonly occurs with the RSS syndication format, but also can be with other technologies as well. The results may be displayed in an aggregator website such as [Bloglines](#) or [Google Reader](#), or directly on your desktop using software often also called a newsreader.



Blogs: A **blog** (a contraction of the term "**Web log**") is a [Web site](#), 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..



Chicklet: A Chicklet, or an RSS Chicklet, is a feed button that normally contains a feed reader logo and has a specific blog or feed information attached to it. It is coded to easily allow users to subscribe to a feed.



Dooceed: Dooceed is a term associated with someone getting fired for the content written in a blog post or web site (not for the act of writing, but for what is published). From the popular site, [Dooceed.com](#) (by an author who once vented about her company - and got fired because of what was written).



Eye Rest: In the blogging world, "Eye Rest" refers to using "gifts" in your posting to give your readers, well, a rest. These "gifts" include images, bold text, bullet points, lists, and hyperlinks. This may go against writing like your teacher taught you - but does your teacher read your blog?



Folksonomy: Folksonomy (also known as collaborative tagging, social classification, social indexing, and social tagging) is the practice and method of collaboratively creating and managing tags to annotate and categorize content. Folksonomy has become a popular term to describe the bottom-up classification systems that emerge from social tagging.



Glocalisation: Glocalisation (or glocalization) is a combination of globalization and localization. By definition, the term "glocal" refers to an individual, group, division, unit, organisation, and community which is willing and able to "think globally and act locally."



Hat Tip: A Hat tip is a cultural expression of recognition, respect, gratitude, greeting, or simple acknowledgement between two persons. In Western societies of the 19th and early 20th centuries, a hat tip was a common non-verbal greeting between friends or acquaintances while walking on a sidewalk or meeting at a social gathering. Typically, two men (feminine hat tipping was rare) would lift or tip their hats to each other, rather than exchange words of greeting. Where the ritual was used to emphasize social distance, the inferior was obliged to make the more elaborate gesture, for example fully removing his hat while the superior merely touched his. The military hand salute is thought to have originated as a stylized hat tip.



Instalanache: The origin of the word Instalanche comes from the website instapundit.com and it's uncanny ability to take down a website or blog when a link is posted on it. For a popular link, a huge amount of traffic can be driven to your site causing it to exceed capacity and thus become unresponsive. Instalanche has now moved beyond just instapundit.com and into a more general term for a single site driving large amount of referral traffic to your site.



Jargon: Jargon is terminology that relates to a specific activity, profession or group. Much like slang it develops as a kind of shorthand, to quickly express ideas that are frequently discussed between members of a group. In many cases a standard term may be given a more precise or specialized usage among practitioners of a field. In many cases this may cause a barrier to communication as many may not understand (for example [leetspeek](#)).



Klog: A klog, short for Knowledge Blog, is a type of blog usually used as an internal/Intranet blog that is not accessible to the general public that serves as a knowledge management system. The term "klog" is also being used to describe a blog that is technical content oriented. To "klog" can mean "to author a knowledge blog", and a "klogger" is a person who knowledge blogs.



Linkbait: Linkbait is a type of website marketing used to increase your web site link popularity. Linkbait is actual content within a web site or blog that is included by the author to encourage (or "bait") other bloggers and webmasters into linking back to that content from their own pages. The content is usually sensational in nature or, at the very least, interesting enough to catch other's attention.



Meme: A meme consists of any idea or behavior that can pass from one person to another by learning or imitation. Examples include thoughts, ideas, theories, gestures, practices, fashions, habits, songs, and dances. Memes propagate themselves and can move through the cultural sociosphere in a manner similar to the contagious behavior of a virus.



Netiquette: "Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and the informal "rules of the road" of cyberspace.



OWL: The Ontology Web Language (OWL) is a set of markup languages which are designed for use by applications that need to process the content of information instead of just presenting information to humans. OWL ontologies describe the hierarchical organization of ideas in a domain, in a way that can be parsed and understood by software.



Permalink: A permalink is a URL that points to a specific blog or forum entry after it has passed from the front page to the archives. Because a permalink remains unchanged indefinitely, it is less susceptible to link rot. Most modern weblogging and content-syndication software systems support such links. Other types of websites use permanent links, but the term permalink is most common within the blogosphere.



QWERTY: QWERTY is the most common modern-day keyboard layout on English-language computer and typewriter keyboards. It takes its name from the first six characters seen in the far left of the keyboard's top first row of letters. The QWERTY design was patented by Christopher Sholes in 1874 and sold to Remington in the same year, when it first appeared in typewriters.



Remixing: Social media offers the possibility of taking different items of content, identified by tags and published through feeds, and combining them in different ways. You can do this with other people's content if they add an appropriate copyright license.



Smartmob: A Smartmob is a group that behaves intelligently and efficiently due to its technology related connections. Their network allows them to connect to information and others to form a kind of social coordination.



Troll: A Social Media Troll isn't far from its more common historical **Troll**. In this case, a Troll is someone who is both obsessed and annoyed with, and deeply offended by, everything a certain writer posts on their blog and likes to write hateful and often hurtful replies to your posts.



UGC: User Generated Content, or UGC, refers to media content that is created, produced, and shared publicly by end users.



Viral: For something to be viral, means that it is able to replicate itself or convert other objects to copy itself when those objects are exposed to it. In the context of Social Media, examples of things that can be viral are marketing, advertising, and video.



Walled Garden: With regards to the internet, a Walled Garden refers to a browsing environment that controls the locations the user is able to access.



XMLHttpRequest: XMLHttpRequest, or XHR, is a XML DOM API that can be used by JavaScript and other web browser scripting languages to transfer XML and other data between a web server and a browser.



YouTube: Founded in 2005 by Chad Hurley, Steve Chen, and Jawed Karim, YouTube is a video sharing website has made it possible for anyone who could use a computer to post a video that millions of people could watch within a few minutes. YouTube was acquired by Google on November 13th, 2006 for 1.65 billion in Google stock. Not too bad for a years work I must say... So, if for some reason you have never been to YouTube, head on over and get your fill of [User Generated Content](#) (or UGC as we like to call it).



Zombie: A Social Media Zombie is a person that will join any and all Social Media services just because others are doing so.

F5 Networks, Inc. | 401 Elliot Avenue West, Seattle, WA 98119 | 888-882-4447 | f5.com

F5 Networks, Inc.
Corporate Headquarters
info@f5.com

F5 Networks
Asia-Pacific
apacinfo@f5.com

F5 Networks Ltd.
Europe/Middle-East/Africa
emeainfo@f5.com

F5 Networks
Japan K.K.
f5j-info@f5.com

©2016 F5 Networks, Inc. All rights reserved. F5, F5 Networks, and the F5 logo are trademarks of F5 Networks, Inc. in the U.S. and in certain other countries. Other F5 trademarks are identified at f5.com. Any other products, services, or company names referenced herein may be trademarks of their respective owners with no endorsement or affiliation, express or implied, claimed by F5. CS04-00015 0113