

Glossary of Selected On-line Terminology

Application (App). A software program that runs on your computer, smart phone or other technology device. Examples include web browsers, e-mail programs, word processors, games and utilities.

CAPTCHA. This term, used as a way to prevent spam, refers to the letters and numbers that ask a user to type in when filling out an online form.

Cloud / Cloud Computing. Allows a user to use the internet as an application platform, or a service that can store data instead of storing the data on a hard drive.

Crowdsourcing. This is an agency presentation of a particular task to the public for their collaborative input. This process outsources a task, usually assigned to an individual, to a group or community of people through an open call for assistanceⁱ.

Geotagging. Using the GPS on a cell phone to provide location information.

Government (or Gov.) 2.0. Refers to the use of technology to engage the public, creating a more open line of communication.

Instant Messaging. A form of real-time text based messaging between parties that can be used on a computer, smart phone or other electronic device.

Metadata. A set of data that describes and gives information about other web data. It could be used to describe the length, author and date created or describe the composition and size of a web imageⁱⁱ.

Mobile 2.0. A term used to describe when a websites recognizes a mobile device and then uses the phone's GPS to indicate where a user is located. Facebook uses this technology when you "check in".

Online Chat. Any form of real-time text based communication occurring over the internet.

Online Ideation. The use of computer software or web applications to engage in a type of online public participation session that asks participants to brainstorm and come up with new ideas and problem solutions.

Open Source. This refers to a collaboratively created, free software program. The source code of these programs is made available for general use and/or modification by other users in order to customize to fit their individual needs.

Smartphone. Refers to a mobile phone with internet, computer and application capabilities.

Social Media. Refer to various activities that integrate technology, social interaction and content creation. Social media allow people to create web content, organize content, edit or comment on content, combine content and share content. Social media and Web 2.0 uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcasts, social networking, social bookmarking, mashups and widgets.

Web Analytics Data. The process of measuring, collecting, analyzing and reporting internet data for purposes of understanding and optimizing web usage.

Web 2.0. Web applications that facilitate participation, interaction and collaboration.

Webcast. This is a web-based, one way broadcast of information on a particular subject and does not provide a way for the presenter to interact with the audience.

Webinar. This is a short, web based seminar that is used to share information in real-time and includes an interactive element that allows for discussion and party participation.

Wiki. This term refers to a website that allows a collaboration of users to add, delete or change information on the site, creating one place that an organization can create, share and various projects and ideasⁱⁱⁱ.

ⁱ Wikipedia online Encyclopedia available at <http://en.wikipedia.org/wiki/Crowdsourcing>.

ⁱⁱ *Techterms.com* (February 2012), available at <http://www.techterms.com/definition/metadata>.

ⁱⁱⁱ IBM Center the Business of Government Using Technology Series (September 11, 2011) *Using Online Tools to Engage and Be Engaged by the Public* available at <http://www.businessofgovernment.org/report/using-online-tools-engage-public>.