

Web 2.0 Terminology

- 50% of all blogs on Internet are authored by teenagers
- 96% of all students engage in social networking
- 57% of teenagers create online content
- 50% of 9-17 year-olds visit websites they see on TV – even as they continue to watch
- 76% of teens favor user-generated video clips and content – the most of any online content

Avatar – A digital representation of an individual shown along with a screen name

Blog – A web page that contains entries in reverse chronological order, with most recent entry on top

Creative Commons – A nonprofit organization that promotes free public licenses to content. Licenses that allow content to be reused and/or modify and distributed

Mashup – Web application where content, data, or other services are combined from more than one source into an integrated experience

Microblog – A blog on which one posts brief, frequent updates on one's activities. A popular example is Twitter.

Posting or Post – Information added to a website

RSS (Really Simple Syndication): A form of syndication that lets users “subscribe” to receive new or update content from blogs, news, or other frequently updated online content sources.

Social Bookmarking – Services such as Diigo or del.icio.us enable users to store lists of Internet resources they find useful and make them accessible to others with similar interests.

Social Networking – Sites that connect individuals in a community, allowing them to communicate with friends, colleagues and even strangers. Examples: MySpace, Facebook, and LinkedIn

Tags – An informal approach of using keywords to classify content and primary method for organizing content stored in Web 2.0 applications and environments.

Widget – A mini-application embedded within a web page that provides specific information (weather, sports, scores, movie times)

Wiki – A website that allows users to create, edit and collaborate content.