

# Social Media / Collaborative Web Technologies Terms

The growths of social media and collaborative web technologies on the Internet have spawned some new terms. Here's a short glossary.

Reminder: Only authorized City of Phoenix personnel may access most collaborative web technologies sites.

Type	Definition
Blogs (e.g., Blogger, WordPress, TypePad)	Blogs are websites with regular updates (in reverse chronological order — newest update at the top) that typically combine text, images (graphics or video), and links to other web pages. Blogs are usually informal and take on the tone of a diary or journal entry. Some blogs are very personal, while others provide mainstream news updates. Most blogs encourage dialogue by allowing their readers to leave comments.
Microblogs (e.g., Twitter)	Microblogs are comprised of extremely short written blog posts, similar to text messages, and provide real-time updates. Twitter is an example of a popular microblog service that lets users broadcast short messages up to 140 characters long (“tweets”) using computers or mobile phones.
Podcasts (e.g., audio sharing)	Podcasts (a blend of the terms “iPod” and “broadcast”) are audio or video files that users can listen to or watch on computers or on a variety of portable media devices (like an iPod, Zune, and certain cell phones). Podcasts are usually short and are often free, and users can arrange via subscription to receive new podcasts automatically via their computers or other media devices.
Social networks and online communities (e.g., Facebook, MySpace, LinkedIn, Friendster)	Social networks and online communities give users opportunities to connect with or provide resources to clients, colleagues, family, and friends who share common interests. In many social networks, users create profiles and then invite people to join as “friends.” There are a variety of different social networks and online communities, many of which are free, and they range from general to those tailored for a specific demographic or interest area.
Video sharing (e.g., YouTube, Blip.tv, Vimeo)	Also called a “video hosting service,” video sharing allows individuals to upload video clips to an Internet website. The video host will then store the video on its server and show the individual different types of code to allow others to view or comment on the video.
Widgets	Supposedly short for “window gadget,” a widget is a graphic control on a web page that allows the user to interact with it in some way. Widgets can also be easily posted on multiple websites, can have the added benefit of hosting “live” content, and often take the form of on-screen tools (clocks, event countdowns, auction-tickers, stock market tickers, flight arrival information, daily weather, etc.).

<b>Type</b>	<b>Definition</b>
Wikis (e.g., Wikipedia, SideWiki, Medpedia)	The term “wiki” comes from the Hawaiian word for “fast.” Wiki technology creates a web page that anyone with access can modify — quickly and easily. A wiki can be either open or closed, depending on the preferences of the community using it. An open wiki allows anybody to make changes and view content. A closed wiki allows only community members to make changes and view its content. Some wikis allow anyone to view content but only members to edit the content. Google Sidewiki is a browser sidebar that lets you contribute and read information alongside any web page.