



Appendix B: Glossary

2xMoinsCher—A French e-commerce company that provides a wide variety of consumer goods and services. These include computer hardware and software, DVDs, CDs, video games, telephone and entertainment equipment, books and sporting goods. The site also offers clothes, shoes and accessories. 2xMoinsCher was founded in 2001 and is headquartered in Paris, France. It operates as a subsidiary of Trokers SA. www.2xmoinscher.com

7dream.com—A Japanese e-commerce Web site owned by 7-Eleven Japan Co. Ltd., Japan's largest convenience store. The site launched in mid-2000 and enables its shoppers to browse through more than 100,000 items—including music, flowers and photo supplies—place orders online and pay for the items when picked up at local 7-Eleven stores. www.7dream.com

Aeonshop—An online outlet for Aeon Group (a developer of shopping malls), Aeonshop is a Japanese e-commerce site that offers an extensive variety of consumer goods. www.aeonshop.com

Aggregator—An organization, individual or application that gathers content from multiple sources for presentation elsewhere. Syndication occurs when Web content is gathered and redistributed.

Alapage—A French e-commerce enterprise and subsidiary of France Telecom. Alapage offers a wide variety of goods and services, including computer hardware and software, video and sound equipment, books, music, videos, hobby and crafting supplies, and travel services. Alapage reports a million visitors to its site each day. www.alapage.com

Alexa.com—A subsidiary company of Amazon.com. Based in California, Alexa Internet, Inc. is best known for operating a Web site that gives users information on Web traffic to other Web sites. Alexa collects information from people who have installed an “Alexa Toolbar,” allowing Alexa to provide statistics on Web site traffic, as well as lists of related links. www.alexa.com

Amazon and Amazon.jp—An American e-commerce company based in Seattle, Washington, U.S., it was one of the first major companies to sell goods over the Internet. Founded in 1994 and launched in 1995, Amazon.com began as an online bookstore, though it soon diversified its product lines, adding VHS, DVDs, music CDs, computer software, video games, electronics, apparel, furniture, food, toys and more. Amazon has established separate Web sites in Canada, the United Kingdom, Germany, Austria, France, China and Japan and ships globally on selected products. www.amazon.com and www.amazon.jp

Application sharing—A feature of many videoconferencing applications that enables the conference participants to simultaneously run the same application. The application itself resides on only one of the machines connected to the conference.

Architecture of Participation—Tim O'Reilly, founder of O'Reilly Media, uses this term to describe systems that are designed for user contribution. O'Reilly first used this term during a presentation at the Warburg Pincus Annual Technology Conference, May 2003.

Ask.jp video—A Japanese video-sharing site operated by Ask.jp Co., Ltd. of the transcosmos group and founded in 2000. <http://video.ask.jp>

Authentication—The process of confirming that the user accessing a site is authentic and a registered user. Also, in computer security, the process of verifying the digital identity of the communication sender.

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- Baidu.com**—China's leading search engine. Baidu searches audio files, images and Web sites. It features an interface that is similar to Google's and has discussion forums that are searchable by keyword, and an online Wikipedia-like encyclopedia (Baidu Baike). It was ranked eighth in Alexa's Internet rankings, as of September 7, 2007. Baidu indexes more than 740 million Web pages, 80 million images and 10 million multimedia files. www.baidu.com
- Bandwidth**—A measure of capacity in a channel for electronic communication. Bandwidth is often expressed by users as a measurement of speed. The higher the bandwidth, the less time it takes to transmit information.
- Barnesandnoble.com**—Barnes & Noble.com is a wholly-owned subsidiary of Barnes & Noble, Inc., that began operation in 1997. It offers online customers books, music, DVD, video games, and related products and services. Barnes & Noble originated in 1873 when Charles M. Barnes opened a book-printing business in Wheaton, Illinois, U.S. www.barnesandnoble.com
- BBC Newsline**—The BBC's regional television news service for Northern Ireland. On the air in its current format since 1996, BBC Newsline broadcasts brief five-to-ten-minute bulletins seven days a week and a 30-minute news program on Monday through Friday evenings.
- Bebo**—A social networking Web site founded in 2005. Bebo allows friends to communicate by posting pictures, writing blogs and sending messages to one another. Bebo's format is similar to Xanga, MySpace, and Yahoo! 360. www.bebo.com
- Berners-Lee, Tim**—Inventor of the World Wide Web in 1989. Director of the World Wide Web Consortium, Senior Researcher at Massachusetts Institute of Technology's Computer Science and Artificial Intelligence Laboratory, and Professor of Computer Science at Southampton Electronics and Computer Science.
- Blockbuster.com**—Blockbuster began in Dallas, Texas, U.S. in 1985 as a movie rental operation and in 2004 introduced an online DVD rental service in the U.S. Its online operation includes 36 warehouses and 1,400+ stores. At the end of the third quarter of 2006, it had 1.5 million subscribers. www.blockbuster.com
- Blog (or Web log)**—A Web-based journal of short, dated entries in reverse chronological order. Most blogs focus on one subject area and are updated daily. Entries typically consist of links to external Web pages with summaries of or commentary on the content. *See also "Corporate blogging."*
- Blogosphere**—A term used to describe the total number of blogs.
- Blogroll**—A list of links to other blogs found on a blog.
- BookMooch**—An online group of around 40,000 members that specializes in book exchange. A user registers a book list online and may request books. Points are awarded for each book listed and exchanged, and the points are used to obtain the books. BookMooch was started by John Buckman. <http://bookmooch.com>
- Broadband**—High-speed Internet access. In the United States, Internet access over 200 kbit/s is classified as broadband.
- buch.de**—A German-based Internet trade enterprise offering books, e-books, video, software and floral products. Nearly 80% of buch.de's 2006 sales were for its book products. Most of its 80 employees are based at the Münster headquarters. www.buch.de/shop/home/show/
- buecher.de**—A German-based Internet trade enterprise offering books, music, videos, software and video games. www.buecher.de
- Bulletin board**—A bulletin board functions very much like a newsgroup with the users of the board posting messages; these messages are then displayed to all those who access the bulletin board. It is a low-tech solution for providing a forum for users whose numbers are too small or whose focus of interest is too specialized to be supported by a newsgroup.

Cafesta—A Japanese communication portal site begun in 2002 that offers e-mail service, online gaming and real estate information. Cafesta has a membership of over 14.4 million. Free and open to anyone, membership ranges from elementary and junior high school students to parents and other adults. www.cafesta.com

Camtasia—Screen recorder and editing software offered by TechSmith Corporation. www.techsmith.com/camtasia.asp

Cdiscount—A leading French e-commerce site that offers 15 online stores. Items and services available for purchase include CDs, DVDs, books, videos and video games, household electronics, photography services, mobile phones, music, home décor and travel. Founded in 1998 and headquartered in Bordeaux, France, Cdiscount has a staff of 650. www.cddiscount.com

CD WOW!—An online retailer of music CDs, DVDs and video games. Launched in 2000, CD WOW! is based in Hong Kong and maintains Web sites in a number of primarily European countries. It is known for its discounted prices, and has been legally challenged by the British Phonographic Industry for its business practices. www.cd-wow.com

Chapters.Indigo.ca—A leading Canadian online bookseller for books, games, DVDs, toys and music CDs. Chapters.Indigo was formed in 2001 from the merger of Indigo Books and Music and Chapters, Inc., then the largest book retailer in Canada. Its online shopping service, Chapters.Indigo.ca, operates one of the leading Internet affiliate programs for Web site owners. www.chapters.indigo.ca

Chat—The process of communicating with other Internet users in real time.

Classmates.com—The first social networking Web site, created in 1995. The site is owned by Classmates Online, Inc., a subsidiary of United Online. Classmates Online, Inc. also owns Classmates International, which operates similar sites in Germany and Sweden. Classmates.com is used by members in the U.S. and Canada to find and connect with friends from school, work and the military. Over 40 million users are registered on the site and the site is ranked by Alexa.com as the 938th most used Web site globally. In the U.S. and Canada, the site is ranked 179th and 289th, respectively. www.classmates.com

Collaboration—Sharing and viewing a document or computer application simultaneously with both parties having the ability to make modifications. *See also “Mass collaboration.”*

Commercial sites—Web sites used for browsing and purchasing goods and services.

comScore—An Internet information provider that measures Web site use. According to the comScore, over two million consumers allow comScore to capture their browsing and transactions on the Web. comScore aggregates this data to provide analysis of Web site use and traffic.

Connotea—Free online reference management system for clinicians and scientists. www.connotea.org

Consumer digital rights management—Consumer-oriented protection from misuse of copyright of intellectual property, distributed in digital form.

Consumer privacy—Laws that protect individuals from loss of privacy due to interactions with corporations.

Content aggregation and syndication—Aggregation allows content from multiple sources to be consolidated into one repository or Web site. Syndication allows desired content to be distributed between servers efficiently.

Content aggregator—An individual or organization that amasses or collects information for resale.

Content integration—Tools to link the content that is dispersed throughout the enterprise in diverse applications and databases.

Copains d'avant—A French social networking site that focuses on helping users locate friends, conduct genealogical searches, plan social events and pursue professional networking opportunities. www.copainsdavant.fr/

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Corporate blogging—The application of personal online publishing “Web log” styles—that is, online publishing in a daily or frequently updated “log” format—to corporate objectives. *See also “Blog (or Web log).”*

Craigslist—An American Web site that hosts 100 topical forums and local classified advertisements for 450 cities worldwide. Incorporated in 1999, Craigslist strives to remain relatively uncommercial while connecting site users with a vast array of consumer goods and services available from third parties. Headquartered in San Francisco, California, U.S. Craigslist reports a monthly user base of 25 million customers who view more than 8 billion pages per month. www.craigslist.org

Creative Commons—A nonprofit organization founded in 2001. Copyright holders may use free Creative Commons licenses to share their information over the Web. With the Creative Commons license copyright holders indicate how others may use their information. <http://creativecommons.org>

CURURU—A Japanese social networking Web site. www.cururu.jp

Cyberlaw—The body of law related to the use of communication technology, including the Internet.

Cyberspace—The electronic medium of computer networks, in which online communication takes place.

Cyworld—An online community for trusted friendships and creative communication. Launched in 1999 in South Korea, Cyworld recently expanded to China, Japan, Taiwan and the U.S. Cyworld is owned by SK Communications, a subsidiary of SK Telecom, the number-one provider of mobile telecommunications in Asia. <http://us.cyworld.com>

Dailymotion—The leading independent provider of online video content in France, headquartered in Paris and founded in 2005. Dailymotion’s objective is “to propose the best possible content to its users while offering the largest possible audience to its partners.” In June 2007, it reported having 37.6 million unique users worldwide and 715 million video viewings. It is ranked among the top 60 most visited Web sites worldwide. www.dailymotion.com

del.icio.us—A social bookmarking Web site that allows users to store bookmarks online. del.icio.us users have access to the same bookmarks from any computer, and they can organize their bookmarks by tagging them. Users may also share links to their bookmarks. <http://del.icio.us>

Digg—A social networking site that helps discover and share content from across the World Wide Web. Launched in 2004, Digg focuses primarily on technology and science articles, but has added categories such as politics and entertainment, recently. Digg features social bookmarking, blogging and syndication with a distributed, decentralized editorial control. Users submit news stories and Web sites, which may be voted on and then be sent to the front page through a unique user-oriented ranking system. www.digg.com

Digital asset management—Provides a repository for data types such as images, audio and video. Functionality should include search and manipulation of these objects.

Digital divide—A metaphorical description of the boundary between people affluent enough to have a personal computer regularly at their disposal and those who cannot.

Digital Immigrant—A term used to describe people who were not born into the digital world, but who have become interested in, learned and adopted many of the new technologies that characterize the digital world. *See also “Digital Native.”*

Digital Native—A term used to describe people, born in the late 1970s through early 1980s, who have grown up immersed in technology and who are said to speak the digital language enabled by new technologies such as the Internet, cell phones, videos and computers. *See also “Digital Immigrant.”*

Digital Rights Management (DRM)—Technology or technologies that enable the secure distribution, promotion and sale of digital media content.

Disintermediation—Occurs when simplifications in technology, economic forces or other causes displace someone, usually an intermediary, from a customary role in a process. This term is also

used as a verb to describe how this displacement process happens; for example, computerized typesetting systems in the newspaper companies disintermediated the linotype machines; operators who were their predecessors a few generations earlier disintermediated manual typesetters.

Disruptive technologies—New products or distribution processes superior to the ones they replace. They characteristically simplify those processes, improve the product and reduce costs so much that they change the basis of competition in an entire industry. Disruptive technologies typically destroy companies and even whole industries. The eventual disruption of the integrated steel-producing companies by the mini-mills is the historical process that gave rise to this concept.

DivX Stage6—An online platform for video sharing. Stage6, a division of DivX (headquartered in San Diego, California, U.S.) launched in 2006 and enables users to upload, download, view and share videos. <http://stage6.divx.com>

Document exchange—The sharing of documents over the Internet.

Document imaging—A mature technology for rendering paper documents as electronic images.

DOI (Digital Object Identifiers)—System for identifying and exchanging intellectual property in the digital environment. It allows for the construction of automated services and transactions for e-commerce. www.doi.org

eBay—An American Internet company that manages eBay.com, an online auction and shopping Web site where people and businesses buy and sell goods and services worldwide. In addition to its original U.S. Web site, eBay has established localized Web sites in several other countries. eBay also owns PayPal, Skype and other businesses. The online auction Web site was founded in San Jose, California, U.S. in 1995 by computer programmer Pierre Omidyar as AuctionWeb. Millions of collectibles, appliances, computers, furniture, equipment, vehicles and other miscellaneous items are listed, bought and sold daily. www.ebay.com

eHarmony—A U.S.-based personal relationship service that promotes its use of a scientific approach for matching single adults. The company was founded in 2000 by author and clinical psychologist Dr. Neil Clark Warren. According to press releases and news articles, eHarmony has more than 13 million users (as of August 2005) and reports more than 6,000 marriages between members (as of August 2004). www.eharmony.com

E-mail—A form of electronic messaging where a user creates a text message (that may have a number of attachments) and sends it to a recipient.

Facebook—Created by a Harvard student in 2004, Facebook began as a digital version of a printed photo guide of incoming college freshmen and quickly expanded to include the student bodies of more than 2,100 colleges. In 2005, high schools were invited to join. In September 2006, Facebook changed the registration policy so that anyone with a valid e-mail address could become a Facebook user. Facebook now has more than 24 million members (about half are current college students) and is ranked by alexa.com as the 18th most used Web site globally. www.facebook.com

Faceparty—A community social networking Web site created in the U.K. in 2000. Faceparty allows users to create online profiles and interact with each other using instant chat and messaging facilities. As of June 2006 the site claimed 6 million ‘audited’ subscribers with an additional 35,000 new members every week. www.faceparty.com

FC2—An online site for nontraditional fiction. FC2 is an author-run, not-for-profit publisher, with its executive offices at Florida State University (FSU) in Tallahassee. Founded by six authors in 1973 as the Fiction Collective, FC2 is partially supported by FSU, the Florida Arts Council, Illinois State University, the Illinois Arts Council, the National Endowment for the Arts and private contributors. www.fc2.org

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Flickr—Launched as a utility for an online game in 2004 and acquired by Yahoo! in 2005. Flickr's creators discovered it would work better as a way for people to share digital photos with each other. Today it is a social media Web site for photo sharing and management. Users can provide keyword tags for the photos, allowing searchers to quickly find appropriate images. Flickr has over 4 million registered users and, as of June 2, 2007, was ranked by Alexa.com as the 47th most used Web site globally. www.flickr.com

Fnac—The largest French retailer of products such as computer software and hardware, televisions, cameras, video games, books, CDs and DVDs. Founded in 1954 as Fédération Nationale d'Achats pour Cadres, Fnac is headquartered in a Paris suburb and has operations in Europe, Brazil and Taiwan. www.fnac.com

Folksonomy—The aggregation of tags developed by the user community rather than taxonomy professionals.

Free—A Paris, France-based Web enterprise, Free.fr is an Internet provider started in April 1999 by the Iliad Group. Free offers access to a broad array of online news, information and shopping services. In 2003 it began offering television access over its DSL lines. www.free.fr

FriendsReunited—A British social networking site launched in July 2000, originally aimed at helping old friends and schoolmates reconnect, and then expanded to involve coworkers and others. The site was acquired by British TV station ITV in late 2005 and now has 12 million registered users. www.friendsreunited.co.uk

Friendster—A leading global, online social network founded in Mountain View, California, U.S. in 2002. Over 48 million members use Friendster as of September 2007. Friendster focuses on helping adults stay connected to friends and discover new people and topics of interest to them. www.friendster.com

Future Shop—A Canadian electronics and home appliance retailer founded in 1982 and owned by Best Buy since 2001. Future Shop operates more than 125 retail stores across British Columbia (where it is headquartered in Burnaby), Alberta, Manitoba and Ontario. www.futureshop.ca

Google—A public corporation specializing in Internet search and advertising that indexes billions of Web sites. Based in Mountain View, California, U.S., Google was cofounded in 1998 by two Stanford University students. Its offerings have broadened from the initial search and advertising business into products including free, Web-based e-mail, online mapping, office productivity and video sharing. In December 2006, Google was the most used search engine. www.google.com

Goo.ne.jp—Goo is a Japanese search engine and portal service. Often compared to Yahoo!, the site offers Web search, news, maps, shopping information and other services. www.goo.ne.jp

GREE—A Japanese social networking site launched in 2004, GREE has some features in common with Facebook, such as friend designations, picture posting and the ability to create a diary (blog). A mobile version of the service, EZ GREE, is also available. www.gree.jp

GyaO—A Japanese enterprise for broadband communications and related interests. GyaO was established in 1961 and now provides online access to a wide variety of cultural interests including movies, music, sports, news and business. www.gyao.jp

Habbo Hotel—A virtual community owned and operated by Sulake Corporation. Habbo Hotel launched in Finland in 2000 and then in the U.K. in 2001, and now reaches over 30 countries on five continents. Designed primarily for teenage users, Habbo Hotel is an online game centered around visual representations of its members (Habbos) that incorporates chat room functionality (virtual Hotels). As of mid-2007, there were 7 million unique visitors to the virtual hotels each month. www.habbo.com

Hi5—A social networking site headquartered in San Francisco, California, U.S. since its founding in 2003. Hi5 has over 60 million registered users and provides a localized experience for them that enables them to connect with others based on language or other relevant shared interests. www.hi5networks.com

- HMV**—A music retailer formed in 1998 with over 680 stores and 11,200 full-time employees in the U.K., Canada and Asia. HMV's products include recorded music, videos, DVDs, books and computer games. The acronym HMV stands for "His Master's Voice," the title of a famous 1899 painting by Francis Barraud of a dog listening to his master's voice on a gramophone. www.hmv.com
- Hollywood.com**—An online entertainment destination owned by Hollywood Media Corporation that generates revenue by selling advertising on its Web site, and also receives commission revenue for advertising sold by the Hollywood.com ad sales team on MovieTickets.com. Hollywood.com features in-depth movie information, including movie previews, descriptions and reviews, movie showtime listings, entertainment news, celebrity fan sites, celebrity photo galleries and an extensive multimedia library. Hollywood.com's features also include audio podcasts and blogging. www.hollywood.com
- Identity Management**—A broad administrative area that deals with identifying individuals in a system (a network, a country, an enterprise) and controlling their access to resources within that system by associating user rights and restrictions with the established identity.
- Identity Theft**—A crime in which an imposter obtains key pieces of personal information, such as a government ID, in order to impersonate someone else. The imposter may use the information to purchase goods or services or as false credentials.
- iFilm**—A leading online video network, serving user-uploaded and professional content to over ten million viewers monthly. iFilm's extensive library includes movie clips, music videos, short films, TV clips, video game trailers, action sports and its popular 'viral videos' collection. iFilm is one of the leading streaming media networks on the internet. In October 2005, iFilm was acquired by Viacom International, Inc., and is now part of the MTV Networks family of brands that includes MTV itself, VH1, Nickelodeon, Comedy Central, TV Land, CMT, Spike and Logo. www.ifilm.com
- ImageShack**—An image-sharing social media Web site that can be used to share images with friends or post photos on blogs. Users can directly link photos from ImageShack to Web sites and online auctions. ImageShack, owned by ImageShack Corp., was launched in 2003 and, on June 2, 2007, was ranked by Alexa.com as the 50th most used Web site globally. www.imageshack.us
- Information literacy**—The skills required to use the search-and-find technologies to locate and sift through information as well as the skills needed to use that information effectively.
- Instant messaging (IM)**—The generic name of a technology that enables private chat to take place. With IM, messages are exchanged in real-time between two or more people. When IM users log in, they are notified of which IM correspondents are online.
- Internet**—A worldwide system of computer networks accessed by hundreds of millions of people. *See also "World Wide Web."*
- Internet Relay Chat (IRC)**—A system that enables online users to join live discussions, allowing people to engage in real-time, online chat.
- iSMS**—A mobile messaging gateway used to implement SMS-based Web services.
- iTunes**—A digital media player application, introduced by Apple on January 10, 2001 at the Macworld Expo in San Francisco, for playing and organizing digital music and video files. The program is also an interface to manage the contents on Apple's popular iPod digital media players as well as the recently introduced iPhone. Additionally, iTunes can connect to the iTunes Store (provided an Internet connection is present) in order to purchase and download digital music, music videos, television shows, iPod games, audiobooks, various podcasts and feature length films. www.apple.com/itunes/
- J2EE (Java 2, Enterprise Edition)**—Widely used platform for building, deploying and managing Web services.

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Kodak Easy Share Gallery—A photo storing and printing and social media Web site. Kodak Easy Share Gallery offers free photo editing and creative tools for users. The site was launched in 1999 as Ofoto, purchased by Kodak in 2001 and renamed Kodak Easy Share Gallery in 2005. On June 2, 2007, the site was ranked by Alexa.com as the 964th most used Web site globally. www.kodakgallery.com

Kotopara—A Japanese e-commerce and information site with links to a variety of popular media and consumer goods including music, movies, sports, games and animation. <http://kotopara.jp>

Library 2.0—“Library 2.0 simply means making your library’s space (virtual and physical) more interactive, collaborative and driven by community needs. Examples of where to start include blogs, gaming nights for teens and collaborative photo sites. The basic drive is to get people back into the library by making the library relevant to what they want and need in their daily lives ... to make the library a destination and not an afterthought.” —Sarah Houghton-Jan www.librarystuff.net/2006/01/library-20-questions-and-commentary.html

LinkedIn—A U.S.-based social networking site used primarily for business/professional networking. Headquartered in Mountain View, California, U.S., LinkedIn had more than 14 million registered users in 150 countries as of September 2007. www.linkedin.com

Listserv—An electronic mailing list software application developed in the 1980s and a trademark licensed to L-Soft International, Inc. The term is often used generically to mean any mailing list application.

Livedoor—A Tokyo, Japan-based Internet service provider that runs a Web portal and other businesses. Livedoor was launched in 1995 as a Web consultancy called “Livin’ on the Edge” and renamed Livedoor in 2004. www.livedoor.com

Mashup—A mixture of content or elements. For example, an application that was built from routines from multiple sources or a Web site that combines content and/or scripts from multiple sources to provide a whole new service is said to be a mashup. An example is an Illinois library using CommunityWalk to map interlibrary lending and borrowing using data from its ILS.

Mass collaboration—Collaboration that occurs when multiple people work individually on a single project, such as an Internet-based project using social software. Wikis are examples of mass collaboration projects.

Meatspace—The physical world, the alternative to cyberspace. After originating in science fiction writing, it has become increasingly common in general usage to refer to face-to-face interactions. “Real Life” can be a synonym, sometimes abbreviated as “RL” or “IRL” (In Real Life) in text conversations, e.g., “I’ll tell you tonite IRL.”

Meebo—A Web site launched in 2005 offering instant messaging from any computer. Over 80 million instant messages are sent daily using Meebo. Meebo launched the Meebo Me widget in 2006 to allow users to add Meebo to their personal Web sites. www.meebo.com

Meetup—A U.S.-based social networking site, founded in 2002. Meetup helps people identify others who share common interests of many kinds, including hobbies, politics, financial issues, music and much more. As of September 2007, it offered more than 3,500 topics and more than 33,000 groups who meet online to discuss these topics. www.meetup.com

Microsoft—A computer technology company, founded in 1975 and headquartered in Redmond, Washington, U.S. Microsoft Corporation develops, manufactures, licenses and supports a wide range of computing software products. The Microsoft Windows and Microsoft Office products have highly-visible positions in the desktop computer market, with an estimated 90% market share. On September 12, 2007, Microsoft’s Web site was ranked by Alexa.com as the 18th most used Web site globally. www.microsoft.com

Mixi—The largest social networking site in Japan. Launched in February 2004, Mixi is growing rapidly and had more than 8 million users by January 2007; 70 percent of those users are “active” (logged in within the last 3 days). Prospective members must be invited to become members of Mixi by an

existing member. Available only in Japanese, Mixi includes user reviews for books, CDs, DVDs, games, etc., and the reviewed items are linked to Amazon Japan for purchase. On June 2, 2007, the site was ranked by Alexa.com as the 56th most used Web site globally. www.mixi.jp

MOO—MUD Object-Oriented, a type of MUD. A MOO is a text-based online virtual reality system.

MSN Messenger—A freeware instant messaging client. Developed by Microsoft Corporation, MSN Messenger was first distributed in 1999 and 2005 was targeted toward individual consumers. In February 2006 the MSN Messenger name was changed to Windows Live.

MUD—Multi-User Dungeon or multiplayer computer game.

MySpace—Launched in late 2003 as a site to promote new, budding rock stars and connect fans and friends. MySpace is now a social networking site with unique user profiles that are linked together through networks of friends. Registered users submit personal profiles, blogs, groups, photos, music and videos. MySpace is owned by Fox Interactive Media, a subsidiary of News Corporation (newscorp.com). On average, 230,000 accounts are created daily. On June 2, 2007, MySpace had more than 181.5 million registered users and was ranked by Alexa.com as the sixth most used Web site globally. www.myspace.com

myYearbook—One of the largest U.S. social networks, reaching 4.6 million unique visitors each month. myYearbook has experienced 500% growth in page views and members since early 2007; has grown from a single high school to more than 3 million members; and is now adding 1 million new members every three months. Founded by brother-and-sister teen entrepreneurs Dave and Catherine Cook, myYearbook hosts viral features like Battles, myMag, Match and Video Battles. www.myearbook.com

Natural-language-based searching—Allows users to phrase their search strings as normal sentences.

Netflix—The world's largest online movie rental service, offering more than 6.7 million subscribers access to 85,000 DVD titles plus a growing library of over 4,000 full-length movies and television episodes that are available for instant watching on their PCs. Established in 1998 and headquartered in Los Gatos, California, U.S., it has amassed a collection of 80,000 titles and over 6.8 million subscribers. Netflix has over 55 million discs and ships 1.6 million a day, on average. www.netflix.com

Nicovideo—A Japanese video streaming site with more than 3 million users (as of September, 2007). The site offers both free and paid memberships, and allows users to upload, view and rate videos. www.nicovideo.jp

OAI (Open Archives Initiative)—An organization dedicated to developing interoperability standards to facilitate the dissemination of content. www.openarchives.org

OneMake—A Japanese social networking site with features such as friend networks, a diary (blog), virtual pets (and pet fighting), chat and group questions. <http://one-make.jp>

Open-source software—A program in which the source code is available to the general public for use and/or modification from its original design, free of charge.

Orkut—A social networking service run by Google and named after its creator and former Google employee, Orkut Büyükkökten. It has many features similar to MySpace and Facebook, including photo and video sharing, lists, communities (groups) and Instant Messaging through Google Talk. According to Google, as of August 2007, Orkut had more than 65 million worldwide members. www.orkut.com

OUTeverywhere—A U.K.-based social networking site for the gay, lesbian, bisexual and transgender communities. Created in 1995 as a way to stay connected to friends prior to the introduction of instant messaging, OUTeverywhere relaunched under its current name (aimed at men and women) in 2005. The site offers member profiles, discussion boards, online chat and private messages. www.outeverywhere.com

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Paperback Swap—An online book club, based in the U.S., dedicated to book exchanges. Paperback Swap users register books they are willing to swap online and, when the books are requested, they are sent to the requestor by mail. The service is free; the sender pays the price of shipping. www.paperbackswap.com

Personalization (general)—Gears a system's activities (a Web site, call center or the entire enterprise) toward a user's specific information needs and preferences.

Personally Identifying Information (PII)—Also called Personally Identifiable Information or Personal Information. Information that can be used to uniquely identify an individual.

Photobucket—A photo, image and video hosting and sharing social media Web site that delivers 3 billion media clips daily. Founded in 2003, Photobucket is also used heavily for linking to images and videos from other social networking sites, such as MySpace. In May 2007, it announced it had accepted an offer to be acquired by Fox Interactive Media, a division of News Corporation, which owns MySpace. The site has 39 million registered users and is ranked by Alexa.com as the 48th most used Web site globally. www.photobucket.com

Play.com—A British e-commerce site that offers a wide variety of consumer goods, including DVDs, music, video games, books, electronics, mobile phones, clothing and accessories. One of the first online retailers in the U.K., Play.com was founded in 1998 and has its headquarters in Jersey, Channel Islands, U.K. According to traffic monitor Hitwise, Play.com is the third largest online retailer in the U.K. and the 50th largest globally. www.play.com

Podcast—Distribution of streaming or downloadable audio content over the Internet via RSS feed. PCMag.com lists the term as an abbreviation for *iPod broadcast*.

Presence management—The ability to detect whether other users are online and whether they are available.

Price Minister—A French e-commerce site that offers a broad range of consumer goods, including electronics, video games, books, music, sporting goods and much more. It reported 6.5 million members as of September, 2007. www.priceminister.com

Privacy—Depending on the context (legal, cultural, personal), the term has different denotations and connotations. One that is relevant in the arena of social networking is people's ability to control information that is released about them. Individuals may voluntarily waive their privacy as a trade-off for goods or services.

Privacy Agreement—A legal document that establishes access, use and ownership rights between visitors to a Web site or portal and the entity that owns the site, or between subscribers/registrants and the owner/manufacture. Such documents lay out privacy expectations, the terms and conditions of service and also include disclaimers.

Privacy Policy—A privacy policy is the formal statement of a business entity's position on information-gathering, storage, use and disclosure.

QQ—A Chinese instant messaging service that also provides social networking services such as real-time chat, photo sharing and site-specific virtual money. Though exact numbers are elusive, estimates put the membership of QQ at over 150 million users, mostly in China. www.qq.com

Rakuten—One of the biggest online shopping malls in Japan. Rakuten was founded in 1997 and by 2004 was the second most visited Web site in Japan (following Yahoo!) as measured by unique audience. Its online shopping business, Rakuten Ichiba, offers more than 18 million products from more than 18,000 merchants. www.rakuten.co.jp

Read It Swap It—An online book swap group, based in the U.K., that allows users to obtain free secondhand books for ones they have read. Read It Swap It users register their book lists and then select a book they would like from another user. The owner of the book reviews the requestor's book list and chooses a book for the swap. www.readitswapit.co.uk/TheLibrary.aspx

- Real Simple Syndication (RSS)**—A Web format that allows users to receive the latest content from specified Web sites, downloaded directly to their computers.
- Real-time collaboration**—Interaction between participants in real time, using a meeting or presentation format. Includes application and whiteboard sharing.
- Rhapsody**—A U.S.-based membership music service that provides members with unlimited access to a catalog of full-length music tracks. Launched in 2001, Rhapsody was the first service to offer streaming access to its extensive digital music library. It is considered a prime example of “The Long Tail” theory published by Chris Anderson in his 2006 book of the same title. www.rhapsody.com
- Search engine**—A service that scans content on the Internet using a computer program that searches for specific keywords and returns a list of content in which they were found.
- Second Life**—3-D virtual world founded in 2003. Second Life is built and owned by its residents. Over 7.6 million people worldwide inhabit this virtual world. www.secondlife.com
- Secure Web services**—Implementations of Web services that resist hacking or damage through computer attack.
- Security**—Free from danger. The term can be used with reference to crime or accidents, for example.
- Security Icon**—A symbol or graphic attached to a Web site to indicate that information is authentic and/or authoritative. The emblem also verifies to users that services received or transactions conducted on it are secure, and in some cases, private. Examples of this symbol include the Trustmark, Truste and VeriSign seals.
- Semantic Web**—Extends the Web through semantic markup languages, such as Resource Description Framework, Web Ontology Language and Topic Maps that describe entities and their relationships in the underlying document. www.w3.org/2001/sw
- Shifted Librarian**—Someone who works to make libraries more portable to meet users’ information needs in their world. This term was coined by Jenny Levine, Internet Development Specialist and Strategy Guide for the American Library Association (ALA). www.theshiftedlibrarian.com
- Shutterfly**—A U.S.-based social media Web site launched in 1999 by the founder of Netscape. Shutterfly calls itself a “social expression and personal publishing service” that helps its users “share, print and preserve their memories” using its broad range of digital photography products and services. www.shutterfly.com
- Skype**—An Internet telephony service founded in 2003 and acquired by eBay in 2005. www.skype.com
- Skyrock and Skyblog**—A French FM radio station that has approximately 3.7 million listeners, primarily in the 13–24 age range. Skyrock owns Skyblog, a large social networking platform that launched in 2002 and hosts 5.4 million blogs. Skyblog is sometimes referred to as the “French MySpace.” www.skyrock.fm/front/
- Slope of Enlightenment (Gartner, Inc. term)**—This phase of a Hype Cycle is characterized by focused experimentation and solid hard work by an increasingly diverse range of organizations that lead to a true understanding of the technology’s applicability, risks and benefits. Commercial, off-the-shelf methodologies and tools ease the development process.
- Smart card**—A plastic card, about the size of a credit card, that provides tamper-resistant storage of such personal information as passwords or digital signatures.
- Smart enterprise suites**—The convergence of portals, content management and collaboration functionality into a single product.
- SMS**—Acronym for Short Message Service, another name for text messaging.

Appendix B: Glossary

Snapfish—A photo sharing and printing social media Web site. Snapfish was launched in 2000 and acquired as a division of Hewlett-Packard in 2005. The site has more than 40 million registered users and is ranked by Alexa.com as the 2738th most used Web site globally. www.snapfish.com

Social bookmarking—A system that allows users to store links to their favorite sites and share those links with other users.

Social computing—The use of social software.

Social media sites—Web sites that allow individuals to share content they have created, such as YouTube (video sharing) and Flickr (photo sharing). While interaction occurs on social media sites, the primary purpose of the site is to publish and share content.

Social network—A map of the relationships between individuals, showing the ways they are connected. The term was first used in 1954 by sociologist J.A. Barnes.

Social networking sites—Web sites primarily designed to facilitate interaction between users who share interests, attitudes and activities. Examples include Facebook, Mixi and MySpace.

Social software (also known as collaborative software)—The software that supports the ability to collaborate online.

Social Web—An open worldwide data-sharing network that links people, organizations and concepts.

Spam (or Spamming)—Spam is unsolicited electronic mail that is sent indiscriminately to mailing list members or other large groups of email recipients. Spam may also refer to other questionable methods used to direct Web traffic and bolster search engine results, such as “comment spam,” “trackback spam” and “forum spam.”

StayFriends—A German social networking site that launched in 2002 to help users locate and contact former schoolmates. It includes links to similar sites in Sweden and France, as well as Classmates.com sites in Canada and the U.S. www.stayfriends.de

StudiVZ—A social networking platform for students, primarily college and university students in Europe. Based in Berlin, Germany, StudiVZ (full name: Studentenverzeichnis, which means “students’ directory”) reports about 4 million users as of August 2007, mainly in Germany, Austria and Switzerland. Launched in 2005 by two students, it is considered comparable to the U.S.-based Facebook Web site. www.studivz.net

StumbleUpon—A Web browser plug-in that allows its users to discover and rate Web pages, photos, videos, and news articles. Founded in Calgary, Alberta, Canada, in 2002 and now located in San Francisco, California, U.S., StumbleUpon is a recommendation system that displays new Web pages based on peer-review/comment and social networking tenets. The StumbleUpon system works by a user’s ratings of previous pages, ratings by his/her friends, and by the ratings of users with similar interests. In May 2007, eBay acquired StumbleUpon. www.stumbleupon.com

Syndication—A process by which content is taken from one place and reused in another. The content may be used in a different way in the new location.

Tag cloud—A visual display of tags that show, by size of the words, the popularity of each tag, with the largest being the most popular.

Tags—Keywords that describe the content of a Web site, bookmark, photo or blog post. A tag is metadata describing an object.

Team collaboration support—Team-oriented collaboration tools that bring together real-time communications and asynchronous collaboration for team activities and tasks.

Technorati—An Internet search engine for searching blogs. Headquartered in San Francisco, California, U.S., Technorati currently tracks more than 100 million blogs and 250 million pieces of tagged social media. It has an active software developer community and offers a public developer’s wiki for collaboration among developers and contributors. www.technorati.com

- Transparency**—An intermediate step in a production or distribution process that is invisible to those who use or work in the process.
- Trust**—Confidence in or reliance on the honesty, goodness or character of someone or something.
- TRUSTe**—An independent nonprofit organization founded in 1997 by the Electronic Frontier Foundation. Headquartered in San Francisco, California, U.S., TRUSTe concentrates on by helping businesses and other online organizations manage privacy concerns through self-regulation. It is best known for its Web Privacy Seal and operates the world's largest privacy seal program that includes more than 2,000 certified sites. www.truste.com
- TSUTAYA Online**—A Japanese online retailer of DVDs, music, video games, books and other media. www.tsutaya-ltd.co.jp
- USA PATRIOT Act**—U.S. law signed in 2001 and reauthorized in 2006. The acronym stands for The Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001. Under the act, law enforcement has expanded ability to search communications (telephone and e-mail), as well as medical, financial and other records. www.lifeandliberty.gov/highlights.htm
- Virgin**—A leading U.K. venture capital organization with one of the world's most recognized brands. Conceived in 1970, Virgin operates a range of businesses including mobile telephony, transportation, travel, financial services, leisure, music and publishing. Its 200+ branded companies employ more than 50,000 across 29 countries.
- Virtual community**—A self-selecting, peer-to-peer group that connects people by interest, skills and practices. Virtual communities complement, but do not supersede, teams and reporting structures.
- Virtual teams**—A project-oriented group of knowledge workers who are not required to work in the same location or time zone.
- Wall**—A term used to denote a place for posting comments, sharing photos, etc. Popularized by users of the social networking site, MySpace.
- Walmart.com**—A subsidiary of Wal-Mart Stores, Walmart.com was founded in 2000 and is headquartered in California, near San Francisco. The parent company was founded in 1962 by Sam Walton in Bentonville, Arkansas, U.S., and has expanded into a worldwide enterprise that includes discount stores, groceries and hypermarkets. It also offers optical, pharmacy and portrait studio services. More than 1 million of its products are available online through Walmart.com, including music downloads and one-hour photo services. www.walmart.com
- Web 2.0**—A term first used by Dale Dougherty, vice president at O'Reilly Media, to indicate the transition of the World Wide Web from a collection of Web sites to a computing platform providing Web applications to end users.
- Webshots**—A photo and video sharing social media Web site. Webshots began in 1996 and began offering photo sharing in 1999. The site was acquired by CNET Networks in 2004. Webshots has 7.2 million visits per month and is ranked by Alexa.com as the 250th most used Web site globally. www.webshots.com
- The WELL**—The Whole Earth 'Lectronic Link, founded in 1985 and one of the first virtual communities. www.well.com
- Weltbild**—A major German media retailer and publisher (ranked number 2 among online book retailers) that is owned by the dioceses of the Roman Catholic Church in Germany and based in Augsburg. Weltbild reports that some 5.5 million customers in German-speaking countries buy books it sells by mail order, either in one of its 330 retail stores or over the Internet. Rooted in a magazine publishing business founded in Germany in 1948, Weltbild's Internet business began operating in 1997. www.weltbild.de

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Whiteboard—An area on a display screen on which multiple users can write or draw. Whiteboards are a principal component of teleconferencing applications because they enable visual as well as audio communication.

Wi-Fi—Wireless fidelity refers to wireless local area networks that use one of the three 802.11 standards (802.11a, 802.11g, 802.11b).

Wiki—A Web site designed for collaborative use, allowing multiple users to contribute to the creation of documents or applications. Wikipedia is an example of a wiki.

Wikipedia—A free, online encyclopedia written and edited by its members. On August 1, 2007, Wikipedia reported 7.9 million articles in 253 languages, 1.9 million of which are in English. As of August 2007, it ranks among the ten most visited Web sites globally according to Alexa.com. www.wikipedia.org

Windows Live Spaces—Microsoft's social networking platform. The site was released in 2004 with the name MSN Spaces, a name users still frequently use. In August 2006, MSN Spaces became part of the Windows Live Services platform. In April 2007, Windows Live Spaces had 120 million registered users. www.spaces.live.com

Workflow—The process whereby items of work move from one person or process to another in an organization.

Xanga—A free, Web-based service based in New York City, New York, U.S., that hosts social network profiles, weblogs, photoblogs, audioblogs and videoblogs. Xanga began in 1998 as a site for users to share music and book reviews and has an estimated 40 million users worldwide. Xanga typically attracts teenage users, who frequently use Xanga sites for personal journaling. www.xanga.com

XML—eXtensible Markup Language—A way to create common information formats and to share these formats on the Web.

Yahoo! Auction, Yahoo! Shopping, Yahoo! Days and Yahoo! Video—E-commerce and video sites that are part of the Yahoo! Internet services company. Yahoo! Auction closed in June 2007. Yahoo! Days is a Japanese site. The parent company, Yahoo!, is headquartered in Sunnyvale, California, U.S., and launched in 1995. Its vast enterprise includes a Web portal, a search engine, an e-mail service and many other online business pursuits. www.yahoo.com

Yahoo!—A public corporation and global Internet services company. Founded in 1994, Yahoo! Inc. provides a Web portal, a search engine, the Yahoo! Directory, Yahoo! Mail, news and posting, among other services. Yahoo! has been one of the most consistently visited Web sites, with more than 412 million unique users, according to comScore, Alexa Internet and Netcraft. In August 2007, Yahoo! released an updated version of Yahoo! Mail that allows users to send instant messages to the largest combined instant messaging (IM) community including users of Yahoo! Messenger and Windows Live Messenger. The new version of Yahoo! Mail also allows users to send free text messages to mobile phones in the United States, Canada, India and the Philippines. www.yahoo.com

Yahoo! Photos—A photo sharing social media Web site launched in 2000 and designed for Yahoo! users. Yahoo! As Yahoo! also owns Flickr, the company announced in May 2007 that it would be shutting down Yahoo! Photos later in 2007. Yahoo! Photos is part of the Yahoo.com site, which is ranked by Alexa.com as the number one most used Web site globally.

YouTube—A popular video sharing Web site where users can upload, view and share video clips. YouTube was created in 2005 (and acquired by Google in 2006) when the founders (former PayPal employees) streamlined the clunky experience of watching video on the Net, in which users often had to choose which media player they wanted to use and then download a bulky clip. Users can rate the YouTube videos, and the site publishes both the average rating and the number of times a video has been watched. On June 2, 2007, YouTube was ranked by alexa.com as the fourth most used Web site globally. Each day, YouTube users view over 100 million video clips and create 65,000 new videos. www.youtube.com