

Glossary for Using Web 2.0 Tools for Staff Training

API – Application Programming Interface - a language that enables communication between computer programs, in particular between application programs and control programs (from www.answers.com/api&r=67).

Blog – a web page with dated entries that appear in reverse chronological order.

Blip.tv – a website that allows you to upload video, screencasts, and audio and allows you to retain rights to your content (unlike YouTube). Blip.tv also gives you a durable URL for linking and code for embedding your content onto a web page, blog, or wiki.

CMS – Content Management System - used to manage web content and resources.

Creative Commons – allows creators to license their work with a copyright that is appropriate for you by allowing various levels of access, attribution, ability to change the content or structure, and the right to make money from derivative works (creativecommons.org).

Flickr – a photo-sharing website that incorporates tags, a social network, publishing tools, and Creative Commons licensing.

Library 2.0 – Library 2.0, sometimes written L2, is the idea that libraries should enable users to interact fully with all aspects of library operations and place control of the library into the hands of the users. Library 2.0 is about using technology to reach a larger population, building flexible, change-oriented libraries built on radical trust, while still holding values that are core to libraries.

Mashup – a tool or program that takes the information of two different tools and uses the information to create a new tool which displays the information in one place.

Open Source – a tool whose programming code is available to the general public.

Podcasts – audio files, MP3s, that are RSS enabled.

Project Management Tool – software that helps a working group manage the daily work of the group. These tools often can manage document editing, have group discussion areas, timelines, deadlines, alert systems (like email or RSS), and file sharing. Project management tools give the members of a group flexibility about when they work and where they work, since it transfers physical work into a virtual environment.

Radical Transparency – the idea that all decisions, documents, and protocols, both negative and positive, are freely available to the public for both viewing and commenting. Often there is an aspect of this in which the organization's responses to the public are also made available to show the interactions and conversations that are occurring with the community, both negative and positive.

Radical Trust – allowing the online community to have an unfettered opinion about an organization and the release of control from management within an organization to its employees and community. This release shows that management trusts both the employees and community to make good decisions regarding both the use of organization resources and the reputation of the organization itself.

Read/Write or Remix Culture – a culture of creativity which takes something, clips from a speech, adds content to it, music or editing, and creates something entirely new, like a video of a famous politician singing a love song made from clips of previous speeches. Taking something old, adding something blue, and creating something new.

RSS – Really Simply Syndication, XML that allows new and updated content to be removed from its context and viewed elsewhere, most often on other web pages or in a feed reader. The XML that is pulled from the original web page is called a feed, and even when viewed elsewhere the feed will have links back to the original source and article.

Social Bookmarking – a system for saving web pages and other Internet files by tagging them in an account. These tags or bookmarks can be saved, searched, and made accessible to other users on the web.

Tagging – a system for applying metadata to an object, usually on the web. The mass of these tags, from many different people is called a “folksonomy.” Tagging is usually a system with little or no controlled vocabulary.

Web 2.0 – tools that create an environment of collaboration, sharing, creation, creativity, and trust.

Wikis – a web page anyone can edit.