

Meanings of Frequently Used Terms on the Internet

by Ivana Katz

If you've been on the internet for a while, you've no doubt come across new words, whose meaning may have baffled you. It's difficult to keep up with the latest computer and internet lingo, but here are a few of the new commonly used terms on the internet today.

AFFILIATE PROGRAM

This is a program where a person (an affiliate) is paid a commission to advertise a particular product, service or web site. The affiliate is given a special link to refer

customers to the target web site. The company pays commission based on hits and/or sales from these links. The amount of commission paid varies. Most programs pay for sales; some programs pay for clicks on their site. Some programs even pay for finding new affiliates.

AVATAR

An icon or graphic that represents you on message boards, chat rooms, IM programs, 3-D chat rooms and virtual worlds. Your avatar can be whatever you want it to be. There are graphic elements, animals, cartoons and pictures used as avatars on

the Internet.

BLOG

A blog is a Web site, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse - chronological order.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketches (sketchblog), videos (vlog), music (MP3 blog), audio (podcasting), which are part of a wider network of social media.

As of December 2007, blog search engine Technorati was tracking more than 112 million blogs.[2] With the advent of video blogging, the word blog has taken on an even looser meaning - that of any bit of media wherein the subject expresses his/her opinion or simply talks about

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