

Chapter 4 Goodies Resource>

Internet and Search Engine Savvy “Geek-Speak” Glossary

Words, lingo, slang! You may have heard the expression, “walk the walk, talk the talk,” and if not that one---what about, “when in Rome, do as the Romans do?”

This same philosophy holds up in the world of computers. So what is Search Engine geek-speak? It is using vocabulary that is specific to conducting online research.

When designers first start working with the Internet for doing research they just want to throw up their hands in complete frustration! Their frustration was not because they don't have the design skills ----- or the computer aptitude, but they are frustrated because they don't have a clue what is being said. Many fashion professionals **think** that the only tools they will need are design related tools such as: charcoals, paints, brown paper and scissors. However, in the case of traditional and non-traditional research, even the most savvy designer or marketer, may require a refresher course in librarian and internet –geek-speak!

A first hand look at the industry today quickly points out that you will be working with a whole new set of research tools. Most designers as they make the transitions from traditional to non-traditional online tools can be intimidated or ignorant of how to successfully search online. The truth is, sometimes the

problem most designers have is just semantics or becoming familiar with the names of the tools they will be using.

Therefore I hope you will find this a useful glossary, one that will help shorten the learning curve and make the next chapters a lot more sensible. Without a doubt having a quick reference of terms that pertain to the Internet and other non-traditional research is extremely helpful. There are numerous websites that have been devoted to the subject, and here listed below you have been provided with your own “geek-speak” glossary of terms that are Search Engine and Internet specific.

Abstract: A non-evaluative summary of a book, journal article, or other information source. Often the term refers to an index that includes abstracts for materials indexed.

Blog: Slang for *Web log*, a blog is a Web page that serves as a publicly accessible personal journal for an individual. Blogs are basically an automated way of sharing information, related to search engines, listservs, message boards and instant messaging. Typically updated daily, blogs often reflect the personality of the author and pertain to a specific subject or topic. By streamlining or simplifying the Web page creation process, blogs have enabled users to easily transform information into a stream of constantly updated information.

Boolean Logic: Named after the nineteenth-century mathematician George Boole, Boolean logic is a form of algebra in which all values are reduced to either TRUE or FALSE. Boolean logic used in computer science is the binary numbering system, in which each bit has a value of either 1 or 0.

Browser: A software program that runs on your computer and is used help you to view and interact with Web pages. Netscape and Internet Explorer are the most commonly used.

Chat: conversing on the Internet is done through several venues, email, the buddy system similar to the one offered by AOL (America Online) which permits a user to know instantly when a friend or “buddy” is simultaneously online and allows both parties to speak in “real time” to one another. There are also is the ability to post a message on a message board and periodically check back to view the response to other internet users who may have posted a response or comment.

Chat Rooms: A discussion which two or more people communicate online simultaneously.

Click and Mortar: An online or virtual store.

Cookies: Code pieces of information that is deposited knowingly or unknowingly on a computer when a site has been visited. Cookies are used to tract the user’s pattern of buying or Internet usage. The information gleaned in turns provides

this specific marketing information back to the host site to be used for marketing purposes.

Database: – a collection of information that is stored in files. Typically organized by fields, (a single piece of information, files and records (are complete groups of information)

Deep Web: The part of the web that is not easily accessed through traditional search queries. Additional search savvy is required in order to “mine” the deep web for subject specific information not retrieved in a traditional search engine. A greater portion of the Internet is considered to be deep web.

Directories: A collection of subject specific information such as Hoover's Handbook of Emerging Companies, or World Wide Chamber of Commerce Directory.

Domain Name: Each URL or Uniform Record Locator is assigned a name based on their function such as:

- * gov - Government agencies
- * edu - Educational institutions
- * org - Organizations (nonprofit)
- * mil - Military
- * com - commercial business

- * biz – for businesses
- * net - Network organizations
- * fr – an example indicating the country, in this case France

Download--To obtain a copy of data from a main source to another. Files are said to be *downloaded* from the Internet to another computer or storage device.

Email: Electronic Mail for transferring information.

Favorites – area where you can store your favorite web pages you have been to. Allows you to keep a list of the site you like.

Field: A space or cell that has been allotted for a piece of information to be entered such as a Key Word

FAQs : Frequently Asked Questions, often provided as the place to begin when looking for help in running a software program or using a website.

Gated: A website that requires a password and/or fee or membership in order to access information. *For example:* Hoover.com has both FREE and Gated or fee-based information available for the Fashion person to access.

Guides: In the world of the Internet, guides are typically human managed subject directories or databases of information. These individuals are typically experts in the subject or field they oversee.

History: URL listing or record that tracked where a person went on the internet.

Homepage: The main page of a Web site. Information generally found on the home page is an index or table of contents to all the other documents stored at the site.

HTML: Short for HyperText Markup Language, the authoring language used to create documents on the World Wide Web.

Hyperlink: A sensitive spot on either an image or object on website that will link the viewer to information, or another portion of the site or even to another website when the area has been “clicked on.”

Hypertext: Similar to Hyperlink, Hypertext will pop-up related information, images or links when the viewer clicks on it.

Image Search: Many of today’s search engines now include the ability for the viewer to access a query visually. For example if someone want to know what the term “Chiton” means, the user can opt to look for a text-based response or can select to do an “Image Search” for a visual answer to the same question.

Index: A systematically arranged list that provides information for each item to be found. Periodical indexes which list articles in magazines, journals, and newspapers. The index of a book will list names and subjects with corresponding page numbers where the information can be found in the book.

Internet: A global network connecting millions of computers.

Link: (See Hyperlink)

ISP (Internet Service Provider): A company that provides access to the Internet and often charges a monthly fee for services that may include software, username, password, email address and sometimes web space for your own webpages.

MetaSearchEngine: Meaning many search engines are accessed to simultaneously respond to a given query. MetaSearch Engines have both positive and negative aspects for users. For example while it may conduct several searches at once, the results are not conclusive and typically only represented 10% of what is available.

Modem - a device that converts the signals from a computer into signals that can travel over a wide area network, using wireless or traditional telephone connections.

Multimedia – human-computer interaction involving, text, voice, and video; often includes concept of hypertext.

Natural Language Search: This is a feature that permit the user to pose the query or question to a given Search Engine in everyday language. One of the best sites that utilize this feature is ASK.com. ASK will even rephrase the query and post several variations to the question asked.

Net-iquette: Contraction of *Internet etiquette*, the etiquette guidelines for posting a response or for writing emails as well as other communications online.

Newsgroup: Discussion groups that are classified by subject matter necessarily by experts in a given field.

Of-the-shelf: This is software that is readily available to the general public for use and purchasing.

Operators: A symbol that represents a specific action. For example, a plus sign (+) is an operator that represents addition. The basic mathematic operators are **+** addition, **-** subtraction, *****, multiplication, and **/** division. In Boolean Logic it is the terms: **AND**, **OR** and **NOT**.

Password: A word, phrase or combination of numbers and letters used to access a computer, information, or website.

Piracy: Unfortunately a very common practice by some computer users that steals, information, images for personal use or for profit. The best-known case of this in recent memory is the website: NAPSTER, which was purported to steal copyrighted music and make it available online.

Portal: This refers to a given website that can provide resources such as email, forums, Search Engines as well as other online services and example is AOL (America Online).

Proprietary: Software that is designed for industry related purposes and is not available for use by the general public. This software is generally very subject specific as well as can be very costly.

Registration fees: Fee charged for accessing websites, images, information, databases or downloading.

Search Engine: –A program that is used to search for data by using Boolean Logic, Search Engine Math and key words.

Search Engine Math: A program that is used to search for data by using Boolean Logic, Search Engine Math and key words.

Specialty Database: A collection of data, images that are frequently subject-specific in categories.

Spider: Computer programs that search and retrieve information from the Internet. An **Indexer** reads the information or documents and creates an index based on the words found in the document or on a given webpage. Meaningful information obtained from the results of a spider and an indexer is done by a **query** using a search engine or database.

Subject Directory: Group of information headings that are topic or subject specific. An example might be a subject directory focused on travel.

Term Weighting is another method to assist your query; generally a higher number of synonyms for a given concept will carry more weight in the relevance ranking. This means try entering more synonyms in the query to aid the search engine clarify your query.

Text Search: Search Engines or databases that are text only and may not include images.

Truncation – Special symbols used to assist you in abbreviating your query and making specific information retrieval more effective. Examples of this would be (?), (*) and (!)

Tutorial: An instructional lesson that guides the reader (viewer) step-by-step in a given task.

URL: Uniform Record Locator, this is the global address of files, data, documents and other valuable resources on the world wide web.

World Wide Web: Also referred to as "WWW" or simply "the Web," is a portion of the Internet that uses HTML or related kinds of mark-up languages and can include other types of files such as graphic, audio and video files.

Many definitions have been gleaned from the [Webopedia](#), [GetNetWise](#), and <http://www.asu.edu/lib/help/liblingo.htm>

There is also a companion Librarian and Basic Computer Terminology Glossary also available on the **Goodies CD> Glossary Folder>Chapter 3**