Web Terms

Byte

- Unit of measurement for digital information.

- Want files/stories/images as small as possible (without sacrificing quality)

- Larger files take longer to download/open.
  - Try to keep attachments under 1 MB

Byte

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Web Terms

- CMS: Content Management System
  - Online publishing system/software used to organize online content

- CPM: Cost Per Thousand (Mille)
  - Standard unit of measurement for Web advertising rates.

Web Terms

- ## URL: Uniform Resource Locator*
  - Address/link
    - i.e.www.mariaburnsortiz.com

- ## HTML: HyperText Markup Language*
  - Basic coding for formatting text, inserting media, links
    - Bold, italic, link text, image formatting

- ## HTTP: HyperText Transfer Protocol
  - Indicates information is accessed via Web
    - Specific software (Web browsers)
      - Chrome, Firefox, Explorer, etc.

* Knowing the concept is more important than knowing what the abbreviation represents.

Web Terms

- CSS: Cascading Style Sheets*
  - Coding for look of the site.
    - Color, font, size

- IP: Internet Protocol*
  - Unique, numeric identity of a Web-server location.
    - Basically a numeric version of URL

- API: Application Programming Interface*
  - How computer programs communciate/share data with each other.

Web Terms

- FTP: File Transfer Protocol*
  - Way to share/move file from one computer to another.
    - Used to share/send large files.
    - Like Web sites (HTTP) specific software programs used for FTP.
      - I.e.FileZilla, Fetch

RSS

- Real Simple Syndication

- Subscribe to an information feed that gets delivered directly to an RSS reader or Web browser.
  - Subscribe to blogs, news sites, sections, Google alerts

- You don't need to find the news. The news will find you.

RSS

- Journalists can track dozens of feeds, then run searches of those feeds.

- Illustrated by this symbol.

XML

- Extensible Markup Language

- XML allows the author to define his/her own tags and his/her own document structure.

- Complements HTML
  - HTML tags communicate how info should look (bold, italic, etc.)
    - Tags are predefined
  - XML tags communicate info data contains
    - Author defines tags

Web Iterations

- Web 1.0 - You access/get content on the Web. Content downloads to your browser, you read it.

- Web 2.0 - User participation. Not only accessing content, but interacting with it and creating it.
  - Blogging, forums, wiki, social media, RSS, etc.
  - You didn't need to have a site/be a developer to contribute

Web Iterations

- Web 3.0 - Also referred to as semantic Web.

- From Journalism Next:

  Classifying information by its content instead of its structure enables people to search for information more intuitively.

- Poynter:

  A vision of the web that is almost entirely machine readable, in which documents are published in languages that are designed specifically for data

Web Iterations

(Web 3.0 continued)

- Computers will share information with each other to produce results specific to the user.

- Allows multiple programs to communicate with each other.

- More personalized Web experience. More user friendly.
  - iGoogle, social media integration