

Internet: a vast global network of computers, servers and other electronic devices.

World Wide Web: an information service accessible to users through browsers that allows websites to link to each other.

Address: a string of letters/numbers that identifies the location of a website/webpage.

Application: a software program that runs a particular operation.

Domain name: the unique name that identifies a website.

Programming language: one of several languages used for writing computer code.

Web server: a specialized computer connected to the internet and serving one or more websites.

Web hosting: a service that maintains multiple websites on its servers.

Bookmark: a way of accessing a favorite website quickly.

Browser: software that allows you to surf the web.

Internet service provider: a company that enables you to use the web.

Search engine: software that helps you to locate the website that you need.

Server: a large computer that holds information that can be accessed by smaller computers.

Navigate: to find your way around a website or between websites.

Social networking websites: Connecting with friends, sharing pictures;

Blogs: Writing an online diary;

Forums: Participating in discussions and posting comments on a specific topic;

Auction websites: Buying and selling goods, bidding on items;

File sharing websites: Downloading/uploading large files, e.g. music and films;

Search engines: Finding websites, surfing the net;

E-learning websites: Doing courses online;

Webmail sites: Sending and receiving e-mails;

Homepage:

The cover of a website;

Header: The top part of the page that never changes; it includes the logo and navigation,

Search bar: A part of the website where users can look for something specific;

Link: Something that allows users to get from one page to another;

Dropdown menu: A navigational menu with categories listed below;

Footer: The bottom part of the page with direct links to various types of information;

Menu: The list of the sections of a website;

Call To Action (CTA): A place on the website for users to take an action step; these include buttons, social icons and contact forms;

Browser: A software application to access the World Wide Web;

User group: Categories of members with specific privileges;

Moderator: Users who are in charge of keeping the discussion clean;

Administrator: The person who manages the technical details of a forum;

Post: A user-submitted message;

Thread: A collection of posts;

Poll: The part of a forum where users can vote and express their opinion;

Troll: Users that repeatedly and deliberately breach the netiquette of a forum;

Sock puppet: Multiple pseudonyms in use by the same person on a particular forum

Discussion forums: virtual town square or break room, where there are discussions around a certain topic,

Feedback forums: people ask opinions on products or services (it is popular among people interested in technology or companies trying to sell products);

Q&A Forums: they function as a help desk, to solve problems,

Article forum: knowledge based, because they have an informational purpose;

Vocabulary in forums

Words you can find frequently in forums:

Flame wars: a lengthy exchange of angry or abusive messages between users of an Internet message board or forum;

Sock puppet: an online identity used for purposes of deception;

Double posting

: when someone posts the exact same thing twice in a row;

Word censor: the automated profanity removal feature on message boards,

To go viral: to become popular on social media because many people are sharing it,

Meme: a post, usually an image that has a specific meaning, that is slightly modified then shared on social media;

To troll: to harass someone via social media, often anonymously or in a deliberately provocative manner;

To like: to give a positive approval for a post on social media;

To trend: to become popular or talked about on social media;

Match the words (1-6) to their definition (a-f).

A hashtag: A word or phrase that comes after a # sign to identify a certain topic on social media;

A newsfeed: Usually, the initial page that you see on a social network, showing you videos, photos, etc from the people who you follow;

A handle: A person's name on Twitter, which comes after an @ sign. Using this allows you to publicly mention a person;

Clickbait: An eye-catching or shocking headline/ photo/video with the objective of attracting people to click on a link;

A status update: A sentence that a person writes publicly on Facebook (this sentence is not a response to a different person);

A thread: A sequence of comments which appear below an initial comment or post.

Tweeter a person who posts on the social media application Twitter.

Youtuber a person who uploads, produces, or appears in videos on the video-sharing website YouTube.

Influencer Individuals with large or highly engaged social media followings who hold considerable sway in specific industries such as beauty, fashion, fitness, travel, and food.

Troll when someone posts or comments online to deliberately upset others.

Hater: someone who expresses intense dislike, aggression, or negativity towards a person, group, or entity.

Cyberbully bullying with the use of digital technologies.

Follower: an individual who subscribes to a specific account on a platform like Instagram, Twitter, or Facebook to receive updates and content in their feed.

Fanbase: the group of dedicated and enthusiastic followers who actively engage with a person, brand, or content creator on social media platforms.

Engagement: Any action taken by a social media user on your page. This can be in the form of 'Likes', 'Reactions', 'Shares' or 'Comments'.

Ephemeral content: Content on social media platforms that disappear after a set period of time.

Filter: A way for users to edit their photos on social media.

Lens: An animated overlay effect that is used while users are taking a selfie.

Impression: The number of times your posts have been seen by users on social media.

Story: A collection of photos or videos compiled into one album that can be shared with other users on the platform.

Twitterati: Users who have an incredibly large number of followers and who post regularly.

Share: The number of times any user's piece of content has been re-posted on social media.

Spam: unwanted emails, usually advertisements.

Attachment: a file, e.g. a document, photo, or computer program, which is joined to an email.

Read receipt: confirmation that you have read something.

Emoticon: a combination of symbols, e.g.) used in an email to express a particular emotion.

Disclaimer: a formal statement saying that you are not legally responsible for something.

Message thread: the history of correspondence.

Flame mail: an angry email.

Inbox: Where received emails are stored.

Junk email: Advertised and emails from addresses you do not know.

Contacts: Email addresses of the people you know.

Folders: Places to keep your emails so that you can easily find them.

Drafts: Emails you have started writing but not sent.

Deleted items: Emails you do not want to keep.

Sent items: The emails you have sent to people.

Post-purchase feedback: Collect opinions on buying experience and product quality.

Customer satisfaction surveys: Measure overall satisfaction and experience.

Product usage surveys: Gather insights from long-term users.

Net Promoter Score (NPS) surveys: Assess customer loyalty and referrals.

Customer support feedback: Evaluate support effectiveness.

Website/user experience feedback: Identify website usability issues.

Event or webinar feedback: Assess event content and organization.

Product improvement surveys: Gather ideas for enhancements.

Abandoned cart feedback: Inquire about cart abandonment reasons.

Employee feedback: Gather insights on company processes and culture.

