




## Jargon-A Sampler

Oh silly acronym, stop threatening me. Your bark is worse than your bite...

Acronym	Meaning	What's it do?
RSS	Really Simple Syndication	Takes frequently published information such as blogs, news headlines, audio and video and puts them into a standardized, readable format for data collection.
SEO	Search Engine Optimization	Improving the volume or quality of traffic to a website.
ASP, PHP	Active Server Pages, Personal Home Page/ Hypertext Preprocessor	Microsoft and Lasmus Lerdorf's first attempts at dynamic web programming, respectively.
DNS	Domain Name System	A "phonebook" for translating human-friendly internet hostnames to into their numerical addresses. e.g. <a href="http://www.example.com">www.example.com</a> = 192.0.32.10
TCP, IP	Transmission Control Protocol, Internet Protocol	The communications protocol for naming IP addresses.
Server		A machine that acts as a 'host' for one or more programs i.e. your network versus each individual computer.
Client		Initiates communication with servers and listens to incoming communication requests.

Acronym	Meaning	What's it do?
Linux		A free and open source software that operates as a shared computer operating system.
Cloud Computing		Internet-based computing where shared resources, software and information are provided to computers or devices on demand. i.e. Google's cloud computing system for google docs, google cal and gmail.
Portal		A method for companies to provide a unified look and feel in its presentation of information such as e-mail, news, stock, etc. e.g. AOL, iGoogle, MSNBC, Netvibes, Yahoo
Augmented Reality		Live direct or indirect view of a physical, real-world environment—elements are modified or augmented by computer generated imagery. i.e. FourSquare, GoogleEarth, etc.
AJAX	Asynchronous JavaScript	Web development techniques on the 'client-side' used to create interactive web applications.
Java - Objective C		An interactive programming language for developers designed to have as few implementation dependencies as possible.

Acronym	Meaning	What's it do?
HTML 5 vs Flash vs Silverlight	HyperText Markup Language	HTML5 is a coding language under revision meant to allow features like video playback and drag-and-drop without a dependence on third-party plug-ins like Flash and silverlight.
Browsers		Web application for retrieving, presenting and transferring info on the web.