was accessed).
see also: hypertext

netlingo™

hu[illegible]ack
A te[illegible] who do not know how to type properly. Inste[illegible] using ten fingers, he or she will only use one or two fingers and m[illegible] around the keyboard to find the next letter to type.
see also: acronyms, 2FT

hybrid
A combination of two or more things. In the online world, this refers primarily to "hybrid search sites," which are a cross between a search directory and a search engine (actually, they use a human directory that's supplemented by computer indexes). Hybrid search sites cover both Net and OSP content. AOL Search, AltaVista, Ask Jeeves, Google, Hotbot, Lycos, MSN Search, Netscape Search, and Snap are all considered hybrid [illegible] sites. In the wor[illegible] of online marketing, a "hybrid model" refers [illegible] mix of impre[illegible] or cost-per-click), or a mix of two performance-based models.
see al[illegible] MFD

NETLINGO™
The Internet Dictionary

hype
Excessive publicity or exaggerated claims made by companies or the media to make something appear bigger than it really is. It's commonly referred to as "media hype." The industry is unfortunately full of it.
see also: @

hyperlink
a.k.a. "a link"
The text or graphics on a Web site that can be clicked on with a mouse to take you to another Web page or a different area of the same Web page. Hyperlinks are usually created (or coded) in HTML. They are also used to load multimedia fil[illegible]
see also: broken links, hypertext, link

"A comprehensive A-Z of every kind of Internet gibberish you are ever likely to encounter"
– Reader's Digest

hypermedia
The multimedia links on a Web page that let you download graphics, sound clips, video files, or text documents.
see also: rich media

hyperspeed
Slang for very, very, *very* fast.
see also: Internet time

hyperstitial
An online ad that allows advertisers to present full-screen ads during the time it takes a Web page to download. Viewers must manually close the additional browser window that loads the hyperstitial ad, and this makes it more difficult to ignore than the common ad banner. The difference between this ad and a regular interstitial is the size; hyperstitials are full-screen sized, interstitials are smaller.
see also: interstitial

hypertext
A system for writing and displaying text that can be linked in multiple ways to related documents and available at several levels of detail. The term was coined by Ted Nelson to refer to [illegible] a nonlinear system of information brow[illegible] and retrieval based on associative links between documents [illegible] Wide Web uses hypertext transfer protocol (HTTP) to link pa[illegible]
see also: hypermedia

Erin Jansen

netlingo™

NETLINGO™

The Internet Dictionary

based on the Award-Winning Web site:
NetLingo.com

created by
Vincent James &
Erin Jansen

Published by:
NetLingo Inc. P.O. Box 627 Ojai, CA 93024 U.S.A.
tel: 805-640-3754, fax: 805-640-3654
To order books, call: 1-800-808-3222
Or visit http:// www.NetLingo.com

Published by: NetLingo Inc., Ojai, California
NetLingo™ is a trademark of NetLingo Inc.
www.NetLingo.com

First edition.
Printed in Canada.

Book Design by Pamela Terry, Opus 1 Design
Logo by Vincent James & Brad Hamilton
Photo of Erin on back cover by Christoph Wilhelm
For information on copyrights and trademarks, see the Copyright & Trademark Section in the back of the book.

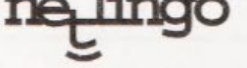
Publisher's Cataloging-in-Publication

Jansen, Erin.
NetLingo The Internet Dictionary / by Erin Jansen — 1st ed., English edition.
p. cm.
Includes index.
LCCN: 129469
ISBN: 0-9706396-7-8

1. Internet—Dictionaries. 2. Internet. 3. Computers. 4. Business.
I. Title.

TK5105.875.I57J36 2002 004.67'8'03
QBI01-201545

ISBN: 0-9706396-7-8
UCC: 822538
EDI: 4222750000



Content Matters.

Introduction

Much has been written about the Internet and increasingly about the new terminology used in the online world. As a contributor to this large and growing collection of writing, I have been exposed to a new world lexicon created by countless Internet professionals, consultants, programmers, designers, journalists, authors, chat room visitors, newsgroup posters, and Web site contributors, and I've since seen it permeate mainstream media. Since 1995, I have tracked this ever-growing collection of words on NetLingo.com in a continuing effort to give people a fun and easy way to learn the new language of the Net.

Now, with *NetLingo: The Internet Dictionary,* you have a handy reference book that covers a wide variety of modern terms used in the online world. It's important to note that this is not a *computer* dictionary; it is an *Internet* dictionary. A variety of computing and technical terms are included in *NetLingo,* but only as they pertain to the Net. Indeed, one of the main reasons *NetLingo* exists is because most of the dictionaries I've seen in this genre are too difficult to understand. They're usually full of arcane computer-related definitions that mean very little to a person who is new to computers or who just wants to learn about Internet-related stuff.

While computing dictionaries have been around for decades, until recently many of the terms in *NetLingo* never even existed before! This is because the Web and e-mail represent major paradigm shifts in the way computers are used. Instead of primarily automating business systems, computers now enable regular people like you and me to communicate in new ways, publish our own works of art, research information, go shopping, play games, and so on. Computers are more *personal* now, and that's exciting and powerful. They're also easier to operate than ever before, so it only stands to reason that learning about them can also be easy and fun.

NetLingo emphasizes the personal, business, and technology aspects that make using the Internet so unique. I've been working first-hand in this industry since 1994, so you will find a large collection of business-related terms inside. As a woman who is publishing an Internet dictionary in a field that's dominated by men, I decided to keep it personal and to explain the technical stuff as if I'm describing it to my mother. People have told me time and again how much they appreciate the simplicity of NetLingo.com, so whether you're a teenager, a senior citizen, a newbie, a techie, or somewhere in between, my hope is that this reference book will work for you.

This is the first printed edition of *NetLingo,* and while I've attempted to include as much content as possible at this time, I know there will always be more. So, I'd like to encourage you to send me feedback and new word suggestions via the NetLingo.com Web site. This book is one of the first dictionaries to have such an online component, and I intend to use

the Web site as a supplement to this book, that way you can always check NetLingo.com for updates.

I've tried to include in *NetLingo*, examples of how these Internet terms are actually used. Many of them are meant to be funny (there is a sense of humor online), yet as I compiled the list of acronyms in the Appendix, I found that several of them can be downright mean. While I have no intention of telling anyone how to speak, I do feel compelled to encourage us to appreciate this new communication tool and take every opportunity to interact with each other with good intentions. There is no censorship in cyberspace—a freedom I hold dear—that's why I didn't leave any of the acronyms out of *NetLingo*. However, since there is a great deal of profanity there, which I personally dislike and don't want to teach to kids, I am interested in compiling a *NetLingo for Kids* edition without the profanity if enough people let me know they would like that. (If you'd like that, send an e-mail to feedback@netlingo.com with "kids" in the subject line :-)

It's been a fascinating six years since I began this endeavor. I've received support from several individuals, including Vincent James, without whom *NetLingo* would not have been possible. I would like to acknowledge the invaluable participation of Eldon Jansen, Ellen and Dominique Soret, Mike Adams, Maria Woods, David McClintock, and Michael Humenuik, who donated their time and energy to work on this project with me. I would like to thank Rossana Jeran, Lori Gorman, Apryl Prose, Robin Reed, Andrea Van Gelder, John James, and Rudi Kull for their ongoing love and encouragement, and I'd like to thank all of my business colleagues along the way who, once they found out about my "side" project, inspired me as a professional in the field to pursue it. One of the most exciting aspects about *NetLingo* is that it has been built in large part by suggestions sent directly to me from people in the online community. A huge thank you goes to all of the NetLingo.com users who signed the guestbook, submitted words, and sent me thousands of "thank you" e-mails; without all of that positive feedback, *NetLingo* may not have materialized in this way. And above all, I am grateful for my Mom and Dad, who showed me how to be an entrepreneur and are always there for me, and God, for guiding me down this path and giving me the opportunity to realize my dream of living and working alongside my passions.

I hope you enjoy *NetLingo* and learn a little something along the way.

Erin Jansen
Ojai, CA

static environment (one based solely on "flat HTML," which can only be changed by a Webmaster or author).

ActiveX

A set of technologies created by Microsoft to enable interactive content on Web sites. With ActiveX, Web sites can be animated using multimedia effects, interactive objects, and sophisticated applications that create a user experience comparable to a high-quality CD-ROM. The same effects can be experienced with Java, Shockwave, Flash, and numerous other applets and programs—the difference is that ActiveX is an exclusive Microsoft product making use of ActiveX Controls. For more information about ActiveX, visit this definition on NetLingo.com.

ad banner

a.k.a. "banner ad"

An advertisement on a Web page, it links to another Web site or buffer page. Ad banners are the most common unit of advertising on the Web and cost anywhere from free to $5,000 to more than $150,000 per month depending on the amount of traffic and page views the Web site (and thus the ad banner) receives. It's called an ad *banner* because the original online advertisements were always in the shape of a banner, usually placed at the top of a page. There are many sizes of online ad banners, including small rectangular boxes known as buttons. The standard size for an ad banner set by the Internet Advertising Bureau (IAB) is 468 pixels wide by 60 pixels high. For a list of common ad banner sizes, and for a little history in the form of a rant-and-rave about ad banners and "pay-per" advertising models, visit this definition on NetLingo.com. BTW, spending for online ads was about $300 million in 1996, and it grew to $5.4 billion in 2000, even though the click-through rate is less than 1 percent and more than 50 percent of surfers say they never click on banners.

see also: banner blindness, pay-per-click

ad blocking

A phrase that refers to not displaying specified online ads. A publisher can request that his or her ad network block certain ad banners, usually because of the content (such as online porn) or because of the technology used to display them (such as pop-up ads or ads that contain Flash or Java).

ad click

A click on an online ad, it takes a user to another Web site.

see also: click-through rate

ADC (Analog-to-Digital Converter)

A hardware device that converts information from analog to digital.

application
a.k.a. "app" "program" "software"
Used interchangeably with program and software, this is a general term for a program that performs specific tasks, such as word processing, database management, e-mail sending or retrieval, or Web browsing. Unlike system software, which maintains and organizes the computer system (such as the operating system), an app is an end-user program.
see also: killer app

application server
A group of programs collectively integrated into a Web server's environment so that it interacts with the API. Because these applications are connected to an API, they allow higher-level tasks to be performed remotely. This kind of server enables a user at a Web page to perform sophisticated interactions, such as querying a database or running other programs loaded on the server.
see also: ASP

application server solution
A product that is considered "the answer to someone's need" for an application server. The word "solution" is usually tagged onto a computer term when the product or software is suggested to meet the needs and address the "problems" of the moment. Usually, the solution involves a software upgrade.

April 14, 2000
The day the Nasdaq crashed, which incidentally, was on the anniversary of the sinking of the Titanic.

ARC (Augmentation Research Center)
Set up in the 1960's by Doug Engelbart, ARC is a lab at the Stanford Research Center in Palo Alto. It is credited with developing GUI tools, including the mouse, graphical icons, and the hypertext system. These were expanded at Xerox PARC, and twenty years later, they became the basis of the Apple computer and operating system. ARC also developed ideas about teleconferencing, e-mail, and workgroup processing tools.

Archie
A Gopher tool (software) for finding files stored on anonymous FTP sites. In order to find what you're looking for, you need to know the exact file name or a substring of it.
see also: Veronica, Jughead

architecture
A broad term used to define a couple of distinct computer aspects, one of which is the physical structure or design of a computer system and its components. For example, the architecture may consist of the internal operating system and the chips and programs that make a computer useful). In addition, "architecture" is used to describe the structuring paradigms, style, and patterns that describe or make up either

L-l

ladder bypass
A Silicon Valley career maneuver that works like this: You leave large Company A to work at smaller Company B; you gain experience at smaller Company B that is hard to get at large Company A; you stay at smaller company B as it grows; you eventually get rehired at large Company A several levels above your previous position. So, instead of "climbing the career ladder," you bypass it.

lag (or) lagging
The span of time in which it appears your computer is frozen, in that it is not responding to input or not connecting to a requested Web site or URL. Also called a computer hang. In more serious cases, when a system has to be rebooted, a lag results in a computer crash.
see also: bandwidth, dirty connection, freeze

lamer
A user who behaves in a stupid or uneducated manner that's often characteristic of newbies.
see also: llama

LAN (Local Area Network)
pronounced: lan
A network that connects computers in a relatively small, predetermined area (such as a room, a building, or a set of buildings). LANs can be connected to each other over telephone lines and radio waves. Workstations and personal computers in an office are commonly connected in a LAN. This allows individual users to send or receive files and to share access to files and data. Each computer connected to a LAN is called a node.
see also: Ethernet

landing page
Another name for a page on a Web site to which people are referred via links from other Web sites, especially from ad banners. For example, when a company is in the middle of an online ad campaign, it may steer users to more than one landing page in order to test the effectiveness of each ad. Usually, a company will design one landing page per banner so the follow-up content matches the sell on the particular banner ad.

language - see: Web programming languages

laptop
a.k.a. "notebook computer"
A portable computer that is smaller than a desktop computer. It weighs less and is easier to carry around, you can work on it on your lap.
see also: desktop, docking station, road warrior, workstation

INTERNET / BUSINESS

"NetLingo contains definitions of thousands of terms that are emerging as a new vocabulary surrounding the technology and community of the Web…Want to know the meaning of a word, this is the place to find out." – *Fortune magazine*

"Fast relief from confusing Internet jargon."
– *The London Times*

"NetLingo's guide to jargon, acronyms and silly smileys is super." –*People magazine*

"Speak geek!" – *USA Today*

"No acronym or phrase goes unexplained."
– *Computer Currents*

"One of the 100 Best Web sites. A living dictionary devoted to the often cryptic and comedic vocabulary of the Internet, which is evolving at record speed."
– *PC Magazine*

A great gift for anyone who gets online, NetLingo is the hip, handy insider's guide to the lingo used by millions of people… get a copy for someone you know!

netlingo™

www.netlingo.com

19.95 U.S.A.
31.95 Canada
14.00 U.K.
40.00 Australia
47.95 New Zealand
22.95 EURO

ISBN 0-9706396-7-8
63967
8 22538 01995 4
UPC