

Blogging Lingo



Trackback: A system that allows a blogger to see who has seen the original post and has written another entry concerning it. The system works by sending a 'ping' between the blogs, and therefore providing the alert.

Comment: feature of blogs that allows visitors to post a comment on the authors original posting. Usually displayed beneath the posting itself.

Ping: The alert in the TrackBack system that notifies the original poster of a blog post when someone else writes an entry concerning the original post.

Blog feed (RSS feed): The XML-based file in which the blog hosting software places a machine-readable version of the blog so that it may be "syndicated" for further distribution on the web. Formats such as RSS and Atom are used to structure the XML file.

Permalink: The permalink means a link to the specific database location of this specific post. The URL of the permalink is what you want to obtain if you want to forward the post to a friend or reference it in your own blog. Otherwise the general blog URL will bring up the whole blog and not the specific post which is often further down the page or gone the next day. It's shortened form of the term "permanent link." It never changes.

Blogsphere: (alternate: blogosphere) is the collective term encompassing all weblogs or blogs; blogs as a community; blogs as a social network. Weblogs are densely interconnected; bloggers read other's blogs, link to them, reference them in their own writing, and post comments on each other's blogs. Because of this, the interconnected blogs have grown their own culture.

Blogsphere is an essential concept for blogs. Blogs themselves are just web formats, whereas the blogosphere is a social phenomenon. What really differentiates blogs from webpages or forums or chatrooms is that blogs are designed from the outset to be part of that shifting internet-wide social network.

Blogroll: A blogroll is a collection of links to other weblogs. Blogrolls are found on most weblogs.

Various weblog authors have different criteria for including other weblogs on their blogrolls. These range from matters of common interest to frequency of updates and posts to country/geographical/communal relations to link exchange policies. Some

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blogrolls also simply consist of the list of weblogs an author reads himself, and some news aggregators allow their users to export that list directly to a weblog.

Podcasting: Podcasting is a way of publishing sound files to the Internet, allowing users to subscribe to a feed and receive new audio files automatically. Podcasting is distinct from other types of audio content delivery because it uses the RSS protocol. This technique has enabled many producers to create self-published, syndicated radio shows.

Users subscribe to podcasts using "podcatching" software (also called "aggregator" software) which periodically checks for and downloads new content. It can then sync the content to the user's portable music player, hence the portmanteau of Apple's "iPod" and "broadcasting". Podcasting does not require an iPod, however; any digital audio player or computer with the appropriate software can play podcasts.

Comment Spam: Link spam (also called blog spam or comment spam) is a form of spamming or spamdexing that recently became publicized most often when targeting weblogs (or blogs), but also affects wikis (where it is often called wikispam), guest-books, and online discussion boards. Any web application that displays hyperlinks submitted by visitors or the referring URLs of web visitors may be a target.

Adding links that point to the spammer's web site increases the page rankings for the site in the search engine Google. An increased page rank means the spammer's commercial site would be listed ahead of other sites for certain Google searches, increasing the number of potential visitors and paying customers.

Sources:

<http://en.wikipedia.org/>

<http://www.dvorak.org/blog/primer/blogprimer1.htm>