DIGITAL LEARNING GLOSSARY

A quick reference guide for students at Queen's

The Queen's University Belfast Jargon Buster - A-Z of Digital Learning

Deciphering technology acronyms and terminologies can be like learning a new language. Sometimes all you need is a short and simple explanation to get your head around a concept and remember it the next time it comes up. To help demystify the jargon, we have compiled a glossary of terms from a range of reputable web sources. It is intended that this list will be kept updated and we would welcome your input with any terms that you think should be included.

Please email ced@qub.ac.uk with any suggestions.

A

Accessibility - Accessible electronic and information technology is technology that can be used by people with a wide range of abilities and disabilities. It incorporates the principles of universal design. Each user is able to interact with the technology in ways that work best for him or her. Accessibility involves reducing and overcoming barriers that might occur in a digital context. For example, this might include the design of accessible websites that can be navigated by people with visual, hearing, motor or cognitive impairments. [1]

ALT (Alternative) Text - An attribute added to HTML code for images, used to provide vision impaired website visitors with information about the contents of a picture. Best practice dictates that all images on a website should have alt text, and that the text should be descriptive of the image. [2]

Analytics (or Google Analytics) - A Google platform that allows webmasters to collect statistics and data about website visitors. Google Analytics (sometimes abbreviated as GA) allows webmasters to see where web traffic comes from and how visitors behave once on the site. [3]

Application (App) - Application software, or simply applications, are often called productivity programs or end-user programs because they enable the user to complete tasks, such as creating documents, spreadsheets, databases and publications, doing online research, sending email, and so on. Typically, apps are downloadable and used on a tablet or mobile device. [4]

Useful Tips: Have you tried the Canvas app or the Queen's University mobile app? With the Queen's mobile app you can get access to campus news, PC availability, timetable and much more.

Related terms: native, web or hybrid apps explore what these are here.

A

API (Application Programming Interface) - An API is the interface used for building web applications. APIs provide building blocks for coders to use, and then the coders put those blocks together to create the program they are trying to build. [5]

Assistive Technology - This is a term used for technology that assists someone to do something they would otherwise be unable to do. Assistive technologies can be more accurately described as productivity tools. A good example of this is a [screen reader] to enable a blind user to access online content or a dyslexic student using [text-to-speech] for reading on screen. [6]

Asynchronous Learning - When learners participate in an online learning course at different times, it is known as asynchronous learning. This might also be called eLearning or web-based training (WBT). Asynchronous learning allows learners to go through a course at their own pace and on their own schedule. [7]

Related term: *Synchronous learning.*

Attachment - When referring to e-mail, an attachment is a file sent with an e-mail message. An attachment can be a picture, a Microsoft Word document, a movie, a sound file, an Excel spreadsheet, or any other file that requires another program to open it. [8]

Augmented Reality (AR) - Augmented reality overlays digital content and information onto the physical world — as if they're actually there with you, in your own space. [9]

Authentication - Authentication is the process of determining whether someone or something is, in fact, who or what it declares itself to be. [10]

Avatar - An avatar is a personalized graphic or image that represents a computer user or online author. [11]

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B

Backlink - Also known as an inbound link, this refers to an outside link that points to your website or webpage. [12]

Bandwidth - Refers to the capacity of a connection to transport digital content. It is usually measured in transfer speed (bits-per-second). Generally speaking, text transfers more quickly and requires less bandwidth than audio or video. Very effective compression can change that somewhat. [13]

Banner - An advertising banner is a clickable ad on a webpage. In an online learning environment they are usually displayed in the header of your modules/courses. [14]

Big Data - A term for collections of data that are so large they can't be processed through traditional data processing systems. [15]

Blended Learning - Blended learning provides a combination of face-to-face learning and dynamic digital activities and content that facilitate anytime/anyplace learning. An example of this blended approach to learning at the University would include provision of face-to-face lectures and participation in online teaching and learning activities. [17]

Blog - A blog is a publication mechanism, like a journal or bulletin. Blogs can promote open dialogue and encourage community building in which both the bloggers and commenters exchange opinions, ideas, and attitudes. [16]

Useful Tips: The [Canvas blog](#) is a useful source of information for staff and students at the University. In this [Digital Skills and Discovery blog](#) you can read about your digital identity and wellbeing. This is something we all should be doing more than ever than right now.

Related term: [WordPress](#) which is software that you can use to create and write a blog.

B

Bot - An automated program that visits websites. Search Engines like Google uses bots to crawl websites so that they can be ranked and added to search indexes. measured in transfer speed (bits-per-second). [18]

Breadcrumb(s) - Links at the top of a webpage or in a search result, that better help the user navigate the site. Onsite links often appear near the webpage's title and look something like this: Home > Services > Specific Service. [19]

Browse - Refers to reading and scanning through data. Browsing is commonly used to describe when a user reads through pages on the internet and is also often referred to as surfing. [20]

Browser - Alternatively referred to as a web browser or internet browser, a browser is a software program to present and explore content on the World Wide Web. Popular web browsers include Google Chrome and Firefox.[21]

Bug - Bugs are coding mistakes or unwanted pieces of code that keep a website or program from working properly. [22]

C

Canvas - Canvas is the university-wide Virtual Learning Environment (VLE) at Queen's. It will be used by students and staff to support learning and teaching activities. If you are a new student to Queen's there are a number of resources on the [QUB Canvas Blog](#) to help you get you started. [23]

Related terms: Virtual Learning Environment, more frequently known as VLE.

Cache/Caching - Caching is what happens when a web browser stores recurring website assets—like images and font styles—so that the website will load faster on repeat visits from the same user. [24]

Cloud Computing - Cloud computing means storing and accessing data and programs over the internet instead of your computer's hard drive. [25]

Related term: Cloud.

Code - The languages used to build a website. The most commonly used languages in web design are HTML, CSS, JS, and PHP. [26]

Collaborative Learning - Collaborative learning takes place offline in small groups or online via social networks utilising social media and other collaboration tools. [27]

Computer-Based Assessment - A method of assessment where both the delivery of the learning and the assessment are completed solely on the computer. [28]

Content Managemen System (CMS) - A content management system is a tool that helps you build a website without needing to write all the code from scratch (or even know how to code at all). [29]

Cookies - A file used by websites that stores data or a user's computer based on their activity in the site. [30]

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C

Copyright - Copyright is a legal means of protecting an author's work. It is a type of intellectual property that provides exclusive publication, distribution, and usage rights for the author. (31)

Courseware - Courseware refers to any instructional software that is delivered on a computer. (32)

Creative Commons - The Creative Commons copyright licenses and tools give everyone from individual creators to large companies and institutions a simple, standardized way to grant copyright permissions to their creative work. (31

Related term: CC and Copyright.

Useful Tip: You can search creativeccommons.org *if you would like to find a free to use image. Any image that is in the public domain can be used with no concern of copyright.* (33)

CSS (Cascading Style Sheets) - CSS is a document of code that tells the website's HTML how it should appear on screen. CSS is a time saving document for web designers, as they can style batched-sections of HTML code, rather than styling individual lines of code one-at-a-time. (34)

Cyberbullying - This is bullying that takes place over digital devices like cell phones, computers, and tablets. Cyberbullying can occur through SMS, Text, and apps, or online in social media, forums, or gaming where people can view, participate in, or share content. (35)

Cybersecurity - Cybersecurity is the application of technologies, processes and controls to protect systems, networks, programs, devices and data from cyber attacks. It aims to reduce the risk of cyber attacks, and protect against the unauthorised exploitation of systems, networks and technologies. (36)

D

Dashboard - A webpage that contains and displays aggregate data about the performance of a website or digital marketing campaign. A dashboard pulls information from various data sources and displays the information in an easy-to-read format. [37]

Data Mining - Data mining is the process of finding anomalies, patterns and correlations within large data sets to predict outcomes. [38]

Data Protection - In relation to the Data Protection Act 2018, this controls how your personal information is used by organisations, businesses or the government. [39]

Data Visualisation - Data visualization is the use of graphs, charts, tables, infographics, etc. in order to define and communicate data being analyzed and the the findings that have come from it. [40]

Deep Web - In contrast to the internet we know and use (indexed sites), this part of the internet that is not indexed by search engines, but does not deal in illegal activities, like the dark web. [41]

Digital Assisstant - Sometimes known as a virtual assistant or intelligent personal assistant, this software or application can perform tasks or services via verbal commands from a user. Most smart devices also have built in digital assistants like Siri or Alexa. [42]

Digital Capability - Digital capability is the term used to describe the skills and attitudes that individuals and organisations need if they are to thrive in today's world. You can discover your own digital capabilities through the Digital Discovery Tool. [43]

D

Digital Citizen - This refers to a person who has the knowledge and skills to effectively use digital technologies to communicate with others, participate in society and create and consume digital content. [44]

Digital Citizenship - Digital citizenship refers to the responsible use of technology by anyone who uses computers, the internet, and digital devices to engage with society on any level. [45]

Digital Footprint - A digital footprint is a trail of data you create while using the internet. It includes the websites you visit, emails you send, and information you submit to online services. [46]

Digital Identity - Your Digital Identity is the compilation of information about you that exists in digital form — this can be everything from your date of birth to something you like on Facebook. [47]

Digital Learning - Digital learning is an instructional practice that ultimately helps students. It makes use of a broad range of technology-enhanced educational strategies. It includes blended learning, flipped learning, personalized learning, and other strategies that rely on digital tools to a small or large degree. [48]

Digital Literacy - Jisc define digital literacies as the capabilities which fit someone for living, learning and working in a digital society. Developing your digital literacies is important at University but employers also see it as essential skill to have. [49]

Useful tips: Why not take the Digital Discovery tool and start tracking your digital skills progress? We also have suggested some courses that will help you understand and build on these skills or capabilities

Related terms: Digital capability, digital identity and wellbeing

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D

Digital Reputation - Your digital reputation is the digital footprint created by all the things you say and do online, as well as what others post about you. [50]

Digital Storytelling - Digital storytelling is a blend of video, audio, images, and text to convey stories, information, and ideas. [51]

Digital Wellbeing - Digital wellbeing describes the concept that when humans interact with technology, the experience should support mental and/or physical health in a measurable way. Queen's also offer support and guidance to students on their wellbeing. [52]

Digital Workflow - A digital workflow is the automation of a company's processes and the internal steps needed to get its business done. [53]

Directory - A directory is a location for storing files on your computer. Directories are found in a hierarchical file system, such as Linux, MS-DOS, OS/2, and Unix. [54]

Discussion Forum - A discussion board (known also by various other names such as discussion group, discussion forum, message board, and online forum) is a general term for any online board or area where you can leave and expect to see responses to messages you have left. You will have discussion forums in Canvas (your VLE) and as part of your module or course you will be asked to participate by providing your thoughts in this online space.

Related term: Discussion Thread

D

Distance Learning - Distance Education/Learning occurs when students and their instructors are in different geographical locations and the instruction occurs on an electronic device, such as a computer or mobile phone. The learning can occur in a synchronous environment, in which all participants are connected at the same time or in an asynchronous environment, when participants are engaged in learning at different times. [55]

Useful tips: FutureLearn and Coursera (which are digital educational platforms) offer a wide range of free distance learning courses. If you sign up you will not only learn something new but you will find out what it is like to be a digital learner in a social online environment.

DNS (Domain Name System) - It is a protocol that translates website URLs (which use alphabetic characters) into IP addresses (that use numeric characters). DNS exists because it is more useful for internet users to remember letters and words in website URLs, but the world wide web communicates in numbers with IP addresses. [56]

E

edTech - Edtech, a portmanteau of the phrase "education technology," is the combination of IT tools and educational practices aimed at facilitating and enhancing learning. (57)

eLearning - eLearning (short for electronic learning) is an umbrella term that refers to all types of training, education and instruction that occurs on a digital medium, like a computer or mobile phone. (58)

Electronic Portfolios (ePortfolios) - ePortfolios allows learners to trace the development of their thinking and learning over time and to show those competencies to the university and to employers. When working with ePortfolios, the focus lies in the combination of storing both the products and the process of learning. The documentation of learning processes is achieved by recording reflections on the learning progress of individuals. (59)

Embedding - To include text, sound, images, video, etc. in a computer file, email message, or on a website. (60)

Related term: Embed

End User - An end user is the person that a software program or hardware device is designed for. (In eLearning, this is often the student). (61)

F

F2F (face-to-face) - Used to describe the traditional classroom environment. [62]

FAQs (Frequently Asked Questions) - A FAQ is an online document that poses a series of common questions and answers on a specific topic. [63]

Firewall - Firewalls are systems designed to protect and secure a computer network—everything from a commercial web service to your home WiFi network—from external security risks. [64]

Flash - Flash is a small program that plugs in to your browser allowing for media-rich interaction, animation, sound, and video integration over the web. Browsers usually have it already installed and it is used to provide media-rich content for courses. [65]

Flipped Classroom - Flipped learning is a pedagogical approach in which the conventional notion of classroom-based learning is inverted, so that students are introduced to the learning material before class, with classroom time then being used to deepen understanding through discussion with peers and problem-solving activities facilitated by teachers. [66]

Related terms: Pedagogy - Put simply, this is the method and practice of teaching and learning in an educational setting.

Formative Assessment - Assessment that is part of the learning process that provides constructive feedback to the learner; which allows students to improve their quality of work. [67]

G

Gamification - Gamification is adding game mechanics into nongame environments, like a website, online community, learning management system or business' intranet to increase participation. The goal of gamification is to engage with consumers, employees and partners to inspire collaborate, share and interact. [68]

GDPR (General Data Protection Regulations) - GDPR was designed to "harmonise" data privacy laws across all of the EU's members countries as well as providing greater protection and rights to individuals. [69]

GIF (Graphics Interchange Format) - Originally used to compress image files, nowadays it's best known for moving images which are a lightweight alternative to video. GIFs are becoming an increasingly popular element of course content. [70]

Google Analytics - A free Google tool that measures and reports on website traffic. [71]

Google Hangouts - Google Hangouts is a unified communications service that allows members to initiate and participate in text, voice or video chats, either one-on-one or in a group. [72]

Graphical User Interface (GUI) - A GUI is an interface through which a user interacts with electronic devices such as computers, hand-held devices and other appliances. This interface uses icons, menus and other visual indicator (graphics) representations to display information and related user controls. [73]

H

Hamburger - 3 stacked lines, usually in the top left or right hand corner of a website, which people can click to see a menu of pages on the site. [74]

Hashtag - A hashtag (#) is a way of indicating a posting on social media is related to a particular subject. They are particularly used on Twitter. Establishing a hashtag for a collection can help both track conversations about your collection across social networks, and empower users to contribute to the conversation by using the hashtag. Why not check out #digitalliteracies? [75]

Useful tip: Why not create a Twitter account and search for a useful hashtag (like something related to your subject of learning). You might start to create your own digital network of useful contacts by just doing this.

Related terms: Twitter, social media.

Heatmap - A visual summary of how users interact with a specific webpage. Heatmaps identify 'hot spots' where page aspects have high interactivity levels. [76]

HTML5 - HTML5 technology provides many tools to fill the gap left by the decline of Flash. HTML5 enables video and audio content to render directly in a browser. It's also more efficient than Flash as it requires less processing power. [77]

HTTP (Hypertext Transfer Protocol) - HTTP is a set of rules that a server has to follow when it comes to the transmission of files (images, videos, audio, and other forms of files) through the internet. [78]

Hyperlink - A hyperlink is an HTML code that creates a link from one webpage to another webpage, characterized often by a highlighted word or image that takes you to the destined location when you click on that highlighted item. [79]

I

IDE (Integrated Development Environment) - IDE is a software application that includes tools like source code editors (text editors specifically designed for writing code), debuggers (tools for testing code), and build automation tools (tools for compiling code into machine-readable format and running automated tests). [80]

Immersive Learning - This sort of elearning places individuals in a virtual interactive learning environment, so as to replicate possible scenarios or/and to teach particular skills or techniques. Simulations, roleplay, virtual learning environments and virtual reality (VR) can be considered immersive. [81]

Influencer - Influencers are individuals with a presence on social media who use their platform to affect group opinions and behavior. Celebrities who use Twitter, YouTubers with legions of subscribers, and activists organizing on Facebook are all examples of social media influencers. [82]

Infographic - An infographic is a form of visual communication meant to capture attention and enhance comprehension. It has become the broadest descriptor of a specific type of visual communication that includes graphics showing data, information, or both. [83]

Useful tip: There are many services online where you can create your infographics - why not try making one using Canva or this guide on Hubspot?

Instructional Design - The instructional design process consists of determining the needs of the learners, defining the end goals and objectives of instruction, designing and planning assessment tasks, and designing teaching and learning activities to ensure the quality of instruction. [84]

Interoperability - Data interoperability is the seamless, secure, and controlled exchange of data between applications. [85]

I

ISP (Internet Service Provider) - An Internet Service Provider is a company that provides customers with internet access. Data may be transmitted using several technologies, including dial-up, DSL, cable modem, wireless or dedicated high-speed interconnects. [86]

IP Address - An IP (Internet Protocol) address is a unique number that identifies a device using the internet to communicate over a network. Each device has a unique IP address, and can be used to locate and differentiate that device from all other devices when using the internet. [87]

J

Java - Java is a programming language that is used to create applications that can run on a digital device. Java can be used on it's own, while Javascript can only be used in web browsers. [88]

Javascript - A programming language that is commonly used for building website features that require user interaction. [89]

JPEG (Joint Photographic Experts Group) - JPEG is a popular image file format. It is commonly used by digital cameras to store photos since it supports 224 or 16,777,216 colors. [90]

K

Kerning - Kerning refers to the amount of space between two letters (or other characters: Numbers, punctuation, etc.) and the process of adjusting that space to avoid awkward-looking gaps between your letters and improve legibility. [91]

L

Landing Page - A landing page is a standalone webpage, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or an ad. [92]

Learning Content Management System (LCMS) - An administrative, authoring, and delivery platform that allows administrators to host, assess, and track online teaching activities. [93]

Learning Management System (LMS) - A piece of software that manages, analyzes, and runs educational courses and training programs. Also included are student registration, curriculum management, skill and competency management, and reporting features. Most modern LMS packages are web-based. [94]

Learning Object - Learning objects are self-contained, digital or non-digital resources that can be used for learning, education or training in bursts of time ranging from two to fifteen minutes. [95]

LinkedIn - [LinkedIn](#) is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships , and learn the skills you need to succeed in your career. [96]

M

Massive Open Online Courses (MOOCs) - Used to describe free, easily accessible, completely online courses. MOOCs don't always lead to formal qualifications, but they do mean you can gain knowledge in all sorts of areas. You might use a MOOC to develop career skills, prepare for other education, or explore a new interest. [FutureLearn](#) is a platform that provides MOOCs. [97]

Related terms: FutureLearn, Coursera, SPOCs

Metadata - Metadata is data about data. In other words, it's information that's used to describe the data that's contained in something like a webpage, document, or file. Another way to think of metadata is as a short explanation or summary of what the data is. [98]

Metatag - This is a special HTML tag that is used to store information about a webpage but is not displayed in a web browser. For example, meta tags provide information such as what program was used to create the page, a description of the page, and keywords that are relevant to the page. Many search engines use the information stored in meta tags when they index webpages. [99]

Microblog - Microblogs are a subset of traditional blogs where instead of longform content, short messages consisting of a few sentences, an image, a video, or a link are posted and shared. Twitter, Google+, Tumblr, and Facebook are all considered microblogging platforms. [100]

Micro-credentials - Micro credentials are certification-style qualifications that individuals choose to study to improve a skill found in a particular industry area. They are short, low-cost online courses that provide learners with a digital certification or a 'digital badge' when complete. [101]

Microlearning - Microlearning is a way of teaching and delivering content to learners in small, very specific bursts. The learners are in control of what and when they're learning. [102]

M

Mobile Learning - Mobile learning is learning based on mobility often through mobile devices like smartphones, iPads, other tablets, and wearable technology. You can use the [Canvas app](#) to access your course content on the go. [103]

Mood Board - Mood boards are collections of content (images, materials, pieces of text) used to represent the visual style of a website—or any creative project—(color palette, images, icons, and fonts) in pre-production. [Adobe Spark](#) is an example of a free online site where you can make your own mood board. [104]

Multimedia - Multimedia refers to the presentation of information and instruction through a combination of graphics, audio, text, or video. Multimedia instruction is often interactive. [105]

N

Native Apps - Native apps are made specifically for certain platforms. They only run on the platforms they were built for, and are stored locally on those devices. Mail for iOS and Ingress for Android are both examples of native apps. [106]

Navigation - That which facilitates movement from one webpage to another webpage. [107]

Related terms: Navigate, Canvas, VLE

Netiquette - The word netiquette is a combination of 'net' (from internet) and 'etiquette'. It means respecting other users' views and displaying common courtesy when posting your views to online discussion groups. [108]

Online Learning - The term online learning is often used synonymously with eLearning. It is an umbrella term that includes any type of learning accomplished on a computer and usually over the internet. [109]

Related terms: Digital Learner, Digital Learning, Online environment

Online Polls - An online poll is a survey in which participants communicate responses via the internet, typically by completing a set of questions on a webpage. The online poll creator can either keep it open for everyone to answer or for a selected group of people. Examples would include Mentimeter and Vevox. [110]

Open Educational Resource (OER) - Open educational resources are materials for teaching or learning that are either in the public domain or have been released under a license that allows them to be freely used, changed, or shared with others. [111]

Useful tip: There is a whole library of free OER's available at your fingertips at OERCommons on a broad range of subjects.

Open-Source Software - The term "open source" refers to something people can modify and share because its design is publicly accessible. Open source software is software with source code that anyone can inspect, modify, and enhance. [112]

Opt-in and Opt-out - Opting in means that a user will take an affirmative action to offer their consent while Opting out means a user will take action to withdraw their consent. [113]

P

Personal Hotspot - Personal Hotspot lets you use your phone's data to set up a Wi-Fi connection. You can then connect other devices to that connection so they can access the internet. Personal Hotspot is also called tethering. [114]

PDF (Portable Document Format) - PDFs are file formats that have captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else. [115]

Personal Learning Environment (PLE) - Personal Learning Environments (PLE) are systems that help learners take control of and manage their own learning. This includes providing support for learners to set their own learning goals (with support of their teachers) and manage their learning, both content and process. [116]

Pixels Per Inch (PPI) - PPI—also known as "density"—describes the amount of pixels (small dots of light that combine to create an image) per inch on a device display. The higher the PPI count, the sharper images and text will appear. [117]

Platform - A platform is a group of technologies that are used as a base upon which other applications, processes or technologies are developed. An example of a computing platform laptop running Windows and an Apple computer running Mac OS X. [118]

Plug-in - A plugin is a software add-on that is installed on a program, enhancing its capabilities. For example, if you wanted to watch a video on a website, you may need a plugin to do so. [119]

P

Podcasts - Digital audio files used by millions of listeners to learn about a huge range of subjects. Many instructors and course developers have started to create podcasts to share their expertise with learners and the eLearning world in general. (120)

Problem-Based Learning - A learner-centered approach that's similar to Scenario-Based Learning. In this approach, learners are presented with a problem and gain knowledge from the development of a solution. (121)

Q

QR (Quick Response) Code - A machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information, for reading by the camera on a smartphone. Try scanning the QR code here to learn more about your digital capabilities. (122)
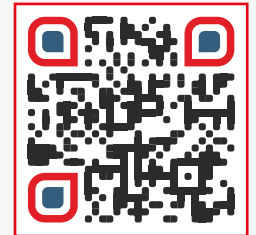
Question Pool - A question pool (also known as a question bank) is a group of reusable questions from which an exam or survey can be created. (123)

R

Redirect - A way by which a web browser takes a user from one page to another without the user clicking or making any input. [124]

Remote Learning - Remote Learning occurs when the learner and instructor, or source of information, are separated by time and distance and therefore cannot meet in a traditional classroom setting. [125]

Resolution - Resolution is the number of pixels that can be shown on a device's display. As with PPI, the higher the resolution on a display the more pixels can be shown, making images and texts sharper. [126]

Retweet - A Retweet is a re-posting of a Tweet. Twitter's Retweet feature helps you and others quickly share that Tweet with all of your followers. [127]

RGB (Red, Green, Blue) - RGB refers to three hues of light that can be mixed together to create different colors. Combining red, green, and blue light is the standard method of producing color images on screens. [128]

Rich Text Format (RTF) - This is a universal text file format that could be used by most word processors, making it easier for people to share Word documents with people who don't use Word. [129]

Router - Routers are the devices used to connect personal computers to the internet via a service provider like cable or DSL. [130]

RSS - An RSS feed is an up-to-date information or list of notifications that a website delivers to its subscribers. RSS means "rich site summary" or "really simple syndication." [131]

S

SCORM - SCORM is a technical specification for eLearning software products. It standardizes the way in which eLearning courses are created, and how they're launched. (132)

Screencast - A screencast is a digital video recording of your computer screen and usually includes audio narration. (133)

Useful tip: Some useful screencast software includes *ActivePresenter*, *OBS Studio* and *Apowersoft Free Online Screen Recorder*.

Search Engine - A program that searches an index of information and returns results to the user based on corresponding keywords. The most well known search engines are Google, YouTube, Bing, and Yahoo. (134)

Search Engine Optimization (SEO) - The process of optimizing a website – as well as all the content on that website – so it will appear in prominent positions in the organic results of search engines. (135)

Self-Paced Learning - Self-paced learning refers to the type of instruction that allows a person to control the flow of the courseware. It implies the learning environment is asynchronous. (136)

Sitemap - An XML file or page on a website that lists all of the pages and posts for search engines to see. This document helps search engines quickly understand all of the content that they should be aware of on a particular website. (137)

Slug - Slang for the portion of a URL that comes after the .com. For example, the homepage might be http://www.domain.com, but for the Contact Us page, a slug would be added to the end of the URL to direct the browser to a page within the website i.e. http://www.domain.com/contact-us. (138)

S

Social Bookmarking - Social bookmarking is a way for people to store, organize, search, and manage "bookmarks" of webpages. Users save links to webpages that they like or want to share, using a social bookmarking site to store these links. [Pinterest](#) and [Evernote](#) are both services that allow you to do this. [139]

Social Learning - When you learn through other people. Sometimes it's interacting with them, discussing ideas and sharing projects to improve your collective knowledge, and sometimes it's learning from them, from their activities and ideas. [FutureLearn](#) and [Coursera](#) use this type of learning. [140]

Software - Software is a program or set of instructions that tells a computer, phone, or tablet what to do. Software includes individual applications (web browsers, word processors) as well as system software like operating systems (Microsoft Windows), drivers (software that allows operating systems to communicate with hardware like printers), and utilities (tools like anti-virus programs or hard drive defragmenters). [141]

Social Media - Social media learning refers to the acquisition of information and skills through social technologies that allow people to collaborate, converse, provide input, create content and share it. Examples of social media learning can occur through online social networking platforms, blogs and microblogs (like Twitter), and wikis. [142]

SPAM - Spam is electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited email. [143]

Specification - A plan or protocol agreed between a number of bodies or organizations. In eLearning, a specification usually describes an established approach to the development of content or software. [144]

S

Spider - An automated program that visits websites, sometimes also referred to as a "crawler" or a "bot". A spam spider visits websites for nefarious reasons, often showing in Google Analytics as junk traffic. [145]

SPOC (Small Private Online Course) - A SPOC is provided to a limited number of students and offers tailor-made material. Unlike MOOCs, SPOCs aren't aimed at replicating classroom education, but rather complementing it through blended learning and flipped classrooms. [146]

SSL Certificate - These small data files are added to web servers that then allow a website to use the HTTPS protocol. SSL certificates digitally connect a cryptographic key to an organization's details. [147]

Streaming Media - Streaming media refers to video and audio that is downloaded to a computer from the internet as a continuous stream of data and is played as it reaches the destination computer. [148]

Student Response Systems (SRS) - Student response systems (SRSs) allow instructors to obtain real-time feedback during lectures by providing the opportunity for students to respond to questions featured in a presentation. They can be used to take attendance, enhance discussions, and evaluate course content or material comprehension. Students would normally use their personal device to do this. [149]

Related term: Online polls

Summative Assessment - The process of evaluating learning at the conclusion of a programme of study. Summative assessments include standardised tests delivered by examination. [150]

S

Subscription - Subscribing means giving approval to be included on an email marketing list for a specific brand, company, or organization. (151)

Sync - Sync is short for "synchronise" and refers to an exchange between multiple devices or programs that makes the data on all devices identical. For example, you may use Google Chrome to share your bookmarks, passwords, and browser settings between multiple computers. When referring to hardware, sync is a term describing the process of connecting a peripheral, like a smartphone, to a computer. (152)

Synchronous Learning - A term used to describe learning that occurs at the same time but not always in the same place. It is most commonly used in the context of online or digital learning. (153)

Related term: Asynchronous Learning

T

Tags - A word, phrase, or name used to identify digital content such as blog and social media posts as belonging to a particular category or concerning a particular person or topic. [154]

Text Editor - A text editor is a type of software used to write plain text (without formatting), which is often used for coding and programming. [155]

Thread - When posting in a forum, you can create new topics (or "threads") or post replies within existing threads. [156]

Related term: Discussion thread

Template - A predefined set of tools or forms that establishes the structure and settings necessary to quickly create content. [157]

Traffic - Traffic is the total amount of users who visit a website. Overall traffic is then broken down into specific types of visits—like unique visitors and total clicks. [158]

U

Uptime and Downtime - Uptime and downtime describes how long a website, computer, or other system has been working (uptime) or not working (downtime). [159]

User Interface (UI) - A user interface is a way that people interact with a computer system, including how they exchange information and instructions with it. [160]

URL (Uniform Resource Locator) - This is the address of a resource on the internet. A URL indicates the location of a resource as well as the protocol used to access it. [161]

UX (User Experience) - User experience refers to an individual's reaction to the use of a particular product, system or service. It generally describes the emotional reaction to the use of the system mainly in light of its ease of use or the satisfaction it provides. [162]

V

Vector Images - Vector images are made up of lines that are calculated mathematically. They don't lose quality when they're magnified and can be scaled up indefinitely. [163]

Video Conferencing - Video conferencing refers to the use of video technology (both hardware and software) to create a virtual meeting between two or more people in different physical locations. Participants can see and hear each other through this technology. [164]

Virtual Classroom - The virtual classroom refers to a digital classroom learning environment that takes place over the internet rather than in a physical classroom. It is implemented through software that allows an instructor and students to interact. A Canvas course would be an example of a virtual classroom. [165]

Virtual Learning Environment (VLE) - A Virtual Learning Environment (VLE) is a system for delivering learning materials to students via the web. These systems include assessment, student tracking, collaboration and communication tools. [166]

Useful tip: Canvas is the VLE used at Queen's

Virtual Reality (VR) - This is a perception of being physically present in a non-physical world. It is created by surrounding the user of the VR system within an environment, sound, and other stimuli. It provides an engrossing sense of immersion, imagination, and interaction to increase engagement. [167]

Vlog - Stands for 'video blog' and it's exactly that: content that you would write a blog post on, but instead you talk to a camera about it. [168]

VPN (Virtual Private Network) - VPNs are networks that allow public internet connections to be used as private networks as a means of improving security. [169]

W

WAP (Wireless Application Protocol) - A communications protocol that is used for wireless data access through most mobile wireless networks. [(170)]

Wearables - Wearables refer to hardware that can be worn and interacted with on the body. Examples include smart watches, fitness trackers, pedometers and smart glasses. [(171)]

Web 2.0 - Web 2.0 tools are tools of technology that allow teachers and students alike to create, collaborate, edit and share content on-line that is user-generated. [(172)]

Web-Based Training (WBT) - WBT refers to all types of digital instruction in which the learning material is presented via the internet. [(173)]

Webinar - A webinar is a seminar or workshop in which the facilitator and participants view the same screen at the same time. Usually the webinar has an audio component that the facilitator controls and functionality that allows participants to chat by entering text, answering polls, raising their hands and asking questions. [(174)]

Webpage - A webpage is a document, commonly written in HTML, that is viewed in an internet browser. A webpage can be accessed by entering a URL address into a browser's address bar. [(175)]

Web Service - A web service is an application or data source that is accessible via a standard web protocol (HTTP or HTTPS). Unlike web applications, web services are designed to communicate with other programs, rather than directly with users. [(176)]

W

White Hat - Term for ethical digital marketers who don't participate in work that could be viewed as unethical or as spam. [177]

Wi-Fi - Wireless connectivity, often known as Wi-Fi, is the technology that allows a PC, laptop, mobile phone, or tablet device to connect at high speed to the internet without the need for a physical wired connection. [178]

Wireframe - A cursory layout drawing of a webpage that acts as the first step in the design process. [179]

Wiki - A wiki is a server program that allows users to collaborate in forming the content of a website. [180]

Word Cloud- A word cloud is a collection, or cluster, of words depicted in different sizes. The bigger and bolder the word appears, the more often it's mentioned within a given text and the more important it is. Here are some examples of free to use word cloud generators. [181]

X

XML (eXtensible Markup Language) - Similar to HTML (Hypertext Markup Language) in that it is primarily used to categorize various data for computers and humans to use more effectively. XML allows for customizable tags for marking up information that is otherwise difficult for computers to understand. [182]

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