

Get Smart Guide

Quick consumer-generated media vocabulary at your fingertips

Broad Definitions

Ambassador: An unofficial representative of a brand, usually someone with firsthand expertise

Blegging: To send a query through the blogosphere in search of an answer (begging via blogs, ergo “blegging”)

Bloggerati or blogophiles: Sophisticated blog authors and readers

Blogosphere: The universe of bloggers

Burst/Bursty: The tendency of an issue, person or phrase to “burst” briefly into public awareness because of a mention in the blogosphere

Buzz: The volume of “chatter” or discussion that takes place on publicly available sources about a brand, product, issue (“what’s the buzz about...?”)

Citizen Journalism (also participatory journalism): The act of citizens actively involved in collecting, reporting, analyzing and disseminating news and information, usually through blogs/online sources

Comment spam: Comments filled with irrelevant links, added to blog entries solely to increase traffic to spam-related Web sites

Consumer-Generated Media (CGM): High-impact media generated by consumers, typically informed by relevant experience. Commonly archived online for ready access by other consumers or key marketplace influencers—e.g. media, analysts, regulators

CGM Multiplier: The extent to which an offline event (ad campaign, launch, new CEO) stimulates online discussion

Dispersion: The extent to which CGM messages exist across other venues or places on the Internet

Fisk or Fisking: To reprint an article on your blog and add line-by-line critique: credited to UK journalist Robert Fisk

Flog: Fake blog, usually created by an agency to look as if it were created by consumers. Almost always “outed” by vigilant bloggers

Influencer: An entity—consumer or otherwise—with disproportionate impact on key audience segments

Link love: Unsolicited link to another blog/online source, usually because of similar interest or out of reciprocity (i.e., “you link to my blog, I’ll link to yours”)

Message Thread/Thread: A trackable back-forth discussion that emanates from an original or “seed” posting on a discussion board, forum or blog



High-Value Population

44% of Internet users publish their thoughts or otherwise create content online

[Pew Research]

About Nielsen BuzzMetrics

The Nielsen BuzzMetrics service, marketed by BuzzMetrics, Inc., is the global standard in measuring consumer-generated media and word of mouth. Nielsen BuzzMetrics helps more than 100 leading global companies strategically leverage the buzz surrounding them—clients like Canon, Comcast, Ford, General Motors, HBO, Kraft, Microsoft, Nokia, P&G, Sony, Target and Toyota, as well as 15 of the top 15 pharmaceutical concerns. Partners include the world’s largest marketing-services firms, and innovative new-marketing agencies. The company has also collaborated with distinguished research organizations such as the Pew Internet and American Life Project. BuzzMetrics, Inc. is an affiliate of VNU, owner of such renowned research names as ACNielsen and Nielsen Media Research.

Meme: Online game, activity or quiz that's frequently shared among bloggers (e.g., name 50 favorite authors; 100 bad habits; 10 favorite movies)

Netroots: An online activity that wages politics over the blogosphere and other Internet locations

Polarity/Sentiment: The measurement of a person's negative or positive sentiment toward a company, brand, product, service, etc...

Share of Search: A calculation of the specific key words and phrases that Internet users type into search engines when looking for information on the Web

Social networking: A set of Internet applications to help connect friends, business partners, or other individuals

Splog: Spam blog (also called "zombie blog."). Blogs created by spammers and filled with keywords, news (real or fake) and links to Web sites simply to increase site traffic and page ranks

Virality: The extent to which an issue will spread from one consumer to another across the Internet (by e-mail, links, "you gotta see this!" messages, etc.). Low virality means little distribution; high virality means wide/broad distribution

Advanced Text Mining Terminology

Aggregator: A piece of software, often free, that automatically gathers RSS-based summaries of a set of user-selected blogs/sources for easy browsing

Analyst Workbench (AW): A proprietary Nielsen BuzzMetrics tool to set up text-mining projects for analyzing large amounts of CGM from blogs, message boards, Usenet, and CRM data, based on a client's needs; AW's powerful technologies can slice-and-dice and visualize unstructured data and social networks

Categorization: The process of using content-mining technologies to identify and organize like/similar pieces of raw data into a pre-defined set of topics for analysis

Discovery: The technological process of locating content/data across a wide variety of sources (internal/external/password-protected/secure) and regardless of format, location or language

Fact/Entity extraction: The ability to deploy text-mining technologies to find and extract facts (names, dates, places, addresses, phone numbers, PR) from a Web site, document or online source

Hyperlink: A link/URL that is included to another source where readers can find more information or perspective

Phrase Mining: The deployment of natural language processing technologies to extract phrases, based on groupings of words from large amounts of raw text

Natural Language Processing: The ability to automatically process written text based on language constructs (words, phrases, sentences, etc.) and different parts of speech (nouns, adjectives, verbs, etc...)

Ping: Acronym for "packet Internet grouper" or "packed Internet gopher." An automatic notification sent when a blog has been updated; also describes automatic communication between networked computers/servers

Sentiment mining: The ability to identify polar expressions (positive/negative, pro/con, like/dislike, angry/pleased) in raw text

Taxonomy: A set of categories, subcategories, topics and subtopics that are created to find information on particular issues or subjects in online forums

Text-mining: The technological ability to look for regularities, patterns or trends in natural language text in order to extract useful information and meaning

Topic dispersion: The "breadth" or reach of a particular topic (On how many forums is it mentioned? How many boards/authors are responsible for 80% of online discussion?)

XML: Extensible Markup Language, a format that two computers use to share data on the World Wide Web

Adverblog: Short for “advertising blog,” a blog used for advertising

Astrourfing: Occurs when a supposedly grass-roots operation actually is getting help from a powerful think tank, governmental agency or any outside source with an agenda

Blog: Digital web log, or personal Web site; a burgeoning new source of Internet content

Credentialed Blog: A blog authored by a “credentialed” member of the news media or analyst community

Discussion Board, Forum: A membership or publicly available site on the Internet where users post, share and research information with other users

Feedback/Complaint Sites: CGM Web sites where consumers provide feedback about companies and brands. Often include ratings & message boards

Group blog: A blog written and maintained by a group of authors

LISTSERV®: An electronic mailing list software application; often encountered when publicly available comments on mailing-list forums are discovered during Internet searches

Message Board: A general membership site on the Internet where people with similar interests post messages for others to read, pass along

Micro-Community: A specialized Web site where members with specific interests, hobbies, concerns, backgrounds share information and network

Moblog: (short for mobile blog); a blog centered on the distribution, sharing and/or rating of digital/camera-phone Images

Non-Credentialed Blog: Web log authored by informal, non-credentialed expert in the community

Podcast: An audio (or occasionally video) recording available on an Internet source (Web site, blog, etc) for real-time listening or downloading

Post/Posting: The content a blogger enters on a blog is called a “post,” and the act of publishing it is called “posting”

Review & Ratings Site: Online communities where consumers combine online reviews with aggregated ratings about product and services

RSS: Short for Real Simple Syndication, a CGM distribution vehicle that enables the quick distribution/(syndication) of content to Internet subscribers

Slivercasting: Broadcasting niche-audience films over a high-speed Internet connection Instead of on costlier TV/network channels.

Trackback: An automatic feature of some blog software programs that allows a blogger to determine who has seen an original post and written another concerning it

USENET: A broad term defining an Internet-enabled communications medium in which users read and post textual messages (called “articles”) to a number of distributed newsgroups

Vlog: Short for “video blog,” a publishing platform for the distribution of videos

Web 2.0: A general, still-undefined term that describes the continued evolution of the Internet, including various sources and types of Web content and the tools that make Internet publishing possible

Wiki: An online, collaborative work space for multiple users. The term comes from the “wiki wiki” taxi line at the Honolulu airport or “What I know is”

For More Information

➔ Sales Inquires

Jay Stockwell
jay.stockwell@buzzmetrics.com
714.585.1868

➔ Media Inquiries

Max Kalehoff
max.kalehoff@buzzmetrics.com
646.489.4629

