

Speak the lingo



Twitterific

The world of technology is full of strange words and phrases. If you're not sure you can tell a tag from a blue tooth, or you're afraid of making a mashup in a social media situation, have this bluffers' guide to hand.

Blog

Short for web log, and an example of social media. A blog is a website designed to be updated regularly with comments, articles, images and other media. Blogging started as an activity mainly for individuals, who run blogs as commentaries on fields of interest such as politics or conservation, or as online personal diaries. Now many organisations run blogs as a constantly updated web-presence for a particular aspect of their work. **Technorati** is a search engine that allows you to search the more than 112 million blogs that exist.

Mashup

A web-based service that combines data from different sources so as to offer content relevant to a particular interest. Mashups often integrate maps such as **Google Maps** with images, or with information and reviews of businesses such as restaurants or taxi companies.

iGuide is an example close to interpreters' interests: describing itself as 'an interactive travel guide', it draws on data from seven different sources, including Google Maps, YouTube and Wikipedia.

Twitter

A web-based service that allows users to exchange text-based messages of up to 140 characters in length. Messages can be received in many ways, including via the **Twitter** website, email, and mobile phone text message. Another example of social media, Twitter was used by both parties in the 2008 US presidential campaign to keep their supporters up to date with events.

Delicious

A website that allows users to share links to websites that interest them, and to tag their suggestions so others can find links to sites that interest them. **Delicious** describes itself as 'the biggest collection of bookmarks in the universe'.

Bluetooth

Radio technology that allows things like mobile phones or laptop computers to exchange data over short distances with other things, like headphones or printers. Bluetooth headsets are a common example, allowing you to speak 'hands free' on a mobile phone without a wire between the headset and the phone. Bluetooth cannot handle the large amounts of data possible with a wireless network, but it needs less power and less complex electronics, so is ideal for hand-held equipment. Developed in Scandinavia, the name comes from a tenth-century Danish king, Harald Blåtand, who united (linked – geddit?) Norway and Denmark.

Some interpretation projects offer content that visitors can download, on site, via a Bluetooth link to their mobile phone. Bluetooth is independent of a connection to a phone network, so it will work even in places that have no network signal. However, knowing how to activate your phone's Bluetooth service seems to be a bit like knowing how to program your video recorder: it's a rare skill possessed by few.



