

Online Market Research Glossary

This glossary relates to the interface between Market Research and the Internet. The choice of terms, and the definitions included for them, is driven by this focus of interest. The glossary has been organized by Ray Poynter, Managing Director of [The Future Place](#). You are welcome to use, copy, and reproduce this glossary; provided that you make no charge for subsequent copies of this material and that you credit this source.

This glossary is permanently a work in progress, any suggestions, queries, or clarifications would be warmly received. Please email any contributions to Ray Poynter at ray.poynter@thefutureplace.com, for more information about The Future Place, visit www.thefutureplace.com.

To find a word you can scroll down, use the links at the head of each section to jump to the required letter, or use your browsers search facility. A friendly search facility will be added at a later date.

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TOP

3G

Third generation mobile telephony, see [UMTS](#).

802.11

802.11 is a set of wireless standards for connecting PCs together to create a [LAN](#), this form of networking is usually referred to as referred to as [Wi-Fi](#). The first version of Wi-Fi was 802.11b, followed by the faster 802.11g. Wi-Fi provides connection speeds comparable to [Ethernet](#) networks, but without the cables. 802.11x is a method of referring to the general 802.11 standard, and is not a specific variety. 802.11x is regulated by the IEEE (Institute of Electrical and Electronics Engineers).

99Designs

[99Designs](#) is a [crowdsourcing](#) solution for a range of design needs. Prospective clients put their needs up on the site as a brief and offers a prize, typically in the range USD\$100 to USD\$600, they then evaluate the proposed designs and work with the winner to deliver the idea.

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A

ACA (Adaptive Conjoint Analysis)

A form of conjoint analysis developed by Sawtooth Software where the program determines which conjoint task to ask next, based on the respondent's earlier responses. There is a version of ACA which is available for Internet surveys, and which can be used in conjunction with [Hierarchical Bayes](#).

For more information see www.sawtoothsoftware.com. ACA is an example of a form of [adaptive scripting](#).

Access Panels

See [panels](#).

Acrobat Reader

Acrobat Reader is a piece of software, which allows users to read [PDF](#) files. Acrobat Reader is produced by Adobe and can be downloaded free from www.adobe.com.

ActiveX

ActiveX is [Microsoft's](#) answer to [Java](#); it is a programming language that can be used to write small programs ([applets](#)) that perform a specific task. The main drawback to ActiveX for Internet is that it requires the server to be running Microsoft tools and for the browser to be capable of working with it. More information about ActiveX can be found at www.microsoft.com.

Ad Blocker

An ad blocker is a piece of software that works with the users browser to prevent online advertisements being displayed. Ad blockers can have the side effect of blocking other events as well.

Ad Click

An ad click is a measure of the number of users interacting with an ad. The most important type of ad click is the [click-through](#).

Ad Click Rate

The ad click rate is the ratio of [ad clicks](#) to [ad impressions](#), ie the number of people who interacted with the ad as a percentage of all those who saw it.

Ad Impression

An ad impression is created every time an ad is displayed on a Web page. There are two categories of ad impression, push and pull. Ads that are requested by the user's browser are pull ads. Ads that are initiated by the server are push ads.

Ad Network

An ad network is a broker of advertising space for a number of different sites. These brokers act as the sales representatives for the Web sites within the network.

Ad Recall

Ad recall is a term used to describe the percentage of a sample that can recall seeing an ad, after being exposed to it.

There are a number of variations that affect the recall scores. The recall question is often asked immediately after the ad is removed from the screen, but it may be asked later – the later the

question is asked the lower the recall is likely to be and the more likely that other chances to see the ad will effect the score.

The recall question can be asked unprompted/unaided or as prompted/aided recall. With aided recall the respondent is told the category, or brand, or shown a copy of the ad.

Ad Rotation

Ad rotation is when ads are rotated into an [ad space](#) from a list, either from the [server](#) or via an [ad server](#).

Ad Server

Most pages that display ads do not have the ad coded directly into them, what they have are one or more [ad spaces](#) where an ad server can send the ad to be displayed. An ad server selects ads and sends them to the Web page when a request is received.

Ad Serving

Ad serving is the delivery of an ad by the [ad server](#) to the user's computer. The ad serving is usually performed either by the publisher of the web site or by a third-party [ad server](#).

Ad Space

An ad space is the location on the page where an ad is going to be placed. There can be multiple ad spaces on a single page. An ad space group is a number of ad spaces on the same page that share the same characteristics and can be purchased as a group.

Ad Stream

The collection of ads displayed to the user during a visit to a site.

Ad View

An ad view is created only when an ad is actually seen by a user, this is not measurable with current technologies. [Ad impressions](#) may be off the visible screen, partially loaded, [blocked](#), or otherwise not viewed.

Adaptive Scripting

Adaptive scripting is a generic term for questionnaires that are tailored to individual respondents. For example adaptive scripting can be used to detect fraudulent responses, to shorten interviews for slower respondents, or to probe deeper when specific responses are identified.

Adobe

Adobe is a software company with a wide range of leading programs including: [Acrobat](#), [Flash](#), Dreamweaver, Photoshop, and Cold Fusion.

ADSL (Advanced Digital Subscriber Line)

ADSL provides high [bandwidth](#) Internet access using an ordinary telephone line. ADSL splits the telephone line into two channels; this allows users to make normal telephone calls whilst using the Internet. ADSL is one form of [DSL](#) and is a type of [broadband](#) connection.

Affiliate Marketing

Affiliate marketing is an arrangement where one site (the affiliate) carries ads for a second site and receives some form of compensation, such as a percentage of the sales generated from the visits to the second site.

Affinity Marketing

Selling services and/or products to existing customers on the basis of their buying/viewing/searching patterns.

Alexa.com

[Alexa](#) measures, amongst other things, internet traffic. Alexa provides a free ranking of the popularity of websites globally, by country, and by category.

Alexa gains its data from the browsing behaviour of people who have downloaded its toolbar. As with other measures of Internet traffic, its accuracy is disputed.

AMRS (Australian Market and Social Research Society)

AMRS is the Australian society for market researchers and is the new name for the old [MRS](#).

Animated Ad

An animated ad is an ad that changes. This can be achieved, for example, by using [streamed media](#), [Shockwave](#), [Java applets](#), or animated [GIFs](#).

Animated GIF

See [GIF](#).

Anonymizer

An anonymizer is service that prevents Web sites from detecting the user's IP address. For more information on one provider of these services see www.anonymizer.com.

Antivirus Software

[Viruses](#) are a major problem for computers connected to the Internet. Antivirus software, software that searches for and deals with viruses, has become an essential part of any system configuration. The safest approach to virus protection is to use a program that searches the Internet for updates on a regular basis. For information on a leading provider of antivirus software visit www.norton.com.

AOL (America Online)

[AOL](#) is a US provider of consumer online services. AOL is the facilitator for [Opinion Place](#). For more information visit www.opinionplace.com.

Applet

An applet is small self-contained piece of software that can be sent along with a Web page to the users browser to perform local processing. Applets are usually written in [Java](#) and their uses include: interactive animations, immediate calculations, and the implementation of a market research

questionnaire. One problem with applet's is that they require the user to be running a compatible browser and also for the user not to have blocked that type of applet.

ARF (Advertising Research Foundation)

The ARF is a USA-based non-profit trade association whose mission is to improve the practice of advertising, marketing and media research in pursuit of more effective marketing and advertising communications. For more information visit www.arfsite.org.

ASCII (American Standard Code for Information Interchange)

ASCII is a method of representing Western character sets using just a single [byte](#). The standard form of ASCII uses just 7 bits of the byte, meaning that just 128 characters are defined. It is generally assumed that [Unicode](#), a system which has the disadvantage of using two bytes per character but which can represent over 65,000 characters, will replace ASCII over the next few years.

Askia

[Askia](#) is a leading provider of market research software, including online data collection, analysis, and reporting.

ASP (Active Server Pages)

Active Server Pages is a proprietary technique designed by [Microsoft](#) that allows a Web page to have a high degree of interactivity without resorting to [CGI](#) scripting. However Application Server Pages will only run if your server is using the appropriate Microsoft software, eg it will not run if your server is [Unix](#) based.

This type of ASP is not particularly relevant to the world of market research and should not be confused with [Application Service Providers](#) (also referred to as ASPs), which are very important in the provision of market research online services.

ASP (Application Service Provider)

An ASP is a company that hosts applications on its [servers](#) and rents access to them over the Internet. Rather than buy the software the subscribers use the systems on demand and tend to pay on a per use basis. Within the world of market research two ASP products are [Confirmit](#) and [GMI](#).

Asynchronous Research

The term asynchronous research covers techniques that allow respondents to answer in their own time rather than in direct response to a question or prompt. Many quantitative techniques have this property, for example mail, email, and diary. Until recently qualitative techniques tended to be synchronous in nature, but the growth of [Online Research Communities](#), [Moderated Email Groups](#), and [Bulletin Board Groups](#) has changed that.

Asynchronous Qualitative Research

Asynchronous qualitative is a term that includes those forms of qualitative that do not require the moderator and the subject to be interacting at the same time. Examples of asynchronous techniques include [Online Research Communities](#), [Blog Groups](#), [MEGs](#), and [Bulletin Board Groups](#).

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B

B2B (Business to Business)

B2B is a generic phrase for markets where the customers for the products and services are companies rather than consumers. For example, machinery is normally sold to manufacturers, tractors to farmers, theatre equipment to hospitals, and trucks to hauliers. B2B market research is conducted amongst those businesses that are customers or prospective customers of the research agencies client.

B2B Exchanges

B2B exchanges are online market places. Exchanges can take a variety of forms including: providers offering products/services at a specific price, providers offering products/services via an auction, buyers requesting products/services via tender or competitive bid. B2B exchanges have been most successful where they have been dealing with commodities that can be readily interchanged, for example motor parts. However, many analysts predict that in the future they will encompass a wider range of services, possibly including market research fieldwork.

B2C (Business to Consumer)

B2C is a generic phrase to describe selling products and services to consumers. B2C market research is conducted with consumers.

Backbone

A backbone is central network connecting other networks together. Networks within companies will often have a backbone connecting smaller networks together. Likewise, the Internet has a backbone connecting countries and major sites together.

Bandwidth

Bandwidth describes the amount of electronic "space" available on a computer network. Bandwidth is usually expressed in [bytes](#) per second. A 56kbps modem, for example, can transmit data at the rate of 56,000 bytes per second.

The terms bandwidth has started to enter the broader vocabulary as a generic term for capacity, for example a unit can sometimes be heard complaining that they do not have enough bandwidth to handle more projects, but which they might mean they need more people, faster hardware, better procedures, or faster connections.

Banner/Ad Banner

A banner is an advert that is displayed with a Web page. The Web site's publisher can serve banners or they can be organised and delivered by ad-serving companies, such as Double-Click. More information on the different formats of banners is available from www.iab.net, the [Interactive Advertising Bureau](#).

Beacon

See [Web bug](#).

Bit rate

Bit rate is a measure of [bandwidth](#) that tells you how fast data is moving from one place to another. A bit is a single unit of data (a 1 or a 0) and be expressed as Kbps (Kilobits per second).

Black Box

The term black-box is a pejorative description of a proprietary system, where the owner of the system chooses to keep important information secret. The term black-box can be applied to either the algorithm (as in the case of a market modelling system), or to the data format (ensuring that other vendors cannot supply additional or competitive functionality).

Black Swan

Black Swan is an expression that describes an event which was not expected and which has a major impact on the world. The term was coined by Nassim Taleb in his book Black Swan. As an example Taleb cites the cases of the fall of the Berlin Wall and the 9/11 Twin Tower attacks.

Ray Poynter has written a somewhat negative review of Taleb's book [here](#).

Blogs

A blog is a website which makes it easy for its owner to add copy and usually the blog has some sort of theme, often the views or diary of the owner.

Blog software makes it very easy to add articles, either from a web interface, or remotely using email or even mobile phone. Articles written for a blog are called a post and are typically displayed in date order. Many blogs are set up as a diary, either as a personal diary or about events in some area of interest. Another common type of blog is the journalist blog, or the private citizen engaging in their own journalism. Blogs are an example of [Consumer Generated Media](#).

Blog Groups

Blog groups use [blogs](#) as a medium for online [asynchronous qualitative research](#). In a typical project a group of members are recruited and given access to a closed blog, one where the general public cannot access. A typical project lasts one to two weeks, with about 10 participants. Each day the moderator will post comments and often tasks for the group's members. The members post their replies, often uploading material they have found on the web. In many ways the Blog Group is very similar to the [Bulletin Board Group](#), but it has a more modern feel and corresponds with the growing demand to let consumers have more say in their own terms.

Blogosphere

The blogosphere is a collective term for all the [blogs](#), [rss](#) feeds, and discussions about [blogs](#) that are on the Internet.

Bluetooth

Bluetooth is a [protocol](#) that enables mobile and fixed-location devices to communicate via short-range wireless connections. For example Bluetooth can be used to enable a mobile to have an earpiece that is not connected by a cable. The aim of Bluetooth proponents is to link together a wide variety of IT devices, including mobile phones, PCs, [PDAs](#), payment systems, and entertainments

centers. However, Bluetooth has taken off much more slowly than was expected and is being challenged by the uptake of systems such as [Wi-Fi](#). For more information visit www.bluetooth.com.

Bookmark

Web browsers usually include a facility to 'Bookmark' a [URL](#) for future reference, ie storing the location so the user can readily find it next time. [Microsoft's](#) Internet Explorer uses the terms Favorites to describe the book marking process.

Bot

See [Robot](#)

Bounce-back

When an email is undeliverable it will generally be sent back to the sender with a message that it has not been delivered, this is a bounce-back.

Brand Impact

Brand Impact is Millward Brown's proprietary technique for measuring the effectiveness of online advertising.

Bricks and Mortar

A bricks and mortar company is a traditional business that only has real locations with real customers coming through its doors. A company that operates both online and offline is often referred to as a [clicks and mortar](#) company. Companies that operate only on the Internet are referred to as [pure plays](#).

Broadband

A high speed Internet connection, any bit rate over 100Kbps is considered broadband, although the expectation is increasingly for 1Mbps or higher. Cable modems, [ADSL](#), and [ISDN](#) offer broadband to the home user. The growth in the penetration of broadband has allowed some researchers to use a wider range of media in their online data collection, such as images, sound, and video.

BT (Behavioural Targeting)

BT is the process of collecting information about somebody so that you can target services or products to their needs/wants. Typically BT is used by online publishers or advertisers. BT tends to attract two contrasting points of view.

The first group like BT because it means they will see adverts and offers for products that match what they want.

The second group object to the loss of privacy implied by the data collecting aspect of BT.

BT (UK Telco)

BT is the name of a large UK telco, offering telephony and Internet services to both consumers and customers. BT was previously known as British Telecom and until 1984 was state owned and operated as a monopoly in many of its spheres of business.

Buffering

A system used by [streamed media](#) providers to ensure the smooth delivery of the media. The software loads an amount of the stream into a buffer before starting to display the media; it can then use this buffer to compensate for variations in download speed during the session.

Bulletin Board Groups

Bulletin Board Groups are an online qualitative approach that uses a bulletin board to provide a means to communicating with the group members. The moderator posts questions online or sets tasks (e.g. to visit a site or to view some stimuli) and the members of the group log in at their convenience to reply to the prompts and to other members' responses. A Bulletin Board Group is an example of an [asynchronous qualitative](#) technique. Software for Bulletin Board Groups is available from [Itracks](#) and [GMI](#).

Bulletin Board Groups may be superseded by [Online Research Communities](#).

Button

In the context of a Web page, a button is either a clickable graphic with some functionality, or a form of online ad.

Byte

The byte is main unit of data in most modern computers. A byte holds 8 bits (1s or 0s) and can represent a number in the range 0 to 255. Bytes can be combined together to represent larger numbers, decimal numbers, or executable code. In [ASCII](#) one byte is used to store one character.

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C

Cable modem

A cable modem is piece of hardware that allows a PC to connect to the Internet over a cable network (such as a cable TV system). Cable modems typically deliver high-speed access, i.e. a [broadband](#) connection.

Cache

A cache (pronounced cash) is an area that is used to temporarily store information, particularly frequently used information. PCs will usually use both RAM and hard disk caching to improve performance. Web browsers write most of the information viewed to a cache, which speeds up re-viewing the same material.

CAWI (Computer Aided Web Interviewing)

CAWI refers to interviewing over the Web as opposed to CAPI (Computer Aided Personal Interviewing), CATI (Computer Aided Telephone Interviewing), and PAPI (Paper and Pencil Interviewing). The term CAWI has a somewhat old fashioned feel to it (very 1990s).

CGI (Common Gateway Interface)

CGI is a language that runs on a [server](#) and which processes responses from the user. CGI can be used to take actions based on the respondent's responses to items on the page, such as check boxes. The strength of CGI is that it since it runs on the server, rather than via the user's browser (which is what languages like [Java](#) do), it is more reliable. The disadvantages include the [latency](#) in waiting for the server to respond, difficulties with the language, and problems with obtaining permission to load the CGI programs onto the server.

CGM (Consumer Generated Media)

Consumer Generated Media (also known as Participatory Media) is a collective term for the many ways that people can express themselves on the Web. These forms include: [blogs](#), discussion forums, product review sites, places where video clips can be uploaded such www.youtube.com and personal spaces such as www.myspace.com. Another aspect of CGM is the way that regular news channels such as the BBC encourage people to send in video clips, using their mobile phones, from real news stories, as they are breaking.

Chat

Chat is a facility for two or more people to communicate on the Internet using real-time text. Chat tends to be divided into [chat rooms](#) and [Instant Messaging](#). In the early days of chat it tended to rely on a technology called [IRC \(Internet Relay Chat\)](#).

Chat Room

A chat room is Web location where two or more people can chat together. Chat rooms can either be public (i.e. anybody can join them) or private (typically locked via a password). Many chat rooms exist on a permanent basis, either to discuss a particular topic, or as a general place to meet. A chat room may be moderated.

Citizen Journalism

Citizen journalism is the process of non-professionals getting involved in the process of news gathering and news reporting. This terms includes activities such as emailing photos and videos to new official news channels, blogging, and contributing to citizen journalism initiatives such as [Ohmy News](#).

Click Rate

Click rate is a measurement of the number of people clicking on an ad, as a percentage of all those seeing the ad.

Click stream

The click stream is the collection of data defining the sequence of signals between a browser and the Internet. It is the combination of the messages sent from the user to the [server](#), and the messages to the user.

Click-through

When somebody clicks on a hyperlink (eg a banner) they create a click-through. For some types of advertising the click-through seen as the most important measure of its success, inasmuch as

eyeballs have been delivered. However, for most online ads it is more important to understand the impact of the ad on the brand and/or the ads performance at delivering completes (eg how many clicks lead to a purchase or a registration).

Click-through rate

The click-through rate is the percentage of people who see an ad and who then click on it. Some online advertising is priced on a how many people click on an ad; see [cost per click](#).

Clicks and Mortar

A clicks and mortar company is one that operates via traditional 'real' locations and via an Internet presence. An [e-tailer](#) is a clicks and mortar if it has both real and virtual locations, but it is a so-called [pure play](#) if it only has an online presence. The term clicks and mortar is an evolved form of [bricks and mortar](#), a term that refers to companies that only have real locations.

Client/Client-side

The client is the computer that is connected to the Internet and which sends information and requests to the [server](#), i.e. it is the user's computer. Processing which takes place on the user's computer is referred to as client-side processing; processing that takes place on the server is called server-side processing.

CMS

See [Content Management Systems](#)

Co-creation

Co-creation tends to refer to the process of supplier and user working together to create a service, product, or idea. Co-creation is seen as an essential element of [Web 2.0](#). Co-creation is used in very much the same context as [collaboration](#) and [crowdsourcing](#).

Codec

Codec stands for compression/decompression. Codecs are algorithms for compressing the size of media files, making them easier to transmit over the Web. A file can only be read using the same Codec that originally compressed it.

Collaboration

Collaboration is one of the key terms in the marketing revolution associated with [Web 2.0](#) and the ideas expressed in the book [Wikinomics](#). The main idea behind collaboration is that the masses know as much as the experts.

Collaborative research techniques include the use of [blogs](#), user created polls, and [online communities](#).

Communispace

[Communispace](#) is a leading, US-based, provider of [online research communities](#), which they sometimes refer to as private communities. Unlike most providers of research communities, Communispace have been specialising in them since before the 2.0 revolution.

Community Manager

Community manager is another name for a [community moderator](#).

Community Moderator

A community moderator is the person who runs an [online research community](#) on a day-to-day basis. The three main roles for the moderator are:

- Implementing the research agenda, both in terms of asking the client's questions and in terms of interpreting the results.

- Helping the members of the community with queries and suggestions.

- Policing any abuse by members.

Consumer Generated Media

See [CGM](#).

Content Integration

Content integration refers to advertising that is integrated with the contents of a Web page, as opposed to having the advertising clearly separated. Content integration can also be known as Web advertorial.

Content Management Systems

A CMS is a system for creating and managing a website and a set of functions, for example an [online community](#). Traditional website creation was based on the use of techniques such as programming and layout. A CMS reduces the complexity of the process and allows users to concentrate on the content.

One leading CMS system is [Drupal](#).

Cookies

A cookie is a file that the [server](#) puts on the user's browser, which uniquely identifies the user's computer. There are two types of cookies: persistent cookies and session cookies. Session cookies are temporary and are erased when the session ends. Persistent cookies remain on the user's hard drive until the user erases them or until they expire.

As a method of uniquely identifying people cookies have their limitations. Firstly, a small number of people set their browser to reject cookies. More importantly, using cookies to filter respondents assumes that each person has only one computer and that each computer has only one user. These problems do not invalidate cookies as a tool for the market researcher, but they do make them a little fuzzy.

Cookies are currently the subject of substantial debate with the European Union and their use is likely to be heavily regulated in the near future.

Comley, Pete

Pete Comley is the founder and Chairma of UK agency [Virtual Surveys](#) and a recognized leader in the field of online research, particularly in Web site research. One of Comley's innovations was the

invention of the [Moderated Email Group \(MEG\)](#) and he was one of the first to popularise [Online Research Communities](#).

Confermit

Confermit is the online market research service provided by Norwegian company, [Firm](#). Confermit is an example of a service being provided as by an [ASP](#).

Convergence

Convergence is a term that describes the coming together of different technologies. For example the convergence of computer and telephone networks means that voice and data calls can be carried on a single network.

COPPA (Children's Online Privacy Protection Act)

A US law passed in 1998 to protect children using the Internet. The law sets down a series of regulations and guidelines that particularly apply to Web sites that are directed at children, but which cover anybody dealing with US children.

It is the view of the US Government that COPPA applies to any non-US website that is directed at children in the US. This would include conducting online market research in the US.

CPA (Cost per action)

Cost of advertising based on some agreed actions, for example registering for a service or completing an online survey. This form of charging reflects one end of a spectrum of charging, which progress from cost per action, to cost per click (CPC), to cost per item shown (CPM).

CPC (Cost per click)

CPC is a pricing method for advertising based on charging for each user who clicks on an advert.

CPM (Cost per thousand)

CPM is a pricing method for online advertising based on charges for units of thousands ad impressions, this was the most common and traditional way of pricing online advertising.

Craigslist

[Craigslist](#) is an online advertising system that has replaced a large part of the classified advertising business in the US. Craigslist makes its money by selling space for recruitment advertising; all other adverts are carried free. The readers attracted by the free adverts create the market for the monetized job ads.

Crawler

See [Robot](#).

Crowdsourcing

Crowdsourcing is a method of utilising the creative or problem solving power of the masses, rather than the narrow skills of experts. Crowdsourcing has been around for hundreds of years, for example

in 1714 the British Government offered £20,000 as the Longitude Prize, for the first person to design a method of reliably telling time at sea, to enable mariners to estimate their longitude.

One of the leading examples of [Web 2.0](#) crowdsourcing is [Threadless.com](#), which allows people to upload t-shirt designs, which are then evaluated by potential buyers, with the winning designs going on to be produced.

Another example of crowdsourcing at work is [99Designs.net](#), where people can advertise design projects and receive a range of bids and proposals.

CRM (Customer Relationship Management/Marketing)

The ultimate aim of CRM is to identify and develop those customers that will be most profitable to the company in the long-term. CRM requires organizations to know about their individual customers, to track their relationship, and to organize their activities in a targeted way.

Cyworld

[Cyworld](#) is the leading [social network](#) in South Korea. Cyworld was established in 1999 and has more recently expanded into a number of other countries such as US, China, and Japan.

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D

Dark Wire

Dark wire is the term applied to fibre optic cable which is sold as unused capacity, for example a cable provider may sell dark wire to a [telco](#) to allow them to use it for their services.

Data Protection

Data Protection usually refers to national and international legislation covering data privacy and the requirements on organisations to handle personal information in a safe and proper manner. In addition, many organizations issue guidelines that cover the area of Data Protection/privacy, such as the [ESOMAR/ARF guidelines](#).

DCM

See [Discrete Choice Modelling](#)

DDA (Disability Discrimination Act)

The DDA is a piece of UK legislation that requires services to the public to be accessible to those with special needs, for example the visually impaired. This law, and similar laws in other markets such as Australia and USA, apply to publicly accessible websites and surveys that the public can access. The best source of information on how to make websites accessible is from the Web Accessibility Initiative at www.w3.org/WAI/.

DHTML (Dynamic Hypertext Markup Language)

DHTML is an extension to [HTML](#) to add animation to Web pages.

Digital signatures

Digital signatures provide a way of authenticating who has sent an email or electronic document. Since digital signatures establish identity, they can be used to legally endorse agreements and contracts.

Discrete Choice Modelling

Discrete Choice is often referred to as DCM. DCM is type of quantitative research. In Discrete Choice projects, respondents are given tasks where they are offered choices and where they must pick one, as opposed to rank or rate choices. The main use of Discrete Choice Models is in conjoint analysis, but they can also be used in areas such as [MaxDiff scaling](#) and Brand Price Trade-Off.

Domain Name

A domain name is a name that represents an [IP address](#). Domain names are used to make IP addresses more friendly and informative.

In the following URL, "<http://www.thefutureplace.com/about.htm>", the domain name is "thefutureplace.com".

Double-byte character sets

Characters are represented on computers, and on the Internet, via numbers stored in binary format, ie 1s and 0s. For Western character sets (eg the Roman character set), the characters can be represented using a single [byte](#) (representing numbers in the range 0 to 255). The standard system for representing Western characters is [ASCII](#) and is well established.

However, some scripts require much more variation than can be provided by ASCII. For example, Chinese has over 2000 different symbols. Computer systems can be updated to use two bytes to represent each character (two bytes provide over 65000 possible characters). The most common method for using two bytes to represent characters is [Unicode](#).

Drupal

[Drupal](#) is a leading [content management system](#) and is used to create some of the leading [online communities](#) and [online research communities](#).

DSL (Digital Subscriber Line)

DSL is a method of sending high-speed data over a conventional telephone line. DSL uses separate channels for voice and data, so the user can talk on the same line they are using to connect to the Internet. DSL comes in several varieties: The most common consumer variety is [ADSL](#).

Dynamic IP address

A dynamic IP address is an [IP address](#) that changes every time that a user connects to the Internet. Dynamic IPs are typical of users who connect via ISPs and individuals within large corporations. Because many IP addresses are dynamic they are not a reliable way of identifying repeat visitors to a site.

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E

eCRM (Electronic Customer Relationship Marketing)

The term eCRM is applied to both [CRM](#) being applied to customers of online companies and to the use of the Internet as part of a conventional organization's CRM programme.

e-Ethnography

The term e-ethnography (and [netnography](#)) describes two strands of ethnography that are developing through the growing use of the Internet.

The first strand of e-ethnography is the exploration people's lives online, for example their interactions in [social networks](#), [virtual worlds](#), and [online communities](#).

The second strand is the use of the internet to explore people's 'real' lives, for example using them as active observers and records via asking them to use tools such as their mobile phone, video cameras, and web cams to record their experiences.

Encryption

Encryption is a method of making it difficult or impossible for third parties to read information or data. The original data is scrambled using mathematical techniques before being stored or transmitted; it is then decrypted when it is retrieved / received.

EDI (Electronic Data Interchange)

EDI is a well-established form of electronic commerce that has traditionally taken place over proprietary networks. One way of reducing the cost of EDI, and making it more accessible to smaller companies, is to migrate EDI standards to the Internet, various systems are currently competing to offer this service.

Egoboo

Egoboo is the positive feeling that somebody gets when something they have done is recognised by their peers or by some other group. Many advocates of [online research communities](#), such as [Pete Comley](#), have argued that egoboo is an essential part of developing [intrinsic rewards](#) to encourage participant engagement.

The origin of the term egoboo is believed to have been the world of science fiction fanzines, and to have been a contraction of ego boost.

ESOMAR

[ESOMAR](#) is the European based international association of market researchers, and for the last few years it has termed itself the 'world organisation' for market research. Amongst many other activities, ESOMAR issues guidelines on the conduct of market research, and these guidelines are binding on its members. These guidelines include sections on using the Internet for market research.

ESOMAR Internet Guidelines

The most important guidelines for researchers using the Internet are those provided by [ESOMAR](#). These rules include guidance on providing [Privacy Policies](#), of the special rules for interviewing children, and the need to avoid [spam](#). The guidelines can be downloaded from www.esomar.org.

E-tailer

An e-tailer is simply an online retailer. Traditional retailers are described as [bricks and mortar](#), whilst companies that embrace both traditional and electronic channels are referred to as [clicks and mortar](#). An e-tailer that operates only online is known as a [pure play](#) company.

Ethernet

Ethernet is a method of networking computers together within a site, i.e. a [LAN](#).

Extranet

An extranet is an area within an [Intranet](#) that allows third parties to access specific information and resources. Extranets are used both to share information with third parties and also to allow third parties to deliver information and services.

Extrinsic Rewards

The term extrinsic rewards refers to things such as cash, prizes, or points, particularly when used as an incentive to encourage people to take part in a research project. The key benefit of an extrinsic reward is that they may be able to encourage people to do something they would not otherwise be prepared to do, for example to answer all the questions in a long and boring survey.

The two alternatives to extrinsic rewards are [intrinsic rewards](#) and no reward.

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F

FAQ (Frequently asked questions)

Many Web sites and services have a FAQ section where users can review the answers to typical questions. These FAQ's can make the site more usable and reduce the load on technical support teams.

Facebook

Facebook is a [social network](#). According to Alexa.com Facebook is the social network with largest number of users and the fourth busiest site globally (as at 30 May 2009).

Firewall

A firewall is a technology that prevents unauthorized access to areas of a network, and in particular which regulates people entering private networks via the Internet, and prevents the admission of electronic agents that could compromise your systems.

Firm

The [Firm](#) is a Norwegian based [ASP](#) offering online quantitative market research services. The Firm's online market research system is called [Confirmit](#).

Flame

A flame, is an angry view that is emailed or posted on a bulletin board. As a verb, Flame refers to the process of sending angry messages. If you breach Internet [netiquette](#) you may find yourself being flamed, being sent angry messages by many people.

Flash

A technology from [Adobe](#) used to present 'bandwidth-friendly' animations on Web pages. For more information visit www.adobe.com. Flash can be used for animated graphics and for movies. [YouTube](#) uses Flash movies.

Flash Page

See [interstitials](#).

Frames

Frames are a way of organizing Web sites so that browsers display several areas on the screen at the same time, each of which is a Web page.

Frequency

The number of times the same [ad is viewed](#) by the same person. [Cookies](#) can be used to control ad frequencies.

Freeware

Freeware is software that is distributed free, often as an inducement for people to try it and then to go on and buy a commercial version (usually with greater functionality). Freeware should not be confused with [shareware](#) – for which some payment is usually required.

FTP (File Transfer Protocol)

FTP is a method of uploading and downloading files. FTP used to be fairly common on the Internet, but is now restricted mainly to the technical community.

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G

GIF (Graphics Interchange Format)

GIF is one of the two leading Internet formats for storing graphical images, the other popular format being [JPG](#). GIF files use data compression to reduce the size of the file, making it easier to transmit over the Internet.

An animated GIF is created by storing multiple images in the same file. These images are then displayed one after another giving the impression of movement – in the same way a cartoon gives the image of movement.

GMI

[GMI](#) is a US based [ASP](#), providing online market research services to researchers. GMI offers both quantitative and qualitative products.

Godin, Seth

Seth Godin is a leading author and write on [permission based marketing](#). For more information see www.permission.com. Godin has a very popular [blog](#).

GoToMeeting

[GoToMeeting](#) is a method of holding remote meetings, debriefs, and Webinars via the Internet. GoToMeeting is a direct competitor of [WebEx](#).

GPRS (General Packet Radio Service)

GPRS is often referred to as 2.5G (i.e. 2.5 generation) because it is a way of improving the performance of the existing second-generation mobile phone network. It can offer data rates between 56kbits/s and 114kbits/s. GPRS allows users to remain connected to the Internet, being charged on the volume of data sent and received, rather than by charging by connect time. GPRS may provide a way of providing data communications prior to the introduction of third generation mobile phone networks ([UMTS](#)) in 2003.

GSM (Global System for Mobile Communications)

GSM, or second generation mobile, is the current standard for mobile telephony in Europe, and many other parts of the world. Unlike its predecessors it is a digital service, but it offers only slow and relatively expensive data services.

GUI (Graphical User Interface)

An alternative to the older text based interface. The most typical GUI is the windows mouse pointer interface, which allows the user to see the system as a sequence of icons and to use the mouse to control it.

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H

Harris Interactive

[Harris Interactive](#) is a major US-based research agency and owners of a large online [panel](#). In the US. Harris Interactive's political studies, predicting the results of US elections from surveys conducted amongst their online panel, have done much to increase the credibility of online research.

Harris Interactive have championed the use of [propensity weighting](#) as a method of making the results from online studies more predictive of the offline world.

HB (Hierarchical Bayes)

Hierarchical Bayes is a computer intensive technique that is based on Bayesian statistics. The attraction of HB is that it allows a researcher to collect sparse data and then estimate how the missing data would behave. For example HB is used in conjoint analysis, each respondent answers a sub-set of the questions and from this data a total distribution is estimated. Using complicated procedures (beyond the scope of most researchers) HB then estimates the values for each respondent.

HDTV (High Definition TV)

TV using a digital format and providing about five times as much definition as conventional TV.

Hit

A hit is the term used to describe each element downloaded from the [server](#) when a user visits a web page. If a page contains three graphical images then the server will record four hits, one for the page and one for each of the images downloaded. Hits are useful as a measurement of workload on the server.

Home Page

The home page is the central point of reference for a Web site, and is often also known as the index page. Web sites tend to have a tree structure, which starts with the home page and extends beyond it with a branch structure. Many web sites will include links back to the home page at various points, to enable the visitor to readily return to the central point.

Host

A computer connected to the Internet offering services to other computers. Each host has a permanent [IP address](#). A host is also known as a [server](#).

Hotmail

Hotmail is owned by [Microsoft](#) (and operates as part of the [MSN](#) and Windows Live services) and is the leading supplier of free email services. Hotmail is a Web based email system, users can connect via any Internet connection and do not store their emails and address books offline.

House ads

House ads are ads for a product or service from the company publishing the web page. The [IAB](#) recommends that revenues from house ads should not be included in reported advertising revenues.

HTML (Hypertext Markup Language)

HTML is the language that underpins [World Wide Web](#). HTML allows browsers to convert plain text Web pages into the graphical screens associated with the Internet. HTML consists of a set of tags that tell the browser how to display the elements, or where to download additional elements. HTML is a specific form of the more general [SGML](#).

HTTP (Hyper Text Transfer Protocol)

HTTP is the most common format for transferring documents on the Internet.

HTTPS

By convention, [URLs](#) that require [SSL](#) start with HTTPS, SSL provides a secure Internet connection and is used when sensitive data, e.g. credit card details, are being entered.

Hyperlink

A hyperlink is a method of turning text or a graphic into an instruction to transfer the user to some other locations (within a document or across the Internet). The [link](#) is associated with a piece of text or a graphic, when the users clicks on this link they are taken to the new location.

Hypertext

The term hypertext refers to text on a page that causes a [hyperlink](#) to be actioned when the user clicks on it.

Hyperstitial

A hyperstitial is an ad that is displayed whilst the user waits for the requested page to be downloaded; these ads can be full screen or smaller. Hyperstitials are very similar to [interstitials](#).

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I

IAB (Interactive Advertising Bureau)

The [IAB](#) is a US based trade association (with other national affiliates) who seeks to promote and regulate Internet advertising.

ICQ

ICQ (pronounced I seek you) is the longest established instant messaging system. In recent years [MSN](#) and [AOL's](#) instant messaging have become more popular.

Ideagora

An ideagora is a place, usually a website, where companies and individuals can come together to exchange and sell ideas and solutions. The phrase was used by [Dan Tapscott](#) in his book [Wikinomics](#).

IM (Instant Messaging)

A method of two or more people creating a private chat room. IM systems (such as [ICQ](#), [AOL](#) Instant Messaging, and MSN Messenger etc.) tell users which of their friends/contacts are online.

Image Map

An image map is a graphic on a Web page that comprises a number of [hyperlinks](#). Each hyperlink or hot spot can lead to a different location. For example a store with regional outlets may show a map

of the country on its web site, where clicking on a region would take the user to the information for that area.

IMAP (Internet Message Access Protocol)

IMAP is a protocol for retrieving email. Version 4 of IMAP is similar to [POP](#) but it is claimed to have additional functionalities.

Insertion

An insertion is the placement of an ad on a Web page, as recorded by the [ad server](#).

Interstitial

Interstitials are ads that appear between one page and another (the analogy being to stitching an ad between two pages in a magazine). Interstitials are also known as transition ads, [splash pages](#) and flash pages.

Intranet

An intranet is an internal computer network that uses Internet technology to allow people within the organization to share information and work collaboratively, i.e. a web within one company.

Intrinsic Rewards

Intrinsic rewards are rewards that satisfy inner values rather than providing rewards with practical benefits (such as cash). Examples of intrinsic rewards are the sense that one is being listened to, a sense that one has had a change on the world, and the accumulation of status via concepts such as [egoboo](#).

Inventory

Inventory is an advertising term that covers the collection of ads available on a Web site.

Invisible processing

Invisible processing is a generic term that covers the practice of collecting information about users/respondents without them knowing. For example the [server](#) may query the browser to find out [client-side](#) information such as: screen size, operating system, color settings, options enabled, plus [server-side](#) information such as date of access, [referring URL](#), etc. The [ESOMAR/ARF guidelines](#) say that a site's [Privacy Policy](#) should warn users if invisible processing is being used.

IP (Internet Protocol)

IP is the standard communications [protocol](#) for transmitting data over the Internet. The reason the Internet works is that everybody is using the same protocol.

IP Address

Every system that is connected to the Internet has a unique address in the form of a four-part number XXX.XXX.XXX.XXX where each of the parts is an integer in the range 0 to 255. Most [ISPs](#) and [Proxy servers](#) use a [dynamic approach](#), which means that each user of their service does not have a permanent, unique IP Address.

IRC (Internet Relay Chat)

IRC is the software that underlies online [chat rooms](#) and other forms of online [chat](#).

ISDN (Integrated Services Digital Network)

ISDN is a digital telephone system that can transfer data at up to 128 Kilobits per second.

ISP (Internet Service Provider)

The ISPs provide the connection between users and the Internet. The services provided by ISP's vary greatly and can cover everything from basic access and email, to sophisticated services such as [VoIP](#).

Itracks

[Itracks](#) is a US based ASP offering online qualitative services to the market research industry. Itracks offer services and support for both [synchronous](#) and [asynchronous](#) groups.

ITV (Interactive TV)

ITV is a generic phrase that includes any system that allows two-way communication between viewers and the broadcaster or cable operator.

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J

Java

Java is programming language for building applications on the Internet. Small Java programs, called [applets](#), can be downloaded from a [server](#) and run by Java compatible browsers such as Internet Explorer.

JavaScript

JavaScript is a scripting language originally developed by Netscape to allow dynamic interaction with Web sites. JavaScript is a quite separate language from [Java](#), and is generally considered much easier to program, but more limited.

JavaScript code can be designed to run [server-side](#) or [client-side](#). The main difference being that server-side code will always run (if configured properly), whereas client-side JavaScript will only run if the user's computer is configured to allow it.

JPEG (Joint Photographic Experts Group)

JPEG is one of the two most popular formats for Internet graphics, allowing the image to be compressed to facilitate faster downloads. Some JPEG files have the suffix JPG, rather than JPEG.

JPG

See [JPEG](#).

Jump Page Ad

A jump page is a [microsite](#) that is activated by clicking on a [button](#) or [banner](#). The jump page contains [links](#) to several further pages.

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K

Key word

Keywords are words or phrases typed into a [search engine](#) by users. Advertisers can purchase key words from the search engine, so that people typing these words in will be directed to the advertisers site.

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L

LAN (Local Area Network)

A network of computers connected together at a single location, using a technology such as [Ethernet](#).

Latency

Latency describes the delay in a system. For example the time it takes a packet of information to travel across the network, or the delay between a request and the display of content, are both described as the latency of those events.

Latent click through

A latent click through is when somebody sees an [online banner](#), and later visits the advertiser's site as a result of seeing the banner, but without clicking on the banner.

Legacy

Legacy refers to the need to ensure that new software packages and operating systems can read old data and will work with established interfaces. Legacy issues tend to slow down the development of new systems and can also ensure that a company stays locked in to a less than optimal configuration, because otherwise it would have to pay to convert all its systems, or lose information.

Link

A link is a [hyperlink](#) between an item on a Web page and some other location.

LinkedIn

[LinkedIn](#) is a [social network](#) whose focus is businesspeople. Members of LinkedIn tend to have profiles this relevant business details and may use it to develop their business contacts.

Linux

Linux is a [Unix](#)-based operating system that is very suitable for PCs and is free. Linux was developed by [Linus Torvalds](#), from the University of Helsinki.

Listserver

A listserver is program/service that allows a user to send emails to a list of people.

Log file

A log file is a record on the [server](#) that records all the processes on the Web site. This information includes date, [URL](#) served, [IP address](#), [referring URL](#), etc.

Lurker

A lurker is a member of an [online community](#) who tends to log on but does not take part in any of the activities or conversations.

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M

Macromedia

Macromedia's products are now available from [Adobe](#).

Maturation

Changes in people that take place during the experiment that are not necessarily related to the experiment but may affect their response to the element under investigation. [Asynchronous techniques](#) such as [Bulletin Board Groups](#) facilitate the examination of the maturation effects.

Mashup

A mashup is when two or more services or products are combined together to make something new. A mashup does not have to be Internet related, for example when Danger Mouse combined Jayzee's Black Album and the Beatles White Album to create the Grey Album he was creating a mashup, a video of which can be seen at: <http://www.youtube.com/watch?v=3SD8wxFBrPw>.

In terms of websites a mashup takes two or three services to make something new. For example, [HousingMaps](#), takes house sales information from Craigslist and overlays this on Googlemaps to create a new service.

MaxDiff Scaling

MaxDiff Scaling is a technique which produces unbiased scalings and is particularly useful in cross-country or cross-cultural projects. In a MaxDiff project the respondent is shown a group of attributes or features and says which is best and which is worst. The data is then accumulated across the respondents to provide a scaling amongst a larger set of attributes or features. If is the fact that respondents have to make a single choice of best and worst, for every set they are shown, that creates the unbiased nature of the scale.

MEG (Moderated Email Group)

A MEG is an [asynchronous qualitative](#) technique, originally developed by [Pete Comley](#). A MEG is conducted by the moderator sending a series of emails to the members of the group, who in turn reply to the moderator. With a MEG the members of the group do not communicate directly with each other.

Meta Tag

A meta tag is a special [HTML](#) tag that has no visible effect on the Web page. The meta tag contains information about the page, such as who created the page, how often it is updated, what the page is about, and keywords. Many [search engines](#) use the keyword and description meta tag contents when building their indexes.

M-commerce

M-commerce refers to any form of commerce transacted via a mobile device such as an Internet enabled mobile phone.

Microsite

A microsite is a multi-page ad or a sub-site delivered by clicking on an initial ad. The microsite is normally hosted by the same [server](#) as the parent site.

Microsoft

Microsoft is the main provider of operating systems, office programs, and Internet browsers for the PC market. In addition [MSN](#) is a major player in terms of the Internet, for example owning [Hotmail](#).

Millward Brown

[Millward Brown](#) is a leading research agency and a member of the WPP group. Millward Brown is a recognized leader in advertising tracking and pre-testing (with products such as ATP and Link).

Mirror Site

A mirror site is a copy of a Web site. The mirror site can be used to spread [traffic](#) to avoid bottlenecks, or to increase reliability. Mirror sites are also used by parts of the Internet community to protect a site from censorship.

Mixi

[Mixi](#) is the leading [social network](#) in Japan.

Moore's Law

Moore's law was originally developed by Gordon Moore in 1965, that the number of transistors per square inch doubles every 18 months. The number of transistors per inch is directly related to the power of a processor.

MP3

MP3 is a compressed format for audio files.

MRS (Market Research Society)

The MRS is the market research organization of the UK. For more information visit www.mrs.org.uk.

MRSA

The MRSA is the old name for the [AMSRS](#).

MRSS (Market Research Society Singapore)

The market research society for Singapore.

MPEG (Motion Picture Exports Group)

MPEG is a format used to compress and transmit audio-visual material.

MSN

MSN is Microsoft's online presence and includes such services as [Hotmail](#) and MSN's [Instant Messaging](#).

MySpace

MySpace is a leading [social network](#), based in the US, but with a major global footprint.

MySQL

[MySQL](#) is a relational database management system which is available in both [open source](#) and proprietary versions.

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