Language of digital – a glossary

Term or acronym	Definition
AR	**Augmented Reality (AR)** is the use of digital vision, sound or other sensory stimulus which is overlayed on to the real physical world through a technological / electronic device (such as smart phone, tablet, games console or computer headset). It creates an enhanced version of a real physical space and requires the use of a screen and camera. Augmented Reality is sometimes also referred to as **MR** or **Mixed Reality**.
VR	**Virtual Reality (VR)** is the use of digital visual, sound and other sensory stimulus are used to create a wholly computer-generated environment accessed via an electronic device, typically using a headset (in order to experience a fully immersive experience) but can also be viewed via a smart phone, tablet or PC. There are a number of VR headsets readily available to consumers for use in their own homes. These VR devices include brands such as Oculus (and Oculus Quest), HTC Vive and for the games console PlayStation (PlayStation VR).
360 capture/ Photography / Filmography	**360** degree capture or photography is the process of digitally capturing a physical scene, area or object from multiple angles. Using computer software, the process allows the end user to experience a complete 360 degree view and / or navigate a scene via an electronic device (such as smart phone, PC, Mac, Tablet, games console or VR headset). 360 photography is also sometimes referred to as 360, VR photography, 360 panoramic photography, 360 spherical photography or photosphere. The process is often used to create 'virtual tours' and there are a number of branded providers of the service. 360 content is not just limited to photography. Computer generated scenes or single objects can also be delivered as a 360 experience.
Virtual tour	**A virtual tour** typically employs 360 photography to create a digital opportunity for users to experience a physical location remotely, via an electronic device (such as PC, Mac, Tablet or smartphone). When 360 tours are offered, users are normally able to navigate their view of the location using their chosen device.

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	Virtual tours can also be a livestreamed or pre-recorded experience, where a host films the location they are in and users access the pictures (and audio) remotely via an electronic device. These types of filmed tours, may have different levels of interaction with their audience. Virtual tours can be hosted by a variety of platforms, for example on customised websites, via social media, app's or video conferencing software.
Immersive experience	**Immersive** experience typically uses a mix of audio, visual and perhaps with other sensory stimuli (for example, scent or movement) to engage individuals into a created environment. An immersive experience might be presented as an in-person event and may not require any technical means or could be delivered as remotely as a purely digital experience. In the context of digital, VR and AR technologies are frequently used to create remote immersive experiences.
Custom Web	**A customised website (custom web)** describes a bespoke website, which might have specific unique features or access to unique digital content. Websites can be a platform to offer audience members access to multi-media content, time limited or ticketed events (such as single performances, digital festivals) as well as more standard features such as e-commerce or general information about an organisation.
App	**Applications (app's)** simply describes a type of software that can be downloaded and installed on an electronic device, typically a smartphone or tablet but might also be on a games console or computer.

Social media	**Social media** describes the online digital channels used by networks of individuals or organisations to share, interact and exchange information, ideas, thoughts and option.
	
	Social media platforms typically allow users to share multimedia formats (audio, photography, video) as well as written comment or use of iconography to express their thoughts or emotions. Popular social media platforms include;
	    Facebook - focused on networking people socially.
	    Instagram - focused on sharing imagery and photography.
	    TikToc -focused around short form video / film. (TikToc is known in China as **Douyin**)
	    Linkedin - focused on professional networking.

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	Twitch -focused on livestreaming content, particularly around video games. **Twitter** -focused on networking / grouping topics with each post/tweet limited to140 characters. **Discord** -voice chat and video, text chat merging from PlayStation – discord can create events. **Weibo** - Chinese based social media platform sharing multi-media where written posts are limited to 140 characters. **Pintrest** - focused on creating groups of photographs, following 'boards' and visiting related websites on the user's selected topic areas ('pinning' items to their board) – unlike other platforms, users do not comment on the post itself. Content can be shared via direct message using other messaging platforms such as WhatsApp. **Redit** -a socially curated social news/ forum website Many of the above social media platforms have direct message facilities – either linked to the same provider or access to multiple messaging services.
Messaging platforms DM or PM	**Messaging platforms** describe software that allows users to **Direct Message (DM) / Private Message (PM)** their personnel contacts with text, audio or visual / photographs content. Messaging platforms are typically accessed via smartphone and tablets, but can also be used via computer. Some services allow users to create a group/s of contacts and publish messages to all members of the created group. Most services record when the intended recipient receives a user's message and some (such as WhatsApp) also notify the user when a message has been read. Many messaging services are integrated into social media platforms. Popular messaging platforms include: **Messenger** - Voice, Video and text (messages and calls). Users can exchange multimedia formats and can create groups. Part of Facebook social media platform **WhatsApp -** Voice, video and text (messages and calls). Users can create group chats and can exchange most multimedia formats. This is the most popular messaging app in the world. **Slack -** Text and file sharing – users can create channels/subject groups and is aimed at business users working on projects together. **Discord** - Video, voice and text - users can create groups or custom channels/topics. Popular with gamers. **Snapchat** - Voice, video, photo and text (messages and calls) Unlike the other popular messaging services, messages delete after viewing so there is no history. The service also includes Snapchat Stories – allowing updates / photos to be shared and viewed by a group of followers for an individual but expire in 24 hours after viewing.

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Webinar	**A webinar** or Web Seminar - describes an on-line video workshop, lecture, seminar or formal teaching / educational presentation. It is a one-to-many event which is attended exclusively by an online audience and differs from a video meeting as a presenter maybe unable to see their audience and by the formality, level of interaction and focus on a limited number of speakers. Webinar software often provides functionality for users to conduct polls or surveys during a presentation and for audience members to submit questions via text chat. Webinars may be a real-time event (which can be recorded and made available to view by others later) or delivered as pre-recorded content. **A webcast** also describes a seminar type event which is broadcast on-line but also includes the presence of a physical audience.
Video hosting / sharing platforms	**Video hosting and sharing platforms** describes software that allows users to broadcast and/ or view video via the internet. The most popular platforms are YouTube & Vimeo and are perhaps best known for their & social media and business to Customer content respectively. However, there are a huge range of other platforms available such as Brightcove, Dacast, Kaltura, IBM Cloud Video and Wistia with most video platforms able to be embedded into a website. YouTube allows users to access video on demand (when they choose) and search for topics, titles or by the creator's name. Many video hosting platforms also facilitate Livestreaming.

Video conferencing	**Video conferencing** describes the technology / software that allows individuals to meet remotely using video and audio (without being in a shared physical location). Video conferencing platforms typically enable users to interact together in real-time as well as share screens, present slides, documents and files as well. Many meeting software packages integrate or interact with digital diary's, facilitating meeting invitations to appear in users/ attendee's calendars. Popular conferring platforms include:
	     Microsoft Teams
	     Zoom -
	     Skype
	     Goggle meets
	     Webex meetings
	     Slack

Livestreaming	**Livestreaming** describes the process of simultaneously recording and broadcasting /sharing real time media, video and audio via the internet on a one-to-many basis. Livestreamed events may have some limited interaction between the performer and the audience, typically via a live chat function.

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	Many social media platforms facilitate livestreaming, for example Facebook, Instagram and Twitch as well via other platforms such as video hosting providers, for example YouTube (via YouTube live) and Vimeo. In some examples, livestreamed content may be delivered after a short delay, to facilitate minor editorial changes in a similar way to any other live broadcast.
Streaming	**Streaming** refers to the broadcast of pre-recorded content via the internet. In some examples, pre-recorded content might be delivered as a single event, at a specific time and from a specific platform (such a customised website). For example, this might be the case where content is as part of an online festival or where content is a single pay to view performance.
Streaming services	**Streaming services** describes the media platforms and providers that offer content via the internet in which users can normally choose what they view and access on-demand / at a time of their choosing. Typically, streamed services offering pre-recorded content allow users to pause, play and rewind media with viewers unable to participate in any real-time interaction with the broadcaster. Popular streaming services include pay to view / subscription based providers such as Netflix and Disneyplus (Disney+) as well as Free-to-access provision such as BBC IPlayer & BBC Sounds, ITV Hub & More4.
Audio tours	**An Audio tour** describes a recorded spoken commentary, typically to assist a visitor with their understanding and exploration of a place such as a museum, gallery, visitor attraction or specific location. Audio tours are normally delivered to their audience via a personal mobile handheld device (for example, smartphone or dedicated headset) and often used for self-guided visits but also sometimes used as part of an organised tour or visit.
Metaverse	**The metaverse** in an emerging term and concept used to describe a network of digitally created environments / 3D virtual worlds. It is focused around social connection and interaction of users in virtual spaces.