

Fundamentals of Digital/Online Media

Midterm Study Guide - UPDATED 10/6

Topics:

- HTML Code
- Importance of knowing HTML code
- History of Browsers (first visual browser, creators)
- History of Digital Media (“internet culture,” reasons for creating the Internet,)
- Reasons for blogging
- How Twitter works – mentions, direct messages, trending topics, etc.
- Google Analytics, Basics of Search – (alt information, bounce rate, spiders, indexing of information, linking to sites, what Google did right)
- How Blogs Work, basic functions
- Wordpress – adding posts, pages, links, images, working in the dashboard)
- WWW vs. Internet
- Apps discussed in class – waze, circa, storify – and how they relate to digital journalism
- “Browser Wars” video – major players, outcome
- Mobile Journalism (“good enough” revolution, backpack journalists,
- News items discussed in class

Vocabulary:

Pixels, bits, bytes
Browser
Crowdsourcing
CSS
FTP
Hashtag
HTML
Link journalism
Live blogging
Pro-am Journalism
RSS
Trending
Web server
Web 2.0
Microblogging
Hyperlocal

People:

Jerry Yang
David Filo
Larry Page
Sergey Brinn
Mark Andreessen
Mark Zuckerberg
Tim Poole
Sir Tim Berners-Lee
Bob Metcalfe