

## Facebook lingo

**Facebook** (*n*) A privately owned company that operates a social networking website by the same name. Based in Palo Alto, California, Facebook claims more than 500 million users and 1,600 employees.

**Friend** (*n*) A person or business you invite to share information with you electronically.

**Friends of Friends** (*n*) The people your Facebook connections (friends) have on their Friends Lists.

**To Friend** (*v*) The act of asking people to give you access to their profiles; when they “friend” you, you have been “friended.”

**To Unfriend or Defriend** (*v*) To remove someone as a friend. The New Oxford American Dictionary named “unfriend” as the 2009 Word of the Year. However, Facebook fanatics insist the word is defriend.

**Profile** (*n*) Information you provide about yourself. It’s also a place where your information appears.

**Status Updates** (*n*) A message you type in to tell friends what you’re doing, how you feel, what’s on your mind.

**The Wall** (*n*) Area on your Profile where you post your status updates and your friends post comments.

**Home** (*n*) Scrollable page with updated status reports, links, photos etc. from your friends.

**Message** (*n and v*) The only thing on Facebook that’s relatively private (for now). You can send private messages to people and they can respond without the contents appearing on your public wall.

**News Feed** (*n*) A refreshable list of status updates on your Home page about what you and your friends are doing on Facebook, the Internet and in the real world. The updates involve information from websites you “like,” brick-and-mortar places you visit and from Facebook, updates to games you play, page membership, friending, links, etc.

**Applications** (*n*) Small programs (550,000+ of them) developed for and by Facebook (such as games, weather maps, virtual florists) that increase the company’s income and the user’s exposure to 1) a variety of fun and interesting things to do and 2) malware and viruses and loss of privacy.

**Tag** (*v*) To label friends in a photo or video and then link it to their profile pages.

**Block** (*v*) To prevent someone from searching for and viewing your profile; you can ban access temporarily or permanently.

**Instant Personalization** (*n*) An electronic snapshot of where you like to go and things you like to see online. It’s like a wire tap on your cybersteps, with the results broadcast to friends and unknown businesses.

