Public Health Media Library Glossary

Term	Definition
Active Media (Available Media)	Media that can be requested from the Content Services APIs but cannot necessarily is discovered in the catalog. All catalog content is available but not all available content is in the catalog. Also known as Published Media.
API	API is an acronym for Application Programming Interface.
API Users	API Users are technically proficient users whose goal is to create domain specific applications or sites that use CDC content.
Application Programming Interface (API)	An application programming interface (API) is a well-defined set of functions and arguments that are exposed for programmatic use and can be used to create applications that make use of those functions. An application-programming interface (API) is a set of programming instructions and standards for accessing a Web-based software application or Web tool.
Available Content	Available content includes media that can be requested from the Content Services APIs but cannot necessarily be discovered in the Public Health Media Library Almost all CDC content can be made available for syndication, although not all available content is in the catalog. If you have a question about availability of particular content, please send a note to IMTech@cdc.gov.
Available Date	Available Date indicates the date that media became available on or the provided date.
Badges	A Badge is a graphic that can be posted on an individual's social network profile or personal blog to show support for or affiliation with a cause or issue. Buttons and badges are basically the same type of media, with different messages A badge says "I did this thing" or "I belong to this group. Badges can differ from buttons in several ways, including the messaging and sizing. The primary difference is that a button is for use by organizations and a badge is for use by individuals.
Basic Search	A Basic Search allows for the search and location of media through the Public Health Media Library. A Basic Search provides a simple text input which searches across multiple, media attribute values. This search is limited to titles and topics that contain the input value.
Basic Search Area	The Basic Search Area contains a text box in which the user can type a search term.
Blog	A blog (a truncation of the expression web log) is a discussion or

Term	Definition
	informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first.
Browse	To Browse is to scan and view or quickly examine the media types available in the Public Health Media Library.
Buttons	A Button refers to any graphical control element that provides the user a simple way to trigger an event. A Button is a graphic element used to promote campaigns and causes online. A button is created for internal (CDC) and/or external promotion of campaigns and is designed specifically for partners and organizations to use on their Web sites. Buttons help to promote initiatives and drive web traffic back to CDC.gov
Campaign	A coordinated set of health communications messages and media, usually with goals to raise awareness or change behavior.
Collection	A Collection is a set of media that share a common topic, campaign, audience, or attribute.
Consumer	A Consumer is an identified system that makes a call to the interface using standard HTTP.
Contact	A Contact represents a person, an employee of an organization.
Content	Content is a specific sub-type of media that represents an extracted and processed snippet of a source domain such as a Web page.
Content Embedders	Content Embedders search for and locate media to support their own websites and applications. Their goal is to integrate external content into their sites seamlessly.
Content Services (CS)	Content Services is the CDC team that supports the development of a group of media and communication- related APIs that allow for the capture, promotion, discovery, sharing, and use of electronic media products.
Content Source	A Content Source is a party or agency that is making content available for syndication. Synonymous with the "publisher" concept found elsewhere in this specification.
Content Syndication	Content Syndication is an easy and cost-free way for you to add CDC content directly to your websites. When the CDC updates their content, those updates display immediately on your site providing credible, timely, and science-based health information to your audiences.
Discoverable Media	Discoverable Media are media items that are available in the Public Health Media Library, and can be found through the API. Also known as visible media.
Discovery	Discovery is the act of finding media that is available through the API.

Term	Definition
Domain	A Domain is a digital address such as a Web address.
eCard	An eCard or electronic card is similar to a postcard or greeting card, with the primary difference being that it is created using digital media instead of paper or other traditional materials.
	An eCard as a type of media represents a greeting card that is hosted on a Web page and can be sent through email to one or more recipients. eCards can be animated or static. An eCard most often contains a link to deeper content on the hosting site, such as an index page for the topic of the eCard.
Embed Code	Embed code is a snippet of JavaScript that provides access to media and media functionality when a Web page is rendered. Embed code also provides render time, customization, and metrics functionality.
eXtensible Markup Language (XML)	eXtensible Markup Language is a markup language that defines a set of rules for encoding documents in a format that is both human-readable and machine-readable.
External Registrant	An External Registrant is able to access all media types and topical navigation controls and browse/view and search the pages.
External System	An External System searches for media by by-passing any graphical user interface (GUI) and directly using the Search API.
External Unregistered User	An External Unregistered User is able to access all media types and topical navigation controls and browse/view and search these pages.
Featured	Featured defines a list or collection of media items that are highlighted on the Public Health Media Library homepage.
Featured Media	Featured Media are type of media that rotate periodically on the Storefront homepage or for a specific media type.
Filter	A Filter is a way to allow the user to narrow the selection of data displayed within a search.
Graphical User Interface (GUI)	Graphical User Interface is a common term for the human / system interaction point for Content Services.
	A graphical user interface (GUI,[j] sometimes pronounced "gooey") is a type of interface that allows users to interact with electronic devices through graphical icons and visual indicators - usually consisting of forms that display data, capture data, and expose functionality to a user. May be a Web application, a mobile application, or a desktop application.
HTML	HTML is an acronym for Hyper Text Markup Language.

Term	Definition
HTML Content	HTML content is Web page content written in HTML. A specific type of media that represents an extracted and processed snippet from an HTML content source page. Can be syndicated.
Hyper Text Markup Language (HTML)	HTML is a computer language devised to create website content. HTML consists of a series of short codes or tags typed into a text file by the site author. The text is saved as a file and viewed through a browser
Image	An Image is actual picture: a picture or likeness of somebody or something, produced either physically by a graphic illustrator, painter, or photographer, Images in the Public Health Media Library include photographs, monographs, or logos.
Infographic	An Infographic (information graphic) is a representation of information in a graphic format designed to make public health information easily understandable at a glance.
Ingest	Ingest is the process of capturing media metadata from an external system.
iPad App(s) / Mobile App(s)	IPad App(s) / Mobile App(s) represent applications that consume media from the system and make that media available to their users.
JavaScript	JavaScript is a (scripting) programming language used to make Web pages interactive.
Media	Media is an inclusive term which describes any of the offerings in the Public Health Media Library, which include HTML, images, video, eCard, etc.
Media Administrators	Media Administrators are principally involved in campaign promotion and messaging through usage of different electronic media channels. They are also involved with external marketing efforts and partner outreach.
Media Capture	Media Capture is the process of capturing metadata about a piece of media, and also categorizing it for discovery, if appropriate. This process is usually a combination of manual and automated tasks where metadata is captured from some automated ingestion process and then corrected/updated/enhanced by an administrator in the Admin tool.
Media Collection	A Media Collection is a set of media that share a common parent-child relationship to a single media type.
Media Embedding	Media Embedding allows users to locate and test a media item that they want to share on their website and also provides a snippet of code that the user can then include on their site to retrieve the media item at render time in a page consumer's browser. The idea of embedding extends to all media types to allow eCards, Podcasts,

Term	Definition
	etc. to be embedded into Web pages and even applications.
Media Feedback	Media Feedback is a numeric rating value or textual comment provided by a user and associated to a specific media item as a means of expressing their level of satisfaction with the media item.
Media ID	A Media ID is a system-generated identifier for each media record. This ID uniquely identifies the media record and is used to request the media item in other use cases.
Media Item	A Media Item is a defined, categorized piece of content identified and cataloged in the Public Health Media system as media.
Media Service API	Media Service APIs are called from Embed code and from the application. These APIs provide application with media-specific functionality e.g., the ability to embed HTML content.
Metrics	Metrics are measurements of the use of the system and the media within the system.
Microsite	A microsite is an individual web page or a small cluster of pages [4] which are meant to function as a discrete entity within an existing website or to complement an offline activity.
Ontology	In the context of computer and information sciences, Ontology defines a set of representational primitives with which to model a domain of knowledge or discourse. The representational primitives are typically classes (or sets), attributes (or properties), and relationships (or relations among class members).
Organization	An Organization represents a business, educational, or commercial entity. Can be internal to the Content Services system owning organization (OADC inside CDC or CTP inside FDA) or can be external and associated to registrations
Other Content Service Instances	Other Content Service instance is a remote instance of the system or a different system that has been created to comply with interface specifications. These instances can share catalog information and may provide their registrants with a federated discovery mechanism.
Parameter	Parameters are values passed on a URL in normal HTTP notation (first one starts with a question mark "?" and any others are separated by the ampersand character "&") e.g., http://pageurl?parameter1=1&meter2=2 The complete list of parameters is often referred to as the query string.
Podcast	A podcast is a digital medium consisting of an episodic series of audio, video, PDF, or ePub files subscribed to and downloaded through Web syndication or streamed online to a computer or mobile device.

Term	Definition
	The word is a coined phrase derived from "broadcast" and "pod" from the success of the iPod, as audio podcasts are often listened to on portable media players.
	A binary media type that represents either an audio or video file. Often grouped together and represented as a feed (series) for subscription.
Podcast Series	A specialization of the FEED type that can be registered in iTunes and can be subscribed to using a podcast aggregation tool.
Public Health Communicator – (Media Consumer)	Public Health Communicators as media consumers gather information to support campaigns which use media. They decide what content to share with their audiences.
	Public Health Communicators gathers information to support campaigns. They support driving additional traffic to their website to make it more interesting and achieve greater breadth. Their goal is retention - keeping people on their websites in order to keep people healthier.
Public Health Communicator – (Media Creator)	Public Health Communicators as Media Creators support the efforts of SMEs by publishing and publicizing public health information for multiple audiences and in multiple formats.
Public Health Media Library	The Public Health Media Library system is a Web application that provides the ability to browse or search media of all types available from the system and to generate specific embed code for the user / registrant to syndicate.
Really Simple Syndication	Really Simple Syndication syndicates or subscribes to the feed of a website, blog, or almost any media content online (not just articles, it can be music, video or almost any digital media).
	A family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.
Reference Data	Reference Data is sometimes called lookup data. Reference Data are sets of values such as a list of states, countries, etc., which are used in the system to help capture consistent data from multiple users.
Registrant	A Registrant is users of the Public Health Media Library system that has registered with the system and is eligible to download embed code for media items after searching or browsing for types of media.
Registration	Registration is the process of registering. When you register on the Public Health Media Library system, you register to obtain embed code so you can syndicate content and other digital media. You register your email address, your organization, or your Web domain.
Reporting System	A Reporting System is a system for selecting, running and viewing reports about media, metadata, media usage and other data.

Term	Definition
RSS	RSS is an acronym for Really Simple Syndication.
Role	Role is an identifier that can be associated to a specific set of functions in an application or module and can be associated to a user.
Search Engine Optimization (SEO)	Search Engine Optimization is the practice of improving and promoting a web site in order to increase the number of visitors the site receives from search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the Web.
SEO	SEO is an acronym for Search Engine Optimization.
Share	Share is a control, flag, or other indication that the media can be shared (embedded or sent). The default is Yes.
Sitemap	Sitemap is an XML file, as specified by Site maps website that is used to provide a list of prioritized URLs to a search engine or other crawling / ingestion mechanism.
Sitemap Index	A Sitemap Index is an XML file, as specified by Site maps website that is used to represent a group of sitemaps.
SMEs	SME is an acronym for Subject Matter Expert.
Storefront	The Storefront is the homepage of the Media Public Health Library system. An application that allows a user to browse or search media of a specific types available from the system. This use can either be for procuring the embed code or for executing the intended function of the media found: such as sending an eCard, or listening to a Podcast etc.
System Administrator	System Administrators manage users, the media catalog, and the Storefront(s) within the Public Health Media Library system. System Administrators strive to ensure content is fresh and available 24/7. Goal of System Administrators is to reduce complaints / issues and lower support costs. System Administrators also deliver support.
System Owner	The System Owner provides the tools to disseminate public health content. This stakeholder develops and implements the Public Health Media Library system and ensures that the system is available.
Thumbnail	A Thumbnail is a miniature graphic image: a small version of a larger graphic image displayed on a computer monitor so as to save space.
Thumbnail Viewer	A Thumbnail Viewer is used to view thumbnail for all media.
Topical Navigation	Topical Navigation is the method used to access topics within the media.
UI	UI is an acronym for User Interface.
Uniform Resource Locator (URL)	A URL is a formatted text string used by Web browsers, email clients and other software to identify a network resource on the Internet. Network

Term	Definition
	resources are files that can be plain Web pages, other text documents, graphics, or programs. A URL is anInternet address: an address identifying the location of a file on the Internet, consisting of the protocol, the computer on which the file is located, and the file's location on that computer.
URL	URL is an acronym for Uniform Resource Locator
User Interface (UI)	A User Interface is the part of a computer system with which a human interacts.
User Role	User Role is an aggregation or standard set of functional permissions that may be granted or assigned to a predefined subset of system users.
Video	Video is an electronic media type for the recording, copying and broadcasting of moving visual images.
Video Series	A Video Series is an identified set of video media items.
Widget	Widget is a small program that you can easily put on your website, blog, or personalized start page.
XML	XML is an acronym for Extensible Markup Language.