



Digital Media Vocabulary

DIRECTIONS: Match each term to its definition.

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| _____ 1. | social network | A | the flow of users or data across a network or unique visitors to a website |
| _____ 2. | spam | B | a web page that precedes the user's intended destination, usually promoting or advertising something related to the destination site |
| _____ 3. | splash page | C | sending a short message via mobile phones |
| _____ 4. | stickiness | D | an online platform where people can connect and share content, news, and information |
| _____ 5. | target audience | E | The intended audience for something described by demographics and content/product-related behavior |
| _____ 6. | texting | F | a measurement of how effective a site is at retaining individual users. |
| _____ 7. | traffic | G | the number of unique individuals exposed to a particular piece of content during a specific period of time |
| _____ 8. | unduplicated audience | H | unsolicited email communications, often intended to sell something |