

Glossary

The following pages contain terms and explanations on the **subject of media in the family**.^[1]

These terms can be found in the glossary:

- Affiliate link
- Algorithm
- Analog
- App/games app
- Computer
- Conspiracy narratives
- Cost trap
- Digital
- Fake news
- FOMO
- Free-to-play
- Game
- Games console
- In-game purchases
- Influencer
- Let's Play video
- Offline
- Online
- Smartphone
- Social media
- Subscription
- Tablet

Affiliate link

Affiliate comes from the English verb meaning “to trace the origin of”. An affiliate link is a **link that leads back to something**, e.g. to a website or a social media profile. Influencers often use affiliate links when they advertise a product in an image or video. When followers click on the link, they are taken to a website where they can buy the product. If a follower buys the product via the link, this is traced back to the influencer’s social media profile and the seller can see that the influencer’s advertising was effective. The latter consequently receives money every time a follower clicks on the link and buys the product. The more followers buy the product, the more the influencer earns.

Algorithm

The term algorithm is used in computer language and means **a set of instructions for solving a mathematical problem** – in other words, a series of steps leading to a specific goal. For a computer to achieve the right results, the steps must be carried out in a fixed order, comparable to a recipe. The computer uses the instructions to solve a problem, e.g. sorting the results of a search engine. The more information an algorithm has at its disposal, the better it works.

Analog

Analog is the **opposite of digital**. The difference between the two can be explained with reference to games, which exist in both analog and digital form. Board games that you play on the table at home, such as Ludo, Yahtzee and Mau-Mau, are analog. The accessories of analog games, e.g. a game board or dice, can be touched. Digital games, by contrast, are all games on a computer, games console, smartphone or tablet. Many analog games are also available in a digital version, e.g. Uno, chess and Memory.

App/games app

App is an abbreviation of the English word “application”. Apps are **programs** that can be installed and used on a computer, e.g. on a smartphone or tablet. There are many different apps with many different functions, e.g. music apps, weather apps and **games apps**.

Computer

A computer is often referred to as a PC, an abbreviation that stands for “personal computer”. The term also includes laptops, smartphones and tablets. A computer comprises **hardware and software**. Hardware is all the computer parts that you can touch, e.g. the screen, keyboard, mouse and processor, while software refers to all the **programs** on the computer. The programs tell the computer what to do. All apps for smartphones and tablets as well as digital games are computer programs, for instance. Hardware only works in conjunction with software. The **operating system** is essential to this end: it ensures that hardware and software work together. Well-known operating systems include Windows, Linux and Mac OS.

Conspiracy narratives

Conspiracy narratives or **conspiracy myths** are reports in which people claim, for instance, that evil forces are forging secret plans to harm others. Conspiracy narratives can appear in various media and online. Much of the content is invented or the lines between fact and fiction are blurred. There are people who seriously believe in conspiracy narratives and are convinced that they are accurate. These people often disseminate them further, even though they are not true.

Cost trap

Digital offerings may contain cost traps that get users to spend money on something (e.g. in the form of in-game purchases for digital games). You often pay small amounts that quickly accumulate, a fact that specific mechanisms, e.g. in-game currency, seek to disguise. As a result, it can be it easy to lose track of things.

Some smartphones and tablets have special settings to protect users from cost traps, enabling in-game purchases, for instance, to be disabled or restricted. What is known as third-party blocking also prevents other companies from debiting money from your mobile phone bill.

Digital

Digital is the **opposite of analog**. The difference between the two can be explained with reference to games, which exist in both analog and digital form. Digital games are games played on a computer, games console, smartphone or tablet. Analog games, by contrast, are board games that you play on the table at home, such as Ludo, Yahtzee and Mau-Mau. The accessories of analog games, e.g. a game board or dice, can be touched. Many analog games are also available in a digital version, e.g. Uno, chess and Memory.


Fake news

Fake news is an English term for **fake messages or news reports**. Fake news is spread in the media and primarily online, especially on social media. People who spread fake news always have an objective: they want to disseminate their political views or pursue criminal ends. Fake news is intended to deliberately deceive, unsettle, influence or manipulate other people. It often looks like real news, but contains falsified claims and/or images. This frequently makes it difficult to spot whether you are looking at genuine or bogus information.

FOMO

FOMO is the abbreviation of the term “**Fear Of Missing Out**”. It is a widespread phenomenon, especially in connection with the use of social media. Some people **want to be online all the time** and constantly available, otherwise they are afraid of missing out on something. If the associated anxiety can no longer be controlled, FOMO can lead to sleep disorders, concentration problems and even depression. This is why you should talk about it and seek help as soon as you notice early signs or an increase in psychological stress.

Free-to-play

Free-to-play is a term meaning “playable free of charge”. Free-to-play games can initially be **downloaded free of charge** and played on e.g. a smartphone or tablet. However, the games are often financed by **advertising** that is played to users. Game manufacturers receive money from companies in return for showing their advertising in the game. If you want to play the game without advertising, you have to pay for it. Many free-to-play games are often **not entirely free** either. Game manufacturers frequently offer players game extensions, e.g. additional characters or an unlimited number of attempts to win the game. If you want to use these additional offerings, you have to pay for them. More information is available at:  **In-game purchases**.

Game

Among other things, the term “game” can refer to a **computer game** or **digital game**. These games are played on a computer, smartphone, tablet or games console. Games that you can only play alone are known as **single-player games**, while games that involve several people are called **multi-player games**. You need an internet connection for **online games**, which you can often play against other players or as part of a team.

Games console

A games console is an electronic device used for playing **digital games**. You can also connect the games console to a TV or monitor. You need a **controller** to operate the games console and the characters in the game.

In-game purchases

Many digital games have a store, especially free online games for smartphones and tablets. Players can buy additional game content in these **in-game stores**. These **game add-ons** may be new game characters, in-game money or other extras that you have to pay for **with real money**. In-game purchases of this kind can entail risks, e.g. **cost traps** and **addiction**. Although individual game add-ons are not usually expensive, these small sums can quickly add up to a much larger amount if you purchase them regularly. Special **settings can be made** on smartphones and tablets to better control in-game purchases.

Influencer

Influencer comes from the English verb “to influence”, meaning “to shape” or “to guide”. Influencers are often role models for the young people to whom they gear their activities. Many have become famous through social media, while others are music stars or renowned athletes. They regularly post content on their social media channels, e.g. photos on Instagram and videos on YouTube. Influencers often use this content for advertising, which can earn them a lot of money. The more fans or followers they have, the more money they can earn. Famous influencers often have several million followers.

Let's Play video

A Let's Play video shows you **other people playing games**. The player comments on the digital game while it is under way, similar to a soccer commentator. Let's Play videos are **particularly popular with young people** and the players are often very famous. You can find the videos on various online platforms such as Twitch and YouTube.

Offline

Offline means **not connected to the internet**. Many programs and apps require an internet connection, meaning that the program or app can only be used by those who are online. If you don't have an internet connection, you are **offline**.

Online

Online is the **opposite of offline** and means being **connected to the internet**. Many programs and apps require an internet connection. If you open a program or app and are connected to the internet, you are **online**.

Smartphone

Smart means “clever”, while phone is short for “telephone”. A smartphone can do so much more than a push-button phone or an old mobile phone. A smartphone has many different functions: not only can you make calls and send text messages, but you can also surf the internet, take photos and videos, use apps and connect to other devices.

Social media

Social media platforms allow users to **interact with each other and express themselves**. This can be done in many different ways, e.g. by publishing media such as photos or videos, i.e. **posting** or **sharing** something, by writing messages to other users or by commenting on their posts.

To be active on social media, you first have to register with the respective platform. You create a **profile** or an **account** with your name and a profile picture. Having done so, you can **network with other users**, such as your own friends and family, as well as with other people all over the world. You can set your profile to private, meaning that only the people you are friends with can see what you share. If you make your **profile public**, everyone can see the content on it.

Subscription

The word subscription refers to the act of signing one's name. When you take out a subscription, you pay a fixed amount of money in return for a **recurring service**, e.g. a magazine sent to you regularly. You can also subscribe to online games or access to a video platform. If you no longer want your subscription, you must cancel it.

Tablet

Tablet is an English term and the short form of **tablet PC**. A tablet is a small, portable computer – it has just a screen without a keyboard. It is operated by moving your finger on the screen or using a special stylus. The programs on the tablet are called apps. Like computers and smartphones, tablets can also connect to the internet and other devices.

References

[1] The glossary is based on the existing teaching units "Liken, posten, teilen" (Liking, posting, sharing) and "Gamen, daddeln, zocken" (Gaming) from the Medienführerschein Bayern for the area of special educational support. The materials are available at:

 www.medienfuehrerschein.bayern

Their development was funded by the Bavarian State Chancellery (Bayerische Staatskanzlei).