

The Digital Ecosystem & Information Governance Dictionary

DIGITAL ELECTORAL JUSTICE



Body & Data

Disclaimer: This collection is an effort by Body & Data to simplify some of the emerging terms in reference to our digital landscape after the GenZ protest and especially around election. It includes technical, marketing, and sociopolitical terms that are subject to evolving definitions and industry standards. Many of these concepts carry ethical implications. Users are encouraged to cross-reference definitions with academic, legal, and multi-partisan sources to understand the full context of their impact on society.

AI and Data Fundamentals

SN	Word	Meaning
1.	Artificial Intelligence	Artificial Intelligence (AI) is the programming of computers to simulate human intelligence by analyzing vast datasets to identify patterns and perform complex tasks.
2.	Machine Learning	Machine learning is the an element of artificial intelligence (AI) focused on algorithms that recognize patterns of training data and, subsequently, make prediction about new data.
3.	Algorithm	An algorithm is a step-by-step set of instructions or rules designed to perform a task or solve a problem, especially by a digital device.
4.	Data Tracking	Data tracking is the systematic collection, analysis, and interpretation of various types of data to gain insights into consumer behaviors, preferences, and interactions. This process provides valuable insights into your target audience so you can make informed decisions and create messaging, products, and services to meet their needs.
5.	Cookies	Cookies are small text files that are saved on your computer or mobile device when you visit a website. They enable websites to provide a personalized experience by storing data such as login status, language settings, shopping cart contents, and user preferences.
6.	Digital Footprint	Digital footprints are trails of data that people leave behind as they use the Internet. These footprints include all the digital interactions and information associated with a person across various online platforms and services, including social media, online purchases, web browsing history, app usage, and location data.
7.	Data Broker	A data broker is a business that collects large amounts of personal information about consumers sells or licenses the information to third-party individuals or organizations.
8.	Encryption	Data encryption secures information by using an algorithm to convert readable plaintext into unreadable data known as ciphertext. Only authorized users with a specific secret key can read the data.

9.	Meta Data	Metadata is descriptive documentation that provides important context about datasets and products.
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Marketing

SN	Word	Meaning
1.	Campaign	A campaign is any series of actions or events that are meant to achieve a particular result
2.	Target Audience	A target audience is a group of people most likely to be receptive to messaging for a particular product or service.
3.	Audience Segmentation	Audience segmentation is the practice of dividing a broad customer base into smaller, defined groups based on shared characteristics, behaviors, or needs so businesses can tailor marketing, offers, and experiences to each group.
4.	Funnel Strategy	Funnel Strategy is a strategy that targets potential customers at every stage of their journey, from awareness to consideration to decision. It combines diverse marketing techniques to lead prospects through the sales funnel, maintaining steady engagement and optimizing conversion rates.
5.	Call to Action (CTA)	A call to action (CTA) is a short, clear prompt that encourages your audience to take a specific step.
6.	Conversion	Conversion refers to the desired action taken by a user in response to a marketing message or campaign, such as making a purchase, signing up for a newsletter, completing a form, etc.
7.	Engagement	A form of interaction with one's brand or posts on social media. Likes, comments, and shares are all forms of engagement.
8.	Virality	A situation in which the results or consequences of an action grow at an increasingly faster rate over time.
9.	Customer Data Platform	A customer data platform, or CDP, is technology that allows businesses to pull in customer data from any channel, system, or data stream to build a unified customer profile.
10.	Cost Per Click (CPC)	Cost per click (CPC) is a paid advertising term where an advertiser pays a cost to a publisher for every click on an ad.
11.	Cost Per Thousand Impressions (CPM)	Cost per thousand impressions (CPM) is a pricing model used in online advertising where advertisers pay a fixed rate for every one thousand impressions or views of their ad, regardless of whether the ad is clicked or not.
12.	Paid Reach	Paid reach refers to the number of unique users who are exposed to your content as a direct result of paid

		promotional efforts, such as social media advertisements or sponsored posts.
13.	Organic Reach	Organic reach is the number of people who see the content through unpaid distribution, that is, without spending money to reach a specific audience.
14.	Attention Economy	Attention Economy refers to an economic system where human attention is treated as a scarce and valuable resource. In the digital world, platforms compete to capture, hold, and monetize users' attention because attention can be converted into advertising revenue, influence, and power.
15.	Creator Economy	The creator economy is a dynamic digital ecosystem where creators are able to monetize their content and personal brand directly with their audience.
16.	Influencer Marketing	Influencer marketing is the process of working with influential online creators to create content that raises awareness of and/or promotes your brand to their audience
17.	Predictive Analytics	Predictive analytics is the use of data, statistical algorithms and machine learning techniques to identify the likelihood of future outcomes based on historical data. The goal is to go beyond knowing what has happened to providing a best assessment of what will happen in the future.
18.	Predictive Targeting	Predictive content targeting uses data analysis, artificial intelligence (AI), and machine learning to predict what form of content appeals to a specific audience segment. Looking at user behavior, preferences, and demographics, will assist marketers in creating and distributing personalized content to create engagement and conversion.

Content and Distribution

SN	Word	Meaning
1.	AI-generated Content	AI-generated content is any type of content, such as text, image, video or audio, which is created by artificial intelligence models.
2.	AI Content Scaling	Content scaling is the transition from a piece-by-piece creation model to a high-volume, multipurpose strategy. It allows organizations to produce large amounts of high-quality, targeted content without losing their unique brand voice or personalization. The use of AI in to scale up content is known as AI content scaling.
3.	Deepfake	Deepfakes are AI-generated videos, images, or audio clips that convincingly imitate a real person's face, expressions, or

		voice. Deepfakes are created so seamlessly that they're nearly identical to genuine content
4.	Sponsored Content	Sponsored content is a type of advertising in which companies pay a publisher to produce and circulate content. It's a partnership with the intent of creating material or publications that fit naturally within the publisher's social media platform, media outlet, or website. This type of content typically includes labels, such as sponsored, promoted, or presented, to disclose that they're ads
5.	Native Advertising	Native advertising is a form of paid advertising in which the ads match the look, feel and function of the media format where they appear. They fit “natively” and seamlessly on the web page
6.	AI-generated Content	AI-generated content is any type of content, such as text, image, video or audio, which is created by artificial intelligence models.
7.	Content Optimization	Content optimization is the process of making sure content is written in a way that it can reach the largest possible target audience.
8.	Recommendation System	Recommendation Systems are software tools that provide users with suggestions for relevant items, such as products, music, or TV programs, to help them navigate through a large set of options and identify content of interest.
9.	Shadowbanning	Shadowbanning is when a platform reduces the visibility of content without alerting the user. The content may still be potentially accessed, but with conditions on how it circulates.
10.	Clickfarm	A click farm is a network of bots or humans that manipulate the engagement metrics of your digital campaigns.
11.	Ragebait	Rage-bait is content that tries to provoke anger or outrage, as a means of gaining attention or making money. It is also used as a verb (to make intentionally provocative or inflammatory statements).
12.	Astroturfing	Astroturfing is the informal term for campaigns or messages that appear to be naturally occurring, but are actually being defined by a company.
13.	Narrative Seeding	Narrative Seeding is the deliberate planting of narratives across multiple formats and platforms so they become embedded in algorithms, archives, and collective memory. Unlike traditional press releases or short-lived campaigns, seeded narratives outlive the news cycle, resurfacing in AI responses, search queries, and cultural folklore.

14.	Narrative Saturation	Narrative saturation is a digital communication phenomenon where a specific story, message, or viewpoint is repetitively amplified across various platforms and accounts to the point of dominance. This creates an information environment where a single perspective overwhelms competing ideas, effectively narrowing public perception and decision-making process.
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Influence and Bias

SN	Word	Meaning
1.	Misinformation	Misinformation occurs when someone inadvertently spreads false information.
2.	Disinformation	Disinformation is deliberate and includes malicious content such as hoaxes, spear phishing and propaganda.
3.	Online Propaganda	Online propaganda is defined as the use of social media and emerging information communication technologies (ICTs) to manipulate public opinion.
4.	Manufacturing Consent	Manufacturing Consent is a method of manipulating public opinion by carefully selecting which perspectives become news and how they are framed. By using emotive, biased language, the media can sway narratives to favor specific agendas weaponized to marginalize groups and justify systemic violence.
5.	Dark Pattern	Deceptive patterns (also known as “dark patterns”) are user interface designs carefully crafted to trick you into doing things you did not mean to do or that are not in your best interest.
6.	Sentiment Manipulation	Sentiment manipulation is a technique used to artificially influence, shift, or distort the collective mood, perspective and opinions of the people.
7.	Echo Chamber	Echo chamber is a metaphorical description of a situation in which beliefs are amplified or reinforced by communication and repetition inside a closed system.
8.	Filter Bubble	A filter bubble is a phenomenon that occurs when personalized internet algorithms limit a user's exposure to viewpoints and information, ultimately shaping their perspective in a narrow way.
9.	Microtargeting	Microtargeting is a form of online targeted advertising that analyses personal data to identify the interests of a specific audience or individual in order to influence their actions.
10.	Issue-Based Targeting	Issue-based targeting is a data-driven strategy that uses social media analytics to identify and categorize public

		based on their interest in specific topics. Rather than sending a broad message to an entire population, campaigns use this method to deliver personalized content to individuals who have already shown a digital interest in particular issues, such as the economy, healthcare, or the environment.
11.	Political Ad Targeting	Political Ad targeting is a method of using data and technology to find the most precise audience that is likely to view, engage, or interact with your campaign's advertisements.
12.	Algorithmic Bias	Algorithmic bias refers to systematic and repeatable errors in algorithmic outcomes which arbitrarily disadvantages certain sociodemographic groups
13.	Amplification	The act of increasing the magnitude or intensity of something.

Privacy, Safety, and Rights

SN	Word	Meaning
1.	Digital Violence	The term "digital violence" encompasses various types of violence perpetrated with the help of technical devices and digital media such as cell phones, apps, Internet applications and e-mails, for example on online portals or social platforms.
2.	Doxing	Doxing refers to the online researching and publishing of private information on the internet to publicly expose and shame the person targeted.
3.	Digital Surveillance	Digital surveillance is defined as the practice of monitoring and collecting data on individuals by government entities, militaries, and other organizations, often with the aim of gaining tactical advantages or ensuring security.
4.	Digital Authoritarianism	Digital authoritarianism is defined as the use of digital information technology by authoritarian regimes to surveil, repress, and manipulate domestic and foreign populations.
5.	Data Privacy	Data privacy, also called "information privacy," is the principle that a person should have control over their personal data, including the ability to decide how their data is being collected, accessed, stored, distributed and used.
6.	Data Protection	Data protection is the process of safeguarding important data from corruption, compromise or loss and providing the capability to restore the data in its original form.
7.	Data Sovereignty	Data sovereignty is the concept that data is subject to the laws of the country or region where it was generated.

8.	Data Justice	Data justice refers to fairness in the way people are made visible, represented and treated as a result of their production of digital data, which is necessary to determine ethical paths through a datafying world,
9.	Platform Accountability	Platform accountability refers to the obligation of social media companies to be answerable for their own actions, specifically around how they moderate, rank, and remove content or accounts.