

Communications Ecosystem Dictionary

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Term	Definition	Note	Impor	Area
acceptance	a mental attitude that something is believable and should be accepted as true or beneficial		2	h
access point	a physical point through which users are able to obtain connections through a network		3	t
acquisition	an act of acquiring or gaining possession		3	e
action	an event in which something is done so as to accomplish a purpose		2	h
activity	a pursuit in which a person is active		2	h
ad hoc network	a temporary network connection created for a specific purpose		3	t
adaptive	usable in different conditions		3	h
adoption	a process of accepting with approval		2	h
agent	an entity that is able to strive for its own goals		3	s
algorithm	a complete, unambiguous procedure for solving a specified problem in a finite number of steps		3	s
analog	relating to a system or device that represents data variation by a measurable physical quality		3	t
analysis	the separation of a conceptual or material whole into its constituent parts and the study of the parts and their interrelationships		1	s
application	a computer program that provides a user with tools to accomplish a task		1	t
architecture	the overall design of a system that unifies its elements into a coherent and functional whole		2	s
asset	a resource that a person, corporation or country owns or controls with the expectation that it will provide future revenues		3	e
attention	the cognitive process of selectively concentrating on one aspect of the environment while ignoring other things		2	h
attitude	a feeling, emotion, or mental position with regard to a fact or state		2	h
attribute	an inherent characteristics of something		3	s
automaticity	a level of skilled performance characterized by high speed, minimal errors, inability to verbally describe the thought process , and low interference with other simultaneous activities		3	h
autopoiesis	a process whereby a system, organization, or organism produces and replaces its own components and distinguishes itself from its environment		3	s
availability	a measure of the degree of access to a particular resource or set of resources		2	t
awareness	the state of being generally concerned and well informed, esp. with respect to a particular issue or field		3	h
Average Revenue per User	an average revenue generated by a single customer or unit, typically on a monthly basis	ARPU	3	e
bandwidth	the difference between the highest and lowest frequencies of a transmission channel		3	t
bargaining power	the relative ability of an actor to exert influence over other actors in an economic situation		3	e
base station	a station installed at a fixed location receiving and transmitting data over radio channels		3	t
behavior	the actions or reactions of a person or animal in response to external or internal stimuli		1	h
benefit	an effect of a product, system, event or service which is judged positively with regard to some criterion or objective		1	s

best effort	a principle in which the network transmits packets without explicit quality guarantees		3	t
billing	the process of generating an invoice to recover sales price from the customer		3	t
bit rate	the number of bits that are conveyed or processed per unit of time		3	t
boundary	the minimum description required to distinguish a system from its environment		3	s
brand	a unique combination of design, signs, and symbols, employed in creating an image that identifies a product and differentiates it from its competitors		2	e
break-even point	the point at which cost or expenses and revenue are equal		3	e
bubble	an economic cycle characterized by rapid expansion followed by a contraction		3	e
buffer	a temporary storage in which data is held pending an opportunity to complete its transfer		3	t
bundling	a practice of joining related products together for the purpose of selling them as a single unit.		3	e
business	the activity of providing goods and services involving financial and commercial and industrial aspects		2	e
capability	measure of the ability of an entity or system to achieve its objectives, specially in relation to its overall mission		3	s
capital	a resource or resources that can be used to generate economic wealth		3	e
capital expenditure	money spent to acquire or upgrade physical assets such as buildings, machinery and network infrastructure	CAPEX	3	e
cash flow	the movement of cash into or out of a business, project, or financial product		3	e
category	a set of entities that are classified together because of common characteristics		3	s
causality	the relationship between an event (the cause) and a second event (the effect), where the second event is a consequence of the first		3	s
channel	a path over which electrical signals can pass		3	t
churn	turnover of customers of a business or users of a service		3	e
circuit	a specific path between two or more points along which signals can be carried		3	t
closed-system thinking	thinking that takes place within the boundaries of a specific field or area of knowledge, in contrast to open-system thinking		3	h
code	a rule for converting a piece of information into another form or representation		3	s
cognitive	relating to the mental processes of comprehension, judgment, memory, and reasoning, in contrast to emotional and volitional processes		3	h
commodity	reasonably homogenous good or material, bought and sold freely as an article of commerce		3	e
commons	resources which are not owned, either privately or by the state, but are left open for free use by all comers		3	e
communication	a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior		2	h
communications	the science and technology of communicating, especially by electronic means	(plural only)	1	s
community	a particularly constituted set of social relationships based on something which the participants have in common		3	h
compatibility	property of hardware and software components which permits to exchange such components among each other or to combine them into a system without needs for adaptation.		3	t
competence	possession of required skill, knowledge, qualification, or capacity to do something well		3	h

competition	an activity existing among two or more elements of a system when each is striving to maximize its use of a finite and/or non-renewable resource		2	e
complexity	the quality of being intricate and compounded		3	s
concept	an abstract idea describing a piece of reality		2	h
conceptual model	a map of concepts and their relationships related on a phenomenon		3	h
conflict	a disagreement or clash between ideas, principles, or people		3	s
congestion	a situation in which a system does not have enough resources to appropriately handle all tasks		3	t
connection	a possibility to transfer information between two or more end systems		2	t
connection oriented	a communication method in which a connection has to be established before information transfer		3	t
connectionless	a communication method in which information can be sent without first establishing a connection		3	t
conscious	the content of mind or mental functioning of which one is aware		3	h
constraint	an element or factor that restricts an entity or system from achieving its potential with reference to its goal		3	s
consumer	a person who buys and uses commercial goods or services		3	e
consumption	the purchase and use of goods and services by consumers		2	e
context	the circumstances that form the environment within which something exists or takes place		2	s
contract	voluntary, deliberate, and legally enforceable agreement between two or more parties		2	e
control	capability of choosing the inputs to a system so as to make the state or outputs change in a desired way		1	t
convergence	a process in which distinct and separate factors or phenomenon are coming together		3	t
cooperation	a type of activity existing among two or more elements of a system when they are engaged in a mutually beneficial exchange		3	e
correlation	an interdependence of two or more variable quantities such that a change in the value of one is associated with a change in the value or the expectation of the others		3	s
cost	a price paid to acquire, produce, accomplish, or maintain anything		2	e
coverage	an area over which a mobile service is provided with the service probability above a certain threshold		3	t
creeping featurism	a tendency for systems to become more complex over time as more features are added than were in the original design or plan		3	t
crisis	a state of affairs in which a decisive change for better or worse is imminent		3	s
criterion	a test or principle by which something is judged		3	s
customer	a person or organization who pays for goods or services		1	h
customer acquisition	the sales and marketing process of obtaining new customers		3	e
customer retention	the process through which a provider attempts to secure the longevity of the relationship with its customers		3	e
customer satisfaction	satisfaction perceived by customers related a product or service		3	h
data	information in numerical form		2	t
decision	a choice made between alternative courses of action in a situation of uncertainty		3	h
delight	a feeling of extreme pleasure or satisfaction		3	h
demand	willingness and ability to purchase a good or service		2	e
design	realization of a concept or idea into a configuration, drawing, model, pattern, plan or specification		2	s
desire	a wish, craving, or longing for something		3	h

deterministic	an attribute of systems whose behavior is totally predictable without uncertainty once the relevant conditions are known		3	s
device	a tool invented and developed for a particular purpose		3	t
differentiation	a transformation process of a system from homogeneous into a heterogeneous state		3	e
diffusion	the spread of an idea, product or process beyond first use		3	e
digital	representing information by distinct states or discrete values		3	t
discomfort	the psychological cost of an unpleasant experience		3	h
discrimination	unequal treatment provided to one or more parties on the basis of a logical or illogical reason		3	e
dissemination	a process during which something, especially information, is distributed or spread widely		3	e
domain	a limited region or field marked by some specific property		3	t
dynamic	characterized or distinguished by continuous change or vigorous activity, high effectiveness, energy, or force		3	s
early adopter	a person who chooses to purchase or use relatively new technology before it is fully embraced by the mass market.		3	e
economics	the study of the production, distribution, and consumption of goods and services		2	e
economy	the production and consumption of goods and services of a community regarded as a whole		1	e
ecosystem	a community of organisms together with their environment, viewed as a system of interacting and interdependent relationships		1	s
efficiency	the extent to which a resource is used for the intended purpose		3	t
elasticity of demand	responsiveness of the demand for a good or service to the increase or decrease in its price		3	e
email	a method of exchanging digital messages across the Internet or other computer networks		3	t
emergence	the way complex systems and patterns arise out of a multiplicity of relatively simple interactions		3	s
emotion	a mental and physical reaction marked by strong feeling that often prepares the body for action		2	h
endowment effect	hypothesis that people value a good or service more once their property right to it has been established		3	h
end-to-end principle	the principle that, whenever possible, communications protocol operations should be defined to occur at the end-points of a communications system		3	t
energy	the capacity of a system to do work on another system		3	s
engineering	the use of science in the design, planning, construction, and maintenance of buildings, machines, and other manufactured things		2	t
enjoyment	pleasure that results from using or experiencing something		3	h
entity	something that has separate and distinct existence		3	s
environment	the aggregate of surrounding things, conditions, or influences		2	s
equilibrium	a condition characterized by a balance of forces		3	s
equipment	tangible tools and items needed for a particular activity or purpose		3	t
esteem	a judgment that something or somebody has a particular high quality		3	h
eudemony	a measure of the more preferred state of affairs		2	h
evolution	a gradual process in which the properties of a group of similar entities change because of natural selection or intentional actions		2	s
expectation	an outcome that is believed to be probable		3	h
expenditure	spending by consumers, investors, or the government		3	e
expense	the amount of money spent in order to buy or do something, specifically to generate revenue		3	e

experience	the content of direct observation or participation in an event		2	h
face-to-face	a situation in which people interact with each other in the same place		3	h
fact	something that can be shown to be true, to exist, or to have happened		3	s
factor	a quantity by which a stated quantity is multiplied or divided		3	s
fairness	the condition of being just or impartial according to most people's ideas of justice		3	h
feature	a distinctive characteristic of a good or service that sets it apart from similar items		3	t
feedback	a causal process whereby some proportion of a system's output is returned to the input		2	s
feeling	a perceived physical or mental sensation		2	h
firm	the basic unit of decision-taking in a decentralized economy		3	e
flat rate	a fixed price that does not depend on number of units or amount of that are bought		3	e
flow	a steady unbroken stream of entities, actions, or information		2	s
framework	a basic conceptual structure used to solve or address complex issues		2	s
frequency	the measurement of the number of times that a repeated event occurs per unit time		3	t
fulfillment	the act of doing what is necessary to bring about or achieve something expected, desired, or promised		3	h
functionality	a set of capabilities associated with computer software or hardware		3	t
gain	the ratio of the output amplitude of a signal to the input amplitude of a signal		3	t
game	a contest with rules to determine a winner		2	s
game theory	a branch of mathematical analysis developed to study decision making in conflict situations		3	s
gateway	a network device which allows devices with different protocol bases to communicate to each other by doing certain protocol mapping and translation		3	t
good	a physical, tangible item that satisfies some human want or need		3	e
gross	an indication that something which could have been subtracted has not been		3	s
gross benefit	the total benefit obtainable from an action in ideal situation when no alternative action is available		3	s
handover	the process of transferring an ongoing call or data session from one channel connected to the core network to another		3	t
happiness	a state of well-being characterized by positive emotions ranging from contentment to intense joy		3	h
hardware	the equipment and devices that make up a computer system as opposed to the programs used on it		3	t
hedonic	concerned with pleasure		3	h
hierarchy	a series of ordered groupings of people or things within a system		3	s
holistic	characterized by the tendency to perceive or produce wholes		3	s
horizontal integration	integration at the same stage of production in the same or different industries.		3	e
human	relating to, involving, or characteristic of human beings		1	h
hypothesis	a tentative explanation for an observation, phenomenon, or scientific problem that can be tested by further investigation		3	s
implementation	the act of providing a practical means for accomplishing something		3	t
income	flow of cash or cash-equivalents received from work or capital		3	e
indifference curve	a graph showing different bundles of goods, each measured as to quantity, between which a consumer is indifferent		3	s
information	a difference that makes a difference		2	s

information technology	technology dealing with information processing, storage, and transmission		3	t
innovation	a process by which an idea or invention is translated into a good or service for which people will pay		2	e
intelligence	the ability to learn facts and skills and apply them, especially when this ability is highly developed		3	h
intention	the goal or purpose behind a specific action or set of actions		2	h
interaction	the reciprocal influence of two or more things that have an effect on each other		2	h
interface	a boundary shared by two devices, or by a person and a device, across which information flows		3	t
Internet	a global information network that consists of a large number of smaller internets	with capital "I"	2	t
internet	a set of packet networks interconnected by routers that enable them to function as one unified network	with small "i"	3	t
Internet Engineering Task Force	an organization that provides the coordination of standard and specification development for the Internet	IETF	3	t
Internet Protocol	a protocol that provides a connectionless delivery of packets in the Internet	IP	2	t
Internet service provider	a large-scale provider of internet connections	ISP	3	e
interoperability	the ability of the component parts of a system to operate successfully together		3	t
intervention	the action of intervening or interfering in any affair, so as to affect its course or issue		3	s
intranet	a network used internally in an organization to facilitate communication and access to information that is often access-restricted		3	t
invention	the idea of a new product, or a new method of producing an existing product		2	t
investment	money committed or property acquired for future income		3	e
judgment	an opinion formed or given after consideration		2	h
Key Performance Indicators	a limited set of quantifiable measurements, agreed to beforehand, that reflect the critical success factors of a system	KPI	2	e
language	a systematic way of arranging symbols to express meaning		3	h
latency	the time that elapses between a stimulus and the response to it		3	t
life	animate existence regarded in terms of its continuance or prolongation		3	h
link	a physical connection between two network nodes		3	t
long tail	a distribution of items in significance order in which a considerable amount of significance is created by the tail of the distribution		3	s
loyalty	an attitude of being faithful to somebody or something		3	h
management	control and coordination of the activities of an organization in accordance with certain policies to achieve clearly defined objectives		2	e
market	an observation horizon where consumers can efficiently observe other consumers, and suppliers can efficiently observe many other suppliers using prices		3	e
market share	percentage of total sales volume in a market captured by a brand, product, or firm		3	e
marketing	the business activity of presenting products or services in such a way as to make them desirable		2	e
mass media	all of the communications media that reach a large audience, especially television, radio, and newspapers		3	t
Mean Opinion Score	a subjective judgment of the quality of an event	MOS	3	h

meaningful	having a serious, important, or recognizable quality or purpose		3	h
measurement	the process of assigning numbers to phenomena according to a rule		2	s
media	means and institutions for publishing and broadcasting information		3	t
mental	relating to or occurring in the mind		3	h
merger	voluntary amalgamation of two firms on roughly equal terms into one new legal entity		3	e
message	a usually short communication transmitted by words, signals, or other means from one entity to another		2	t
metaphor	a figure of speech in which an expression is used to refer to something that it does not literally denote in order to suggest a similarity		3	s
metasystem	a system that is used to understand the properties of some other systems and their interrelations often to control their behavior		3	s
method	a regular and systematic way of accomplishing something		3	s
metric	a statistic for measuring or quantifying something else		2	s
microeconomics	the branch of economics that analyzes the behavior of individual customers and firms in an attempt to understand their decision-making processes		3	e
mind	the human consciousness that originates in the brain and is manifested in thought, perception, emotion, will, memory, and imagination		3	h
mindset	a fixed mental attitude that predetermines a person's responses to and interpretations of situations		3	h
mobile	capable of moving or being moved readily		2	t
model	a system of assumptions, data, and conclusions presented as a mathematical description of an entity or state of affairs		1	s
money	a medium of exchange and store of value		3	e
monopoly	the exclusive possession or control of the trade in a commodity, product, or service		3	e
mood	a temporary or predominant feeling or state of mind		3	h
motive	a drive, force, or tension state within the organism that impels it to act		3	h
need	a physiological or psychological requirement for the well-being of an organism		1	h
net	an indication that something has been subtracted		3	s
net benefit	the gross benefit of an instance of an activity subtracted by the sacrifices of the instance of the activity		3	h
Net Present Value	difference between the present value of the future cash flows from an investment and the amount of investment	NPV	2	e
network	a collection of nodes and links that provide connections between access points		1	t
network effect	the effect that one user of a product has on the value of the product to other people		3	s
network neutrality	a network design paradigm that argues for network providers to be completely detached from what information is sent over their networks		3	e
network operator	an agent responsible for the operation and management of a network		3	t
node	a device attached to a network with capability to make connections to other devices		3	t
objective	a goal that is striven for		3	s
online	accessible via a central computer or computer network		3	t
open-system thinking	thinking that goes beyond the bounds of a particular area of knowledge		3	h
operating expense	an on-going expense for running a product, business, or system	OPEX	3	e

Operation and Management	a process to obtain essential information about the condition of a network and to make operational actions	OAM	2	t
operator	an agent that is responsible for the operation of a system		1	t
opportunity	convenience or fitness of a time or location to initiate or conclude an action		3	e
opportunity cost	the cost of a commercial decision regarded as the value of the alternative that is forgone		3	h
option	a choice that is or can be taken, especially a course of action that remains open for somebody to choose		3	e
organization	a purposefully arranged system consisting of knowledge, data, people, things, or other elements		3	s
packet	an information unit that contains enough information to transmit it through a network		2	t
paradigm	a conceptual or methodological model underlying the theories and practices of a science or discipline at a particular time		3	s
paradox	an apparently absurd or self-contradictory statement, or a strongly counter-intuitive one, which analysis or explanation may nevertheless prove to be well-founded or true		3	s
parameter	a quantity which is fixed in a particular case considered, but which may vary in different cases		3	s
partner	an individual who joins with other individuals in an arrangement where gains and losses, risks and rewards, are shared among the partners		3	e
partnership	a business organization in which two or more individuals pool resources, and share profit and loss		3	e
pattern	a type of theme of recurring events or objects that repeat in a predictable manner		3	s
payback period	the length of time required to recover the cost of an investment		3	e
peer to peer	an ideology in which peers interact with each other by offering their own resources for other peers to achieve common goals		3	h
penetration	the extent to which a product or service is bought and used in a particular market		3	e
perception	the mental interpretation of physical sensations produced by stimuli from external world		2	h
performance	a (set of) quantitative attribute(s) of a system that describes how well the system is able to fulfill its predefined purpose		1	t
performative	the quality of speech in particular, but other forms of expressive but non-verbal action as well, to intervene in the course of human events		3	s
phenomenon	an occurrence, or circumstance that can be observed		3	s
pleasure	a feeling of happiness, delight, or satisfaction		3	h
pragmatic	dealing with matters in accordance with practical rather than theoretical considerations or general principles		3	h
prediction	a conclusion concerning future events drawn from the premise of available data using theories and models		3	s
preference	an ordering of alternatives according to likes and dislikes, generally without requiring explanations as to why		3	h
price	the amount of money needed to purchase something		2	e
price discrimination	a pricing strategy that charges customers different prices for the same product or service		3	e
privacy	the ability of an individual or group to seclude themselves or information about themselves and thereby reveal themselves selectively		3	h
probability	a number between and inclusive of zero and one indicating the likelihood of an event		3	s
problem	the difference between the desired state and the existing state		3	s
process	a series of deliberate actions or natural occurrences that produce a change of a system		3	s

product	any good or service that is a result of a process and that is intended for delivery to a customer or a user		1	e
production	processes and methods employed in transformation of tangible and intangible inputs into goods or services		3	t
profit	the revenue obtained from goods or services subtracted by the cost of producing and marketing goods or services		2	e
promise	a declaration or assurance made to another person, stating a commitment to give, do, or refrain from doing a specified thing or act		3	h
protocol	a formal description of messages and rules to be used by two or more systems to exchange information		2	t
provider	an organization or company that provides access to a service or system		1	e
psychology	the scientific study of the nature, functioning, and development of the human mind		3	s
quality	a set of inherent attributes of an entity		2	s
Quality of Experience	a set of inherent attributes of the content of direct observation or participation in an event	QoE (or QoX)	3	h
Quality of Service	the collective effect of service performances which determine the degree of satisfaction of a user of the service	QoS	2	t
quantity	extent, size, or sum of countable or measurable events, objects, or phenomena, expressed as a numerical value		2	s
random	an attribute of a process that is entirely or largely governed by chance		3	s
rational	based on or derived from reason or reasoning, esp. as opposed to emotion, intuition, instinct		3	h
reaction	an action taken in response to something		3	h
receiver	a device on a transmission path which converts the signals as received from the transmission system into the signals required by the destination equipment		3	t
regulation	controlling human or societal behavior by rules or restrictions		2	e
reliability	the probability that a component, product or system will perform as required for a specified period of time		2	t
replacement	an act of replacing something by something else		3	e
reputation	a general attitude towards an entity		3	h
requirement	a statement which specifies a verifiable constraint that shall be met		3	t
research	a systematic investigation employed to increase or revise current knowledge or theory by discovering new facts		2	s
resource	a reserve supply of something such as money, personnel, or equipment		2	s
return on investment	profit from an investment as a percentage of the amount invested	ROI	3	e
revenue	total amount of money received by a company for goods sold or services		1	e
risk	a possibility of incurring loss or misfortune		3	s
roaming	the extension of connectivity service in a location that is different from the home location where the service was registered		3	t
role	the characteristic behaviour pattern of a person in a particular context, social setting or environment		2	h
router	a network node that performs routing functions and forwards packets to other nodes based on the routing information		3	t
rule	a statement specifying what is permissible under given circumstances		3	s
sacrifice	something that a person gives up to obtain something else considered to be of more beneficial		2	h
satisfaction	a condition of peacefulness and tranquility of mind resulting from compliance with its desires or needs		1	h

scalability	property of a system which indicates its ability to handle growing amounts of work in a graceful manner or to be readily enlarged		3	t
scenario	an account of a projected course of actions, events or situations		2	e
science	a system of acquiring knowledge based on scientific method		2	s
scientific method	principles for systematic pursuit of knowledge involving recognition and formulation of problems, collection of data, and formulation and testing of hypotheses		3	s
security	the condition of being protected from or not exposed to danger		3	h
segment	a part of a group consisting of distinct but closely linked or related elements or members		2	e
service	an event in which an entity takes the responsibility that something desirable happens on the behalf of another entity		2	e
Service Level Agreement	a part of a service contract where the main service attributes are formally defined	SLA	1	e
session	a period of continuous activity		3	h
short message service	a communication service that allows the exchange of short text messages between mobile phone devices	SMS	3	t
signal	an electric quantity (voltage, current or field strength) whose modulation represents coded information		3	t
signaling	a process that allows end systems and network nodes to exchange information		3	t
simulation	a process of mimicking an actual or probable real life condition to find a cause of a past occurrence, or to forecast future effects of assumed circumstances		3	s
social	relating to the way in which people in groups behave and interact		2	h
social media	a set of online tools that people use to share content, opinions, and experiences to facilitate interaction between groups of people		3	h
software	intangible part of a computer system including computer programs, procedures and documentation		3	t
stakeholder	a person, company or another entity with a concern or (esp. financial) interest in ensuring the success of an organization, business, or system		3	e
standard	a universally or widely accepted or agreed upon set of requirements		2	t
strategy	art and science of planning and marshalling resources for their most efficient and effective use		2	e
subjective	based on somebody's opinions or feelings rather than on facts or evidence		3	h
subscriber	someone who contracts to receive and pay for a service or a certain number of issues of a publication		3	h
subsidy	a grant or gift of money from a government to a private company, organization, or charity to help it to function		3	e
substitution	an act of replacing something by something else with the aim of obtaining the same benefits or results		3	h
supplier	an entity that supplies goods or services		3	e
surplus	what remains over and above what has been taken or used		3	e
survey	a technique for gathering information from a large number of users or customers		3	s
switching cost	the fixed cost incurred by a buyer when changing suppliers		3	h
SWOT	an analysis in which internal strengths and weaknesses, and external opportunities and threats are closely examined		3	e
symbol	something that stands for, represents, or denotes something else, but not by exact resemblance		3	s
synergy	increased effectiveness produced as a result of combined action or co-operation		3	e

synthesis	the process of combining different ideas, influences, or objects into a new whole		3	s
system	an organized structure regarded as a whole consisting of interrelated and interdependent elements		1	s
techno-economics	economics of large technical systems		3	e
technology	the entire collection of devices and engineering practices available to a culture		1	t
telecommunication	science and technology associated with communications at a distance		3	t
telephone	a device containing a receiver and transmitter that is connected to a telecommunications system, enabling the user to speak to and hear others with similar equipment		3	t
theory	a coherent group of general propositions used as principles of explanation for a class of phenomena		2	s
throughput	the amount of data transmitted or processed over a given period		2	t
traffic	the volume or flow of messages carried by a communications system		2	t
tragedy of commons	a situation in which multiple individuals, acting independently, and solely and rationally consulting their own self-interest, will ultimately deplete a shared limited resource even when it is clear that it is not in anyone's long-term interest for this to happen		3	s
transmission	the process of transmitting something, especially radio signals		3	t
Transmission Control Protocol	a protocol that provides reliable connections in the Internet	TCP	2	t
trend	a general tendency, movement, drift or direction of something		3	s
trust	confidence in and reliance on good qualities, especially fairness, truth, honor, or ability		3	h
turnover	number of times an asset is replaced or revolves during an accounting period		3	e
usability	an attribute of a product or service that describes how easily users can perform tasks required to achieve the expected benefits		2	h
usage	the amount of using something		2	t
usefulness	the quality of being of practical use		3	h
user	a person who makes use of a thing		1	h
user satisfaction	satisfaction perceived by users related to the usage of a product or service		3	h
utility	a quantitative attribute of a product to describe the usefulness of the product		2	s
walled garden	an attractive environment designed to keep a captive reasonably satisfied, and requiring some cost in escaping from it		3	e
value	the worth, importance, or usefulness of something to somebody		2	s
value chain	a chain of activities during which value is created when producing, distributing, and servicing a product		1	e
value of time	the average gross benefit obtained from everyday activities		3	h
want	lack of something desirable or necessary		3	h
vendor	a seller of products or services, often in contracting with a business or the government		3	e
vertical integration	integration in which a firm owns or controls its upstream suppliers and/or its downstream buyers		3	e
virtual	existing or resulting in essence or effect though not in actual fact, form, or name		3	t
vision	a mental concept of a distinct or vivid kind		3	h
World Wide Web	a system of interlinked hypertext documents accessed via the Internet	www	2	t