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Microsoft

Computer Dictionary

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C

click *vb.* To press and release a mouse button once without moving the mouse. Clicking is usually performed to select or deselect an item or to activate a program or program feature. *See also* right click. *Compare* double-click, drag.

clickable maps *n.* *See* image map.

click rate *n.* *See* clickthrough rate.

clicks and mortar *n.* A business that combines an online presence with traditional “bricks and mortar” outlets.

click speed *n.* The maximum interval between the first and second time a user presses a button on a mouse or other pointing device that will still identify these actions as a double-click to the computer as opposed to two single-clicks. *See also* double-click, mouse, pointing device.

clickstream *n.* The path a user takes while browsing a Web site. Each distinct selection made on a Web page adds one click to the stream. The further down the clickstream the user goes without finding the sought item, the more likely he or she is to depart to another Web site. Analysis of usage patterns helps Web site designers create user-friendly site structures, links, and search facilities. *See also* Web site.

clickthrough *n.* The number of times that visitors to a Web site click on an advertising banner within a specified period of time. Clickthrough is one of the elements that Web site producers use to decide how much to charge advertisers. *See also* clickthrough rate.

clickthrough rate *n.* The proportion of visitors to a Web site who click on a banner advertisement there, expressed as a percentage of total visitors to the Web site. *Also called:* click rate. *See also* clickthrough.

clickwrap agreement *n.* A contract or license in software or on a Web site that sets forth conditions for use of the software or for goods and services distributed through the Web site. Users must agree to the terms in a clickwrap agreement—typically by clicking on a button that states “I Agree” or “Agree”—before they can install the software or utilize goods or services. A clickwrap agreement is an electronic version of an End-User License Agreement. *Also called:* clickwrap license. *See also* End-User License Agreement. *Compare* shrinkwrap agreement.

clickwrap license *n.* *See* clickwrap agreement.

client *n.* **1.** In object-oriented programming, a member of a class (group) that uses the services of another class to which it is not related. *See also* inheritance (definition 1). **2.** A process, such as a program or task, that requests a

service provided by another program—for example, a word processor that calls on a sort routine built into another program. The client process uses the requested service without having to “know” any working details about the other program or the service itself. *Compare* child (definition 1), descendant (definition 2). **3.** On a local area network or the Internet, a computer that accesses shared network resources provided by another computer (called a *server*). *See also* client/server architecture, server.

client error *n.* A problem reported by the Hypertext Transfer Protocol (HTTP) client module as the result of difficulty in interpreting a command or the inability to connect properly to a remote host.

client/server architecture *n.* An arrangement used on LANs (local area networks) that makes use of distributed intelligence to treat both the server and the individual workstations as intelligent, programmable devices, thus exploiting the full computing power of each. This is done by splitting the processing of an application between two distinct components: a “front-end” client and a “back-end” server. The client component is a complete, stand-alone personal computer (not a “dumb” terminal), and it offers the user its full range of power and features for running applications. The server component can be a personal computer, a minicomputer, or a mainframe that provides the traditional strengths offered by minicomputers and mainframes in a time-sharing environment: data management, information sharing between clients, and sophisticated network administration and security features. The client and server machines work together to accomplish the processing of the application being used. Not only does this increase the processing power available over older architectures but it also uses that power more efficiently. The client portion of the application is typically optimized for user interaction, whereas the server portion provides the centralized, multiuser functionality. *See also* distributed intelligence. *Compare* peer-to-peer network.

client/server network *n.* *See* client/server architecture.

client-side image maps *n.* An image map that performs the processing completely within the client program (i.e., Web browser) itself. Early Web implementations of image maps (circa 1993) transmitted user mouse click coordinates to the Web server for processing. Generally client-side image maps improve the speed of response to the user. *See also* image map.