



ASPEN TECH  
POLICY HUB

PROJECT



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# The Tech Buzzwords Dictionary

Demystifying, simplifying and explaining tech buzzwords  
for impactful policymaking

## EXECUTIVE SUMMARY

The relationship between Silicon Valley and society is at a crossroads. Technology companies are powerful, and political efforts are under-way to hold that power in check. The debates over the impact of technology on society are clouded with metaphors, rhetoric, buzzwords that create a barrier to entry for informed conversations.

In order to include more people in these important policy conversations, the Tech Buzzwords Dictionary provides a digital resource for all of the confusing, funny and problematic rhetoric that floats around Silicon Valley. Tech Buzzwords is available as a resource for people who want to engage in the social and political implications of the words we use. The definitions are sourced from industry professionals who work in or around Silicon Valley and who can tell you what these terms really mean.

To learn more about  
this project, please visit  
[aspentechpolicyhub.org](http://aspentechpolicyhub.org).



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## THE PROBLEM

The rhetoric coming out of Silicon Valley is shaping public debates on the impact of technology on society. As Silicon Valley is politicized, it is vital for a variety of stakeholders to quickly become fluent in its vocabulary, rhetoric and values.

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“ *The debates over the impact of technology on society are clouded with metaphors, rhetoric, buzzwords that create a barrier to entry for informed conversations.* ”

## THE SOLUTION

This project aims to help people cut through tech rhetoric in a way that is engaging, unintimidating, and gives them confidence to learn more. To that end, the team created a digital dictionary containing informational and satirical definitions of technical terms, rhetorical talking points, and tech metaphors. The dictionary aims to be a resource for citizens and policymakers who want to engage in conversations about technology's impact on our society, but who might lack the context to identify embedded ideologies or ideas in the industry's rhetoric. This solution emerged from the conviction that language matters in political processes, and that important policy discussions benefit from a broad range of voices.

## ABOUT THE HUB

The Aspen Tech Policy Hub is a Bay Area policy incubator, training a new generation of tech policy entrepreneurs. We take tech experts, teach them the policy process, and support them in creating outside-the-box solutions to society's problems.

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