JSON - JavaScript Object Notation - a format for storing/sharing data across networks.

Concise and simple. Minimizes the amount of data sent across the network.

JSON is comprised of key/value pairs in the format:

```
"attribute": "value" For example: "id": 1

Use double quotes around Strings; Numeric values - no quotes
```

Separate multiple attributes with

```
JSON objects (a group of attributes; NOT OOP objects) are enclosed in {}:
```

```
{
  "id": 1,
  "name": "Bernie Denesik Sr.",
  "title": "Tasty Treat"
}
```

JSON arrays are enclosed in []:

```
[
{
  "id": 1,
  "name": "Bernie Denesik Sr.",
  "title": "Tasty Treat",
},
{
  "id": 2,
  "name": "Tommy Tune",
  "title": "Memories"
}
```