Understanding the Semantic Web

Greg Reser
University of California, San Diego

Tracy Bergstrom
University of Notre Dame
Since we’re the first presentation on today’s docket, we wanted to give a bit of background that is applicable to many of the topics those of us are discussing today: that is- what’s really the difference between webs 1.0, 2.0, and 3.0, and what relevance does this have to librarians?

When we speak about Web 1.0, we’re talking about an internet era that was all about read-only content and static HTML websites.

Web 2.0 refers to a second generation of Internet-based services—such as social networking sites, wikis, and communication tools—that emphasize online collaboration and sharing among users.

Web 3.0 pertains to a third generation of Internet-based services -- such as those using semantic web, natural language search, data-mining, machine learning, and artificial intelligence technologies -- that emphasize machine-facilitated understanding of information in order to provide a more productive and intuitive user experience.
In plain English, the Geocities & Hotmail era was all about content that a user read but didn’t interact with. People navigated the web through link directories such as Yahoo! and therefore browsed content rather than actively consumed it. A defining feature of Web 1.0 sites is that they aren't interactive, in the sense that an individual can only visit these sites but can't impact or contribute to the content.
Web 2.0 is defined by user-generated content and the emergence of the read-write web. Individuals are consuming as well as contributing information through blogs or sites like Flickr, YouTube, WordPress and others. The line dividing a consumer and content publisher is increasingly blurred in the Web 2.0 era.

Fundamentally, this is a social change in that affects how individuals relate and communicate with one another.
Web 3.0 establishes standards and structures that allow digital objects to communicate. It's about the exchange of data between separate databases that contain meaningful information in different contexts - art, science, history, business, etc. It seeks to create a collection of connected databases that are linked together to provide personalization of one's web experience and intelligent searching. These two examples come from DBpedia and MusicBrainz, both sites that collocate information from multiple sources into one interface.

These concepts are based around the idea of the semantic web, or the web of data that now exists via the content developed by 1.0 or 2.0 sites that can be processed directly and indirectly by machines. Fundamentally, this is a technological change in that it is about utilizing data in efficient and better ways to increase discoverability of content that is relevant to a particular user.
The real power of the semantic web is realized in knowing how entities of different types relate to one another: paintings to opera, opera to history, artists to patrons, all of which are present in this painting of a performance of the opera "Il Parnasso Confuso" by Christoph Gluck.
What you seek in researching an item such as this is that related content with disparate subjects be pulled together from multiple sources.
This is enabled by semantic web data being structured, so that computers can understand what data means and therefore how it relates to other data. One database might tell your computer that Christoph Gluck is a composer, amongst other things. <strong>Click</strong> Another database might specify that composers create music. Yet another database classifies one subcategory of music as opera. This concept is what is known as linked data.
Intelligent Linking

And therefore when your search includes “opera,” it is interpreted to mean the music genre as it relates to Gluck and not “Opera” the web browser.
Accuracy is improved through the use of aggregated authority files such as VIAF, the Virtual International Authority File, that combines the name authority files of multiple institutions into a single name authority service. VIAF accomplishes this by linking national and regional-level authority records from institutions in the US and around Europe to create clusters of related records. This allows VIAF to pull together alternate forms of a name and also give them context.
Semantic web browsers link to web data in several directions at once, but the key in all directions is locating links that are meaningful to the original context, resulting in more useful results to a particular query.
How does this work, you might ask? Through the magic of the Intertubes! And while much of this clustering of content is enabled by machine-facilitated, artificial intelligence technologies, there is also a need for individuals with knowledge of structured data in facilitating these associations. We see a bright future for librarians as intertube operators making connections between users and the information they seek.
An initial key to the process is to provide a machine with the ability to make sense and capitalize upon existing data. A Wikipedia page may have a lot of content within it, but it is structured for readability by people rather than by machines. One way to make use of this data is to combine it with a named entity recognition program, or an entity extractor, that locates and classifies elements within text into predefined categories such as the names of persons, organizations, and locations.
OpenCalais is a web service that attempts to create rich semantic metadata by analyzing a document and finding semantic entities within it. One project developed around OpenCalais' tools is Thinkpedia, which builds upon Wikipedia data to create a new way to navigate and explore its contents. Thinkpedia extracts semantic information out of Wikipedia articles and then formats it into an interactive visualization. The visualization is displayed along with the Wikipedia article, providing a focus plus context view.

Here on the left we see the concept of opera broken into associated people, geographic locations, architectural entities such as opera houses, etc.
This is similar to the method of analysis performed recently on Jeopardy by Watson, a question answering computing system built by IBM that is an application of advanced natural language processing, information retrieval and machine learning technologies. This skill set allowed Watson to crush his human competitors, raising questions about the rise of intelligent machines.
Never fear—some of the most interesting and relevant projects combine human-generated content with readily available data sources. Freebase, a project sponsored by Google, utilizes data from sites such as Artcyclopedia and the National Register of Historic Places, as well as specialist catalogs such as that of the Metropolitan Museum of Art, with human editing to publish relevant and verifiable information in one place.

Here, for example, we see Freebase’s page devoted to Madonna and Child-themed works of art. The data present for each of these items has been assembled by a combination of machine harvesting and human contribution. This allows machines to do the rote collection of information and humans to add specialist intervention, such as resolving ambiguities between paintings of the same subject executed by the same artist.
The sheer quantity of data that has been collected from varying sources by Freebase allows a user to manipulate this content in varying ways, so, for instance, one can generate a geographic display of the contemporary museum locations of the Madonna and Child paintings within the category.
And here is a visualization of some of the content on a timeline by date. A project such as Freebase, for which approximately 20 million topics have been established to date by a combination of volunteers and pre-existing data sources, exemplifies an emergence of projects that seek to create meaningful content and display out of disparate materials.
So what’s on the forefront? Projects are being developed in a wide variety of areas, but many fall into two categories: searching and socializing. At their core, both of these seek to connect users with content that is more relevant and focused on individuals’ interests.

As the technologist Tyler Bell has written, “linked data is more of an ethos than a standard, focused on providing context, assisting in disambiguation, and increasing serendipity within the user experience.”
One example of better searching is Hakia, a web search engine that is focused on bringing a user results from multiple places including the Web, News, Blogs, Video, Images, and what they refer to as Credible Sources, or what we might call scholarly content. A search within Hakia returns results to a user separated into these categories, sorting published content from web, blog, and twitter hits, as well as multimedia. Here we see some of the distributed results found by searching Hakia for ‘Barbie,” including medical literature on Barbie’s effect on body image.
A project dedicated to helping individuals connect with others with common interests is FOAF, or the Friend of a Friend Project. The project helps people create machine-readable records describing themselves, their activities and their relations to other people and objects. <click> Here we see the basic profile information of one individual who has created a FOAF record, and further down in the document his interests and publications.

Like creating your own Web pages, the creation and upkeep of FOAF data is within your control. So one potential application might be a community directory where members maintain their own records but the information is published to a common environment. Not that there isn’t an eternal need for paper-based directories…
One more project worth mentioning is the EuropeanaConnect Media Annotation Suite. Some of you may already be familiar with Europeana, a site that enables people to explore the digital resources of Europe's museums, libraries, archives and audio-visual collections. It currently has over 1500 institutional contributors and more than 15 million digital objects including images, texts and audio files.

This tool, developed under the leadership of the Austrian Institute of Technology provides a way for users to easily annotate Europeana's images with either free language or semantic tags via linked data. Linked data added to an image then provides valuable context information that helps to make the content searchable in different languages, by geographical location, or via related or alternative terminology.

Here we see someone identifying a historical photograph of the Church of Saint Simon and Judas. You can see that they are tagging it with the name of Henry IV from an authority file, and one could also add information about its geographic location, etc.
The best part is that this isn’t just plain old Flickr-style annotation, where tags pertain to one specific image and potentially have nothing in common with the tags of other users. EuropeanaConnect's tags are converted to RDF, which is the standard model for data interchange on the Web. This is also what happens to a FOAF record one creates, and pieces of many of the other projects we’ve looked at today. These RDF records can then be accurately searched and repurposed by other semantic web tools, so that involvement in each of these projects over time has the potential to strengthen the data sets of the others.

Computers love this stuff!
The Future is Coming

Pieces of the Semantic Web are here already, but there is a lot more coming and descending upon our homes and institutions! The good news is that the Semantic Web values what is our bread and butter, in that its capabilities are dependent upon authoritative, structured data.
Let’s Get Involved

Rather than be crushed by machines, we can help build the Semantic Web by joining the discussion and helping to shape it so that it benefits education and the public good. One way to do this is to become involved in the development and application of web 3.0 data standards.
One can participate by becoming involved in projects like the W3C Library Linked Data Incubator Group. Their mission is to help increase global interoperability of linked data on the Web by bringing together people from the library community and beyond involved in semantic web activities. Not surprisingly, the W3C sees libraries and archives as major potential providers of authoritative datasets for the semantic web.
As you can see from W3C’s list of uses cases, there are many topics relevant to VRA and ARLIS members. Really, who in this room doesn't get goose bumps when they see “Bibliographic data”, “Archives” and “Citations”? 
One potential use case of the W3C’s activities is the LOCAH Project, which attempts to create links between the UK Archives Hub and other data sources. These sources include DBPedia and the BBC, OCLC for name authorities, and the Library of Congress for subject headings. The project aims to enable the free and flexible exploration of archival data so that researchers can make new connections between subjects, people, organizations and places.

This is just one example of a potential project like this.
Greg and I are marching bravely into the world of the Semantic Web and we look great doing it. We sincerely hope you'll join us!
New Technologies: Social Networks

Suzanne Walsh,
suzannewalsh@gmail.com

with help from Heather Cleary,
hcleary@otis.edu

Image: XKCD

Engaging New Technologies
Social networks are revolutionary in that they connect the generator of content to the consumer of content and allow the consumer to easily give direct feedback. They also connect friends through what they share with one another. It's a conversation. Like digital repositories, social networks need a certain number of regular users to be useful. Also need a threshold of friends/colleagues - group pressure to join & use. What's trendy in one group is not by another; see myspace v. facebook c. 2007: divisions along socioeconomic class.

Precursors: Usenet and bulletin boards (1980s), Web Rings (1990s), Blogs and online journalling (2000s)

What they can do:
Find people & contact information
Authoritative source about a person, by that person
Find people by interests, location, other criteria
Forums
Events
Updates/feeds
Share information/links easily & quickly
Publish content - photos, fiction, commentary, skills & accomplishments
New content discovery
Supplied info - concerts on last.fm, books on Shelfari and LibraryThing,
Collected info - Foursquare, peer recommendations, peer activity
Direct feedback on published content
Combining Facebook with other Social Networks
Emergence of Privacy concerns, alternatives to FB - Diaspora, The Fridge
Expansion and evolution of specialized social networks - DeviantArt, SocialScienceSpace, LinkedIn, ArtSlant http://www.artslant.com/
Tools to manage multiple social networking sites - TweetDeck, Ping.fm, HootSuite,
Flock & login management from Mozilla
Adding fun/interaction to static websites - SCVNGR, badges like on Foursquare
Incorporation into gaming platforms - Avatar Kinekt
Microblogging - Tumblr & Twitter
Building knowledge repositories (and reputations) through question and answer sites: Yahoo Answers, Quora, Stack Exchange
Fomenting revolution in Iran (2009?), Tunisia and Egypt (2011), elsewhere
Online Communities Change

Spring 2007  Image: XKCD

Summer 2010  Image: Flowtow
Facebook:
"Nobody goes there anymore. It's too crowded."

Find us on Facebook
What are they doing with your information? What privacy is there?

Openbook: [http://youropenbook.org/](http://youropenbook.org/) - see what information is out there about you on FB; follows in the steps of PleaseRobMe.com (defunct project)

EveryBlock USA: [http://www.everyblock.com/about/faq/](http://www.everyblock.com/about/faq/) - for major US cities, get useful feeds + Flickr feeds based on street addresses


EveryBlock USA: [http://www.everyblock.com/about/faq/](http://www.everyblock.com/about/faq/) - for major US cities, get useful feeds + Flickr feeds based on street addresses
What are they doing with your information? What privacy is there?

Openbook: [http://youropenbook.org/](http://youropenbook.org/) - see what information is out there about you on FB; follows in the steps of PleaseRobMe.com (defunct project)

EveryBlock USA: [http://www.everyblock.com/about/faq/](http://www.everyblock.com/about/faq/) - for major US cities, get useful feeds + Flickr feeds based on street addresses
Facebook alternatives

Suzanne C Walsh

bio

New York City-based foodie. All historian I spend my whole life on the internet.

birthday

Suzanne C Walsh
What happens when a social network is discontinued /threatened/abandoned (e.g. Bloglines, Delicious, Google Buzz, Second Life) or walled up (e.g. Ning is no longer free)? Who gets the content?

Friendster begun in 2002 as a general networking site. Eventually Facebook swamped it. It survives in Asia and focusing on gaming.
Expansion and evolution of specialized social networks – DeviantArt
SocialScienceSpace - http://www.socialsciencespace.com/

ArtSlant http://www.artslant.com/
Shelfari
Goodreads
LibraryThing
PaperBackSwap

Building knowledge repositories (and reputations) through question and answer sites: Yahoo Answers, Quora, Stack Exchange, Wikipedia

Reputation Management

Example: Graphic Design http://graphicdesign.stackexchange.com/
venue for rapid, informal engagement with users
Create more points of access - more accidental discovery
Allow for fewer knowledge silos; know exactly what others in the dep't, across campus, across the country are doing
Richness created through participation
Directly link trusted sources (professors, etc) to resources through confirmed identity
Share current projects: digitized image of the day
Quickly monitor trends in the profession
Replace decreasing informal interactions at the physical location, “lonely VRC syndrome”
Tangible evidence of patrons served, areas needed for improvement
Saving time by not reinventing the wheel - seeing others’ innovations
Greater integration with gaming systems, mobile phones
Hybrid conferences/interactions - both real time & online
Greater geo-awareness - on-the-fly localization
Fusion of identities, fuzziness between real and virtual worlds
New ways to share information - datasets, diagrams, learning tools
More people, in a more diverse age range and a more diverse geographical area contribute as cell phones get better/cheaper
More codified and understood rules of online engagement; currently a wild west
Why did we include mobile computing in this panel?

Mobile phones and other devices are an increasingly central to our user's lifestyles. Even if they aren't used primarily for scholarly pursuits at this time, the field of mobile computing is rapidly advancing and the art library/VR community needs to be ready to capitalize on users' habits.

Insert statistic here about how many texts are sent each month by American teenagers.

http://farm4.static.flickr.com/3154/2979124681_a61a18d810_b.jpg
Experts agree that 2011 is the tipping point for mobile technologies. While they have been gaining relevance over the past decades, from now on they will become integral to the first-world lifestyle.

In the 4th quarter of 2010, smartphones surpassed PCs in number of units sold. 100.9 million smartphones vs. 92.1 PCs. The number of smartphones sold in Q4 2010 was up 87.2% from the 53.9 million sold in Q4 2009. For the year, vendors shipped 302.6 million smartphones - an increase of 74.4% from the 173.5 million in 2009.

In 2010 smartphone sales to end users were up 72.1 percent from 2009 and accounted for 19 percent of total mobile communications device sales in 2010.
The Horizon report defines mobile computing as “the use of the network-capable devices.” This includes smartphones, tablet devices, e-book readers, netbooks, and (technically) laptops - even digital cameras that can send photos directly to Flickr or movies to YouTube qualify under the definition.

Netbooks are stream-lined, lighter-weight laptops designed for travel. They offer word-processing and internet browsers, but are not typically designed to support applications that require large amounts of memory or processing power. Screen real estate is also typically smaller.

http://www.flickr.com/photos/ekosystem/3153286618/sizes/z/in/photostream/

Tablet is a flat personal computing device designed for viewing and interaction through a touch-screen interface. These devices may also recognize handwriting as a means of input.

http://qasimsahi.blogspot.com/2011/01/world-is-going-to-change-it-self.html

Hopefully we’re all aware of ebook readers and their purpose & functionality. We made the not to focus our session on these since even devoting the entire 15-minute slot to them wouldn’t do justice to the complex issues libraries face with these.

Newest devices Motorola Xoom
iPad 2
Android - HTC Thunderbolt 4G, LG Optimus 2X, Motorola Droid Bionic, Sony
Smartphone is a mobile phone which is designed to support an operating system with multiple applications and which provides for robust data connectivity.

Feature phone is a mobile phone which has limited data processing and connectivity.
Capability

- Wireless 802.11n
- 3G or 4G cellular network
- Multi-touch
- Swipe typing
- Haptic feedback
- Cameras – front & back
- Gyroscope, accelerometer, compass

Overall top-selling operating systems Android surpassed Apple’s iOS in market share in 2010. It is important to understand that the dominant operating systems dictate much of the market, including which apps are available for particular devices. This is somewhat analogous to the browser war in the late 90s.

http://www.digitaljournal.com/article/301359#ixzz1GgoUDt33
Library Catalogs: (1 minute)
Many of the examples we’re showing you can be found from the M-Libraries portion of the Library Success: A Best Practices Wiki

WorldCat – Union Catalog Heather says this app is bland, especially on iPad]

LibraryThing / Lib Anywhere – a way for users to interact with their local library catalog, including seeing hours, directions, events, newsletters, and mobile catalog search (?). This is a paid service, however they say that the cost is low.

Santa Clara Public Library – search mobile catalog, renew, place holds, see suggested reading lists, contact info. Blog and twitter. This is the most expensive option for making your catalog/library mobile-friendly. This requires ample programming knowledge.

Hunter College Libraries – As opposed to the first three samples, which were native apps, this is a web app. This means that instead of writing code that can be downloaded and installed on a device, this website has simply been made mobile-friendly. When you navigate to this page on your mobile device, the browser detects that it should display a mobile version of this page. This is probably the least expensive option.
Library Databases and Resources: (1 minutes)

ProQuest [web] - bad: new platform is built for web and is not mobile-friendly
WilsonWeb [web] - good: turn it on on admin
EBSCOHost -
Lynda.com app - great, though web portal login works on iPad not iPhone; bad: only for Apple iOS
Gale’s Access My Library app
Naxos Music Library app
JSTOR [in Beta]
LibGuides
Art & Design Apps (1 minutes)

Taschen – shopping for art books. This app takes advantage of the iPad's display capabilities. Saatchi Gallery Opus app (free) and The Peter Lik Opus HD ($8.99)

Bavarian State Library
Louvre
Visual Resources Collections Apps (1 minutes)

FREE Image Collections

Indicommons – Access Flickr Commons collections, like The Library of Congress
Duke Mobile

Images: http://www.flickr.com/services/apps/72157621903615751/
Visual Resources Collections Apps (1 minutes)

SUBSCRIPTION Image Databases

ArtSTOR – mobile interface
Bridgeman Art Library - applications

Images: http://www.flickr.com/services/apps/72157621903615751/
Image Editing and Manipulation Apps (1 minutes)

PAY APPS
Adobe Photoshop Express – photo editing
Adobe Ideas - sketchpad
Camera+ - Stabilizer, take better photos with iphone camera
Location Aware Apps (1 minutes)

Foursquare – Social “game” where you check into various places and events.
Get badges and more for participating
Get Glue – rival to 4square
Wikihood – limited to certain cities, but international; great for travel
Google Earth
Go Sky Watch – uses GPS and compass/tilt to help you locate stars, etc.
Productivity Apps (1 minute)

Both have lots of partner apps
Evernote - cloud-based synching of notes
Dropbox - share files

Adobe Pages
Polleverywhere

Angry Birds [tee hee - keep as a joke] – taking breaks to game actually helps productivity
Was Cool Apps, now Codes (1 minutes)

RedLaser – Scans barcodes & QR codes and more. Works with WorldCat and GoodReads as well as many other apps. Uses built-in camera as scanner; no more need for CueCat or pen scanner

Many, many, many more apps use barcodes to get additional information, such as Fooducate (nutrition) and pic2shop (shopping)

Microsoft Tags – competing with QR codes; RedLaser doesn’t scan them.

Also – Common to use QR codes to install apps on Android phones

Add image of sign of QR code for opac? Hold up CueCat during presy?
Pay by phone (1 minute)
Available in Japan and Europe for many years, just rolling out now in the US.
ISIS – joint venture by AT&T, T-Mobile and Verizon Wireless. No “tangibles” yet
PayMo – powered by Boku. Buy virtual items (usually online games, e.g. Mafia Wars on Facebook) and have it billed to your cell phone. “pay for virtual and digital goods with your mobile phone”
Bling Nation (RFID sticker on any cell phone) – limited areas
Starbucks Card Mobile - Use smartphone app to buy stuff at Starbucks. Use the camera as a barcode scanner. No longer need to carry a Starbucks Card – it’s all in the phone. Powered by mFoundry
FaceCash – app, limited to Palo Alto
Obopay
Venmo
Cimbal

http://www.blingnation.com/consumers/mobile-money
Don’t have enough time to explore this issue
Many of the devices are primarily e-readers or have apps for reading books.

right image: http://www.twelvesouth.com/products/bookbook_ipad/gallery/
What to do next (3 minutes)

Understand your users’ motivations for mobile app usage - talk to friends, family members, & patrons about their use of smartphones and mobile devices. Go to a wireless store like Sprint, Verizon or AT&T and test-drive different devices. Talk to the salespeople about them.

Turn on the mobile services from library vendors. Many databases have already built apps, and librarians can contact the vendors for help enabling them for our users. You'll also want to market the mobile app services.

Create a link to these resources from your webpage

Review your users' interest in mobile content - collections, hours, etc

   Ask your webmaster to create a mobile interface

Outsource creation of mobile interfaces


Add image of sign of QR code for opac?

“When is the library open” is equivalent to the reference question “Where is the bathroom?” Most visitors want to know
What to do next (3 minutes)

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Add image of sign of QR code for opac?

“When is the library open” is equivalent to the reference question “Where is the bathroom?” Most visitors want to know
Hopefully this presentation will inspire viewers to experiment with and utilize some technologies for presentations that they haven’t tried before.
It’s important to recognize why we’re presenting in the first place, and how we might better engage our viewers by using other techniques and technologies.
It wasn’t long ago that a presentation would be given by a person standing in front of an audience, with luck they’d have some sort of visual aid, like a flip chart, overhead transparencies or 35mm slides.
Currently digital technology allows a single presentation to be seen anywhere in the world and saved for future posterity: to be viewed (ideally) anytime in the future.
Presentations online have the ability to reach a much larger and more diverse audience than one given to a live audience.
Here’s an example of online audience reach (over a million views)
There are plenty of options for creating or distributing presentations online:
Google Presentations (part of Google Docs)
280 Slides
Hosted PowerPoints
Prezi
Screen capture technology allows you to take a picture of what’s on your screen.
An example of a screenshot explaining the font formatting on PowerPoint versus a text description.
Presentation technology allows us to easily share out knowledge, help others through tech problems and explain technical issues, bugs, etc. to someone who might be able to help.
Screen captures can be extremely useful and time-saving in technical documents.

A screen capture is easily inserted into a text document.
A screen cast allows you to show someone several steps of a complex process or workflow quickly and easily, often with audio narration.
Jing is one free screen casting & capture utility which has many sharing options – I’ve used it for years and vouch for it.
Web-based screen casting is easiest, cross platform & instantaneous.
A few screencasting sites:
http://www.techsmith.com/jing/
http://www.screenr.com/
http://www.screencast-o-matic.com/
Live broadcasting is becoming more accessible, everyone can now become a broadcaster: "Broadcasting live from..."
Justin.tv is one example of a simple & easy to use web & mobile free broadcasting service.

A few others:

http://www.stickam.com/
http://www.livestream.com/
http://www.freedocast.com/
Often live video streams also allow or incorporate text chats, where the broadcaster can respond and interact with viewers.
Currently technology allows us instantaneously share text, audio and video. Imagine what the future holds.
During this slide I’ll be giving secrets to the live audience I present in front of,
If you were there for the presentation and know what I said during this slide
Please follow up.
Thanks,
John
Can involve extra work at the beginning
Reach a larger audience
Encourage you to give better presentations
Allow others to access information in your presentation at their convenience
Presentations more dynamic b/c less content is needed in slides
Make presentations available online with built-in tools
Enable discovery
Allow others to access information in your presentation at their convenience
SS & SR are software adapted to current technology - Powerpoint
Prezi is new paradigm – less linear, more complex to learn
Slideshare – able to upload both images and sound
See number of hits
Get direct feedback
Easy to share/imbed
Becoming the standard service for uploading PPts
Allows for non-linear, more visual representation of ideas, like a blackboard
Get the literal big picture, interconnectedness
Ability to return to one point
Knowledge barrier v Powerpoint
Making it Useful
After the Presentation

How do I make this usable by others in the long term?

- Using speaker notes
- Tagging presentations
- Sharing presentations
- Responding to feedback
Sharing and Privacy

- With whom should I share my presentation?
- Do I have permission to use the images?
- What am I ok with re: borrowing or plagiarism?
Given increasing availability of WiFi, fast connections & expensive flights, trend is to increase
Integration of mobile computing into everyday life
Demand for more direct interaction b/w content providers & audience
Presentations used in different ways eg – elevator spiel with images, social/ networking functions
Preservation – problem with using proprietary software, yet another set of files to keep updating? What is important to keep? Making sure to use lossless formats

Portability - mobile, on-demand access

Decreased cost & increased availability

“Hybrid events”

Preservation – problem with using proprietary software, yet another set of files to keep updating? What is important to keep? Making sure to use lossless formats

Portability- ease of access to lots of people – availability on smaller devices, more affordable

Cost of new technology goes down, more people use, more people demand more

Eg. more college courses available online

Hybrid events – teleconferencing/real life, use of social networks and direct access to more information via mobile devices, blurring of lines between real & virtual
Engaging New Technologies

ARLIS-NA / VRA 2011 - Minneapolis

Productivity
Formal Goal
Technologies
+

Engaging New Technologies
Technologies +
Organization +
Technologies
+
Organization
+
Life
(professional and personal)
Real Goal...
Make YOU more awesome.
Why is this Topic Important?
Utilizing the cloud
Utilizing the cloud information overload
<table>
<thead>
<tr>
<th>Social Media Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments made on Facebook</td>
<td>44,235</td>
</tr>
<tr>
<td>Hours uploaded onto YouTube</td>
<td>3</td>
</tr>
<tr>
<td>Spent on virtual goods globally</td>
<td>$507</td>
</tr>
<tr>
<td>Tweets sent on Twitter</td>
<td>5,417</td>
</tr>
<tr>
<td>Videos watched on YouTube</td>
<td>120,370</td>
</tr>
<tr>
<td>iPhone apps downloaded</td>
<td>1,023</td>
</tr>
<tr>
<td>Skype minutes of calls</td>
<td>23,744</td>
</tr>
<tr>
<td>New members join Facebook</td>
<td>50</td>
</tr>
<tr>
<td>New Twitter accounts</td>
<td>18</td>
</tr>
<tr>
<td>Apps installed by users on Facebook</td>
<td>1,204</td>
</tr>
<tr>
<td>Made from global mobile messaging and data</td>
<td>3,743</td>
</tr>
<tr>
<td>iPads sold</td>
<td>3</td>
</tr>
<tr>
<td>New members on LinkedIn</td>
<td>5</td>
</tr>
<tr>
<td>New blog posts published</td>
<td>54</td>
</tr>
<tr>
<td>Searches made on Google</td>
<td>120,370</td>
</tr>
<tr>
<td>Emails sent globally</td>
<td>17,643,328</td>
</tr>
<tr>
<td>Made in advertising revenue on Facebook</td>
<td>$103</td>
</tr>
<tr>
<td>SMS's sent worldwide</td>
<td>999,346</td>
</tr>
<tr>
<td>Pieces of content shared on Facebook</td>
<td>60,165</td>
</tr>
<tr>
<td>Images uploaded to Flickr</td>
<td>130</td>
</tr>
<tr>
<td>New internet users globally</td>
<td>65</td>
</tr>
</tbody>
</table>

*Made by: @GaryHayes  Blog: http://personaltimenews.com*
Utilizing the cloud
Information overload
Utilizing the cloud
Information
overload
Keeping current
The Set-Up
(recent past and now)
Categories:
1. Information management
2. Project management
3. Task management
Top 10 Solutions to Real Life's Most Annoying Problems

Adam Tschit — You're fat, in debt, live in a filthy hotel, you call an apartment, can't find a decent job, and your life sucks. Well, maybe it isn't that bad, but if you could stand to improve things in one area or another, we can help. Here are our top 10 solutions to life's most annoying and troubling problems.

More...
NOW
current productivity technologies
You want me to pay for that?
Information management

How do we make sense of all the information out there?
Aggregators

Google Reader

Bloglines

Engaging New Technologies
Bloglines

NFAS Conference Slides Now Available Online

Slides from the recent conference of the National Federation of Advanced Information Services (NFAS) are now available online. This week’s conference sessions centered around framing the role of information within the conference program. Information is no longer just available within peer-reviewed journals. It is accessible from multiple resources scattered around the Web.

New Copyright Blog Now Available from Wolters Kluwer Law & Business

From the press release: Wolters Kluwer Law & Business is pleased to announce the launch of a new Copyright Blog. The new blog, located at http://WoltersKluwerBlog.com, offers copyright professionals a forum for discussion, advice and commentary on developments in copyright and works significant copyright law issues. It is the only official Wolters Kluwer Law & Business blog dedicated to copyright and intellectual property.
Social bookmarking
Social bookmarking

[Image of delicious from Yahoo!]

The tastiest bookmarks on the web. Save your own or see what's fresh now!

Learn More
Social bookmarking

(delicious from Yahoo!

The tastiest bookmarks on the web. Save your own or see what's fresh now!

Learn More

(not so tasty anymore…)

Engaging New Technologies
Alternatives?
Social bookmarking

Engaging New Technologies
Project management

How do we easily and effectively collaborate with our peers?
Engaging New Technologies
Google groups

2001=pretty awesome
Google groups

2001=pretty awesome
2011=meh
Alternatives?
onehub
Task management

What tools exist to help us use our time better?
Old concepts, but new technology!
Polls
Is Michael Jackson the greatest pop star ever?

Poll initiated by Meghan Musolf

6 participants

Meghan Musolf: Yes
Elvis Presley: No
Jermaine Jackson: Yes
Macaulay Culkin: Yes
Bubbles: Yes
Elizabeth Taylor: No

Your name: [Your option] 1 2 3
To-Do Lists
teux deux
teux deux
Get a life.
Save the planet.
Be as cool as my partner Bryan...
Task management

What tools exist to help us use our time better?
CROSS PLATFORM + CROSS-DEVICE

Manage tasks quickly and easily.
An intuitive interface makes managing tasks fun. Set due dates easily with end Friday or in 2 weeks. Extensive keyboard shortcuts make task management quicker than ever.

Get reminded, anywhere.
Receive reminders via email, SMS, and instant messenger (AIM, Gadu-Gadu, Google Talk, ICQ, Jabber, MSN, Skype and Yahoo! are all supported).

Organize the way you want to.
Are you a list lover? Create as many lists as you need. Info tagging? Use the task cloud to easily see what you have to do. Want to store notes along with your tasks? You can do that too.
Project management

How do we easily and effectively collaborate with our peers?
No Gatekeepers
AI + PM
Artificial intelligence will scan communications and user behaviors to automate future project planning.
Information management

How do we make sense of all the information out there?
Simplicity + Precise Utility

Read Comfortably—Anytime, Anywhere
Return to distraction-free reading while supporting writers & publishers.

Engaging New Technologies
CUT THE CLUTTER
Simplified Reality

Engaging New Technologies
Dashboards
Ambient Information
SCREENS WE AREN'T WATCHING

Dentsu London and BERG

Engaging New Technologies
Engaging New Technologies
ARLIS-NA / VRA 2011 - Minneapolis

THANK YOU

Meghan Musolf
Assistant Coordinator, Visual Resources
University of Michigan, Ann Arbor
musolffm@umich.edu

Bryan Loar
Director of Knowledge Management & Research
SC search consultants
loar@scesearchconsultants.com
Additional Resources

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Creator: agroffman

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Creator: Remember The Milk

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Creator: apropl

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Creator: joseph a

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