


A large, light gray oval shape is centered on the page. Inside this oval, a dashed gray rectangular border encloses the text. The text is centered within this dashed box.

**Next Generation Media & Internet ::  
How can Education exploit it?**

**Liz Headland, IBM Digital Media**

A diagram featuring a large, light gray circle centered on the page. A dashed gray rectangle is superimposed on the circle, extending horizontally across its width and vertically across its height. The text 'Technological Innovation = Unanticipated Outcomes' is centered within the circle.

**Technological Innovation = Unanticipated Outcomes**

**Technological Innovation = Unanticipated Outcomes**



**Meaningful  
technology is  
about...**

**Technological Innovation = Unanticipated Outcomes**



**Bringing people together**

# Technological Innovation = Unanticipated Outcomes



Bringing ideas  
together

# Technological Innovation = Unanticipated Outcomes



**Technological Innovation = Unanticipated Outcomes**



**Leveraging the  
power and  
wisdom of crowds**

**Technological Innovation = Unanticipated Outcomes**



**Sharing  
information**

# Technological Innovation = Unanticipated Outcomes



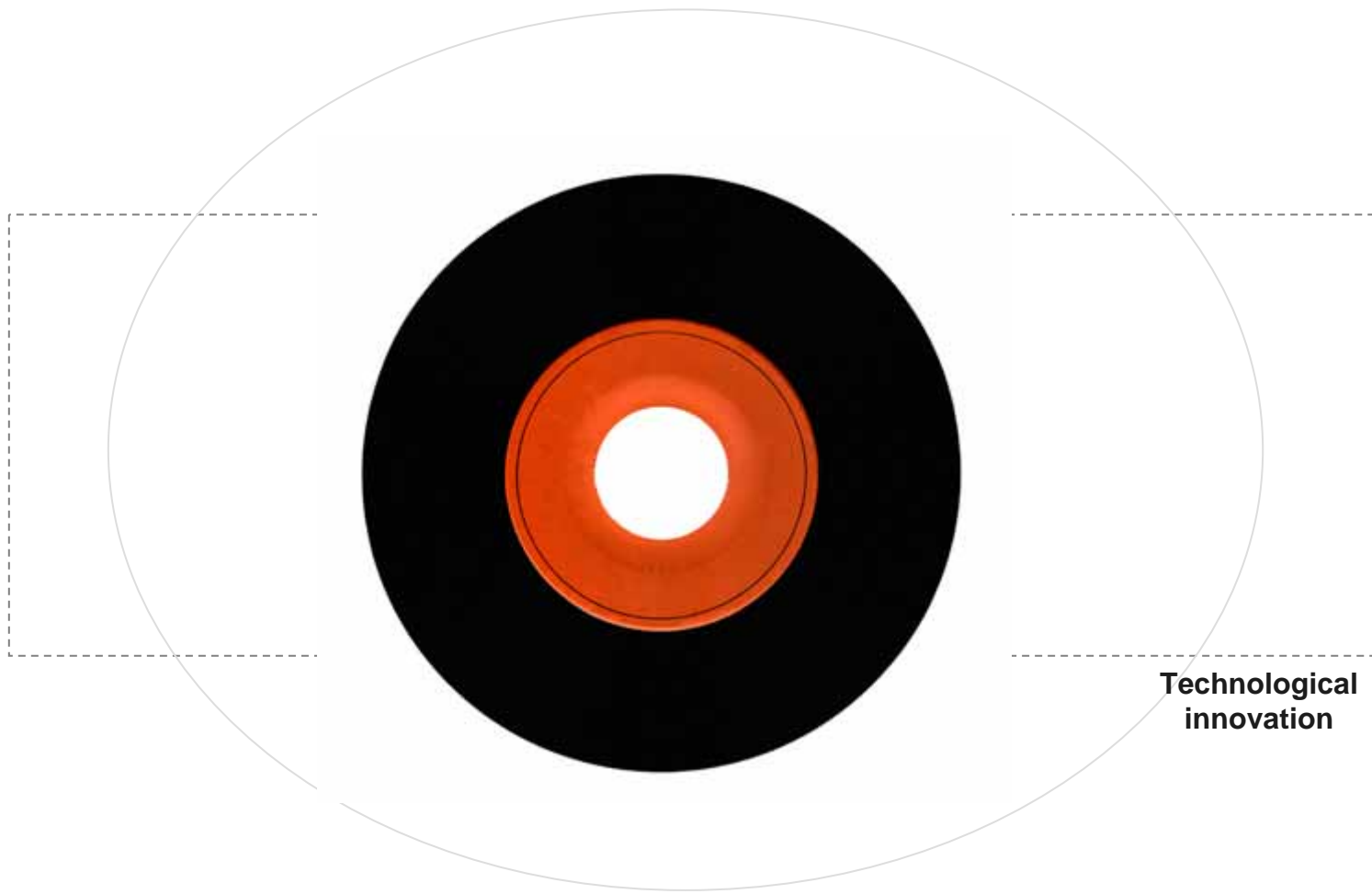
Having  
conversations

**Technological Innovation = Unanticipated Outcomes**



Historically...

**Technological Innovation = Unanticipated Outcomes**



**Technological  
innovation**

# Technological Innovation = Unanticipated Outcomes



Technological  
innovation

# Technological Innovation = Unanticipated Outcomes



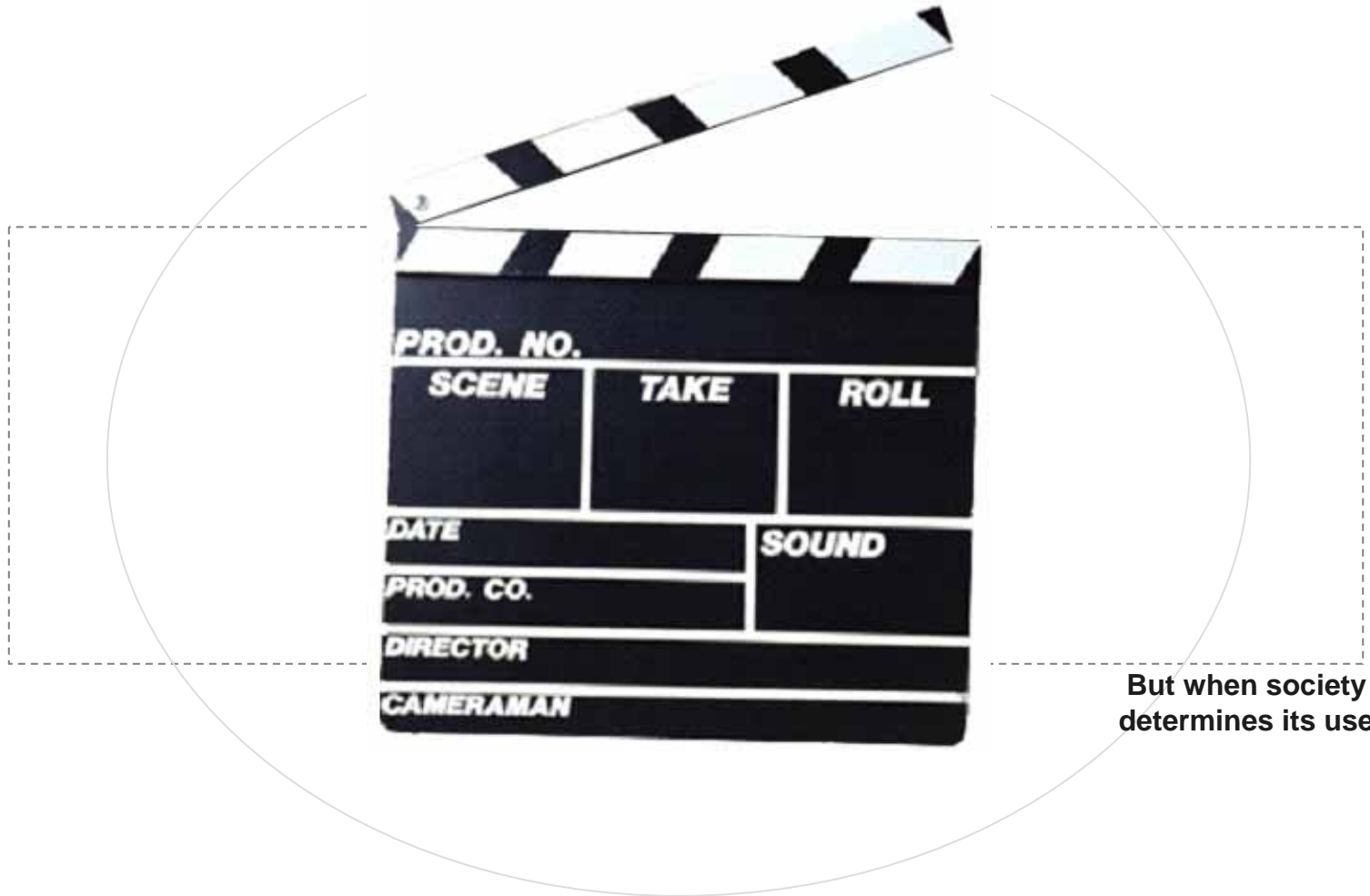
Yields unexpected outcomes

# Technological Innovation = Unanticipated Outcomes



**Technology is not  
defined when it is  
invented...**

**Technological Innovation = Unanticipated Outcomes**



**But when society determines its use**

# Technological Innovation = Unanticipated Outcomes



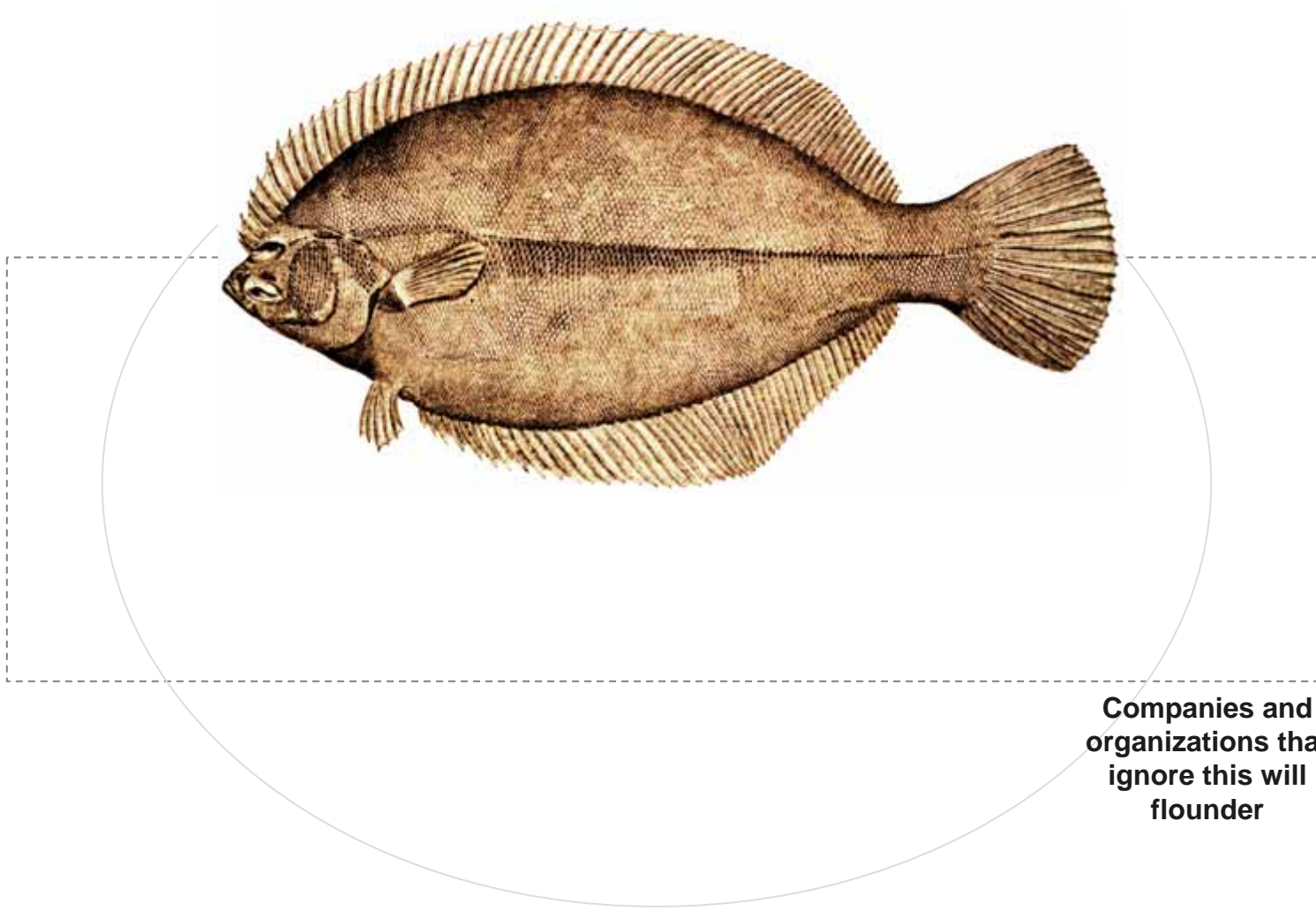
But when society determines its use

# Technological Innovation = Unanticipated Outcomes



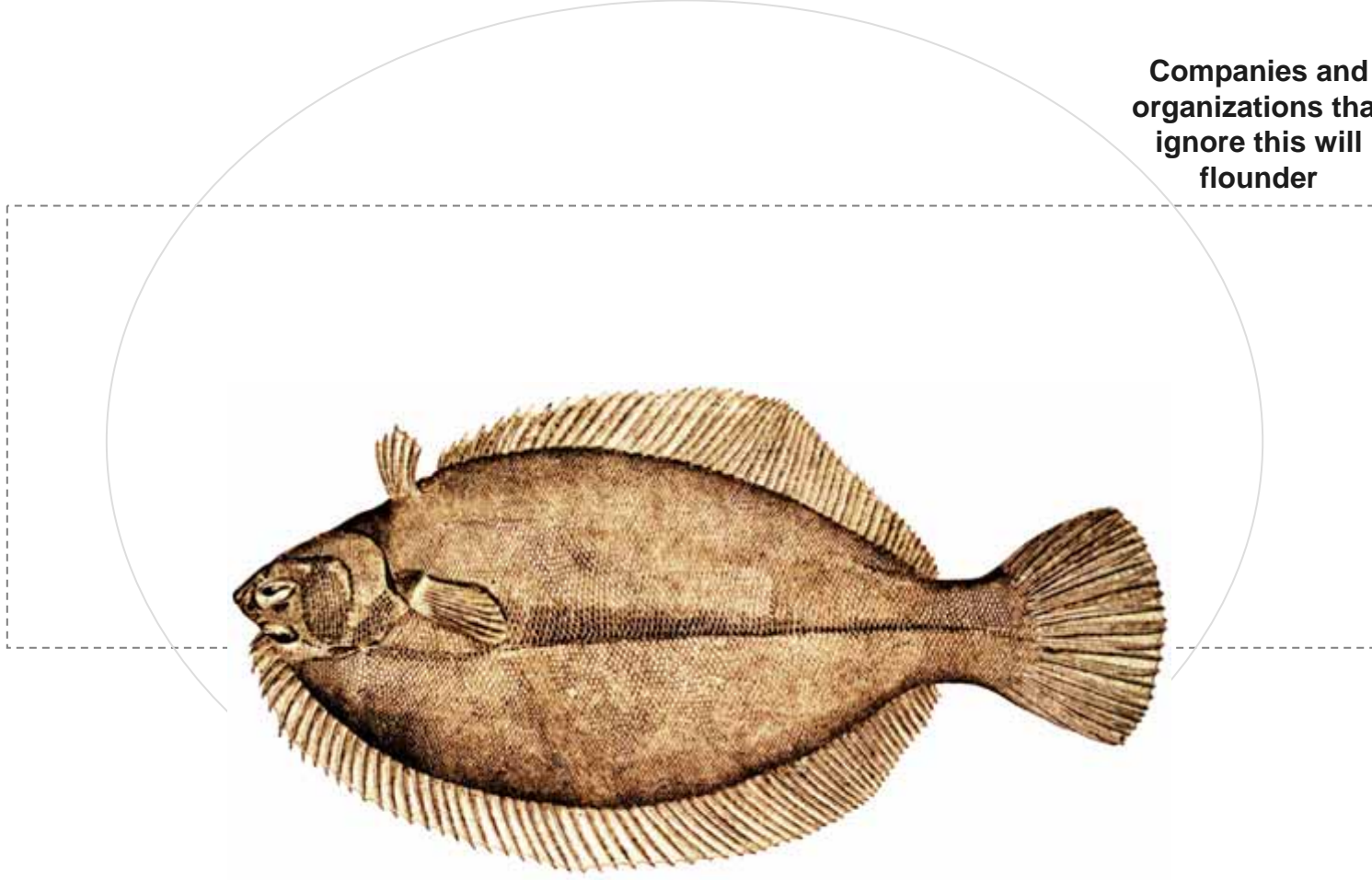
**Rule of Thumb...**  
**Technology that empowers enables and connects people will be a catalyst for change**

**Technological Innovation = Unanticipated Outcomes**



**Companies and  
organizations that  
ignore this will  
flounder**

**Technological Innovation = Unanticipated Outcomes**



**Companies and organizations that ignore this will flounder**

A diagram featuring a large, light gray circle centered on the page. A dashed gray rectangle is superimposed on the circle, with its horizontal edges passing through the center of the circle. The text "The Maturation of the Web" is centered within the circle.

**The Maturation of the Web**

## The Maturation of the Web



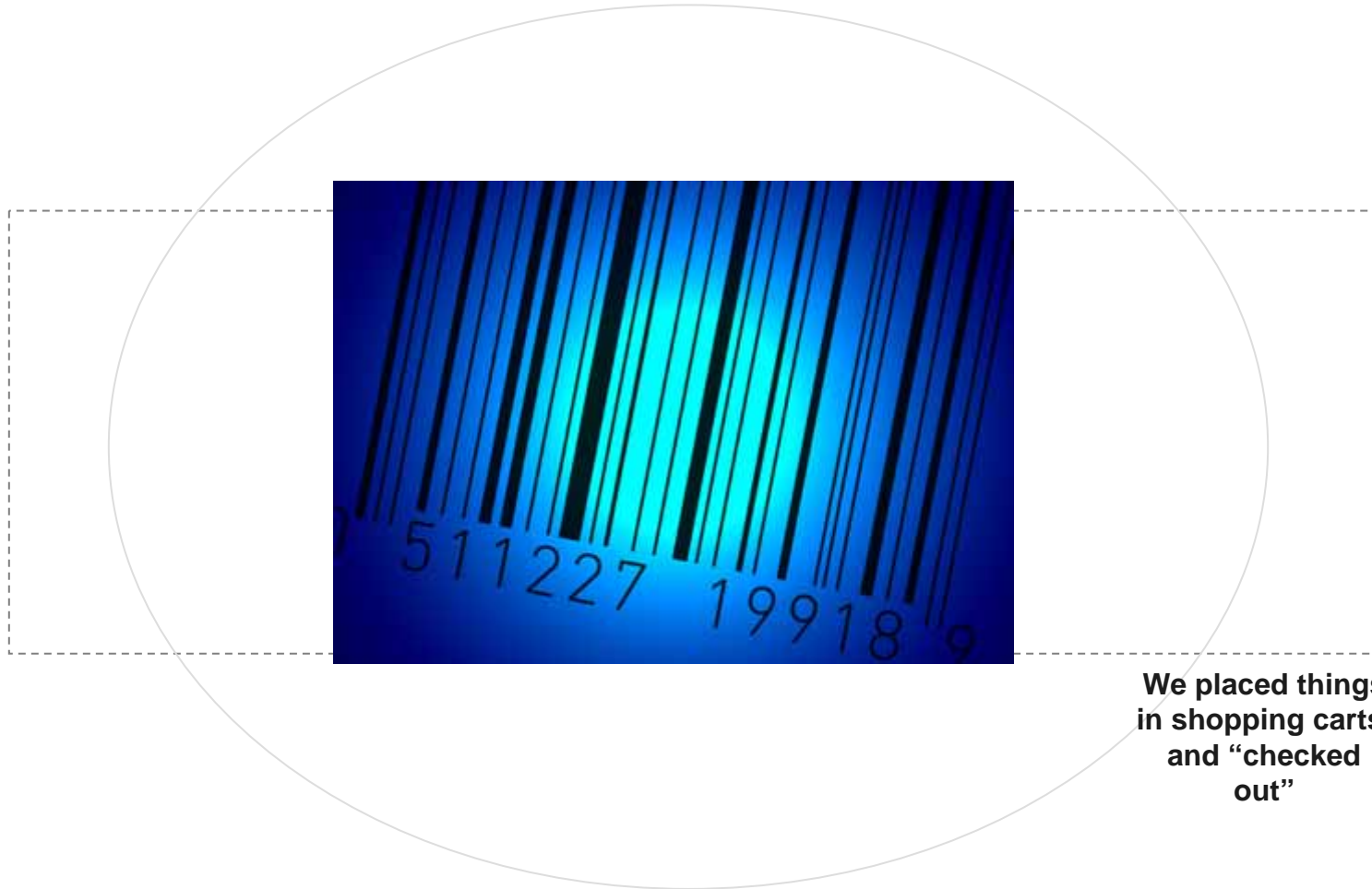
Initially, the web was an extension of what we knew and understood – the physical environment

# The Maturation of the Web



Linked to the physical world organisationally, structurally and metaphorically

# The Maturation of the Web

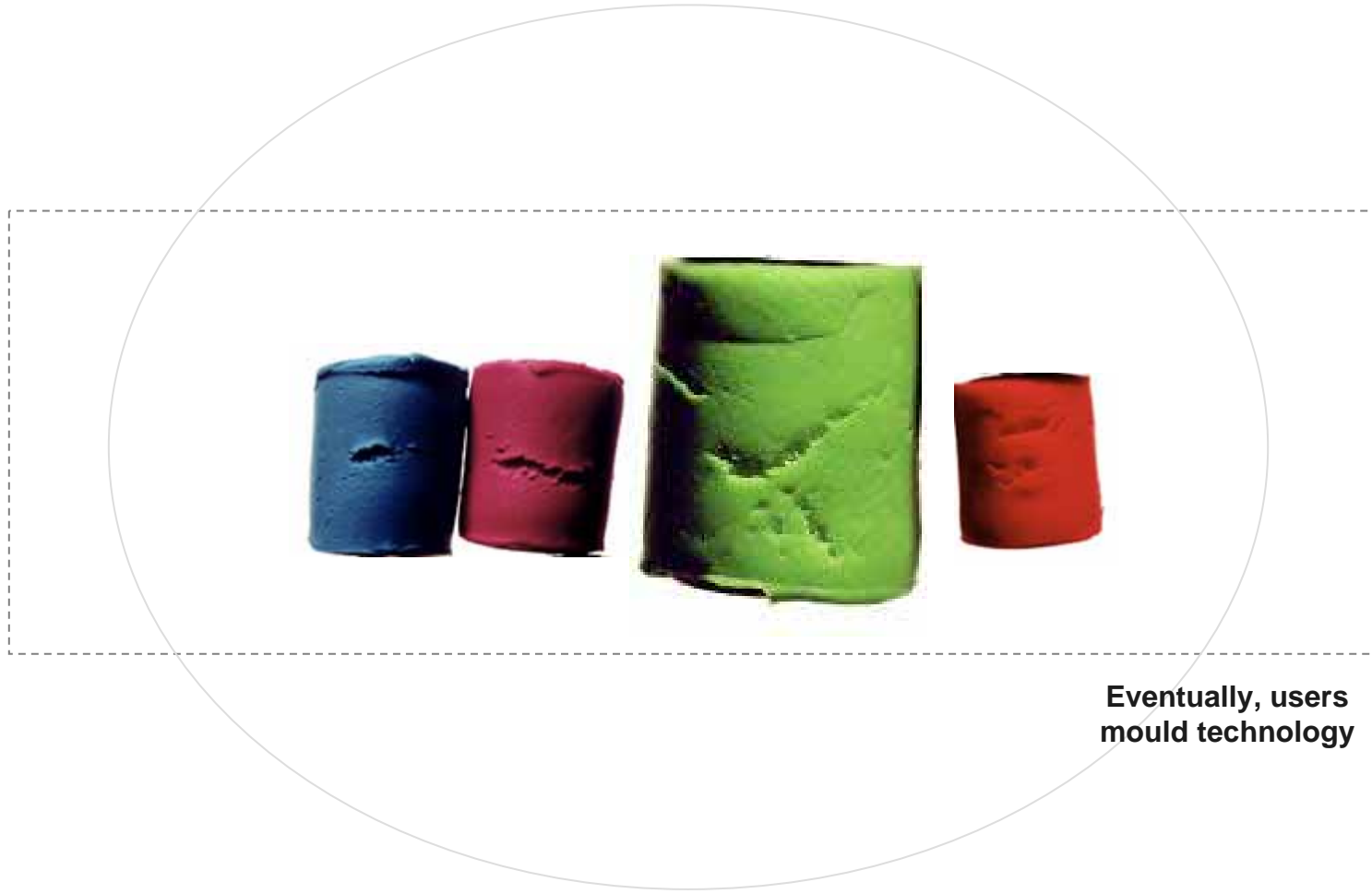


**We placed things  
in shopping carts,  
and “checked  
out”**

## The Maturation of the Web



# The Maturation of the Web



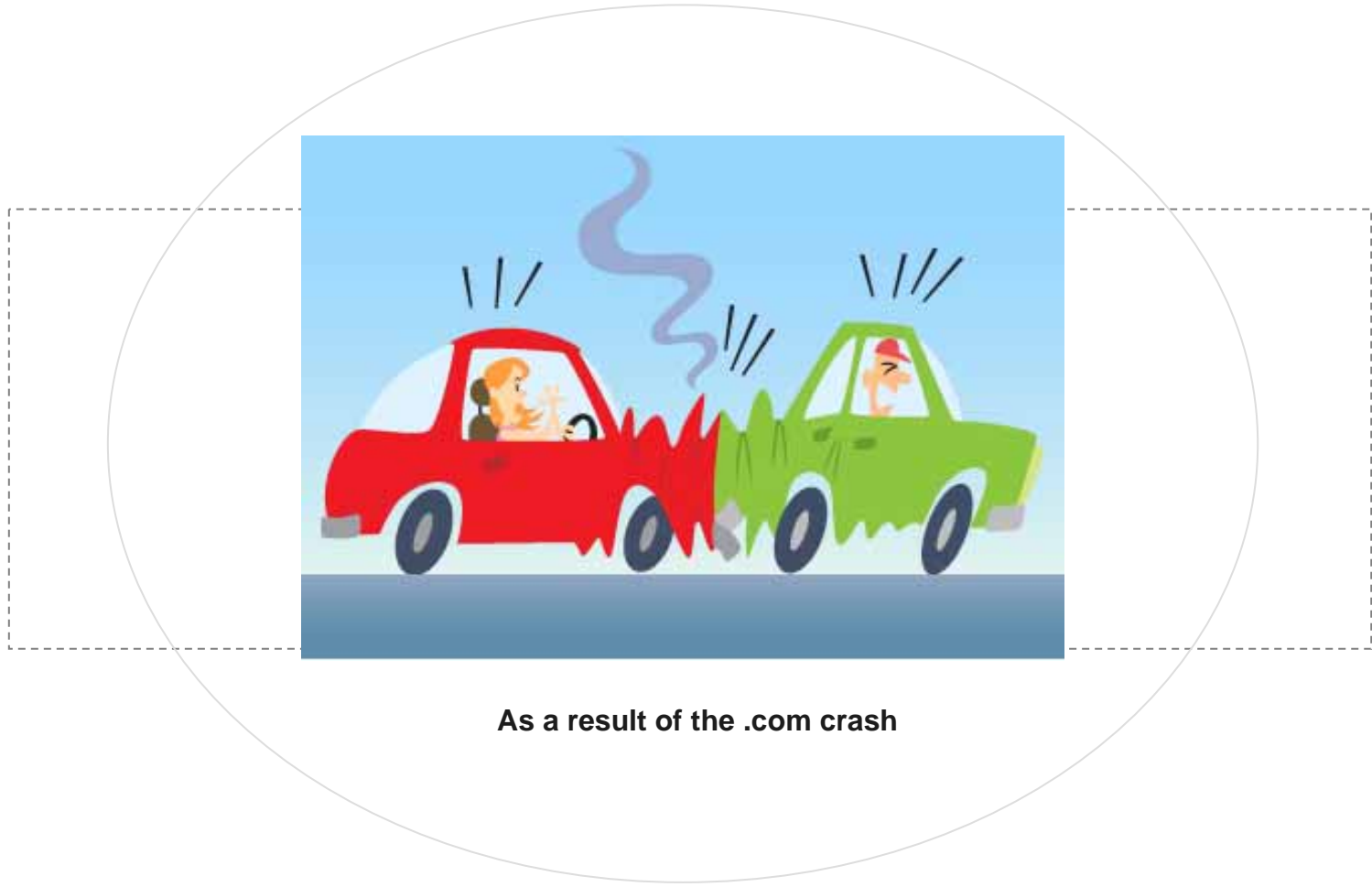
Eventually, users  
mould technology

**The Maturation of the Web**



**Into what it needs  
to be to meet their  
needs**

**The Maturation of the Web**



**The Maturation of the Web**



**Innovation hibernated.**

# The Maturation of the Web



From which is now emerging....

# The Maturation of the Web



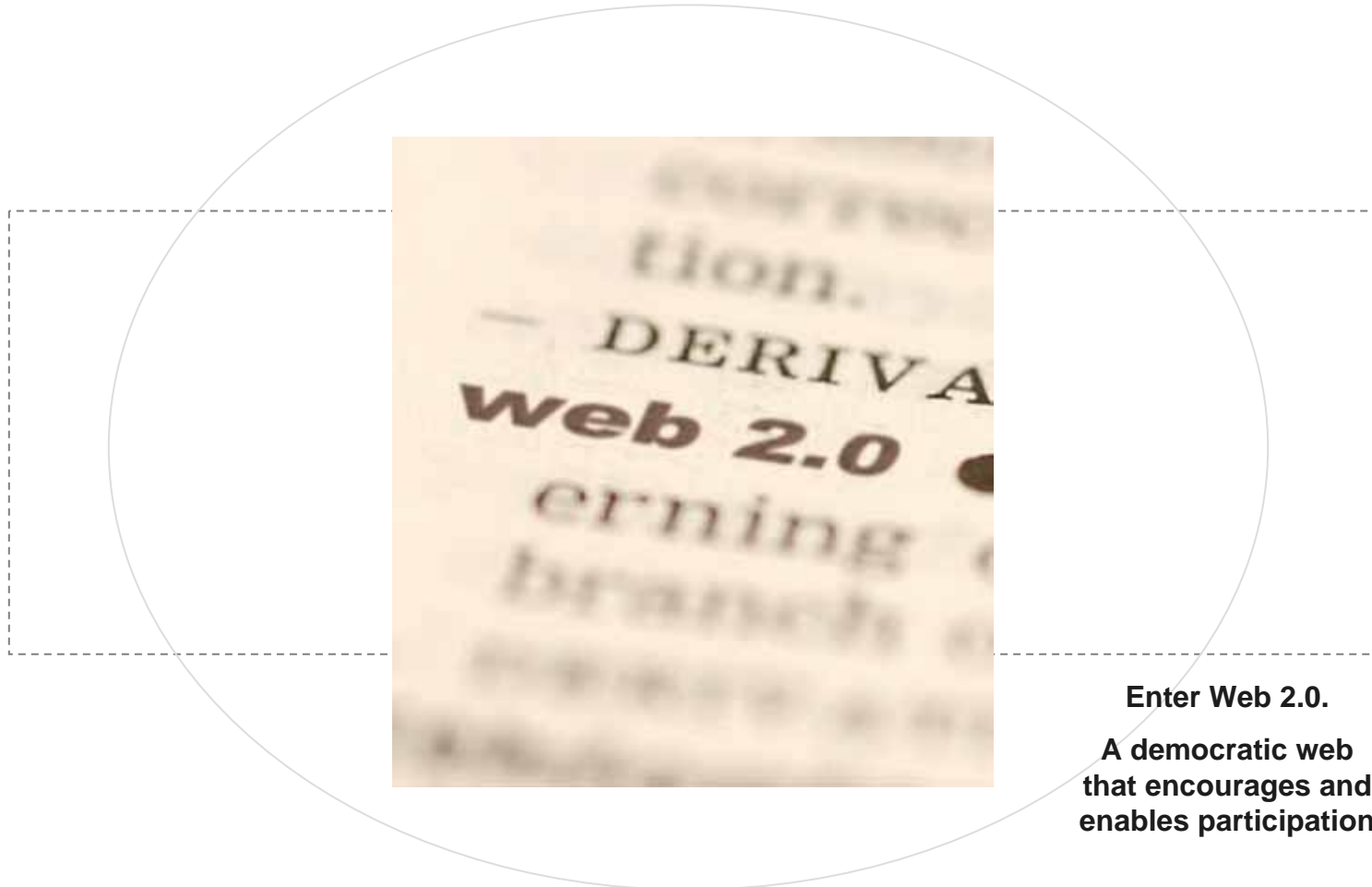
a cultural and business...

**The Maturation of the Web**



**Metamorphosis**

# The Maturation of the Web



## The Maturation of the Web



**Web 2.0 is a  
critical mass of  
timely and  
meaningful  
conversations.**

**The Maturation of the Web**



**Networking  
people not  
computers**

# The Maturation of the Web



Enabling people...

# The Maturation of the Web

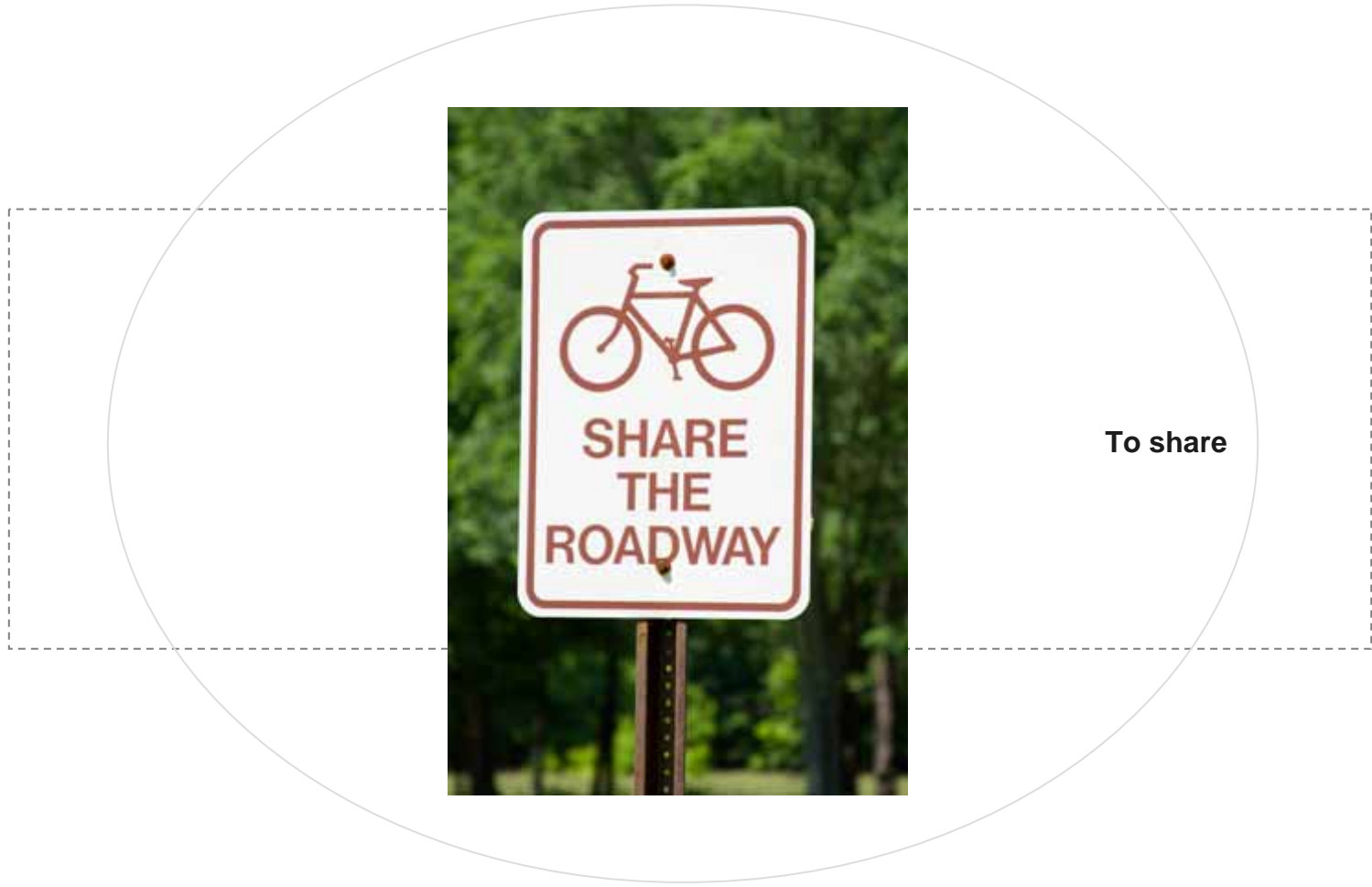


To create

# The Maturation of the Web



# The Maturation of the Web



## The Maturation of the Web



To connect with  
people that have  
the same  
unique/niche  
interests as YOU.

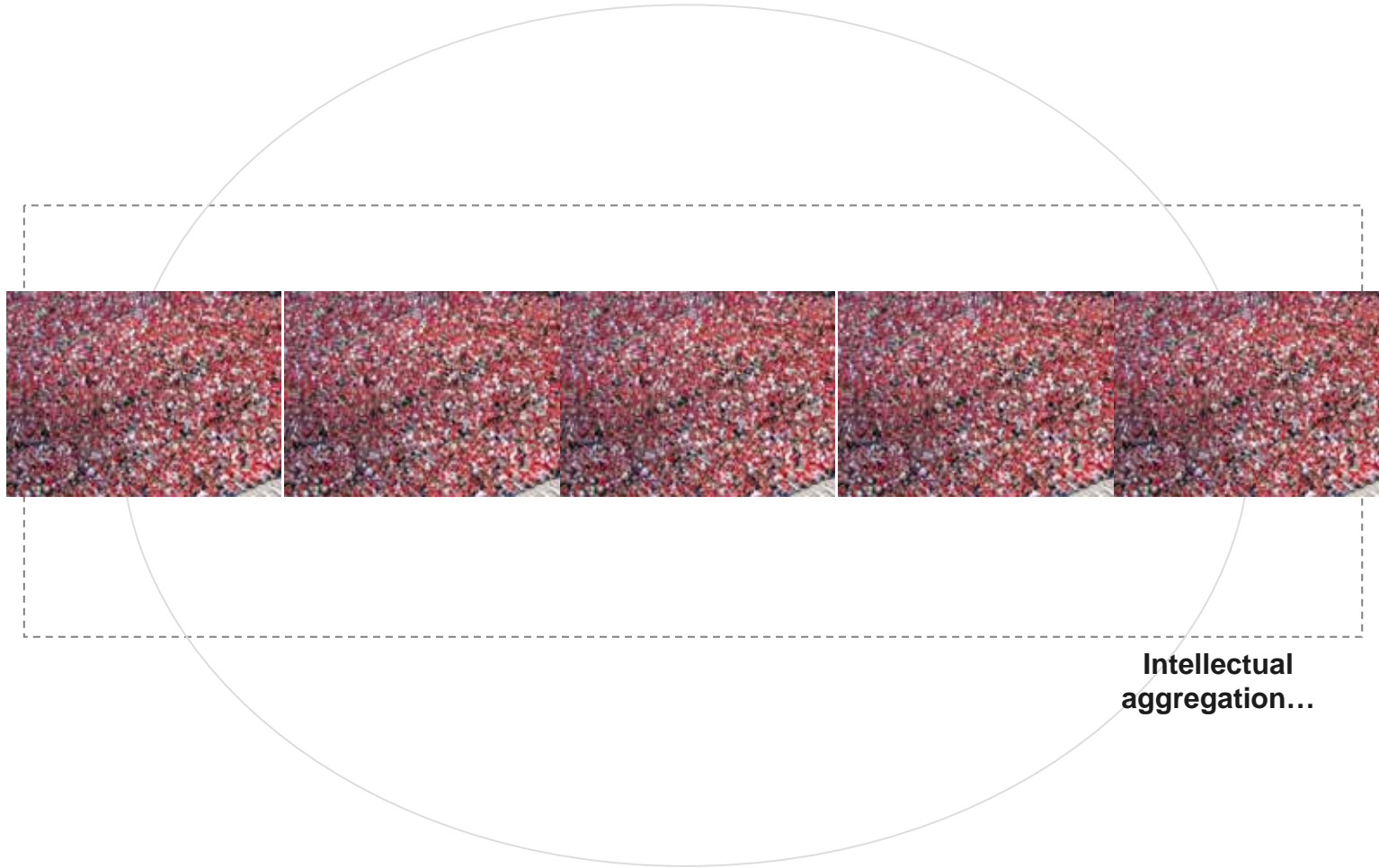
A large, light gray oval shape is centered on the page. A dashed gray rectangular border is superimposed over the oval, framing the text. The text "The Power and Wisdom of Crowds" is centered within the oval and the dashed rectangle.

**The Power and Wisdom of Crowds**

# The Power and Wisdom of Crowds



# The Power and Wisdom of Crowds



# The Power and Wisdom of Crowds



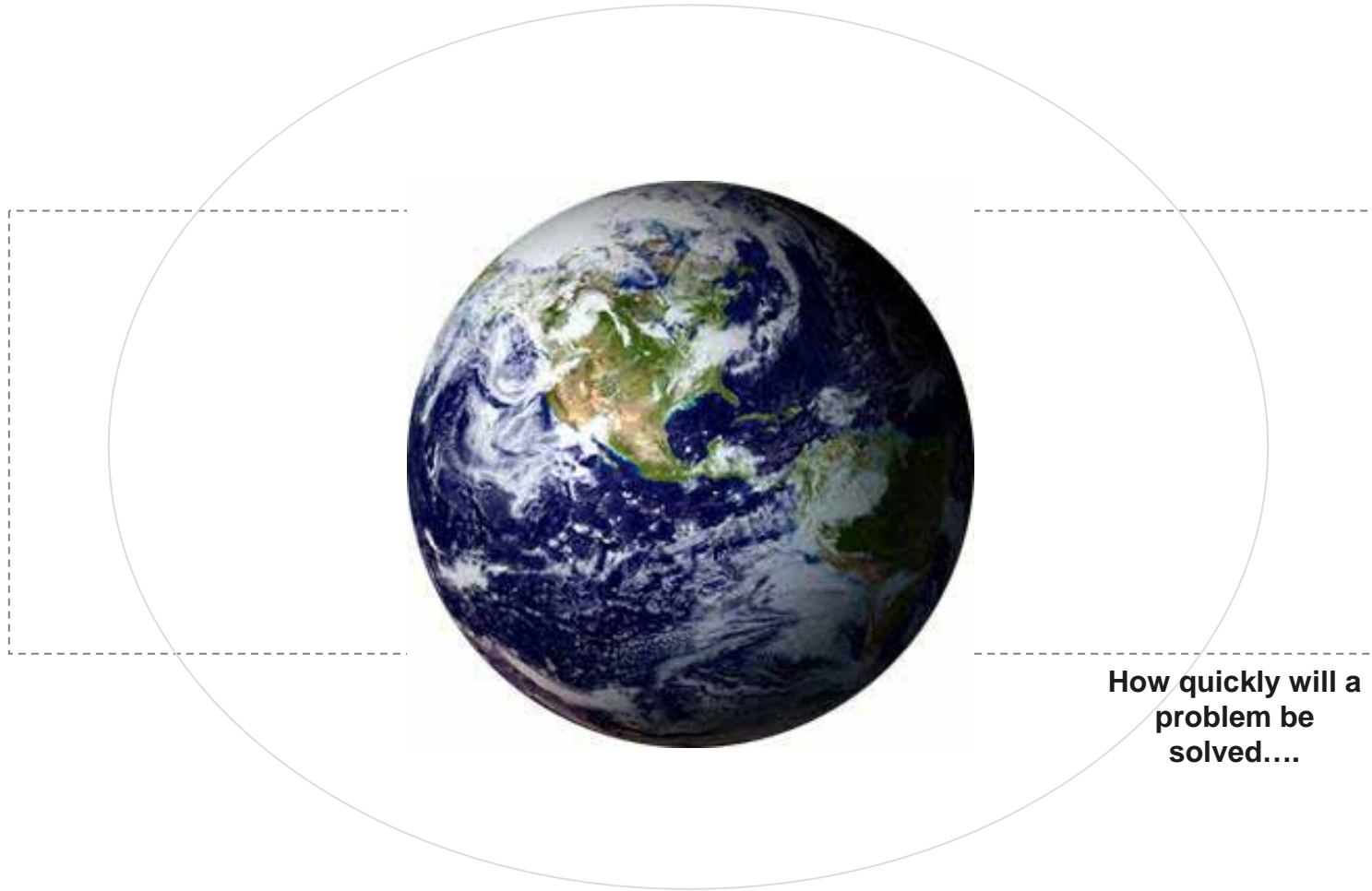
And global knowledge.

# The Power and Wisdom of Crowds

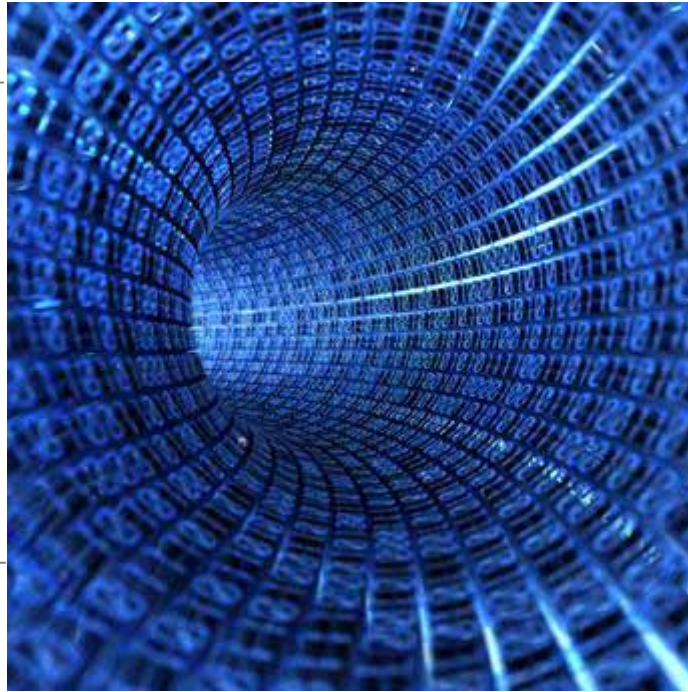


**No one knows everything, but everyone knows something.**

# The Power and Wisdom of Crowds



# The Power and Wisdom of Crowds

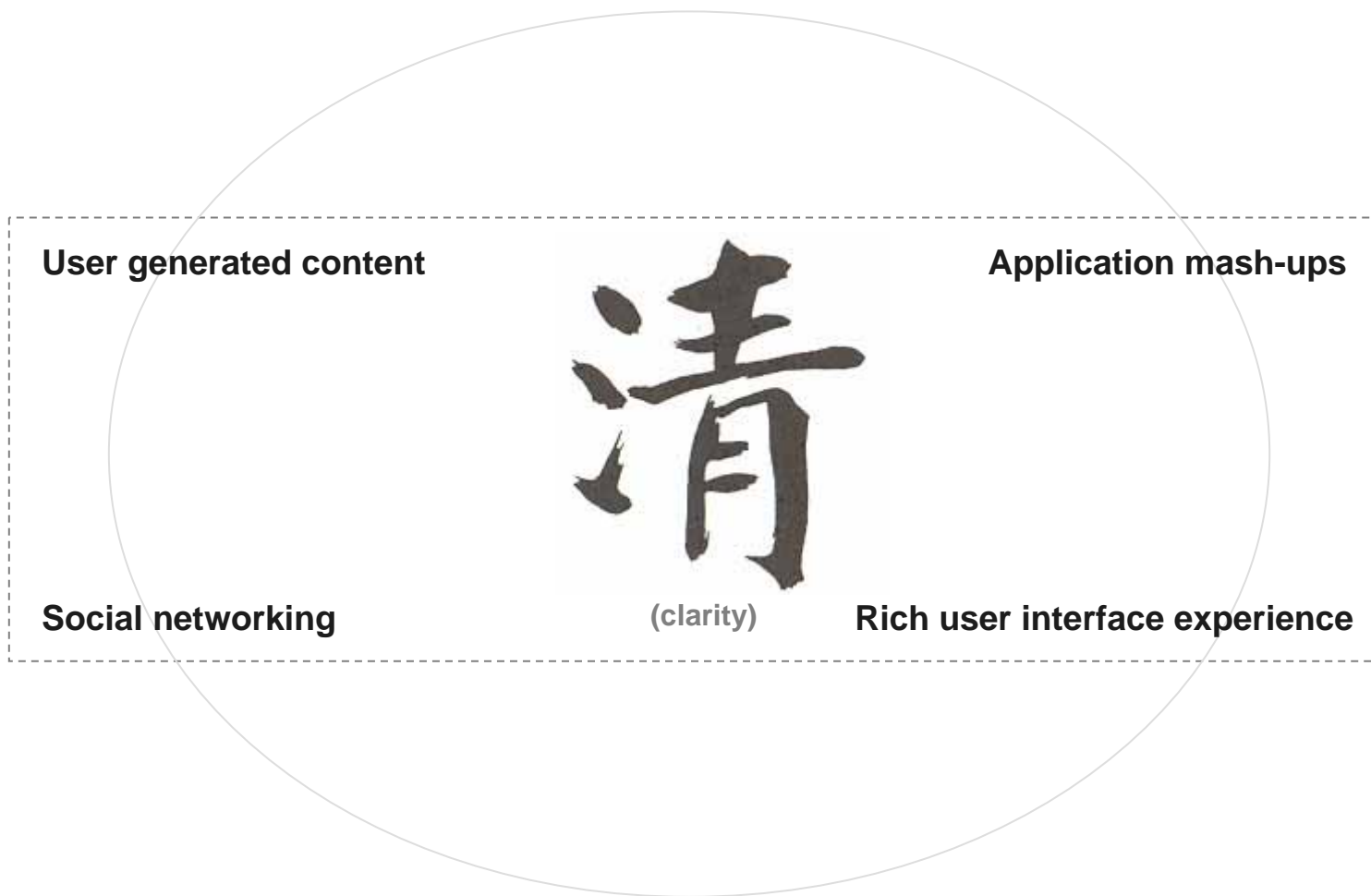


**With millions  
providing input?**

**Demystifying the defining functions of “Web 2.0”**



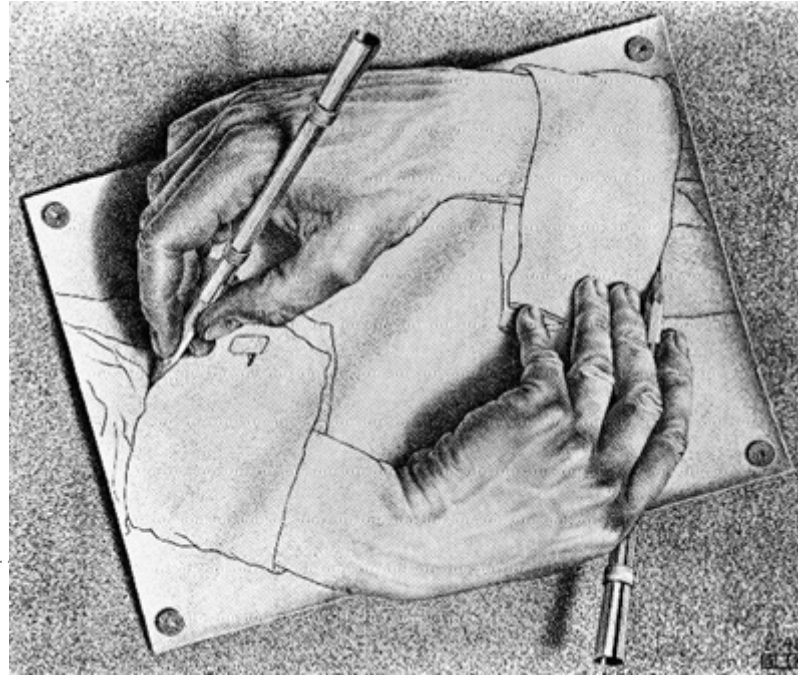
(clarity)





**User Generated Content**

# User Generated Content



**Web 2.0 enables the consumer to create vs. simply consume content.**

**User Generated Content**



**Users can now  
create something  
new from an  
aggregation of  
parts.**

**User Generated Content**



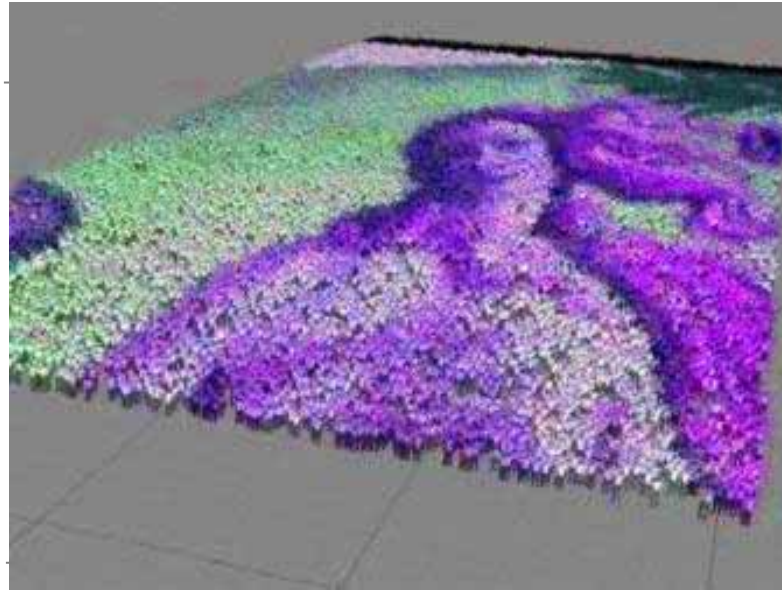
**Users can now create something new from an aggregation of parts.**

**User Generated Content**



**YOU!**

## User Generated Content



**“YOU, or rather the collaborative intelligence of tens of millions of people, the networked YOU -- continually create and filter new forms of content, anointing the useful, the relevant, and the amusing and rejecting the rest”**

**– Business 2.0**

**User Generated Content**



**Relationships of trust - The user community is invested in a high-quality product, and this act becomes self-perpetuating, self-governing and self-aware.**

**User Generated Content**



**Trust begets  
trust in this  
network of  
meaning.**

## User Generated Content



**UGC communities will review your products, create your copy and with enough mass and meaning, they will even create your products for you.**

**Web 1.0 was about content creation and ownership**

**Web 2.0 is about encouragement and enablement**

A large, light gray oval shape that frames the central text. It is centered horizontally and vertically on the page.

**Application Mash-Ups and Rich User Interface Experience**

# Application Mash-Ups and Rich User Interface Experience



**The web has  
become a  
platform...**

# Application Mash-Ups and Rich User Interface Experience



For serving up  
tools...

# Application Mash-Ups and Rich User Interface Experience



**For creating  
custom  
applications and  
solutions.**

# Application Mash-Ups and Rich User Interface Experience



Today's  
successful  
organisations  
must support  
Service Oriented  
Architectures  
(SOA).

# Application Mash-Ups and Rich User Interface Experience



The screenshot displays the 'findbyclick. Coffee' web application. At the top, there is a navigation bar with 'Home', 'Find', and 'Contact Us' links. Below this is a search area with a 'Jump to City:' dropdown menu set to 'Ottawa'. The main content is a map of a city in Quebec, Canada, with numerous coffee shop locations marked by coffee cup icons. The map includes street names, landmarks like 'Le Sacre-Coeur' and 'Chicoutimi Hospital Of Eastern', and highway markers. At the bottom, there are two advertisement boxes: 'Coffee Drive-Thru' and 'Gourmet Coffee & Tea'. The application is presented within a circular frame that is part of a larger dashed-line rectangle.

SOA supports the integration of disparate data sources, combining existing web services into new applications

# Application Mash-Ups and Rich User Interface Experience

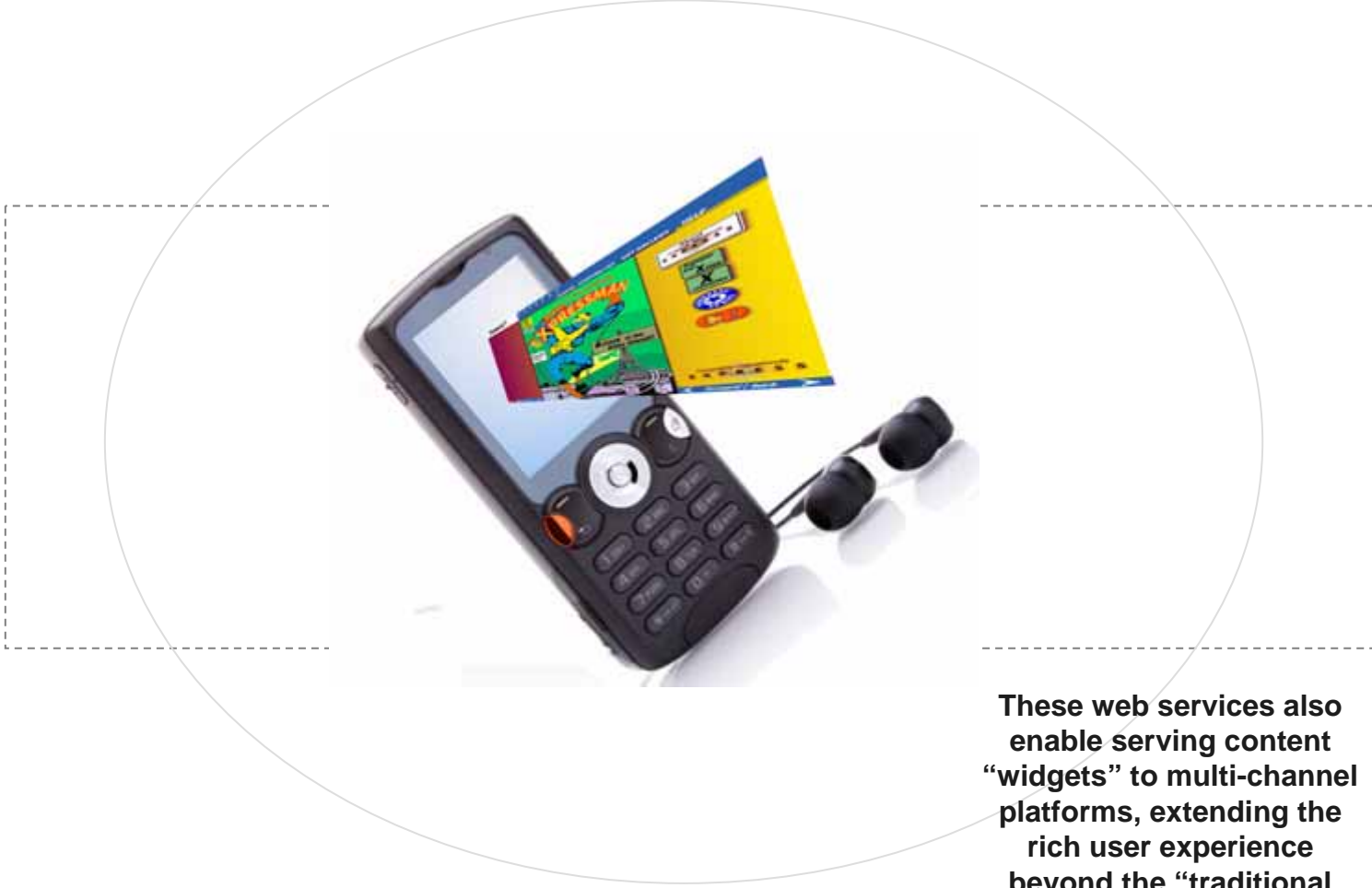


The screenshot shows a Google search results page for the query "Atlanta, GA". The page is filled with various application mash-ups, including:

- Stock Market:** A table showing stock prices for AM, GOOG, IBM, MSFT, and NASDAQ.
- Weather by Weather.com:** A weather forecast for Atlanta, GA, showing a current temperature of 83°F and a 5-day forecast.
- Gmail:** An inbox showing 11 messages, including one from "AIR PERFORMANCE - HVAC REPAIR" dated Wed, Jun 28.
- Google Calendar:** A calendar view for June 2006, showing events for the 27th and 28th.
- Wikipedia:** A search bar for Wikipedia with the text "W" entered.
- Free Text Message:** A form for sending a text message, including fields for phone number, provider, and message text.
- Traffic for Atlanta:** A map showing traffic conditions in Atlanta, GA.
- CBS SportsLine Scores:** A table showing sports scores for various teams.
- FOX Sports.com News for NFL:** A news section for the NFL.
- WSJ.com Markets:** A market news section.
- BusinessWeek Online - Top News:** A news section for BusinessWeek.

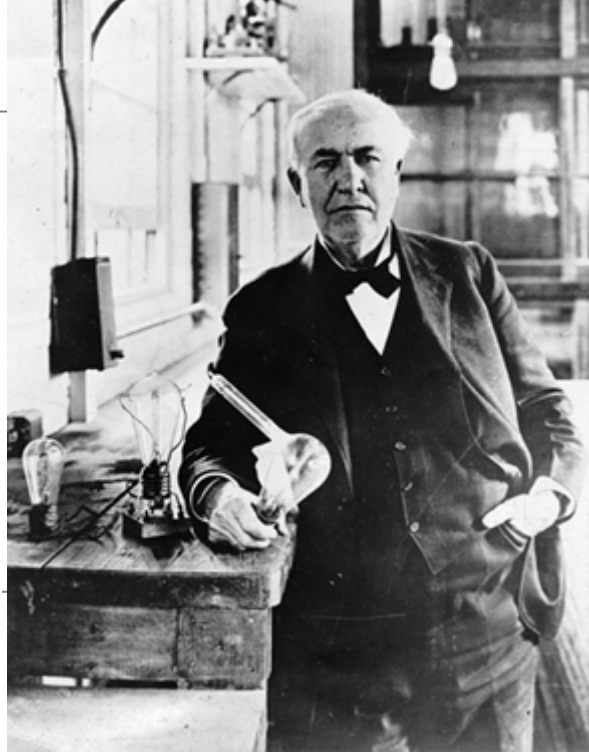
Web 2.0 services enable rich user experiences which provide a more desktop like experience, facilitating greater ease of use, ubiquity of access, and increased user affinity.

# Application Mash-Ups and Rich User Interface Experience



**These web services also enable serving content “widgets” to multi-channel platforms, extending the rich user experience beyond the “traditional browser.”**

# Application Mash-Ups and Rich User Interface Experience

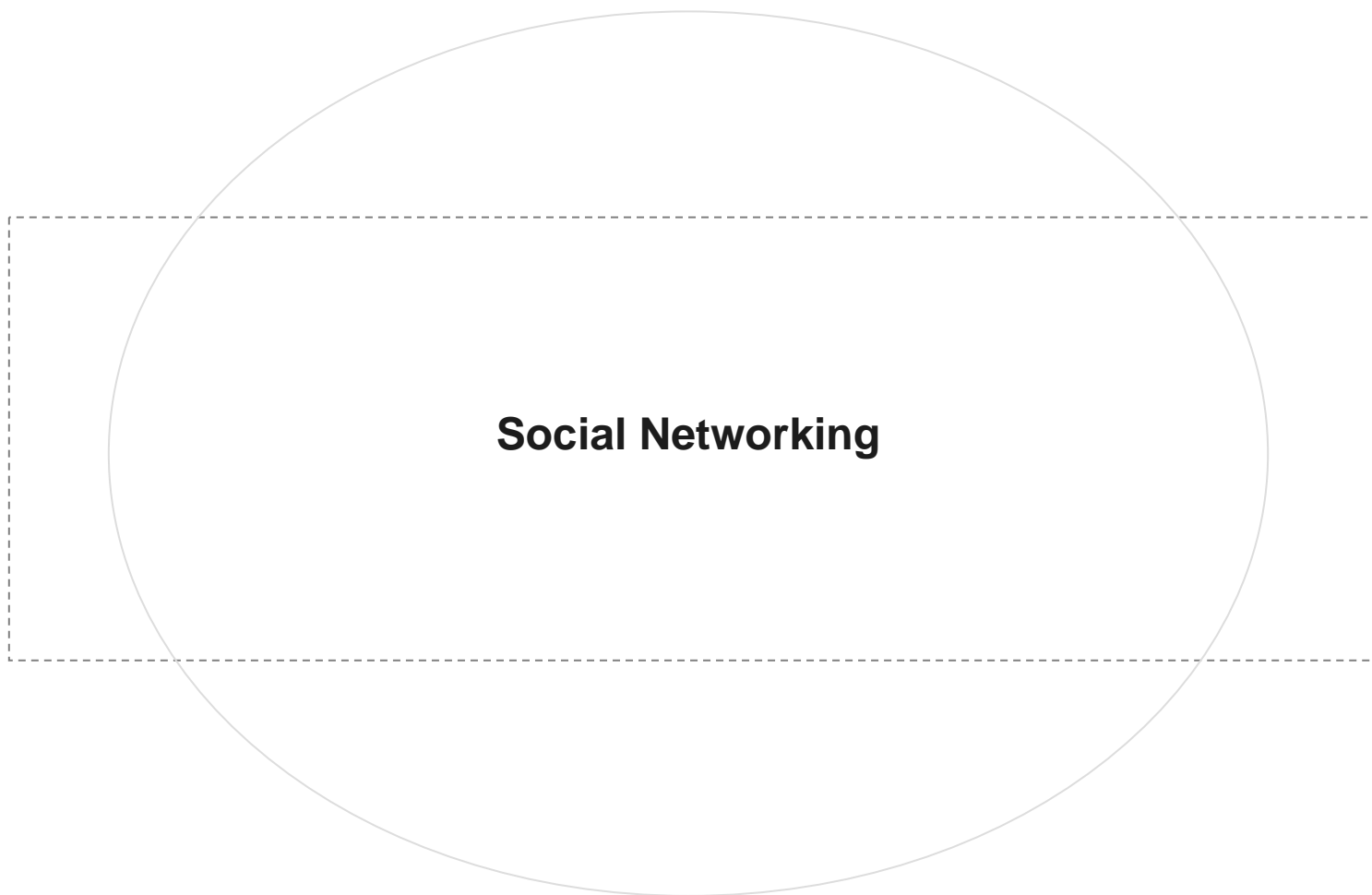


**What one creates**

# Application Mash-Ups and Rich User Interface Experience



Many leverage.

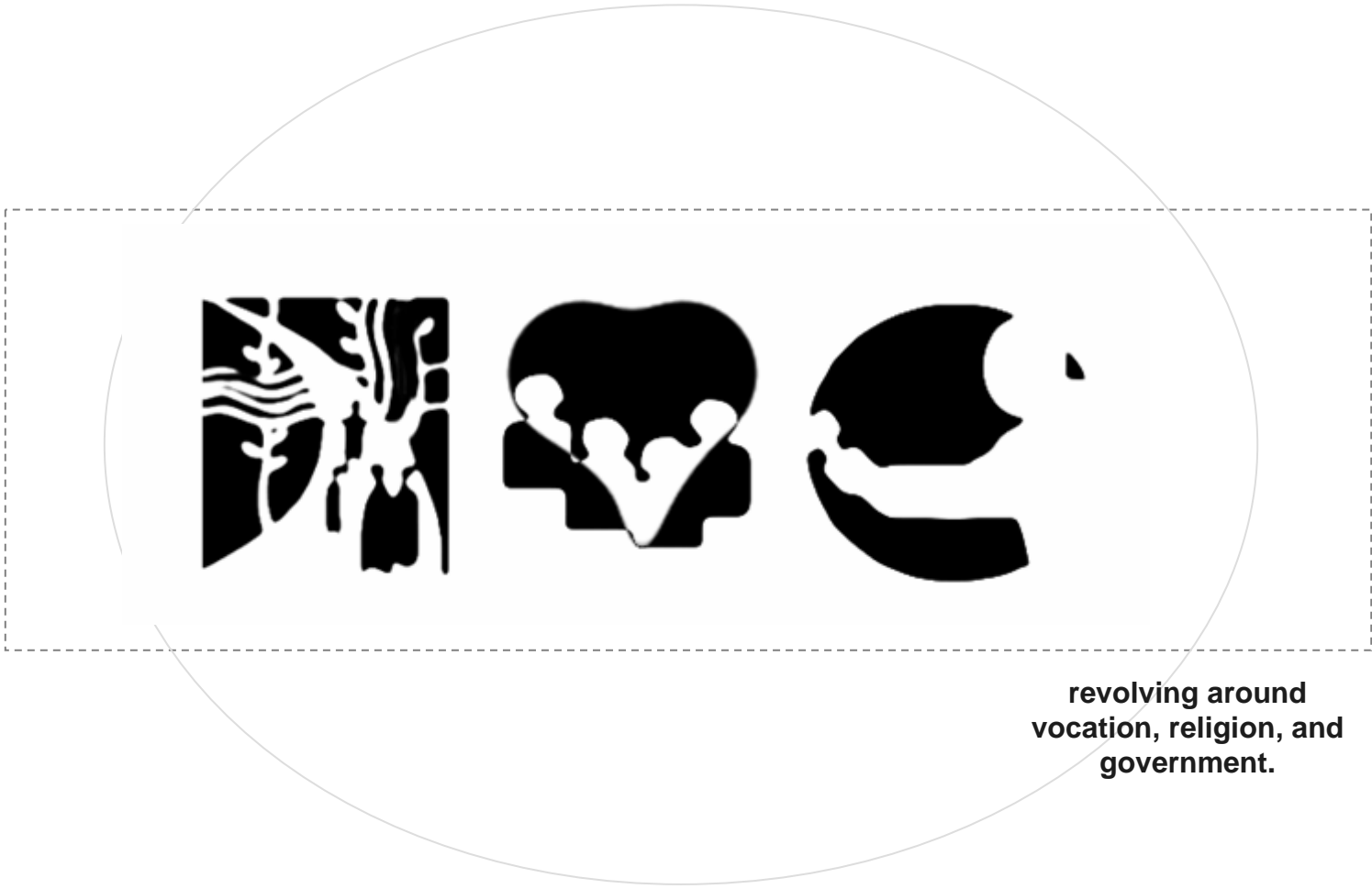


# Social Networking



**Social networks have been around as long as civilisation itself,**

**Social Networking**



**revolving around  
vocation, religion, and  
government.**

**Social Networking**



**Two primary  
aspects of change  
with the advent of  
web 2.0 –  
scale and  
physicality**

# Social Networking



**As people become  
massively  
networked, the  
scale, even within  
niche communities,  
reaches a critical  
mass...**

# Social Networking



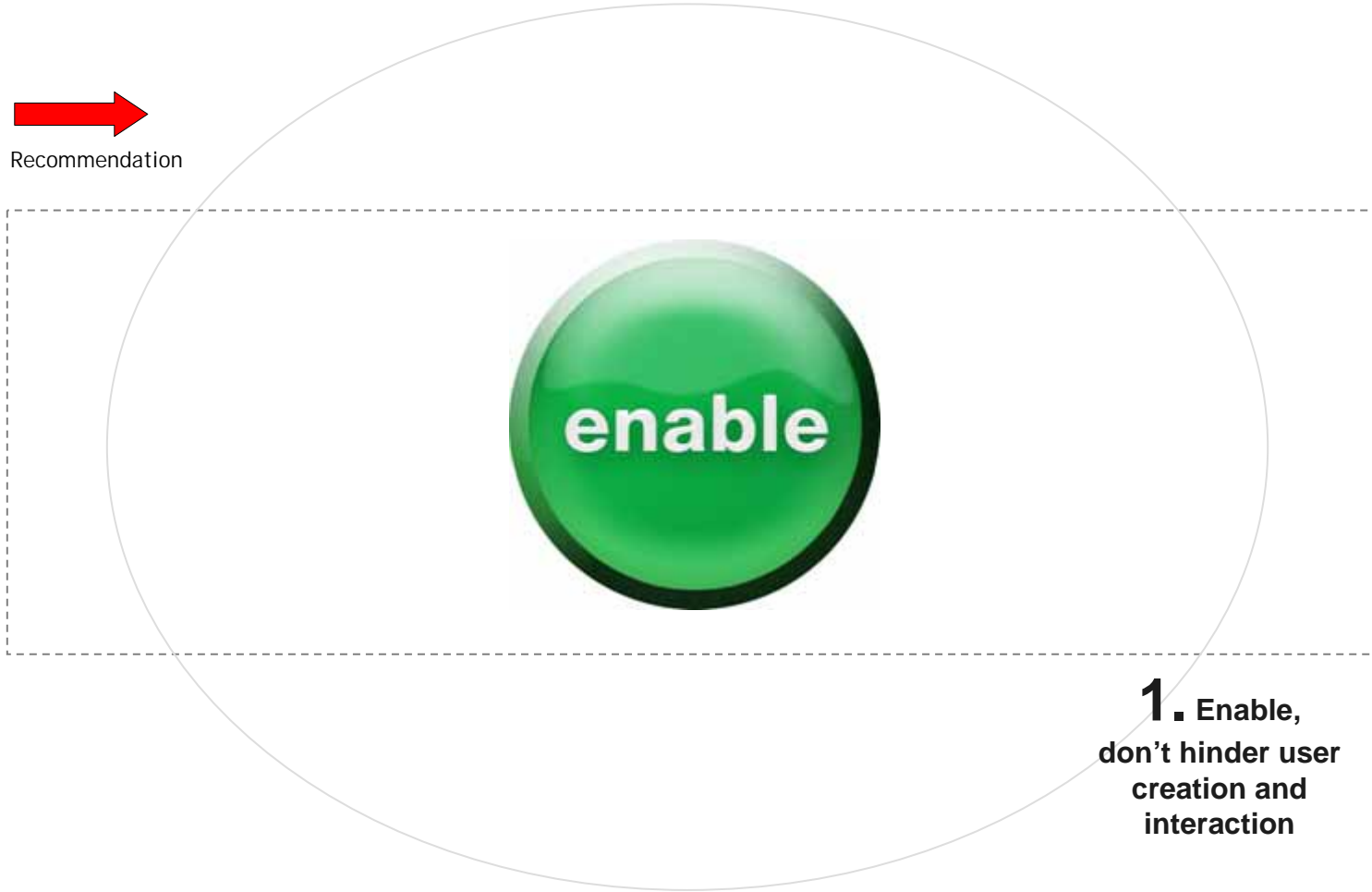
**And something new  
occurs - the ability to  
access and leverage  
the wealth of human  
knowledge across  
varied disciplines**

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**Recommendations on Competing in a Democratic  
Marketplace**

# Recommendations on Competing in a Consumer Empowered and Democratic Marketplace

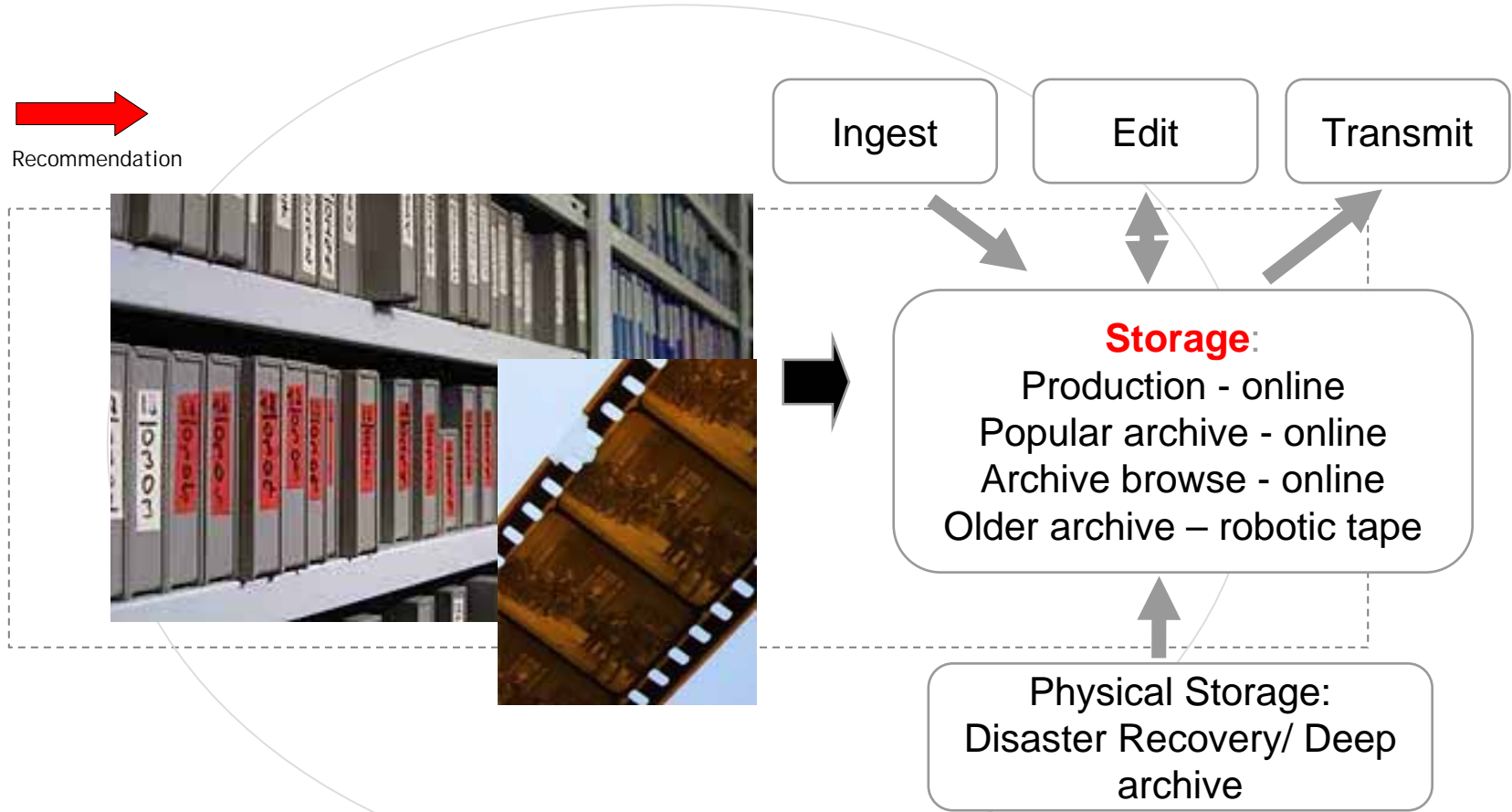
  
Recommendation



**1.** Enable,  
don't hinder user  
creation and  
interaction

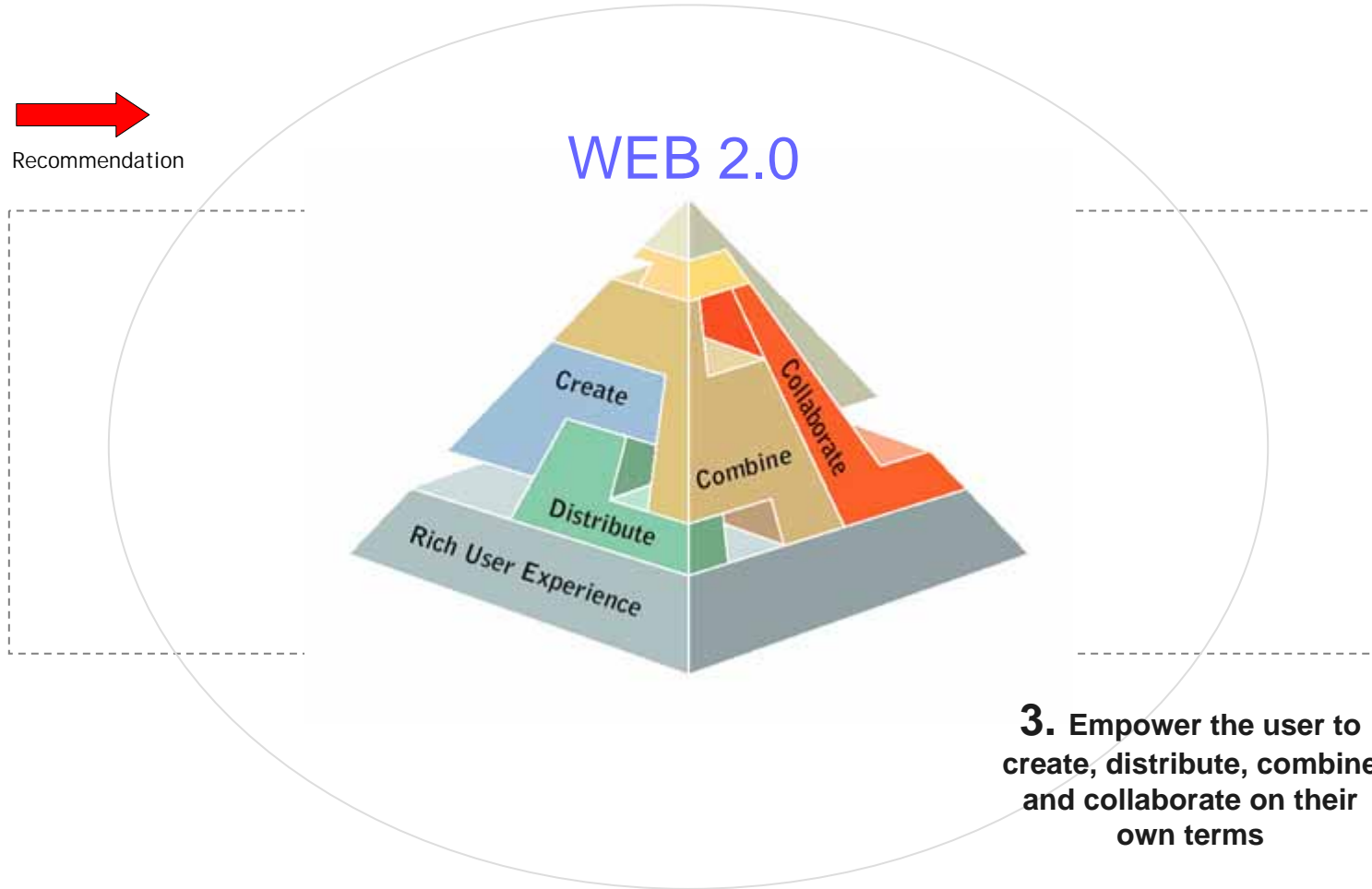
User Generated Content

Recommendation

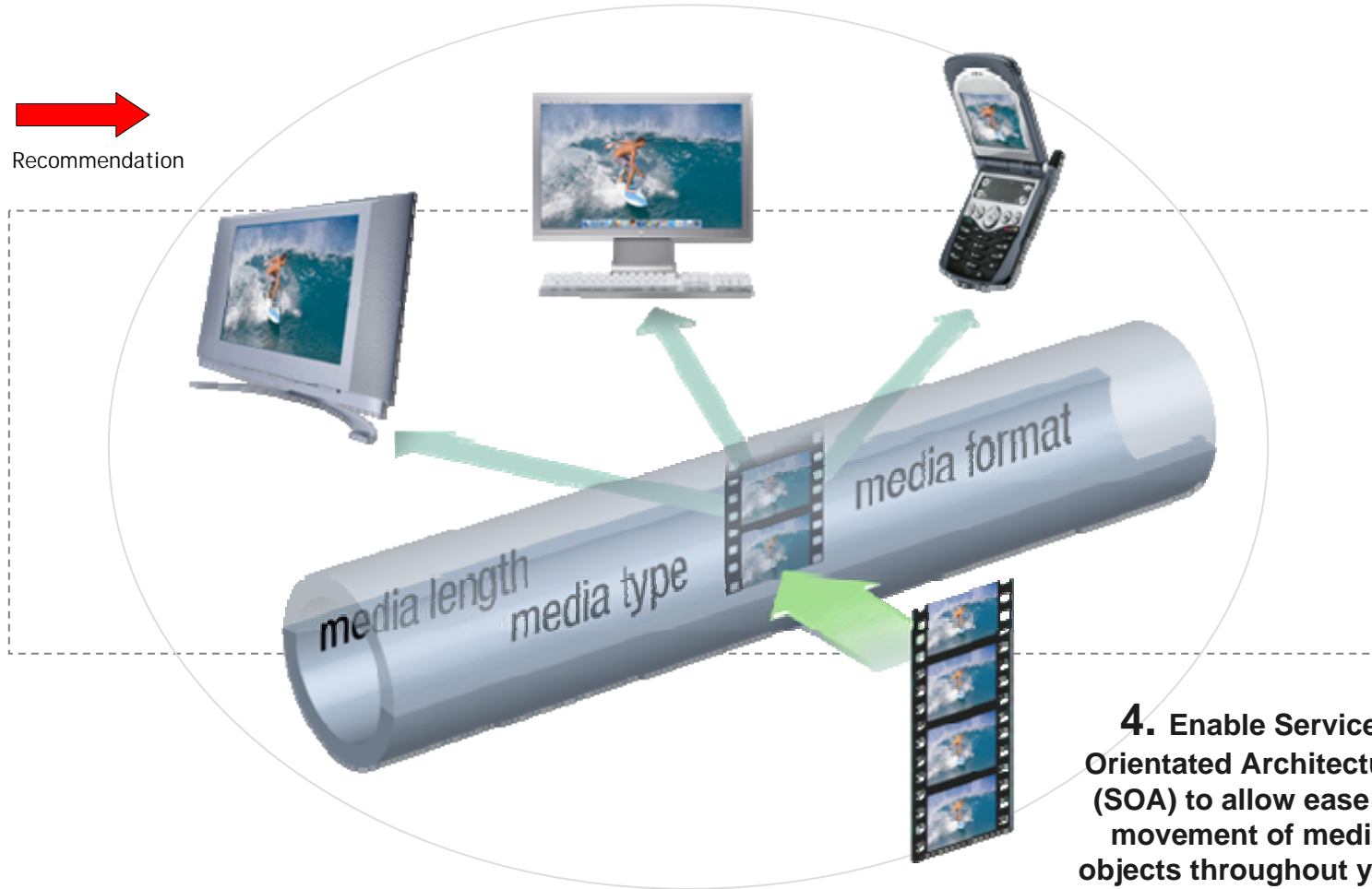


**2. Digitise, Digitise, Digitise,  
Archive and Manage.**  
Enable today's students to use  
your content on any device,  
anytime

# Application Mash-Ups and Rich User Interface Experience



# Application Mash-Ups and Rich User Interface Experience



**4. Enable Service Orientated Architecture (SOA) to allow ease of movement of media objects throughout your network.**

# Recommendations on Competing in a Consumer Empowered and Democratic Marketplace

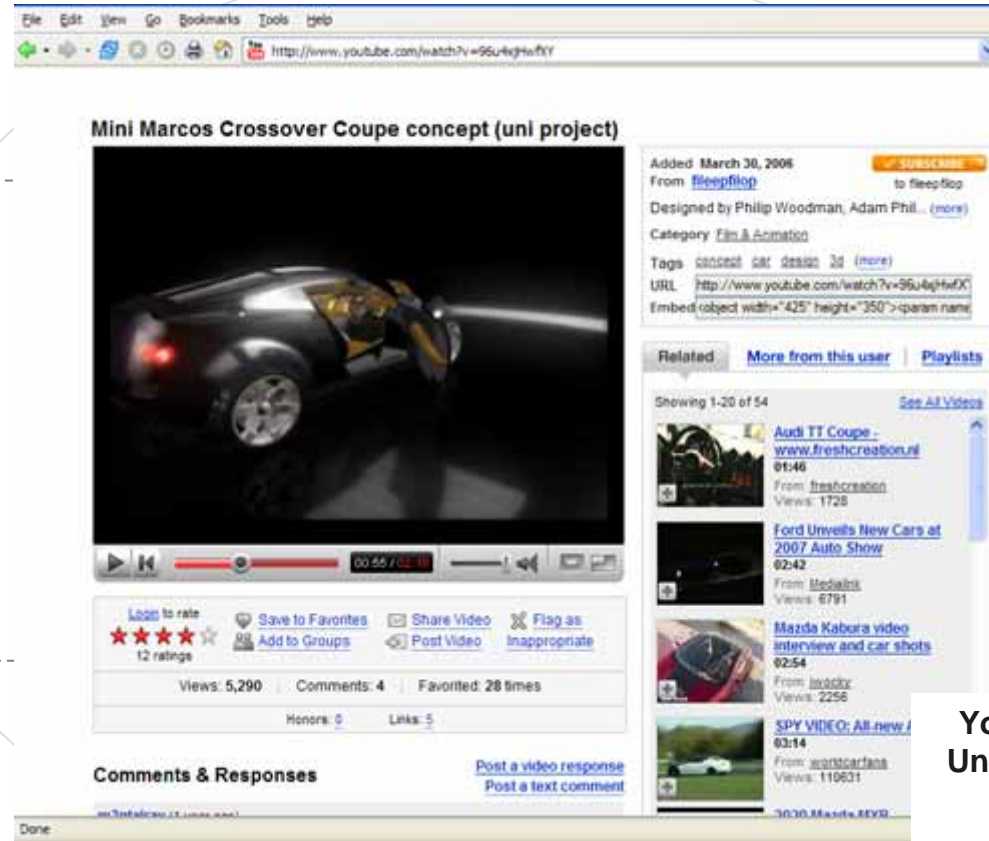
  
Recommendation



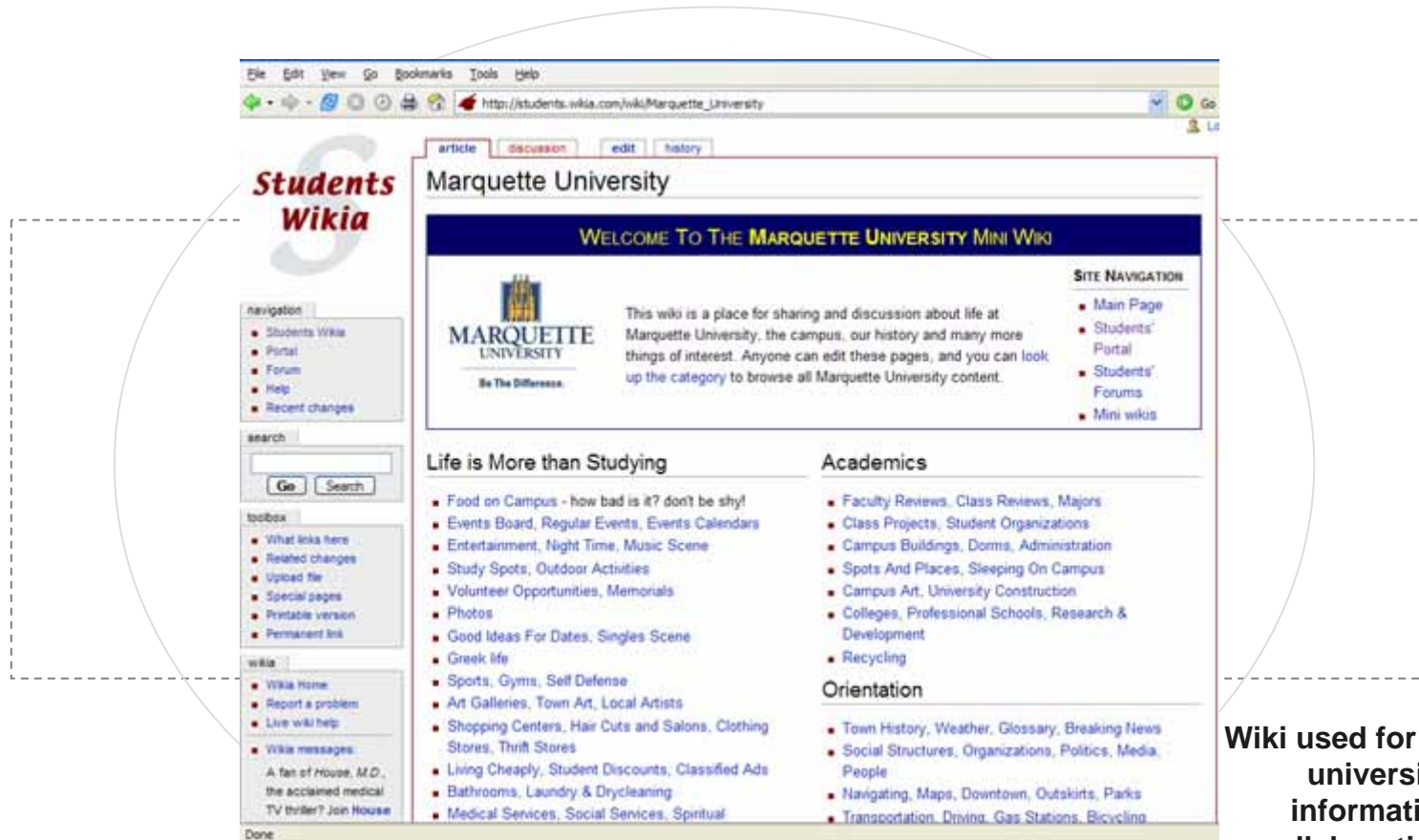
**5.** Think differently  
and create  
opportunities to  
redefine

A diagram featuring a large, light gray oval shape. Inside the oval, a horizontal dashed rectangle is centered. The text "User Generated Content in Education" is written in bold black font within the dashed rectangle.

**User Generated Content in Education**



YouTube used for University project – design and animation of prototype car.



**Wiki used for general university information, collaboration on papers, assignments & projects.**



**IBM ThinkPlace. Site for submission of ideas, any ideas, which can be rated, commented upon and actioned.**

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**Mash-ups & Rich User Interface in Education**

File Edit View Go Bookmarks Tools Help

http://www.mapdango.com/search.php?c=jobs&s=2&f=0&tolocation=chicago&salary=&keywords=

Go2Web20.net - The complete Web 2.0 dir... mapdango - View Classified Listings o...

Search for jobs in your area or click on a different category above.

Location:  Minimum Salary: \$  Search

Keywords:

Sort By: Salary (Highest) 1-20 of 116,405

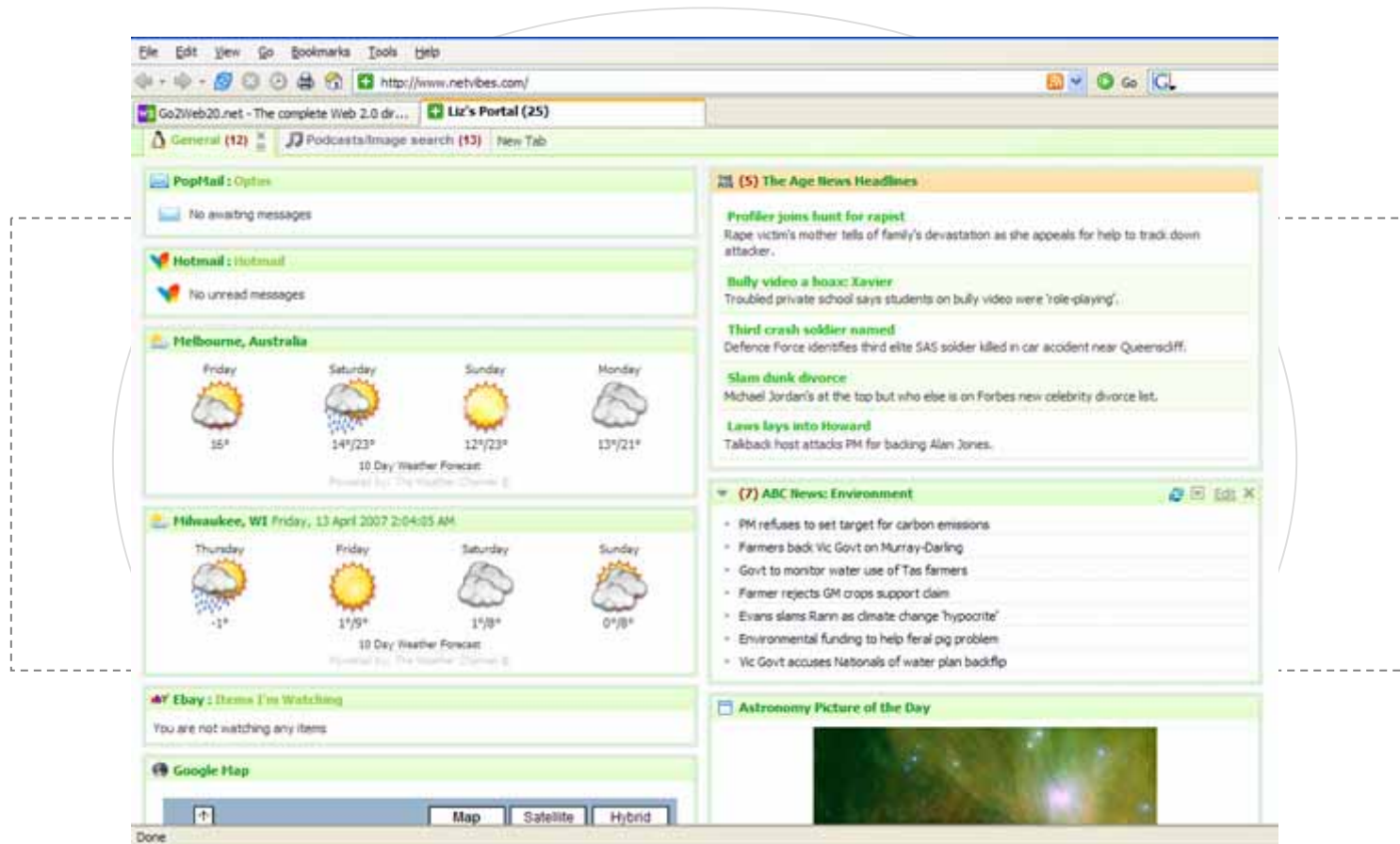
**General Manager (See Original Listing)**  
**Salary: \$450,000**  
Found on 04/03/07  
**Details:** This Medical Device Company Sells Into Over 70 Countries And Has Revenues Of Over One Billion. The Company Is Publically Traded And Has Been In Business Since The 1940s. They Have An Excellent Financial Statement With Growth Of More Than 20% Each Year For The Last Five Years. The U.S. Division Is Responsible For Over 250 Million Per Year And Is Ready To Grow To The Next Level. Current GM Is Retiring You Must Currently Be A VP Of Sa... [more details >>](#)  
Chicago, IL 60627 (0 miles)  
[www.gt.com](#)  
Healthcare Company-

**Vice President Sales (See Original Listing)**  
**Salary: \$450,000**  
Found on 03/09/07  
**Details:** The Position , The Successful Candidate Will Have The Appropriate

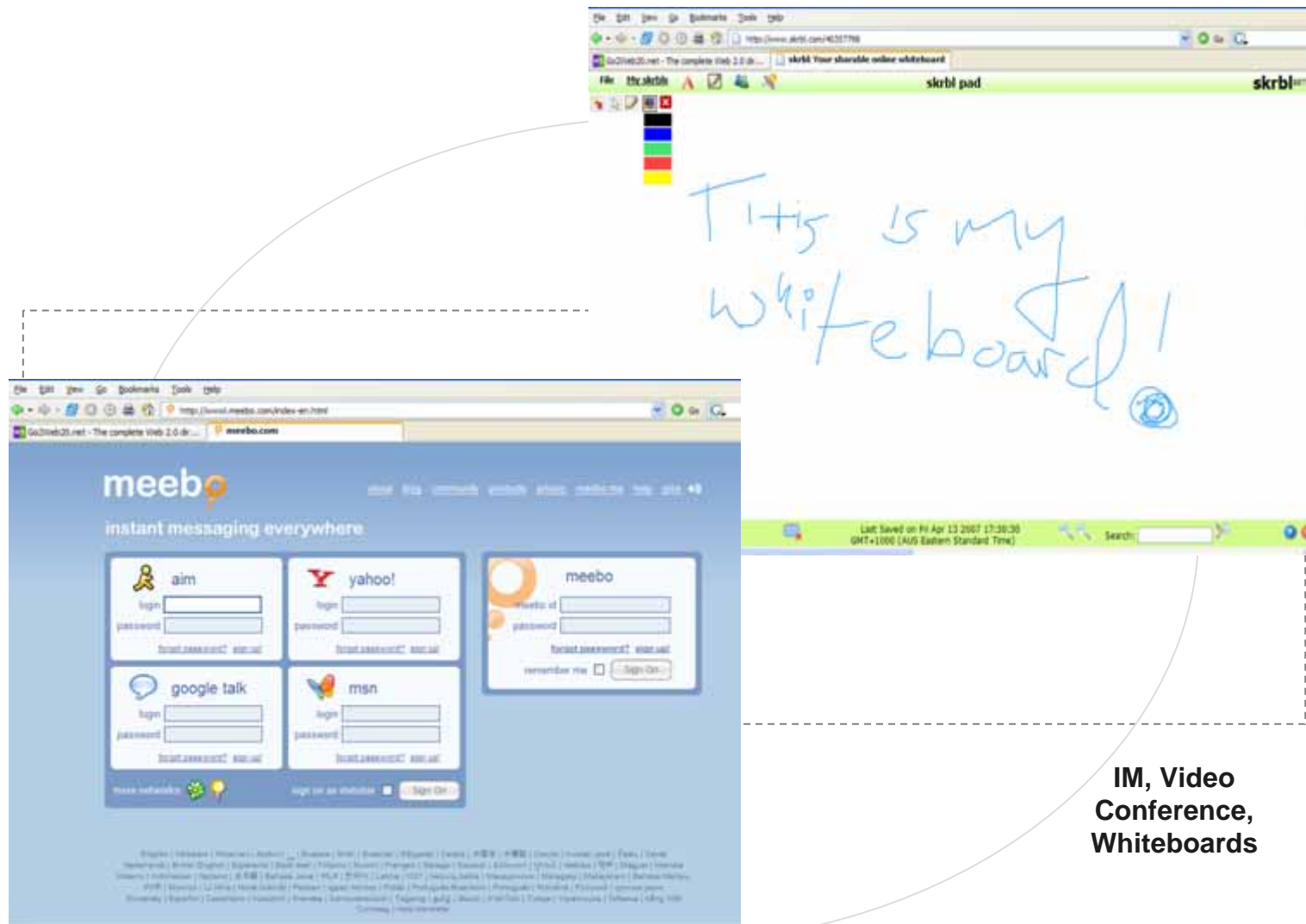
Map Satellite Hybrid

mapicons powered by terra IMS

Plotting job possibilities, wildlife surveys, demographic statistics in map mashups



Merging many information sources into one website



**IM, Video  
Conference,  
Whiteboards**

A diagram featuring a large, light gray circle centered on the page. A dashed gray rectangle is superimposed on the circle, extending horizontally across its width and vertically across its height. The text 'Social Networking in Education' is centered within the circle.

**Social Networking in Education**



Blogging for students, librarians, teachers

<http://australianedubloggers.pbwiki.com/>



The IBM CEO, Sam Palmisano

Second Life for virtual meetings

**Stanford on iTunes U**  
Totally remastered.

Download faculty lectures, interviews, music and sports.  
Play audio on your iPod, Mac or PC, or burn a CD.  
Stay Connected anytime anywhere.  
Experience Stanford on iTunes U and continue learning with Stanford.

Open Stanford on iTunes U

Overview Quickstart Guide FAQ Contact



Long Road Media Studies New Media Doc Compilation

Media

Address: July 17, 2008  
From: [LongRoadMedia](#)

Compilation of the new media document.

Category: Music & Audio

Tags: Doc, Document, Document, Doc, Media

URL: <http://www.youtube.com/watch?v=53a2DZ0>

Related videos:

- Long Road Media Studies New Media Doc, Compilation
- Long Road Media Studies New Media Doc, Compilation
- New Media Topic Exchange
- New Media Thing

Would you like to comment?  
[Join YouTube](#) for a free account, or [Login](#) if you are already a member.

Digital Media  
networking & sharing  
– iTunes, Flickr,  
YouTube

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**Case Studies**

## Koninklijke Bibliotheek

# Protecting historical records and improving access

### Business challenge

A comprehensive digital media system for storing and protecting millions of electronic documents for more than 100 years.

### Solution

IBM provided and installed a complete solution including hardware, software and services to establish a comprehensive digital media solution for storing and protecting millions of published documents for more than 100 years. The business solution is based on IBM Content Manager for AIX V7.1. Content Manager stores the documents in Object Servers, and, for retrieving purposes, the related metadata is stored in a KB library server, which runs DB2 UDB V7.1. Electronic documents are put into the system through a custom-made input/indexing module.

### Benefits

The IBM Digital Media solution saved Koninklijke Bibliotheek an estimated US\$5 million per year.

KB also values the IBM solution because it guarantees large scale storage and lasting accessibility of electronic documents, publications and images. The solution also helps ensure the preservation of the cultural heritage of the Netherlands.



# Florida Agricultural and Mechanical University

## Additional and better quality research

### Business challenge

The university wanted a more advanced content management system to organize structured data as well as unstructured data in the form of images for a grape genomics database.

### Solution

FAMU deployed IBM DB2 Content Manager for Linux V8.3 information management software to develop a grape genomics database that can store genetic sequences in an organized, coherent fashion. The DB2 Content Manager for Linux software provides a scalable repository system for the capture, creation, organization and retrieval of data. Through a user-friendly homegrown Web application, the software handles the management, sharing and delivery of information. The DB2 Content Manager for Linux software easily stores pictures with accompanying text data, using its cross-link and folder management capabilities track.

### Benefits

The genomics database can manage data in multiple file formats - including spreadsheet, text and picture - in an organized, coherent fashion. Its flexible data searches enable better research, and the improved organization of the data allows researchers to process more studies. The solution helps FAMU provide faster and better quality research to the grape-breeding community, helping it become more competitive in the global market.



## A world-class learning environment

### Business Challenge

Introduce a new way of learning and working by delivering an innovative video-on-demand (VOD) solution to students and staff

Promote widespread use of laptops by enabling a highly secure wireless network

### Solution

Leveraged IBM Global Technology Services to implement a robust VOD environment comprising IBM eServer™ xSeries® servers running the Red Hat Linux® operating system, IBM WebSphere® middleware and IBM DB2® information management software, in conjunction with third-party digital streaming media and asset management applications.

Designed and implemented a three-layer wireless network security system comprising third-party firewalls, detection devices and intrusion-blocking software

### Benefits

Helps to heighten the productivity of faculty and students through an innovative learning solution

Helps to support the school's "learn anywhere, anytime" initiative, promoting educational flexibility

Assists in preventing hacking by allowing only approved users to access school files



[dbm.hct.ac.ae](http://dbm.hct.ac.ae)

## Lehigh University

# Media capture and management system

### Business Challenge

An automated process to incorporate video, instructor visuals and Microsoft PowerPoint elements and ensure that administrators could easily manage and monitor archived materials. Lehigh also needed a solution that would enable it to schedule classroom capture devices remotely, taking semester dates and exam periods into account.

### Solution

IBM Business Partner, the Accordent Capture Station solution on IBM WebSphere Application Server V5.1, seamlessly records and synchronizes audio, video and data output from any presentation device and instantly turns it into an online rich-media presentation. Lehigh can automate the process for capturing video, synchronized with images from any VGA-enabled device, including laptop computers, document cameras, projectors and electronic whiteboards. The media courses can then be viewed live, downloaded for later viewing on a Microsoft Windows, Macintosh or Linux computer, or downloaded as a podcast to an MP3 player.

### Benefits

The solution enables presenters with any level of technical ability to create compelling rich-media presentations, essentially democratising online courseware creation within the university.



## United Nations

# Improving photograph management with NICA

### Business Challenge

The U.N. had been relying on traditional 35mm film, darkroom development and paper processing in an analog lifecycle - from acquisition to distribution to storage and archiving - that was both costing the U.N. countless hours of manpower and making it extremely difficult to keep up with usage demand.

The U.N. needed to convert to a digital system, but the organization lacked the facilities (storage space and server capacity) and the expertise to handle the new digital paradigm.

### Solution

The IBM team deployed IBM NICA V5.2 software as the client's new end-to-end digital asset management solution. The software provides the U.N. with the ability to archive, retrieve and manage its entire photograph lifecycle, with complete workflow management and creation of reusable content for developing new products and revenue streams.

### Benefits

IBM helped to transform the U.N.'s analog methods for handling photograph images into an automated, fully digitized workflow through which the client can manage the entire photograph lifecycle. Research can be performed in just minutes by leveraging the subsecond search capabilities of the DB2 database that functions as the central repository for the collection. Staff now significantly more productive and can offer their customers access to a great selection of timely photos.



A large, light gray oval shape is centered on the page. Inside the oval, the words "Thank You" are written in a bold, black, sans-serif font. A dashed gray rectangular border is drawn around the oval, extending slightly beyond its edges on the left and right sides.

**Thank You**