

Trends in Creative Technology

Harnessing the chaos to encourage **collaboration** and **engagement**



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Our presentation will cover:

- What's happening in **Web-based technology (web 2.0!)**
- Examples of **user-generated** content
- Why these trends matter to the creative community
- How these advances can enhance creative solutions

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The Internet as a Conversation



Resources to look at: www.cluetrain.com and www.technorati.com

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Make history on the Internet

- Anyone can be a journalist and millions are:
 - 30,000 to 70,000 new Blogs are created daily
 - Over 26 million blogs tracked by www.technorati.com
- Produce and star in a TV or radio show and thousands do:
 - Tools like mp3 players and iTunes make it easy to consume audio and video content
 - Online file-sharing (www.youtube.com) make unlikely superstars in a matter of hours



[SNL 'Lazy Sunday' rap video](#)


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User Generated Content

- **Distributed authoring** enables and encourages the USER to add and edit content
 - Must relinquish or at least share **control**
 - The Internet is used as a **conversation**



Source: <http://www.sifrv.com/alerts/archives/000420.html>

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Welcome to the Blogosphere

- Blogs (or 'web logs') are interactive publications
- Written in informal **conversational style**
- **Cost-effective** communication tool to reach a large audience directly



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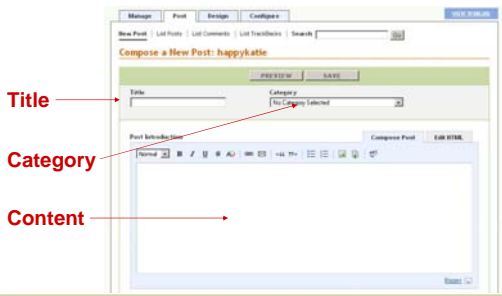
Types of Blogs

- **Personal/Individual blog** - A blog about an individual's personal life and outlook on current events
- **Photoblog** - Blog with photos or illustrations as primary content
- **Vlog** - Blog with video files as primary content
- **Corporate blog** - A corporate entity's online publication that updates the public on company news or attempts to generate marketing interest

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Blogging is fast and easy!



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But just HOW easy??

Blogging demo on Ed's
www.brandtobedetermined.com blog



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Podcasting

- Podcasts are online feeds of audio files placed on the Internet for subscription
 - News
 - Music
 - Speeches / presentations
- 10,000 to 20,000 podcasts in cyberspace



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How do Podcasts work?

- Podcasts are recorded and posted online
 - Find them in **directories**:
 - www.podcast.net
 - Subscribe via **RSS** (Really Simple Syndication)
 - www.itunes.com
 - Find them on **websites**
 - <http://www.forimmediaterelease.biz/>
- Listen to Podcasts online or download them to your computer or mp3 player



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Quick and easy steps to Podcasting

1. Gather your tools
 - Install free software
 - Plug in your peripherals
2. Script and practice your Podcast
3. Record / edit your audio
4. Post it online!



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Podcast Tools:
Audio recording software

You need 2 **free** pieces of software:

1. [Audacity](#) - Record, import, and edit sound files

<http://audacity.sourceforge.net/>
2. [LAME mp3 encoder](#) - Save your recordings in MP3 format

<http://www-users.york.ac.uk/~raa110/audacity/lame.html>

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Podcast Tools:
Other Podcasting Equipment

1. Computer
2. Microphone
3. Headphones
4. Sound mixer (optional)




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Tagging is not just for graffiti artists

- A **tag** is a descriptive name used to categorize online content, such as:
 - Blog posts
 - Podcasts
 - Website links (<http://del.icio.us>)
 - Photos (www.flickr.com)
- Connect to online communities and get found in new ways!
 - NetSquared online photo group: <http://flickr.com/photos/tags/net2/>



Hint: Tag your event photos with your event name (see [net2](#) example above)

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Really Simple Syndication (RSS)



- RSS is an easy way to distribute headlines, news and website updates
- Subscribe to the RSS data streams and receive site updates **automatically**
 - News aggregator (www.bloglines.com)



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Social Networking

- New online technologies encourage social interaction
- Examples:
 - MySpace.com – profile and personal interest sharing
 - [Flickr](http://Flickr.com) – photo sharing
 - del.icio.us – bookmark link sharing



There are nearly 55 million MySpace profiles online, according to <http://www.mercurynews.com/mlk/mercurvnews/news/local/13837874.htm>.

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Wikis

- A collaborative website or page that allows users to add or edit content in real time
- ‘Open editing!’
- www.wikipedia.org
- Wiki demo on: <http://schipul.pbwiki.com/>



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Feedback Mechanisms

- The Internet is **not** a one-way street:
 - **Comments** – Direct feedback from visitors
 - **Linkbacks** – Links from one post to another site's post
 - **Rating Systems** – evaluate contributions, content, user-reliability



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What this means for Creatives

- Greater sense of community
 - Galleries (www.designiskinky.com)
 - Directories (www.onlyinhouston.com)
 - Calendars (www.fresharts.com)
- Direct interaction benefits your work and events
- Solid, relative resources at your fingertips
- Spread your message easily and effectively!

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The importance of Virtualization

- Web 2.0 can benefit the creative community:
 - Increase event attendance
 - Expand an event's lifecycle 
 - Use as a promotional tool
 - Reach out directly to contacts in different physical locations
 - Like TIVO, but you can also go backwards in time
 - Revenue opportunities – some are unknown

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Enhancing Creative Solutions

- Online technologies enable **faster feedback** and a more strategic understanding of where the market is heading
- From a competitive standpoint, Web 2.0 technologies can demonstrate that **you care** about your products, clients and creative community

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What we covered today

- Trends in online technology
- Different types of user-generated content
- Why these trends matter to you
- How you as a creative can use and benefit from these new tools

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Thank you!

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