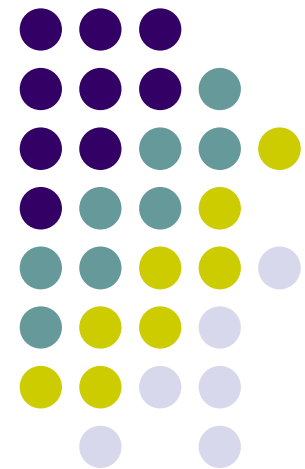


# Web Storytelling

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K.Davies 2007





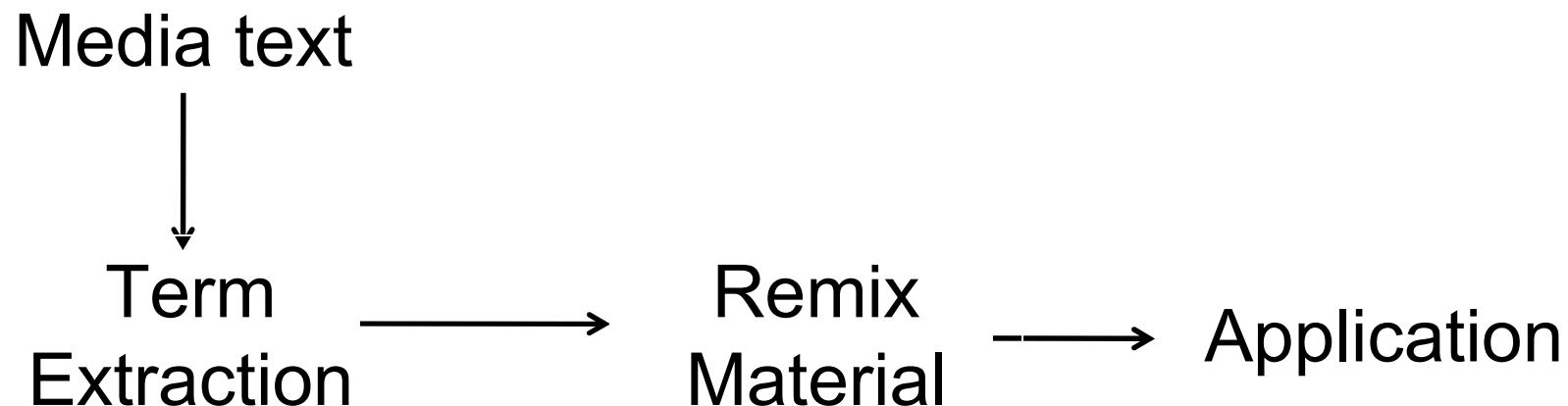
# Introduction & Context

- A DJ remixes materials available to provide a new perspective.
- Recreate this using the web: Remixing and Mash-ups.
- Web 2.0 assist in retrieving and categorising materials: tagging, concept of folksonomy



# Primary Aim

- Aim: to create and test a remix application that conveys a media text using materials remixed from their original context.

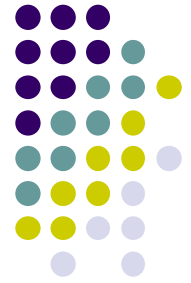




# Additional Objectives

- **Literature review** of the following areas: remixing, mash-ups, tagging, storytelling and web 2.0.
- **Prototype application** to demonstrate how remixing technology can influence the interpretation of a media text.
- **Implementation**, using relevant web technologies and observing correct copyright laws.
- **Qualitative testing**, ascertaining relevance of the mixed media remixed.
- **Evaluation** of the project process, outcomes and personal reflections.
- **Conclusion** and consider further research in the subject area.

# Success Criteria & Limitations



- Success Criteria: Fresh and relevant experience on each viewing.
- User testing will verify this has occurred.
- Limitations:
  - Experience will always be personal opinion.
  - Testers would have preconceptions if experiencing the story twice.
  - Remixing means that media is not constant between viewings.



## The History and Applications of Remixing

*“Mixing different versions of multi-track music recordings in the 1970s, “remix” has now broadened itself to include notions of mixing other types of media such as images, video, literary text, game assets, and even tangible items such as cars and clothing.”*

[DIAKOPOULOS, 2005]

- Remixing can be compared to airports, expanding on Manovich.

# Mash-Ups



*“A mashup is a visual remix, commonly a video or website which remixes and combines content from a number of different sources to produce something new and creative. Mashups provide internet users with an innovative and creative way of using and viewing material on the internet.”*

[O'BRIEN & FITZGERALD. 2006]

- Functional or artistic (curiosities)



# Functional: cumul.us

The screenshot shows the cumul.us website interface for November 27 in Seattle. The page has a light blue background with white and yellow cloud-like shapes containing text and images.

**Header:** cumul.us  
For the day of November 27 in Seattle

**Navigation:** home predictions clothing help register login

**Location:** switch to cellus  
Your location could not be guessed, so you may want to change the location on the left, or register to set a default location. Sorry about that.

**what will it be like out?**  
for the day of November 27 in Seattle  
conditions: rain  
high temp (°F): 45  
5 feeds and 0 predictions

**what are people wearing?**  
for the day of November 27 in Seattle

| on the top:<br>sweatshirt or sweater          | on the bottom:<br>pants or jeans            | accessories:<br>umbrella                     |
|---|---|--|
| 1 of 8010<br><br>sweater<br>SHOPSTYLE More... | 1 of 8540<br><br>jeans<br>SHOPSTYLE More... | 1 of 31<br><br>umbrella<br>SHOPSTYLE More... |

0 user submissions

**what do you think it will be like?**  
for November 27 in Seattle

day: [dropdown]  
conditions: [dropdown]  
high temp: [input] °F  
night: [dropdown]  
conditions: [dropdown]

**what are you going to wear?**  
for the day of November 27 in Seattle

| on the top   | on the bottom  | accessories   |
|--|--|---|
| <input type="checkbox"/> sleeveless shirt or swimsuit<br><input type="checkbox"/> short sleeve shirt<br><input type="checkbox"/> long sleeve shirt<br><input type="checkbox"/> light jacket or suit coat<br><input type="checkbox"/> sweatshirt or sweater<br><input type="checkbox"/> winter coat | <input type="checkbox"/> shorts or swimsuit<br><input type="checkbox"/> pants or jeans<br><input type="checkbox"/> skirt<br><input type="checkbox"/> long dress<br><input type="checkbox"/> tights<br><input type="checkbox"/> utikilt | <input type="checkbox"/> sunglasses<br><input type="checkbox"/> umbrella<br><input type="checkbox"/> hat<br><input type="checkbox"/> scarf<br><input type="checkbox"/> knit cap<br><input type="checkbox"/> gloves or mittens |

Submit

<http://www.cumul.us> [Accessed 27 November 2007]

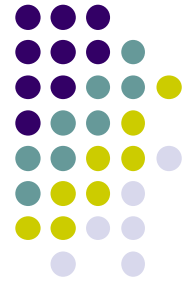


# Artistic: Waiting



<http://mashupawards.com/?s=waiting> [Accessed 11 November 2007]

# Tagging



*“The child instinctively begins to divide them [objects] into fairly homogeneous groups and to arrange the groups themselves in some helpful order.”*

[RANGANATHAN. 1989]

- Transferred easily to the Internet medium as in informal classification system.
- Del.icio.us highlighted the uses of tagging.
- Flickr categorises photos using tags.



# Tagging: Relevance

**flickr**  
Home The Tour Sign Up Explore

Search for anyone's photos Search

## Jump Jump

Updated on November 8, 2007 by [andclymer](#)

**andclymer's photostream**  
You are at the last photo. 104 photos

This photo also belongs to:

- Duptych (Photo)
- Jumping Project (Photo)
- Duptych - two is better than one! (Photo)
- Bed Jumpers (Photo)
- Strobist.com (Photo)

**Comments**

[andclymer](#) **2m** says:  
Strobist: Canon 580ex at 1/4th power on the left, Canon 430ex at about 1/16th power with diffuser to the lower right.  
Posted 2 days ago (permanent)

[sgoralnick](#) **2m** says:

**Tags**

- steph
- sgoralnick
- jump
- bed
- diptych
- strobist

Additional information

**Tags**

- steph
- sgoralnick
- jump
- bed
- diptych
- strobist

Flickr.com Accessed: 11 November 2007

# Folksonomy



*“...the term “folksonomy” - the emergent labelling of lots of things by people in a social context.”*

[GRUBER, 2005]

*“Folksonomies are thus a bottom-up complement to more formalized Semantic Web technologies, as they rely on emergent semantics which result from the converging use of the same vocabulary.”*

[HOTH0 et al. 2006]

- Clarification is the next difficulty to be overcome.



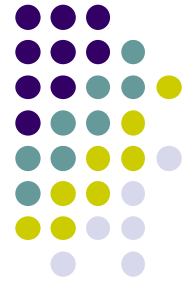
# The Author's View

- Poetry is multi-layered, and subjective.
- The author composes a coded message.
- The recipient may decode this message to see a differing, or unintended message.
- Robert Frost's *Stopping by Woods on a Snowy Evening*.

# Critical Analysis of Work Done



- Literature review could have greater depth in author's view.
- Expansion required to better discuss legal issues surrounding remixing.
- Prototypes to be developed to reflect best ways of testing.
- Tagging and folksonomy have reached potential completion.



# Future Plans

- Create a series of prototype applications using PHP.
- Qualitative testing, ascertaining relevance of the mixed media remixed. Comparison of system using singular keyword remixing to multiple keyword remixing.
- Evaluation of the project process, outcomes and personal reflections.
- Conclusion and consider further research in the subject area.

# Mock Prototype



My little horse must think it's queer  
To stop without a farmhouse near  
Between the woods and frozen lake  
The darkest evening of the year.

# Mock Prototype



My little horse must think it's queer

# Mock Prototype



To stop without a farmhouse near



# Summary

- Relevant remixing is dependent on the quality of the folksonomy applied to the source material.
- Remixing is an increasingly common practise, which is becoming increasingly accessible to all through the Internet medium.
- Application development will be through a series of prototypes, each remixing media at a further depth.



# References

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