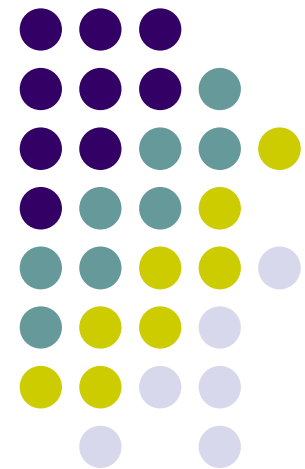


Web Storytelling

K.Davies 2007





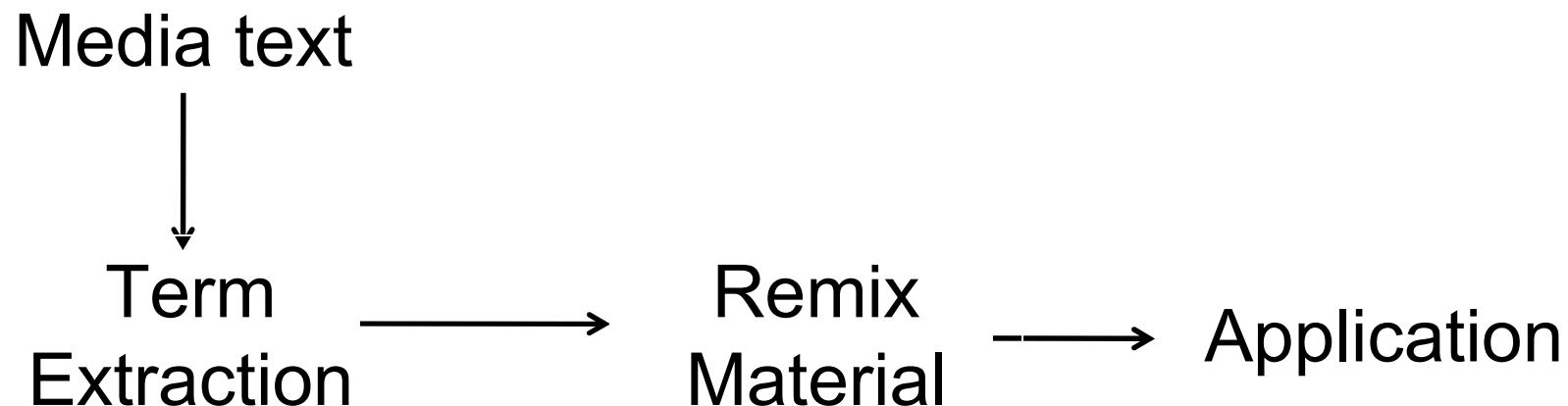
Introduction & Context

- 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.

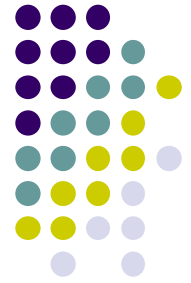




Additional Objectives

- **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 accents. At the top, the logo 'cumul.us' is displayed in white, with the subtitle 'for the day of November 27 in Seattle' below it. A navigation bar includes links for 'home', 'predictions', 'clothing', 'help', 'register', and 'login'. A 'switch to cellus' button is also present. A message states: '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.'

The main content is organized into several sections:

- what will it be like out?** (for the day of November 27 in Seattle): Shows weather conditions (rain), a high temperature of 45°F, and a note that there are 5 feeds and 0 predictions.
- what are people wearing?** (for the day of November 27 in Seattle): Displays user-submitted clothing items categorized by 'on the top: sweatshirt or sweater' (1 of 8010), 'on the bottom: pants or jeans' (1 of 8540), and 'accessories: umbrella' (1 of 31). Each category includes a 'SHOPSTYLE' link.
- what do you think it will be like?** (for November 27 in Seattle): A form for user predictions with dropdown menus for 'day' and 'night' conditions, and input fields for 'high temp' in Fahrenheit.
- what are you going to wear?** (for the day of November 27 in Seattle): A checklist for clothing items categorized by 'on the top', 'on the bottom', and 'accessories'. A 'Submit' button is at the bottom.

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

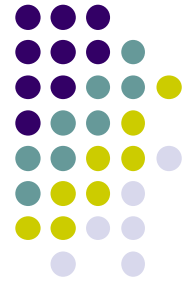


Artistic: Waiting



<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

The screenshot shows a Flickr photo page for a diptych titled "Jump Jump" by user andclymer. The photo is a diptych showing a person jumping over a bed in two different poses. The page includes a search bar, navigation links, and a list of tags. A box highlights the tags section, and an arrow points from a larger box to the right.

Jump Jump

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

andclymer's photostream

This photo also belongs to:

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

Tags

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

Additional information

Comments

[andclymer](#) [says:](#)
Brobist: Canon 50Dex at 1/4th power on the left, Canon 430ex at about 1/10th power with diffuser to the lower right.
Posted 2 days ago (permanent)

[sgoralnick](#) [says:](#)

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.



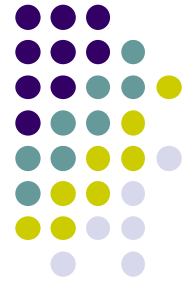
The Author's View

- 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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