

Interpersonal Content Management

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Interpersonal CMS?

- ◆ bring CMS power to blogs
- ◆ leverage relationships between people and content
- ◆ put *people* first

Talk Outline

- ◆ the idea
- ◆ our project, frassle
- ◆ future work

What makes blogs magical?

- ◆ pathetically simple CMS
- ◆ no workflow, style control, permissions...
- ◆ yet much has emerged
 - ◆ thousands of vibrant discussions
 - ◆ people learn, meet each other, get jobs

Q.1: What makes this magic happen?

How can technology help?

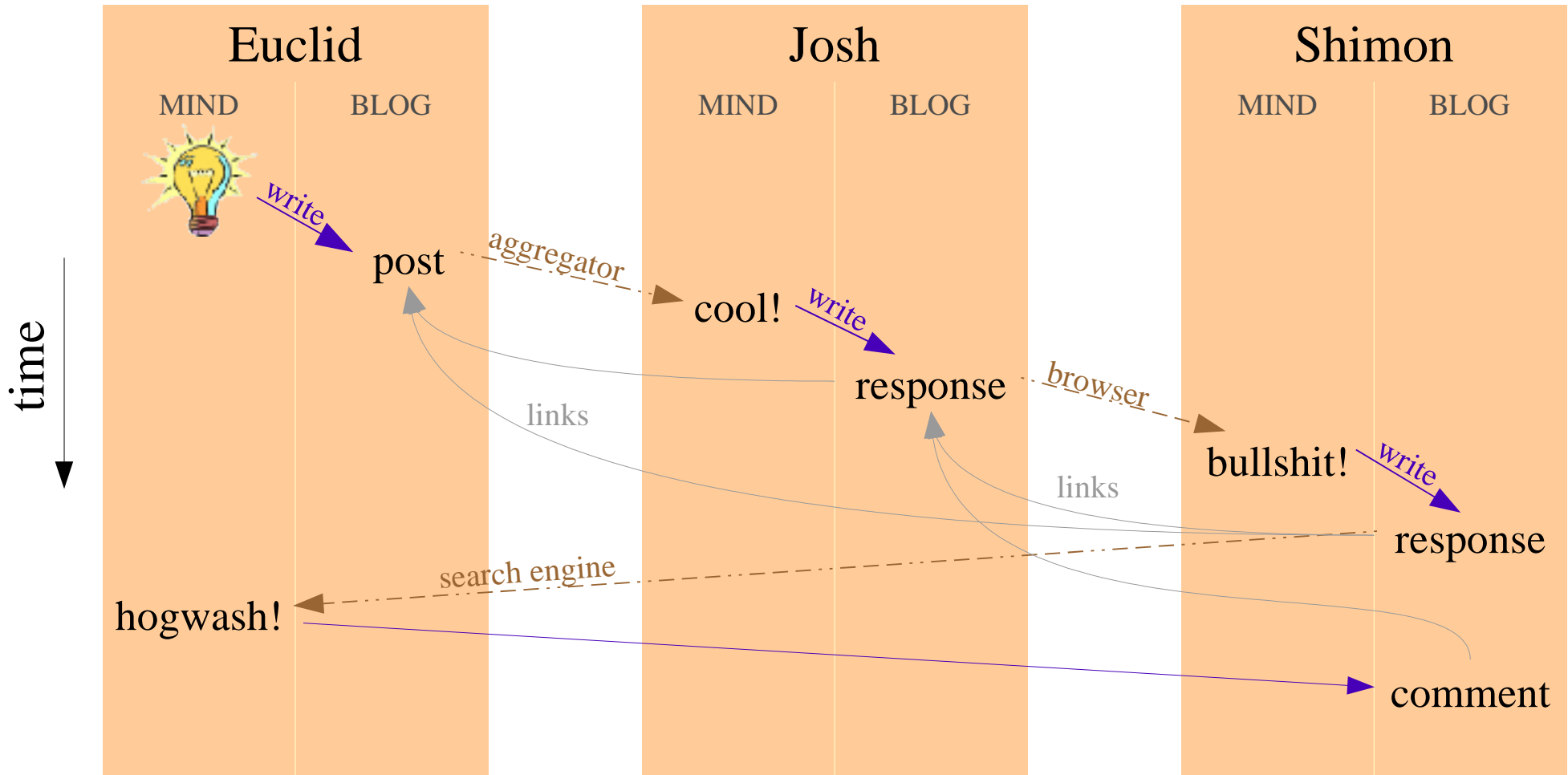
- ◆ Where do current tools let us down?
- ◆ How can we scale the essential mechanisms?
 - ◆ ... to more users
 - ◆ ... to more information
- ◆ How can we make the tech more usable?

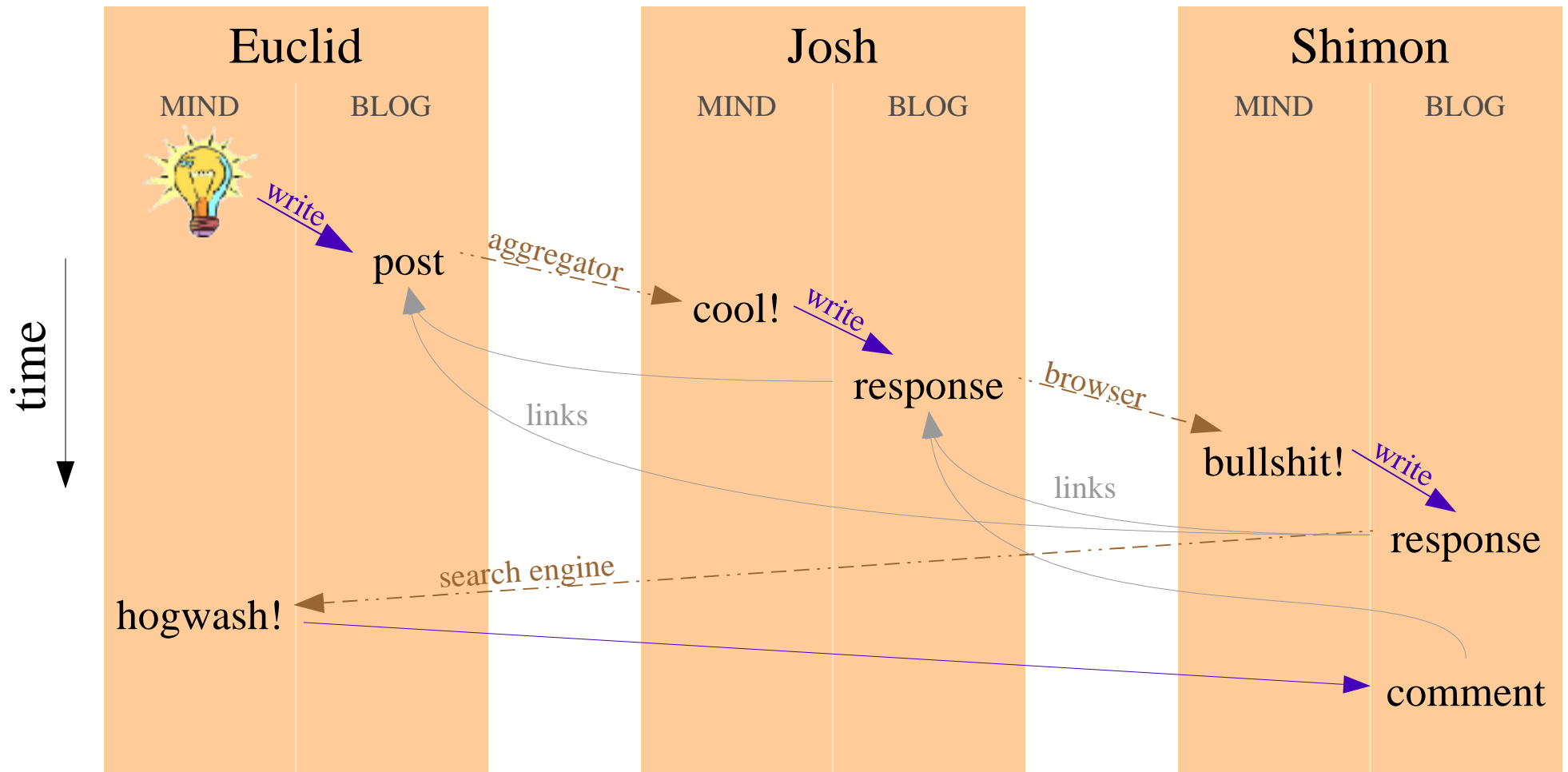
Q.2: How can we help people help themselves?

What makes blogs magical: Answers

- ◆ their social networks
- ◆ context and linking
- ◆ emergent organization by topic

development of shared meaning





Each arrow is a meaningful connection!

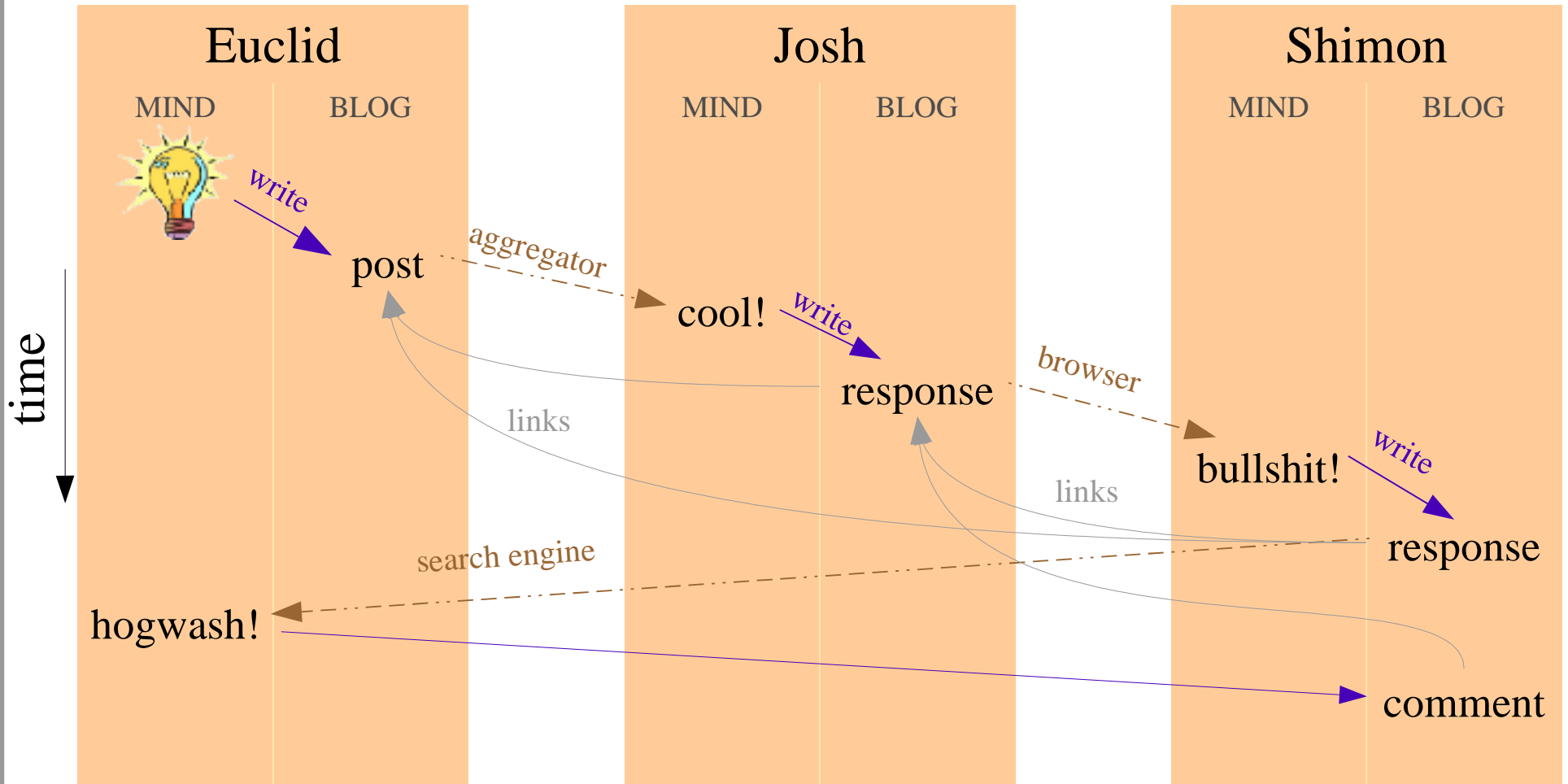
How can technology help: Answers

- ◆ Generate and remix content
- ◆ Track and utilize meaningful connections

Why are Blogs Successful?

- Speed and simplicity
- Free of structure

Workflow Fractured



Blog Tool

Challenge:

- Harness Simplicity
- Gather Metadata

Blog Tool

Solution:

Make entering meta-data

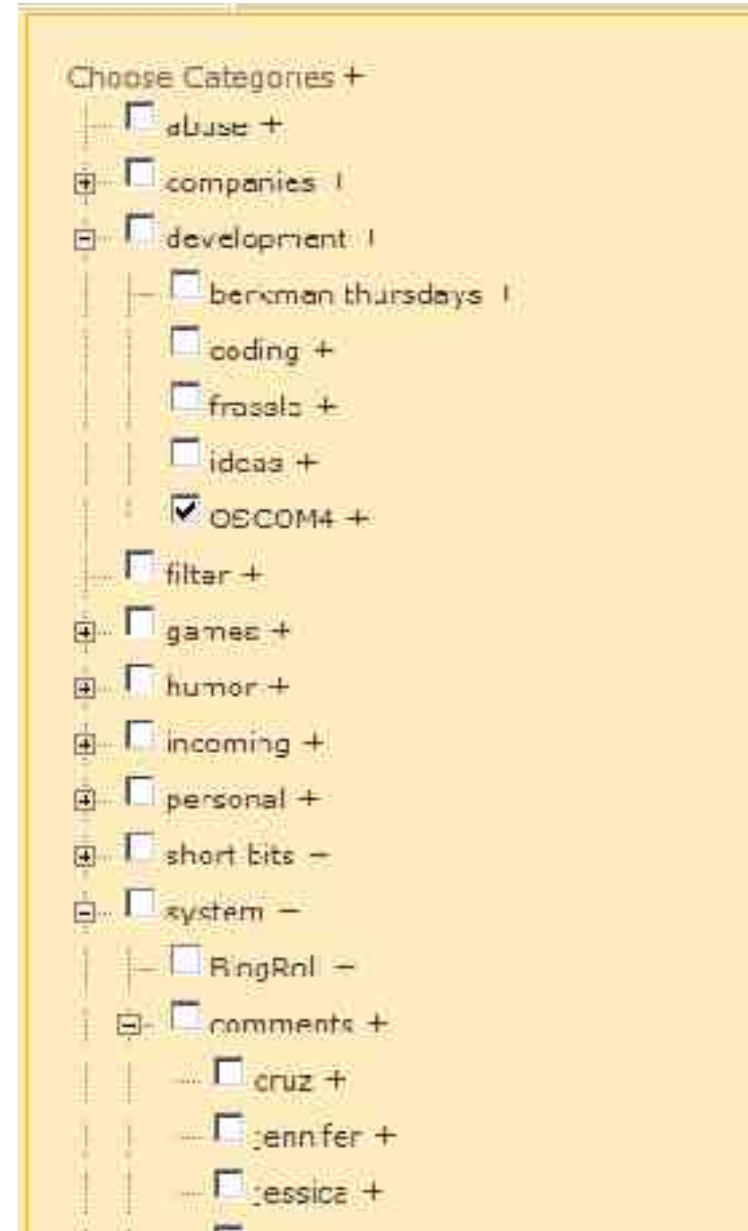
- Simple
- Useful to the user
- Powerful

Blog Tool

Solution:

Make entering meta-data

- Simple
- Useful to the user
- Powerful



Demo of Aggregator and Blog

Publishing Tool

- Entirely separate piece
- Usable with anything
- Inputs feeds

Nuts and Bolts

- Add 'blocks' to page
- Block language
- Wizard built on top

Publishing Tool

- Acts as filter to outside world
- Flexible publishing options
- One identity for multiple blogs
- Example

Demo of Publisher

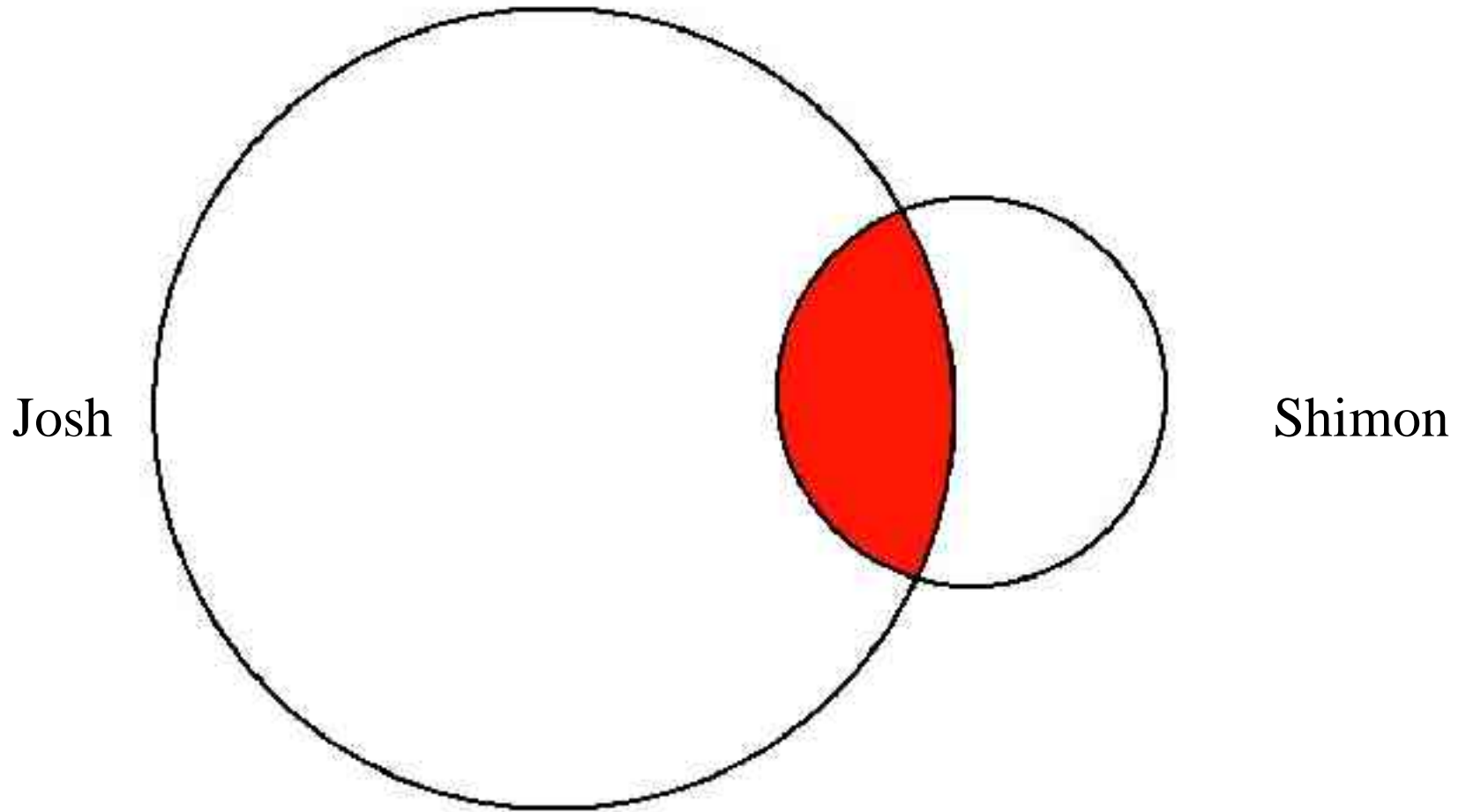
Publishing Possibilities

- Some possibilities:
 - Blog management
 - Feed slicing/splicing
 - Community sites
 - Del.icio.us type aggregation
 - Aggregators

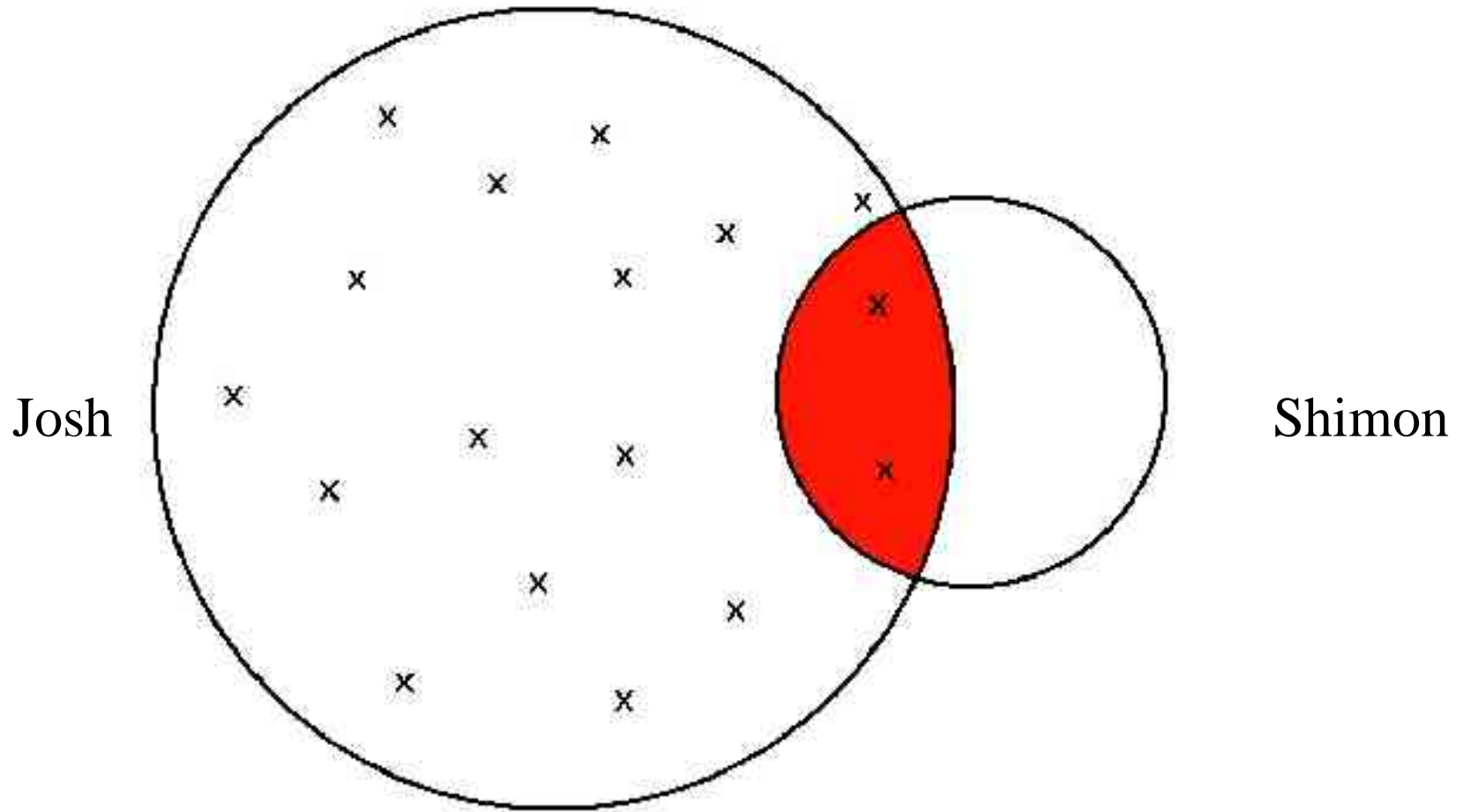
How can technology help: Answers

- ◆ Generate and remix content
- ◆ **Track and utilize meaningful connections**

Relationships in Content



Relationships in Content



Categories

Josh

Shimon

Tree

Tree

Zurich

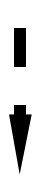
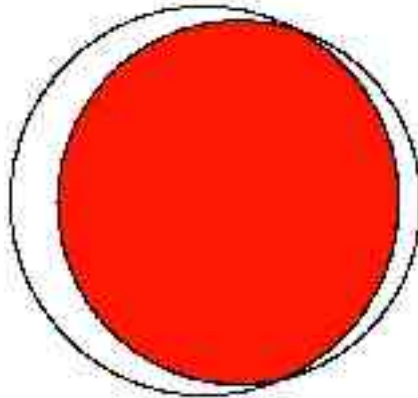
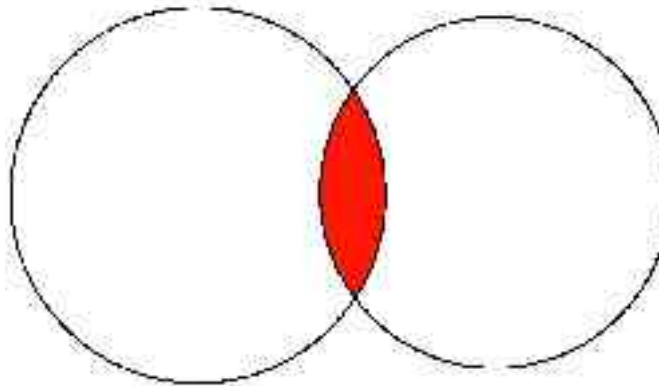
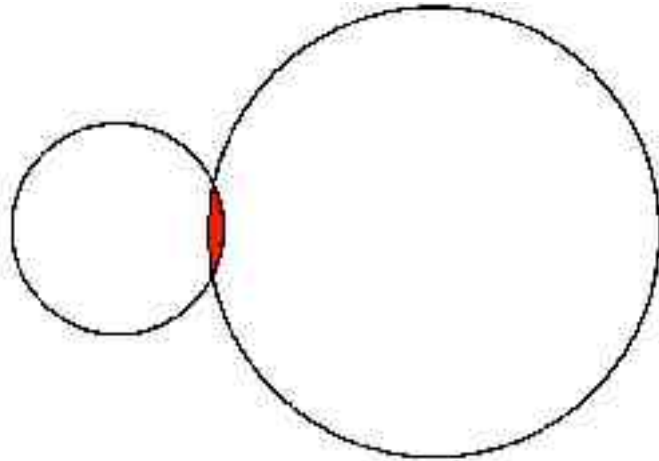
Cities

Absolute
Garbage

Static Semantic
Analysis

Oscom4

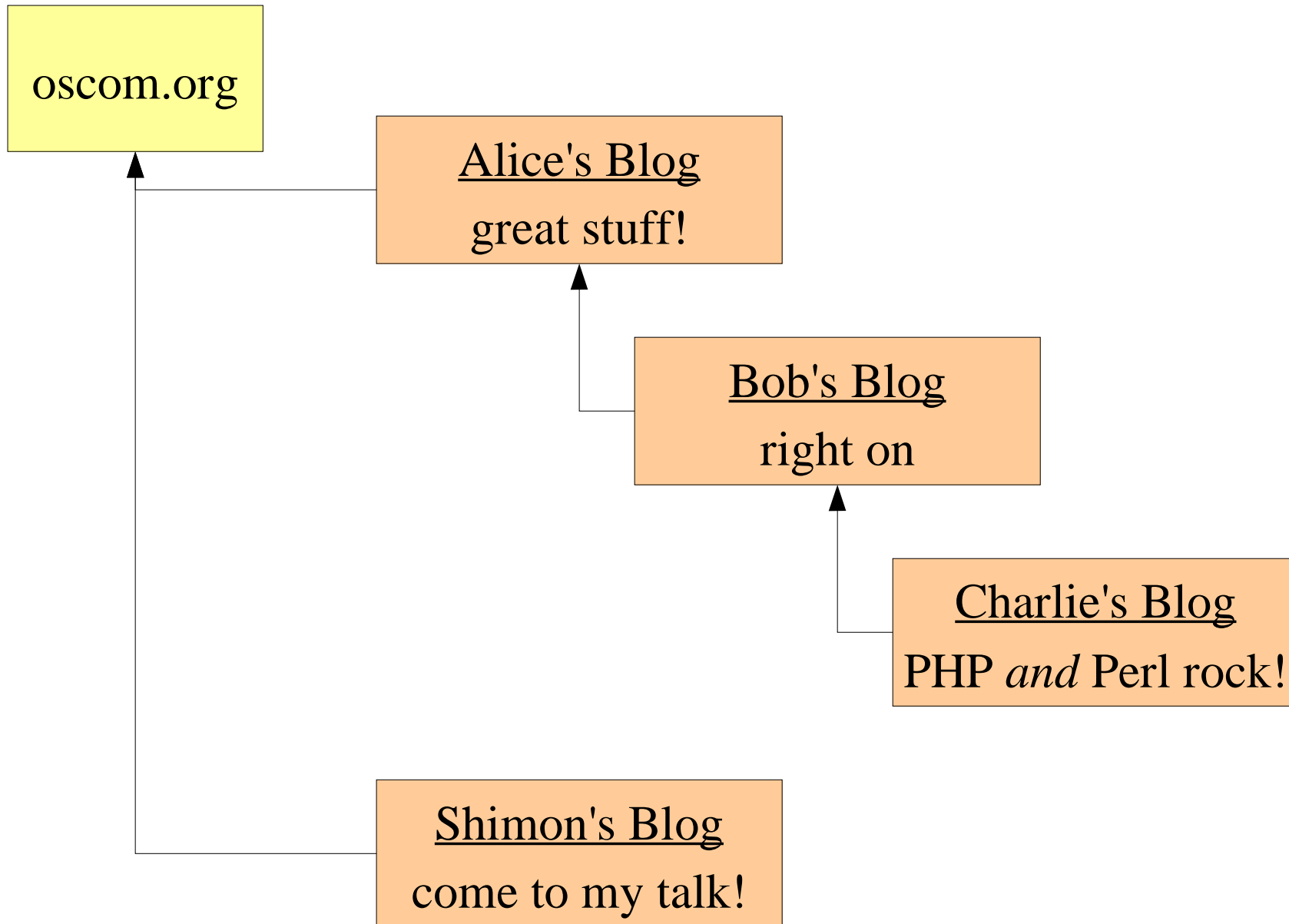
Great Audiences



Identifying Sameness

◆ the URL trick

More URL Tricks: Threading



Demo

Future Work

- ◆ learn from in-body links
- ◆ represent multimedia data types
- ◆ improve usability
- ◆ grow frassle as an open-source project

Challenges

- ◆ volume of data
- ◆ access/publish anywhere
- ◆ inter-organizational connections
- ◆ hosting provider hostage crisis

Opportunities

- ◆ convergence with social networking, KM, groupware
- ◆ leverage usage patterns
- ◆ standards and APIs



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