

P Social Practices around Personal Videos using the Web

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ACM WebSci '11

June, 2011



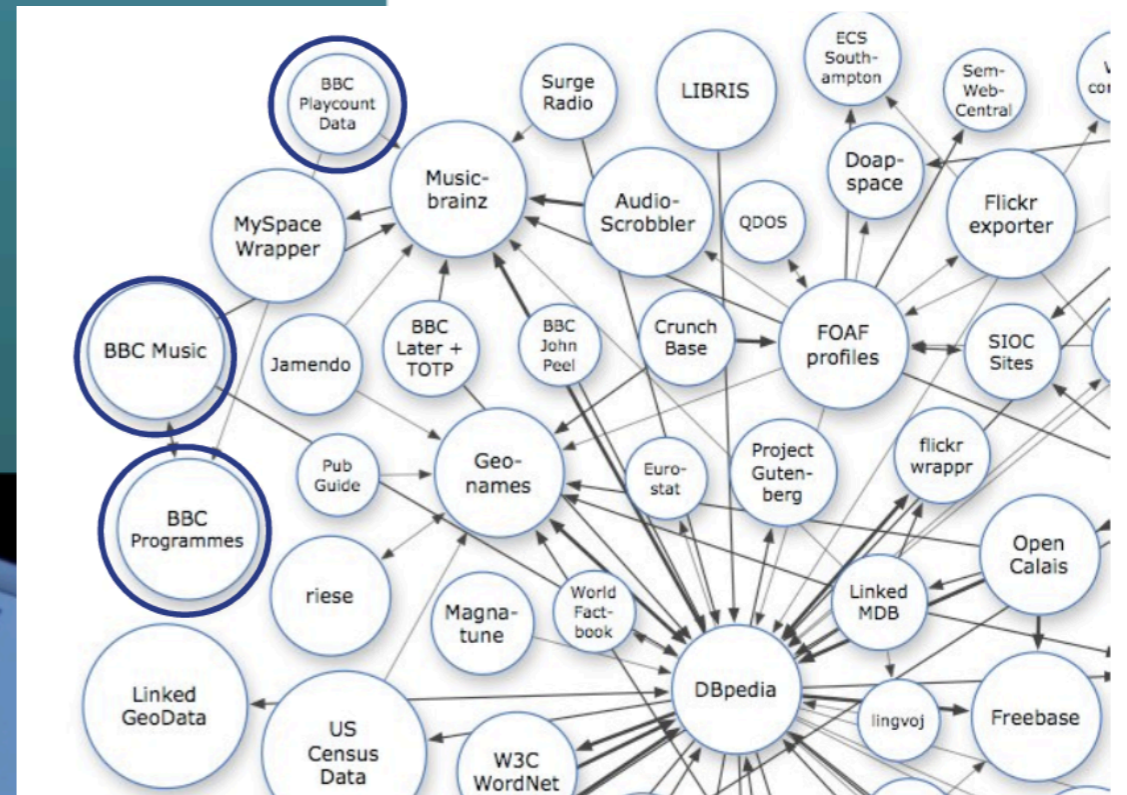
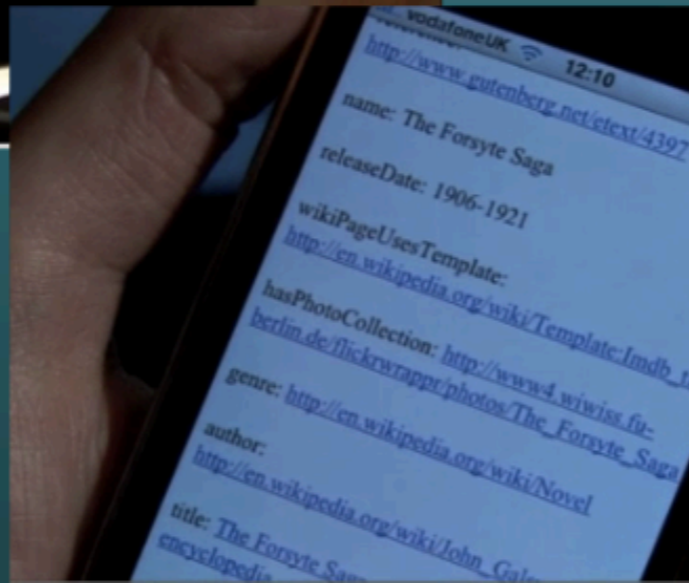
EU FP7-ICT funded project TA2

NoTube is an example of using Linked Data for user-facing apps as these two short videos explain...



<http://vimeo.com/11232681>

<http://vimeo.com/11231965>



BBC R&D

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<http://notube.tv/>

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The School Big Band Concert

CONCERT BIGBAND

Vrijdag 16 april 2010 @ de kantine om 19.30 uur.

Text removed





CONCERT BIGBAND

Vrijdag 16 april 2010 @ de kantine



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Strong ties

User Study







What's wrong in this scenario?

- **People often record personal videos but they do not share**

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 - Difficulty to find what is interesting: overwhelming number of assets
 - Users' lack of artistic touch: videos are not compelling enough
 - Privacy concerns: people don't want to share the videos of their kids with the whole world

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video encoding, quality, and lighting aren't always optimal

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Implication: as user behavior don't vary much over time, it can be used as a way to understand (profile) users

The logo for CWI, consisting of the letters 'CWI' in white, bold, sans-serif font, set against a dark red, trapezoidal background.

Creating New Experiences

Most online video viewers prefer professionally produced videos over content “produced by amateurs”

Source: Pew Internet & American Life Project, 2007

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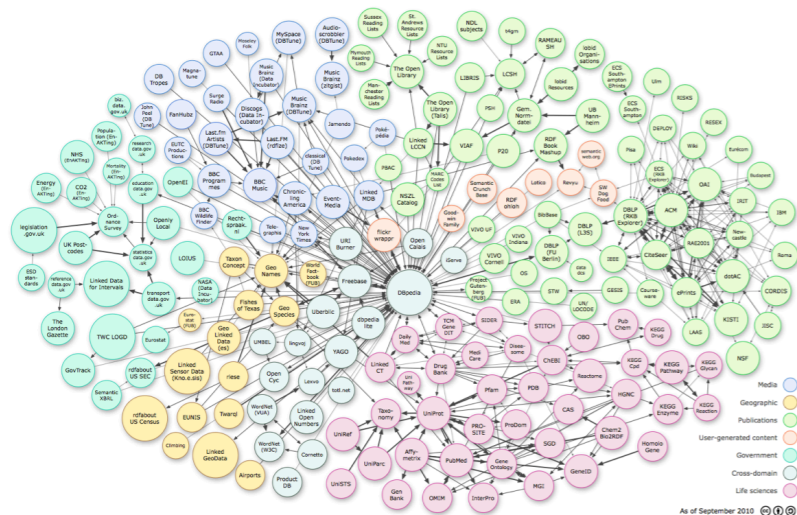
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Opportunity: use of narrative constructs to support creation of compelling video presentations

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Implications: Aggregation of community contributed data to create new experiences

Linked Data and Semantic Web

Source: <http://lod-cloud.net/>

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Making It Personal

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Opportunity: Only users know who they care about. Combination of automatic and manual processes will play a major role in the personalization process

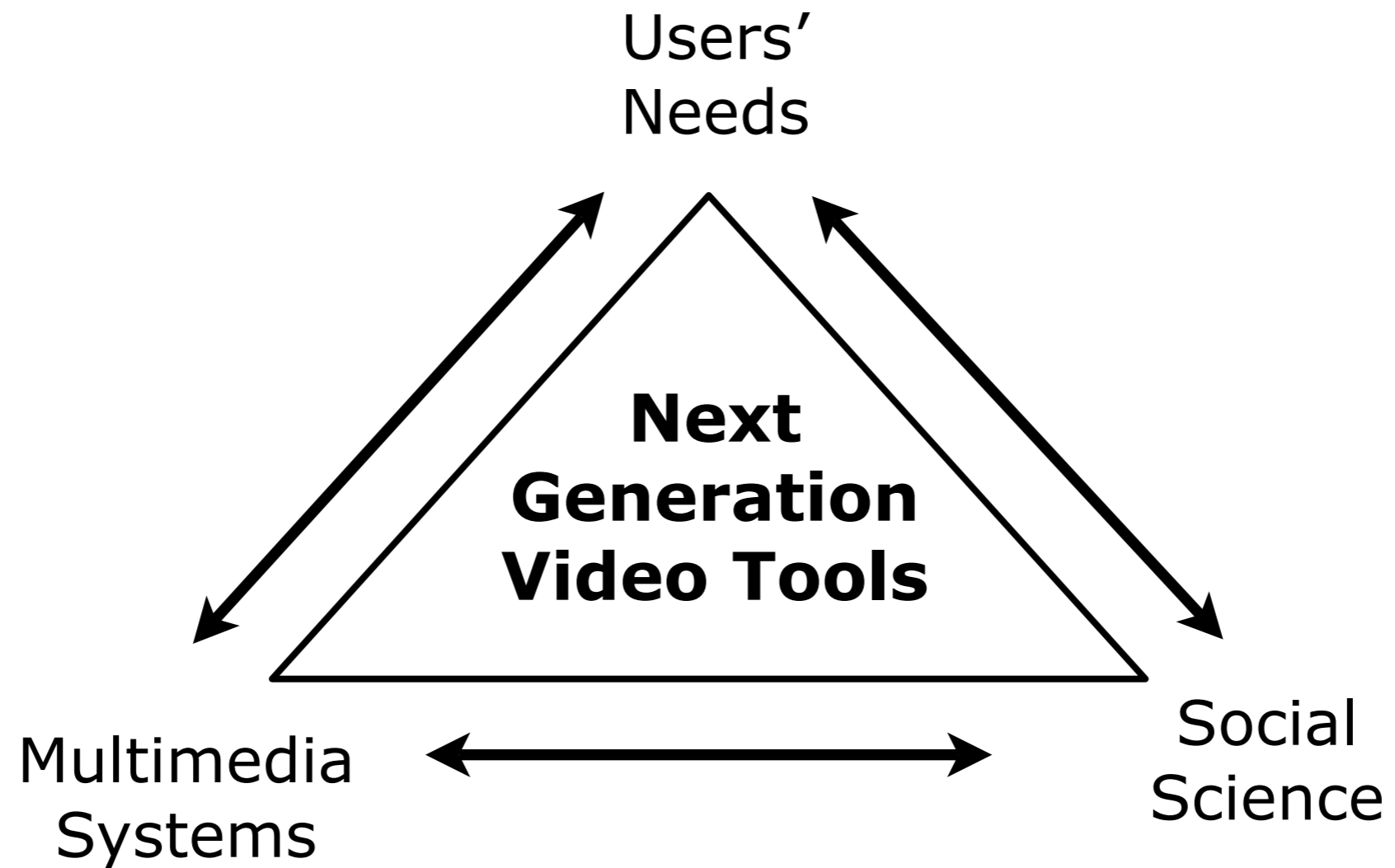
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Hey, I made this video...

Implication: Social science theories are necessary to understand how bonds are developed and maintained





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Thank you! Questions?

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