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Future Conference Dates

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Pelikan's Antidisambiguation *from page 8*

Here I discovered, indeed, was a tablet ready for writing, for research and literature review, for correspondence, for the comingling of multiple cloud-based storage and services solutions that I've become accustomed to using. The screen packs a pixel density of 300 pixels per inch, resulting in a 1600 x 2560 display. Its color caste is more utilitarian than the sumptuous, saturated imagery lavishly poured out by the Kindle Fire HD, but the Nexus 10 is very light in weight, has a very fast processor (noticeably so), and renders text beautifully. All in all, propped up and paired to a Bluetooth keyboard, it seems perfectly designed for comfortable writing.

So, first observation: we've reached a kind of inflection point in the world of phones and tablets. My sense is that the hardware market is segmenting — and while devices are still marketed trumpeting their multi-use character, in fact we're seeing the emergence of more dedicated-to-purpose designs. We started to run into this with some of the hybrid tablet/keyboard combinations, although what we now see seems less a "one size fits all" approach.

What does this mean for the content creation and marketing industries? For one thing, it adds new data points to an industry's understanding of targeted demographic groups. If "one size does not fit all" among the consuming parties, then those who package content up had better be ready to offer more than just "Analog" and "Digital" or "Desktop" and "Mobile." This has been true of smart Web design for years, of course. The need to separate presentation from content has been understood for more than a decade, at least, by anyone taking a strategic view of Web design. Holdouts persist, of course, and appallingly poor design, such as static page widths, or static object widths within non-static page widths, are easy to find.

Some very fine bad examples can be found among higher education (cough), whereas providers of commercial content seem to find incentive to move forward.

Folks in the future will look back in amazement that it took us so long to figure this stuff out — although they may nod understandingly when they realize we were creating the content a lot faster than we could fix it, and once created, we mostly just left it there to rot. Retrospective conversion of content remains hugely expensive. I have a feeling, though, that our failure as content

providers to fix past errors contributes to a very bad impression on the part of our content consumers.

I hasten to add: such faux pas are not exclusively confined to the halls of the academy. For example, in creating the Kindle versions of a book I was reading, the editors seem to have taken whatever came out of their OCR software (Optical Character Recognition) and just dumped it in a file and put it on the market without any human oversight or intervention whatsoever. The frequency of mistakes, typos, and mangled text is inexcusable. I'd gladly have paid more for clean output. Publishers, please don't foist off this sloppy work on us this way!

Meantime, there has been no shortage of industry news, speculation, and downright ballyhoo to wade through. I could write several columns based upon the past few months but have decided just to mention a few things in passing here, assuming that by the time this column reaches print, we'll already be facing even more and better news, speculation, and downright ballyhoo.

So take any of what follows here for what interest or applicability as it may convey...

Everyone seems to recognize the commoditization of information about Web-user behavior — the true source of funding for the Web. **Amazon** and **Google** clearly understand, practically giving away hardware, software, and services of truly impressive capability, if you'll just let them gather data about what you do with their hardware, software, and services. Then, they either market to you directly based upon your behavior, or offer their insights for sale to others who, in turn, market to you directly. Never has the web and its end-points been so optimized for this commoditization, and these are still the Early Days!

I recall seeing, some time back, information regarding the size of the metadata payload associated with a Twitter tweet, as compared to the size of the tweet itself. This came back up again recently, along with a set of pertinent links that I'll convey to you here, in a kind of Luddite, pulp-based re-tweet...

Here we go —

http://readwrite.com/2011/11/16/what_a_tweet_can_tell_you — from readwrite.com, "What a tweet can tell you" unveils the metadata fields accompanying a tweet. Note the emphasis on the social networking: who's doing what while following whom. A single data point seems little enough, but put a few million together...

Did I say a FEW million? That brings us to the **Library of Congress's** Tweet Archive. I'm sure this is old news to many, but I found it engaging to contemplate the idea of an archive of 170 Million Tweets — and growing! Find the C-Net story at http://news.cnet.com/8301-1023_3-57562210-93/library-of-congress-digs-in-to-full-archive-of-170-billion-tweets/.

This is probably one of those times that it's quickest simply to drop a search such as "C-Net Library of Congress tweets" into your favorite search engine (it's ok — they won't tell...)

LOC's own update on the Twitter Archive is at http://www.loc.gov/today/pr/2013/files/twitter_report_2013jan.pdf.

And just think — I haven't even mentioned Facebook — whoops! Just did.

So that's it until next time. Keep behaving out there, folks! Surf! Search! Download! Post! Tweet! Your behavior drives the market forward! 🍌

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Main Conference

2013 Conference

6 November

7-9 November

2014 Conference

5 November

6-8 November

2015 Conference

4 November

5-7 November