

The NMC Symposium on Mashups

April 1-3, 2008 • The New Media Consortium

About the Symposium

The *NMC Symposium on Mashups* is the eleventh in the NMC's series of online conferences and the second to be held entirely inside the virtual world of Second Life. Following up on how the topic was highlighted in the two-three year time frame in the 2008 NMC Horizon Report, the NMC Symposium on Mashups will explore the learning applications of data-driven, visual, and other artistic mashups.

Mashups, web applications that combine data from more than one source via a single, unified tool, are often about data visualization, but they can also be creative products of other kinds—indeed, the term “mashup” originates from the music industry — such as assorted film and music clips assembled into parodies of well-known productions, for instance.

Data mashups are powerful tools for navigating and visualizing datasets; understanding connections between different dimensions such as time, distance, and location; juxtaposing data from different sources to reveal new relationships; and other purposes. We will explore both the tools for generating mashups as well as the applications of them to teaching and learning.

The NMC Symposium on Mashups will explore all kinds of mashups—combinations of media, data, and visualization tools — from art and creative expression to mathematics to the weather.

The conference format itself embodies the concept of mashups, as it will be a mashup of online venues: some sessions will be hosted in Adobe Connect, while others will take place in the virtual world of Second Life. Session materials will be presented in both venues, and the Second Life sessions will be streamed live into Adobe Connect. The conference will be supported by NMC Corporate Partners LearningTimes and Adobe Systems.

The symposium will take place in both the Adobe Connect web environment and in the virtual world of Second Life. All events in Second Life will also be streamed into Adobe Connect. Participants will also be able to access Adobe Connect from within Second Life.

Sessions, which will be conducted live, will incorporate a variety of visuals and rich media, and are generally about 45 minutes in length. About one-third to one-half that time will be devoted to dialog with participants using the chat and audio tools of the environment.

The Symposium is designed to encourage an examination of the ways mashups are being used in education and the arts, and to further explore both the positive and negative effects on learning, social interaction, creative self-expression, and more. The event will be conducted entirely online in the virtual world of Second Life. Sessions, which will be conducted live, will incorporate a variety of visuals and rich media, and are generally about 45 minutes in length, with about one-third to one-half that time devoted to dialog with participants using the audio tools of the environment.

Symposium Features

From the opening reception Tuesday evening to the ten informative symposium sessions, to our keynotes on Wednesday and Thursday by Wayne Hodgins and Susan Smith Nash, the Symposium on Mashups is designed to provide an engaging setting for the exploration of the topic while also showcasing the ways in which a virtual world can be used to support dialog, knowledge exchange, and idea generation. More than a dozen high-quality tutorials on aspects of using and experiencing Second life, plus a range of practical videos are provided as well.

Getting Around

Teleporters are conveniently located across the island — look for two kinds. The yellow-orange boxes labeled “NMC Travel” use a menu-driven system. The second teleport system uses maps of the island. You'll find both at locations throughout the Conference Center.

Symposium Help Desk

If you have any sort of a problem that affects getting ready for the symposium this week, or any part of your experience at the event next week, please contact the Symposium Help Desk, either in Second Life by visiting the virtual help desk near Farnsworth Station, via email at help@nmc.org (anytime) or 1-866-588-7680 (US business hours). Outside the US, dial 1 512-445-4200 or Skype [drljohnson](https://www.skype.com/partners/drljohnson). When you arrive at the NMC Conference Center next week, our staff will, of course, always be on hand to assist you with any hurdles. Please let us know how we can make your experience better!

Things to See and Do

Some of Second Life's most renowned artists are being showcased in the interactive art exhibition that is spread across the island — you'll want to see Daruma Picnic's musical circles, Robbie Dingo's amazing Whisper Box, and Adam Ramona's fascinating spawning sculptures in addition to more than 20 other examples of the art of Second Life that are imbedded all across the Conference Center. Be sure to also visit Farnsworth Station where you can pick up high quality clothes, avatars, scripts, and other tools for free. The Engelbart Center is the place to learn more about the NMC and its work, and Robbie Dingo's video, "Watch the World" in Schroeder-Krasner Hall. Take time to explore — the NMC's Conference Center is full of hidden surprises!

Conference Program

The NMC Symposium on Mashups will explore all kinds of mashups—creative combinations of media, data, and visualization tools—from art and creative expression to mathematics to the weather. The conference format itself embodies the concept, as it will be a mashup of online venues: some sessions will be hosted in Adobe Connect, while others will take place in the virtual world of Second Life® (all Second Life sessions will also be streamed live to Connect).

Session Times: *all sessions are listed in Pacific Time*

Find your local time at <http://www.timeanddate.com/worldclock/>

Session Locations:

All sessions with the location *Second Life (streamed live to Connect)* will take place in the Muriel Cooper Coliseum (NMC Conference Center 47, 193, 21) unless otherwise noted. These sessions may also be viewed in Adobe Connect for those who prefer not to enter the virtual world of Second Life.

All sessions with the location *Adobe Connect* can be entered via the URL

<http://home.learningtimes.net/nmcseries>

Thursday, March 27

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| 9:00 – 11:00 am | Newcomer Orientation I in Second Life |
| 3:00 – 5:00 pm | Newcomer Orientation II in Second Life |

Tuesday, April 1

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| 5:30 – 7:30 pm | Opening Reception in Second Life |
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Wednesday, April 2

9:00 am- 9:45 am

Mashing It Up at a Big University

Adobe Connect

While most of our faculty and students don't realize they are creating mashups, some amazing things are happening on our campus. Penn State University has worked very hard to create flexible platforms to support the use of emerging technologies for teaching and learning by both faculty and students—with some very interesting results. During this session the presenters will highlight examples of faculty and student mashups from PSU—some of which are directly supported by the Education Technology Services group and some that are just showing up. The session will introduce the PSU Platform for Digital Expression that is empowering faculty innovation, demonstrate how it has facilitated effective creative use by both teachers and learners, discuss some issues around implementing mashups at a large university, and share real examples that are emerging on campus.

Cole Camplese, Pennsylvania State University

Keynote Presentation

10:15 am - 11:00 am

The Future is a Monstrous, Marvelous Mashup

Adobe Connect

What is the *real* definition of mashup, and who said it was for technology only? Why are mashups emerging as the overarching model of the future? Simple yet profoundly powerful, mashups are a universal model of the future of everything: code, content, competencies, construction and communication. They are enabling exciting solutions for living in a world of exponential change, as we are about to; they are about serious play—it's the LEGO model all over again, and this time, on steroids! Mashups give us people power: we become "pro-sumers," and we are seeing personalization at an industrial and global scale. With the convergence of Wikipedia, Flickr, YouTube, Second Life, MySpace, Amazon.com, and open source, the future is already here. The equation now is MC^3 : Mass Contribution x Mass Customization x Mass Cultural Conversation, and mashups enable us to do the math.

Wayne Hodgins, Autodesk Inc.

11:30 am - 12:15 pm

Learning From The Mashup: Are We Blending our Future, or Throwing Our Future in the Blender?

Adobe Connect

The sum is greater than the parts of the whole? Amazing! $A + B = C$? Astounding! Thinking outside of the box? Incredible! Are we doing ourselves a disservice by re-tagging innovation? What is the connotation of "mashup" and where will it lead? This presentation seeks to unravel (and possibly re-ravel) the mystique of the mashup and offer a case study or two of some 'old-school' educational mashup examples.

Jared Bendis, Case Western Reserve University

2:00 pm - 2:45 pm

Mashup Contest at Upenn: Copyright and Free Culture

Adobe Connect

The presenters will discuss the creation, organization and results of the 2007 Mashup Contest at Weigle Information Commons at Penn Libraries. Building on a freshman reading of Lawrence Lessig's book *Free Culture*, the contest included entities around campus. Students created parody mashups of well-known movies. Watch winning entries and explore classroom assignments using student-created video as an

alternative to research papers. Creative video assignments can engage students in critical thinking, writing, planning, scripting and group collaboration tasks.

Anu Vedantham, University of Pennsylvania; Peter Decherney, University of Pennsylvania

3:15 pm - 4:00 pm

The SaLamander Project

Second Life (streamed live to Connect)

The SaLamander Project, coordinated by The Center for Advanced Technology in Education (CATE) at the University of Oregon, aims to create a system enabling educators in the virtual world of Second Life to find places and materials of educational value in Second Life (SL) and "tag" them using a set of metadata descriptors for placement in the MERLOT.org repository of digital learning objects as part of MERLOT's Center for Learning in Virtual Environments (CLIVE). Using a Heads Up Display within SL, users select a landmark that they wish to submit for peer review and are prompted—through a mix of drop down menus and typing answers into a chat window—to detail the teaching or learning material. When complete, the HUD sends the descriptions to Sloog.org, a web database of user-tagged sites of interest, where anyone can search through the Second Life URLs sorted by users and keywords. All tags with the "Salamander" tag on Sloog.org are then filtered by the SaLamander Team at CATE and the appropriate ones placed within the SaLamander Media Wiki community, where educators can register and further describe, discuss, and vote on the relative value of these HUD-generated wiki stubs. Those educational plots within Second Life that registered members consistently rate as quality are then checked by content experts and placed within the MERLOT's CLIVE virtual teaching commons.

Jonathon Richter, University of Oregon

4:30 pm - 5:15 pm

Confessions of a Mashup Un-Artist

Second Life (streamed live to Connect)

The creative side of mashups results in interesting and often popular-to-the-point-of-viral works, but at the same time, it raises questions about the nature of originality, authorship, and context. In this session, a mashup un-artist will discuss the process and products of his work, address some of the questions raised above, and discuss the relationship between remix culture and open education. Is originality overrated? Do we owe it to the intellectual environment to recycle our intellectual work? Is our existing concept of authorship still valid? Come along for the ride and contribute, collaborate, and mash up answers to these mashup questions.

Brian Lamb, University of British Columbia

Thursday, April 3

9:00 am - 9:45 am

Mashups in Second Life

Second Life (streamed live to Connect)

Learn what kinds of mashups are possible with two innovators who have experience in connecting real world data to unique vialization experiences in Second Life. The advantage of using Second Life is it is massively multi-player allowing remote collaboration and participation of a dataset. Examples include NOAA's experimentation into using Second Life to display Earth data in similar fashion to Google Earth, Microsoft Visual Earth, or NASA Whirlwind. Learn what it takes to connect the real and virtual worlds and then consider what might be possible.

Eric Hackathorn, National Oceanic and Atmosopheric Administration; Hilary Mason, Johnson and Wales University

Keynote Presentation

10:15 am - 11:00 am

Educational Uses of Mashups

Adobe Connect

This keynote address discusses the educational uses of mashups in elearning and mobile learning delivery systems, and in hybrid courses. The presenter will discuss using mashups in conjunction with course content and curriculum, as well as using them to develop a robust learning community. Other topics include: Mashups for collaboration, research, and content sharing. Motivation and goal-setting with mashups will also be addressed.

Susan Smith Nash, BeyondUtopia

11:30 am - 12:15 pm

Information Visualization Using Mashups and Web 2.0 Tools

Adobe Connect

Visual searching is a new way to search existing databases. A visual search displays the information in a visual format rather than simply presenting text-based results. This presentation will demonstrate many visual search tools available on the Internet, including mashups for web search engines, databases, news, shopping, music, photos, social networking, and more.

Jill Tinsley, University of Arizona

2:00 pm - 2:45 pm

Welcome to the People's Republic of Non-Programmistan

Adobe Connect

The time for revolution is here! The tools are now in the hands of the people. The presenters will focus on how to use the mashup as a way to both save time and create a more powerful product using free and easy tools like Wordpress, Google Apps and MIT's Simile project. Now is the time to rise up and end mindless drudgery. Come and be educated! Come and learn the tools that will mean your freedom!

Tom Woodward, University of Richmond; Jim Groom, University of Mary Washington

3:15 pm - 4:00 pm

Mashup Movie Screenings

Second Life (streamed live to Connect)

Join us at the **Babbage Amphitheater** on the NMC Conference Center for a screening of mashup and remix videos, some by students, others submitted by conference attendees. We'll talk about them and vote for the ones that best demonstrate the form and power of mashup as a medium of expression. Virtual popcorn will be available.

Hosted by CDB Barkley and Ninmah Ash, The New Media Consortium

4:30 pm - 5:15 pm

Mash Up Your Creative Tools: Art in Second Life

Second Life (streamed live to Connect)

Join Vlad Bjornson for a discussion about the exciting possibilities of creating and displaying art in a virtual world. We will examine some of the tools that are available in the virtual world of Second Life, and explore how they can be combined to create new media possibilities. We'll also discuss how to add your own creative skills to the mix, bridging the gap between the real and the virtual. The session will conclude with a hands-on experiment where participants will be encouraged to create their own abstract sculptural shapes.

Don Whitacker, Second Life Sculptor & Designer

5:15 pm

Symposium Adjourn, Closing Remarks

Second Life (streamed live to Connect)

Larry Johnson, NMC CEO