

Linksheet For the 2012 Media Learning Seminar

These are the notes from the “What’s New, What’s Next” session with Amy Webb, the CEO of Webbmedia Group. Amy is @webbmedia on Twitter. Email her at amy@webbmediagroup.com.

Social Discovery

Through the use of image recognition software, social networks, email addresses and searchable databases that combine all three, it’s easier than ever before to learn about your communities. Or the person standing right next to you. We explored several different case studies and examples.

We looked at Pitt-Patt and research underway at Carnegie Mellon University. Opt-out and digitally camouflage your face: <http://cvdazzle.com>. Or adapt recognition APIs and use them for reporting. See Emotional Breakdown, which uses Guardian photos to analyze the mood of the news: <http://theemotionalbreakdown.com/>.

We looked at how Ban.jo can be used to learn more about the people around you.

Case Study: The Foundation For the Carolinas

- Help visitors to Charlotte keep track of each other.
- Set up a volunteer team of convention helpers, open app to see nearest person who can help.
- Create up a series of landmarks and tourist ideas, open app to see nearest one.

Key Takeaways

- Literacy campaigns should include digital literacy. Young people need to be more informed.
- Use these tools creatively to serve a higher purpose!

Mobile Data

We looked at how people were searching Google using their mobile phones on Valentine’s Day. We also watched data being collected from people as they moved around San Francisco on a Friday night. Understanding this helps us to learn what people are interested in and can enable us to predict lots of things: where they’re likely to eat, how much money they probably earn, and even what political party they preference.

We looked at the Boston: RealTime project from the Center For Civic Media at MIT: <http://www.lostinboston.org/>. We discussed biometric arm and wristbands as a way to collect information, and we also talked about how drone journalism is becoming more popular (and legal).

Case Study: The Denver Foundation

- Public transit and information a la Boston: Real Time
- Opt-in program using mobile phones: Where are kids going after school? Are their needs being met?

Key Takeaways

- Lots of information about a community can be gleaned from our mobile phones.
- How can we use this information to pinpoint a community's needs?

Gamification

This is a word we don't like to use. Making games to inform and educate via digital media has become wildly popular, but most organizations approach creating games the wrong way.

Rules to Observe When Creating a Game

1. Must explain and clearly state goals.
 - What is the structure? What needs to be done step-by-step?
 - If I do each step right, what are the rewards? Are the rewards timed well so players are compelled to act?
2. Players must believe in purpose and significance.
 - What's the purpose -- from the player's perspective -- of this game? (Journalists think games should teach people stuff... that's a problem)
 - Does the game provide motivation to reach that purpose?
 - Does the game match w/ the player's values, desires, perception of herself?
3. Must create "good vibes," belief that every action has a positive outcome (or at least a chance for one).
 - If asking lots of questions, player must know their progress. Must see immediate outcomes.
 - Game elements must resonate with player.
4. Must be inherently social.
 - Ability to play with friends/ strangers and report winnings to the outside world.
 - Must provide an incentive for players to compete against each other.
5. Must either have a clear beginning and end or appropriately timed next levels.

Case Study: CEOs for Cities

CEOs for Cities has launched its Talent Dividend Prize, which will award \$1m to the city that shows the highest increase in post-secondary degrees per 1,000 people over three years. In this case, there are many smaller game elements that can be added to the program to help increase engagement, bring a wider community together to help achieve the goal, and to amplify the message and meaning of the prize. We examined different ways to add in smaller rewards and game elements into this program.

Key Takeaways

- Instead of “gamifying” a current initiative, begin with the framework above and build out your game organically.
- Aim to bring in smaller game elements using digital technology into the work you already do.

FAQ

Q: Where do these trends come from?

A: Webbmedia Group is constantly trend-spotting using a combination of traditional research, personal observation, focus groups, social outreach and networking. We meet with company insiders, venture capitalists and industry analysts regularly, and we research patent filings, prototypes and alpha/ pre-alpha stage products. We offer lots of free research and presentations for the public -- but we save the really good, game-changing stuff for our clients.

Q: What, exactly, is Webbmedia Group?

A: Webbmedia Group studies disruptive technologies and tracks the emerging digital trends that will prove most game-changing. We advise our clients on how to take best advantage of what's next, giving them critical insights and points of view to push them far ahead of their competition. That might mean creating an ad-supported mobile strategy, developing a point of view on a co-viewing app, or sharing insights on a next generation tablet that won't launch publicly for another 18 months. We're a team of 20 and operate as a collective brain trust.

Q: I hear Amy has a black belt...? Is she dangerous?

A: Yes! Amy does have a black belt in Aikido, and a long time ago she was indeed quite dangerous. These days, she's too busy for Aikido. In addition to running Webbmedia Group, Amy is a lecturer at Columbia University's Sulzberger Executive Leadership program (and has been since it began in 2006) and a Research Affiliate at the MIT Media Lab. She serves on the Board of Directors for the Online News Association, the SXSW Accelerator Advisory Board, Knight-Batten Advisory Board, the Advisory Board for Temple University's Journalism Program, the Advisory Board for the International Center for Journalists and a number of tech startup advisory boards. She is a Delegate on the U.S.-Russia Bilateral Presidential Commission, a member of the Academy of Television Arts & Sciences (Interactive Media Peer Group) and serves as a judge for the Emmy awards. She is one of the co-founders of Spark Camp, a quarterly invite-only gathering of technologists, journalists, designers, policymakers and others working in emerging technology. Her book, "Data: A Love Story" is being published by Penguin (Valentine's Day 2013). Amy appears regularly on various broadcast shows and speaks at industry events around the world.



Key Company Info

- Webmedia Group launched January 2006.
- We've worked with Fortune 500 and Global 1000 companies, foundations, media organizations, governments, universities and tech startups worldwide.
- We offer strategy and training services.
- Webmedia Group staff are fluent in Japanese, Russian, Ukrainian, Spanish, French and English.
- All of our research, client work and training is personalized for each individual group.

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About Webmedia Group

Webmedia Group is an international digital strategy consultancy that advises Fortune 500 and Global 1000 companies, media organizations, law firms, foundations, associations, governments, startups and universities worldwide. We study disruptive technologies and track the emerging digital trends that will prove most game-changing in the near and mid-future. We advise our clients on how to take best advantage of what's next, giving them critical insights and points of view to push them far ahead of their competition. The company is directed by Amy Webb, CEO.

Webmedia Group includes specialists and experts in technology trends, mobile, tablets, technology/ law, gaming, social media, SEO/metrics, digital media business development, product development and digital media training.

Headquartered in Baltimore, Webmedia Group has team members in more than a dozen cities, including Miami, NYC and Kyiv (Ukraine). We also partner with BYO Consulting and iStrategy, community engagement firms that specialize in gaming and high-profile participatory events. Our virtualized office and distributed platform allows Webmedia Group to draw on a wide variety of disciplines to serve our worldwide client base. Members of our staff are fluent in Spanish, Russian, Japanese, French and English.

