

Mobile Delivery of Content:

Mobile as Social Media

Nancy Proctor, Smithsonian Institution proctorn@si.edu

CENDI/NFAIS 18 November 2010

Mobile Computing: Delivering Content to the Research Community



It's not (just) about the technology



Mobile is a unique
of the mix:



and the social

Mobile is Disruptive

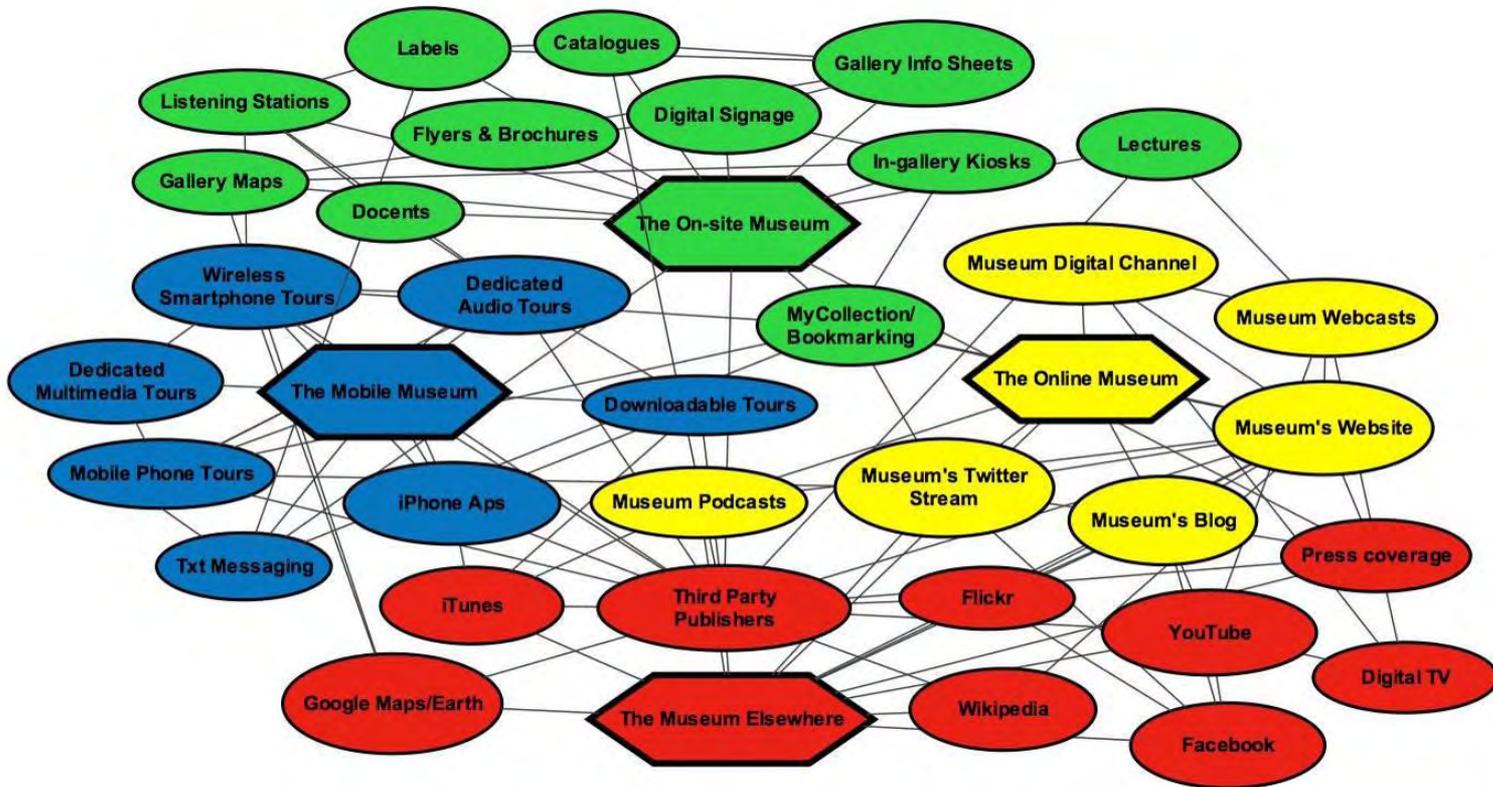


- A new set of tools and platforms for communications, learning and developing and distributing content
- A fundamentally new way of connecting, collaborating and educating

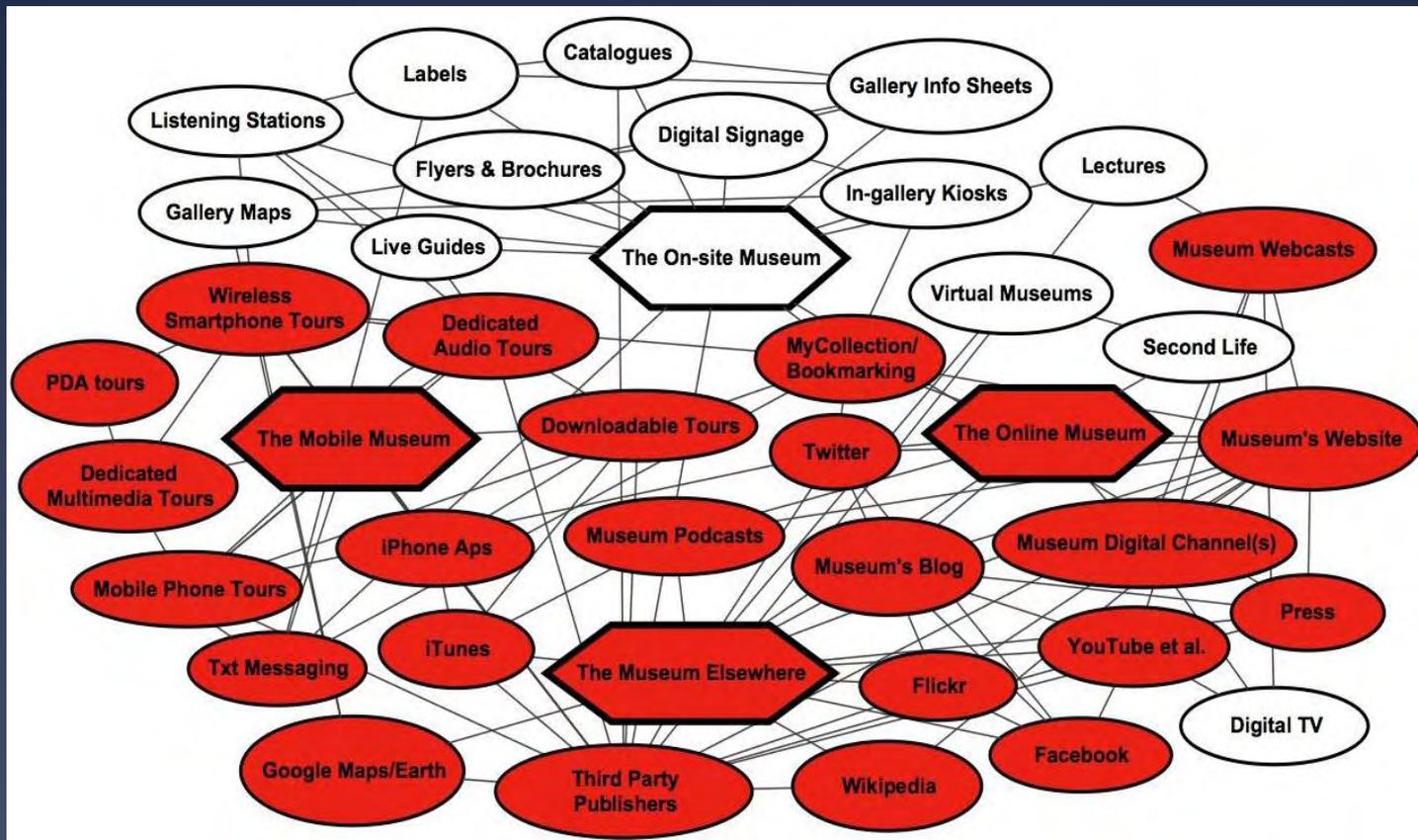
Nancy Proctor proctorn@si.edu

Photo CC licensed: <http://www.flickr.com/photos/jdlasica/138927384/>

In the Museum as Distributed Network...



...at least half of the Museum's platforms are already mobile.



So if we want to meet our
audiences where they are

And take them some place new...

Mobile is a great vehicle

Did You Know 4.0



The **mobile device** will be the world's primary connection tool to the Internet in 2020.



<http://www.youtube.com/watch?v=6ILQrUrEWe8>

**Get Me a Mobile
Strategy or You're
FIRED!**



Jason Grigsby

Slides: bit.ly/d4m2010-strategy

[@grigs](https://twitter.com/grigs) • jason@cloudfour.com

cloudfour.com • mobileportland.com

Mobile Strategic Planning: First principles

1. The only certainty in the mobile landscape is change – so we need an adaptive, standards-based approach to our mobile strategy and solutions development
2. Because of the rapid rate of mobile technology obsolescence, we will build for mobile audiences, not specific platforms and gadgets
3. Because of our public mandate and responsibility, wherever possible SI Mobile will make its resources, best practices, and mobile products available for others to adapt and build upon

Smithsonian Mobile: a

Five main components:

1. A Smithsonian Mobile Architecture and framework for connecting our mobile properties to each other and other digital initiatives
2. Standards for content and data management
3. Resources: Best practices documentation, training, collection of code, processes and other common mobile features
4. Infrastructure: Drupal, LAMP, wifi, etc.
5. Governance structures

Mobile Content Standards

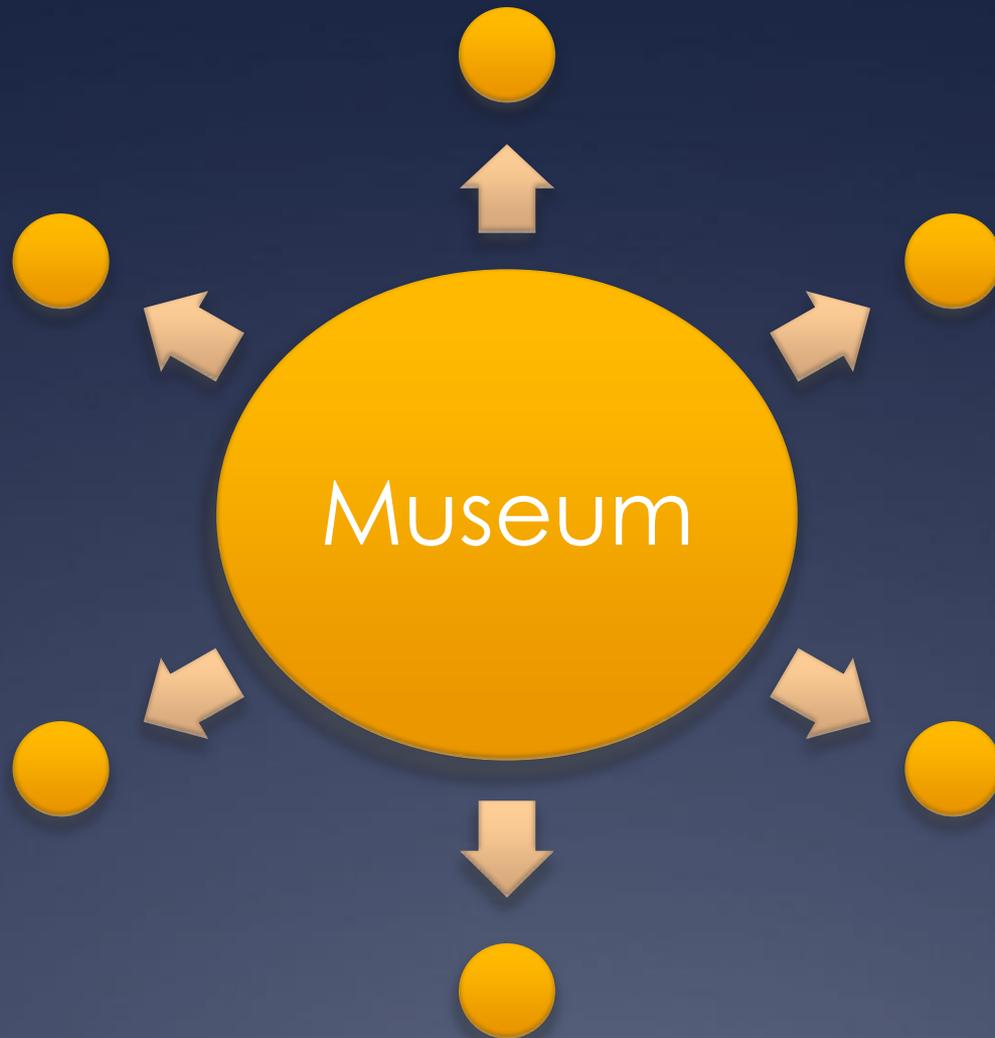


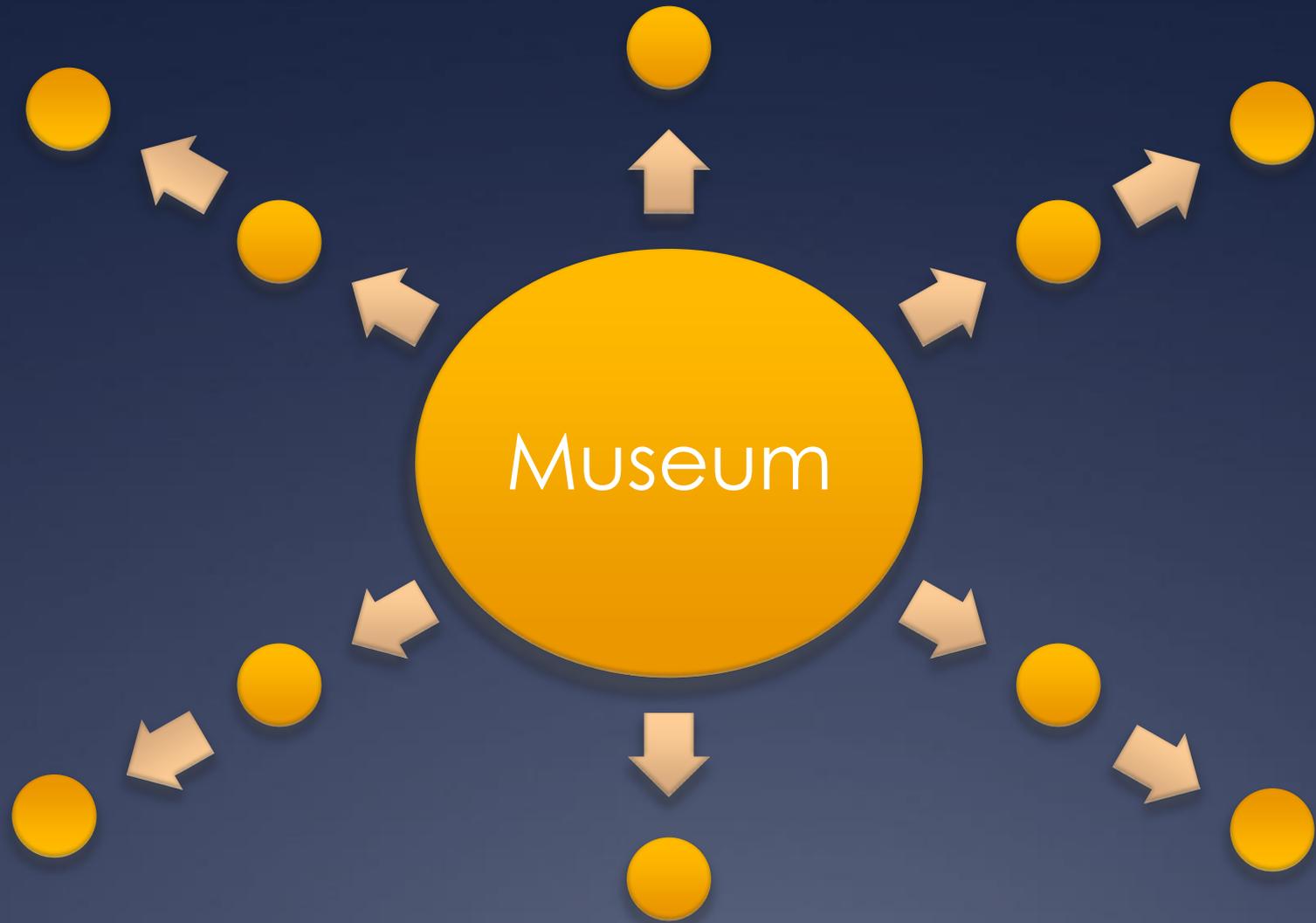
<http://wiki.museummobile.info/standards>

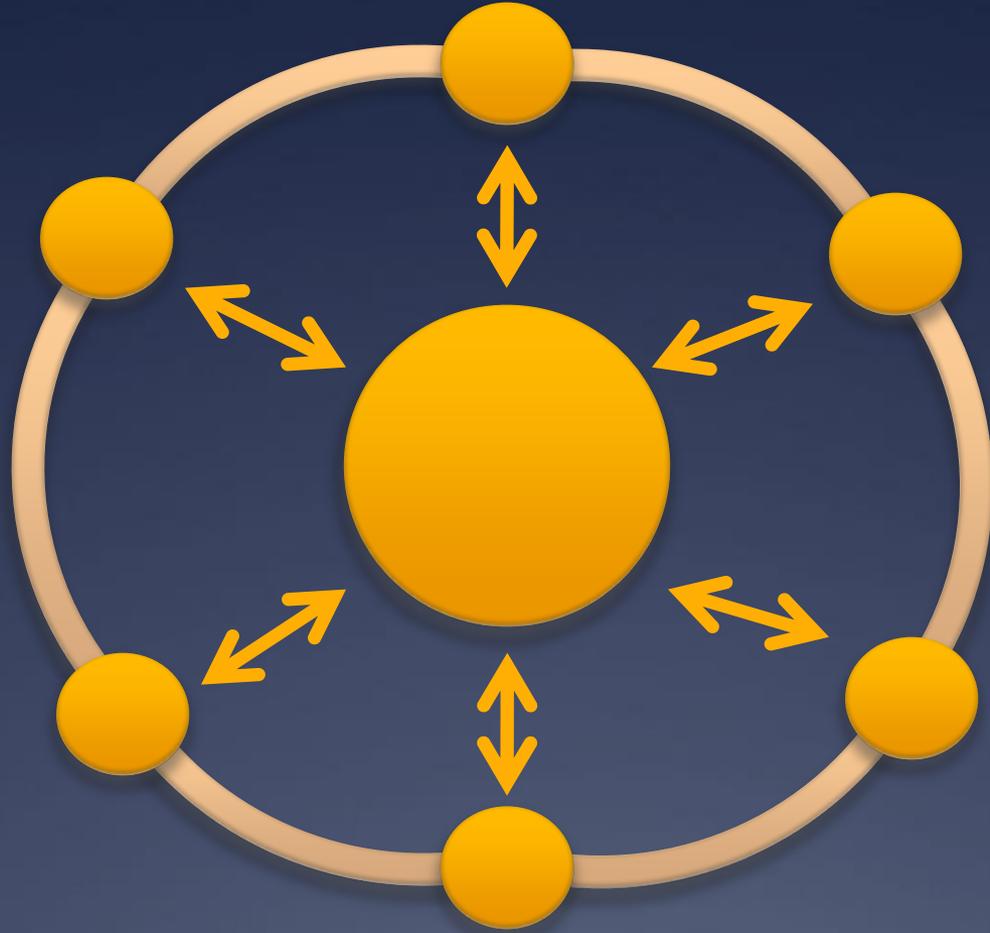
Thinking about content and experience



Means going from
headphones to microphones







Think network effects



[Edward Hoover](#), 2010, from Flickr.

Think Cross-platform

	Audio player	Multimedia player	Cellphone	Personal media player (offline)	Smart Mobile Browser	phones Mobile App
Soundtrack	x	x	(x)	X	X	X
Soundbite	X	X	X	x	X	X
Interactive		X			X	X
Link			X		X	x
Feedback			X		X	X
Social media					X	X

<http://wiki.museummobile.info>

Think Conversational



Halsey Burgund's [Scapes](#)
deCordova Sculpture Park & Museum
Lincoln, MA – until Jan 1, 2011



<http://vimeo.com/15058020>

Mobile Art



Janet Cardiff, *Words Drawn in Water*, 2005

Over 20 Podcasts from across SI

All Podcasts for “smithsonian”



Smithsonian American Art Mus...
© 2006-2010 Smithsonian America...
Arts

[SUBSCRIBE FREE](#)



Smithsonian Folkways: Sounds...
Smithsonian Folkways
Music

[SUBSCRIBE FREE](#)



Night at the Museum: Escapade
20th Century Fox
TV & Film

[SUBSCRIBE FREE](#)



Smithsonian Folkways V...
Smithsonian Folkways Vid...
Music

[SUBSCRIBE FREE](#)



Audio Profiles from the Nationa...
National Portrait Gallery
Visual Arts

[SUBSCRIBE FREE](#)



The Folkways Collection
Smithsonian Folkways
Music

[SUBSCRIBE FREE](#)



Hirshhorn Museum and Sculptu...
Hirshhorn Museum and Sculpture ...
Visual Arts

[SUBSCRIBE FREE](#)



Smithsonian American A...
Smithsonian American Art Museum
Design

[SUBSCRIBE FREE](#)



Behind the Scenes of the Smithson...
The Smithsonian Institution's National ...
Natural Sciences

[SUBSCRIBE FREE](#)



Smithsonian Institution Traveli...
Smithsonian Institution Traveling E...
History

[SUBSCRIBE FREE](#)



Prototype Online: Inventive Voi...
The Smithsonian's Lemelson Cent...
Technology

[SUBSCRIBE FREE](#)



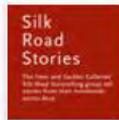
12 Byzantine Rulers: The History of...
Lars Brownworth
Higher Education

[SUBSCRIBE FREE](#)



The National Museum of ...
The National Museum of th...
Visual Arts

[SUBSCRIBE FREE](#)



Silk Road Storytelling
Freer Gallery of Art Arthur M. Sac...
Arts

[SUBSCRIBE FREE](#)



Cooper-Hewitt, National Design Mu...
Cooper-Hewitt, National Design Museum
Design

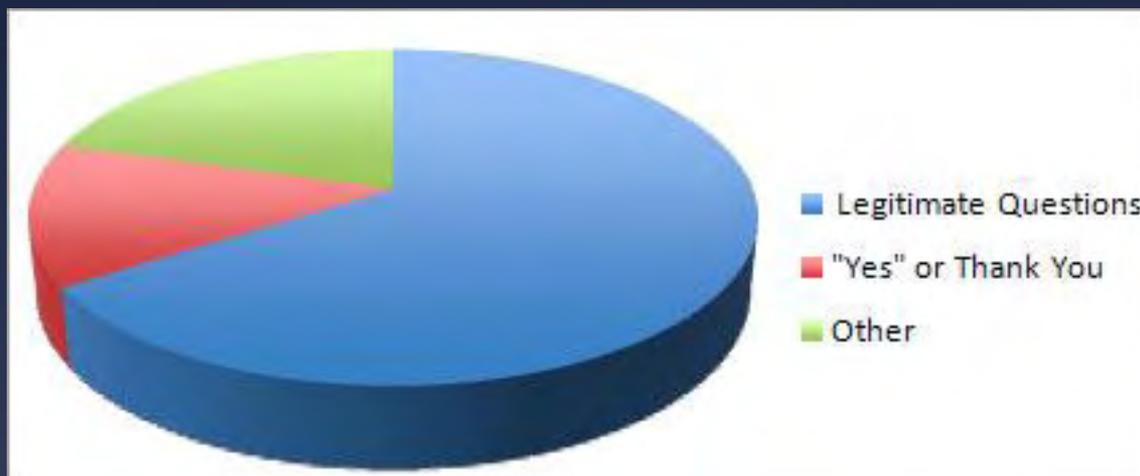
[SUBSCRIBE FREE](#)

Numerous cellphone tours

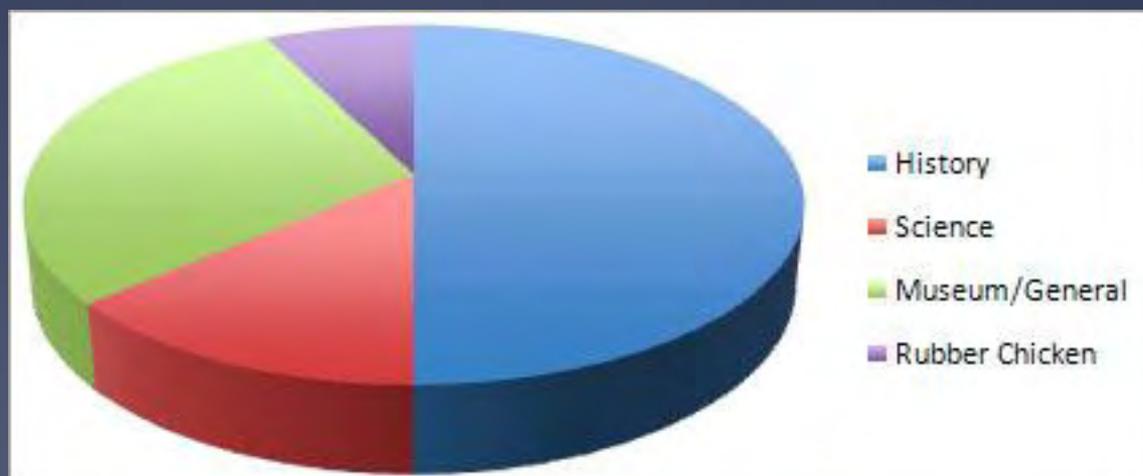
- NASM "Explore the Universe"
- NPG "Faces of the Frontier" exhibition
- NPG "Mask of Lincoln" exhibition
- NPG "Hide/Seek" exhibition
- AAA exhibition
- NMAI gardens
- SAAM Luce Center audio tour
- SAAM "William Wegman" exhibition



NASM "Got a Question?" Txt Test



- one week
- 84 unique users
- 88 responses



Chandra Xray Observatory

The image displays three overlapping screenshots of the Chandra X-ray Observatory mobile website on an iPhone. The top status bar shows AT&T 3G, 8:48 PM, and 79% battery.

Left Screenshot (8:48 PM): Shows the mobile site's navigation menu with the following items: LATEST IMAGES, PRESS RELEASES, PODCASTS, CHANDRA BLOG, ABOUT CHANDRA, and AESTHETICS & ASTRONOMY. At the bottom, it says "Chandra X-ray Center, Operated for NASA Smithsonian Astrophysical Observat" and includes a "Full Site" link.

Middle Screenshot (8:49 PM): Shows the "Rosette Nebula: The Heart of a Rose" article. It features a composite image of the Rosette star formation region. Below the image, the text reads: "This composite image shows the Rosette star formation region, located about 5,000 light years from Earth. Data from the Chandra X-ray Observatory are colored red and outlined by a white line (roll your mouse over the image".

Right Screenshot (8:49 PM): Shows the "NOTE ON PODCAST VIEWING: If you are looking for a Low band-with option please read the podcast transcript linked below the video and mp3 format." Below this, it states: "Blackberry and Iphone users may want to view the .m4v/.mp3 formats first." The article title "Rosette Nebula in 60 Seconds" is visible, along with a list of options: "View .3gp Video Podcast (Runtime: 1:09)", "View .m4v Video Podcast (Runtime: 1:09)", "Listen to .3gp Audio Only", "Listen to .mp3 Audio Only", and "Transcript".

Collections.SI.edu

AT&T 3G 3:55 PM 100%

Smithsonian Institution home/menu

CollectionsSearchCenter



Search Browse Popular Searches

TYPES

Photographs (156102)

AT&T 3G 3:56 PM 100%

Smithsonian Institution home/menu

album CollectionsSearchCenter

Your search returned 8372 documents, now viewing page 1 of 419

Results Modify Search New Search

share this page next >

▶ **Ocean City Firefighter's Memorial, (sculpture)**
Sculptor Unknown
Type Sculptures-Outdoor Sculpture

▶ **P.H., (sculpture)**
Sculptor Beyer, Steven J. 1951-
Type Sculptures-Outdoor Sculpture

AT&T 3G 3:57 PM 100%

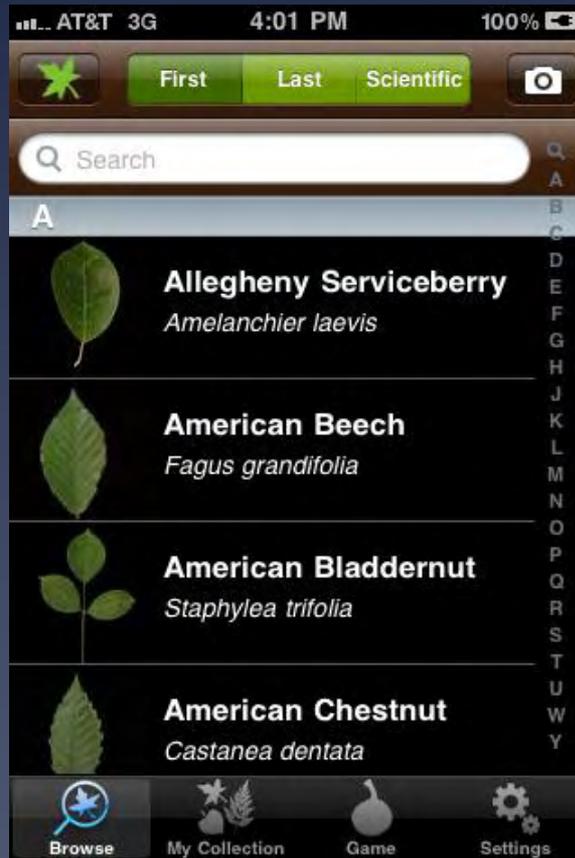
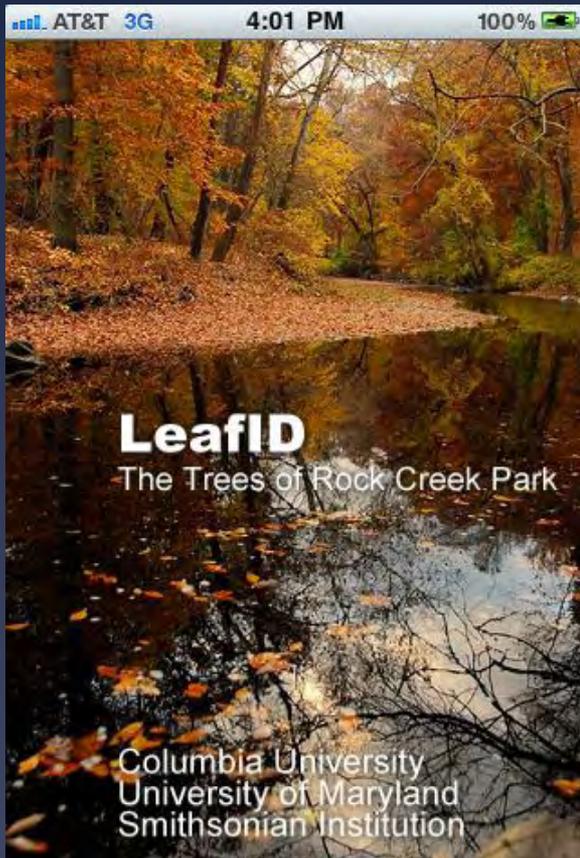


SCULPTOR
Bufano, Beniamino 1898-1970

MEDIUM
stone: granite Sculpture: granite; Base:
concrete
concrete:

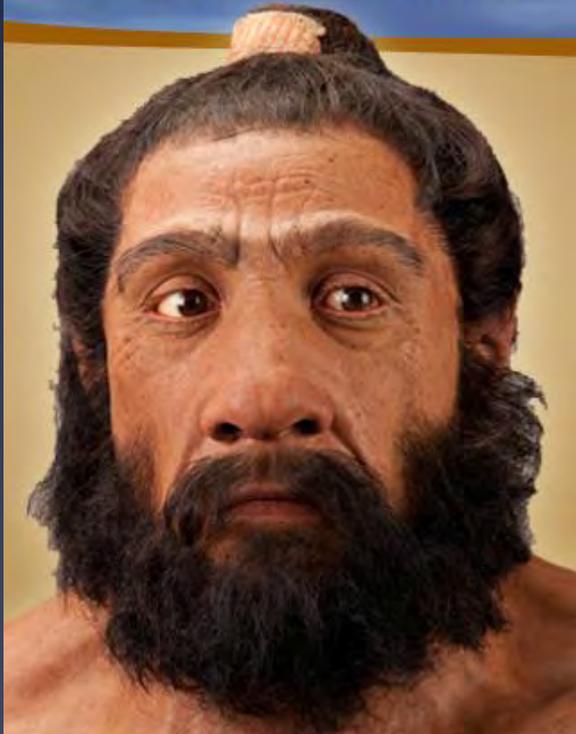
TYPE

NMNH Leaf Identifier App



MEanderthal

MEanderthal



Choose the early human species you want to become



FEMALE

Homo floresiensis

95,000-17,000 years ago



MALE

Homo neanderthalensis

200,000 - 28,000 years ago



FEMALE

Homo neanderthalensis

200,000 - 28,000 years ago



MALE

Homo heidelbergensis

700,000-200,000 years ago

You are now
Homo floresiensis



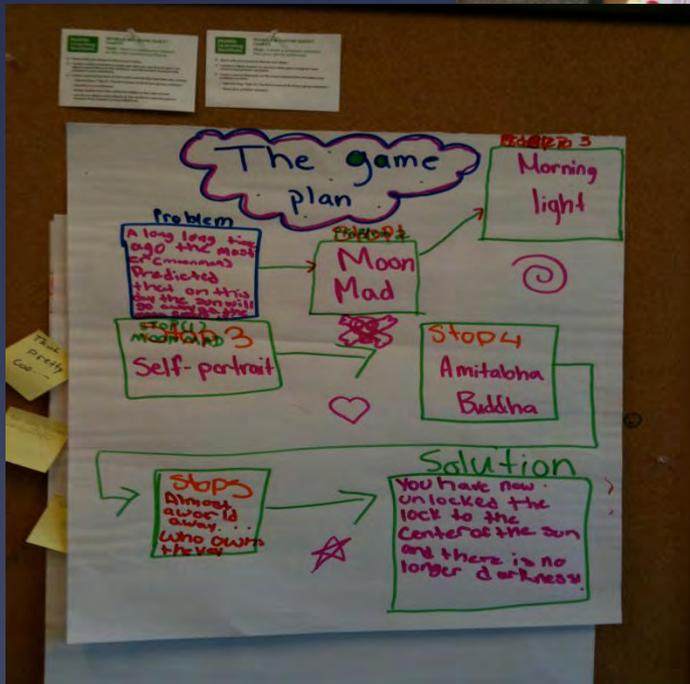
You live just 95,000 to 17,000 years ago on an island in what is now Southeast Asia.

You are very small...with a brain only about a third the size of modern humans. But you make tools, control fire, hunt a variety of animals, and your small size helps you survive on an island with limited resources.

More ...

Share 

mLearning Workshops





Mobile Learning at the Hirshhorn

Plus, in development:



“Using Technology to Support STEM Reading”

Matthew H. Schneps, Jamie K. O’Keeffe, Amanda Heffner-Wong,

Gerhard Sonnert of the Laboratory for Visual Learning

Harvard-Smithsonian Center for Astrophysics

Journal of Special Education Technology

More about Mobile

- * <http://smithsonian-webstrategy.wikispaces.com/Mobile>
- * <http://wiki.museummobile.info/>
- * <http://tatehandheldconference.pbworks.com>
- * #mtogo
- * #simobile
- * Nancy Proctor proctorn@si.edu