

## Large scale community authoring.

In this session Jo Reid introduced the idea of being able to create a nationwide mediascape where media snippets are authored by communities for their local area and moderated by regional representatives to ensure an accurate and high quality standard of end experience. In this respect it is similar to a wikipedia for location based media. This idea is currently being investigated in a feasibility study called Joined Up Britain which will deliver its findings to the UK Technology Strategy board in March 2010.

There was some discussion as to how this idea would be different from Layar or Google points of interest and other platforms for adding user generated content. The main differences that came out in discussion were:

1. the moderation/curation and therefore quality standards of the media that would be included
2. the targeting and involvement of key groups to seed the initial contact eg. tourist boards, schools and local government bodies. plus maybe encouraging celebrities such as Stephen Fry to create walks.
3. the ability to aggregate and therefore filter different kinds of content depending on user preference.
4. the ability to record per user what they have heard and revisit the experience or just play new content when re-visiting a site
5. the ability to rate information heard so that the favourite items get prioritised
6. the ability to have timely information in the system so that events could be advertised when walking past a venue
7. the ability to create radically simple authoring mechanisms for a media snippet using mapped templates
8. the ability to create radically simple mechanisms for aggregating and moderating media snippets submitted to the system
9. the ability to design the system so that it learns.

The issue of credits and copyright were also brought up in the discussion. Handling these well will be important to encourage artists to submit content to the system.