Snowflake Effect

open learning without barriers

erik duval
K.U.Leuven & ARIADNE
http://www.cs.kuleuven.be/~erikd
slogan warning!

http://www.kinkyangel.co.uk/
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http://www.slideshare.net/erik.duval
learning as a root solution
snowflake?
The Snowflake Effect

Unique is What We Seek!
The Snowflake Effect:

The ideal is getting to “just right*”…

• Just the right CONTENT, to
• Just the right PERSON, with
• Just the right PARTNERS, at
• Just the right TIME, on
• Just the right DEVICE, in
• Just the right CONTEXT, and
• Just the right WAY ..........

*not to be confused with perfection!!
Already happening...
Ever since we started the Music Genome Project, our friends would ask:

**Can you help me discover more music that I'll like?**

Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.

We created Pandora so that we can have that same kind of conversation with you.
Ever since we started the Music Genome Project, our friends would ask:

**Can you help me discover more music that I'll like?**

Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made...
Already happening...

nice bootstrapping, too!
nice bootstrapping, too!
Already happening...
nice bootstrapping, too!
nice bootstrapping, too!
“mass contribution”

Blogosphere sees healthy growth

The web's love affair with blogging shows no signs of abating according to the latest report from blog tracking firm Technorati.

Every day 100,000 new blogs are created and 1.3 million posts are made, it found during its quarterly survey.

Postings intensify around significant events such as the conflict between Israel and
User-Generated Content Is Top Threat to Media and Entertainment Industry, Accenture Survey Finds

NEW YORK; April 16, 2007 — Media and entertainment executives see the growing ability and eagerness of individuals to create their own content as one of the biggest threats to their business, according to results of a survey released today by Accenture (NYSE: ACN).

In its annual survey of senior executives in the media and entertainment industry, Accenture examined the growth strategies of companies across the landscape of advertising, film, music, publishing, radio, the Internet, videogames and television.

More than half (57 percent) of the respondents identified the rapid growth of user-generated content — which includes amateur digital videos, podcasts, mobile phone photography, wikis and social-media blogs — as one of the top three challenges they face today. In addition, more than two-thirds (70 percent) of respondents said they believe that social media, one of the largest segments of user-generated content, will continue to grow, compared with only 3 percent of respondents who said they view social media as a fad.

Postings intensify around significant events such as the conflict between Israel and
“mass contribution”

Digg This: 09-f9-11-02-9d-74-e3-5b-d8-41-56-c5-63-56-88-c0
by Kevin Rose at 9pm, May 1st, 2007 in Digg Website

Today was an insane day. And as the founder of Digg, I just wanted to post my thoughts...

In building and shaping the site I’ve always tried to stay as hands on as possible. We’ve always given site moderation (digging/burying) power to the community. Occasionally we step in to remove stories that violate our terms of use (eg. linking to pornography, illegal downloads, racial hate sites, etc.). So today was a difficult day for us. We had to decide whether to remove stories containing a single code based on a cease and desist declaration. We had to make a call, and in our desire to avoid a scenario where Digg would be interrupted or shut down, we decided to comply and remove the stories with the code.

But now, after seeing hundreds of stories and reading thousands of comments, you’ve made it clear. You’d rather see Digg go down fighting than bow down to a bigger company. We hear you, and effective immediately we won’t delete stories or comments containing the code and will deal with whatever the consequences might be.

If we lose, then what the hell, at least we died trying.

Digg on,

Kevin

digg this story
Creative Commons Attribution

Others are free to:

- copy, distribute, display and perform the work;
- make derivative works;
- make commercial use of the work

As long as they:

- Give the original author credit.
- Make clear the original license terms.

More information about Creative Commons Attribution...

Categorize
Make your video easier to find

Distribute/Publish
Send to your blog, MySpace and other nifty places

Advertise
Review your advertising options for this upload

Upload!

http://blip.tv
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More information about Creative Commons Attribution...

Distribute/Publish

Send to your blog, MySpace and other nifty places
snowflake for learning?
The Snowflake Effect

Mass Personalization

(Or if you insist on a prefix call it..)

me Learning!

- Personalized Learning Experiences for every person every day
  - all 6.6 billion of us -- every day!!

- Just for me and just right:
  - Time, place, amount, device, medium, way…
  - On demand, adaptive

- Markets of one: Billions of Markets

- Learning in ALL forms:
  - Formal AND informal
  - not just online, on computer, on screen, etc, but every where, every time

“Capitalizing on EVERY Teachable Moment”
Less 29.9.2006 vom intro

These are the slides used in the lesson on Friday, 29. September before lunch.

Less 29.9.2006 nami smil

These are the slides used in the afternoon session on Friday, 29. September. They describe the necessary building blocks of SMIL to fulfill the first assignment.

Less 2: tekst en boeld

pdf (2.03 Mb)

Mashups

Meer informatie over mash-ups vind je hier...

Project 1: SMIL

Lever hier je oplossing voor project 1 in.
>> View/Complete Assignment: Project 1: SMIL

Zelfstudie-opdracht: UML en multimedia

Het hoorcollege van vrijdagmorgen 13 oktober wordt vervangen door zelfstudie van het aangehoocht artikel. Op vrijdagnamiddag zullen we dit paper onder andere bespreken...

Less 13.10.2006 nami omma-l
teachers

new since last year

you used last year
teachers

You used last year

Other teachers like you...

New since last year

PDF files in the course materials...
you used last year

new since last year

other teachers like you...

used in this context

teachers
### Documenten

<table>
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Also used by...

Used in this context

Other teachers like you...

New since last year

You used last year

Your peers have done this
also used by...
used in this context
other teachers like you...
new since last year
you used last year

they asked ...
your peers have done this

teachers

learners

also used by...
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teachers

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who is doing this now?

your peers have done this

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Welcome to the Ariadne Foundation

A European Association open to the World, for Knowledge Sharing and Reuse. The core of the ARIADNE infrastructure is a distributed network of learning repositories.

Bienvenus à la Fondation Ariadne

Une association européenne ouverte au monde, pour partager et réutiliser la connaissance. Le coeur de l'infrastructure ARIADNE est constitué d'un réseau distribué de viviers de connaissance.

Bienvenidos a la Fundación Ariadne

Una asociación europea abierta al mundo para compartir y reutilizar el conocimiento. El núcleo de la infraestructura ARIADNE es una red distribuida de repositorios de objetos de aprendizaje.
http://globe-info.org/
€3.6M
37,593 resources and 97,200 assets
EUN, ARIADNE

Ministries: Austria, Catalonia, Hungary, Iceland, Estonia, Finland, Ireland, Italy, Slovenia, Spain, Sweden
Commercial: UK, Germany, Iceland
Danube University Krems (evaluation)
Europese Hogeschool Brussel (school pilots)
Open feedback
Open feedback

Attention metadata

http://ariadne.cs.kuleuven.be/empirical/
Sunnyvale, CA: Data Mining Researcher at Yahoo

Did you know ...

Yahoo! collects over 10 terabytes of clickstream behavioral data each day, the equivalent of all the information within the Library of Congress.

Yahoo!'s user data warehouse is in the order of 'petabytes' - the largest in the world.

Yahoo! serves nearly half a billion unique users.
1. Property
2. Mobility
3. Economy
4. Transparency
Yo, Google, I live in this house [ ] hotel [ ] street [ ]

and I ask you to

NOINDEX, NOARCHIVE, NOFOLLOW
How about you?
How about you?

• not scarce & search but abundant & find
How about you?

• not scarce & search but abundant & find

• “snowflake effect”
How about you?

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- interconnect for scale
- join Ariadne & Globe!
Questions?

http://ariadne.cs.kuleuven.ac.be/wordpress/eduval/

http://www.cs.kuleuven.be/~erikd

Thanks!