

Interpersonal Content Management

Shimon Rura and Josh Ain
frassle@rura.org

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<http://frassle.rura.org>

These are preliminary slides and may be revised prior to the presentation at OSCOM 4. The authors encourage readers of these slides to contact us with questions or suggestions.

frassle@rura.org

Organizational CMS

- ◆ CMS as we know it today
- ◆ corporate, consistent, organized
- ◆ Limitations:
 - ◆ doesn't help you find things to write about
 - ◆ doesn't adjust to the interests of your readers
 - ◆ relies on external advertising and marketing to attract interested people
 - ◆ doesn't use external content
 - ◆ No alerts for new interesting material

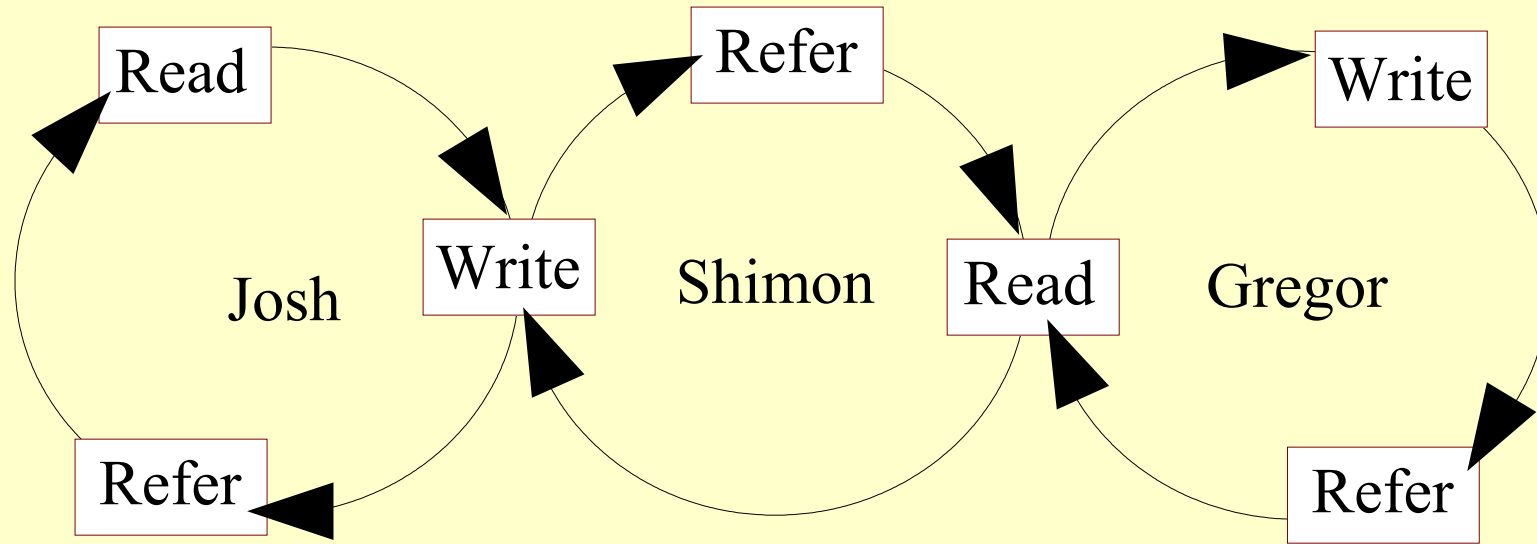
Personal CMS

- ◆ conference-ese for “blog”
- ◆ personal, *ad hoc*, redundant
- ◆ Limitations:
 - ◆ no rules
 - ◆ no structure for cooperation
 - ◆ no consistency
 - ◆ really simple — syndication, publishing

Personal CMS

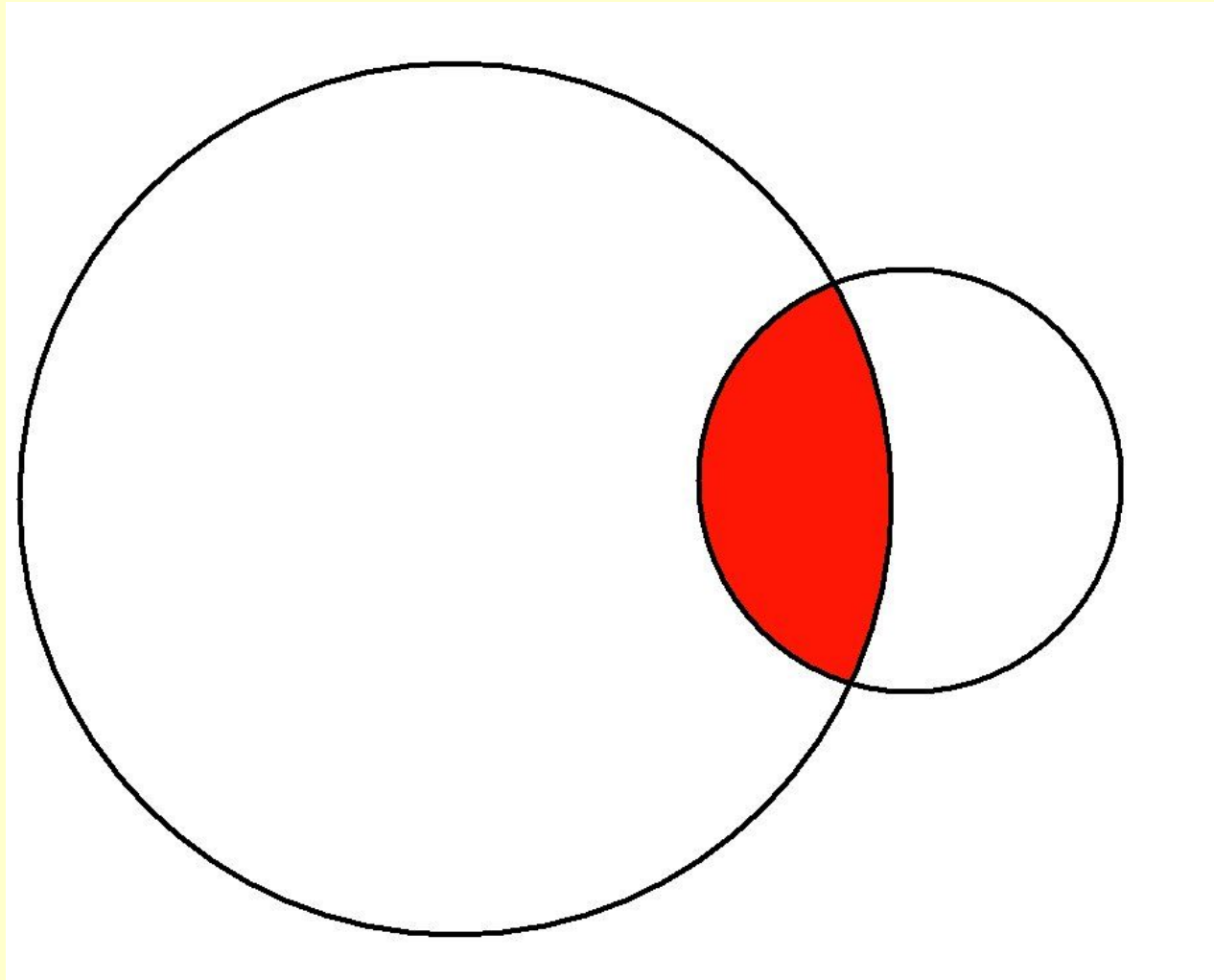
- ◆ personal, *ad hoc*, redundant
- ◆ But:
 - ◆ provides a lasting, personal identity
 - ◆ supports reputation, trust, communities
 - ◆ collaborations come and go without planning
 - ◆ small contributions add up

The Reading and Writing Process



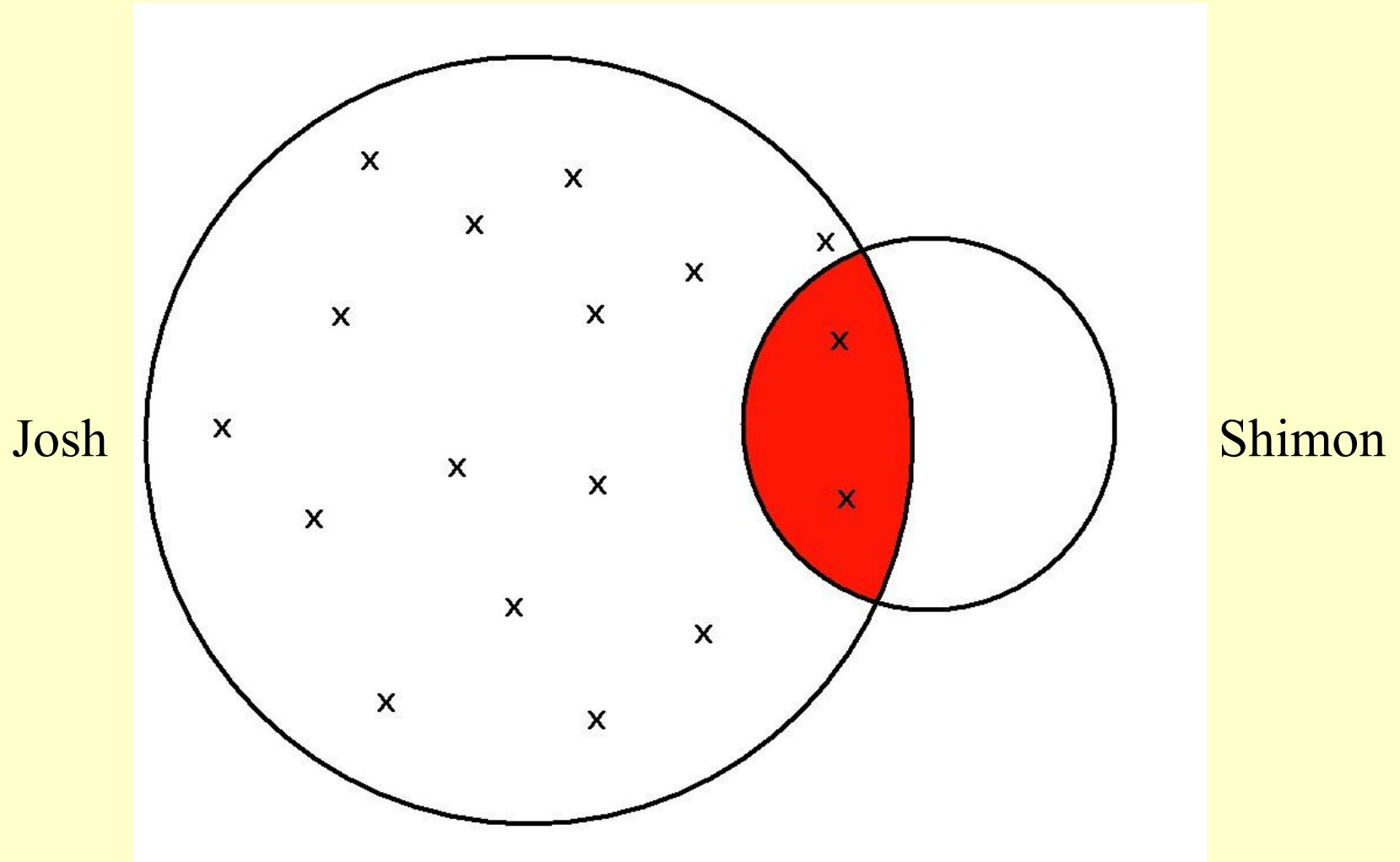
Relationships

Josh



Shimon

Relationships



Categories

Josh

Shimon

Tree

Tree

Zurich

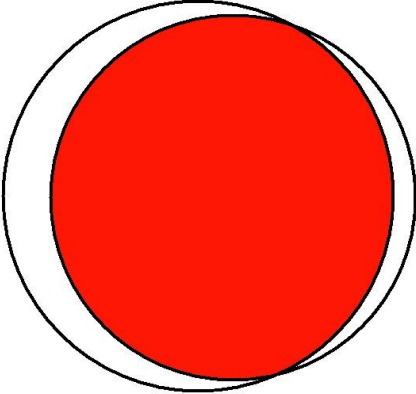
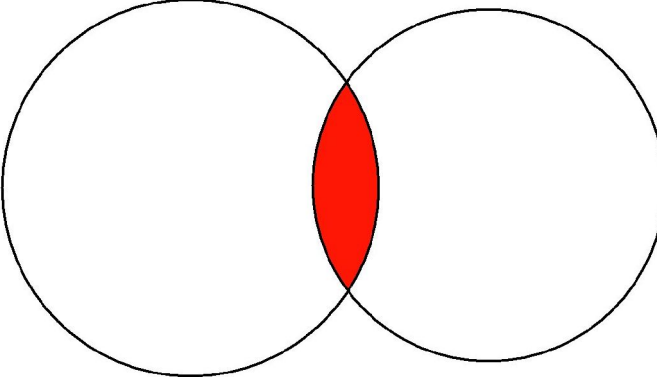
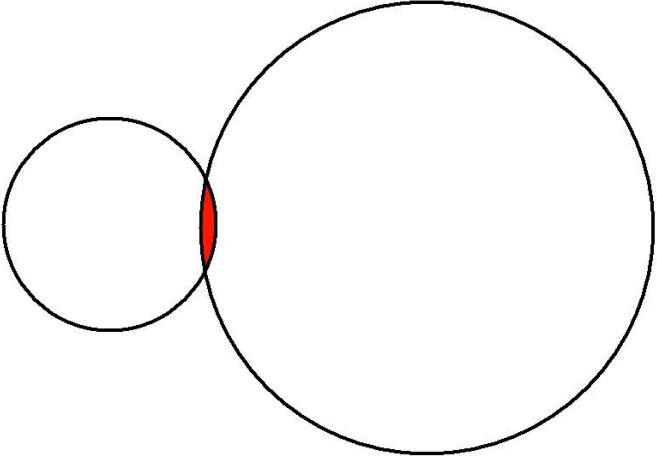
Cities

Absolute
Garbage

Static Semantic
Analysis

Oscom4

Great Audiences



Usage

personal CMS (blogs)

- ◆ personal
- ◆ instant publishing
- ◆ public

organizational CMS

- ◆ the corporate voice
- ◆ workflow, approvals
- ◆ restricted

interpersonal CMS

- ◆ many discussions
- ◆ selection and republishing
- ◆ flexible permissions

Structure

personal CMS (blogs)

- ◆ implicit connections
- ◆ “blogosphere”
- ◆ wide open

organizational CMS

- ◆ business structures
- ◆ the company
- ◆ restricted

interpersonal CMS

- ◆ connections evolve
- ◆ self-selecting communities
- ◆ prioritized

Purpose

personal CMS (blogs)

- ◆ publish for friends
- ◆ whatever interests you
- ◆ career development

organizational CMS

- ◆ publish for customers
- ◆ stay on message
- ◆ market the product

interpersonal CMS

- ◆ publish for self and community
- ◆ emergent order
- ◆ sharing experience

Demo

Challenges

- ◆ volume of data
- ◆ access/publish anywhere
- ◆ interorganizational connections

Opportunities

- ◆ convergence with social networking, KM, groupware
- ◆ leverage usage patterns

Future Work

- ◆ Represent other types of data
- ◆ Represent stored data
- ◆ Serve as a front end to other views of data
- ◆ APIs and standards

Questions?

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