

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Blaise Agüera y Arcas </shows/detail4596.html>

Architect, Microsoft

The Map as an Information Ecology

O'Reilly Media Where 2.0 Conference <<http://itc.conversationsnetwork.org/series/where2.0.html>>

21 minutes, 9.6mb, recorded 2010-03-30

Topics: Media <<http://itc.conversationsnetwork.org/series/media.html>> Microsoft

<<http://itc.conversationsnetwork.org/series/microsoft.html>>

In one of Agüera y Arcas' previous projects, Photosynth, his team tried to model the world from tourists' photographs. They came to realize it would require a framework or "trellis," upon which to organize these fruits. In this talk, Agüera y Arcas explains the resultant structure of Bing Maps. Bing Maps is a "refresh" of Virtual Earth, more tightly integrated with Bing. It provides a spatial canvas with rich semantic data bound to it – the goal remains to have a model of the earth's surface, capable of continuous update, which can be used as a data resource for apps and services riding on top.

Bing benefits from several realizations about image search. One was considering screen resolution as a limiting factor in graphics load time, and reorganizing image data to suit. Two was to use processing time for analysis of uploading photos, the kind of analysis that could determine point-of-view well enough to map data clouds from 2D images into 3D models, and generate a continuous axonometric representation from ground and aerial photographs. The third was to make realizations generalizing the subjects people photograph. The fourth is to give users the tools so that they can help in the organization of images into a model of the world. Once users were given the opportunity to upload bound sets of images, they were able to infill information in the data clouds while directing their own 3D reconstructions onsite.

Microsoft's Silverlight analyzes the semantic content of photographs, such that they can be compared and connected to others. In important tourist sites, there is enough data to create a 3D image of these places from data cloud information from sets of 2D images. Agüera y Arcas notes that geo-registered photographs can still be off as much as 40 meters; so this information has a limited use in recreating 3D from data clouds.



Blaise Agüera y Arcas, Microsoft

Our publication of this program was made possible by the support of the following:

Blaise Agüera y Arcas is the Architect of Bing Maps and MSN at Microsoft. He leads an Advanced Engineering team of researchers and engineers with strengths in social media, computer vision, and graphics. His startup company, Seadragon, was acquired by Live Labs in 2006. In 2007, he presented one of the most talked-about TED Talks, on Photosynth. Blaise has worked in computational neuroscience, computational drug design, and data compression. In 2001 he received press coverage for his discovery, using computational methods, of the printing technology used by Johann Gutenberg. Blaise's work on early printing was the subject of a BBC Open University documentary, entitled "What Did Gutenberg Invent?". He has published essays and research papers in theoretical biology, neuroscience, and history in The EMBO Journal, Neural Computation, and Nature. In 2008-9 he was a recipient of MIT Technology Review's TR35 award and Fast Company's MCP100.

Resources

- Blaise Agüera y Arcas at Where 2.0 <<http://en.oreilly.com/where2010/public/schedule/detail/11340>>
- Where 2.0 Talk on Video <<http://www.youtube.com/watch?v=gjOa6i9cXFI>>
- Bing Maps <<http://www.bing.com/maps/>>

This free podcast is from our O'Reilly Media Where 2.0 Conference <<http://itc.conversationsnetwork.org/series/where2.0.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Robb Lepper
- Website editor: Connie Michener
- Series producer: Peter Christensen

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Simon Wardley </shows/detail4353.html>

Canonical Ltd.

Cloud Computing: Why IT Matters

O'Reilly Media Open Source Conference <<http://itc.conversationsnetwork.org/series/oscon.html>>

15 minutes, 7.2mb, recorded 2009-07-23

Topics: Business <<http://itc.conversationsnetwork.org/series/business.html>> The Internet and the World Wide Web <<http://itc.conversationsnetwork.org/series/internet-web.html>> Marketing <<http://itc.conversationsnetwork.org/series/marketing.html>> Open Source <<http://itc.conversationsnetwork.org/series/opensource.html>>

Simon Wardley of Canonical Ltd discusses how cloud computing is a natural progression of industry maturity for IT; from innovation, to customized development, to product, to service utility. Therefore, although the definition of cloud computing can seem somewhat cloudy, it's unavoidable, and a good thing to know what it means to your business.

Wardley informs us how "utility computing," and "virtualization" have been the dream since tube computing, and that dream is reaching maturity in cloud computing. Drawing parallels to the industrial revolution and the development of electricity as a utility, Wardley makes a case for keeping a weather eye out for cloud-based marketing-model disruptions – and considering whether your revenue can be enhanced by making your offerings available through cloud computing.

Canonical is the sponsor of Ubuntu, the free operating system that offers several common applications. Canonical is now offering Eucalyptus, a cloud-development tool.



Simon Wardley

Our publication of this program was made possible by the support of the following:

Simon Wardley of Canonical Ltd, is a geneticist with a love of mathematics and a fascination in economics who has always found himself dealing with complex systems, whether it's in behavioural patterns, environmental risks of chemical pollution, developing novel computer systems or managing companies. These days Simon works as the Software Services Manager for Canonical, helping define future cloud computing strategies for Ubuntu. He is a passionate advocate and researcher in the fields of open source, commoditisation, innovation and cybernetics. He is also fond of ducks. As he says "they're fowl but not through choice".

Resources

- Cloud Computing - Why IT Matters conference page <<http://en.oreilly.com/oscon2009/public/schedule/detail/9210>>
- Cloud Computing - Why IT Matters video <<http://blip.tv/file/2400707>>
- Canonical Ltd <<http://www.canonical.com/>>
- Cloud Computing Wiki page <http://en.wikipedia.org/wiki/Cloud_computing>

This free podcast is from our O'Reilly Media Open Source Conference <<http://itc.conversationsnetwork.org/series/oscon.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Steven Ng
- Website editor: Connie Michener
- Series producer: Liz Evans <<http://elizabethhevens.wordpress.com/>>

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Jim Zemlin </shows/detail4358.html>

The Linux Foundation

What's the Deal with Linux on the Desktop?

O'Reilly Media Open Source Conference <<http://itc.conversationsnetwork.org/series/oscon.html>>

52 minutes, 24mb, recorded 2009-07-24

Topics: Business <<http://itc.conversationsnetwork.org/series/business.html>> Open Source

<<http://itc.conversationsnetwork.org/series/opensource.html>> Microsoft

<<http://itc.conversationsnetwork.org/series/microsoft.html>> Apple

<<http://itc.conversationsnetwork.org/series/apple.html>> Legal Topics

<<http://itc.conversationsnetwork.org/series/legal.html>> Computer Hardware

<<http://itc.conversationsnetwork.org/series/computerHardware.html>> Mobile and Wireless

<<http://itc.conversationsnetwork.org/series/mobile-wireless.html>> Software Development

<<http://itc.conversationsnetwork.org/series/softwareDevelopment.html>>



Jim Zemlin

Everyone uses Linux: if they use Google, trade on-line, use ATMs, or readers. Linux is the most ubiquitous operating system in everything from cell phones to TVs, precisely because, Jim Zemlin of the Linux Foundation argues, it is free.

Through playing popular commercials, Zemlin shows how the consumer computing device industry has become cost-driven, and illustrates the comparative value of open source. Zemlin explains the business realities, based on high volume and low margins, that drive the decisions of device manufacturers and network operators. Network carriers such as AT&T, and device-makers such as Apple, scramble to control the new service-based distribution. Thus, we have carriers offering free netbooks and the phenomenon of the Apple Store.

Zemlin urges continued protection and support of open-source through the filing of defensive publications with the USPTO to insure that open source developments are known to the PTO, and not subsequently patented by others who might lock out innovation. He also urges participation in several listed Linux open-source projects. "Let's make connectivity easy, let's make experience easy ... for the betterment of everyone with new, shared innovation," Zemlin says.

Our publication of this program was made possible by the support of the following:

Jim Zemlin is the executive director of the Linux Foundation, founded in 2007. He was most recently executive director at Free Standards Group (FSG). Prior to joining FSG, he served as vice president of marketing for Covalent Technologies, the leader in products and services for the Apache web server. Zemlin was also a member of the founding management team of Corio, a leading enterprise application service provider that had a successful IPO in July 2000. Zemlin has been recognized as one of the top 12 Linux/open source bloggers.

Widely quoted in the press on Linux and the changing economics of the PC industry, he speaks regularly at industry events such as Computex, LinuxCon, Gartner's Open Source Conference and Open Mobile Summit, among others. Zemlin advises a number of startups and sits on the boards of Open Source For America and Chinese Open Source Promotion Union.

Resources:

- <http://www.linuxfoundation.org>
- <http://www.linux-foundation.org/weblogs/jzemlin/>
- <http://en.oreilly.com/oscon2009/public/schedule/detail/10416>

This free podcast is from our O'Reilly Media Open Source Conference <<http://itc.conversationsnetwork.org/series/oscon.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Robb Lepper
- Website editor: Connie Michener
- Series producer: Liz Evans <<http://elizabethhevens.wordpress.com/>>

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Andreas Constantinou </shows/detail4298.html>

Research Director, VisionMobile

Eight Centers of Gravity: The New Rules of Mobile

Emerging Communications <<http://itc.conversationsnetwork.org/series/ecommm.html>>

15 minutes, 7.3mb, recorded 2009-03-05

Topics: Business <<http://itc.conversationsnetwork.org/series/business.html>> Open Source

<<http://itc.conversationsnetwork.org/series/opensource.html>> Marketing

<<http://itc.conversationsnetwork.org/series/marketing.html>> Legal Topics

<<http://itc.conversationsnetwork.org/series/legal.html>> Telephony <<http://itc.conversationsnetwork.org/series/telephony.html>>

Mobile and Wireless <<http://itc.conversationsnetwork.org/series/mobile-wireless.html>>

Software Development <<http://itc.conversationsnetwork.org/series/softwareDevelopment.html>>



Andreas Constantinou

In the beginning of the mobile industry, each player supplied every part of its vertical structure. By 2002, componentization meant there were industrial design houses, manufacturers of both software and hardware components, and more, broadening the involvement in the creation of each mobile phone offering.

Andreas Constantinou says now the focus is on eight players with established platforms, each with a small economy building around it, and the "value wars" are moving up the stack, from hardware to software to the applications, to the UI, and finally to the services. Which will take off, finally, in the marketplace? Each has unique challenges, the establishment of a robust platform, the focus to avoid fragmentation, the ability to attract and market services. Enter open-source mobile.

Most developers understand the meaning of general terms of open-source licensing agreements, "permissive," "copy-left," "non-copy-left," but in the mobile world, Constantinou says, it's the governance models that matter. He loosely outlines the governance structures of the LiMo, Symbian, and Android foundations, commenting on several others about the kinds of issues to keep in mind.

Our publication of this program was made possible by the support of the following:

Andreas Constantinou, Research Director at analyst firm VisionMobile, oversees the research, advisory and industry mapping projects. He has nine years experience in research, development and strategy in mobile, specialising in the handset ecosystem, software strategy, open source, service delivery, SIM cards and device management. Andreas has worked on product and marketing strategy projects for clients including Sony Ericsson, France Telecom, T-Mobile, OMTP, Qualcomm, Gemalto, Red Bend, Abaxia, TAT and Trolltech, and authored numerous research reports. Andreas teaches the Mobile Open Source workshop, part of VisionMobile's 360 degree training courses on complex industry sectors. Prior to founding VisionMobile, Andreas spent 3 years at Orange's Research & Innovation division, including serving as a technology lead for the Orange-Microsoft relationship. His interests include uncovering under-the-radar industry trends and pursuing human-centric design.

References:

- <http://america.ecomm.ec/2009/new-rules-of-mobile.php>
- <http://www.visionmobile.com/profile.php> (graphic at this site)

This free podcast is from our Emerging Communications <<http://itc.conversationsnetwork.org/series/ecommm.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Robb Lepper
- Website editor: Connie Michener
- Series producer: Sathyaish Chakravarthy

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Ricky Yuen </shows/detail4296.html>

Senior Staff Engineer, Qualcomm

The Race to the "Next Big Thing" in Mobile Phones

Emerging Communications <<http://itc.conversationsnetwork.org/series/ecom.html>>

15 minutes, 6.9mb, recorded 2009-03-05

Topics: Mobile and Wireless <<http://itc.conversationsnetwork.org/series/mobile-wireless.html>>

Telephony <<http://itc.conversationsnetwork.org/series/telephony.html>>



Ricky Yuen

With advancements in MEMS, the price of many types of sensors are falling below \$1, the cost-point at which handset manufacturers will include them in new handset models, offering many opportunities. For instance, both the iPhone and the Wii have employed the accelerometer in the user interface to the delight of users.

Yuen discusses how sensor data can be combined to help with vertical location, provide directional and location assistance in tunnels, provide assistance upon detecting falling, or enhance cell phone users' experience with information.

Handset applications can provide better location and directional services, better product, and a more intuitive UI for cellphone users. He uses Wiki-2 as an example of what combining data from various sensors can do to provide on-the-fly travel and tourist information. Sensors detecting pressure changes, falls, or gyroscoping positioning can increase the detection of emergency situations or aid in locating victims in an E911 situation.

Customization of OEM sensors - accelerometers, gyroscopes, 6-axis IMUs, pressure sensors, proximity sensors, ambient light sensors, compass devices, and more - for different purposes, and in different combinations - will offer myriad functionality and application opportunities for handheld devices.

Our publication of this program was made possible by the support of the following:

Ricky Yuen is Senior Staff Engineer/Manager at Qualcomm and is responsible for Sensor related technology development, integration, and commercialization. His current responsibilities include the development of various sensor-based technologies for GPS navigation, lifestyle applications, gaming, and user interface enhancement, and the integration of these technologies into customer handset devices and consumer electronics products. Ricky Yuen has more than 14 years of experience in the telecommunications industry working on pioneering many different technologies including CDMA, GPS, Bluetooth, and Sensors. He has held a broad range of responsibilities, and his experience and expertise include systems architecture design, software engineering, project management, and product launch.

Ricky Yuen earned his MS and BS Degree in Computer Science and Engineering from the University of Michigan at Ann Arbor. He also holds an Executive MBA degree from the University of North Carolina at Chapel Hill.

This free podcast is from our Emerging Communications <<http://itc.conversationsnetwork.org/series/ecom.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Robb Lepper
- Website editor: Connie Michener
- Series producer: Sathyaish Chakravarthy

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Juliette Melton </shows/detail4368.html>

Principal, Deluxify User Experience

Real World Remote Research

BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>>

53 minutes, 24.6mb, recorded 2010-01-12

Topics: The Internet and the World Wide Web <<http://itc.conversationsnetwork.org/series/internet-web.html>> Marketing <<http://itc.conversationsnetwork.org/series/marketing.html>> Software Development <<http://itc.conversationsnetwork.org/series/softwareDevelopment.html>>

In the right situations, remote research can be a very time- and cost-effective means of gathering user experience data. Remote research broadens the pool of subjects while adding environmental variables which, while being difficult to work through technically, can lead to useful improvements in your designs. In some cases, remote research can enable quick stakeholder sign-off by confirming assumptions.

Juliette Melton gives practical advice on when and how to use remote research. You can recruit research subjects beyond your local area, but the subjects must be screened. Juliette addresses several technical issues, including screen-sharing software, audio set-up, recording, and whether to keep the subject on the line during technical difficulties. She also discusses some survey tools .



Juliette Melton

In a case study, Melton illustrates how valuable it can be to remotely check on user behavior. Knowing what users do and don't do on their own systems at home, at the office, or in the field can improve the user experience and strengthen the customer relationship.

Our publication of this program was made possible by the support of the following:

Juliette Melton is principal of Deluxify User Experience <<http://deluxify.com/>>, a user experience research consultancy in San Francisco. Her background in web development and product management give her a practical perspective on how to effectively conduct research. She studies and advocates balanced approaches to building products based on understanding user preferences and organizational realities. Juliette holds a master's degree in education from the Technology, Innovation, and Education program at the Harvard Graduate School of Education, where she focused on cognitive models for developing networked learning applications.

Resources:

- More on This Program from BayCHI <<http://www.baychi.org/calendar/20100112/#1>>
- Deluxify User Experience <<http://www.deluxify.com>>
- Ethnio - Recruiting for User Research <<http://www.ethnio.com>>
- Usabilla - Usability Testing Tool <<http://www.usabilla.com>>

This free podcast is from our BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Steven Ng
- Website editor: Connie Michener
- Series producer: Steve Williams

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Scott MacKenzie </shows/detail4389.html>

Associate Professor, York University

Evaluating Eye Tracking Systems for Computer Data Entry

BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>>

59 minutes, 27.3mb, recorded 2010-01-27

Topics: Personal Technology <<http://itc.conversationsnetwork.org/series/personalTechnology.html>>

Software Development <<http://itc.conversationsnetwork.org/series/softwareDevelopment.html>>



Scott MacKenzie

What if you could type with your eyes? People with limited mobility may have no other choice. But it's slow, currently around 12-18 words per minute. Is that the best we can offer? Scott MacKenzie describes the physiology of the eye and technical limits on eye tracking, his work to evaluate various input methods, and his new approach, the "scanning ambiguous keyboard," that helps some disabled people communicate more freely than ever before.

The focus of the human eye continuously leaps from point to point in a motion called a saccade. Even when the eye fixates on a point, it is impossible to accurately measure the coordinates. Focus is broad, and the eye keeps the point in view by continually rescanning.

Making a definitive selection with the eye means ignoring likely errors. This limits the accuracy of eye-tracking studies and means using the eye to do computer input is slow, error-prone, and fatiguing. But these drawbacks can be reduced by various means under development, such as predicting what the eye-typist wants to say.

Scott MacKenzie describes his studies designed to evaluate the various methods of aiding eye-typing. He introduces a new method, the BlinkWrite "scanning ambiguous keyboard," which narrows the selection to a word or character using linguistic prediction.

When Scott presented his new method at a conference, he inspired a member of the audience who uses voluntary muscle contractions to operate a scanning keyboard. By freely sharing his work and his code, Scott gave at least one disabled person a way to communicate more freely than ever before.

Our publication of this program was made possible by the support of the following:

Scott MacKenzie is associate professor of Computer Science and Engineering at York University, Toronto, Canada. His research is in human-computer interaction with an emphasis on human performance measurement and modeling, experimental methods and evaluation, interaction devices and techniques, alphanumeric entry, language modeling, and mobile computing. He has more than 100 peer-reviewed publications in the field of Human-Computer Interaction, including more than 30 from the ACM's annual SIGCHI conference. He has given numerous invited talks over the past 20 years.

Resources:

- More on This Program from BayCHI <<http://www.baychi.org/calendar/20100127/>>
- Scott MacKenzie at York University, Toronto <<http://www.yorku.ca/mack/>>

This free podcast is from our BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Robb Lepper
- Website editor: Connie Michener
- Series producer: Steve Williams

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Brynn Evans and Krista Sanders </shows/detail4366.html>

Aiming for Innovation: Living Design in a Business World

BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>>

44 minutes, 20.2mb, recorded 2008-12-08

Topics: Business <<http://sic.conversationsnetwork.org/series/business.html>> Culture

<<http://sic.conversationsnetwork.org/series/culture.html>> Health and Medicine

<<http://sic.conversationsnetwork.org/series/health-medicine.html>> Marketing

<<http://sic.conversationsnetwork.org/series/marketing.html>> Environmental Sustainability

<<http://sic.conversationsnetwork.org/series/sustainability.html>>



Brynn Evans and Krista Sanders

Design problems are often embedded in cultural practices. Some solutions require behavioral changes that users may be reluctant to make. Incremental changes can seem insignificant while attempting a disruptive overthrow can be very risky. So how do you systematically come up with solutions and examine them against risk? Here we delve into what Evans calls "squirrely-wicked" design problems.

Evans and Sanders talk about breaking design issues into problem space and solution space, where pieces are thought about and worked on separately and simultaneously, keeping in mind both consumer and business needs. They emphasize that in some cases, it's a matter of just starting somewhere.

In the case of reducing paper coffee cup waste, a project investigated by Betacup, the problem is in the awareness stage: Consumers are concerned with convenience, while vendors do not want to reduce margins or offer a less-appealing product than competitors. In the case of Clear RX, a prescription-bottle redesign by then design student Debra Adler was so appealing it was picked up by design-conscious Target, even when it meant unique manufacturing problems would have to be addressed.

Evans and Sanders cite Roger Martin's Design Thinking for Business in breaking down solution-finding: First, deductive, analytical thinking in the examination of problems; second, intuitive, abductive thinking and generative designing in the making of solutions; and third, "configuration" which takes into account business and marketing matters, such as price point and distribution.

Our publication of this program was made possible by the support of the following:

Brynn Evans is a Ph.D. student, digital anthropologist, and design research consultant. She has studied people as a psychologist and an ethnographer. Her dissertation work is on "social search," and how to design online systems that support collaborative question-answering. She's been involved with the betacup initiative, whose goal is to redesign the reusable coffee mug to better align with coffee drinking practices. She has also worked on projects such as understanding the how web developers' motivations and priorities influence their choice of software development tools. Brynn holds a master's degree in Cognitive Science and undergraduate degrees in Science and Technology in Society, and Psychology.

Krista Sanders, creative director for Stone Cobra, has more than ten years of experience as a designer for both on-line and off-line products. She is experienced with creating designs that adhere to industry standards for quality as well as client usability. Recently, she gained recognition for her user interface work on one of the top 40 most innovative applications.

Prior to Stone Cobra, Krista had the distinction of designing and producing nationally recognized multimedia programs in support of compliance to government regulations. She also worked as a design specialist to identify and design effective applications to address client-side gaps in professional development practices.

Resources:

- More on This Presentation from BayCHI <<http://www.baychi.org/calendar/20091208/#1>>
- Brynn Evans's Web Site <<http://brynnevans.com>>
- Stone Cobra <<http://stonecobra.com/>>
- Betacup Project <<http://www.thebetacup.com/>>
- Clear Rx Project <http://design.schoolofvisualarts.edu/clear_rx/>

This free podcast is from our BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Mike Seifried
- Website editor: Connie Michener
- Series producer: Steve Williams

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Gayle Curtis </shows/detail4367.html>

Design Consultant

Taming Complexity and Sparking Innovation Through Ideation and Design Thinking

BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>>

63 minutes, 29.1mb, recorded 2009-12-08

Topics: Business <<http://itc.conversationsnetwork.org/series/business.html>> Entertainment

<<http://itc.conversationsnetwork.org/series/entertainment.html>> The Internet and the World Wide Web

<<http://itc.conversationsnetwork.org/series/internet-web.html>> Marketing

<<http://itc.conversationsnetwork.org/series/marketing.html>>



Gayle Curtis

Most ideas don't catch on like wildfire, but sputter out like sad, damp matches against the onslaught of defenses we make to ignore them, swat them away, or squash them, and get on with other things. If your own ideas aren't a nuisance to you, chances are someone else's ideas are irritating you. But when you want ideas, you need a different way of thinking: That process is ideation.

Gayle Curtis explains how to structure an ideation session, starting with accepting and recording even the absurd. If you designate a time to allow ideas to flow, there is a sweet spot where, after tolerating absurd ideas, brilliant ideas come forth. Through proper facilitation, the flow of ideas vacillates between the boring, the absurd and the brilliant, until a harvest of potentially useful ideas can be recorded and prioritized.

Brainstorming is an 80-year-old process that is still not well-understood. Gayle Curtis explains the history of supported ideation, outlining the four rules of brainstorming. Proper brainstorming not only promotes ideas, but also promotes a culture of respect, acceptance of points-of-view, and an attitude that continues to foster better ideas.

Our publication of this program was made possible by the support of the following:

Gayle Curtis is a design consultant in the San Francisco Bay Area specializing in user interface architecture and design strategy for on-line ventures and interactive products. Recently he was principal interaction designer at Yahoo!, and earlier he was creative director for Information Architecture at Vivid Studios/ModemMedia. He has led the interaction design and user experience architecture for several startup ventures. At Stanford he taught courses in product and HCI design. At Yahoo! he developed a practice area in strategic ideation and disseminated it through workshops in the U.S. and Asia.

References:

- More on this presentation from BayCHI <<http://www.baychi.org/calendar/20091208/#2>>
- Gayle Curtis's design consultancy <<http://www.gaylecurtis.com/>>
- Oblique Strategies on Twitter <<http://twitter.com/Oblique>>

This free podcast is from our BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Mike Seifried
- Website editor: Connie Michener
- Series producer: Steve Williams

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



John Culberson </shows/detail4334.html>

Congressman

Congress and Social Media

O'Reilly Media Gov 2.0 Summit <<http://itc.conversationsnetwork.org/series/gov2.0.html>>

21 minutes, 10mb, recorded 2009-09-09

Topics: Government <<http://sic.conversationsnetwork.org/series/government.html>> Mobile and Wireless <<http://sic.conversationsnetwork.org/series/mobile-wireless.html>> Social Networks and Networking <<http://sic.conversationsnetwork.org/series/socialNetworks.html>>

"Once We, the People, can actually see and hear what our elected officials are doing in real time, we won't put up with it." says U.S. Congressman John Culberson, of the 7th District of Texas in this discussion with Tim O'Reilly from the 2009 Gov 2.0 Summit. Culberson sees his mission as shedding light on the processes of his congressional peers through on-line technology. One of his hopes is to crowdsource the rapid reading of bills to expose government "pickpocketing," in the form of bill riders and other activities. Culberson hints at the secrets lawmakers are hiding from constituents, quoting Jefferson, "The place to try all abuses is at the bar of public opinion."



Rep. John Culberson, R-TX

His high-tech mission started in 1987, in the Texas State House, hosting a BBS each week, bringing the issues and the text of bills to his constituents in a district that is home to several major energy concerns. In May of 2009, he was shown the power of social media. Committed to bringing decisions relevant to his constituents directly before them, he dropped his subscription to the local newspaper, and arranged to get the information he needs on RSS feeds. Eighty percent of the "Best Congressional Tweeter's" tweets are "@reply," suggesting he's responding to constituents' queries.

Congressional franking restrictions that prohibit and monitor the use of official resources for campaign or personal use limit how quickly and what kind of information he is allowed to disseminate in an official capacity, so the internet accounts he uses are personal. In this discussion, Culberson says his mission has caused problems in both the Texas State house and now the U.S. House of Representatives but it's important to embrace technology. "This is in a gray zone; this is brand-new, so we're sort of feeling our way, trying to use common courtesy and good sense."

Our publication of this program was made possible by the support of the following:

John Culberson was elected in 2000 to represent the 7th District, a seat formerly held by President George H. W. Bush and House Ways and Means Committee Chairman, Bill Archer. In Congress, John's priorities include strengthening the economy by cutting taxes, creating jobs, and balancing the budget; securing the border, advancing medical and scientific research; and improving Houston transportation.

John is a member of the House Appropriations Committee. His position on the committee allows him to promote his vision for effective government – lower taxes, less regulation, and more local control. John serves on the Commerce, Justice and Science Subcommittee, where he's an advocate for law enforcement and NASA, the Financial Services Subcommittee, and the Homeland Security Subcommittee - committed to securing our borders and winning the War on Terror.

John earned his Bachelor of Arts degree in History from Southern Methodist University in Dallas in 1981. After college, he worked for his father's political consulting and advertising agency before earning a Juris Doctorate degree from South Texas College of Law in Houston. Before his election to Congress, he practiced law as a civil defense attorney with the Houston firm Lorange and Thompson. In 1986, John was elected to the Texas House of Representatives while he was a law student. He spent 14 years in the Texas House and in his last term in 1999, served as Minority Whip.

Resources:

- Congress and Social Media Discussion Video <<http://www.gov2summit.com/public/schedule/detail/10556>>
- John Culberson's Website <<http://culberson.house.gov/>>
<<http://twitter.com/JohnCulberson>>
- John Culberson on Twitter <<http://twitter.com/JohnCulberson>>
- John Culberson on qik <<http://qik.com/johnculberson>>

This free podcast is from our O'Reilly Media Gov 2.0 Summit <<http://itc.conversationsnetwork.org/series/gov2.0.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Steven Ng
- Website editor: Connie Michener
- Series producer: Jacinta Plucinski

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Michael Calabrese </shows/detail4297.html>

Vice President; Director, Wireless Future Program, New America Foundation

The Myth of Spectrum Scarcity: Opportunistic Access to the Airwaves

Emerging Communications <<http://itc.conversationsnetwork.org/series/ecomm.html>>

21 minutes, 10mb, recorded 2009-03-05

Topics: Government <<http://itc.conversationsnetwork.org/series/government.html>> Media

<<http://itc.conversationsnetwork.org/series/media.html>> Mobile and Wireless

<<http://itc.conversationsnetwork.org/series/mobile-wireless.html>>

Michael Calabrese argues that the FCC's depicted apportioning of the airwave spectrum gives a false impression of scarcity, especially as it fails to consider the real use of each frequency assignment and the full capabilities of digital transmitters and receivers today. The government can do more to assure the wireless future offers pervasive, ubiquitous, and affordable connectivity.

By considering the two general concepts of underlay (increasing use of a particular frequency, such as in a time-sharing condition) and overlay (filling unoccupied frequencies), he means to show how much more can be done with the airwave spectrum, taking into account possibilities for frequency sharing and the adjacencies now possible without interference. He gives an example of "cognitive radio," which operates at low power and searches out the most appropriate frequency in a given condition.

In the recent DTV shift, 18 of 67 TV channels of bandwidth were freed for a \$2B auction. Also, Congress has opened unused TV spectrum for low-power, unlicensed (WiFi) use. Calabrese suggests FCC and Congress could go much further, and be much more careful about spectrum apportioning.

He holds the FCC's television broadcast database lookup as a model; showing how the 280 MHz currently surveyed is "spectrum swiss cheese," and demonstrating the under-utilization of available signal opportunity. He also argues the database should be extended spectrum-wide, which would demonstrate more opportunities for non-interfering use on adjacent channels, in time-sharing, or space-conscious arrangements.



Michael Calabrese

Our publication of this program was made possible by the support of the following:

Michael Calabrese, as Vice President of the New America Foundation, directs the Wireless Future Program and helps to guide the Foundation's work related to retirement security and the Next Social Contract Initiative. Previously, Mr. Calabrese served as Director of Domestic Policy Programs at the Center for National Policy, as General Counsel of the Congressional Joint Economic Committee, and as pension and employee benefits counsel at the national AFL-CIO.

An attorney and graduate of both Stanford Business and Law Schools, Mr. Calabrese speaks and writes frequently on issues related to spectrum, wireless broadband, and Internet policy, as well as on Next Social Contract issues related to improving retirement security and health coverage. He has co-authored three books and published opinion articles in *The New York Times*, *The Washington Post*, *The Atlantic Monthly* and other leading outlets.

Resources:

- <http://www.newamerica.net/>
- <http://america.ecomm.ec/2009/spectrum-scarcity.php>
- <http://www.fcc.gov/mb/audio/>

This free podcast is from our Emerging Communications <<http://itc.conversationsnetwork.org/series/ecomm.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Mike Seifried
- Website editor: Connie Michener
- Series producer: Sathyaish Chakravarthy

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Conrad Albrecht-Buehler </shows/detail4369.html>

VMware

Heed or: How I Learned to Stop Monitoring and Love Situation Awareness

BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>>

39 minutes, 17.9mb, recorded 2010-01-12

Topics: Business <<http://itc.conversationsnetwork.org/series/business.html>> Computer Hardware

<<http://itc.conversationsnetwork.org/series/computerHardware.html>> Security

<<http://itc.conversationsnetwork.org/series/security.html>>



Conrad Albrecht-Buehler

Often, your job is to do something only when traffic gets too high, server load is off, no one appears to be logging in, or some crisis happens. That means you must keep an eye on things, in addition to all your other tasks. Conrad Albrecht-Buehler demonstrates "Heed," a means of automating your monitors and distilling data, so a simple slide bar indicates whether things are running smoothly or careening into the red zone.

Heed is a scale and a framework to help observers of a system evaluate which situations need scrutiny and when. Conrad shows examples of Heed displays that encourage situational awareness. Learn how the framework and interface can be applied.

Examples of Heed users include a CTO who must monitor server traffic, a CEO who monitors several programs for which she gets lengthy reports, and the host of an on-line forum who needs to be sure that people can get onto the forum and that discussions are running as they should.

Our publication of this program was made possible by the support of the following:

Conrad Albrecht-Buehler is a member of the User-Interface Advanced Development team at VMware in Palo Alto, where he is always on the lookout for new and challenging user problems to explore and design remedies for. He received his Ph.D. at Northwestern University studying human-computer interaction with Professor Don Norman and was adjunct faculty at Northwestern's Segal Design Institute, where he taught user-centered design. His research focuses on designing interfaces that enable users to cope with complexity and large amounts of information.

Resources:

- More on This Program from BayCHI <<http://www.baychi.org/calendar/20100112/#2>>
- Gizmometer. Conrad Albrecht-Buehler's Site <<http://www.Gizmometer.com>>

This free podcast is from our BayCHI <<http://chi.conversationsnetwork.org/series/baychi.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Steven Ng
- Website editor: Connie Michener
- Series producer: Steve Williams

Open Feedback Dialog <<http://feedback.conversationsnetwork.org/forums/general>>



Brad Templeton </shows/detail4295.html>

Chairman, Electronic Frontier Foundation

Suing AT&T for a Trillion Dollars While the President Tries to Stop You

Emerging Communications <<http://itc.conversationsnetwork.org/series/ecommm.html>>

16 minutes, 7.8mb, recorded 2009-03-05

Topics: Government <<http://itc.conversationsnetwork.org/series/government.html>> Privacy

<<http://itc.conversationsnetwork.org/series/privacy.html>> Telephony

<<http://itc.conversationsnetwork.org/series/telephony.html>>

In *Hepting v. AT&T*, the Electronic Frontier Foundation (EFF) sued the telecommunications giant on behalf of its customers for violating privacy law by collaborating with the NSA in a large-scale wiretap. In June of 2009, a federal judge dismissed *Hepting*, ruling immunity from liability under the FISA Amendments Act (FISAAA), which was enacted after early *Hepting* victories. Here, Brad Templeton, chair of EFF, talks about the specifics of privacy, U.S. protections of it, and creation and developments on the FISA Court, which reviews secret wiretap requests.



Brad Templeton

Templeton outlines the case against AT&T, and the federal governments' actions in creating and upholding immunity for AT&T. He also discusses some of the federal government's elusive dodges concerning privacy. Finally he warns that surveillance laws affecting privacy and requiring wiretap ability stifle innovation in the emerging telephony field.

Citing as examples E911 requirements, which automatically associates a physical address with the calling party's telephone number; and the CALEA (Communications Assistance for Law Enforcement Act) which requires wiretap capabilities are built into all equipment made and deployed; he says not only are there privacy issues, but barriers to entry and innovation for small telephony companies.

Our publication of this program was made possible by the support of the following:

Brad Templeton founded and ran ClariNet Communications Corp., the first internet-based content company, then sold it to Newsedge Corporation in 1997. ClariNet publishes an online electronic newspaper delivered for live reading on subscribers machines. He participated in the building and growth of USENET from its earliest days and in 1987 he founded and edited *rec.humor.funny*, the world's most widely read computerized conference on that network, and the world's longest running blog. He has been a software company founder, and author of a dozen packaged microcomputer software products.

He is chairman of the board of the Electronic Frontier Foundation, the leading civil rights advocacy group for cyberspace. He also sits on the advisory boards for a few internet startups. Currently he is building a new startup to reinvent the phone call. He is also on the board of the Foresight Institute (A Nanotech think-tank) and BitTorrent, Inc.

References

<http://www.eff.org/>

This free podcast is from our Emerging Communications <<http://itc.conversationsnetwork.org/series/ecommm.html>> series.

For The Conversations Network <<http://www.conversationsnetwork.org/staff-list/>>:

- Post-production audio engineer: Jamie Rinehart
- Website editor: Connie Michener
- Series producer: Sathyaish Chakravarthy