



Design for **Context**

Making software applications and web sites easy to use

User Interface Design and the Semantic Web

... from the idea to the experience

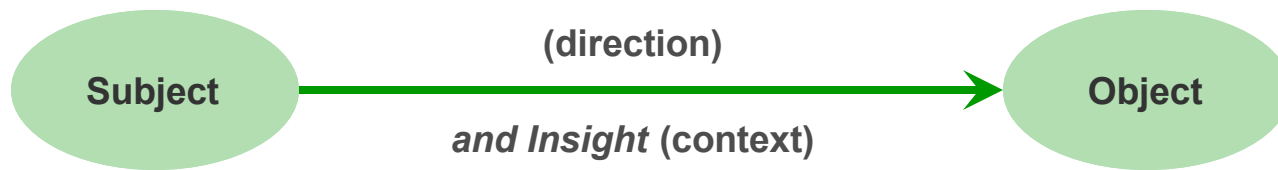
Duane Degler

Design for Context

www.DesignForContext.com

Semantic Web:

Powerful advantages for design



Risks

Opportunities



Risks

Unintended Consequences





And  Like

Info **Related posts**

Our goal is to make this Community Page the best collection of shared knowledge on this topic. If you have a passion for **And**, [sign up](#) and we'll let you know when we're ready for your help. You can also get us started by suggesting a relevant [Wikipedia article](#) or the [Official Site](#).

1 friend likes this.

78,931

people like this

14 Nov 2010

www.facebook.com/pages/And/10150153988765438

85,464 people like this

No friends are using this application.

Everything's a topic now



A Little Bit of Everything  Like

Music

137,513

people like this

14 Nov 2010

www.facebook.com/pages/A-Little-Bit-of-Everything/113683898648991

A-Little-Bit-of-Everything/113683898648991

Likes and interests 

Activities

Pushing Envelopes, Asking Questions, Musing



Pushing Envelopes

Other

Air Canada, Association of Professional Composers (APCO), Restaurants, Vietnamese Cuisine Restaurant, Montreal, Restaurant Le Pegase, Restaurants, Montréal, Restaurant Chez Victoire, Restaurants, Montréal, User Centred Design, Bixi Velo, UXCamp Québec, TOU.TV, Office For Mac, Réseau ACTION TI, Yuzu Sushi, MediaCity, Senscity Marketing Sensoriel, Synchro-blogue, Le BATH ROOM spa urbain, Guinness Ireland, Vancouver 2010, Gel conference, W3Quebec, afroginthevalley, The Irish Heather, Cyberpresse, Halo Wars Authentic Collector's Series, Île Sans Fil, ReadWriteWeb, Design @ IBM, Département de communication Université de Montréal, TED, Lonely Planet, Mashable, Agence de la santé publique du Canada, MontréalPlus.ca, Hubert Reeves, ...



"Now everything can link to everything..."

industry is no exception [?] to a broad away at the **market shares** of Europe with higher labor costs.

www.nytimes.com
(double click words on page)



Description:
depicted place Paris;
subject type self-portraits;
Creator Gogh, Vincent van;
Culture French;
Date 1887;
Creation Site Paris;
Current Repository Van Gogh Museum;
Material/Medium oil paint;
Material/Support cardboard;
Measurements/Dimensions 41 x 33 cm;
Style/Period Post-Impressionism;
Title Self-Portrait with
type Archive Work;
comment Oil on cardboard;

Used as value to describe other res

vangogh_straw_hat.jpg

placeType/Preferred inhabited place;
standard/Latitude 48.8667;
standard/Longitude 2.3333;
descriptiveNote Paris is the city and capital of France, located in the north-central part of the country. It was founded more than 2,000 years ago on an island in the Seine River. The City of Paris itself covers an area of 41 square miles (105 square kilometres). It occupies a central position in the productive agricultural region known as the Paris Basin. It is the nation's most important center of commerce and culture. It was captured and fortified by the Romans in 52 BCE and ruled by various other groups such as the Clovis, Normans, English, and Germans. Paris was one of the pilgrimage sites on route to the Cathedral of Santiago de Compostela;
id 7000038;
label/Non-Preferred Lutetia,Lutetia Parisii,Lutetia Parisiorum,Pangii,Parisian,Parisii,Parisius,Paris,parisien,parisienne;
label/Preferred Paris;
non-preferred parent Île-de-France;
preferred parent Ville de Paris, Département de;
placeType/Non-Preferred counthip, city, national capital, department capital, transportation center, episcopal see, financial center, commercial center, trade center, port, tourist center, educational center, industrial center, cultural center,
type Administrative Place, TGN Subject;
label Paris;
broader/Partitive Ile de France;

Used as value to describe other resources:

Dupréac, Etienne; Baron, Bernard; Berall, Marc; Daniel, I; Stoltz, Sébastien Antoine; Chéron, Elisabeth Sophie; Gravelot, Hubert François Bourguignon; Elle, Louis Ferdinand, birthPlace the elder; Boullé, Etienne-Louis; Janet, Ange Louis; Feure, Georges de; Gavami, Paul; Vallayer-Coster, Anne; Du Cerceau, Jacques Androuet; Motte, Jean Guillaume; Cochin, Charles-Nicolas, I; Langlois, Nicolas; Buffet, Bernard; Bourgain, Gustave; Tubières de Grincoeur de Pestels de Livis, Anne-Claude-Philippe de; Saint-Aubin, Auguste de; Dieu, Antoine; Debucourt, Philibert Louis; Simon, Lucien; Bellangé, Hippolyte; Le Brun, Charles; Loir, Nicolas Pierre; Aveline, Pierre; Marsh, Reginald; Parocel, Charles; Jourdan, Francis; Wally, Charles de; Motte, Pierre Etienne; Huet, François; Huet, Jean-Baptiste, I; Marot, Jean, I; Cochin, Charles-Nicolas, II; Oudry, Jean-Baptiste; Louis, Victor; Marville, Charles; Delafosse, Jean Charles; Pineau, Nicolas; Delaunay, Nicolas; Le Blond, Jean; Delaune, Etienne; Delbire, Auguste; Boulogne, Son; Flamenq, François; Jacques, Charles Emile; Bacheler, Jean Jacques; Le Rouge, Jean-Nicolas; Stoltz, René Michel; Jazet, Jean-Pierre-Marie; Melbrier, Jo; Hulin, Charles-François; Boucher, Juste-Nathan; Moreau, Jean-Michel, le jeune; Pissarro, Lucien; Cotte, Jean, the younger; Ravenet, Simon François; Besnard, Albert; Le Lorrain, Louis-Joseph; Boucher, François; Chevalier, William; Thierry, Jacques Etienne; Thierry, Etienne Jules; Déroumelle, Athanasius; Laurent-Gsell, Lucien; Boucher, Pierre; Davit, Susana; Goss, Edme-Etienne-François; Duclos, Antoine-Jean; Scotin, Gérard Jean-Baptiste, II; Hibon, Auguste; Chappuis, Adolphe; Silvestre, Suzanne Elisabeth; Penel, Jules; Soudain,

e-culture.multimedien.nl/demo/search

aqua.queenslibrary.org/

Results 1 - 10 of 1,853 for **swing**, sorted by: relevance

Swing
the ultimate collection
Tony Esposito
For voice and piano with chord symbols and, in part, guitar chord diagrams excepting "One O'Clock Jump" for piano solo (lacks chord symbols...
Call number: MU 781.654 S
Year: 1998
Subject: [Swing \(Music\)](#)
Found: swing (4)

Swing
the romance of dance
Noel Galang, Nancy Hays, Evin Jacobson, Evin Jacobson, Noel Galang, Nancy Hays, Nancy Hays Entertainment
Learn the basic [swing](#) steps in easy-to-follow lessons and all about the world of [swing](#), including dance history, current fashion, bands...
Call number: VHS
Year: 1999
Subject: [Lindy \(Dance\)](#), [Dance](#), [Swing \(Music\)](#), [Study and teaching](#), [History](#)
Found: swing (4)

Digital golf school
The [swing](#)
Simon Holmes, Simon Holmes Golf Academy, Point Alvin Productions, Lifesize Entertainment (Firm)

Select Location
Showing results from:

Refine

Library format

- > Music CDs and Cassettes (777)
- > Books (600)
- > Music Scores (220)
- > Videos and DVDs (214)
- > Websites and Computer CDs (36)
- > 8 more...

Author

- > Various performers. (83)
- > Ellington, Duke (44)
- > Various artists. (34)
- > 4,877 more...

Subject

- > Jazz (368)
- > Popular music (266)
- > Swing (Music) (116)
- > Jazz vocals (103)
- > Big band music (96)



Risks

Fostering Uncertainty



"What's happening?"

I don't understand, FB. Why a "links" tab, to segregate the links my friends' post? Especially since some of the orgs I've friended are specifically to see their upcoming events? Why is FB continually full of "unimprovements"?

43 minutes ago · Comment · Like

OK, what happened to "Invite friends to join group"? All I can do now is add them, and poof! they're members whether they agree or not. Me not like.

about an hour ago · Like · Comment



Cracking the Facebook Code

by Thomas E. Weber

How does the social media giant decide who and what to put in your feed? Tom Weber conducts a one-month experiment to break the algorithm, discovering 10 of Facebook's biggest secrets.

<http://www2.thedailybeast.com/blogs-and-stories/2010-10-18/the-facebook-news-feed-how-it-works-the-10-biggest-secrets/full/>

THE WALL STREET JOURNAL | TECH

WHAT THEY KNOW | JULY 30, 2010

Sites Feed Personal Details To New Tracking Industry

WHAT THEY KNOW | JULY 30, 2010

The Web's New Gold Mine: Your Secrets

A Journal investigation finds that one of the fastest-growing businesses on the Internet is the business of spying on consumers. First in a series.

<http://online.wsj.com/article/SB10001424052748703940904575395073512989404.html>

<http://online.wsj.com/article/SB10001424052748703977004575393173432219064.html>

The New York Times

Business Day

Media & Advertising

Stage Set for Showdown on Online Privacy

By EDWARD WYATT and TANZINA VEGA

Published: November 9, 2010

<http://www.nytimes.com/2010/11/10/business/media/10privacy.html>

The New York Times

Business Day

Published: May 12, 2010

Facebook Privacy: A Bewildering Tangle of Options

<http://www.nytimes.com/2010/11/10/business/media/10privacy.html>

BBC Mobile

NEWS TECHNOLOGY

9 November 2010 Last updated at 12:35 ET

Facebook and Google in data sharing spat

<http://www.bbc.co.uk/news/technology-11717448>

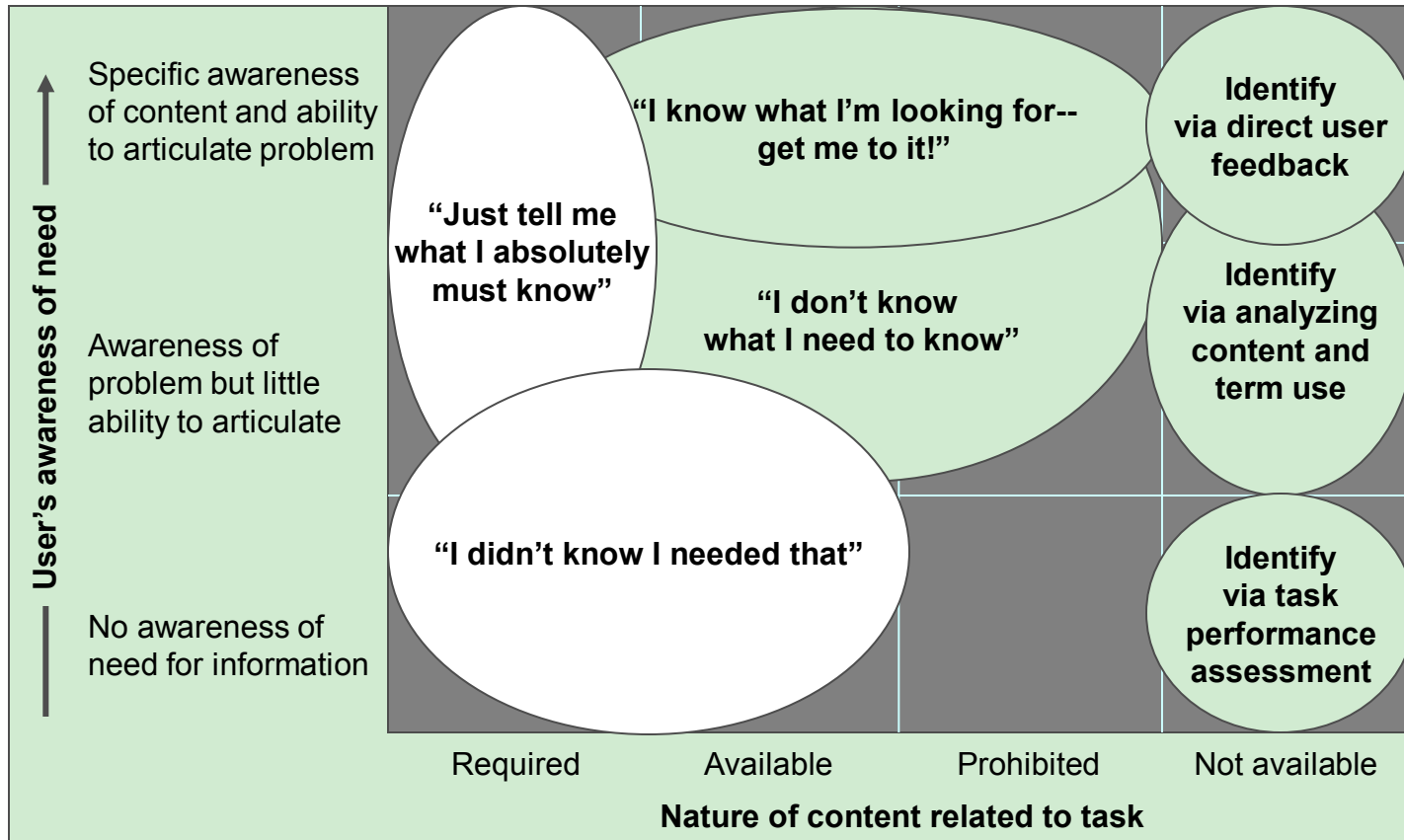


Opportunities

Proactive Relevance



Relevance requires context recognition



Degler/Battle (2003). *Can Topic Maps Describe Enterprise-Wide Context?*
http://www.designforcontext.com/publications/dd-lb_topic-maps_context_extreme2003.pdf



Data- and context-driven pages

Previous Page | Index | Home Feedback

Recent Pages ◀ Previous Step ▲ List of Steps Next Step ▶

Create Multi-Trip Itinerary

Last updated: 12.18.2007 Step 3 of Request Travel Authorization

Your travel schedule may include more than one city stop, requiring you to confirm that each location you travel to is part of the same business reason. If you are preparing a multi-trip itinerary that would be chargeable to more than one project, then refer to RAG [charge code tables](#) to be sure that your authorization is completed correctly. This will save time and rework.

A Multi-Trip Itinerary includes more than one destination apart from your home location, which requires either expensed travel (air, train, or rental car) or overnight stays in different locations.

Steps

- 1 Select "Multi-Trip" radio button on the booking form.
- 2 Select your starting airport and then all destinations, in the order you will visit them.
- 3 For each trip between two destinations, identify the dates and times of travel, then provide a description of the activity in each location, or the project reference.
- 4 Select "Look up Travel Options" to continue.

For more details

- ◆ [Add a layover when en route](#)
- ◆ [Change part of a trip](#)
- ◆ [More than one airline on an itinerary](#)

Legal Basis

- ◆ [CFR 28-439 Creating travel plans based on government project funds: reporting and considerations](#)
- ◆ [Guidance note 86A-2006: More than one person traveling for project purposes](#)

[Link to this document](#)

Remember...

Authorization approval levels updated for recharging to projects (2.23.2008)

[Learn more...](#)

[Glossary for this page](#)

[Print](#)

See Also

- ◆ [Traveling out of country](#)
- ◆ [Set airline seat and meal preferences](#)
- ◆ [Completing expense form](#)

What others said

- ◆ [Work-around for single night layover](#)
- ◆ [Clarification of policy when charging to more than one project](#)

[Comments](#)

Goal: embed in *application* pages

Steps

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[Learn more...](#)

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- ◆ [Set airline seat and meal preferences](#)
- ◆ [Completing expense form](#)



Opportunities

Flexibility



Facets... even more multi-dimensional

- New Releases**
 - Any New Release**
 - Last 30 days (67)
 - Last 90 days (228)
 - Coming Soon (131)
- Department**
 - Any Department
 - Books
 - Nonfiction**
 - Philosophy (153,205)
 - Education (18,913)
 - Social Sciences (30,416)
 - Foreign Language
 - Nonfiction (20,523)
 - Politics (9,648)
 - True Accounts (142)
 - Current Events (2,179)
 - Law (5,148)
 - Government (2,533)
 - Women's Studies (2,052)
 - Economics (7,055)
 - Automotive (65)
 - Crime & Criminals (590)
 - Holidays (8)
 - Urban Planning & Development (56)
 - Transportation (75)
- Format**
 - Any Format**
 - Audiobooks (3,754)
 - Calendars (45)
 - HTML (30,788)
 - Kindle Books (9,072)
 - PDF (13)
 - Printed Books (145,659)
- Binding**
 - Any Binding**
 - Paperback (91,145)
 - Hardcover (53,281)
 - Large Print (1,097)
 - Board Book (27)
 - School & Library Binding (23)
- Featured Authors**
 - All Featured Authors**
 - Plato (40)
 - Aristotle (535)
 - Immanuel Kant (458)
 - Friedrich Nietzsche (233)
 - David Hume (212)
 - Bertrand Russell (205)
 - John Stuart Mill (204)
 - See more...
- Featured Series**
 - Any Featured Series**
 - Oxford Logic Guides (17)
 - Star Trek (14)
 - With God (14)
 - Blackwell Philosophy & Pop Culture (8)
 - Great Ideas (7)
 - Seven Deadly Sins (7)
 - American Casebook (6)
 - See more...
- Shipping Option** [show more](#)
 - Any Shipping Option**
 - Free Super Saver Shipping
- Award Winners**
 - Any Award**
 - The Pulitzer Prize (3)

freebase parallax

link to this page • new search

a novel browsing interface designed for freebase — send comments to [David Huynh](#) • get source code

debug: activate

US Vice President (47) Things named after this

Show results on: Map, Timeline • more >

Connections from the topics on this page:

- [Contains](#) (3193)
- [People born here](#) (138)
- [Population](#) (194)
- [Postal codes](#) (67)
- [Student](#) (40)

[more connections >](#)

mSpace exploration reinvented

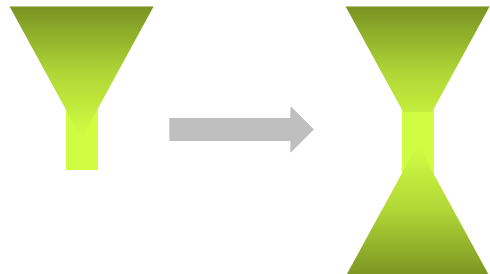
Advanced Search | My Account | ScratchPad

mSpace Projects Research & Papers Who & How

/ 1990s [1 more] / Economy, Business & Finance / Architecture [2 more] / (Location)

Decade	Theme	Subject	Location
1990s	Economy, Business & Finance	Company Information	Macedonia, the Former Yugoslav Republic of
1970s	Education	Computing & Information Techn	Russian Federation
1960s	Environmental Issue	Conservation	Australia
1950s	Health	Construction & Property	Austria
1940s	Human Interest	Consumer Goods	Brazil
1930s	Labour	Corporate Crime	Chile
1920s	Lifestyle & Leisure	Coup D'Etat	China
1910s	Politics	Cricket	Cyprus
1900s	Religion & Belief	Crime	Estonia
none	Science & Technology	Culture (General)	France

Available Columns: Contributor Role, Contributor, Segment, Month, Type, Country, Publisher, Running Order, Person, Series Title, Keywords, Sub-Topic, Language, Day, Duration, Issue No., Story Title, Year



Smithsonian Institution CollectionsSearchCenter

Online Media

Frequency Alphabetical

Finding aids	+ -	(22)
Images	+ -	(13)
Online collections	+ -	(4)

Type

Frequency Alphabetical

Archival materials		
Collection descriptions		
Photographs		
Drawings	+ -	(14)
Manuscripts	+ -	(12)
Scrapbooks	+ -	(12)
Works of art	+ -	(11)
Brochures	+ -	(9)
Clippings	+ -	(9)

exclude term

Calais Node Settings

You are in Demo Mode. Form Save is disabled.

Global Calais Entities

Which Calais Entities do you wish to use?:

- Anniversary
- City
- Company
- CompanyCustomer
- Continent
- Country
- Currency
- EmailAddress
- EntertainmentAwardEvent
- Facility
- FaxNumber
- Geo
- Holiday
- IndustryTerm
- MarketIndex
- MedicalCondition
- MedicalTreatment
- Movie
- MusicAlbum
- MusicGroup

Calais Terms

View Calais Edit

PublishedMedium: _____

Region: _____

ProvinceOrState: _____

PhoneNumber: _____

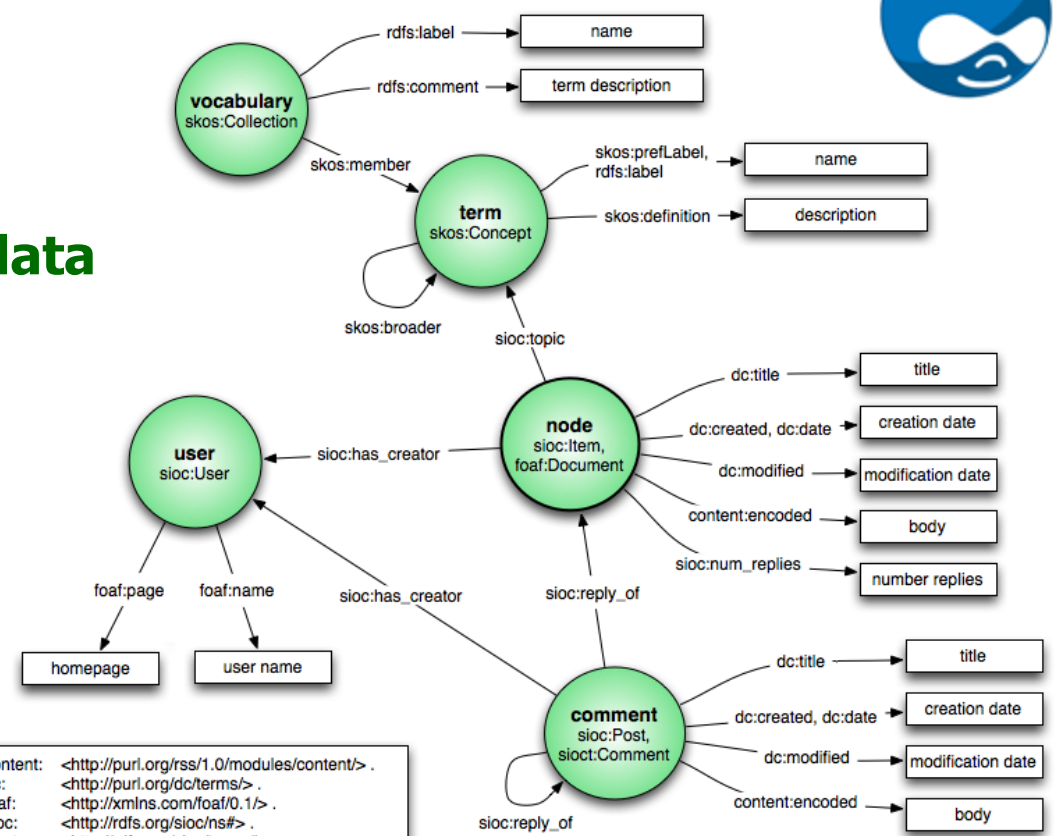
Organization: Congress, TRUSTe, U.S. government

Calais Suggestions: **Congress** F.T.C. **TRUSTe** U.S. Federal Trade Commission **U.S. government**

Person: Jon Leibowitz

Calais Suggestions: **Jon Leibowitz**

Enabling data creation



```

@prefix content: <http://purl.org/rss/1.0/modules/content/> .
@prefix dc: <http://purl.org/dc/terms/> .
@prefix foaf: <http://xmlns.com/foaf/0.1/> .
@prefix sioc: <http://rdfs.org/sioc/ns#> .
@prefix sioct: <http://rdfs.org/sioc/types#> .
@prefix skos: <http://www.w3.org/2004/02/skos/core#> .
@prefix rdfs: <http://www.w3.org/2000/01/rdf-schema#> .
  
```



Design...

...Context...

...Flow



Risks

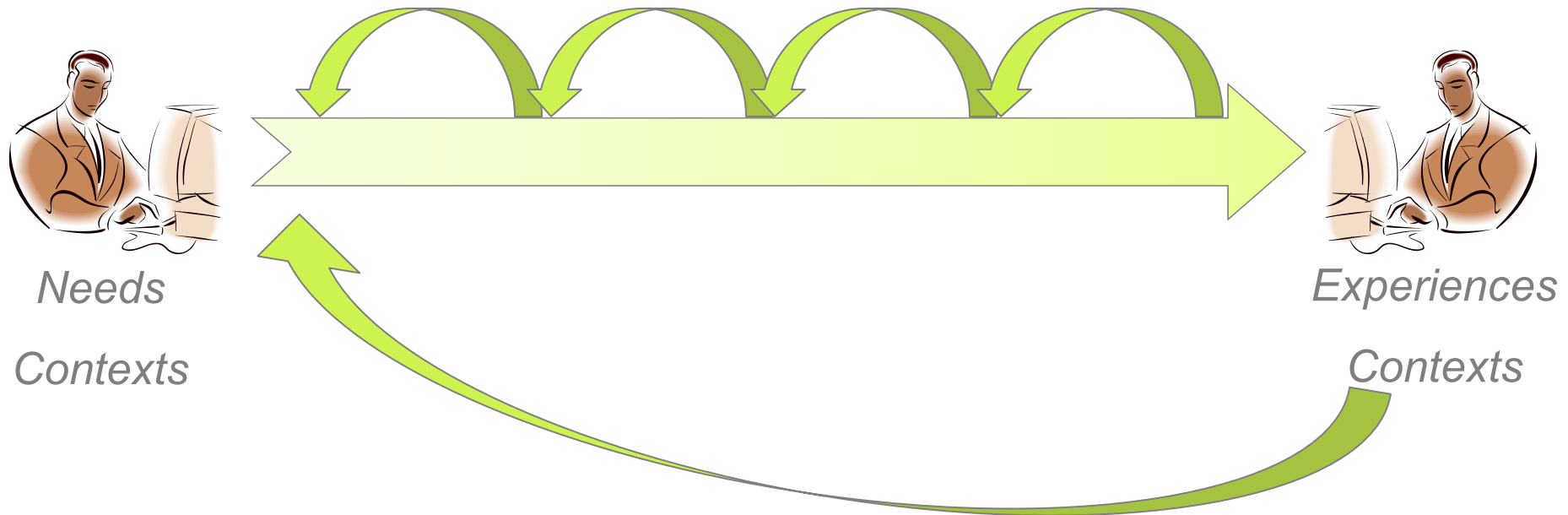
- Unintended consequences
- Fostering uncertainty

Opportunities

- Proactive relevance
- Flexibility



Design process: user-centered, intentional, iterative



Semantic Web: open, extensible, related



The Context Web... *more than data*

➤ The Data

- Open Linked Data
- Models that represent data domains
- Increasing number of tools for data display, translation and manipulation

➤ The Experience

- Integrated
- Personal
- Social
- Mobile and location-aware
- Temporal
- Situated
- Multi-modal

To capture opportunities, focus on...

- User experience
- Relationships
- Collaborating, and learning from users over time





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