

Mobile Media & Cultural Heritage

Bauhaus-Universität
Weimar

06. References

WS2015

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Chair of Interface Design

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http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15



Summary

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Reference Styles

How to cite

Reference Styles

- There are several types of reference styles.
- In some cases, such as submitting a paper for a conference, a specific style is required.
- In some countries all the academic material should follow the same reference style guidelines.

Reference Styles

- Helps to indentify the sources used in an academic work.



Reference Styles

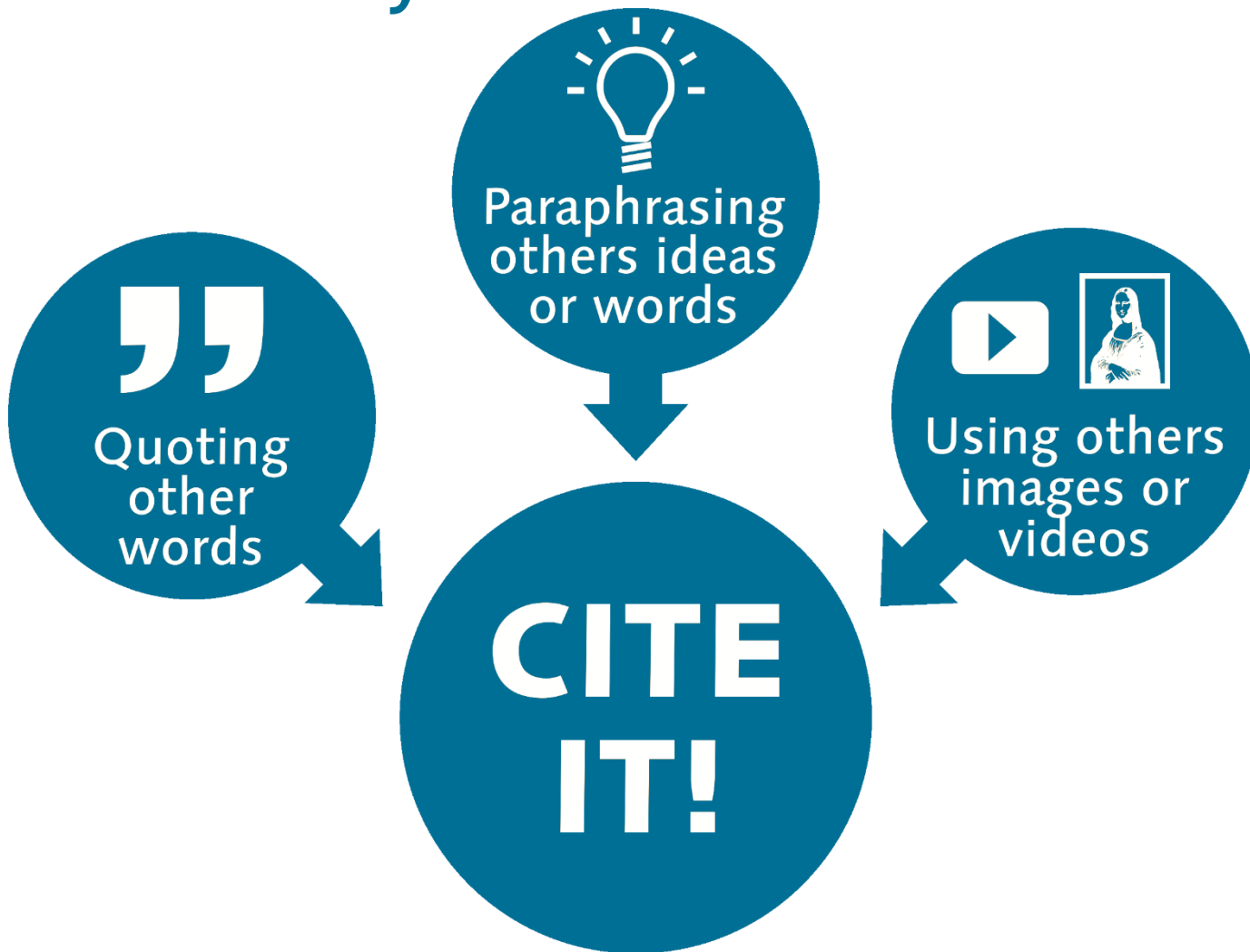


Image retrieved and modified from <http://library.csun.edu/blogs/cited/files/2012/11/citing-image.jpg>

Reference Styles: some examples

- APA (American Psychological Association)
(used in Social Sciences and Education) <http://owl.english.purdue.edu/owl/resource/560/01/>
- CSE (Council of Scientific Editors)
(used in Natural and Applied Sciences) <http://www.wsulibs.wsu.edu/quickguides/cse>
- Chicago
(used in History, Natural and Social Sciences) http://www.chicagomanualofstyle.org/tools_citationguide.html
- IEEE (Institute of Electrical and Electronics Engineers)
(used in Engineering) <http://libguides.murdoch.edu.au/IEEE>
- MLA (Modern Language Association)
(used in Arts and Humanities) <http://owl.english.purdue.edu/owl/resource/747/01/>
- ACM (Association for Computing Machinery)
(used in Engineering and Computer Sciences) <http://www.acm.org/sigs/publications/proceedings-templates>
- ABNT (Associação Brasileira de Normas Técnicas)
(used in for all academic works in Brazil) http://www.ced.pucsp.br/conteudo/downloads/ABNT_2011.pdf

Reference Styles: APA

Citations:

- Example of an Article inside a Book (Brighenti, 2010)
- Example of a Website reference ("IFD:Mobile Culture and Urban Spaces - Medien Wiki," n.d.)
- Example of a Book reference (McLuhan, 2001)

List of References:

- Brighenti, A. M. (2010). New Media and the Prolongations of Urban Environments. *Convergence: The International Journal of Research into New Media Technologies*, 16(4), 471–487.
doi:10.1177/1354856510375528
- IFD:Mobile Culture and Urban Spaces - Medien Wiki. (n.d.). Retrieved July 23, 2012, from http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces
- McLuhan, M. (2001). *Understanding media : the extensions of man*. London: Routledge.

Reference Styles: CSE

Citations:

- Example of an Article inside a Book ¹
- Example of a Website reference ²
- Example of a Book reference ³

List of References:

- 1. Brighenti AM. New Media and the Prolongations of Urban Environments. *Convergence: The International Journal of Research into New Media Technologies*. 2010 November [cited 2011 August 7];16(4):471–487.
- 2. Anon. IFD:Mobile Culture and Urban Spaces - Medien Wiki. [cited 2012 July 23]. Available from: http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces
- 3. McLuhan M. *Understanding media : the extensions of man*. London: Routledge; 2001.

Reference Styles: Chicago

Citations:

- Example of an Article inside a Book (Brighenti 2010)
- Example of a Website reference ("IFD:Mobile Culture and Urban Spaces - Medien Wiki" 2012)
- Example of a Book reference (McLuhan 2001)

List of References:

- Brighenti, Andrea Mubi. 2010. "New Media and the Prolongations of Urban Environments." *Convergence: The International Journal of Research into New Media Technologies* 16 (4) (November): 471–487. doi:10.1177/1354856510375528.
- "IFD:Mobile Culture and Urban Spaces - Medien Wiki." 2012. Accessed July 23. http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces.
- McLuhan, Marshall. 2001. *Understanding media : the extensions of man*. London: Routledge.

Reference Styles: ACM

Citations:

- Example of an Article inside a Book [1]
- Example of a Website reference [2]
- Example of a Book reference [3]

List of References:

- [1] Brighenti, A.M. 2010. New Media and the Prolongations of Urban Environments. *Convergence: The International Journal of Research into New Media Technologies*. 16, 4 (Nov. 2010), 471–487.
- [2] IFD:Mobile Culture and Urban Spaces - Medien Wiki: http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces. Accessed: 2012-07-23.
- [3] McLuhan, M. 2001. *Understanding media : the extensions of man*. Routledge.

Reference Styles: ABNT (Brazil)

Citations:

- Example of an Article inside a Book (BRIGHENTI, 2010)
- Example of a Website reference ("IFD:Mobile Culture and Urban Spaces - Medien Wiki,")
- Example of a Book reference (MCLUHAN, 2001)

List of References:

- BRIGHENTI, A. M. New Media and the Prolongations of Urban Environments. **Convergence: The International Journal of Research into New Media Technologies**, v. 16, n. 4, p. 471–487, 2010. Acesso em: 7/8/2011.
- **IFD:Mobile Culture and Urban Spaces - Medien Wiki**. Disponível em: <http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Culture_and_Urban_Spaces>. Acesso em: 23/7/2012.
- MCLUHAN, M. **Understanding media : the extensions of man**. London: Routledge, 2001.

Reference Styles

How to manage to learn and write in several types of reference styles?



Answer: Reference Manager

Reference Manager

Some of available tools

Reference Manager

- It is possible to find several services regarding reference management.
- Some are free, some are paid.
- Your choice will depend on what you need from it.

Reference Manager

zotero

- Zotero (<https://zotero.org/>)

EndNote

- Endnote (<http://endnote.com/>)

 **MENDELEY**

- Mendeley (<http://mendeley.com/>)

 **RefWorks**

- RefWorks (<http://refworks.com/>)

citeulike 

- CiteULike (<http://citeulike.org/>)

JabRef

- JabRef (<http://jabref.sourceforge.net/>)



Papers

- Papers (<http://mekentosj.com/papers/>)

citavi

- Citavi (<http://citavi.com/>)

Reference Management

■ Reference Manager Overview

("Reference Manager Overview | Gobbledygook," n.d.)

		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
Store Organize references on computer	Windows								
	Macintosh								
	Linux								
	iPhone/iPad								

Reference Manager

■ Reference Manager Overview

		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
Write Put formatted references into manuscript	Microsoft Word								
	Open Office								
	LaTex								
	Edit styles								

Reference Manager

- Reference Manager Overview

		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
Share Store online, sync, share with others	WWW								
	PDF files								
	Public folders								
	API								

Reference Manager

■ Reference Manager Overview

		Zotero	EndNote	Mendeley	Refworks	CiteULike	JabRef	Papers	Citavi
Read Import, search, read and organize PDF files	Extract metadata								
	Fulltext search								
	PDF viewer								
	File organizer								

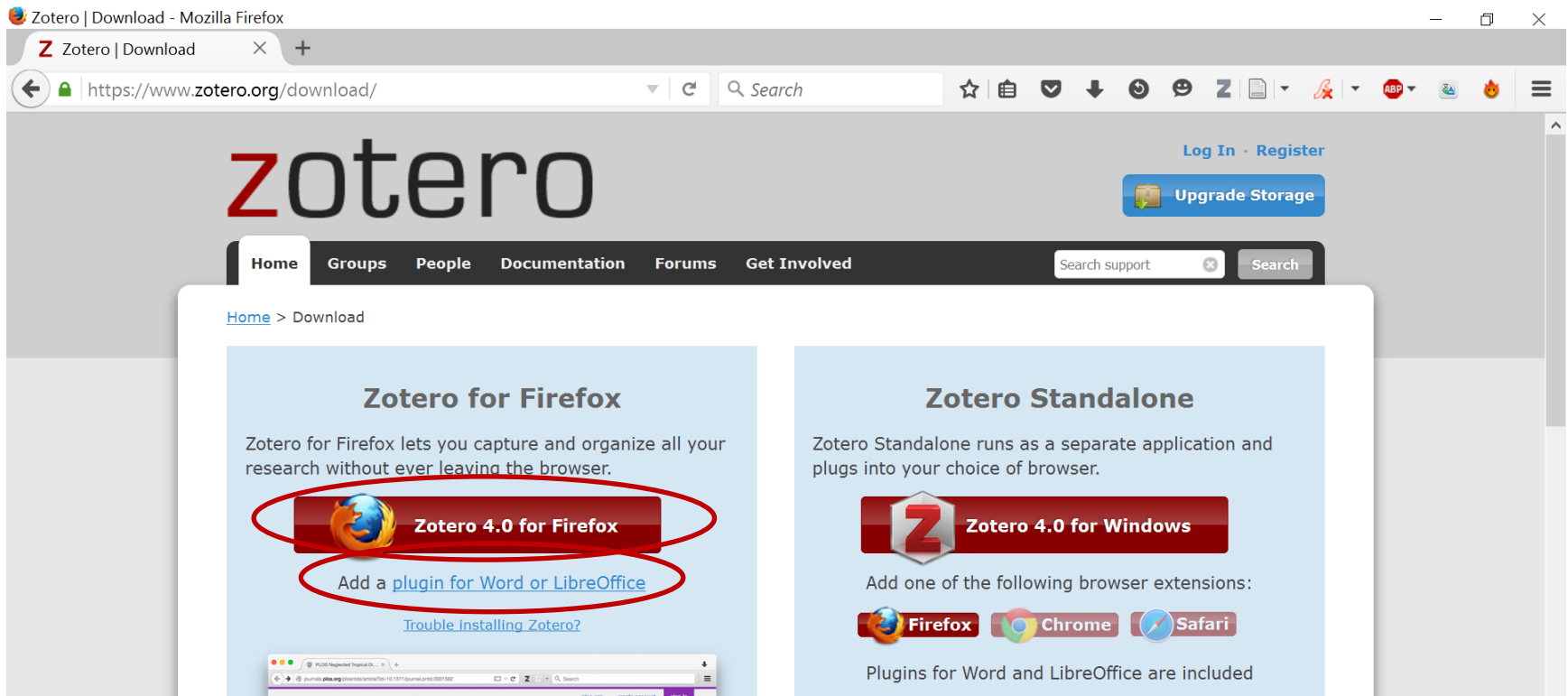
Reference Manager: Zotero

- How it works

zotero

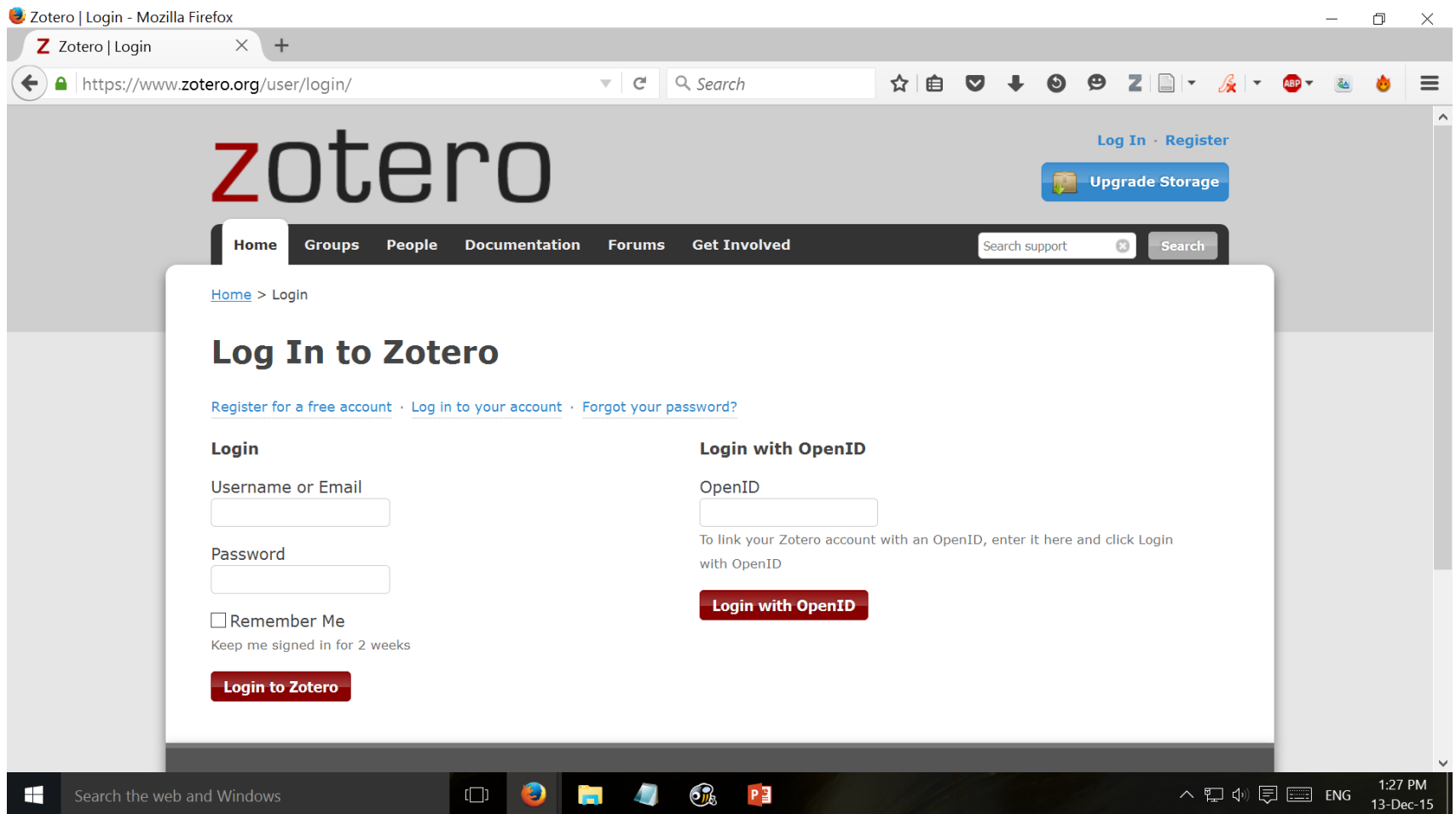
Reference Manager: Zotero

- Install two files:



Reference Manager: Zotero

- Create a free login



Reference Manager: Zotero

- After installed – in Firefox (Windows)

The screenshot shows a Mozilla Firefox browser window with the address bar displaying `www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultu`. The page content includes the header "Bauhaus-Universität Weimar Faculty of Media" and the title "Media Art & Design Interface Design / Prof. Dr. Jens Geelhaar". The main content area is titled "IFD:MOBILE MEDIA AND CULTURAL HERITAGE WS15" and features a graphic of a smartphone with a location pin and a Wi-Fi symbol. A sidebar on the left lists "Startseiten" with various media-related links. A "Contents" sidebar on the right lists sections from "1 Description" to "9 References - Selected Readings".

Below the browser window, the Zotero desktop application is open. The left pane shows "My Library" with a list of folders and items. The right pane shows a "Description" of a selected item, with a search bar and a list of items. The status bar at the bottom indicates "258 items in this view".

Reference Manager: Zotero

- After installed – in Firefox (Mac)

The screenshot shows a Firefox browser window with the address bar displaying https://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15. The page content includes the university logo, the course title "Media Art & Design Interface Design / Prof. Dr. Jens Geelhaar", and a sidebar with a "Contents" list. A red circle highlights the Zotero icon in the browser's toolbar. Below the browser window, the Zotero application interface is visible, showing a list of references in a table with columns for Title, Creator, and Date. The list includes various academic sources related to mobile media and cultural heritage.

Contents

- 1 Description
 - 1.1 German description
- 2 Target Group
- 3 Language
- 4 Registration Procedure
- 5 Grading
- 6 Schedule and Files
- 7 Presentations
- 8 Apps for World Heritage Sites in Germany
- 9 References - Selected Readings

IFD:MOBILE MEDIA AND CULTURAL HERITAGE WS15

Mobile Media & Cultural Heritage

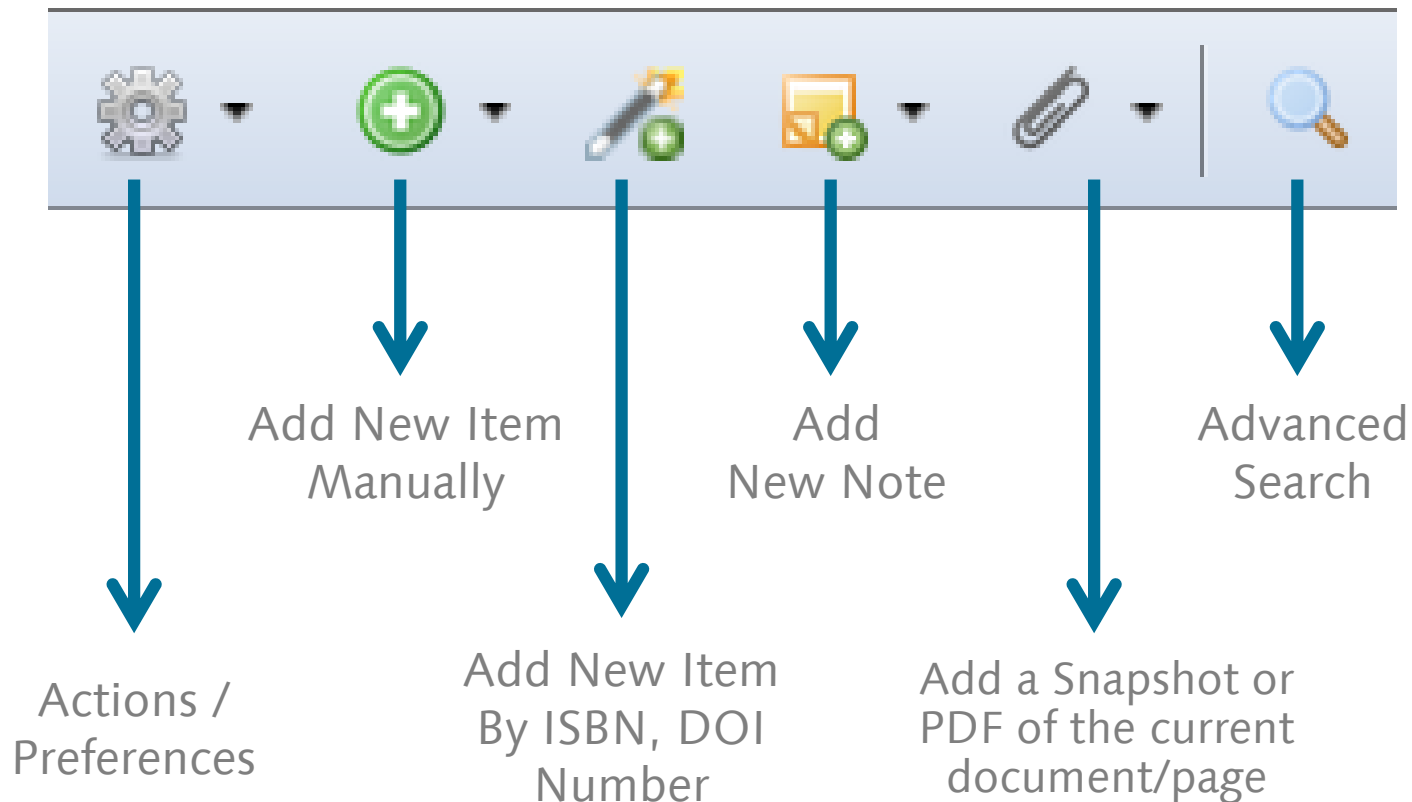
Fachmodul
Lecturer: Joatan Preis Dutra
Credits: 6 ECTS, 2 SWS
Date: Tuesdays, 14:30 - 16:45h (every two weeks)
Venue: Marienstraße 7b, Room 105
First meeting: 20th October 2015

Description
This class is designed for media students who are interested in an introduction about how the digital media are

Title	Creator
▶ Connecting Cities Urban Media Lab - Cultural hARitage project - YouTube	
3 5 Lessons In UI Design, From A Breakthrough Museum Co.Design business + ...	
3-D Finite-Element Models of Human and Monkey Fingertips to Investigate the Me...	Dandekar et al.
10th European Conference on Information Technology Evaluation : Instituto de Em...	European Conference on Inf...
40 interesting ways to use QR Codes in the classroom	
148Apps.biz Apple iTunes App Store Metrics, Statistics and Numbers for iPhone ...	148Apps.biz
201109--DUTRA_Joatan_Preis--master_bremen_thesis--digital_media_in_urban_sp...	
About 2D Code QR Code.com	
About The Blue Shield	
Activity Theory	
Adapting your usability testing practise for mobile	
A History of Mobile Apps	Strain
"Always on" - Smartphone, Tablet und Co. als neue Taktgeber im Netz.	van Eimeren
An analysis of productive user contributions in digital media applications for muse...	Wieneke

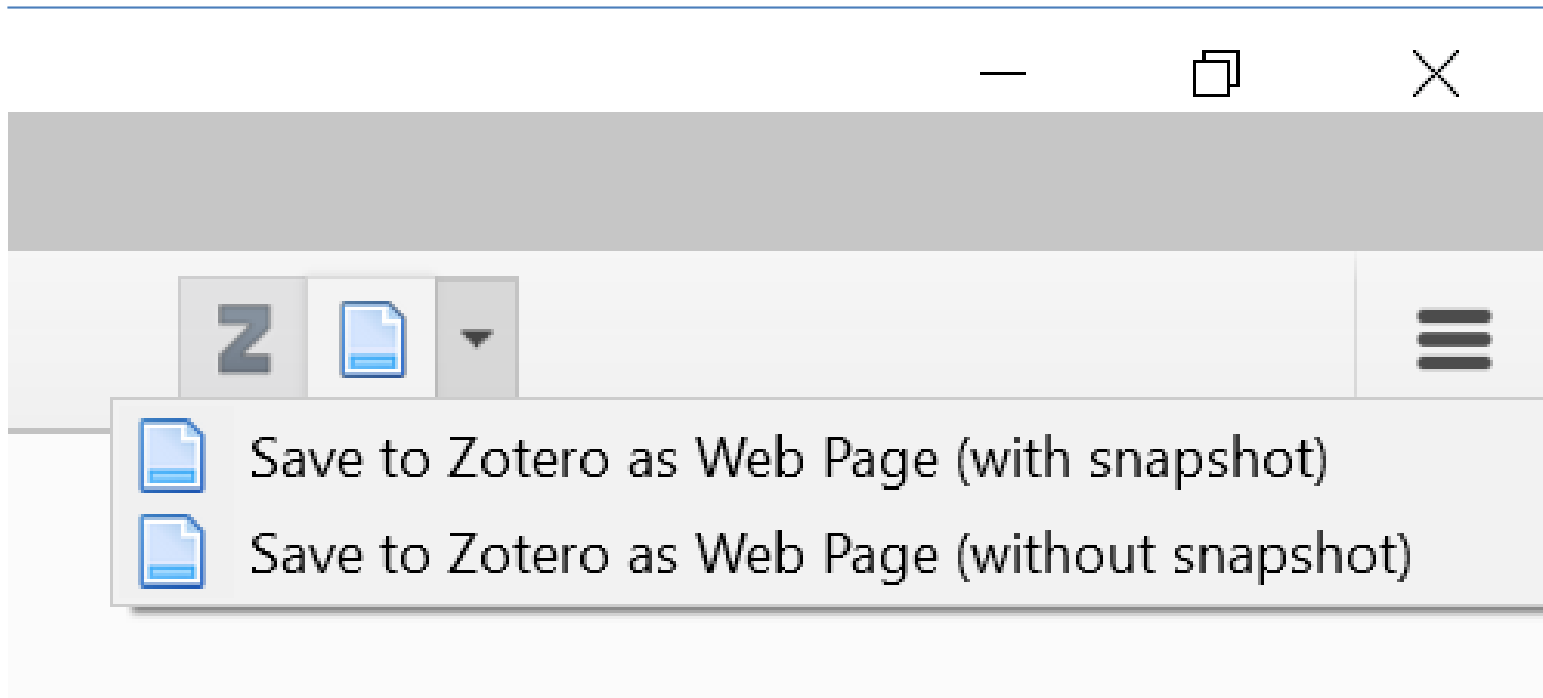
Reference Manager: Zotero

- After installed – in Firefox (in bottom)



Reference Manager: Zotero

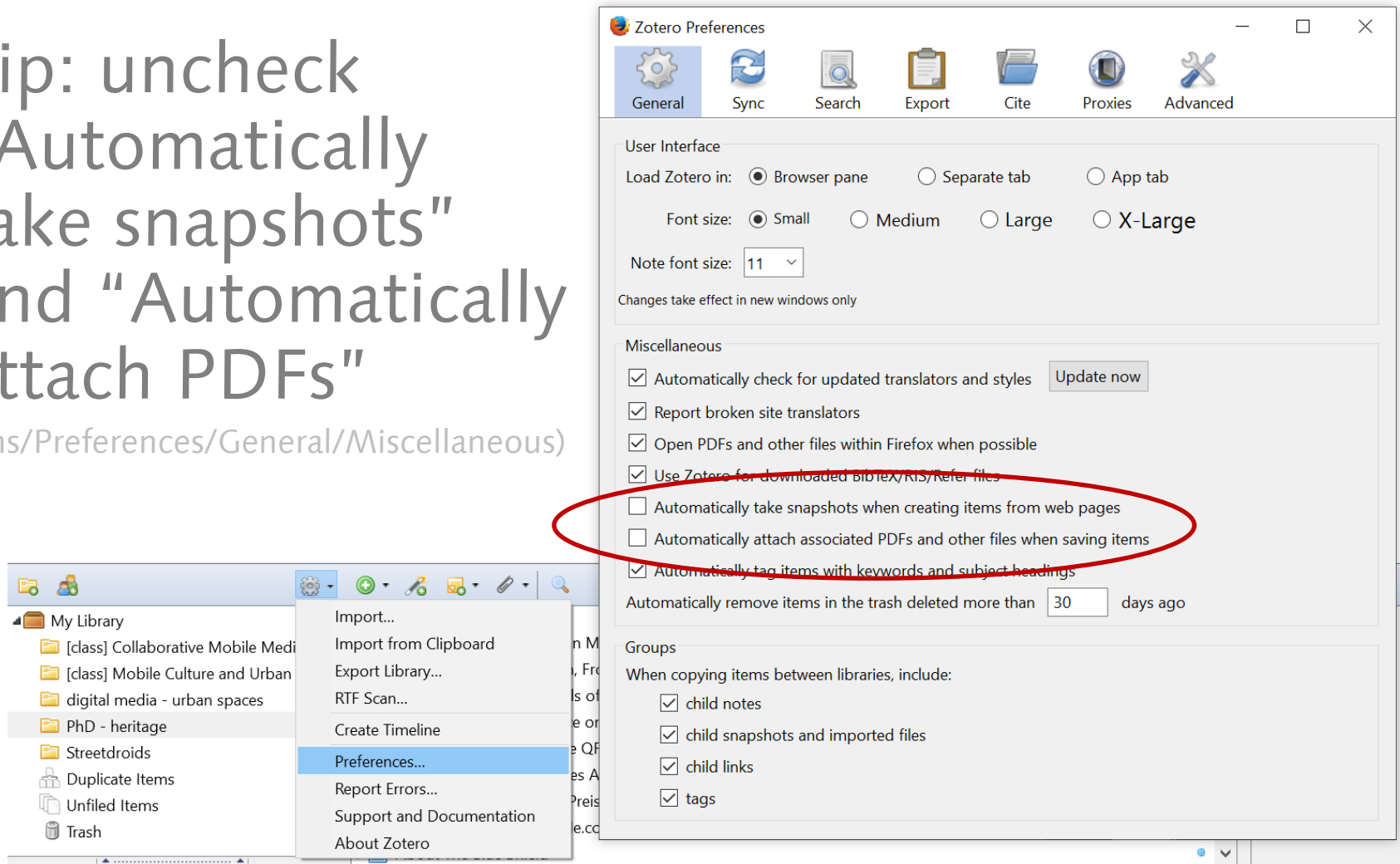
- After installed – in Firefox (in top)



Reference Manager: Zotero

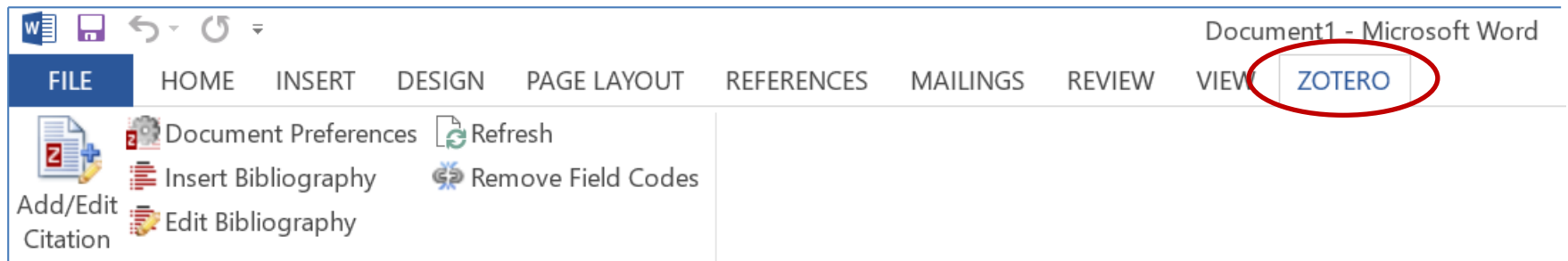
- Tip: uncheck
"Automatically
take snapshots"
and "Automatically
attach PDFs"

(Actions/Preferences/General/Miscellaneous)



Reference Manager: Zotero

- After installed – in MS Word (Windows)



Reference Manager: Zotero

- After installed – in MS Word



Add/Edit
Citation



Document Preferences



Remove Field Codes



Insert Bibliography



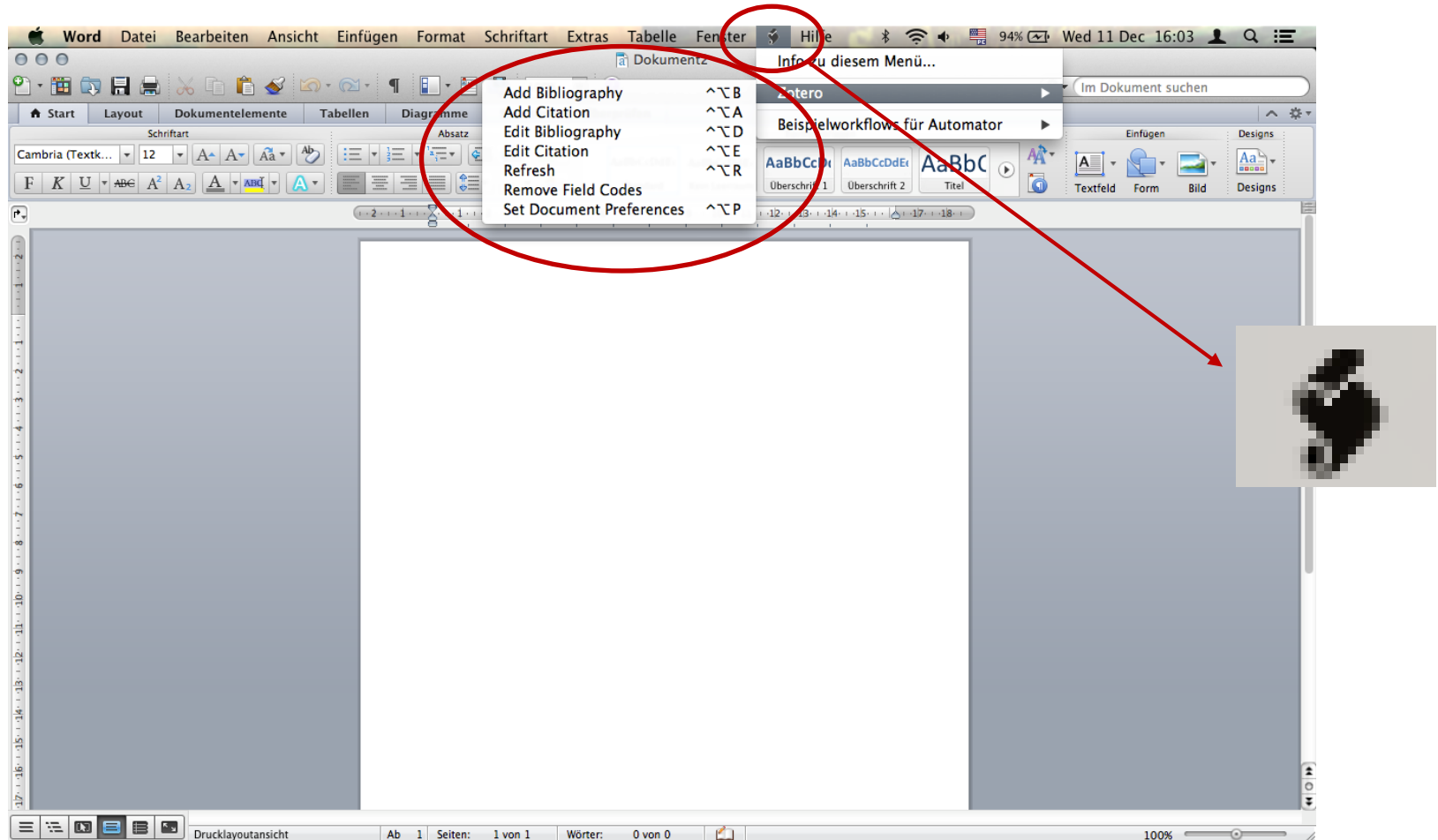
Refresh



Edit Bibliography

Reference Manager: Zotero

- After installed – in MS Word (Mac)



Reference Manager: Zotero

- Adding new styles: www.zotero.org/styles/

Zotero Style Repository - Mozilla Firefox

Zotero Style Repository

<https://www.zotero.org/styles/>

Zotero Style Repository

Here you can find [Citation Style Language](#) 1.0.1 citation styles for use with [Zotero](#) and other CSL 1.0.1-compatible software. For more information on using CSL styles with Zotero, see the [Zotero wiki](#).

Style Search

Format: [author](#) [author-date](#) [label](#) [note](#) [numeric](#)

Fields: [anthropology](#) [astronomy](#) [biology](#) [botany](#) [chemistry](#) [communications](#) [engineering](#) [generic-base](#) [geography](#) [geology](#) [history](#) [humanities](#) [law](#) [linguistics](#) [literature](#) [math](#) [medicine](#) [philosophy](#) [physics](#) [political_science](#) [psychology](#) [science](#) [social_science](#) [sociology](#) [theology](#) [zoology](#)

Title Search

☐ Show only unique styles

8,031 styles found:

- [3 Biotech](#) (2014-05-18 01:40:32)
- [3D Research](#) (2015-04-21 12:08:45)
- [3D-Printed Materials and Systems](#) (2015-04-21 12:08:45)
- [4OR](#) (2014-05-18 01:40:32)
- [AAPG Bulletin](#) (2013-03-29 23:50:45)
- [AAPS PharmSciTech](#) (2014-05-18 01:40:32)
- [AASRI Procedia](#) (2014-05-31 17:41:49)

Reference Manager: Zotero

- How to collect/add your references and citations, using Zotero:



<https://www.youtube.com/watch?v=5MxLys74nfU>

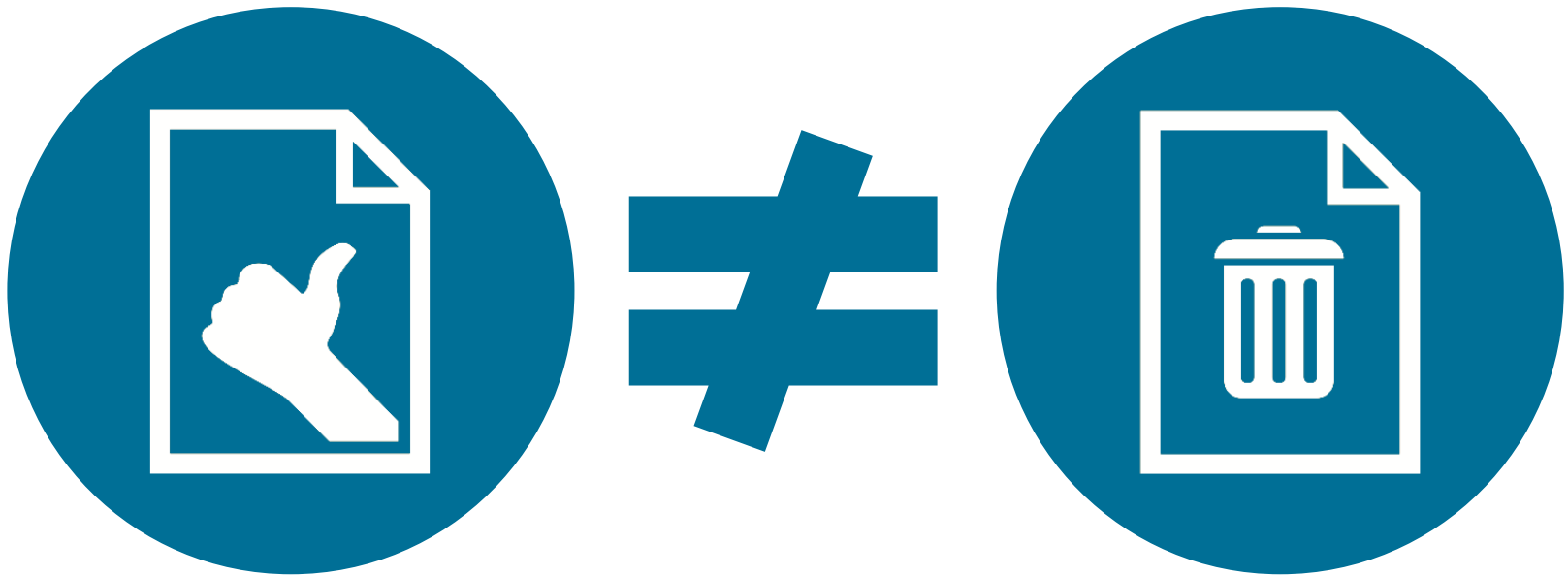


<http://bit.ly/1Y723TA>

Writting Tips

And mistakes to avoid

Writting Tips



Writing Tips: Essay Structure

- Abstract
- Introduction
- Discussion
- Conclusion
- References
- Appendix

Writing Tips: Essay Structure

Abstract

- What the paper is about - in a nutshell

Example: "This paper is about the design aspects applied to the *XYZ App Game*, for engaging the users to collaborate to the game content (...)"

Writing Tips: Essay Structure

Introduction

- What is the problem/question that needed to be solved, and how the developed content is divided in the essay

Example: "The ever-expanding use of smart phones gaming industry can be explored for educational purposes, but making the player to collaborate to its content is still a challenge. The *XYZ App Game* was designed to make the user to collaborate without knowing it. For this task the trend design features were applied in its development (...). On section 2 it is described (...)"

Writing Tips: Essay Structure

Discussion

- How the problem/question was solved

Here it can be discussed :

- what are the "state-of-art" (other similar projects) and what is the difference between the current research
- what methods were applied;
- why specific design approaches were chosen; for instance: design considerations for small screens.

Writing Tips: Essay Structure

Conclusion

- What are the found solutions and conclusions; possible future improvements
Example: "Planning a good interface design for mobile screen is not just a matter of providing colorful buttons and fancy graphics. For the *XYP App Game* the chosen features were aimed for a better user experience, (...)"

Writing Tips: Essay Structure

References

- What works, sites, books, etc, were used in the research

Appendix

- Optional – extra information, screens-shots from the app, charts, etc)

Writing Tips: Essay Structure

Examples

- Dutra, J.P., Ebel, I.R. (2014). Cultural hARitage: Augmented Reality applied on Cultural Heritage.
Presented at the EuroVR 2014 Conference, Bremen, Germany.
https://www.researchgate.net/publication/280287229_Cultural_hARitage_Augmented_Reality_applied_on_Cultural_Heritage
- Dutra, J. P. (2012). HCI/GUI Design Applied for Adaptable Context-Aware Mobile Game.
Presented at the Clap Conference, Bremen, Germany.
https://www.researchgate.net/publication/283072887_HCIGUI_Design_Applied_for_Adaptable_Context-Aware_Mobile_Game

Writting Tips: Formal Grammar Style*

* N. Oczkowski (2009).

The following slides are some recommendations for maintaining a formal academic writing style, in order to avoid common mistakes.



Writing Tips: Formal Grammar Style

- **Avoid Contractions**



Export figures won't improve until the economy is stronger.



Export figures will not improve until the economy is stronger.

Writing Tips: Formal Grammar Style

- Use formal negative forms



The analysis didn't yield any new results.



The analysis yielded no new results.

Writing Tips: Formal Grammar Style

- Limit the use of “run-on” expressions



These semiconductors can be used in robots, CD players, etc.



These semiconductors can be used in robots, CD players and other electronic devices.

Writing Tips: Formal Grammar Style

- Avoid “you” and “your”



You can see the results in Table 1.



The results can be seen in Table 1.

Writing Tips: Formal Grammar Style

- Rhetorical questions (okay in moderation)



What can be done to lower costs?



It is necessary to consider how costs may be lowered.

Writing Tips: Formal Grammar Style

- **Mid position adverbs?**



This model was developed by Krugman (1979) originally.



This model was originally developed by Krugman (1979).

Writing Tips: Formal Grammar Style

- Split infinitives?

To rise sharply vs. to sharply rise



We need to adequately meet the needs of those enrolled in the program.

Writing Tips: Formal Grammar Style

- **Efficient use of words**



It may be difficult to make a decision about the method that we should choose.



Choosing the proper method may be difficult.

Writing Tips: Formal Grammar Style

- Avoid “I”, “me”, and “my” (except in narrative writing)



I think that something should be done about the environment.



Something should be done about the environment.

Writing Tips: Formal Grammar Style

- **Avoid direct address (except in process writing)**



Think about the hardships of war. For instance, food is very scarce.



War comes with many hardships. For instance, food is very scarce.

Writing Tips: Formal Grammar Style

- Watch diction



The library has all sorts of stuff for everybody.



The library has many resources available for its patrons.

Writing Tips: Formal Grammar Style

- Avoid slang



This paper addresses a *hot topic*.

Writing Tips: Formal Grammar Style

- Avoid clichés



The customs that we practice are *tried and true*.

Writting Tips: Formal Grammar Style

- Beware of gender-specific language



If a student needs advice, *he* should contact the Careers Office.

Writing Tips: Formal Grammar Style

- **Avoid Strong Statements (with no proof)**



Nowadays everybody is using smartphones.



It can be seen that the use of smartphones are increasing.

Writing Tips: Formal Grammar Style

- **Avoid Contractions**



Export figures won't improve until the economy is stronger.



Export figures will not improve until the economy is stronger.

Writing Tips: Formal Grammar Style

- Use referents to keep your reader on track

This/these + noun



Lecturers know that students need to understand the differences between formal and informal language. However, *this understanding* cannot usually be acquired quickly.

Writing Tips: Formal Grammar Style

- Use punctuation correctly
- Use sentence connectors (linking words and phrases) to help guide your reader.

Essay Assignment

Information and Deadline

Essay Assignment

Short essay production (40% of final Grade)
– 1000 words + samples and references



Essay Assignment



Short essay production – 1000 words + samples and references

The topic of the essay can be an academic report regarding the conceptual prototype presentation connected to the topic of mobile media and cultural heritage.

What will be evaluated in this assignment: ability to express in written format, content structure and content quality, plus the correct use of references.

Essay Assignment



Short essay production – 1000 words + samples and references

It can be done using one of these two styles:

- APA (American Psychological Association)
<http://owl.english.purdue.edu/owl/resource/560/01/>
- ACM (Association for Computing Machinery)
<http://www.acm.org/sigs/publications/proceedings-templates>

Essay Assignment



Short essay production
– 1000 words + samples and references

- Deadline is **28th February 2016**
at 23h:59m

App Project

and Target Groups



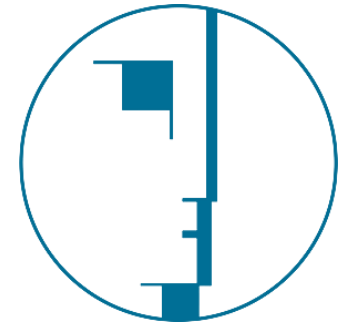
App Target: Cultural Heritage in Weimar



Classic Weimar



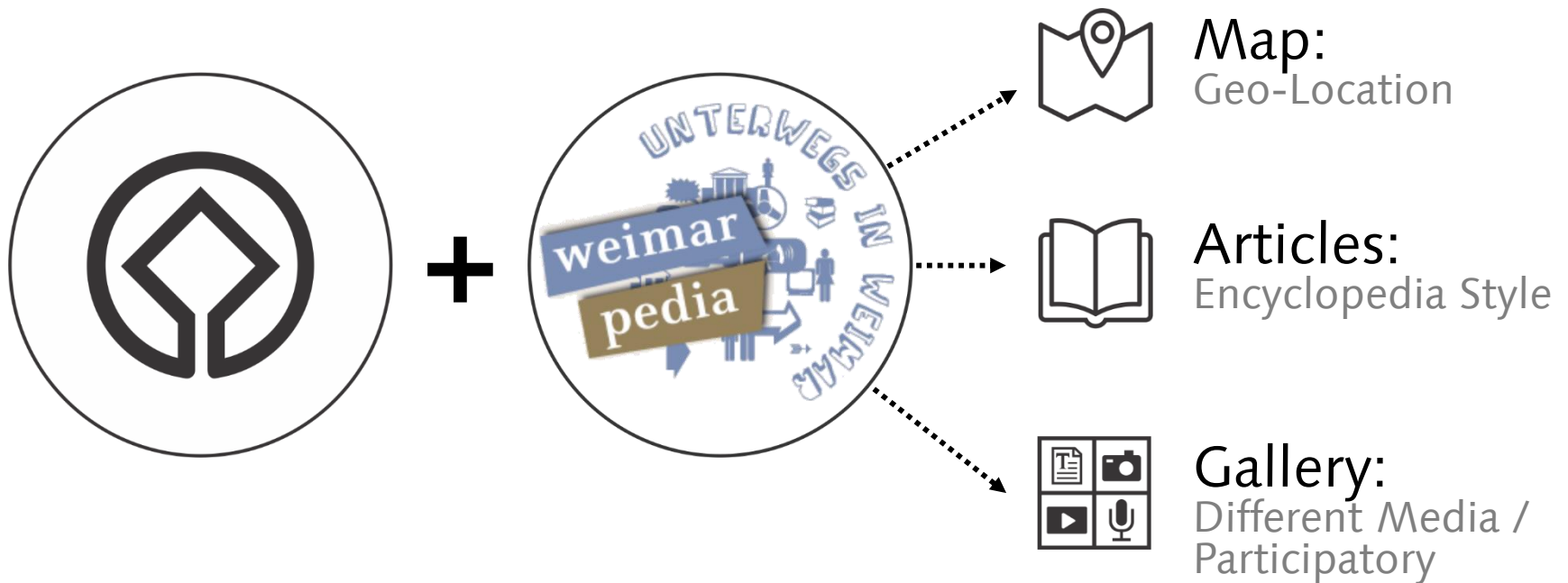
UNESCO
World Heritage Sites
In Weimar



Bauhaus

App Target: Cultural Heritage in Weimar

App Content: Weimarpedia.de



Target Groups:

Weimarpedia's students and Tourist Visitors

General age



- 13-16 years old



- 50-59 years old (26% of visitors)
- 60-69 years old (21% of visitors)

Target Groups:

Weimarpedia's students and Tourist Visitors

General needs when visiting Weimar



- Find P.O.I. and information about a WHS in Weimar
- Research articles inside Weimarpedia.de
- Create content for Weimarpedia (Photo, Video, Text, Audio)



- Find P.O.I. and Information about WHS in Weimar.
- Spend time in Weimar looking for:
 - 94% - sightseeing
 - 79% - restaurant and cafés
 - 65% - museums and exhibitions
 - 35% - UNESCO WHS

Target Groups: Presentations

- 19 January: Target Group – **Adults**



- Liu Yun & Qianqian Li
- Govienda Kumar & Shahadet Hossain
- Naga Prasanna Kasu & Moitree Chowdhury
- Mohammad Daneshkohan & Revathi Gurumoorthi
- Ibni Amin & Kazi Fakrul Islam
- Mohammad Shamsuddin Arefin & Tahira Sohaib
- Pol Foreman & Ramiah Eshetu
- Md. Riazul Islam Khan

- **Deadline for the PDF file: 18 January, 23:59h**

Target Groups: Presentations

- 26 January: Target Group - **Teenagers**



- Yuxin Tan & Xiangzhen Fan
- Alena Smirnova & Yung-Ching Chiu
- Dima Meiqari
- Alexander Bondarenko & Camila Geoffroy
- Mana Mazidy & Elham Masoumi
- Saeideh Khorasani Esmaeili & Yao Chen
- Jixiang Jiang & Junyuan Wu
- Emre Ertem & Mohamed Hanafy
- Afroditi Manari & Shubhra Bhatt

- **Deadline for the PDF file: 25 January, 23:59h**

Target Groups: Presentations

- 10 minutes per each Group



- After 10 minutes:
Gets Warning



- 12 min: Stops Presentation



Target Groups: Presentations

- PDF file:
MM&CH_Prototype_FirstnameFamilyname1-
FirstnameFamilyname2.pdf
- Deadline: 23:59h of previous presentation day
- Will be available at
[http://www.uni-weimar.de/medien/wiki/
IFD:Mobile Media and Cultural Heritage WS15#Presentations](http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15#Presentations)

Target Groups: Presentations

- Content Structure

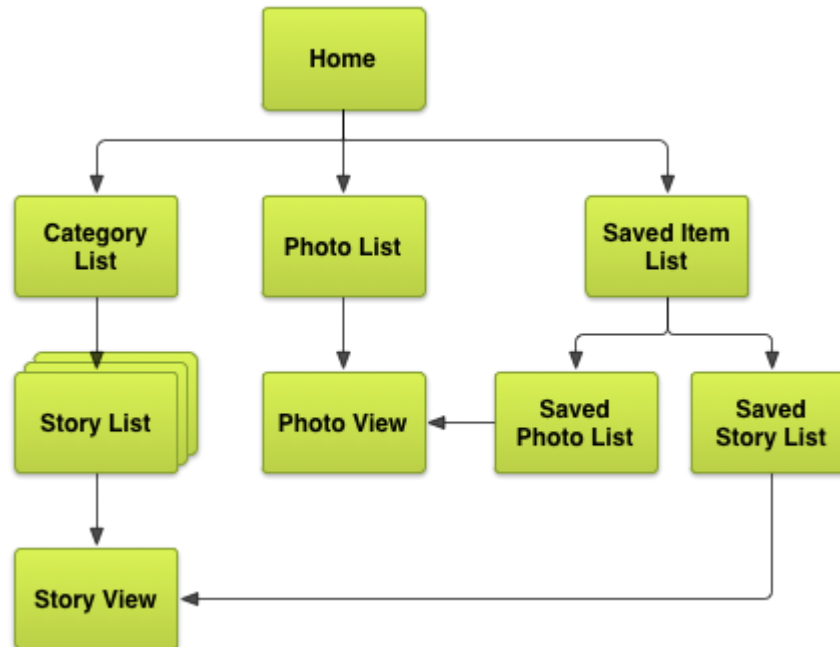


Image retrieved from
<https://stuff.mit.edu/afs/sipb/project/android/docs/images/training/app-navigation-screen-planning-exhaustive-map.png>

Target Groups: Presentations

- Navigation & Screens Preview
- Example:
 - open the app >
 - tap on XXX1 >
 - tap on XXX2>
 - get page YYY
 -
 - (search, upload, etc.)



Image retrieved from
<https://stuff.mit.edu/afs/sipb/project/android/docs/images/training/app-navigation-wireframing-wires-phone.png>

Target Groups: Presentations

- Features
- Design / Platform decisions (why)
- ...

References

References for further readings

References

- ABNT_2011.pdf (application/pdf Object). (n.d.). Retrieved November 28, 2012, from http://www.ced.pucsp.br/conteudo/downloads/ABNT_2011.pdf
- Citavi – Reference Management and Knowledge Organization. (n.d.). Retrieved November 28, 2012, from <http://www.citavi.com/>
- CiteULike: Everyone's library. (n.d.). Retrieved November 28, 2012, from <http://www.citeulike.org/>
- citing-image.jpg (JPEG Image, 441 × 295 pixels). (n.d.). Retrieved November 28, 2012, from <http://library.csun.edu/blogs/cited/files/2012/11/citing-image.jpg>
- CSE Quick Guide | WSU Libraries. (n.d.). Retrieved November 28, 2012, from <http://www.wsulibs.wsu.edu/quickguides/cse>
- Dutra, J. P., Ebel, I. R., & Lagos, A. C. (2010). *E-Magister: Digital Classbook* (p. 15). University of Bremen. Retrieved from http://www.joatan.com.br/docs/201001--DUTRA_EBEL_LAGOS--master_bremen--emagister_mobile_classbook.pdf
- Dutra, J. P., et al. (2010). *mobileHIVE - Final Project Report. StreetDroids - A Mobile Context-Aware Game for Android* (p. 203). University of Applied Sciences Bremen, University of Applied Sciences Bremerhaven. Retrieved from http://www.joatan.com.br/docs/201004--DUTRA_et_al--master_bremen_project--mobilehive_final_report.pdf

References

- Dutra, J. P. (2012). HCI/GUI Design Applied for Adaptable Context-Aware Mobile Game. Presented at the Clap Conference, Bremen, Germany. Retrieved from http://mutacao.com.br/joatan/docs/20120211--DUTRA_Joatan_Preis--HCI_GUI_Design_for_Mobile--CLAP_Paper.pdf
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Thank You and Happy Holidays!



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06. References





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