

Mobile Media & Cultural Heritage

Bauhaus-Universität
Weimar

07. Overview

WS2015

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



Summary

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Next Assignment

Production of Essay/Paper

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 prototype presentation, connected to the topic of mobile media & 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

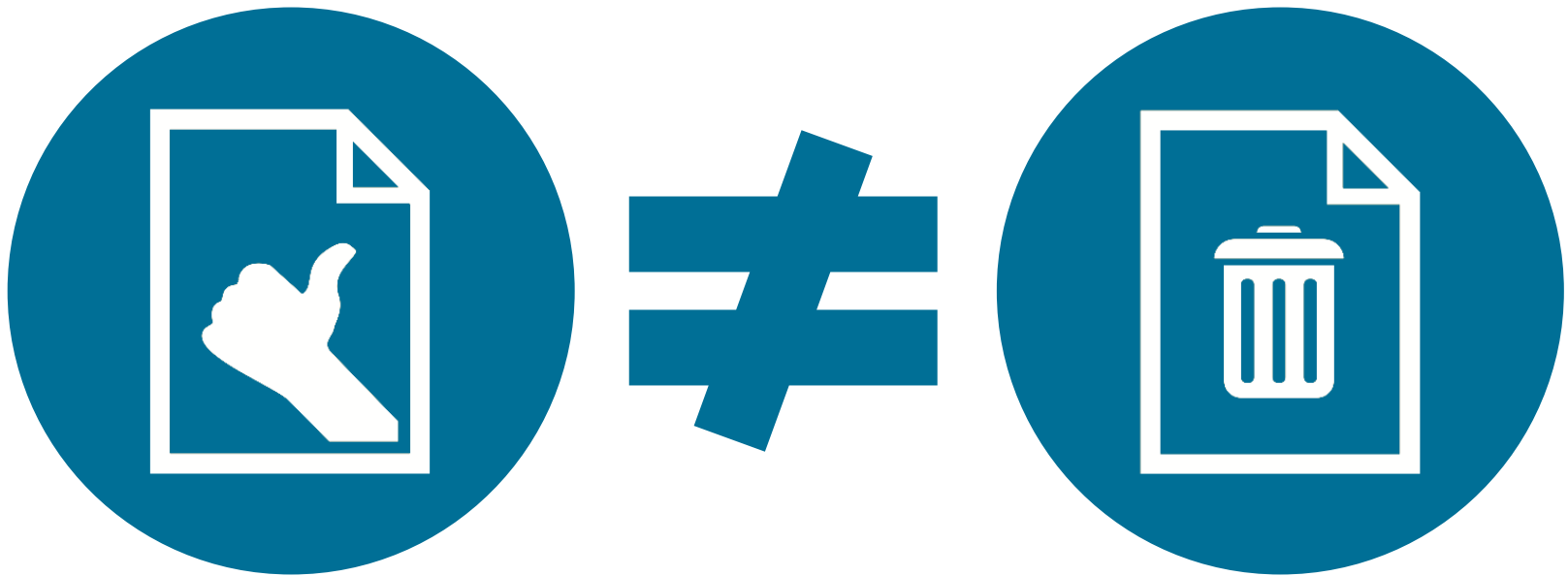
Short essay production
– 1000 words + samples and references

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

Paper Structure

General Guidelines

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

Reference Styles

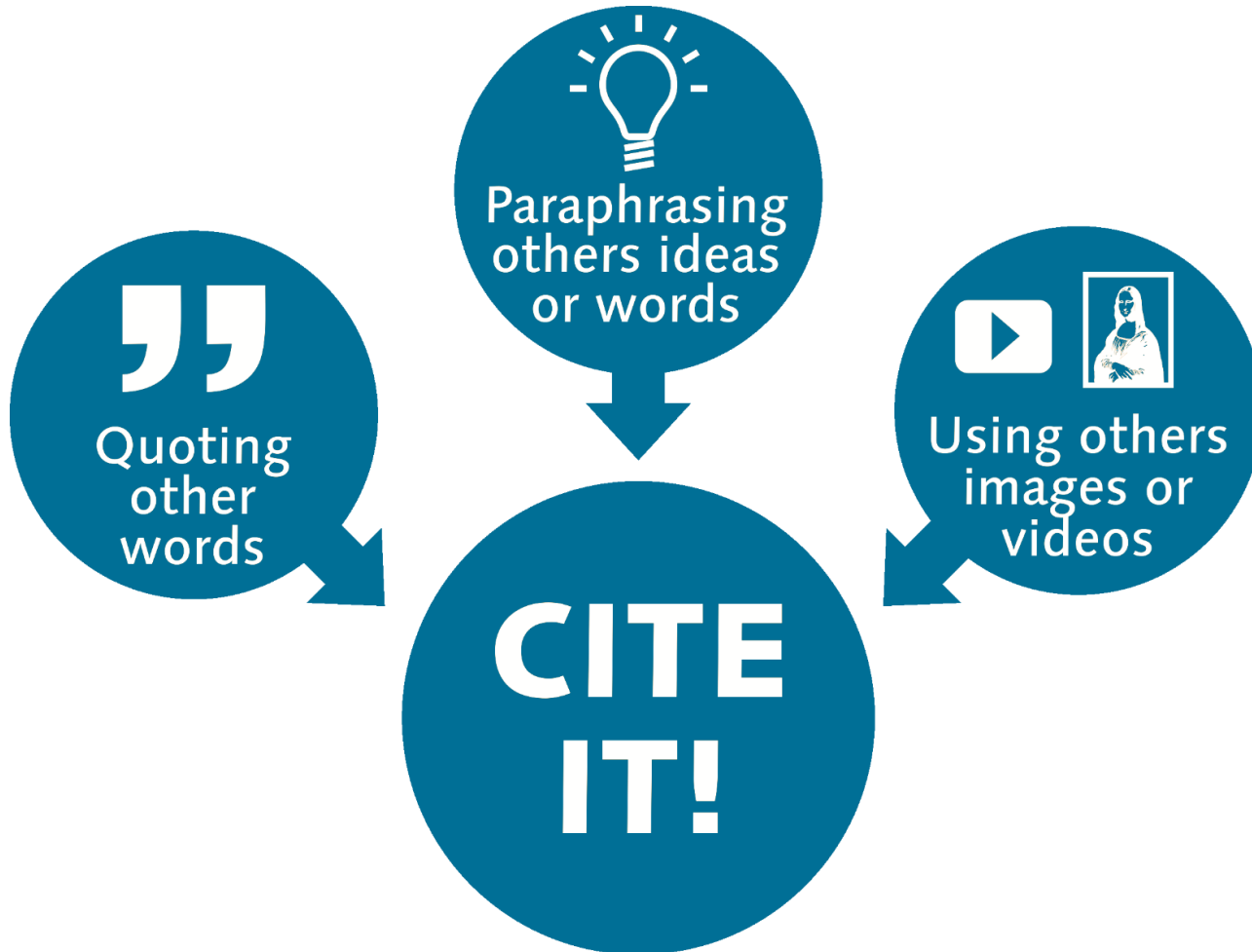


Image retrieved and modified from <http://library.csun.edu/blogs/cited/files/2012/11/citing-image.jpg>

Reference Styles:

- APA (American Psychological Association)
(used in Social Sciences and Education) <http://owl.english.purdue.edu/owl/resource/560/01/>
- ACM (Association for Computing Machinery)
(used in Engineering and Computer Sciences) <http://www.acm.org/sigs/publications/proceedings-templates>

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 Media and Cultural Heritage - Medien Wiki. (n.d.). Retrieved September 30, 2016, from http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15
- McLuhan, M. (2001). *Understanding media : the extensions of man*. London: Routledge.

Reference Styles: ACM

Citations:

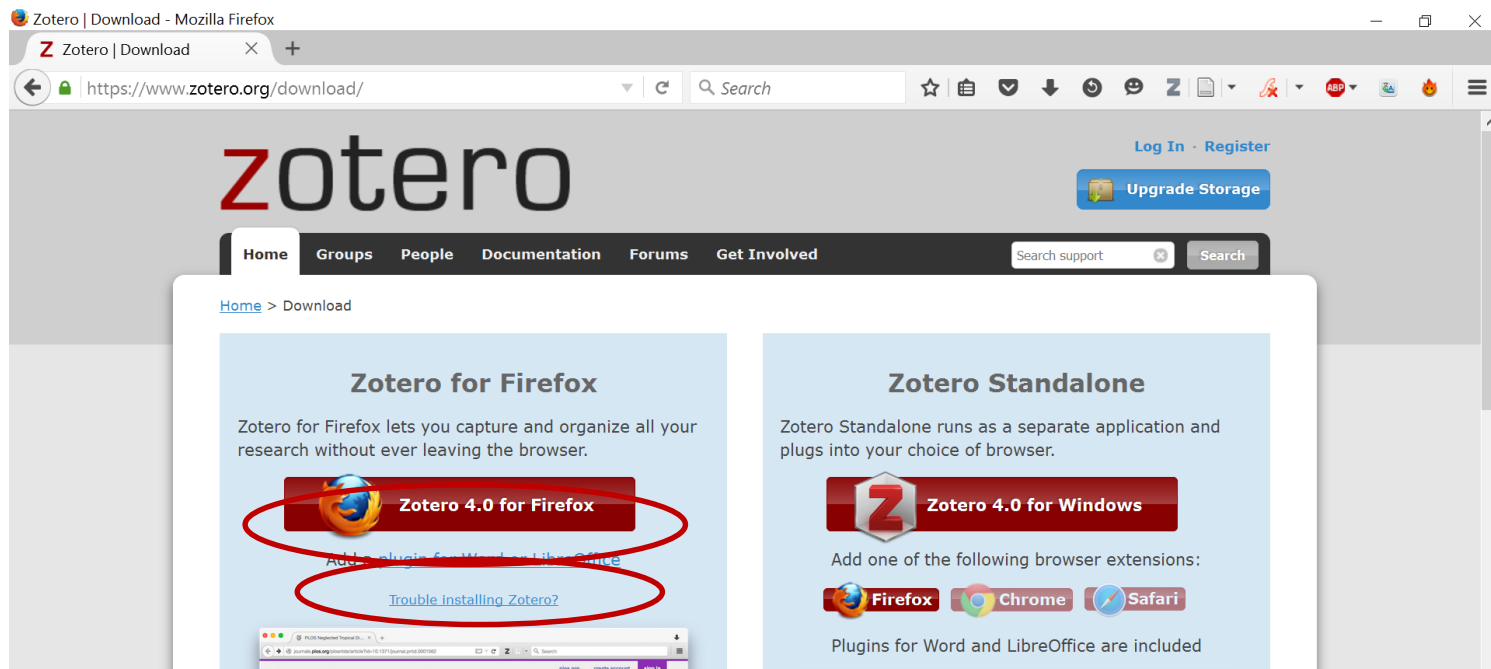
- Example of an Article inside a Book [1]
- Example of a Website reference [2]
- Example of a Book reference [3]

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 Media and Cultural Heritage - Medien Wiki: http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15. Accessed: 2016-09-30.
- [3] McLuhan, M. 2001. *Understanding media : the extensions of man*. Routledge.

Reference Manager: Zotero

- Install two files from www.zotero.org :



More about Zotero and References:

References & Writing Presentation (15.12.16): [Mobile Media & Cultural Heritage 06 - References & Writing](#)

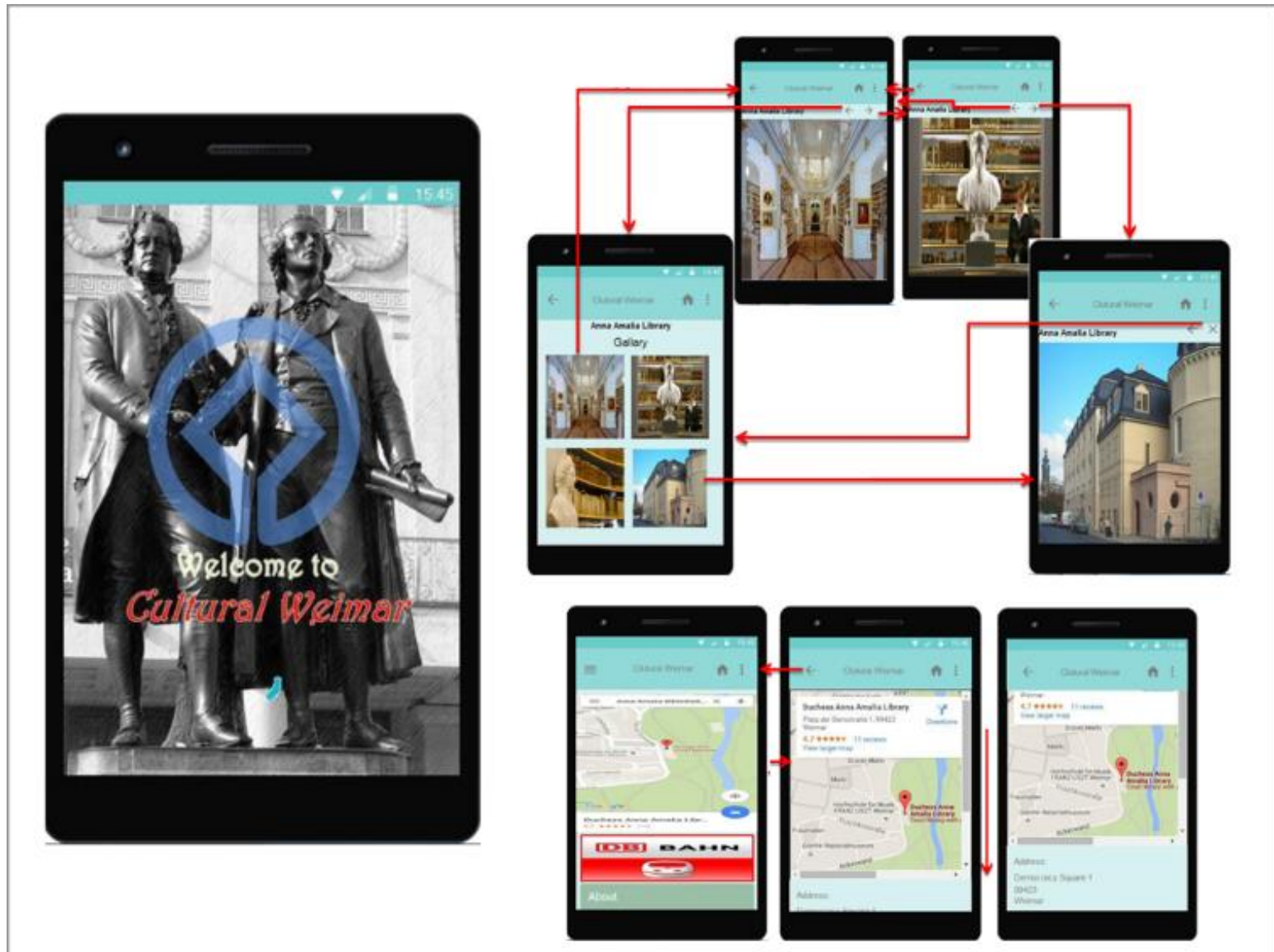
Semester Overview

Final prototypes

Group A: Older Adults

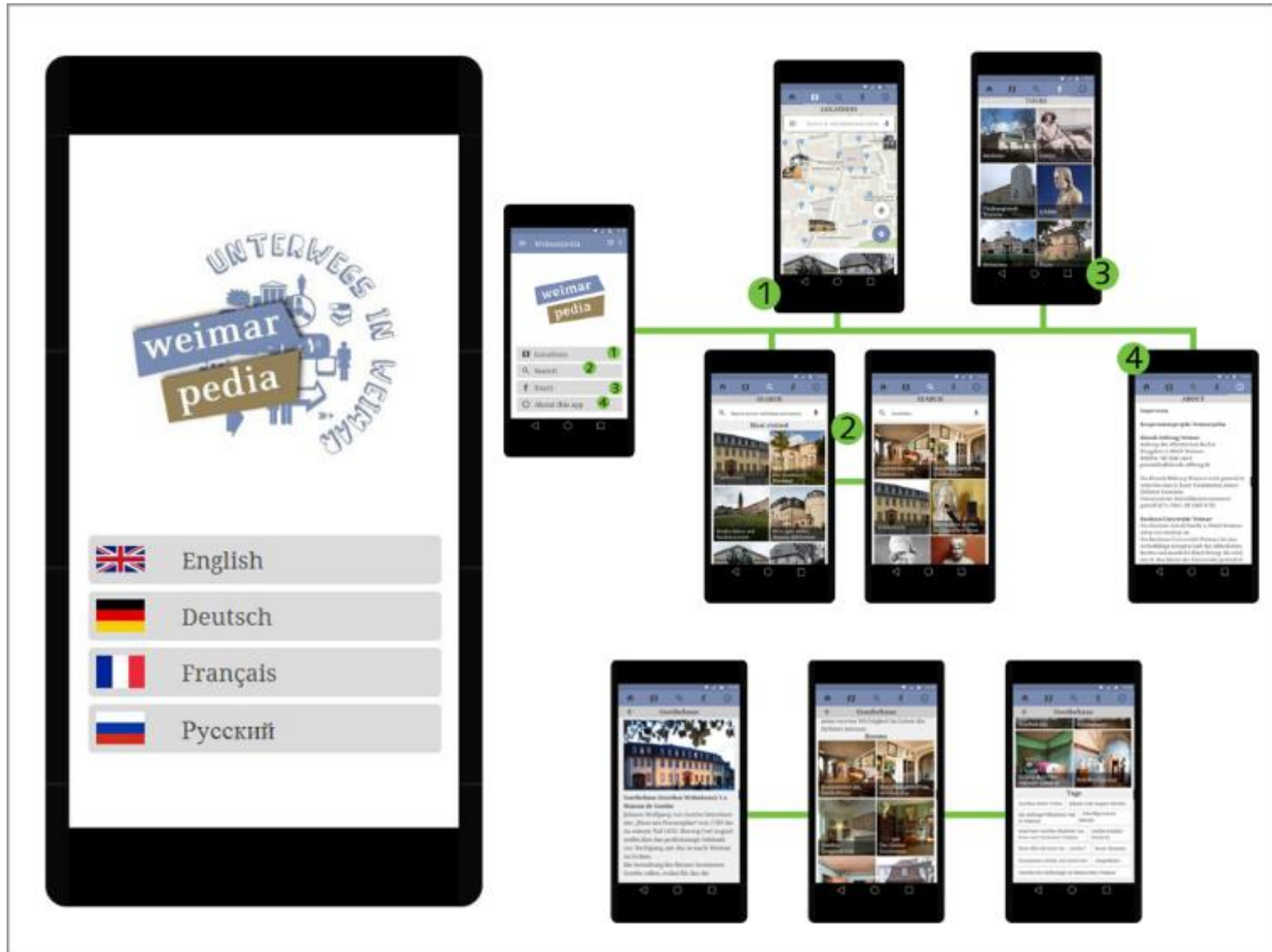


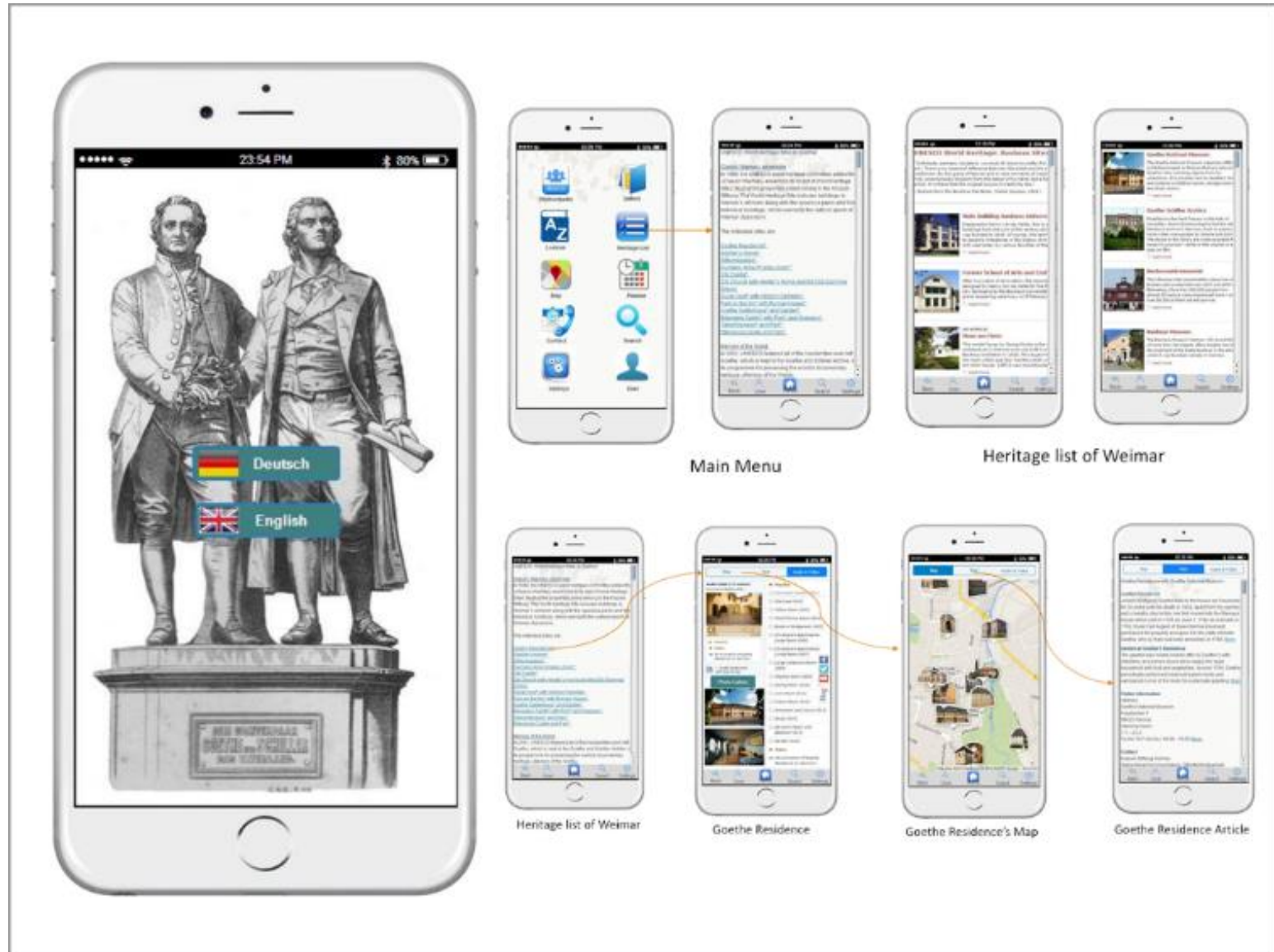
- Find P.O.I. and Information about WHS in Weimar.
- Spend time in Weimar looking for:
 - 94% - sightseeing
 - 79% - restaurant and cafés
 - 65% - museums and exhibitions
 - 35% - UNESCO WHS







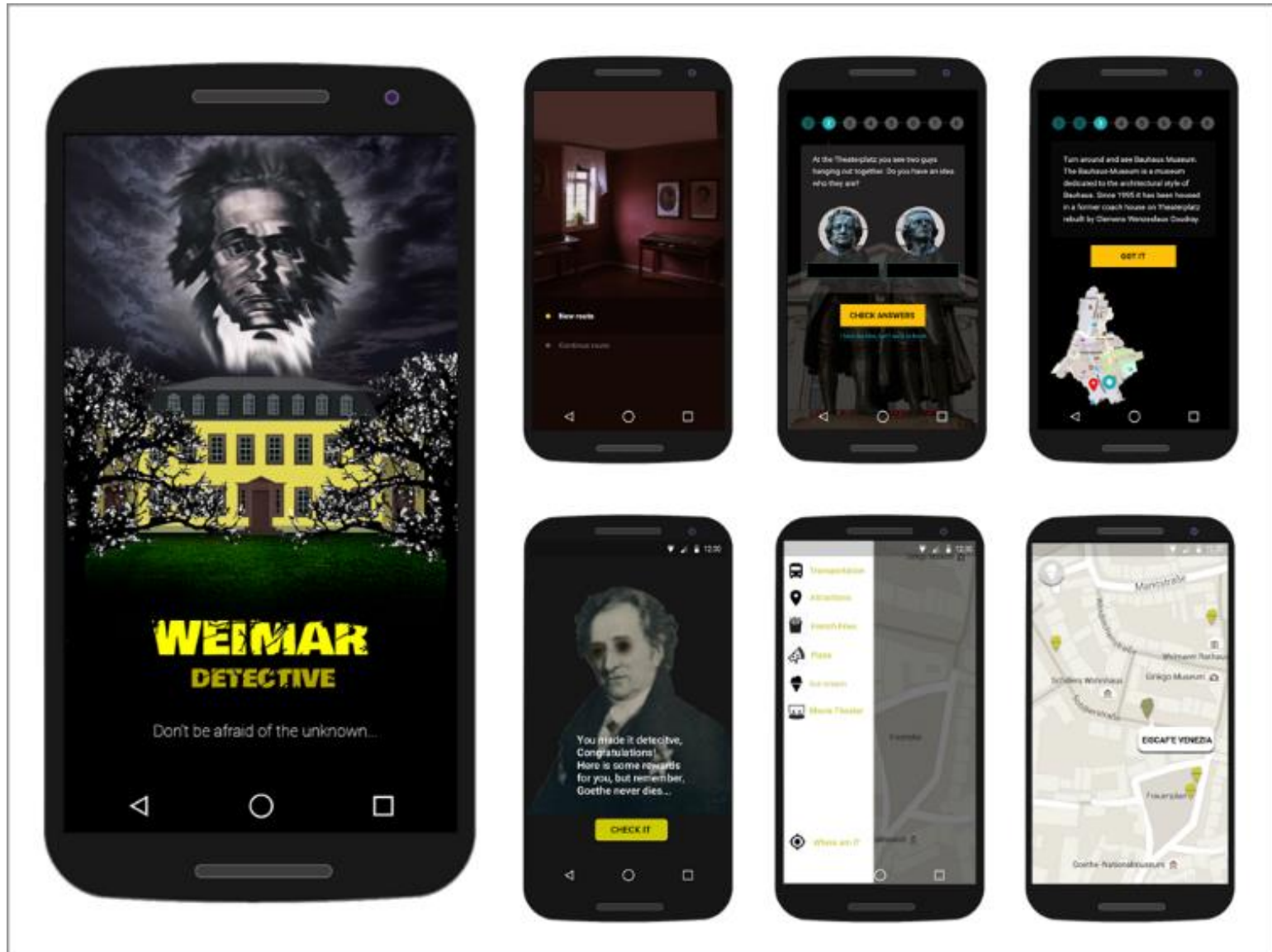


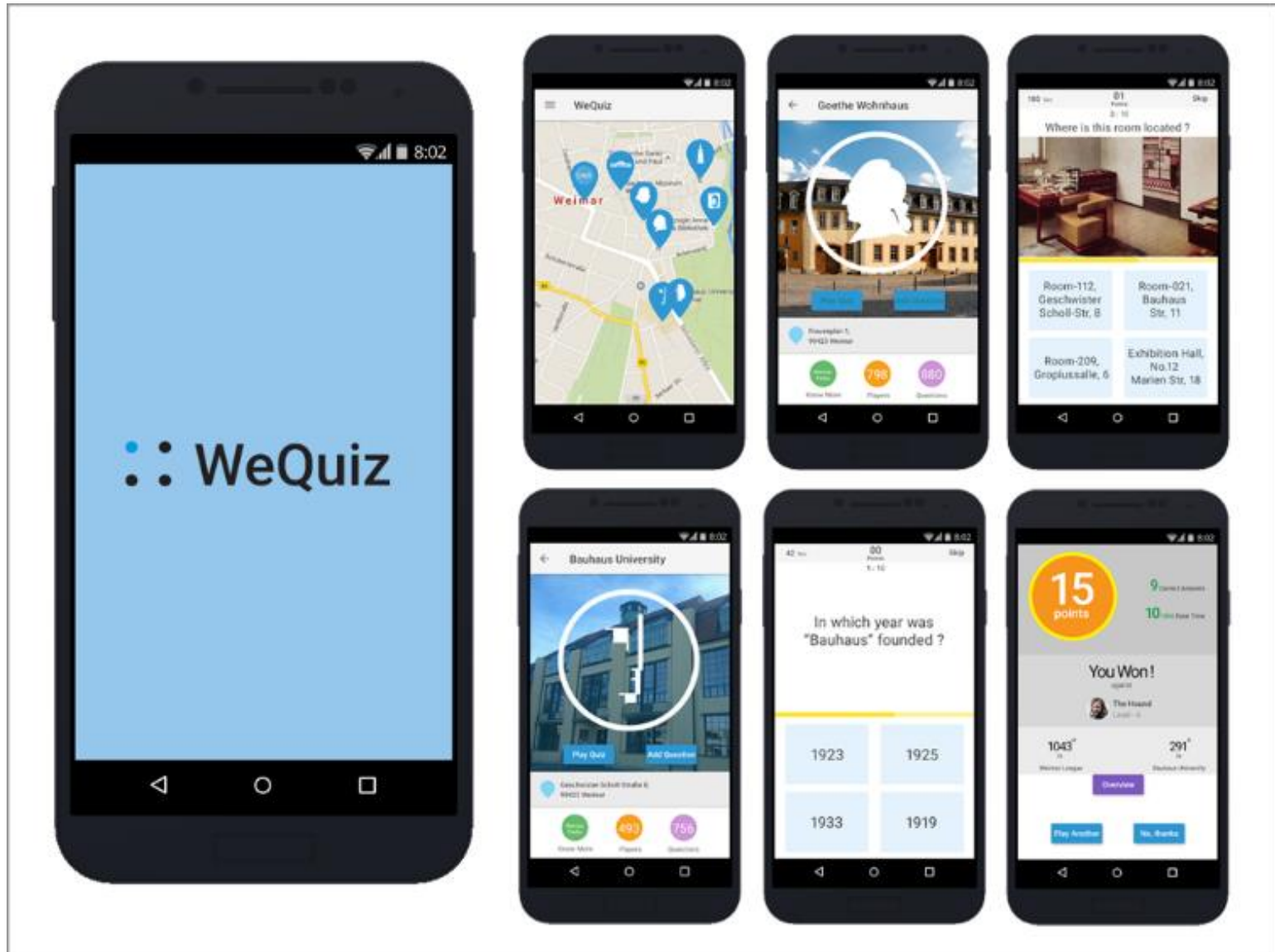


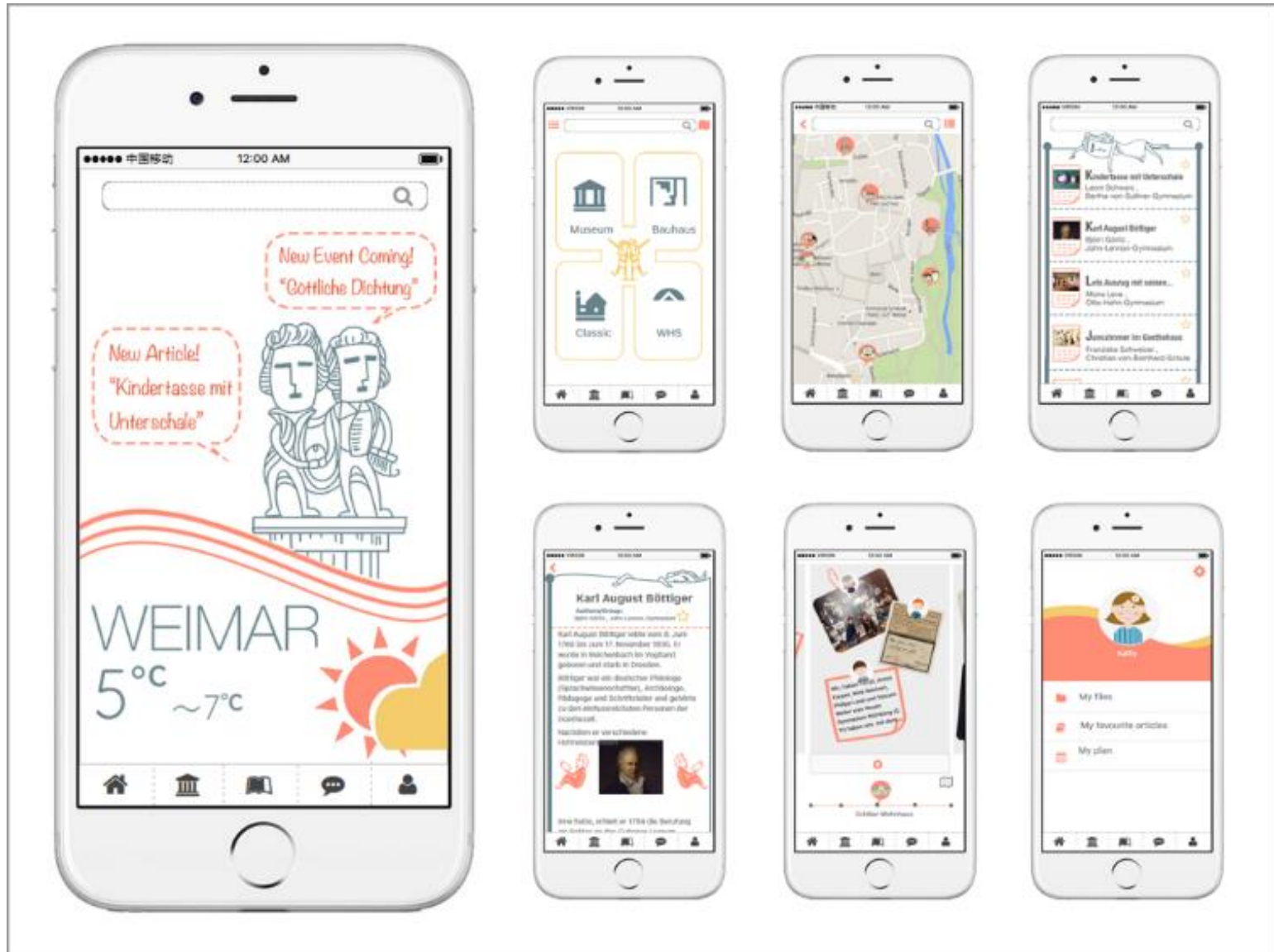
Group B: Teenagers

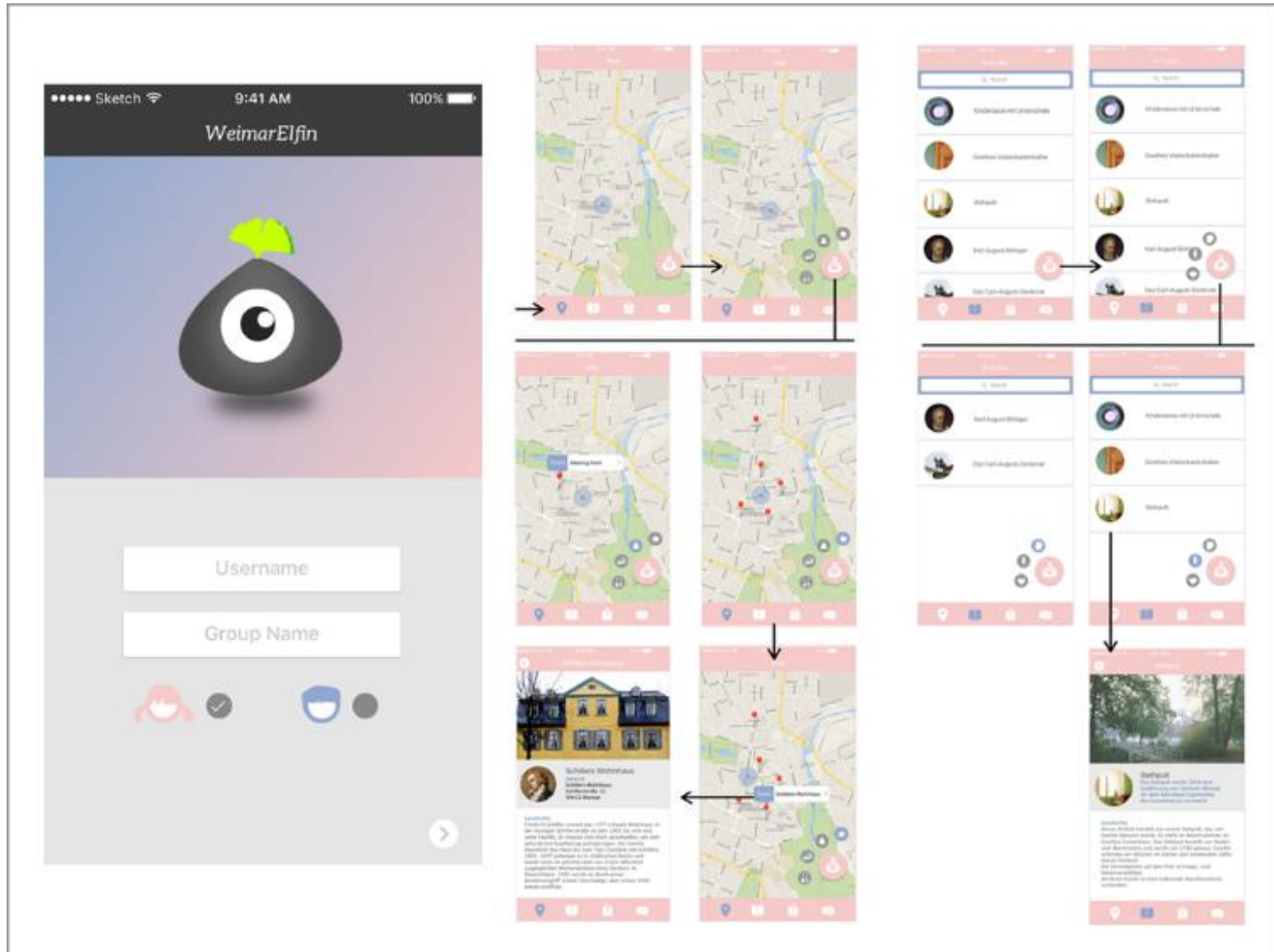


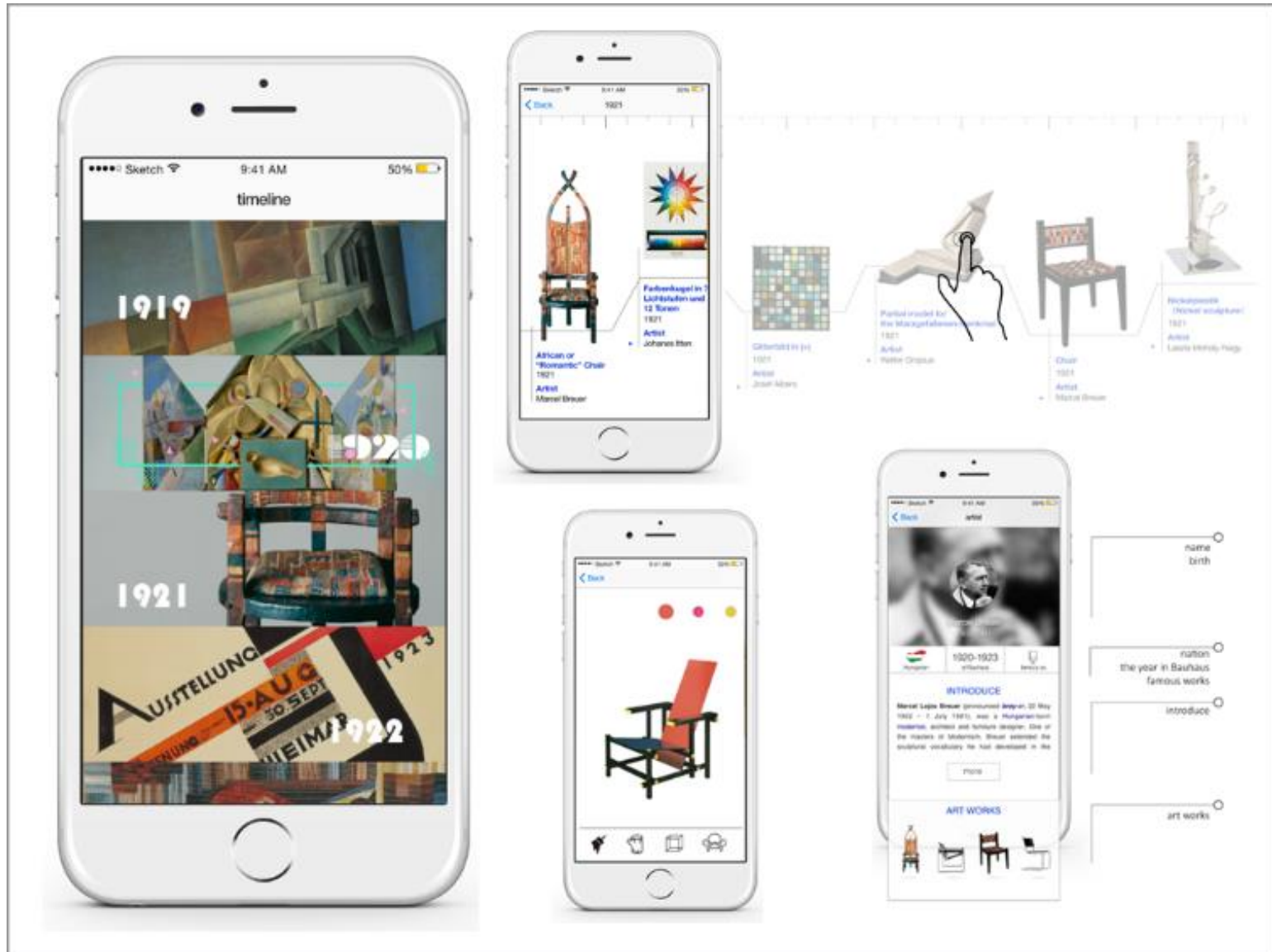
- Find P.O.I. and information about a WHS in Weimar
- Research articles inside Weimarpedia.de
- Create content for Weimarpedia
(Photo, Video, Text, Audio)

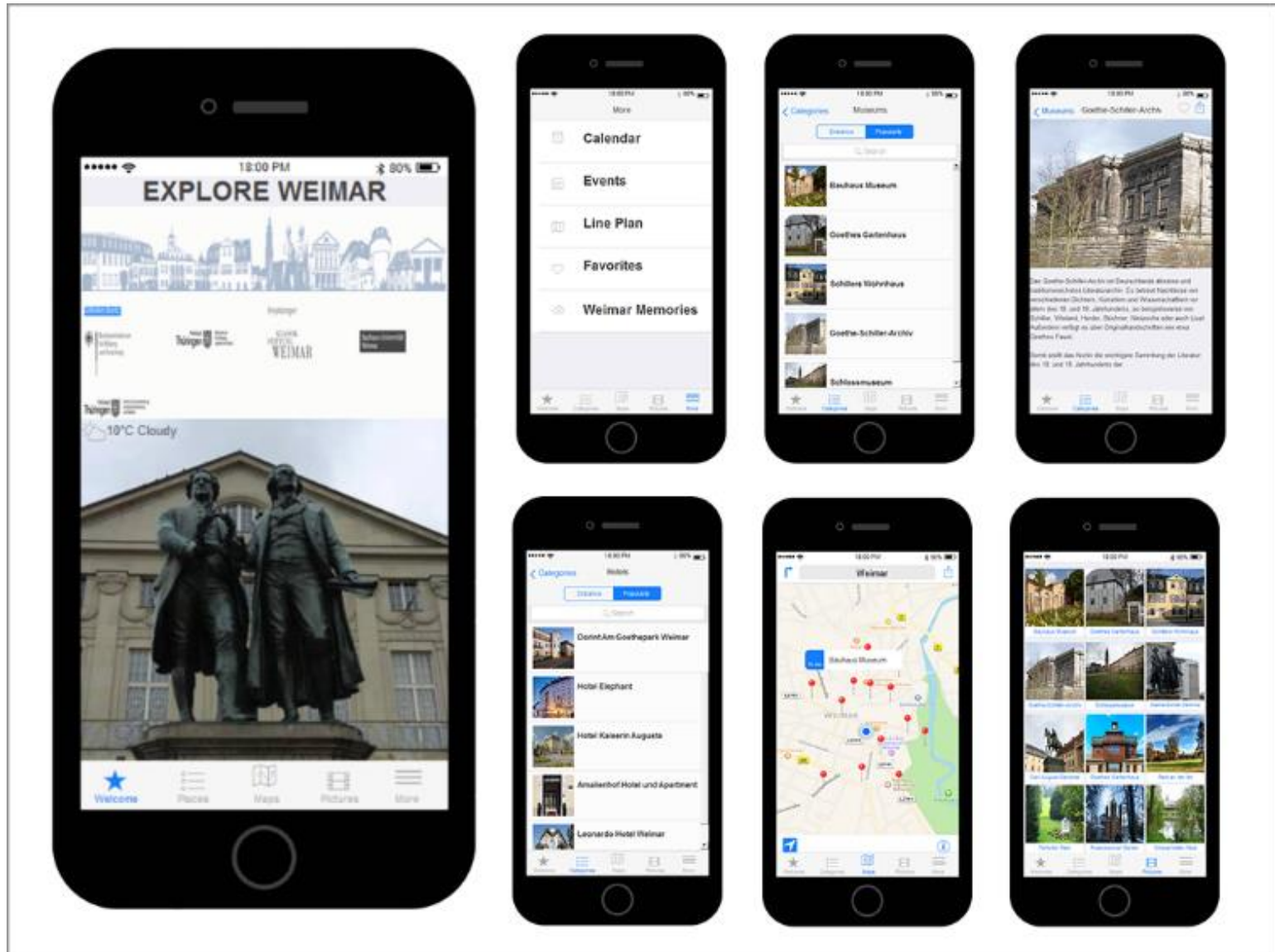






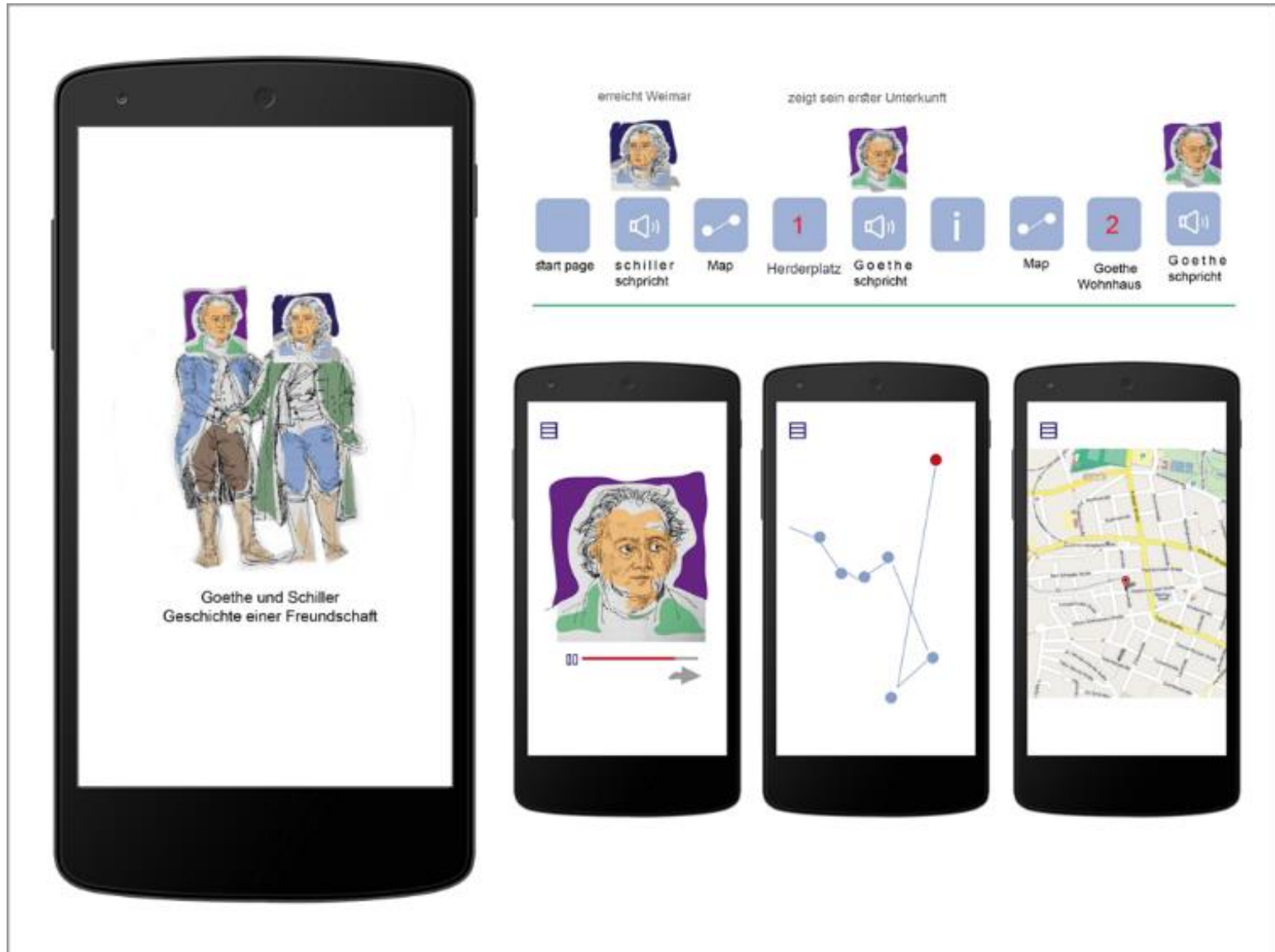




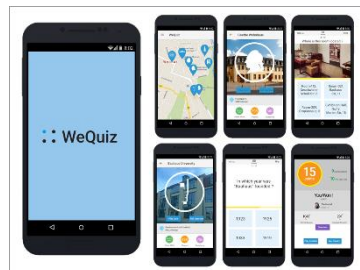
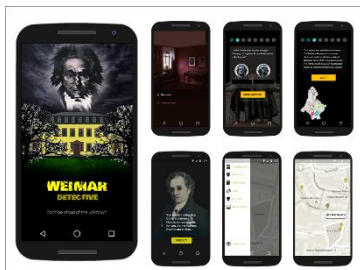
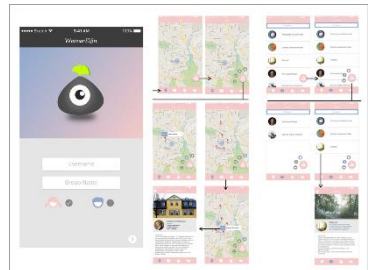
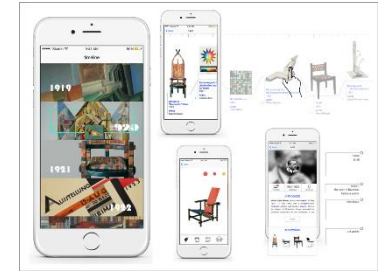








Good Semester!



References

References for further readings

References

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- 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>
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- Purdue OWL: APA Formatting and Style Guide. (n.d.). Retrieved November 28, 2012, from <http://owl.english.purdue.edu/owl/resource/560/01/>
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- The Chicago Manual of Style Online: Chicago-Style Citation Quick Guide. (n.d.). Retrieved November 28, 2012, from http://www.chicagomanualofstyle.org/tools_citationguide.html
- Zotero | Home. (n.d.). Retrieved November 28, 2012, from <http://www.zotero.org/>
- Zotero Demonstation - YouTube. (n.d.). Retrieved November 28, 2012, from <https://www.youtube.com/watch?v=5MxLys74nfU>

Thank You!



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<http://tiny.cc/mobilemedia2015>

