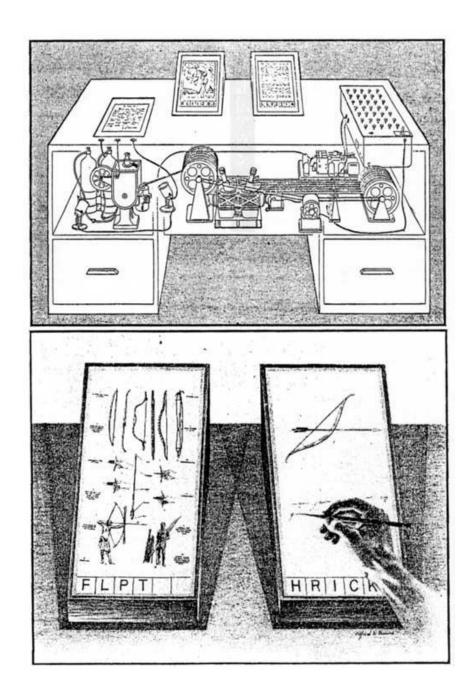
hypothes.is

All knowledge, annotated.

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- Only a handful of people know that the big missing feature from the web
- browser the feature that was supposed to be in from the start but didn't make it – is the ability to annotate any page on the Internet with commentary and additional information.
- Back in 1993, when Eric Bina and I were first building Mosaic, it seemed obvious to us that users would want to annotate all text on the web – our idea was that each web page would be a launchpad for insight and debate
- about its own contents. So we built a feature called "group annotations" right into the browser – and it worked great – all users could comment on any page and discussions quickly ensued. Unfortunately, our implementation at that time required a server to host all the annotations, and we didn't have
- the time to properly build that server, which would obviously have had to scale to enormous size. And so we dropped the entire feature.

I often wonder how the Internet would have turned out differently if users had been able to annotate everything – to add new layers of knowledge to all knowledge, on and on, ad infinitum. And so, 20 years later, Rap Genius finally gives us the opportunity to find out. It's an ambitious mission, and one we are proud to get behind.





















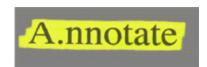




thirdvöice









hypothes.is/historicalprojects

Why we don't have this.

- No peer-review model.
- Not annotation based.
- No way to link inside things.
- No cold start strategy.
- Not open, not interoperable.
- Poor design.
- Short term thinking.



A non-profit project to enable community moderated annotation of the world's knowledge.

An annotation



address payload target

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target (<u>specific</u> <u>location</u>)

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payload

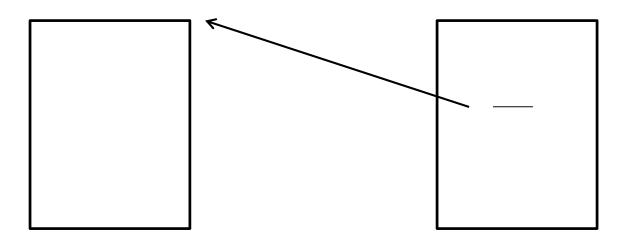
Digital annotations are addressable



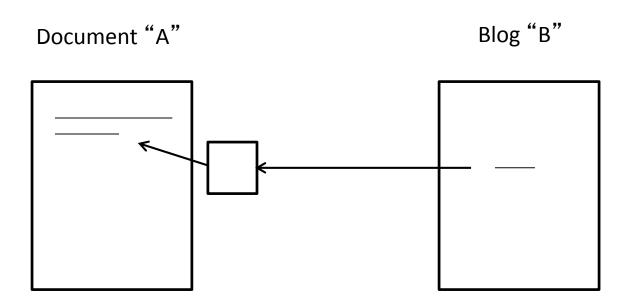
http://domain/path

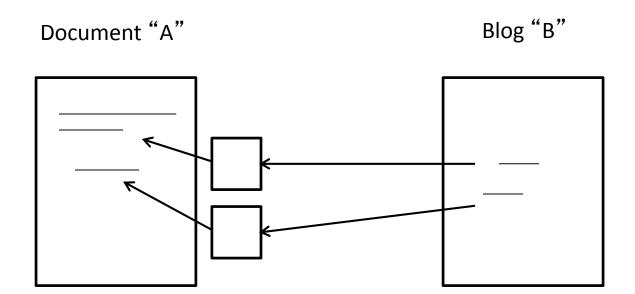


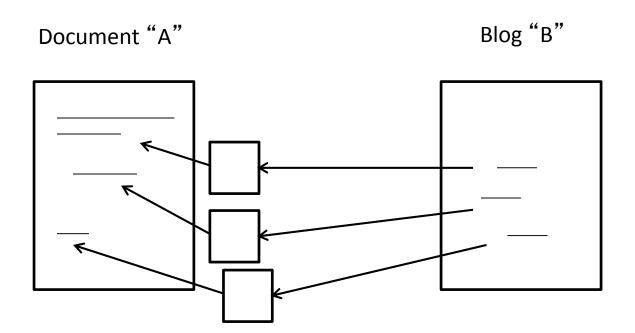
Now

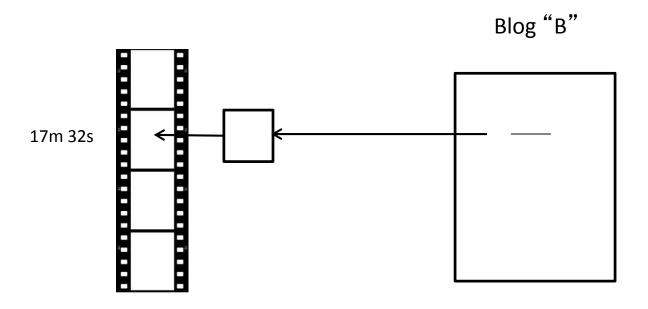


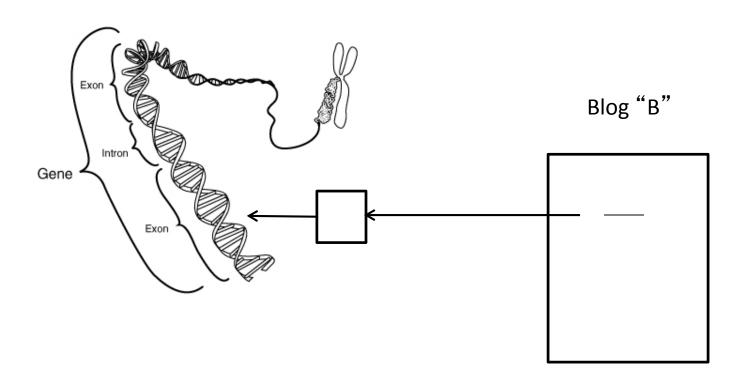
Coming Soon



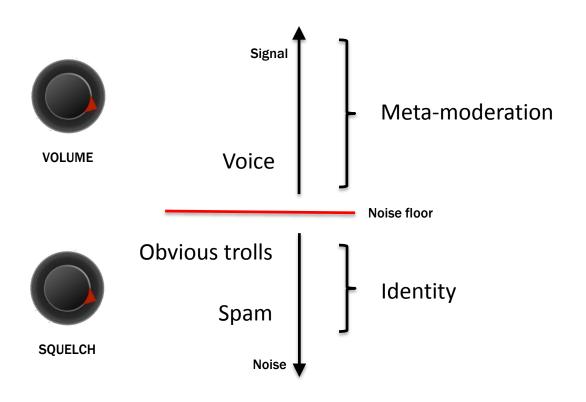




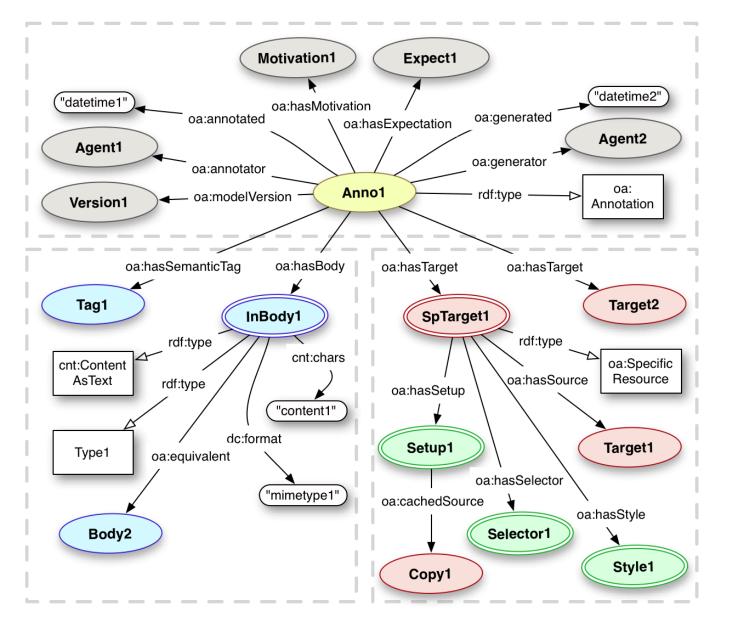




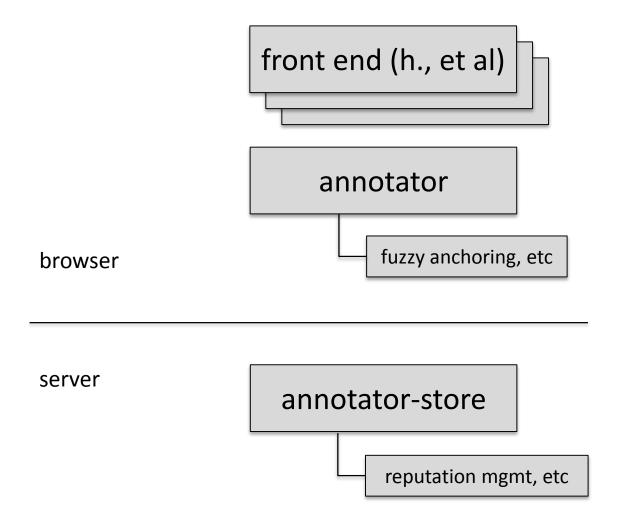
Selecting for quality



w3.org/community/openannotation/



The annotator stack



The future of open annotation

github.com/hypothesis/h

github.com/okfn/annotator github.com/okfn/annotator-store





github.com/openannotation

Projects/orgs using annotator's API

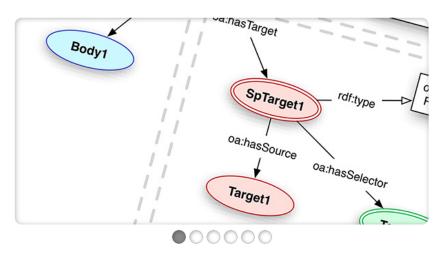
- Annotator
- Hypothes.is
- Finals Club
- Annotation Studio (MIT)
- Max Planck Institute
- UMiss school of Pharmacy
- University of Queensland

In consideration:

- edX (MIT / Harvard / Stanford online educ.)
- Financial Times (ft.com)
- PLOS
- PeerJ
- eLife
- BerkeleyX data reproducibility project
- Many others...

I ANNOTO ERGO SUM

April 10-12, 2013, San Francisco, CA



BUILDING A COMMUNITY TO ENABLE THE ANNOTATION OF THE WORLD'S KNOWLEDGE



FUNDED BY A GENEROUS GRANT FROM THE ANDREW W. MELLON FOUNDATION

CONTACT: INFO@IANNOTATE.ORG

Solving for ...

- High volume
- Personal > group > global contexts
- Minor & major doc changes
- Cross-format content (HTML & PDFs)
- Combining anchored & unanchored
- Extension vs embedded
- Using the community to moderate the conversation
- The cold start

DEMO

Archival permanence

Secured understanding with:

- Internet Archive
 - 301works.org domain assumption
 - Backup of all public annotations
 - Versioning/memento of resources at every annotation

Other potential trusted repositories

- Hathi Trust (academic audience)
- Common Crawl (for computing against our corpus)

Five strategies for the next 12 months

- Build what end users want, get traction.
- Engage with publishers that might embed.
- Understand the specific needs of communities of practice.
- Develop code and APIs that are reusable and accessible at many layers for different purposes. Nurture the annotation ecosystem.
- Understand what it takes to move to the browser.

Market segments

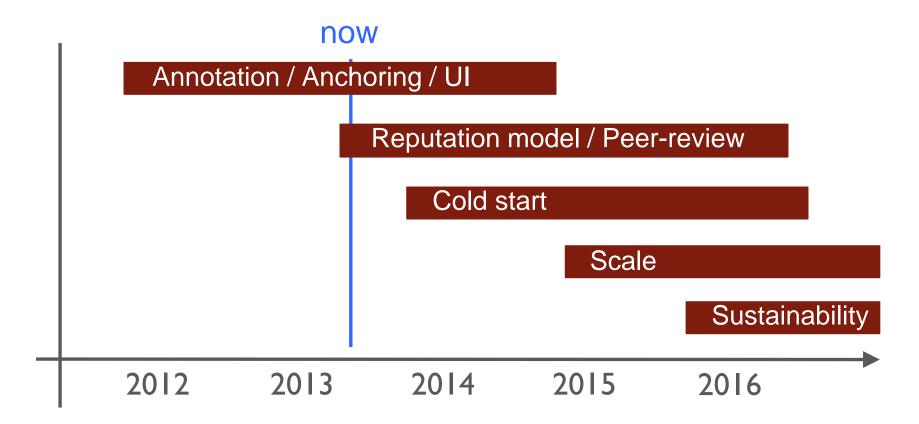
- End users
 - Open web environment
- Community/Domain
 - Verticals: science, humanities, journalism, open government, etc.
 - Horizontals: students, researchers, publishers, citizens, employees, etc.
- Publisher engagement (those who might embed)
 - Individual organizations or groups
- Commercial/Government opportunities
 - Firms or sectors that are knowledge intensive

Publishing cases

Publishing cases diverge between pre-pub and post-publication scenarios.

- <u>Authorship</u> Annotation is perfect for the collaborative process of writing & revision control between multiple authors.
- Pre-pub peer review easiest at new journals.
 Same infrastructure to deliver post-publication support.
- Pre-print commentary can function as informal peer review; a gateway to formal consideration.
- Post-pub peer review / commentary.

5 year roadmap



Fundraising targets

- FY 2012 (till June 2012) \$240k / done
- FY 2013 (till June 2013) \$800k / done
- FY 2014 (till June 2014) \$2M / 30% of target
- FY 2015 (till June 2014) \$5M
- FY 2016-7 target for sustainability

Sustainable Revenues

- 1. Real time access to the global firehose
- 2. Enterprise edition
- 3. Custom development
- 4. Comment widget replacement
- 5. Analytics & Research services

And of course...

6. Direct member contributions (ala Wikipedia)

Contributors

Board of Directors

Peter Brantley

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Jake Hartnell

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Susan Nesbitt

Michael Shavlovski

Nick Stenning

Ed Summers

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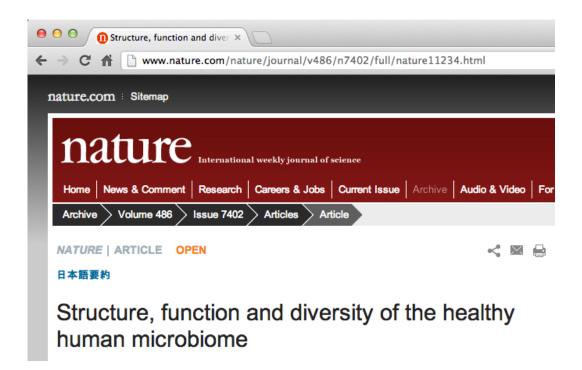
Dan Whaley

John Perry Barlow – Founder, EFF Gerry Percy – Founder, Odwalla

... And *many more*

Backup...

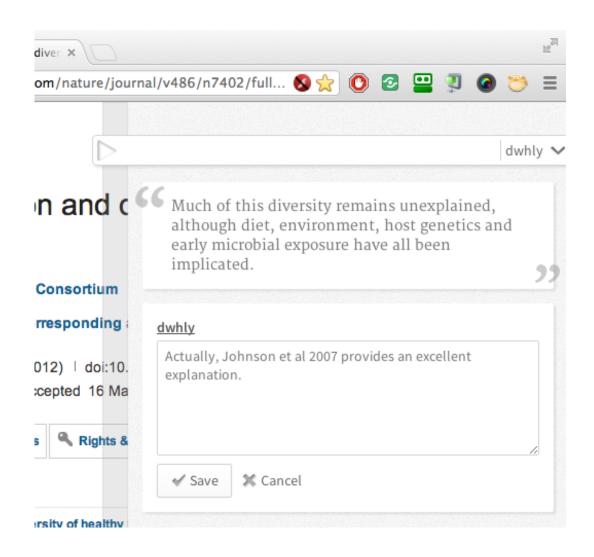
It should be where we are.



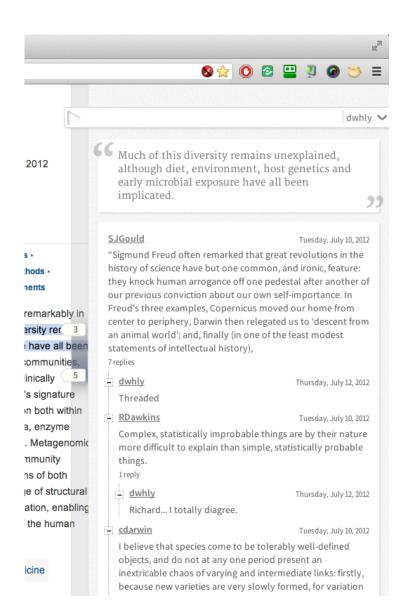
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the mic that occupy habitats suc unexpla although diet, environme implicated. Accordingly, to characteriz the Human Microbiome Project has ar relevant body habitats so far. We foun microbes to vary widely even among hand among individuals. The project er

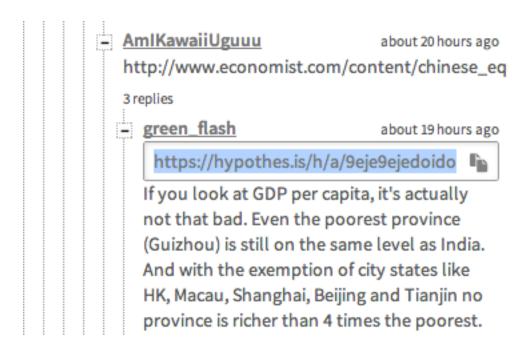
Contribute our thinking.



Have a discussion.



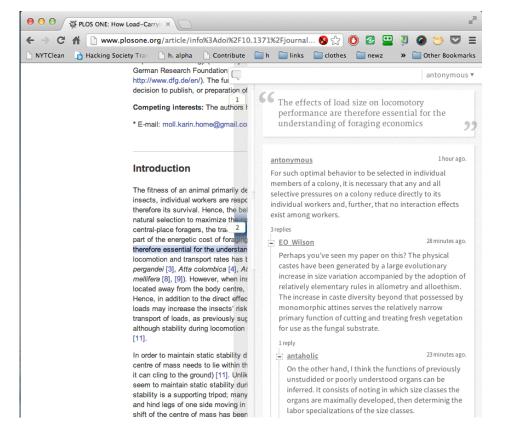
Link to it.



Share it.







Embed it.

plosone.org / PLOS ONE: How Load-Carrying Ants Avoid Falling Over: Mechanical ...

The effects of load size on locomotory performance are therefore essential for the understanding of foraging economics

antonymous Jan 3, 2013 9:10am

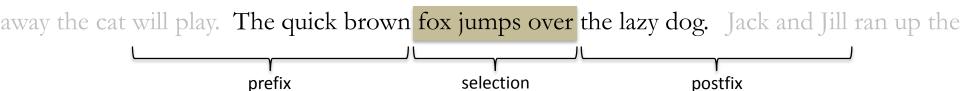
For such optimal behavior to be selected in individual members of a colony, it is necessary that any and all selective pressures on a colony reduce directly to its individual workers and, further, that no interaction effects exist among workers.

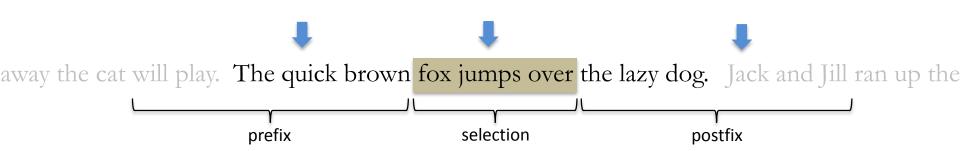
View Annotation from: test.hypothes.is

The quick brown fox juxps over the lazy dog.

The quick brown fox juxps over the lazy dog.

The quick brown fox jumps over the lazy dog.

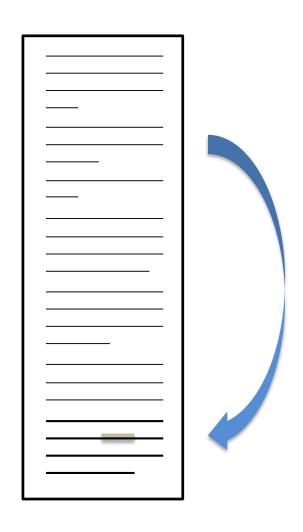




Survive larger edits

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Survive larger edits



Annotate anywhere, view everywhere

