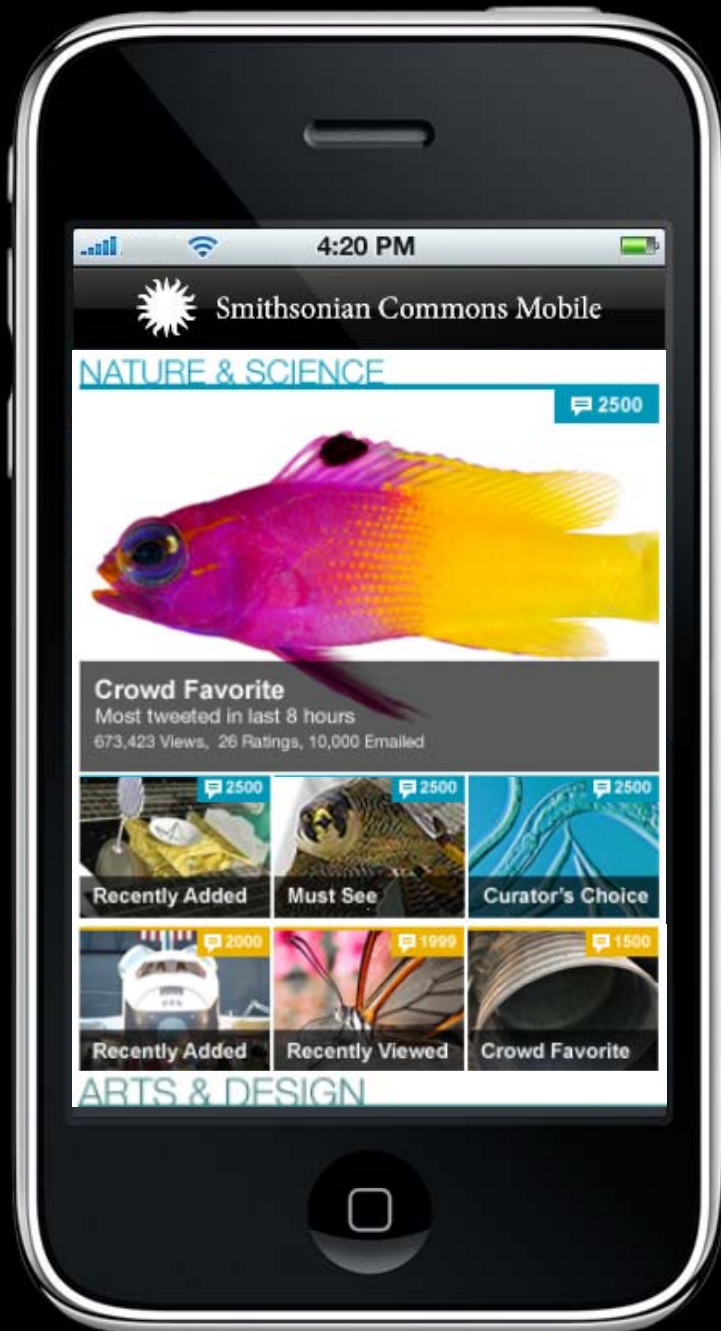


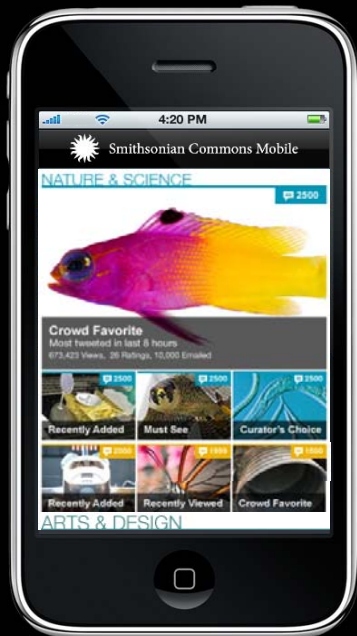
The Smithsonian Commons

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Preamble



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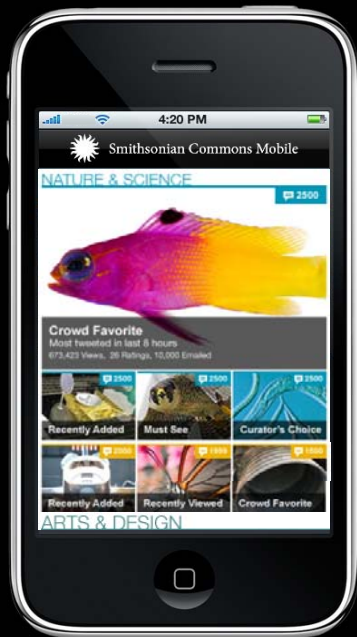
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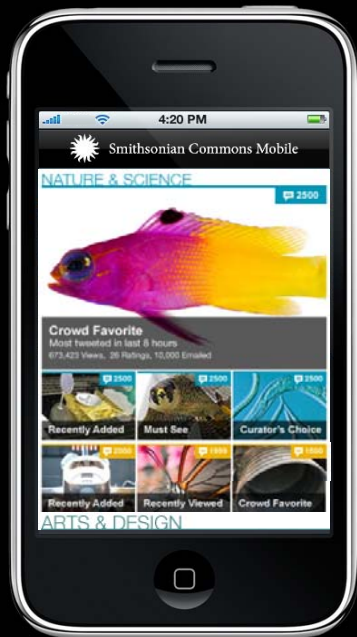
@mpedson
slideshare.net/edsonm



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Get the full story here

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smithsonian-webstrategy.wikispaces.com



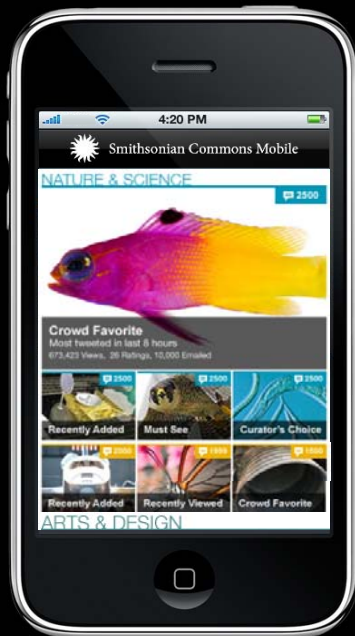
...and here

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Preamble

<http://www.si.edu/commons>

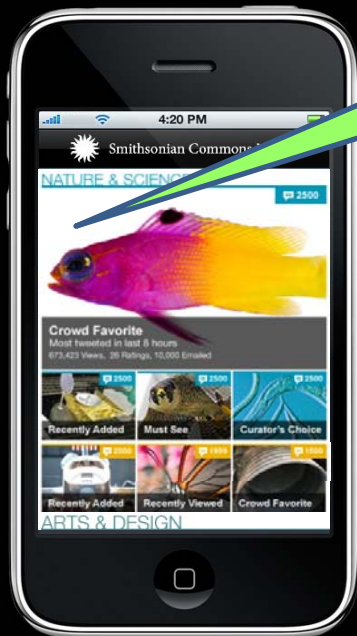


...and here

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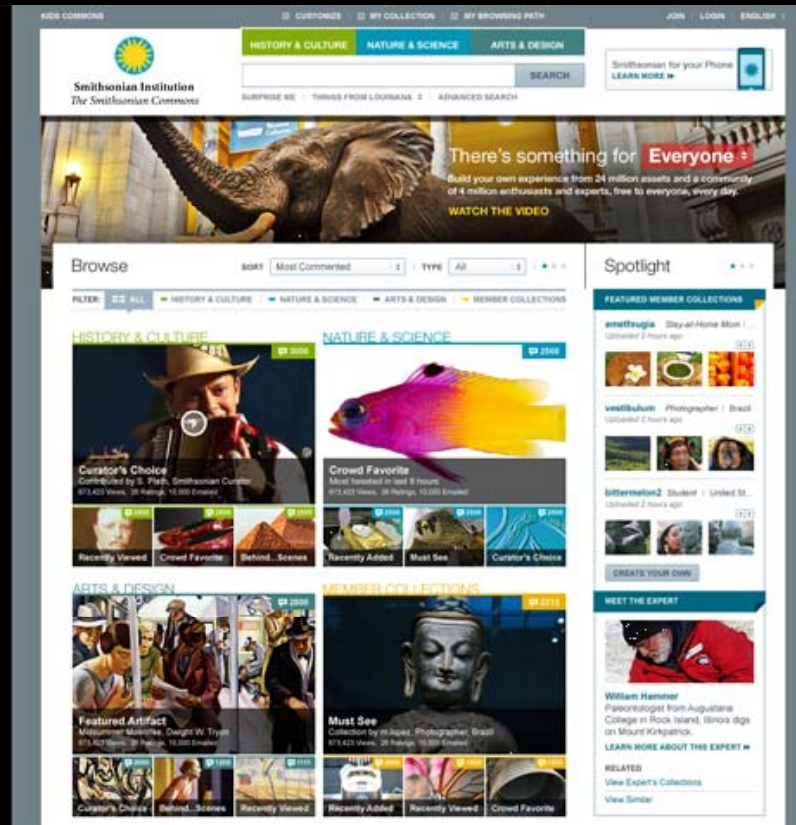
Preamble

He's not a
Smithsonian
spokesman!



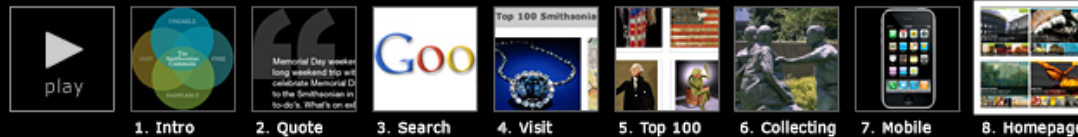
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Story 1: Visitor (Smithsonian Commons Prototype)



Story 1: Museum Visitor (Beta)

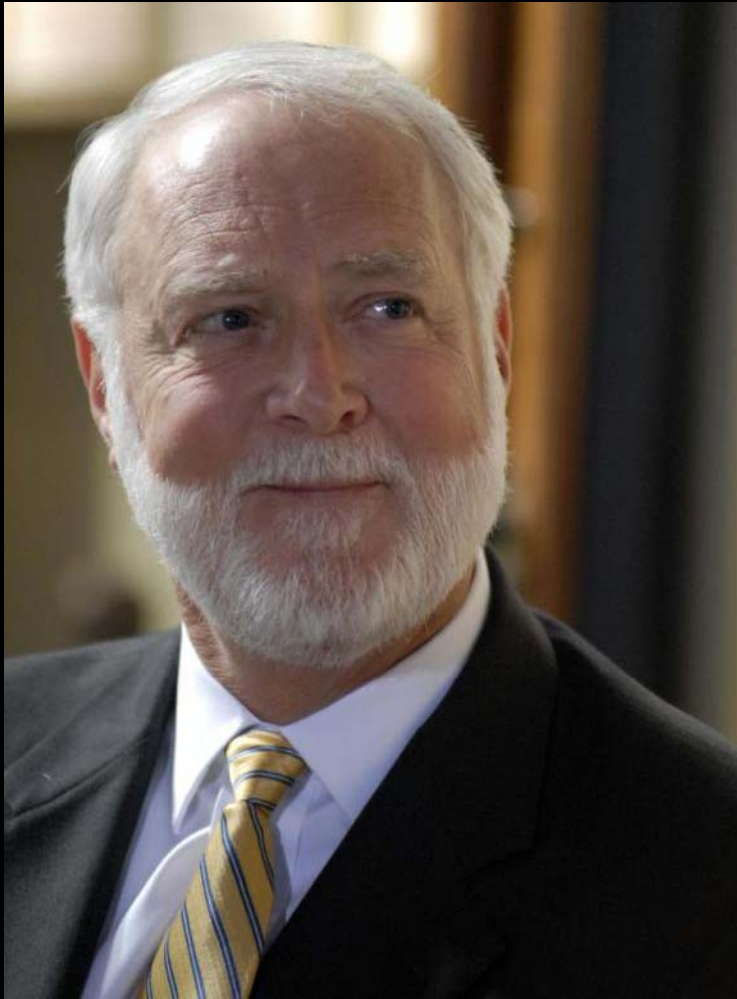
○ captions ▼ navigation



<http://www.si.edu/commons/prototype>

Smithsonian Strategic Plan

<http://www.si.edu/about/>



Four Grand Challenges

Smithsonian Secretary G. Wayne Clough

Smithsonian Strategic Plan

<http://www.si.edu/about/>

OUTCOMES, GOALS, OBJECTIVES, AND STRATEGIES

Unlocking the Mysteries of the Universe

Throughout history, people have observed the universe, seeking to understand its origin and how the galaxies, stars, and planets formed. Central to human consciousness, this search has led to increases in knowledge that have altered and enriched our lives and led to extraordinary scientific and technological advances. It has inspired philosophies and perspectives foundational to the world views of different societies, and found expression in all forms of cultural, artistic, and scientific endeavor.

We have made great strides in comprehension since the first astronomers gazed into the night sky, but even as we answer questions about the reality we inhabit, newer and deeper ones arise.

The Smithsonian will continue to lead in the quest to unlock the fundamental secrets of the cosmos, using next-generation technologies. We will delve into cosmic mysteries closer to home through exploration of our own solar system, meteorites, the Earth's geological past and present, and the paleontological record of our planet. We will showcase the results of our explorations and connect them to humankind's artistic and cultural endeavors.

Big Questions

The Smithsonian will undertake focused and integrative research on the following questions that will advance our knowledge and understanding of the universe and the Earth.

- What are the dark matter and dark energy that make up most of the universe?
- What happens under extreme conditions of space, matter, and time in exploding stars, neutron stars, and near black holes?
- How did galaxies and clusters of galaxies, stars, and planets form and evolve from the Big Bang?
- How did the stars and rocky planets like our Earth form and evolve?



Astronomers at the Smithsonian Astrophysical Observatory helped pioneer technologies to coordinate the Institution's Submillimeter Array, pictured left, with other telescopes to image the giant black hole at the center of the Milky Way galaxy at resolutions close to the highest ever achieved – a scale equivalent to standing on Earth and observing a baseball on the moon!

OUTCOME: Major strides in understanding the fundamental nature of the universe and our place in it

Four Grand Challenges

1. Unlocking the Mysteries of the Universe

Smithsonian Strategic Plan

<http://www.si.edu/about/>

Understanding and Sustaining a Biodiverse Planet

For four billion years the Earth and its life-forms have adapted and changed together, resulting in an amazing diversity of species and ecosystems. While environmental variability has resulted in major changes in biodiversity, it is the activities of man that have greatly accelerated the rate of change, threatening life on the planet. Over the past decade, the disappearance of many species and the degradation of ecosystems are signs that the world may be in the initial stages of the sixth major extinction event in the history of life, something akin to the massive environmental changes associated with the demise of the dinosaurs.

Efforts to address the loss of biodiversity raise a critical issue – science has documented almost two million species, but the more we explore, the more we realize that enormous numbers are yet to be discovered. In some ways, we know more about the stars in the universe than we know about the biodiversity in our own backyards, or its role in the ecosystems that supply us with clean water and a host of other environmental services.

Responding to the growing threat of global change, how can we provide knowledge and answers to help life survive and flourish? We will do so through access to our unique resources and partnerships. The Smithsonian stewards the world's largest collections of biological specimens and is at the forefront of studies that describe and make sense of the diversity, distribution, and evolution of life. We maintain strong partnerships with Federal and state agencies in charge of managing natural resources, and we have the stature, impartiality, and intellectual leadership to convene scientific and policy gatherings to address issues such as climate change, invasive species, and over-exploitation of natural resources.

Big Questions

The Smithsonian's hundreds of researchers across our scientific museums and centers will work with our unparalleled collections to significantly advance our knowledge and understanding of life on the planet and its role in sustaining human well-being. To accomplish this, we will accelerate focused, integrative research on the following questions:

- How biologically diverse is the Earth, and how does this diversity change across geography and through time?
- What does the planet's history teach us about the impacts of environmental change on the evolution and extinction of species?
- How do we better understand the life-sustaining services of ecosystems, and best sustain their contributions to human well-being locally and globally?
- How do we secure the survival and recovery of ecosystems, habitats, and species?
- How can science better forecast environmental change and mitigate the adverse impacts of human-induced change on biological diversity?

Four Grand Challenges

1. Unlocking the Mysteries of the Universe
2. Understanding and Sustaining a Biodiverse Planet

Smithsonian Strategic Plan

<http://www.si.edu/about/>

Valuing World Cultures

global social pressures and intolerance threaten cultures, so we fight that by preserving the past and raising awareness of art and creativity.

The human family is diverse in language, art, traditions, and ways of understanding the world. Globalization and the ubiquity of rapid change have brought people closer together but also may have put some of the world's cultures at risk. Similarly, the competition for scarce resources, population growth, and violent confrontations threaten the integrity of centuries-old cultures and lead to the neglect of cultural treasures in all realms. In a time of growing intolerance, we are challenged to find ways to increase respect for cultural differences and ensure that we preserve the treasures of the past. One way to build respect is to raise awareness of the universality of art and creativity. Encountering and understanding mankind's cultural accomplishments across millennia and continents can stimulate reflection and enlightenment and empower the peoples of the world to better appreciate and interact with each other.

As a steward and ambassador of cultural connections, with a presence in some 100 countries and expertise and collections that encompass the globe, the Smithsonian is in an exceptional position to engage people in valuing and understanding the world's richness. Through our research, collections, exhibitions, and outreach, the Smithsonian builds bridges of mutual respect and presents the diversity of world cultures with accuracy, insight, and reverence.

Big Questions

The Smithsonian will focus on the following six questions:

- How have humans evolved, and how have demographic, technological, social, and philosophical changes over time contributed to cultural diversity? ✓
- How do the world's cultural heritage and the creativity of its peoples enrich and connect to the lives of Americans, and vice versa? ✓
- What are the challenges to cultural diversity, and what are the strategies that people use to maintain, assert, and represent their cultural identities? ✓
- What do art, music, and other creative expressions around the world tell us about cultural values and salient contemporary issues? ✓
- How can we better understand the relationship between culture and the environment in order to promote the sustainability of both? ✓
- What insights do we learn about the nature of the world through the study of diverse systems of knowledge and aesthetics? ✓



Artful Animals, an exhibition of the National Museum of African Art, showcases works featuring African animals as symbols of leadership, beauty, and values. The museum collaborated with the Discovery Theater, the National Zoological Park, the National Museum of Natural History, and the National Postal Museum to mount activities that explore themes drawn from the art.

Four Grand Challenges

1. Unlocking the Mysteries of the Universe
2. Understanding and Sustaining a Biodiverse Planet
3. Valuing World Cultures

Smithsonian Strategic Plan

<http://www.si.edu/about/>

Understanding the American Experience

The United States is known around the world for its long-lived democracy, robust economy, technological innovation, and rich tradition of artistic and cultural creativity. Yet few Americans and even fewer global citizens have an in-depth understanding of how conflicts and struggles for freedom, technological accomplishments, and social progress led to the formation of a nation and a people.

We continue to evolve into an ever more diverse society, where no single racial, ethnic, or religious group constitutes a majority, and where the impact of global movements of people and ideas is felt across the country. Understanding how diverse peoples have become one nation; how that nation has been shaped by various communities, individuals, leaders, inventors, heroes, and artists; how it has changed over time; and how our history, art, and culture connect to the world are of vital concern today. Exploring these issues helps us assess current challenges and opportunities and become responsible members of society. Such knowledge also enables people the world over to draw lessons and inspiration for their own lives.

As holder of the National collections – invaluable American art works; historical and technological artifacts and images; and extensive photographic, sound, and documentary archives – the Smithsonian is at the forefront of research institutions interpreting the American experience. We are superbly positioned to continue to collect the material culture and document the unfolding nature of American life in a way that represents the country's great diversity. The Smithsonian is particularly strong in documenting, analyzing, and presenting American history, art, and culture through stories that capture the characters and contributions of historical figures, artists, inventors, and cultural exemplars, as well as through extensive dialogue with the American people.

Big Questions

We will contribute to a knowledge-based, in-depth understanding of the American experience through a focus on the following questions:

- How did people arrive and establish themselves in the Americas?
- What makes the peoples of the United States one nation, and how have people construed nationhood over time?
- How do we understand the continued development of American political, economic, social, and cultural life?
- What are the experiences of the diverse cultural communities who make up the United States, and how are they expressed?
- How do American history, art, and culture impact the heritage and the creativity of people from across the globe?

Dialog!



Majestic, exuberant, and triumphant are words that capture the architects' vision for the National Museum of African American History and Culture, to be located on the National Mall. Set to break ground in 2012, the museum will help all Americans understand how African American history influences the national experience.

Four Grand Challenges

1. Unlocking the Mysteries of the Universe
2. Understanding and Sustaining a Biodiverse Planet
3. Valuing World Cultures
4. Understanding the American Experience

Smithsonian Strategic Plan

*Strategy
Schmatergy! We've
seen strategy
before!*



*A Generic
Humbug*

Four Grand Challenges

1. Unlocking the Mysteries of the Universe
2. Understanding and Sustaining a Biodiverse Planet
3. Valuing World Cultures
4. Understanding the American Experience

Smithsonian Strategic Plan

No! This is about solving big hairy problems— “work that matters”
(via @timoreilly)

<http://radar.oreilly.com/2009/01/work-on-stuff-that-matters-fir.html>

Four Grand Challenges

1. Unlocking the Mysteries of the Universe
2. Understanding and Sustaining a Biodiverse Planet
3. Valuing World Cultures
4. Understanding the American Experience

OUTCOME: Major strides in understanding the fundamental nature of the universe and our place in it

OUTCOME: Sustainability of life on Earth through improved knowledge of biodiversity and its role in the healthy functioning of ecosystems

Research Goal: The Smithsonian advances and synthesizes knowledge that contributes to the survival of at-risk ecosystems and species

OUTCOME: Greater understanding of, respect for, and meaningful engagement among the world's peoples and cultures

Research Goal: The Smithsonian contributes insights into the evolution of humanity and the diversity of the world's cultures, arts, and creativity

Access Goal: diverse people

OUTCOME: Greater understanding of the American experience by Americans and people across the world

Research Goal: The Smithsonian advances and synthesizes knowledge that contributes to understanding the American experience, particularly its history, arts and culture, and its connections to other world regions.

Access Goal: The Smithsonian turns knowledge into awareness, action, and results and encourages American cultural vitality.

OUTCOME: Major strides in understanding the fundamental nature of the universe and our place in it

OUTCOME: Sustainability of life on Earth through role in the healthy functioning of ecosystems

This is big, audacious, important stuff.

This is work!

OUTC
world?

Research
of the w

Access Goal
diverse peopl

OUTCOME: Greater understanding of the A
across the world

Research Goal: The Smithsonian advances and understanding the American experience, particularly other world regions.

Access Goal: The Smithsonian turns knowledge into awareness, action, and results and encourages American cultural vitality.

This is relevance earned through a job well done.

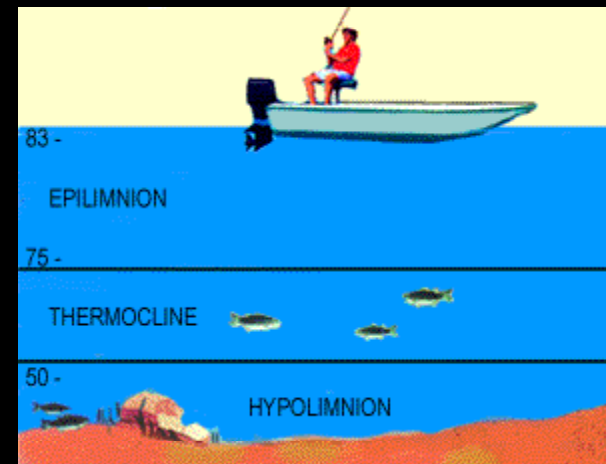
First order questions

- Where is this work going to take place?
- What kind of organization, infrastructure, *platforms* will be needed to support it?
- What is the organizational change model?
How will change happen? What will it look like? What will *doing work* look like?
- Who will be the innovators? The connectors?
The *drivers* of change?

My workplace,
like so many others,
is deeply conflicted
about these questions.

Thermocline *(a metaphor)*

Stratified water temperature
acts as a barrier

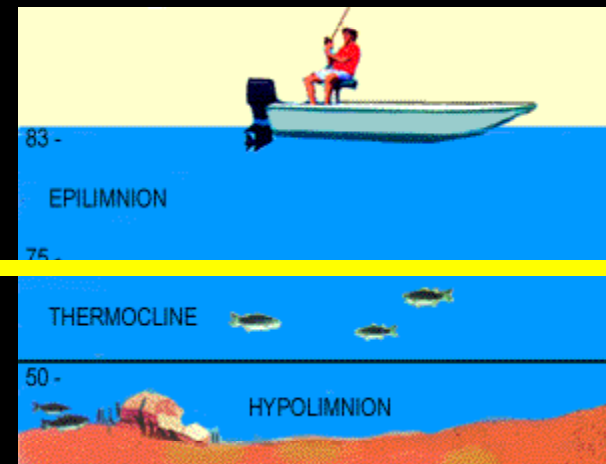


Thermocline *(a metaphor)*

Knowledge, communication,
action models are different

Warm light water

Cold dense water

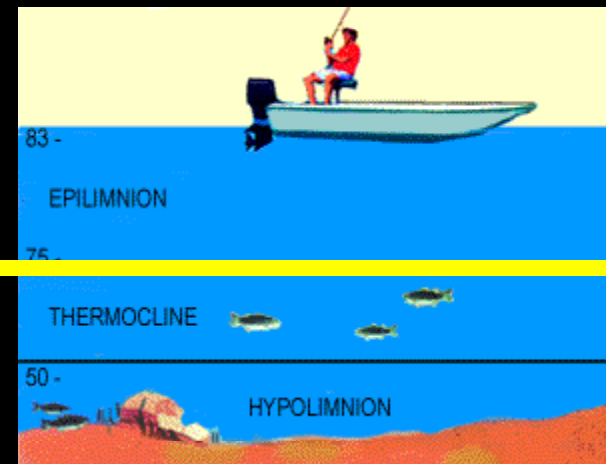


Thermocline *(a metaphor)*

Knowledge, communication,
action models are different

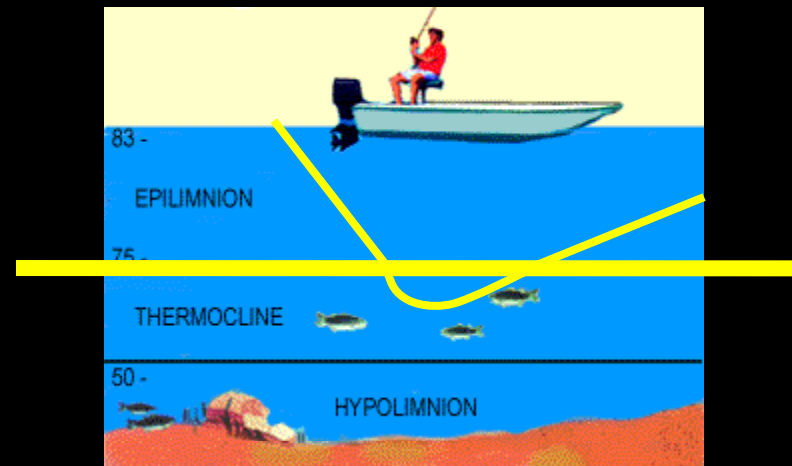
Management

Practitioners



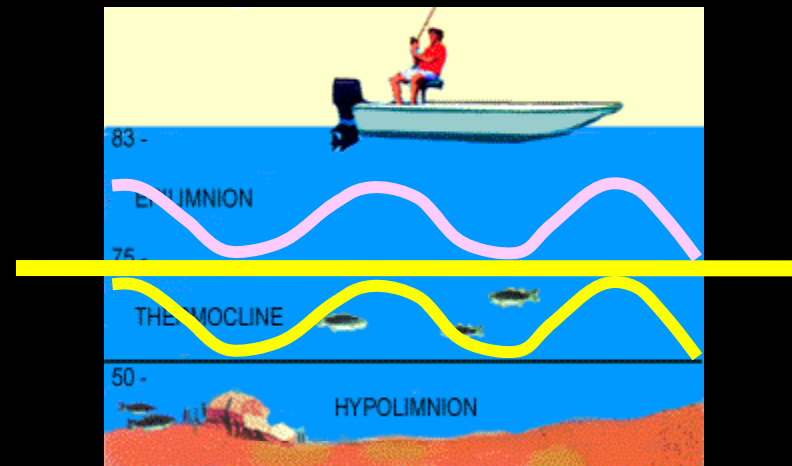
Thermocline *(a metaphor)*

Messages get distorted, lost



Thermocline *(a metaphor)*

Messages get distorted, lost



Thermocline Issues



The Web is
a bigger megaphone

The Web is a
fundamentally new
way of getting
things done

Thermocline Issues

Focus on
innovation/
discovery
inside the Institution

Catalyze innovation/
discovery
outside the institution

*Joy's Law: no matter
who you are, most of
the smartest people
work for someone else*

Thermocline

Fixation on Web 2.0
and Social Media



Thermocline

Make money, now

“Once [the Smithsonian] has increased user base 100x or more, many other possibilities open”

***Carl Malamud
Public.resource.org***

Build an ascendant brand
by
“doing work that matters”

Tim O’Reilly

<http://radar.oreilly.com/2009/01/work-on-stuff-that-matters-fir.html>

Thermocline

*Institutions built on
the model of
enduring wisdom**

We can move slowly
because wisdom endures

*Institutions (?) built on
the model of
social entrepreneurship:*

Think Big,
Start Small
Move Fast

**Via Peter Schwartz, GBN*

Thermocline

Museums are for...

In exchange for public
funds and public trust,
museums should
do work
for society

Thermocline Issues

Provide services
to passive audiences

Every user is a
hero
In their own
epic journey

Thermocline Issues



KathySierra I'm your user. I'm supposed to be the protagonist. I'm on a hero's journey. Your company should be the mentor/helpful sidekick. Not an orc.

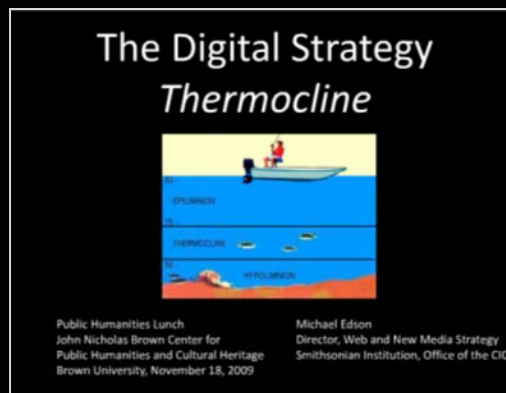
8:45 AM Nov 5th, 2009 from web

Provide services
to passive audiences

Every user is a
hero
In their own
epic journey

Thermocline Issues

More in...



[http://www.slideshare.net/edsonm/
michael-edson-brown-university-
digital-strategy-thermocline](http://www.slideshare.net/edsonm/michael-edson-brown-university-digital-strategy-thermocline)


And...




[http://www.slideshare.net/edsonm/
michael-edson-prototyping-the-
smithsonian-commons](http://www.slideshare.net/edsonm/michael-edson-prototyping-the-smithsonian-commons)






*Web and
New Media
Strategy*



SI Web and New Media Strategy

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Protected
page
discussion (2)
history
notify me

Actions

-  [Join this Wiki](#)
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-  [Manage Wiki](#)



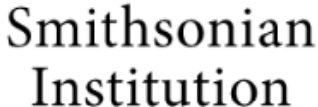

Navigation

- [Home](#)
- Strategy
 - [Contents](#)
 - [Exec Summary](#)
 - [Moving Forward](#)
 - [Context](#)
 - [Themes](#)
 - [Goals 1-4](#)
 - [Goals 5-8](#)
 - [The Commons](#)
 - [Appendix](#)
 - [Press](#)
- Commons Prototype
 - [Table of Contents](#)
 - [Overview](#)
 - [Attributes of the Smithsonian Commons](#)
 - [#1: Museum Visitor](#)
 - [#2: Teacher/Family](#)

Welcome!

This is the public wiki for the [Smithsonian's Web and New Media strategy process](#).

Smithsonian Web & New Media Strategy Version 1.0

Web and New Media Strategy
Version 1.0

We've posted [Smithsonian Web and New Media Strategy, Version 1.0](#). The strategy talks about an [updated digital experience](#), a new [learning model](#) that helps people with their "lifelong learning journeys," and the creation of a [Smithsonian Commons](#)—a new part of our digital presence dedicated to stimulating learning, creation, and innovation through open access to Smithsonian research, collections and communities.

This strategy was created through a [fast and transparent process](#) that included [workshops](#), the [Smithsonian 2.0 conference](#), [Twitter](#), [YouTube](#), and ongoing collaboration through this wiki. It's a work in progress, and we welcome your comments, questions, and input, via the [Smithsonian 2.0 blog](#) or through any discussion tab on this wiki site. This strategy feeds into the Smithsonian's [comprehensive strategic plan](#).

<http://smithsonian-webstrategy.wikispaces.com/>

The screenshot shows a Wikipedia page titled "SI Web and New Media Strategy". The page is protected and has a "home" button. The main content area features a "Welcome!" message and a large image of the Smithsonian Institution logo with the text "Smithsonian Web and New Media Strategy Version 1.0". Below the image, there is a paragraph of text and a second paragraph. The left sidebar contains navigation links such as "Join this Wiki", "Recent Changes", "Manage Wiki", "Search", "Home", "Strategy", "Contents", "Exec Summary", "Moving Forward", "Context", "Themes", "Goals 1-4", "Goals 5-8", "The Commons", "Appendix", "Press", "Commons Prototype", "Table of Contents", "Overview", "Attributes of the Smithsonian Commons", "#1: Museum Visitor", and "#2: Teacher/Family".

The strategy talks about an **updated digital experience**

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<http://smithsonian-webstrategy.wikispaces.com/>



The strategy talks about an updated digital

[Portrait Gallery](#) [Smithsonian Associates](#) [American History](#) [National Zoo](#) [African Art](#)
[Hirshhorn](#) [The Castle](#) [Natural History](#) [Archives of American Art](#) [Astrophysical Observatory](#)
[Museum Conservation Institute](#) [www.si.edu](#) [Photo Initiative](#) [Freer/Sackler](#)
[Folklife/Cultural Heritage](#) [Affiliations](#) [SI Libraries](#)
[Education/Museum Studies](#) [Cooper-Hewitt](#) [Traveling Exhibitions](#) [National Science Resources Center](#)
[SI Across America](#) [Postal Museum](#) [Latino Center](#) [Air and Space](#) [Asian Pacific American Program](#)
[American Indian](#) [Tropical Research Institute](#) [Anacostia Museum](#) [Environmental Research Center](#)

From inside any of these sites, where's the rest of the Smithsonian's content, visitors, community?



Which Web site has the information I need? Where do I start? Can I get this on my mobile phone? Can I get this in an exhibit?

What can I do with this content once I find it? How can I interact with staff and friends?

Updating the Smithsonian Digital Experience: Web Sites Listed on the www.si.edu Home Page

The screenshot shows a Wikipedia page titled "SI Web and New Media Strategy". The page is protected and has a "home" button. The main content area features a "Welcome!" message and a large image of the Smithsonian Institution logo with the text "Smithsonian Web and New Media Strategy Version 1.0". Below the image, there is a paragraph of text and a section titled "Commons Prototype" with a "Table of Contents" and "Overview".

Actions

- Join this Wiki
- Recent Changes
- Manage Wiki

Search

Navigation

- Home
- Strategy
- Contents
- Exec Summary
- Moving Forward
- Context
- Themes
- Goals 1-4
- Goals 5-8
- The Commons
- Appendix
- Press

Commons Prototype

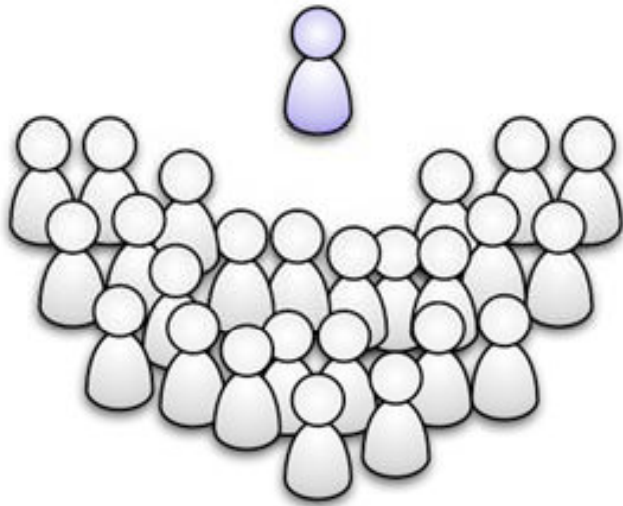
- Table of Contents
- Overview
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- #1: Museum Visitor
- #2: Teacher/Family

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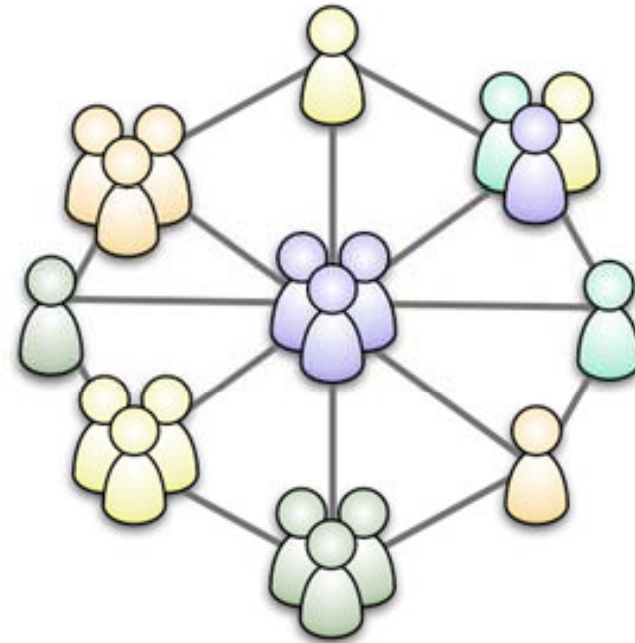
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<http://smithsonian-webstrategy.wikispaces.com/>



Old Learning Model



New Learning Model

[Home](#)
[About Us](#)
[Table of Contents](#)
[Overview](#)
[Announcements](#)
[Smithsonian Commons](#)
[# Museum Vlogs](#)
[# TeacherFellow](#)

[Access to Smithsonian Research Collections and Communities](#)

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<http://smithsonian-webstrategy.wikispaces.com/>

The image shows a screenshot of a Wikipedia page titled "SI Web and New Media Strategy". The page is protected and has a "home" button. A large yellow callout bubble with a blue border is overlaid on the right side of the page, containing the text "Balancing autonomy and control within the Smithsonian." The page content includes a "Welcome!" message, a search bar, and a navigation menu. The main content area features the Smithsonian logo and the title "Smithsonian Web and New Media Strategy, Version 1.0". Below the title, there is a paragraph of text and a link to a document.

SI Web and New Media Strategy ☆ home Protected

Actions

- Join this Wiki
- Recent Changes
- Manage Wiki

Search →

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Commons Prototype

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Welcome!

This is the public wiki for the Smithsonian.

Smithsonian Web & New Media Strategy, Version 1.0

We've posted [Smithsonian Web and New Media Strategy, Version 1.0](#). The strategy talks about an [updated digital experience](#), a new [learning model](#) that helps people with their "lifelong learning journeys," and the creation of a [Smithsonian Commons](#)—a new part of our digital presence dedicated to stimulating learning, creation, and innovation through open access to Smithsonian research, collections and communities.

This strategy was created through a [fast and transparent process](#) that included [workshops](#), the [Smithsonian 2.0 conference](#), [Twitter](#), [YouTube](#), and ongoing collaboration through this wiki. It's a work in progress, and we welcome your comments, questions, and input, via the [Smithsonian 2.0 blog](#) or through any discussion tab on this wiki site. This strategy feeds into the Smithsonian's [comprehensive strategic plan](#).

<http://smithsonian-webstrategy.wikispaces.com/>

The screenshot shows a wiki page with a left sidebar and a main content area. The sidebar includes sections for 'Actions' (Join this Wiki, Recent Changes, Manage Wiki, Search), 'Navigation' (Home, Strategy, Contents, Exec Summary, Moving Forward, Context, Themes, Goals 1-4, Goals 5-8, The Commons, Appendix, Press), and 'Commons Prototype' (Table of Contents, Overview, Attributes of the Smithsonian Commons, #1: Museum Visitor, #2: Teacher/Family). The main content area has a 'Welcome!' message, a title 'Smithsonian Web & New Media Strategy Version 1.0', and two paragraphs of text. A yellow speech bubble is overlaid on the right side of the page.

Balancing autonomy and control within the Smithsonian.

Innovation at the edges
A commons in the middle

We've posted [Smithsonian Web and New Media Strategy, Version 1.0](#). The strategy talks about an [updated digital experience](#), a new [learning model](#) that helps people with their "lifelong learning journeys," and the creation of a [Smithsonian Commons](#)—a new part of our digital presence dedicated to stimulating learning, creation, and innovation through open access to Smithsonian research, collections and communities.

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The screenshot shows a Wikipedia page for 'SI Web and New Media Strategy'. The page has a 'home' button and a 'Protected' status. The main content area features a 'Welcome!' message, a search bar, and a navigation menu. The navigation menu includes links for 'Home', 'Strategy', 'Contents', 'Exec Summary', 'Moving Forward', 'Context', 'Themes', 'Goals 1-4', 'Goals 5-8', 'The Commons', 'Appendix', and 'Press'. Below the navigation menu, there is a section for 'Commons Prototype' with links for 'Table of Contents', 'Overview', 'Attributes of the Smithsonian Commons', and two numbered items: '#1: Museum Visitor' and '#2: Teacher/Family'.

...and the creation of a **Smithsonian Commons**—a new part of our digital presence dedicated to stimulating learning, creation, and innovation through open access to Smithsonian research, collections and communities.

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The screenshot shows a Wikipedia page for 'SI Web and New Media Strategy'. The page title is 'SI Web and New Media Strategy' with a potted plant icon. Below the title is a 'home' button and a 'Protected' status indicator. The main content area features a 'Welcome!' message, a search bar, and a large yellow callout box. The callout box contains text about the creation of a Smithsonian Commons. Below the callout box, there is a section titled 'Smithsonian Web & New Media Strategy, Version 1.0' with a logo. The page also includes a sidebar with 'Actions' (Join this Wiki, Recent Changes, Manage Wiki), 'Navigation' (Home, Strategy, Contents, Exec Summary, Moving Forward, Context, Themes, Goals 1-4, Goals 5-8, The Commons, Appendix, Press), and 'Commons Prototype' (Table of Contents, Overview, Attributes of the Smithsonian Commons, #1: Museum Visitor, #2: Teacher/Family).

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<http://smithsonian-webstrategy.wikispaces.com/>

What is a Commons?

What is a Commons?



Uploaded on January 12, 2007
by [gsdali](#)

What is a Commons?

A set of resources maintained in the public sphere for the use and benefit of everyone



What is a Commons?



Uploaded on [August 9, 2008](#)
by [John Curley](#)

What is a Commons?

Unnecessarily restricted content is like a virus that spreads through the internet, making the intellectual property provenance of each generation of new ideas less and less clear.

(from Imagining a Smithsonian Commons)

What is a Commons?

Unnecessarily restricted content is like a virus that spreads through the internet, making the intellectual property provenance of each generation of new ideas less and less clear.

(from Imagining a Smithsonian Commons)

What is a Commons?



What is a Commons?

An organized workshop where raw materials can be found and assembled into new things.



What is a Commons?

Imagining a Smithsonian Commons

<http://www.slideshare.net/edsonm/cil-2009-michael-edson-text-version>

Museum Commons: A professional interaction

<http://www.slideshare.net/edsonm/museum-commons-a-professional-interaction-museums-and-the-web-2010-michael-edson-and-rich-cherry>

What is a Commons?

Imagining a Smithsonian Commons

<http://www.slideshare.net/edsonm>

Museum Commons:

<http://www.slideshare.net/edsonm/interaction-museums-and-the-commons>

What is a Commons?



A 15-minute talk at the Walker Art Center

Text/footnotes: <http://www.slideshare.net/edsonm/m-4402558>

Video (starts at minute 12):

<http://channel.walkerart.org/play/opening-the-field/>

Updated 6/21/2010

IV. The Smithsonian Commons: A Place to Begin

Overview

A digital Smithsonian Commons unifies the themes and goals articulated in this strategy.

The Smithsonian Commons will be a special part of our digital presence dedicated to the free and unrestricted sharing of Smithsonian resources and encouraging new kinds of learning and creation through interaction with Smithsonian research, collections, and communities.

The digital commons movement is just a few years old but the concept of a commons is quite old. Commons are usually created when a property owner determines that a given set of resources—grass for grazing sheep, forest for parkland, software code, or intellectual property—will create more value if freely shared. Our understanding of research, education, artistic creativity, and the progress of knowledge is built upon the axiom that no idea stands alone, and that all innovation is built on the ideas and innovation of others. The Smithsonian community has always championed these ideals.

The initial Smithsonian Commons will be a Web site (also designed for mobile devices), perhaps <http://www.si.edu/commons>, featuring collections of digital assets contributed voluntarily by the units and presented through a platform that provides best-of-class search and navigation; social tools such as commenting, recommending, tagging, collecting, and sharing; and intellectual-property permissions that clearly give users the right to use, re-use, share, and innovate with our content without unnecessary restrictions.

The architecture of the Smithsonian Commons will encourage the discovery of content deep within Smithsonian unit Web sites and will expose connections and commonalities across Smithsonian projects. The Smithsonian Commons will also be a platform for formal and informal collaboration and content

IV. The Smithsonian Commons: A Place to Begin

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How do we talk about this?

Knowledge is built upon the axiom that no idea stands alone, and that all innovation is built on the ideas and innovation of others. The Smithsonian community has always championed these ideals. The commons is a concept that is many years old but the concept of a commons is quite old. Property owner determines that a given set of resources—grass, code, or intellectual property—will create more value if shared. Openness, education, artistic creativity, and the progress of knowledge are the result. The Smithsonian Commons will be a platform for formal and informal collaboration and content

The initial Smithsonian Commons will be a Web site (also designed for mobile devices), perhaps <http://www.si.edu/commons>, featuring collections of digital assets contributed voluntarily by the units and presented through a platform that provides best-of-class search and navigation; social tools such as commenting, recommending, tagging, collecting, and sharing; and intellectual-property permissions that clearly give users the right to use, re-use, share, and innovate with our content without unnecessary restrictions.

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IV. The Smithsonian Commons: A Place to Begin

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A digital Smithsonian Commons defines the themes and goals articulated in this strategy.

The Smithsonian Commons will be a special part of our digital presence dedicated to the free and unrestricted sharing of digital resources and enabling new kinds of learning and creation through research, collection, and communities.

The concept of a commons is quite old. The idea that a given set of resources—grasslands, fisheries, or intellectual property—will create more value if they are shared rather than owned privately is a long-standing principle. In education, art, and science, the progress of knowledge is built upon the axiom that no idea stands alone, and innovation is built on the ideas and innovation of others. The Smithsonian community has long been a part of this tradition.

The initial Smithsonian Commons will be a Web site at <http://www.si.edu/commons>, featuring collections of digital resources and presented through a platform that provides best practices for commenting, recommending, tagging, collecting, and sharing. We will clearly give users the right to use, re-use, share, and innovate with our content without unnecessary restrictions.

The architecture of the Smithsonian Commons will encourage the discovery of content deep within Smithsonian unit Web sites and will expose connections and commonalities across Smithsonian projects. The Smithsonian Commons will also be a platform for formal and informal collaboration and content

How do we talk about this?

What does this mean for staff and users?

IV. The Smithsonian Commons: A Place to Begin

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The initial Smithsonian Commons will be located at <http://www.si.edu/commons>, featuring

The Smithsonian Commons will also be a platform for formal and informal collaboration and content

discovery of content deep within our collections and specialties across Smithsonian projects.

The Smithsonian Commons will also be a platform for formal and informal collaboration and content

How do we talk about this?

What does this mean for staff and users?

A lot of new ideas for sr. decision makers to unpack

IV. The Smithsonian Commons: A Place to Begin

Overview

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Huh?

IV. The Smithsonian Commons: A Place to Begin

Overview

A digital Smithsonian Commons unifies the themes and goals articulated in this strategy.

Let's Build a
Prototype!

Huh?

Smithsonian Commons will be a special part of our digital presence dedicated to the free and open sharing of Smithsonian resources and encouraging new kinds of learning and creation around Smithsonian research, collections, and communities.

Openness is quite old. The idea of sharing resources—grass roots sharing—has been around for a long time. It creates more value if we share. The progress of knowledge is built on the ideas of others.

The Smithsonian community has always championed these ideals.

The Commons will be a Web site (also designed for mobile devices), perhaps at www.si.edu/commons, featuring collections of digital assets contributed voluntarily by the units. It will be presented through a platform that provides best-of-class search and navigation; social tools such as commenting, recommending, tagging, collecting, and sharing; and intellectual-property permissions that clearly give users the right to use, re-use, share, and innovate with our content without unnecessary restrictions.

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The Smithsonian Commons will also be a platform for formal and informal collaboration and content

SI Web and New Media Strategy - Smithsonian Commons Prototype - Mozilla Firefox

File Edit View History Delicious Bookmarks ScrapBook Tools Help

http://smithsonian-webstrategy.wikispaces.com/Smithsonian+Commons+Prot

Smithsonian Commons Prototype > Files

SI Web and New Media Strategy

My Wikis · 8 My Account · Help · Sign Out · wikispaces

SI Web and New Media Strategy

Smithsonian Commons Prototype

Actions

- New Page
- Recent Changes
- Manage Wiki

Search

Navigation

- Home
- Strategy
- Contents
- Exec Summary
- Moving Forward
- Context
- Themes
- Goals 1-4
- Goals 5-8
- The Commons
- Appendix
- Press

Smithsonian Commons Prototype -

DRAFT
Nothing official
Just getting it
out there

[Table of Contents](#) | [Attributes of the Smithsonian Commons](#)

Smithsonian Commons Prototype -- Overview

November 25, 2009

We are creating a clickable interactive prototype to demonstrate key features of the [Smithsonian Commons](#).

In July, 2009, we (the Smithsonian Institution) completed a [Web and New Media Strategy](#) on this very wiki (!). The strategy describes an [updated digital experience](#), a [new learning model](#) that helps people with their "lifelong learning journeys," and the creation of a [Smithsonian Commons](#), a new part of our digital presence dedicated to stimulating learning, creation, and innovation through open access to Smithsonian research, collections and communities. The Smithsonian Commons will, in many ways, be the platform through which we accomplish the Four Grand Challenges articulated in the [Smithsonian Institution Strategic Plan](#).

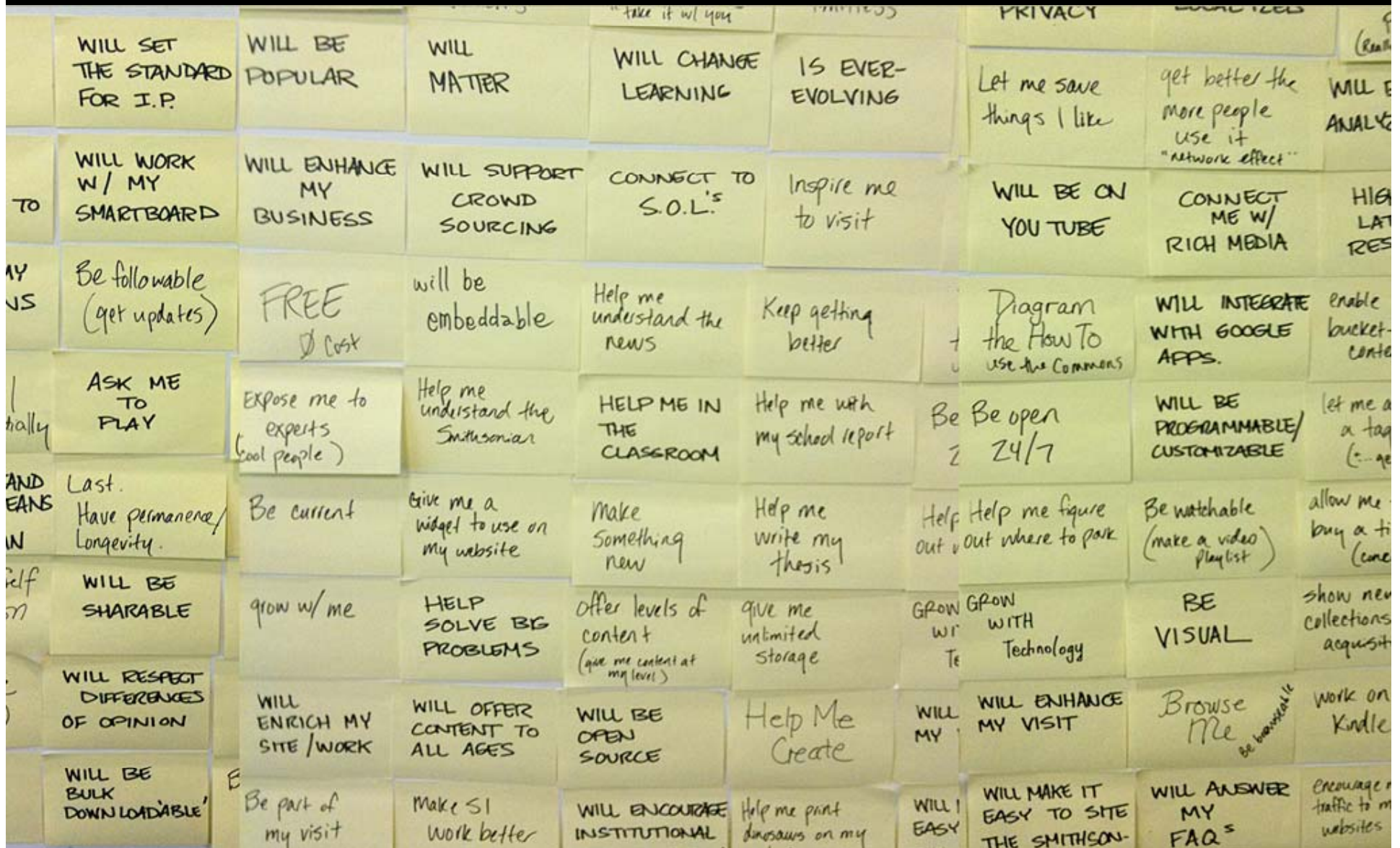
http://smithsonian-webstrategy.wikispaces.com

Done

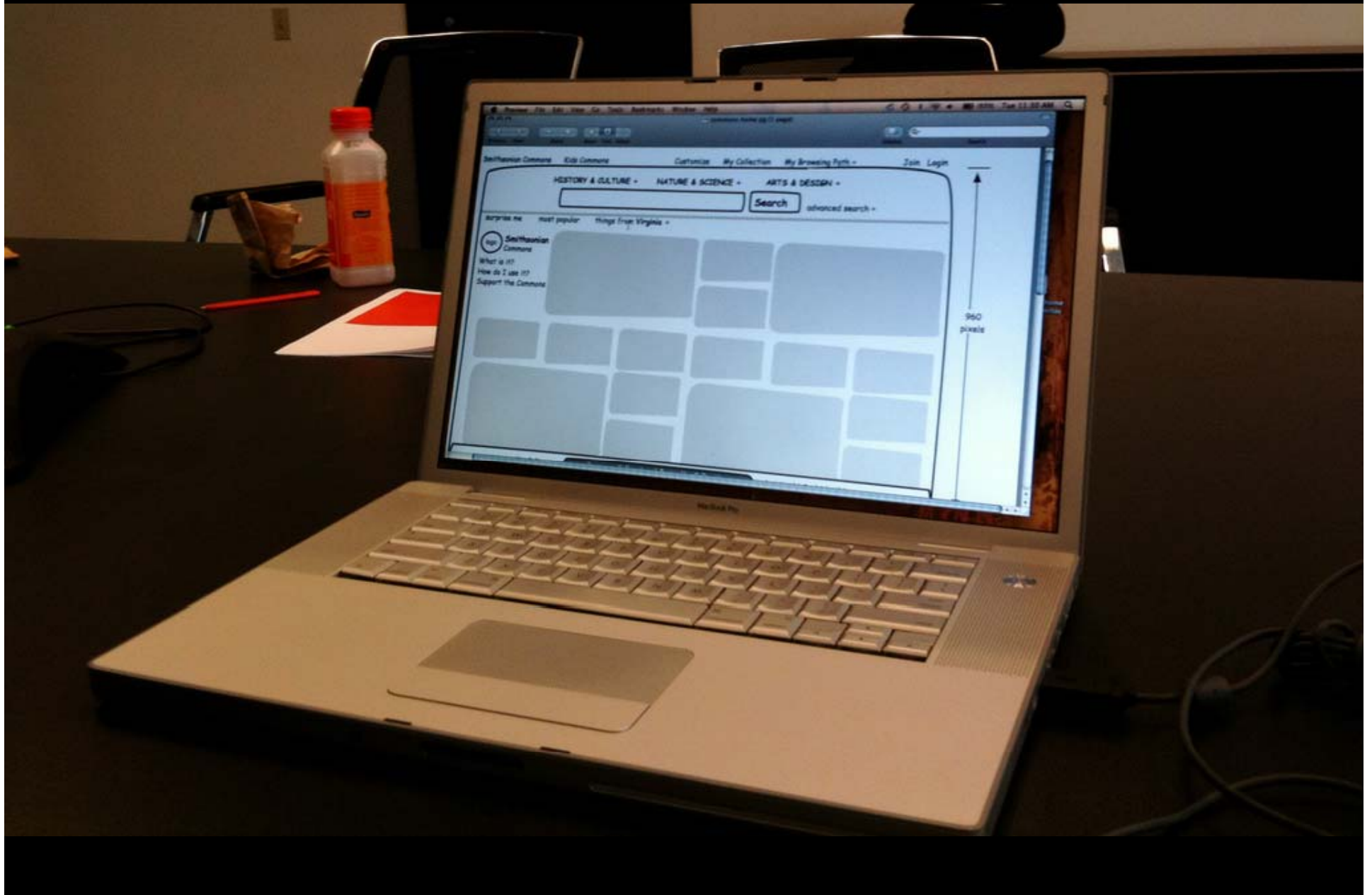
zotero



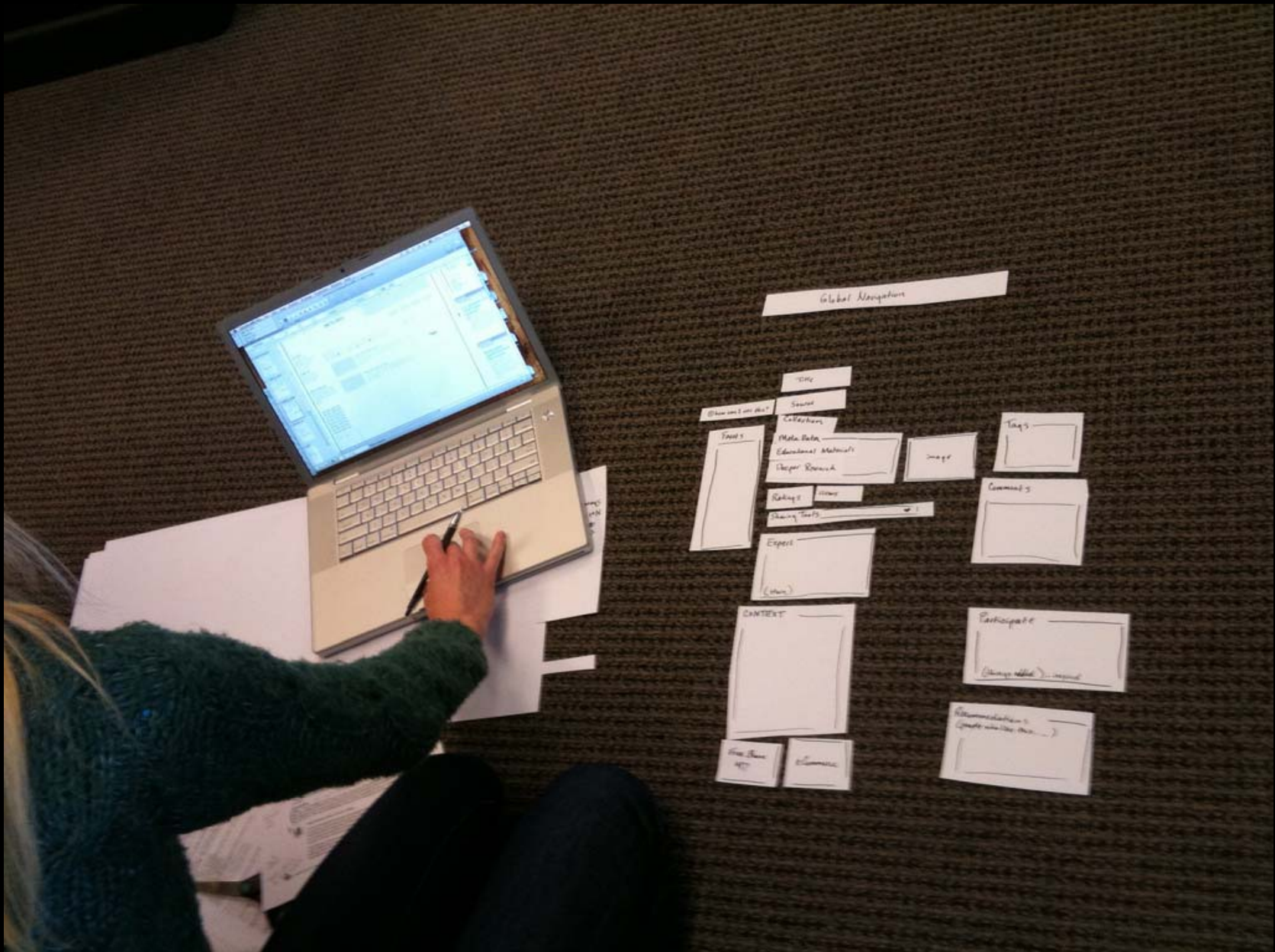
The Smithsonian Commons Will...



Conceptual Development: “Low Rez” Wireframes



Conceptual Development: Paper Prototypes





“Experience Brief”

<http://smithsonian-webstrategy.wikispaces.com/Smithsonian+Commons+Prototype>



Smithsonian Institution

Smithsonian Commons Prototype
Experience Brief

11.23.09

Museum Visitor (Pre, During, Post Visit)

"Memorial weekend is coming up and I'd like to take a long weekend trip with some friends. What better place to celebrate Memorial Day than Washington DC! I haven't been to the Smithsonian in years, so it's definitely top on our list. What's on exhibit?"

Persona Behavior

- browse content across all museums
- save things of interest
- Use citizen-to-citizen knowledge shared (tips/user-generated photos)
- access content remotely via iPhone

Outcomes/Benefits for the Smithsonian

- our resources are broken out from search and findable/searchable
- our visitors have a better understanding of what they can do/see and can better plan their trip
- our visitors can take Smithsonian wherever they go
- we create a richer museum experience (pre/during/post)
- we encourage repeat visit to Commons

Key Themes

Vast – everything on view in the museums can be seen in one website

Findable – exhibitions/objects of interest can be found/discovered quickly

Shareable – we help users share photos/collections on the social sites they use

Free – free content promotes bricks & mortar visits (thus generating more traffic in shops, restaurants, etc)

Possible Topics for this Scenario

- Stamps
- Civil War
- Animals at the National Zoo

Experience Flow (this is what the prototype will simulate/demonstrate)

1. (Pre) visitor starts a casual online search for information on the Smithsonian. Types "visit Smithsonian" in Google search.

Functionality Demonstrated

- Google search

Outlines four stories
 Museum Visitor
 4th Grade Teacher
 Millennial
 Enthusiast / Citizen Scientist

Google search results with link to Smithsonian

Smithsonian.edu/visit page with a "must see" promo that links to the Smithsonian Commons

"Must see" landing page on Smithsonian Commons

Link to my Trip Planner

Download phone app

Video of exhibit curator viewed on smartphone

8. She has a question about the artifact, and browses FAQs that have been collected from citizens and answered by Smithsonian experts.

- FAQs

9. She takes a few pictures with her phone and shares them on Facebook. Smithsonian data is carried with it. (reference Brooklyn Museum iPhone app)

- Upload photos to Facebook with Smithsonian metadata

10. When she's home, she returns to the Commons and notices that she's earned Commons Cash. She reads a short explanation of what Commons Cash is about. She also sees related information on the items that she's favorited while on her trip.

- Personalized view of Commons with related information on the items saved in Trip Planner, new recommendations, and intro to Commons Cash

Smithsonian Commons Prototype

Commons/Strategy Hypothesis 1

If we encourage reuse of our materials we can catalyze amazing discovery/ innovation/ creativity

Commons/Strategy Hypothesis 2

We have some amazing stuff that's isolated on deep content pages: if we can do the aggregation and curation in a web 2.0 platform we will have something remarkable to show



[view full-size image](#)

related tags [What's a tag?](#)
[outdoor](#), [people](#), [group](#)

add your own tags to this artwork

curatorial info

Juan Muñoz

Bio: Spanish, b. Madrid, 1953 - 2001
School: European Contemporary

Provenance

Marian Goodman Gallery, New York, to 13 April 1995

Museum Purchase, 1995

Juan Muñoz

Last Conversation Piece, (1994-1995)

Bronze
66 1/2 x 244 3/4 x 321 1/8 in. (168.9 x 621.7 x 815.7 cm)
as installed (individual dimensions on worksheet)

Museum Purchase, 1995

Accession Number: 95.5.A-C

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events Apr

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	>

[search calend](#) ^

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HIRSHHORN

Hirshhorn online catalog page

Hirshhorn Museum

ALL SIZES



Would you like to comment?

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Uploaded on December 22, 2009 by [bittermelon](#)

+ bittermelon's photostream

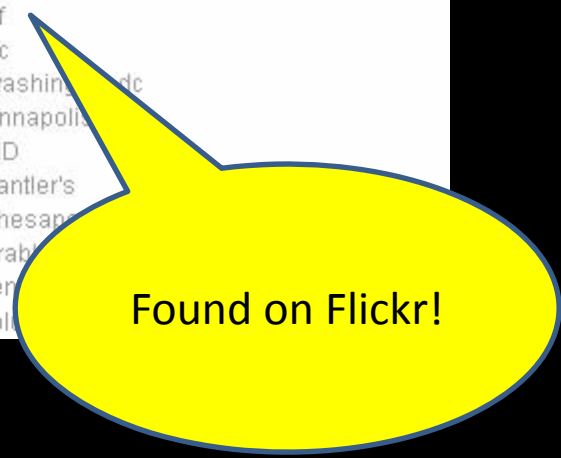
Whirlwind DC (& some of MD) | December 10-13 (Set)

198 items

browse

Tags

- sf
- dc
- washing dc
- annapolis
- MD
- cantler's
- chesap
- crab
- jen
- tol



Found on Flickr!

Hirshhorn sculpture garden

ADD TO FAVES ADD TO GALLERY



Uploaded on August 9, 2006 by [incendia mentis](#)

[incendia mentis'](#)
[photostream](#)



1,272 uploads

browse

This photo also belongs to:

[Summer 2006 \(Set\)](#)



68 items

Tags

su

People can't stop taking pictures and "connecting"

bittermelon · Sets

Slideshow



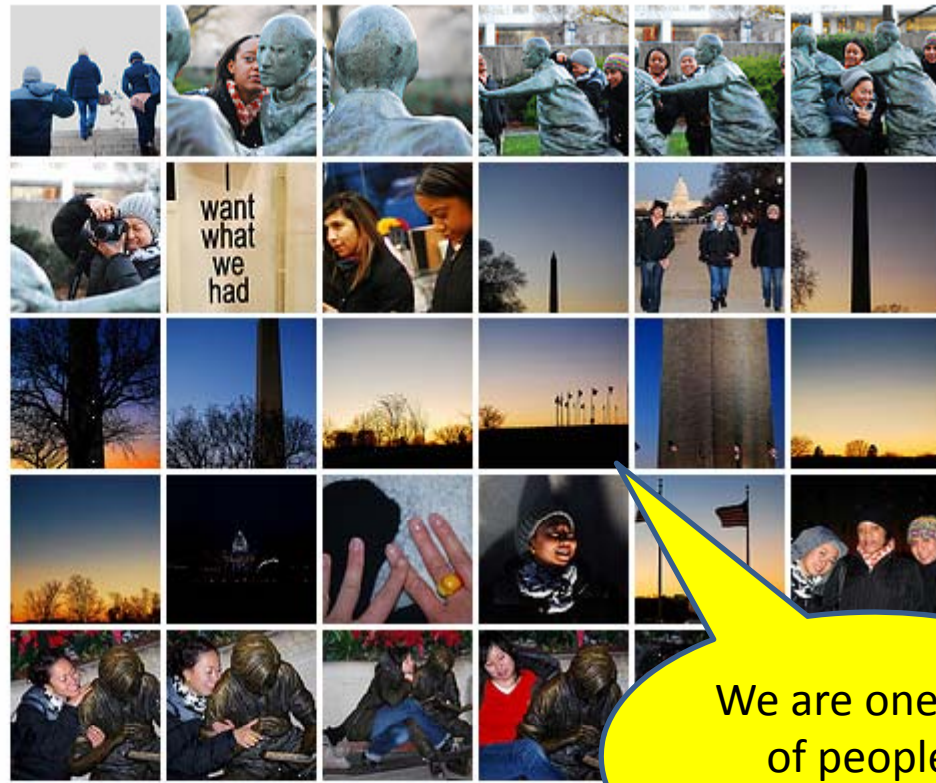
Whirlwind DC (& some of MD) | December 10-13

Thumbnails Detail Comments



198 photos | 237 views

items are from between 11 Dec 2009 & 12 Dec 2009.



We are one part of people's heroic journey



Prototype
depiction of
same sculpture

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[Normal Galaxies](#)
[Quasars](#)
[Groups of Galaxies](#)
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[Miscellaneous](#)

[Multiwavelength](#)

[Sky Map](#)

[Constellations](#)

[3D Wall](#)

[Special Features](#)

[Chandra Zoom-ins](#)

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[Cosmic Distances](#)

[Look-Back Time](#)

[Scale & Distance](#)

[Ang. Measurement](#)

[Images & Processing](#)

[Getting Heard Online](#)

CRAB NEBULA:

THE CRAB NEBULA: A COSMIC ICON

WAVELENGTHS: [COMPOSITE](#) [X-RAY](#) [INFRARED](#) [OPTICAL](#)



[WHAT IS IT?](#) [HOW FAR AWAY IS IT?](#)
[HOW IS IT MADE?](#) [HOW BIG IS IT?](#)
[WHAT DO THE COLORS MEAN?](#) [WHERE IS IT LOCATED?](#)

[CLOSE THE BASICS](#)

- The explosion that produced the Crab Nebula was observed on Earth in 1054 A.D.
- The aftermath of the star's death has produced a spectacular structure that scientists are trying to understand.
- Data from different telescopes are necessary to probe the true nature of this complex object.

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Rating: 4.3/5
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More Information

[Blog: The Crab Nebula: A Cosmic Icon](#)

[Handout: \[html\]\(#\) | \[pdf\]\(#\)](#)

[Zoom-In \(flash\)](#)

More Images

[Chandra X-ray Image of Crab Nebula](#)



[Chandra X-ray Image of Crab Nebula](#)

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[Chandra X-ray Image of Crab Nebula](#)

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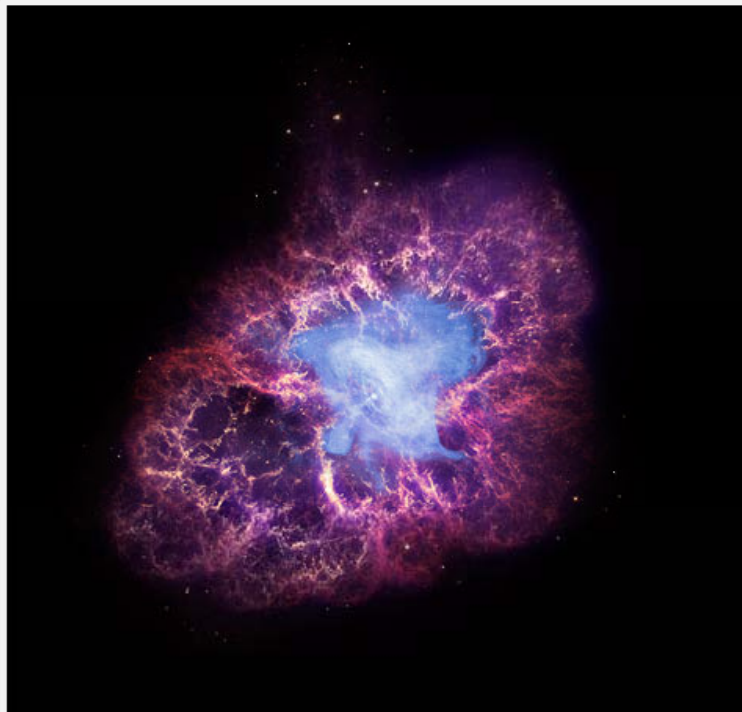
Crab Nebula on Smithsonian Astro. Observatory site

Tom's Astronomy Blog

Notes, News, and Observations

The Crab Nebula

Author: Tom [Comments\(4\)](#)



A Crab Nebula collaboration. Click for larger. Image Credit: X-ray: NASA/CXC/SAO/F.Seward; Optical: NASA/ESA/ASU/J.Hester & A.Loll; Infrared: NASA/JPL-Caltech/Univ. Minn./R.Gehrz

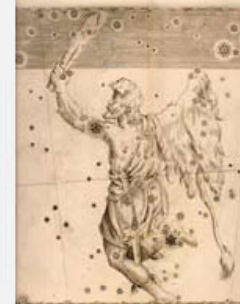
Before I get going to far: The shuttle Atlantis has departed from the ISS and will be heading home to a landing on Friday. The shuttle program is going to end pretty soon and you won't have many more chances to see the pair crossing the sky. To find out when you can see them, check [Heavens Above](#) or [Spaceweather.com](#). Be sure to enter your location!!!

Ok back to the Crab Nebula, have a look at this great new image release of the Crab Nebula from the Chandra site, in particular the central regions.

Check out the [Crab Nebula Fact Sheet from Chandra](#)

GAN 2010

GLOBE at Night



2010 MAP

THE JODCAST



NAT GEO



ASTRONOMY CAST



SEARCH

Found via Google detective work: "Tom's Astronomy Blog"



Waning Crescent
20% of Full
Fri 9 Apr, 2010
3:28 PM
[lunar phases](#)

SOHO



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WITH TOM

astronomy notes, news & observations



Photo credits. View more at Smithsonian Commons (<http://www.si.edu/commons/871012>).

January
11

Crab Nebula

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Check out the [Crab Nebula Fact sheet](#) from Chandra
Check out the [Star Viewer](#) for the Crab Nebula

From the Smithsonian Web site:

A star's spectacular death in the constellation Taurus was observed on Earth as the supernova of 1054 A.D. Now, almost a thousand years later, a super dense object - called a neutron star - left behind by the explosion is seen spewing out a blizzard of high-energy particles into the expanding debris field known as the Crab Nebula. X-ray data from Chandra reveals significant clues to the workings of this mighty

ABOUT ME

Hello, This is my blog concerning space, time and galaxies.

CURRENTLY WATCHING

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CURRENT ARCHIVE

▼ 2010 (2)

▼ January (2)

CRAB NEBULA

HOW BIG IS THE UNIVERSE?

► 2009 (22)

TAGS

Crab Nebula, galaxy,
Comets, Stars, atlantis, Hubble, sky,
Galaxies, Smithsonian, planets,
museum, video, Solar System,
space, Nebula

Commons
prototype "Space
& Time with
Tom"

- Abel 2667
- Andromeda Galaxy
- Ant Nebula
- Antennae Galaxy
- Betelgeuse
- Cartwheel Galaxy
- Cassiopeia A
- Cat's Eye Nebula
- Centaurus A
- Cigar Galaxy
- Cone Nebula
- CL0027+17
- Crab Nebula
- C153 Spiral Galaxy
- Dschubba
- Dumbbell Nebula
- Eta Carinae
- EX Lupi
- Formalhaut B
- Gamma Velorum A
- Great Hercules Cluster
- Helix Nebula
- Hubble Ultra Deep Field
- IC 1848
- Mice Galaxy
- Large Magellanic Cloud
- Mira
- M 22
- M 74
- M 81
- M 84
- N 63A
- NGC 281



video info

Crab Nebula

Crab Supernova explosion

YouTube

0:00 / 0:37

POWERED BY Google

Found: Google Sky mashup of the Crab Nebula

- Star Viewer**
- Abel 2667
 - Andromeda Galaxy
 - Ant Nebula
 - Antennae Galaxy
 - Betelgeuse
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 - Formalhaut B
 - Gamma Velorum A
 - Great Hercules Clu
 - Helix Nebula
 - Hubble Ultra Deep
 - IC 1848



Interactive Galaxies Map - Recently Added: Crab Nebula via a Smithsonian Astrophysical Observatory

Story 4: Enthusiast / Citizen Scientist (Beta)

captions













-  play
-  1. Intro
-  2. Quote
-  3. RSS
-  4. Nebula
-  5. Blog
-  6. Mashup
-  7.

Our rendition of the mashup

My Collection

Drag items to rearrange them. When you're finished, press the Save Changes button.

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 <p>Teddy Bear Presidents, Bears National Museum of American History</p>	 <p>Theodore Roosevelt, 1912 Presidents, Political Cartoons Archives of American Art</p>	 <p>32c Theodore Roosevelt single Presidents, Stamps National Postal Museum</p>	 <p>Roosevelt Inaugural Medal, 1905 Presidents National Portrait Gallery</p>
 <p>Sitter: Theodore Roosevelt, 1919 Presidents, Theodore Roosevelt National Portrait Gallery</p>	 <p>Drawing by C. R. Mazaulay Presidents, Political Cartoons Archives of American Art</p>	 <p>Portrait of President Theodore Roosevelt, 1908 Presidents, Theodore Roosevelt Foyer Gallery of Art</p>	 <p>President Roosevelt in riding attire, 1903 Presidents, Theodore Roosevelt National Portrait Gallery</p>
 <p>Theodore Roosevelt, 1853 - 1919 Presidents, Theodore Roosevelt National Portrait Gallery</p>	 <p>Doll Presidents, Theodore Roosevelt National Museum of American History</p>	 <p>New Spectacled Bear Bear National Zoo</p>	 <p>Mount Rushmore National Memorial Presidents, Theodore Roosevelt Archives of American Art</p>

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Smithsonian Folkways Magazine

WINTER 2010

- Roberto Martínez
- Sam Gesser Tribute
- Harmony in Uganda

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American History in Ballad and Song, Vol.2

Various Artists FW05802

Originally intended as a teaching aid for senior high school social studies and covering a broad scope of civic, government, economic, citizenship and immigration issues, this compilation provides a provocative mid-century impression of America culled from witnesses to the first half of the twentieth century. We are treated to songs from Woody Guthrie, Pete Seeger and Malvina Reynoldson; speeches from Theodore Roosevelt, Dwight Eisenhower, Martin Luther King, Jr. and Williams Jennings Bryan; so-called "brag" tunes from cowboys; and pronouncement of an oath of loyalty by Chief John G. Oberly of the "Osage Tribe of Indians" affirming that he will not conspire with any political parties to overthrow the US government.

COUNTRY(S) United States

CULTURE GROUP(S) Anglo-American

KEYWORD(S) American Indian; Cowboys--Songs and music; Folk songs--Kentucky; Folk songs--United States; Folksong revival; Labor unions; Labor unions--Songs and music.; Music--Appalachian Region, Southern.; Protest songs; Sound effects; Speeches, addresses, etc.; Spoken word; Topical songs; United States History

INSTRUMENT(S) Banjo; Guitar

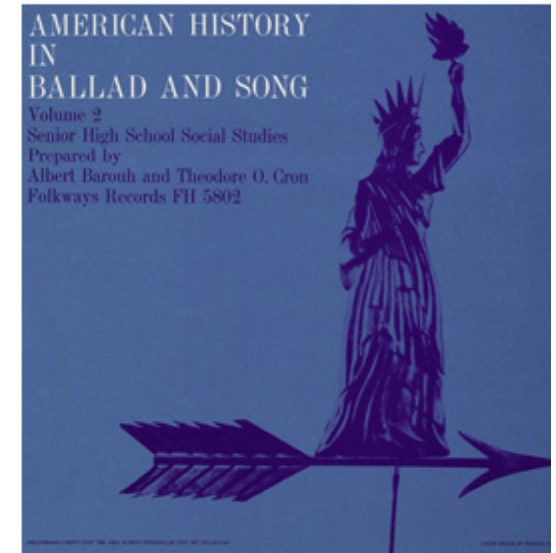
LANGUAGE(S) English

YEAR OF RECORDING 1962

RECORD LABEL Folkways Records

SOURCE ARCHIVE Smithsonian Center for Folklife and Cultural Heritage

credits Produced by Moses Asch • Design by Ronald Clune



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Theodore Roosevelt audio sings!!!

Asset Research

✓ Commons/Strategy Hypothesis 1

If we encourage reuse of our materials we can catalyze amazing discovery/ innovation/ creativity

✓ Commons/Strategy Hypothesis 2

We have some amazing stuff that's isolated on deep content pages: if we can do the aggregation and curation in a web 2.0 platform we will have something remarkable to show

The Attributes of the Smithsonian Commons





12 characteristics of a commons

What is a Commons?



A 15-minute talk at the Walker Art Center

Text/footnotes: <http://www.slideshare.net/edsonm/m-4402558>

Video (starts at minute 12):

<http://channel.walkerart.org/play/opening-the-field/>

Updated 6/21/2010



12 characteristics of a commons

Federated

Designed for users

Findable

Shareable

Reusable

Free

Bulk Download

Machine Readable

High Resolution

Collaboration w/o control

Network effects

Public Domain

12 dimensions of a commons

... and a 13th?

TRUST

Are you going to be there tomorrow? Forever?

Will you play fair?

Will you be selfless, and help me be successful?

**If I invest resources working with your commons,
will some other commons take your place?**

The prototype...

Art is the lie that helps us
tell the truth

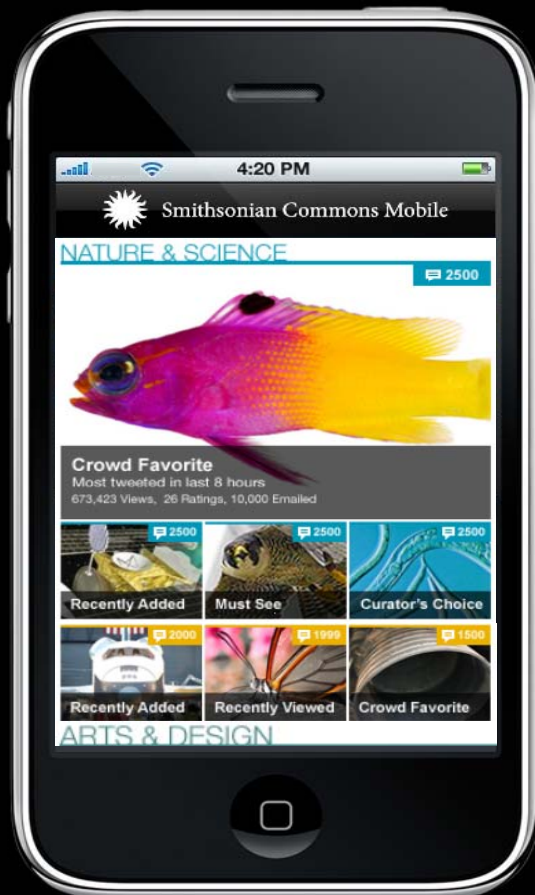
Pablo Picasso

Smithsonian Commons Prototype

<http://www.si.edu/commons>



Thanks!!!



Michael Edson
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