HUMAN SCIENCES AND TECHNOLOGY FOR PUBLISH ON DEMAND

What insights are needed to optimize technologies, user experiences and business infrastructures for content in the publish on demand mediascape?

REQUEST FOR PROPOSALS

Media X seeks to fund concept-proving research that can lead to insights relevant to the transformation of content creation, consumption and curation. Of particular interest are studies that explore signals of change, structural dynamics, legal implications, and user experiences in content for learning and leisure.

We invite thought leaders and experimenters across all disciplines to engage in studying the publish on demand mediascape - across the wide range of organizations, people and technologies involved. We seek new insights about the intersection of people and technologies based on asking new questions, new ways of studying those questions, and new ways of combining observation and judgment. This scope of this RFP spans formal and informal learning environments, in school and out of school, and also includes leisure and entertainment. We offer a few ideas to spark but not constrain idea generation.

• How do new technical, human, and legal issues, including choice-based options and advertising or sponsorship, influence new analytics and pricing models in publish on demand systems. How can we better understanding legal, technology and human issues to alleviate copyright and other pain points, such as orphan works, fair use and conflicting foreign regimes, inconsistencies in licensing rules, interoperability and multiple formats?
• How can we better understand the fast-changing relationships and dependencies in the business ecosystem surrounding use of content in higher education?
• What is the impact of potential disruptors such as open publication, open education legal automation, ‘unbundling’ content, easy rights registration and clearance, querying languages, linking schema, convertible formats (print, PDF, and HTML) for full and partial contents in single and multiple media.
• How do context and format for consumption influence attention, retention, and impact of content?
TIME AND SCOPE

Proposals are invited for projects of $15K to $80K, starting no earlier than September 22, 2012 and finishing by June 15, 2013. Proposals can request support for one, two or three quarters. Awards will be announced the week of September 17, 2012.

• A two-to-three page description of the research question, identifying potential for thought leadership as well as relevance to the future of content, and including brief bios of the project team, should be sent by August 29, 2012, 11:00PM PST to Adelaide Dawes (adelaide@stanford.edu).

• Using the same title for your proposal, a description of requested resources should be sent separately by August 29, 2012 by 11:00PM PST to Adelaide Dawes (adelaide@stanford.edu).

BACKGROUND

The world of content is experiencing an explosion of innovation that includes how content is created, consumed and curated. This innovation in publishing has erupted in what some call the “mass amateurization” of media and extends to how traditional content creators and distributors are restructuring around new business models. Across the media ecosystems in education and entertainment, new technologies and new uses of it are creating a sea change in publishing. One can observe escalating desires for personalization, customization, portability, and screen-of-preference viewing. One can observe the steady stream of new devices, platforms, apps and services that blanket the media landscape. One can observe new data and new data flows in the growth of self-publishing and open publishing – in educational, research, trade, and leisure content.

Interdisciplinary approaches are needed to understand how overlapping factors will influence publish-on-demand:

• Users needs and behaviors, particularly the extent to which needs are not fully met by present solutions – for content creators, consumers, and curators;
• Market environment and evolving business models, for example shifting toward usage-based models and the implications for platform design and functionality;
• Technology pull – new opportunities created by new technologies, such as image recognition, convertible formats, self-refutation proofs, inconsistency robustness, and legal informatics – and the combination of these.

What questions should be asked to get the insights needed to ride this sea change into the future?