Knowledge Management

What it is, why it matters, and (Google) options for making what you know findable

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January 13, 2010

Center for Access to Justice & Technology

Chicago-Kent
College of Law
ILLINOIS INSTITUTE OF TECHNOLOGY

- **Curriculum**: Public Interest Certificate

- **Research**: Meeting the Needs of Self Represented Litigants w/ NCSC & Institute of Design

- **Access to Justice**:

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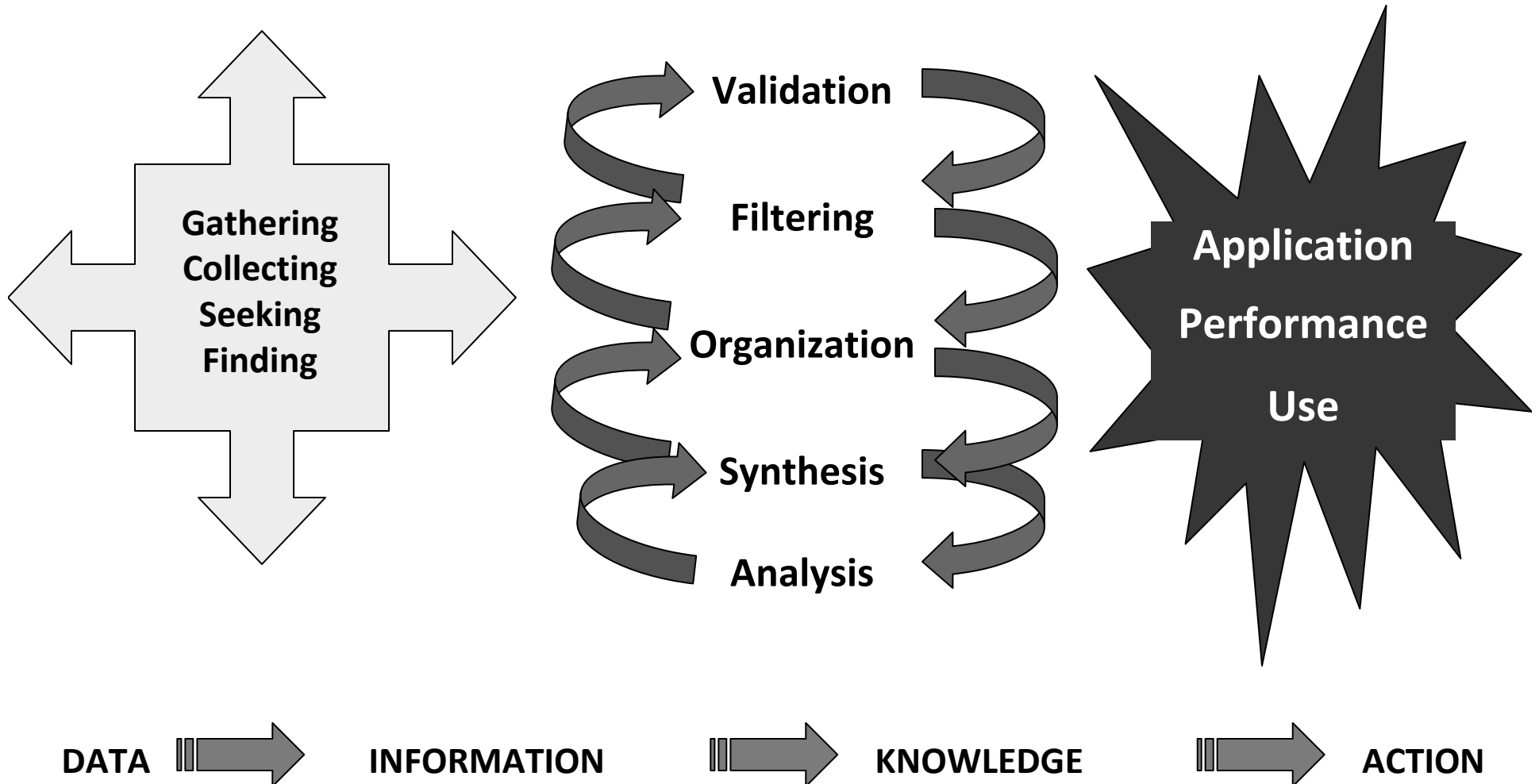
  - A2J Author™ Student Editorial Board

Knowledge Management
Early Definitions

- It is … knowledge creation, capture, organization, access, and application.

    Richard Hunter, VP Gartner Group

    Quoted in Infoworld 2/22/99 p. 69

3 Stages of Knowledge Work

Gathering
Collecting
Seeking
Finding

Validation

Filtering

Organization

Synthesis

Analysis

Application

Performance

Use

DATA ⟹ INFORMATION ⟹ KNOWLEDGE ⟹ ACTION

Knowledge Management: What is it?

- It is more a discipline that includes tacit knowledge that resides in individual workers as well as explicit knowledge that is documented."

Richard Hunter, VP Gartner Group

Quoted in Infoworld 2/22/99 p. 69

Knowledge Management: Some Included Technologies

- Data Mining
- Expert Systems
- Document Management
- Groupware
- Workflow
- Distance Learning
- Document Assembly

Knowledge Management:
Some Newer Included Technologies

Web 2.0

    Blogs

    Wikis

    Social Media- i.e. Facebook, et al

Enterprise Search

    Recommind

    Autonomy's Universal Search

    Google's Search Appliance!!

Bryan Cave's Zones

– **NoZone**® is a widely acclaimed, interactive, web-based application that teaches supervisors and employees how to recognize and prevent harassment of all types.

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– **Campaign Finance Zone**® helps clients prevent campaign finance violations at the state and federal levels.

- **Decision-Support Tools:** Bryan Cave's decision support applications, such as TradeZone®, distill large bodies of firm expertise into actionable information that our clients access online and use to make decisions.

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- Term Sheet Creator
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Start-Up Tool Kit

Orrick's Emerging Companies Group is a leading advisor to start-ups, with more than 700 emerging company clients in the United States, Europe and Asia. The group features lawyers in nine offices around the globe, including more than 100 lawyers in our Silicon Valley office.

Orrick's Start-Up Tool Kit is a comprehensive set of resources designed to aid start-ups and their founders on the journey from the "garage" to the global marketplace.

Use our Start-Up Tool Kit to memorialize agreements with co-founders or potential investors, understand the terms and terminology of key legal documents, and network and learn business strategy and the latest industry news.

Term Sheet Creator
Create drafts of start-up and venture financing documents ranging from your company's founding to a preferred stock financing.

Start-Up Forms Library
Use this reference source for the key legal documents you will need to start and grow your company.

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Term Sheet Creator

Term Sheet Creator

From your company's founding to a preferred stock financing, Orrick's Term Sheet Creator allows you to create drafts of start-up and venture financing documents based on your responses to a series of interactive questions.

Below are the types of term sheets you can create:

Founders Term Sheet (Browser Compatibility: IE6+)

- For founders of start-up companies
- Creates a term sheet for the founders round
- Creates an answer file that can be used by your lawyers to organize your start-up company quickly and efficiently when you are ready

Bridge Financing Term Sheet (Browser Compatibility: IE6+)

- For start-up or venture-backed companies
- Creates a term sheet for an interim financing prior to the next equity financing
- Creates an answer file that can be used by your lawyers to draft your deal documents quickly and efficiently when you are ready

Preferred Stock Financing Term Sheet (Browser Compatibility: IE6+)

- For start-up or venture-backed companies
- Creates a term sheet for a preferred stock financing
- Creates an answer file that can be used by your lawyers to draft your deal documents quickly and efficiently when you are ready

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Term Sheet Creator > Interview

Founders Term Sheet   User Guide Help

Interview Outline   ✕
- TSC Additional Terms and C
- Company Information
- ⊞ Director Information
- ⊞ Officer Information
- ⊞ Stockholder Information
- Misc Filings Information
- Company Contact Person

Company Information

Company Name

Address Line 1

Address Line 2

City

State/Province

Postal Code

County

Country

Phone

Fax

Company Website

State of Incorporation

End of Fiscal Year
December 31st

Bank

Does the Company want to have a Seal Stamp?

○ Yes

◉ No

◀ First   ◀◀ ◀ Previous   Next ▶ ▶▶   Last ▶▶   Finish

Seyfarth Shaw   -- Lean Six Sigma

- **Six Sigma goals: To integrate the Seyfarth*Lean*** approach throughout the firm, so that each person is asking: "Can I do this better?" Also, to achieve a point at which each attorney is asking, "Am I adding value, as defined by the client, to the delivery of my services?" To make sure that we are asking the client what they want and then delivering it in the most efficient, cost-effective way possible.

- **Number of projects: 57 process maps in existence** in addition to more than 30 internal projects

- **Financial benefit/savings: Client savings of** 15 percent to 50 percent

Seyfarth Shaw   -- Lean Six Sigma

- Six Sigma is a business process improvement methodology, which was introduced in the early 1980s. Born in the manufacturing departments of Motorola and championed by Jack Welch, former General Electric CEO, Six Sigma has become well-known across many industries.

- The Six Sigma "DMAIC" process (define, measure, analyze, improve, control) is a staged approach to evaluate existing processes falling below specification and needing incremental or greater improvement.

- Seyfarth built--Web based process management; workflow charts; decision points on all engagements; process sheets; activity based cost model

Stages of Large Law Document Centered KM

Document Management Systems

West KM And LexisNexis Search Advantage

Universal Search

DATA ➡ INFORMATION ➡ KNOWLEDGE ➡ ACTION

Document Management Systems

– Central control of word processing, file storage, and printing

– Version control- team document preparation

– Virtual work product case file

– KM Drawbacks of Document Management Systems
  • Huge volume of documents and versions
  • Inadequate search tools
  • Little or no metadata and classification

LexisNexis and West KM Products

- Separate stand alone databases drawn from document management system

- Require the creation of a new data base, selection of documents and formatting for work product search

- Results enhanced with research products like Shepards and Keycite

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O.C.G.A. 9-11-56 (1,754)
Blackston v. Shook Fletcher
Insulation Co., 764 F.2d 1480 △

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Doc No.: 129396 - Last Modified: Oct-24-2000 - M Laura Lopez ⧉ - A.C.&S. ⧉ -
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2. ☐ ▣ Plaintiff's Response to Various Defendants' **Motions_for_Summary_Judgment** and/or **Motions** to Dismiss

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1. ☐ 📄 **John Crane Incs Motion for Summary Judgment and Brief in Support of**
    ... BRIEF IN SUPPORT OF JOHN CRANE INC.'S MOTION FOR SUMMARY JUDGMENT COMES NOW, John Crane
    in Support of its Motion for Summary Judgment, showing the Court as follows: I. SCOPE OF ...
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2. ☐ 📄 **Defendant John Crane Motion for Summary Judgment and reciept of**
    ... et al.,)) Defendants.) _____) DEFENDANT JOHN CRANE INC.'S MO
    NOW John Crane Inc. ("John Crane"), Defendant ... the essential elements of Plaintiff's case. This Motion for Summa
    pleading ...
    You marked as best practice: ✕ ☆   Marked as best practice **1** (1 rating)
    Tags: add a tag
        add new annotation

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set forth by the Fourth Circuit in *Lohrmann v. Pittsburgh Corning Corp.*, 782 F.2d 1156 [Q] [▣] (4th Cir. 1986). The Court in *Lohrmann* stated as follows:

Pittsburgh Corning ☒

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Appellants would have us adopt [ ] that a company's asbestos containing product was at the w[ ] question has been established as to whether that product contribut[ ] Such a rule would be contrary to the . . . law of substantial causati[ ]efeat a motion for summary judgment . . . would depend upo[ ]iff must prove more than a casual or minimum contact.

To support a reasonable inference of substantial causation from circumstantial evidence, there must be evidence of exposure to a specific product on a regular basis over some extended period of time in proximity to where the Plaintiff actually worked.

We have spoken to the question of sufficiency of circumstantial evidence required to support a finding of causal connection and have concluded that there must be evidence of a reasonable and rational nature upon which a jury can make the necessary inference that there is a causal connection between a Defendant's action and a Plaintiff's injury.

Id. at 1162, 1163 Shepardize® [▣] . (emphasis supplied).

Discovery has revealed in the present case that no causal connections exist between Mr. Wazir's injury and John Crane Inc.'s products and, therefore, summary judgment must be granted. Plaintiff has produced no evidence that he sustained harmful asbestos exposure to a John Crane Inc. product. Pursuant to O.C.G.A. §9-11-56, [▣] Plaintiff may not rely on what may be produced at trial in opposing a motion for summary judgment. *See* 9-11-56(e); *SEC v. Spence & Green Chemical Co.,* 612 F.2d 896, 901 ◆ [▣] (5th Cir. 1980), *cert. denied,* 499 U.S. 1082 (1981) Shepardize® [▣] ; *Gossett v. Du-ra-kel Corp.,* 569 F.2d 869, 873 [Q] [▣] (5th Cir. 1978). Nor may they rely on an opposing affidavit that does not specify the affiant's personal knowledge that Plaintiff had an asbestos exposure in relation to this Defendant's product. *Blackston v. Shook & Fletcher Insulation Co.,* 764 F.2d 1480 △ [▣] (11th Cir. 1985). Therefore, in the absence of any evidence of harmful exposure, Defendant John Crane Inc. is entitled to summary judgment as a matter of law.

In his deposition, Plaintiff failed to identify a single location during his entire work history in which he worked with or in the vicinity of John Crane Inc.'s products. Because of the absence of any evidence of exposure, John Crane Inc. is entitled to summary judgment as a matter of law.

Document Guide

Entities

Company

CSX
GEORGIA PACIFIC
Pittsburgh Corning

Employee

Ollie M. Harton

PhoneNumber

(404) 614-7400

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                               Shepard's® △ **Blackston v. Shook & Fletcher Insulation Co., 764 F.2d 1480** (TOA)

Signal: △ Caution: Possible negative treatment
Trail: **Unrestricted**

Blackston v. Shook & Fletcher Insulation Co., 764 F.2d 1480, 1985 U.S. App. LEXIS 20282, CCH Prod. Liab. Rep
1985)

SHEPARD'S SUMMARY

Unrestricted *Shepard's* Summary

No subsequent appellate history.
Citing References:

△ Cautionary Analyses: **Criticized (1)**, **Distinguished (4)**

  Positive Analyses: Followed (6)

  Neutral Analyses: Concurring Opinion (2), Dissenting Op. (2), Explained (3), Harmonized (1), Quest.

  Other Sources: Law Reviews (20), Treatises (9), Court Documents (380)

LexisNexis Headnotes: HN1 (43), HN2 (3), HN3 (62)
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1. ☐ ⬤ <u>**Legal Definition of** Motion For Summary Judgment</u>

   The 'Lectric Law Library's Lexicon On * **Motion For Summary Judgment** * MOTION FOR SUMMARY JUDGMENT - A request made by the defendant...must present some evidence on every material issue which he will bear the burden of proof at trial...

2. ☐ ⬤ <u>**American Civil Liberties Union : ACLU of Alaska v. State -** Motion for Summ Judgment</u>

   ...Decriminalization ACLU of Alaska v. State - **Motion for Summary Judgment** (6/30/2006) File Attach click here **for** more info Description: The...browser) If you need the viewer **for** this file format, go to: Ado

3. ☐ G <u>**Summary judgment** - Wikipedia, the free encyclopedia</u>

   In order to defeat a **motion for summary judgment**, the non-moving party only has to ... **For** example, one side on a **summary judgment motion** can produce the ...en.wikipedia.org/wiki/**Summary_judgm** 38k - Cached - Similar pages

Stages of Large Law KM

Document Management Systems

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Work Product Databases And West KM And LexisNexis Search Advantage

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DATA → **INFORMATION** → **KNOWLEDGE** → **ACTION**
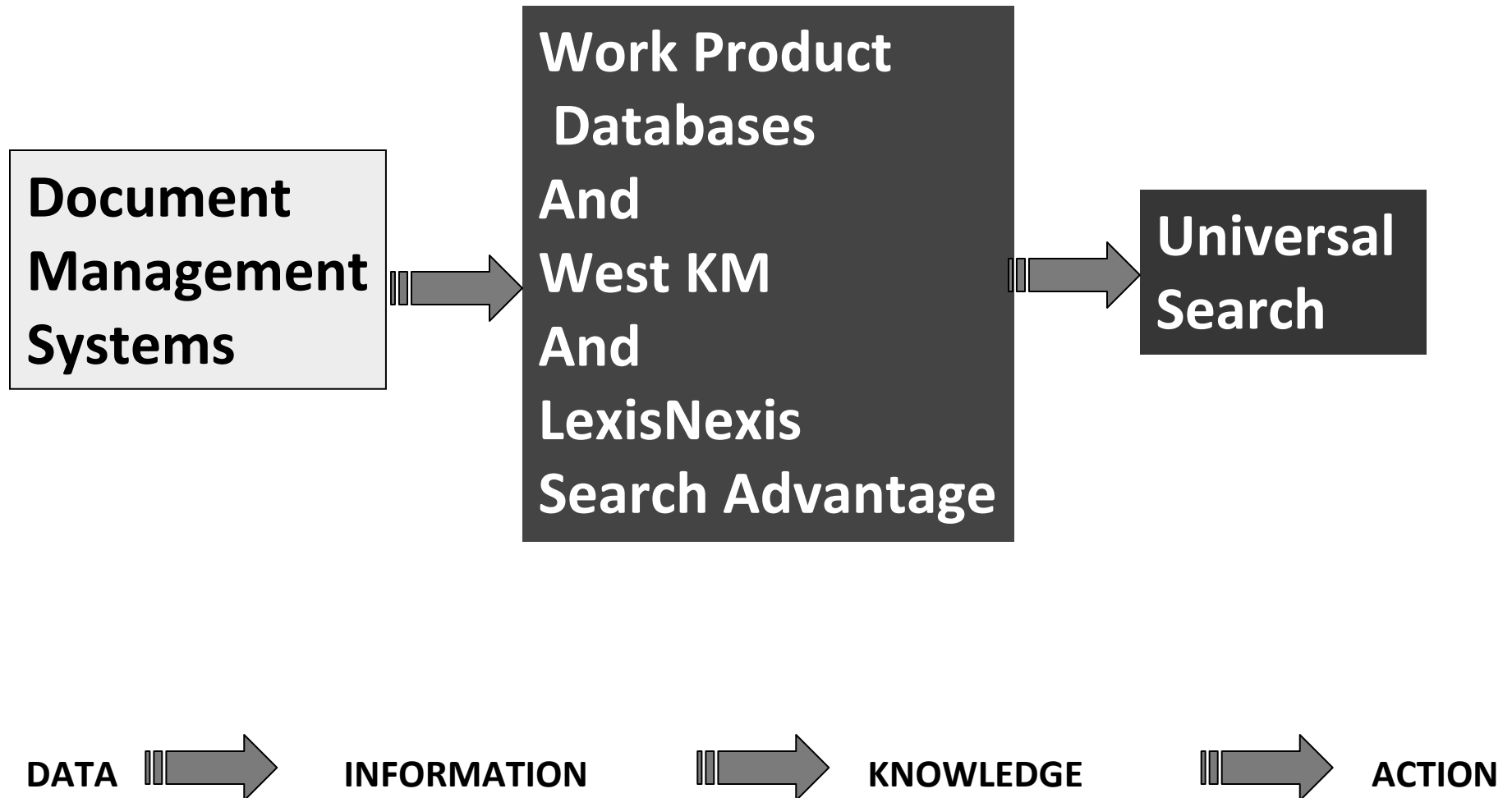
Knowledge Management is about Information Convergence and Collaboration

- To conceive of knowledge as a collection of information seems to rob the concept of its life. Knowledge resides in the user and not in the collection. It is how the user reacts to a collection of information that matters...

  Churchman 1971

Large Law KM Obstacles- Trust
David Maister

- When a firm's prevailing atmosphere is one of **competition, not collaboration**, partners rarely make sacrifices for the good of the firm.

- There is **low tolerance for ceding power** or influence to practice group or firm leadership.

- [O]bjective formula-based compensation systems entice partners into **gaming the system through hoarding work** and bickering over origination credits.

- Most important, **absence of trust** may be a significant contributing factor to the **extremely short-term orientations** of many law firms. Investments of time or money that don't yield immediate results are rarely made.

Lessons for Legal Aid

- Findability
- Process Management
- Shared Expertise Systems
- Client Facing Efficiencies
- More?

Knowledge Management

What it is, why it matters, and (Google) options for making what you know findable

... and as the tenth bullet states:
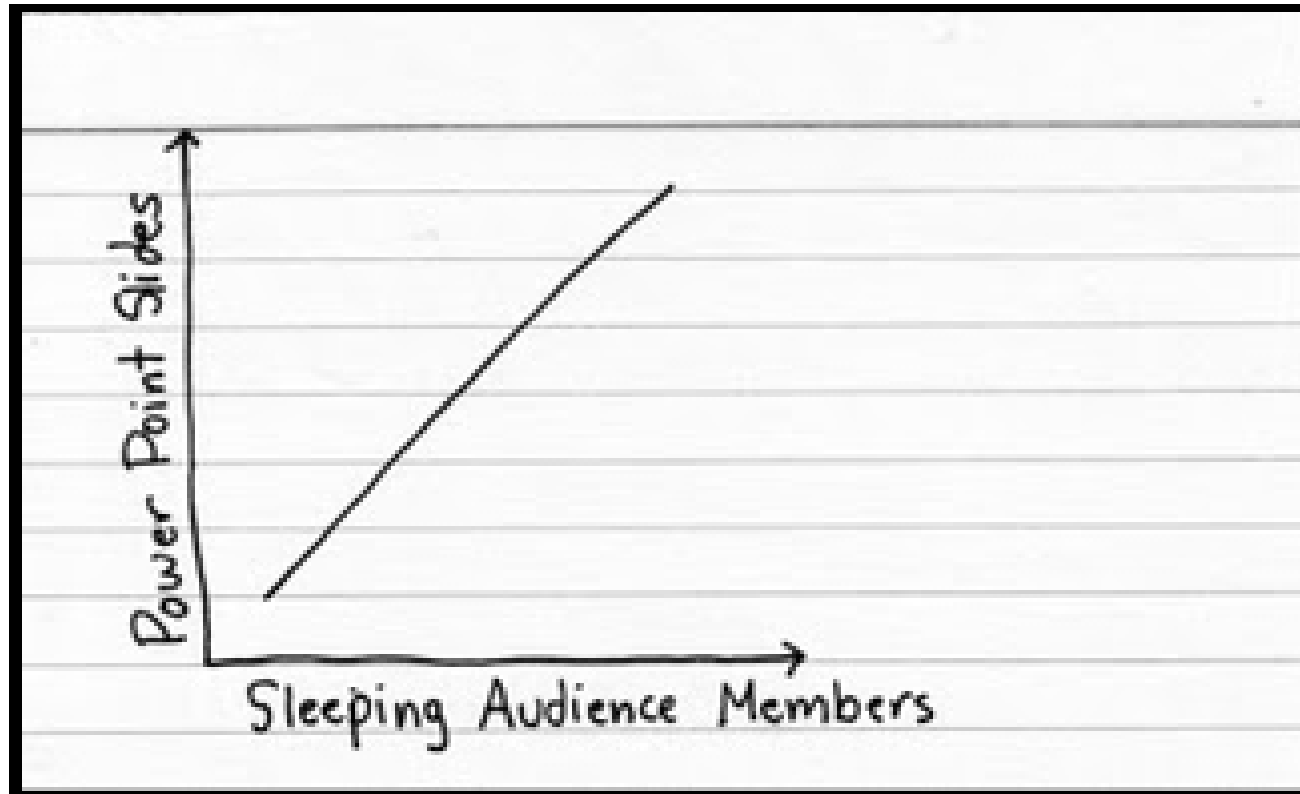
Jessica Hagy

Knowledge as a **hard copy** concept

Knowledge as a **digital** concept

Creation

Organization

Use

Sharing

Findability

Needles and haystacks and such…
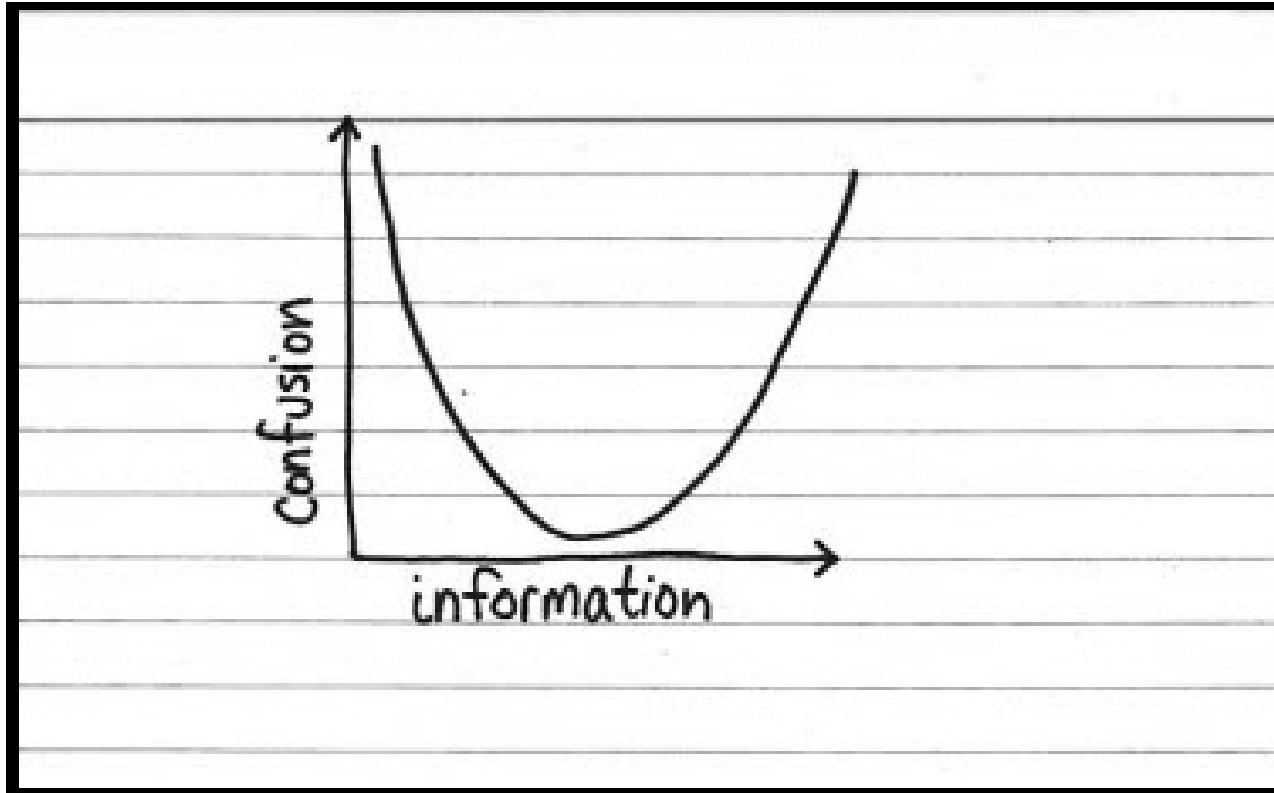
Jessica Hagy

We now pause briefly for a poem…

"The Unknown"
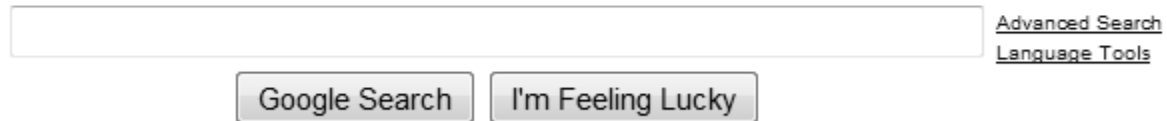
by Donald Rumsfeld

As we know,

There are known knowns.

There are things we know we know.

We also know

There are known unknowns.

That is to say

We know there are some things

We do not know.

But there are also unknown unknowns,

The ones we don't know

We don't know.

Web search **paradigms**

It's not just about the search box...

Web search **paradigms**

Navigational... you want to know *where* - i.e., tell me where a particular site or document is located

Andrei Broder

Web search **paradigms**

Navigational... you want to know *where* - i.e., tell me where a particular site or document is located.

Informational... you want to know *who or what* - i.e., acquire static information on a web page or in a document

Andrei Broder

Web search **paradigms**

Navigational... you want to know *where* - i.e., tell me where a particular site or document is located.

Informational... you want to know *who or what* - i.e., acquire static information on a web page or in a document.

Transactional... you want to know *how* – i.e., take a web search result and perform an activity or process the information dynamically, to a particular purpose

Andrei Broder

Other web search **paradigms**

exploratory search
crowd sourcing
real-time search
known-item search
vertical search (filtering)

Vertical search (filtering)

Vertical search (filtering)

Impact of search paradigms

Search concepts have changed how we...

perceive "information"

locate information

access that information

use information

share information

Is it all about "search"?

"I'm gonna **search** like it's 1999"

Google becomes a **verb**

Web content goes crazy **social**

The **cloud** emerges as an application platform

Sharing of documents breaks out

The **pervasiveness** of Google

The New York Times

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The morning before I went to visit Google, I searched my Gmail to find my schedule and plugged it into my Google Calendar before pumping the address into Google Maps. I checked Google News to make sure that I was up to date on the latest headlines and made a file of questions in Google Docs and then hit the road, driving down from the Bay Area to see the basket where I store all those eggs at a cost of exactly nothing.

When I told Mr. Schmidt I was worried about Google's dominant presence in my digital life, he said: "It's a legitimate concern. But the question is, how are we doing? Are our products working for you?"

How Good (or Not Evil) Is Google?
David Carr, New York Times (June 21, 2009)

Is it all about Google?

Google has ~**70%** of the search engine market

Google offers **50+** web applications

A year ago, **1.75 million** companies were using Google Apps, increasing at a rate of **3,000** a day

Seriously, is it all about Google?

No...

It's about **"findability"**

What is **findability**?

What We Find Changes Who We Become

Ambient Findability

O'REILLY® Peter Morville
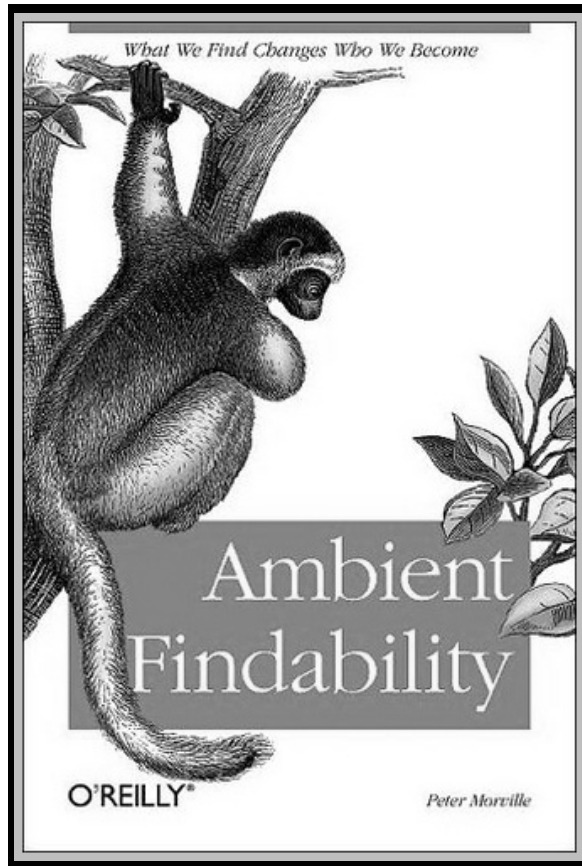
Peter Morville

find·a·bil·a·ty *n*

a. the quality of being **locatable or navigable**

b. the degree to which a particular object is **easy to discover** or locate

c. the degree to which a **system or environment supports** navigation and retrieval

Information as a **value**

Peter Morville

What about **information architecture**?
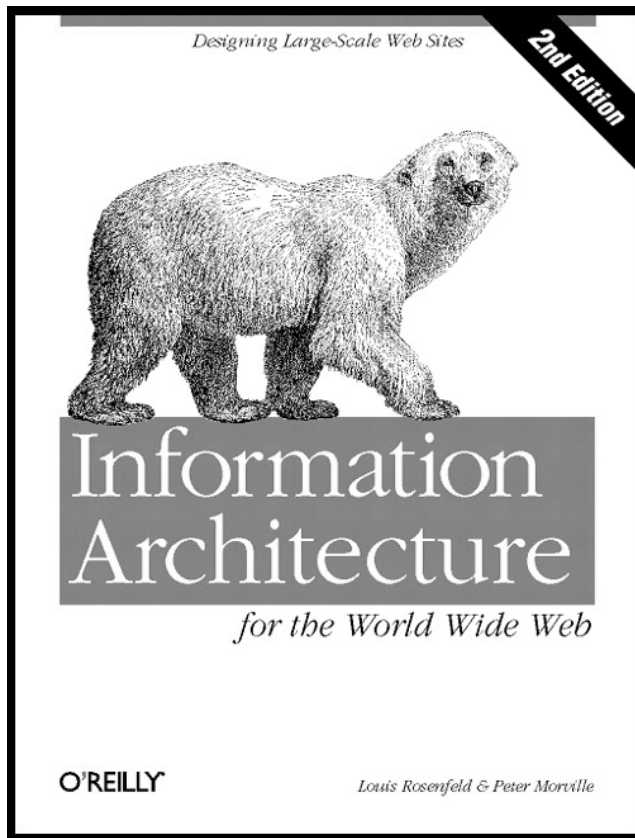
- **structural design** of shared information environments

- combination of **organization, labeling, search, and navigation systems** in web sites and intranets

- art and science of **shaping information** products and experiences **to support usability and findability**

Peter Morville

Complaints about IA design

- design and layout damages **usability** and credibility

- users do not trust **accuracy or currency** of content

- **difficulty of submitting content** discourages use

- users **cannot find** the information they need

Peter Morville

Usability: Not as simple as it looks

"design and layout
damages **usability**"

Usability: Not as simple as it looks

A GOOGLE PRODUCT...

FIND

Eric Burke

Usability: Not as simple as it looks

TYPICAL APPLE PRODUCT...

TOUCH
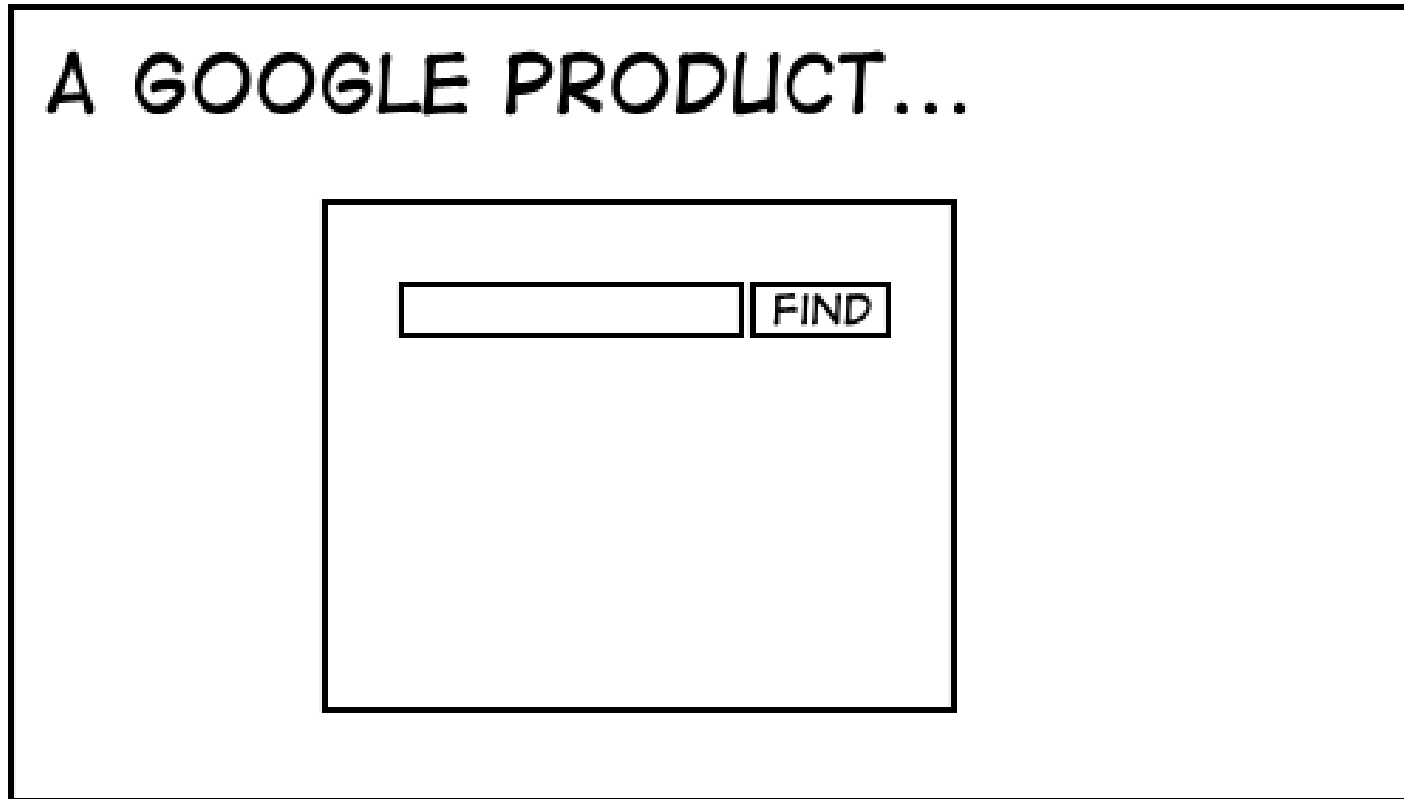
Eric Burke

Usability: Not as simple as it looks

Eric Burke

Usability: visual hierarchy

Luke Wroblewski

Usability: no clear hierarchy

Enterprise **Findability** = IA + KM + Search

- In a portal space, IA is top-down: **traditional, controlled** methods of structure and organization

- In a collaboration space, IA is **emergent**: learn by observing and harnessing user patterns and metrics

- enterprise **search is the bridge** across portal, intranet and collaboration space, web sites and (CMS) databases

- Success requires **supportive culture and incentives**

Peter Morville

Our **shared portal**

Our **shared portal**

Our **shared CMS**

Our **shared intranet**

Our **shared intranet**

Our **shared document repository**

Our **shared document repository**

Our **shared document repository**

Our **shared document repository**

Our **public web content**…

California Guide to the
Food Stamp Program

The authoritative guide for legal services and
other poverty law advocates in California

Search

What are Food Stamps?	Who is Eligible?	Applying	Income	Resources
Calculating Benefits	Getting the Benefits	Keeping the Benefits	Work Rules
Special Rules	Underpaid	Overpaid	Fraud Claims	Notices	Hearings

ARRA Filipinio Veteran fund

December 4, 2009 (posted by Jodie Berger)

text size
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The American Recovery and Reinvestment Act (ARRA) of 2009 created the "Filipino Veterans Equity Compensation Fund" for certain veterans and the spouses of veterans who served in the military of the Government of the Commonwealth of the Philippines during World War II. The compensation fund offers one time payments of up to $15,000 to eligible persons. The Act provides that these payments are to be excluded from eligibility determinations of any federally funded/assisted program. **FNS reaffirms this**, stating the payments are fully excluded from eligibility and allotment determinations.

Quarterly Reporting Waiver denied

December 4, 2009 (posted by Jodie Berger)

FNS has told California to fish or cut bait on eligibility reporting. In a **letter to CDSS**, FNS reviews how California is the *only* state not doing simplified reporting ("SR"), and that SR is FNS' preference. Includes a history of the state's repeated requests to get a waiver to allow Quarterly reporting. "While FNS appreciates California's legal and financial constraints, FNS must balance California's concerns with FNS'

:: Site Map ::

Recent Policy Changes

Maximum Deductions
Maximum Allotments
Gross | Net Income
Elderly | Disabled HH
Gross | Net Checklist
Collection Timeframes

Federal Food Stamp Act
Federal FS Regulations
FNS Admin Notices
California FS Statutes
California FS Regulations
Food Stamp ACLs | ACINs

The **Findability** Project

How LSNC as an organization identified what it knows and how it went about organizing it so it could be targeted by a **Google Search Appliance** (GSA).

Summary of **GSA targets**

1. all Google Sites organizational
   "intranet" content

Summary of **GSA targets**

2. Additional Google Sites **special project content**

Summary of **GSA targets**

3. **peer-reviewed advocate exemplars** of recommended pleadings, memoranda, etc.

Summary of **GSA targets**

4. comprehensive collection of supporting documents for **all impact cases and projects**

Summary of **GSA targets**

5. all LSNC **public web content**, including 11 program sites, 6 feeds, and all domain-linked documents

Summary of **GSA targets**

6. user-generated, high-value text-based documents organized in a **structured taxonomy** in a Google Sites **shared document repository**

The **Findability** Project

{webdogs 2.0}

Google™ Custom Search | Search

The Findability Project Archive

In its original form The Findability Project (TFP) was a public project development site documenting implementation of enterprise search within a non-profit, multiple-office **legal services** work environment. It was the public face of a special technology search project undertaken by **Legal Services of Northern California** (LSNC), a legal services program assisting low-income clients in 23 counties in the upper third of California. Made possible by a grant from the **LSC Technology Initiative Grant Program**, the goal of the project was to implement a **Google Enterprise Search Appliance** as the principal building block of a modest but secure, well structured, fully web accessible knowledge-content system.

The Findability Project was completed in June 2009 and you can download the LSC-approved **TIG final evaluation report**. Upon completion of the project its dedicated website was deactivated and all of its content was then moved to **Webdogs 2.0**, which serves as the web repository for various LSNC technology projects.

All 42 project posts have been chronologically integrated here. Other project content has also been migrated to this site, including finalized versions of the project's content taxonomy, document protocols, file-naming conventions, recommendations for organizing individual user directories, configuration of a SharePoint server, and the project's hand-rolled list of CSS selectors selectors for use with the GSA open source XHTML stylesheet:

{core}
home
chrono : archives

{projects}
data : gis : analytics
findability : project
food stamp : calculator
food stamp : guide
health rights : rebuild
lsnc.net : rebuild
pika : palooza
race equity : project
web : derring-do

{tags}
accessibility add-ons ajax

http://www.webdogs.org/the-findability-project-archive/

Promoting **presumptive sharing**

{webdogs 2.0}

Google™ Custom Search [Search]

Presumptive Shareability

After the first of the year, we'll be cranking up as we complete porting of our existing target documents into our new **taxonomic organization**, resolve some filtering and usability touches we want to integrate into our default **GSA front end**, primp and polish the layout and presentation of the front end, implement a few basic **OneBox** modules, and set in motion what we're now referring to as the "Rolling Thunder Roadshow" to all our eight office locations.

The RTR will be our way to recognize and promote among all our staff the changes in how documents and other files are made easily and intuitively findable, and given a new level of access and usability throughout our non-profit organization. After all, that is the core purpose of enterprise search. And a key element of all this is changing deeply rooted individual notions or assumptions about what can or should be "shareable."

In working on this project within a non-profit environment, we have learned that most employees have an inclination to undershare, not overshare. Not because they are selfish or secretive; rather, because the type of transparent sharing that enterprise search makes possible is foreign to most of them. It is familiar to them to be asked to provide a document to others on request in person, by phone or by email. It is foreign to them to decide in advance that a document they created or have received from someone else should be transparent to the rest of the entire organization. The concepts of creation and possession are severed from the concept of findability.

{core}
- home
- chrono : archives

{projects}
- data : gis : analytics
- findability : project
- food stamp : calculator
- food stamp : guide
- health rights : rebuild
- lsnc.net : rebuild
- pika : palooza
- race equity : project
- web : derring-do

{tags}

accessibility add-ons ajax

analytics

http://www.webdogs.org/2008/12/18/presumptive-shareability/

What about **CMS data**?

Yeow! What happened when we targeted Pika CMS with the GSA

We had two options: either make code fixes to Pika's PHP so it would play nice with the GSA, or target the MySQL database directly

"Did I mention…

…not everything is **find-worthy**"

Real / imagined obstacles

1. **financial** costs

Real / imagined obstacles

2. **organizing your organization's "stuff"** - the paralysis that comes with issues of taxonomy, vocabularies, folksonomies, metadata models, etc.

Real / imagined obstacles

3. **integration of document management** - the need to address document handling protocols and real world practice.

Real / imagined obstacles

4. hidden costs of the **learning curve, maintenance and nurturance**

Real / imagined obstacles

5. **expectations of practical obscurity:** the good news is, Google finds everything; the bad news is, Google finds everything. *Like, it really finds everything.*

Google Apps vs. SharePoint

Why LSNC abandoned SharePoint

Why SharePoint Scares Me, by Peter Campbell @ Idealware

Sharepoint and Enterprise 2.0: The good, the bad, and the ugly, by Dion Hinchcliffe @ ZDNet

Rethinking metadata models

- Why metadata matters
- The problem(s) with metadata
- Why metadata may or may not be essential
- Rethinking how users "add search value" to documents

{webdogs 2.0}

Schmetadata 2: Judgment Day

Think of it as the Revenge of the Empiricists.

A few days ago my **earlier post about metadata**, with the conclusion that "we don't need metadata," caught the attention of **Daniel Tunkelang**. It just so happens that Daniel is the chief scientist at **Endeca**, a prominent enterprise information company. You know, like, he knows what he's talking about.

Long story short, Daniel **commented** on my post here and then, after I responded, mirrored our discussion in **Does Metadata Matter**, a new thread at **The Noisy Channel**, his blog that hosts vigorous discussions of search design and other enterprise information issues way above my pay grade. Daniel and others there critically but constructively took me to task because of the empirically unsupported general conclusion that metadata is not needed, and the specific failure to make clear the anecdotal basis for our conclusion about metadata on this project. As you can see from the discussion at Daniel's blog, they killed me on the empirical point. In response, **I better explained there** than I did in my original post why our conclusion about not needing metadata on this project makes sense.

The discussion there ended on Christopher's **grace note**, something that the **TIG program** and others within the legal services community will appreciate:

> I also want to applaud your project which I should have done before, the mission your team has set is very admirable. It's gratifying to see technology being put to use to help people who may not otherwise be able to have access to the same advances we do.

http://www.webdogs.org/2009/03/29/schmetadata-2-judgment-day/

"As we ramp up the digital content we acquire, **the need for indexing and tracking this content in a meaningful way** has grown exponentially, and it's the elephant in the room every time we capture [and] save content.

"Automatic metadata creation remains the Holy Grail, but the technology isn't ready yet to be affordable and mainstream. The way broadcast media handles metadata today doesn't work for this mass market scale: You can't have people dedicated to spending eight hours to index a one hour broadcast. And individuals can't do like Rovi, whose company has hundreds of people dedicated to metadata generation.

"For metadata to work and work well, it has to be universal, and be understood in context by different devices, applications, and systems. The consensus that easy and meaningful metadata generation is necessary may be there, but ... as one speaker on the panel noted, 'For metadata to be useful, everyone needs to agree on it.' **We're not there yet**."

Storage Industry Tackles Making Sense of Metadata
Melissa J. Perenson, PC World (January 6, 2010)

What are the possibilities?

Q&A

http://thisisindexed.com/

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