Only Wright (TM)

A Subject-Centric Computing Demonstration Project

Defining the Terms

Only Wright (TM)

- What is Only Wright (TM)?
  - A Topic Maps-based Web portal about the life and work of the architect **Frank Lloyd Wright**
- Why Frank Lloyd Wright?
  - I have a personal interest.
  - Many of his works are close to my home.
  - It presents a rich domain to be modeled.
  - I already know quite a bit about Wright and his work.
  - I want to **learn more**.
- Why do a demonstration project?
  - I wanted to add to the list of great demonstration topic maps like Steve Pepper's **Italian Opera Topic Map**.
  - I wanted to start the discussion about what makes a proper subject-centric portal.

Subject-Centric Computing

- Phrase originally coined by **Dmitry Bogachev** in his blog and popularized by **Steve Pepper** in his recent conference presentations.
- Documented and discussed at their Web site: `http://www.ontopedia.net`.
- Their main points:
  - Putting subjects, not documents or computers, at the centre of our computing universe.
  - Subjects are what people are interested in when looking for information or knowledge, and they should be able to find information about those subjects without bothering about which documents they are in, or which applications created those documents.
  - Topic Maps technology enables subject-centric computing.

Demonstration Project

- Demonstrate the use of Topic Maps to model a rich domain.
- Demonstrate the construction of a Web portal based upon a topic map that provides superior subject-centric services to its users.
  - Can Topic Maps make tables of contents more usable?
  - Can Topic Maps make back-of-book indexes easy to create and use?
  - Can Topic Maps make searching more effective than simple full-text searching?
  - Can Topic Maps allow site editors to make content suggestions to readers that keep those readers at the portal longer?
  - Can Topic Maps make the syndication of portal content easier or more effective?

Demonstration Project (last)

- Demonstrate these properties with a non-proprietary and non-classified application.
- Continue to develop both the topic map and the portal to reflect the emerging **best practices** in **interaction design**, **ontology design** and **application development**.

Project History

The First Wright Topic Map (wright.xtm)

- One of my very first topic maps (circa 2003).
- Coded by hand in **XTM** using an XML editor.
- Browsing was done with the **Omnigator**.
- Domain was limited to a subset of biographical and genealogical information.
- Positives:
  - I was topic mapping!
  - I had something to show people.
  - I knew that I wanted to do more.

The First Wright Topic Map (wright.xtm) (last)

- Negatives:
  - Hand-coding XTM was not feasible for a full-scale application.
  - The ontology design included several beginner's errors.
  - I had not yet created a custom Web application to deliver the content.

The Second Wright Topic Map (wright.ltm)

- Created after I had formal training in Topic Maps ontology design (circa 2004).
- Coded by hand in **LTM** with a plain text editor.
- Domain still limited to a subset of biographical and genealogical information.
- Positives:
  - LTM compact syntax allowed me to create a much larger topic map before I got frustrated.
  - An improved ontology design made it easier to populate the instances.
  - I had something better to show people.

The Second Wright Topic Map (wright.ltm) (last)

- Negatives:
  - Hand-coding was still not feasible for a full-scale application.
  - I still had not created a custom Web application to deliver the content.

The Third Wright Topic Map (Ontopoly Version)

- Created after I had been teaching Topic Maps and implementing solutions for clients for several years (May 2007).
- Created the ontology and populated instances using the **Ontopoly** Topic Maps Editor.
- Domain was expanded to include a much wider view of Wright's life and work.
- Based on an ontology design created with my May 2007 Ontology Design class.

The Third Wright Topic Map (Ontopoly Version) (last)

- Positives:
  - Following a formal ontology design methodology led to a high-quality ontology design.
  - Using an ontology editor made it enjoyable to create a rich ontology with robust constraints.
  - Using an instance editor demonstrated that much of the production topic map could be populated without having to create a custom editing application.
  - I was ready to build the production version.
- Negatives:
  - I still had to design and build some custom editing parts.
  - I still had to design and build the delivery application.

The Birth of OnlyWright.com

- Registered the Internet domain name (early 2006).
- Committed to building the first release of OnlyWright.com for the AToMS 2007 Conference (October 2007).
- Refined the ontology design from the previous version (November 2007).
- Limited the scope of the initial content to:
  - Basic biographical data about Wright
  - Wright's work in Japan
  - Some better known Wright works in the United States
  - A discussion of the extent to which Wright's work either was or was not influenced by traditional Japanese design elements

The Birth of OnlyWright.com (last)

- Built a few custom editing parts (November 2007).
- Populated the topic map using the editing interface (November & December 2007).
- Built the portal delivery application (November & December 2007)

OnlyWright.com Demonstration

Please Visit Our Site

- http://www.onlywright.com

Goals for Only Wright (TM)

Business Goals

- Bring content to the site by cultivating content partnerships.
  - Formal Wright Interest Organizations
  - Curators of Wright buildings
  - Previously published authors
  - Publishers
  - Libraries
  - Manufacturers
  - Retailers
- Continue to refine the technical solution by cultivating technology partnerships.
  - Ontopia/Bouvet is our Topic Maps software partner.
  - Looking for a Content Management software partner.
  - Open to other technology partnerships.

Business Goals (last)

- Staff project work with volunteers wherever possible.
  - Researchers
  - Subject matter experts
  - Authors
  - Photographers
  - Editors
  - Graphic designers
  - Translators
  - Project Managers

Research Goals

- What is subject-centric computing and how might it be more beneficial to users than other kinds of computing?
- What parts of subject-centric computing can be provided by adapting traditional approaches from Library Science?
- What does subject-centric computing have to offer to the field of Information Science?
- Does Topic Maps technology represent a good platform for subject-centric computing? Do other technologies?
- Is there a pattern or family of patterns that distinguish a subject-centric portal from other kinds of portals?

Research Goals (last)

- If so, how do these patterns deliver better services to users than their alternatives?
  - Better navigation?
  - Better finding?
  - Better content suggestions?
  - Better personalization?

