Notes for presentation

*use the emoji that I used on the home page of the app for the presentation*

Hi guys, today it is my pleasure, nay my honour, nay my obligation to inform you of a revolution that is taking place within the cluttered, hectic and totalitarian world of social media.

This revolution is down to an organisation that goes by the name of Anecjokes. Anecjokes is a movement that seeks to preserve meaningful content. Flat in structure, its anecists have been working hard to ensure that the world laughs just that little bit more.

You can think of Anecjokes as a hipster diary. A platform which discards the archaic little black pad and pen and swaps it with a seamless trendy app.

An ode to Tim Berners Lee…this is for everyone!

Welcome [SLIDE]

I must apologise for not introducing myself properly. How very rude of me. [Play song]… My name is…. JAKEY…

And I am a fun loving 22 year old.

However, I have noticed that my generation, compared to my parents and grandparents has fallen short in something. Their capacity to tell a good and well timed story.

And I spent some time thinking about this.

[SLIDE]

Like most millennials I love using Facebook, twitter, instagram, timehop, snapchat etc and I believe that is where the trouble lies…

* Everyday I am processing so much new information that I feel like my brain is perpetually rebooting to factory settings.
* Even when I remember something that I have seen that day on social media, which isn’t total crap, I often find myself flicking between each app to try and find it.

Anecjokes is a place where you can store and safeguard amusing, meaningful content away from the high volume of crap that is circulated online.

[SLIDE]

For example these guys are on the pub having a laugh….actually who are we kidding no way are they having a laugh…

[SLIDE]

but what about when we were in the pub and this nutter got naked. That was funny.

Preparation

* How I tackled, all trello baby….

Demonstration

Why I think it is important

* + Memories of the everyday
    - Sitting in a car

Fun Features

* fun plays on words – wanted it to be unpretentious and amusing.
  + Having a little bit of fun with the pun.
    - But also crucially it helps build the brand and opens up the possibility of these words being used in everyday life which would help market it.
* the emoji; emoji expert and enthusiast Dr. Callum (insert surname) correctly forecasted that a few years ago that the emoji was one of the biggest game changers in social media. He very kindly reminded us of its importance in a seminar just a few weeks ago, here in Second Home.
  + And then also about disrupting the English language at the same time as building a good written word….
    - Could have your own little codes sentence structures through emoji’s…
      * Eg shit hit the fan
* The emoji’s on the map.

It’s importance beyond the gags and laughter

* Improving the quality of people’s stories – praise the punch line; nothing better than a well timed story.
* Granny…ensuring that stories are not lost.
* Safeguarding meaningful content so it is not lost in the vast volume that we see everyday.
* The historian in me is suddenly thinking of the importance…
  + Find article of the thing in America where they are recording loads of stuff.
    - Social media I believe will become a historical methodology in itself in the future and will be a very good route into understanding more about cultural history.
      * So much of history has been made available through diaries so if I can help ensure that those types of sources continue then the inner nerd in me will be most pleased.

Features for the Future

4 things that I would like to be able to add.

* Have “joint jokers” which are anecists that you could tag in your anecjokes…you could therefore have another model where you could view things according to the people that you shared it with or that they shared it with. Rather like “see friendship” and “see friendship between” on facebook
* Add stories in a number of different ways; audio and mp3 rather than just purely text.
* Add a timehop element or location services element where you get reminded of things 1 year on or next time you are in that location.
* Vote which word it is most…and then you could have trending emoji’s. Quite a cool new dynamic to add to the world / the hashtag (or hashgag) phenomenon.