

THE NEW CONSUMER CREATORS

Tags: content, consumers, creators, creative, community, friends, sharing, content strategy, presentation, seminar, digital identity, digital products, search, connected, semantic web, flipboard, storify, paperli, pinterest, branding, context, understanding, discovery

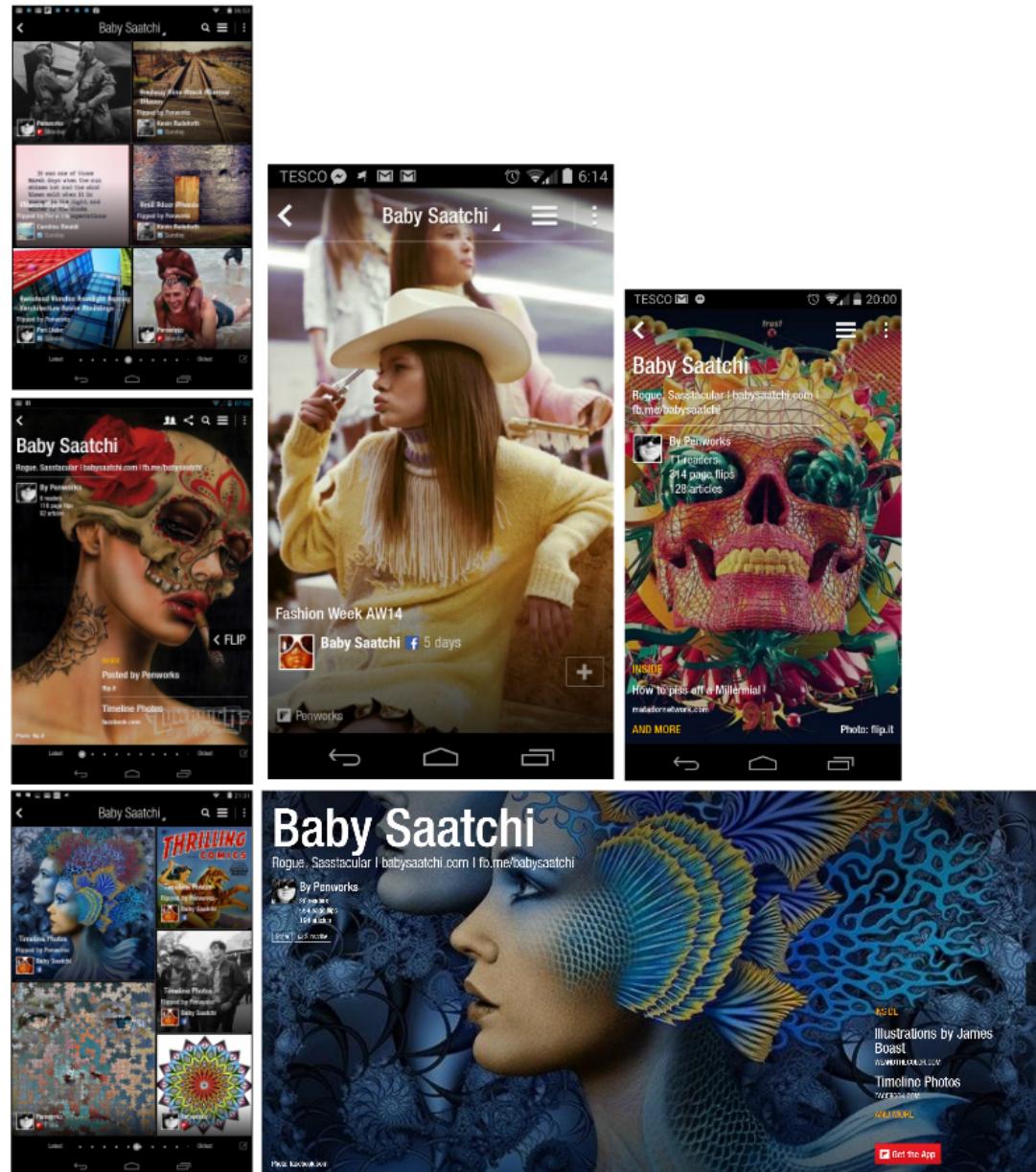


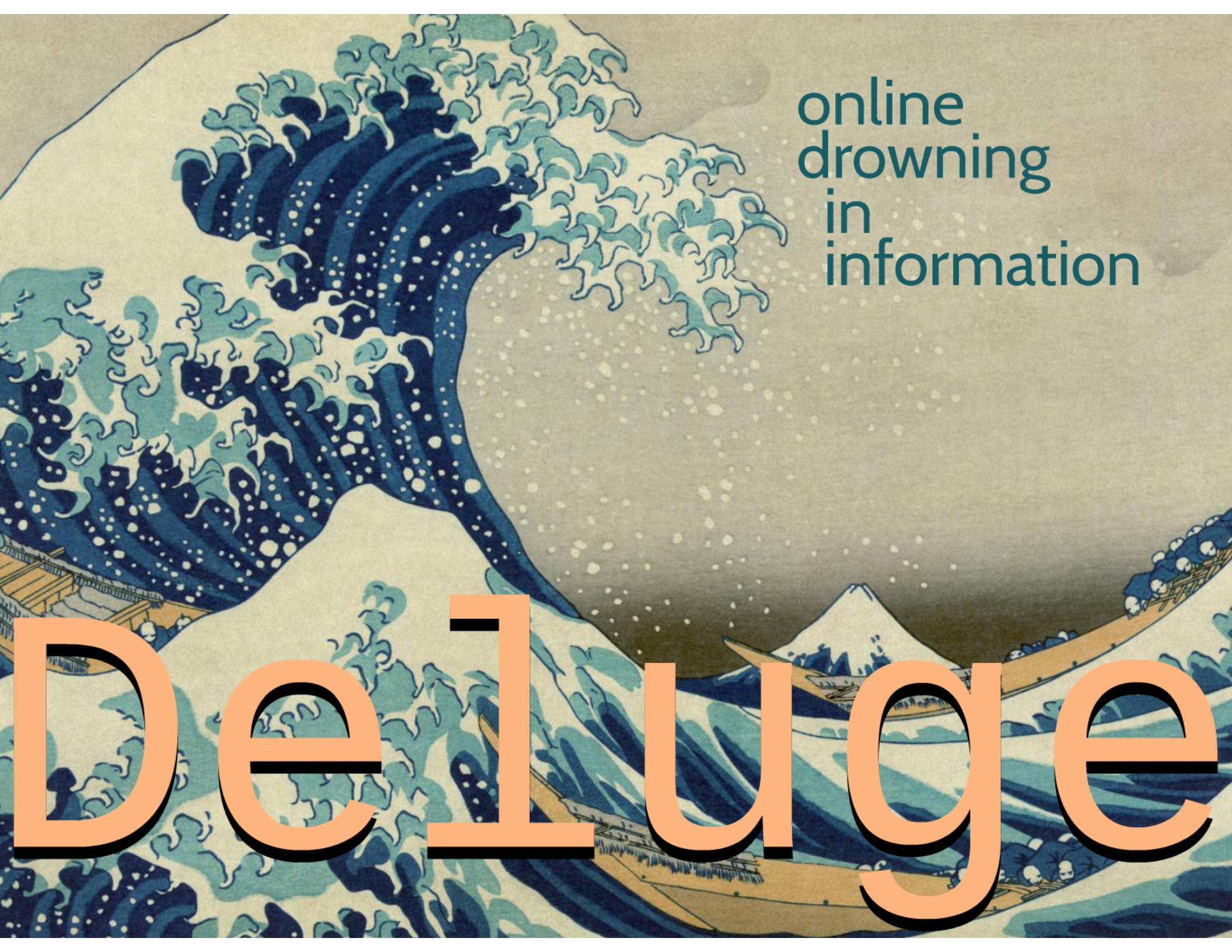
having a good name and concept helps
character and personality is everything



The New Consumer Creators

Creating, consuming
and curating in digital
worlds





online
drowning
in
information

de^luge

TASK
search

Find: something I dig

Search: [something I dig]

Search again [something I ~~dig~~ like]

Dreaded: page 2 of google results!

The best place to hide a dead body
is page 2 of Google search results.

Clever search

Google Alerts

Cleverer search

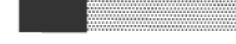
Boolean

Eh?

My Time...



10%



30%



50%



99%



100%

Timeout!



online
drowning
in
information

De]uge
slight return

it doesn't matter what we are looking for, the problems are always the same.

How do we find that stuff

How do we find that stuff again

How do we share that stuff

How can other people find our new and brilliant stuff?

A wooden filing cabinet with multiple drawers, some of which are open, revealing papers inside. The cabinet has a warm, reddish-brown finish with dark wood grain. The drawers have metal handles and labels at the top.

Sort and
Archive

desperate measures

A large, sprawling stack of books in various colors like green, blue, red, and yellow, filling the background of the image.

email subscriptions

rss feeds

browser
bookmarks

Twitter follow lists



online
drowning
in
information

Deluge *second return*

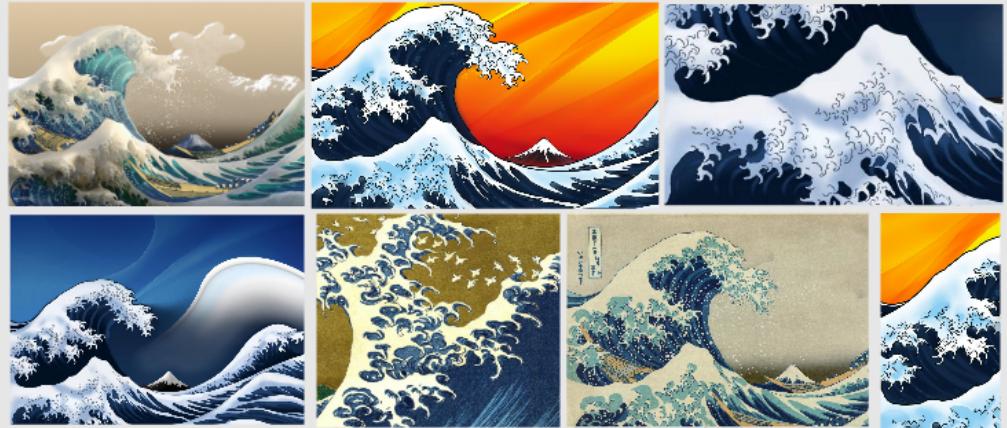


Smart

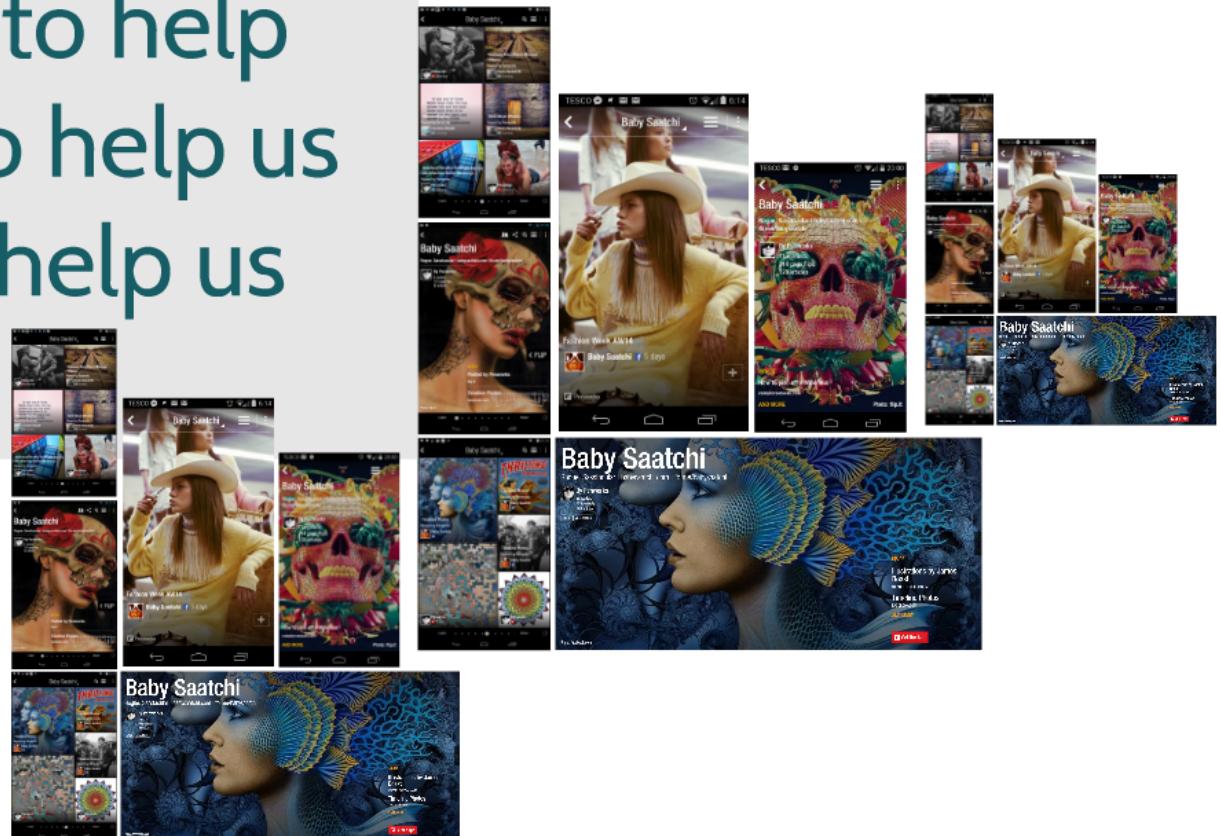
Finding

Digital Products

made by us, for us



Many new apps to help
us **make things** to help
us **find things** to help us
share things to help us
discover things

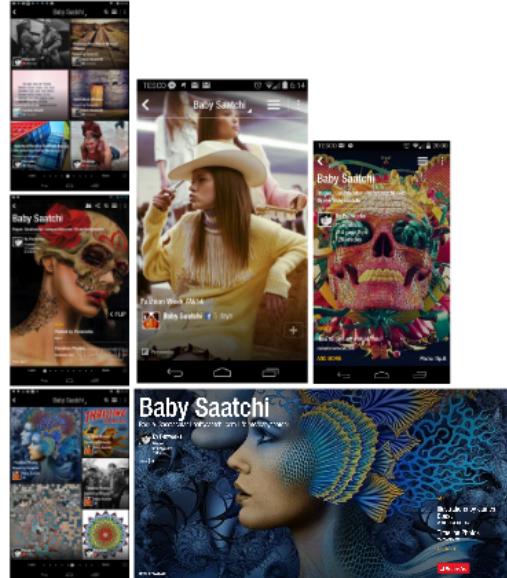


Storify

Paperli

Flipboard

Pinterest



ImgTrl

Journeys we make



By Penworks

2 readers
32 articles
7 page flips

[Share](#)

[Subscribe](#)



ImgTrl is a new idea to collate travel content from social friends who make journeys

Flipboard

INSIDE

Europe's 10 Best Adventure Destinations | minube

HUFFINGTONPOST.COM

Home on the Hearst Range

VANITYFAIR.COM

AND MORE

 Get the App

People Science

Social Sciences & Humanities at London Met



By Penworks and Christopher Robin

21 readers
749 page flips
79 articles

[Share](#) [Follow](#)

INSIDE

The Twitter War: Social Media's Role in Ukraine Unrest

[NEWS.NATIONALGEOGRAPHIC.COM](#)

Photo: news.nationalgeographic.com

Flipboard

People Science is an attempt to create a university faculty Flipboard magazine using staff, student, organisation and network content

<https://flipboard.com/section/people-science-bxb8v2>

ALSO

Shakespeare in class - BA English Lit students get into character
[VIMEO.COM](#)

ALUMNI EVENT - Digital Media
[EVENTBRITE.CO.UK](#)

AND MORE

Get the App

Baby Saatchi

Rogue. Sasstacular | babysaatchi.com | fb.me/babysaatchi



By Penworks

6 readers

159 page flips

69 articles

[Share](#)

[Subscribe](#)

Baby Saatchi is an example of growing a small alt-culture community around you and your social friends creative content

Photo: [flip.it](#)

<https://flipboard.com/section/baby-saatchi-bl2FIA>

Flipboard

INSIDE

Sigur Rós - E-bow - 02
Academy Brixton - Live in London - March 7 2013

[YOUTUBE.COM](#)

Cover Photos

[FACEBOOK.COM](#)

AND MORE

Get the App

Paperli

makes it easy to collect posts, photos and videos using hashtags, categories and sources

[paper.li](#)

new media express

@penworks | fb.me/penworks.net

HEADLINES PHOTOS VIDEOS TECHNOLOGY STORIES EDUCATION ENVIRONMENT POLITICS ART & ENTERTAINMENT MORE ▾

Monday, May. 12, 2014 | Next update in 5 days | Archives

Front-End Developer/ Graphic Designer | InCom
groups.drupal.org

groups.drupal.org - Possess expert knowledge in HTML5, CSS3, jQuery, AJAX. Can quickly slice up .PSD files and turn them into web templates to pixel-perfection. Know how to fix all sorts of CSS and jQuery browser-rela...

Prototypo Will Let Anyone Design Original Fonts
Shared by pen lister

mashable.com - Get outta here, Comic Sans — and take Papyrus with you. A new open-source, online typeface editor wants to streamline how we design fonts, a process that is otherwise typically tedious and repetiti...

Build a Multi-Step Form Interface - Tuts+ Web Design Article
Shared by pen lister

webdesign.tutsplus.com - Form usability is an incredibly important topic in web design. As one of the primary input interfaces provided to users, the usability of a form is essential to a good user experience. Today, we're...

Next Section ►

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Pen Lister

Editor's note
Tech stuff for web & new media: front-end dev, social, semantic, GPS/LBS, IOT, video, Expressionengine, robots and lots more.

[Multi-share](#)

<http://paper.li/f-1396689302>

Paperli

multiple sources
multiple pages
categories of your choice
generated automatically
once a week or every day or twice a day

The screenshot displays the Paperli web application interface. At the top, there's a navigation bar with links for HEADLINES, PHOTOS, VIDEOS, TECHNOLOGY, STORIES, EDUCATION, ENVIRONMENT, POLITICS, ART & ENTERTAINMENT, and MORE. Below the navigation, a date is shown: Monday, May 13, 2014. A message indicates "Next update in 5 days" and a link to "Archives".

The main content area is divided into several sections:

- HEADLINES:** Shows a thumbnail for "wow.ceo" with a count of 5590.79.
- PHOTOS:** Displays images of food items like pancakes and a person holding a banana.
- VIDEOS:** Shows a video thumbnail of a child.
- TECHNOLOGY:** Headline: "UN to debate usage of autonomous 'Killer Robots...'". Sub-headline: "dan noyberg + gal bulka increase flight comfort with".
- STORIES:** Headline: "The weirdest things we've ever found in video games". Sub-headline: "Postman Pat: The Movie - review | Film".
- EDUCATION:** Headline: "Everyday Robots: Amazon.co.uk: Music". Sub-headline: "1960s Retrofuture Short Film Inspired By The Oldest Story About Robots".
- ENVIRONMENT:** Headline: "A World without Work: Nigel Cameron at TEDxLondon". Sub-headline: "Water sensitive urban design (WSUD) in the UK".
- POLITICS:** Headline: "Atelier robot education". Sub-headline: "HIP HOTELS TV".
- ART & ENTERTAINMENT:** Headline: "Doctor Who 8.3 Voices of Sherwood: Robin Hood and the Golden Arrow". Sub-headline: "Robots 2013 LOVER SOUL".
- MORE:** Includes a "Multi-share" button.

with notifications to Twitter, Facebook, or Email

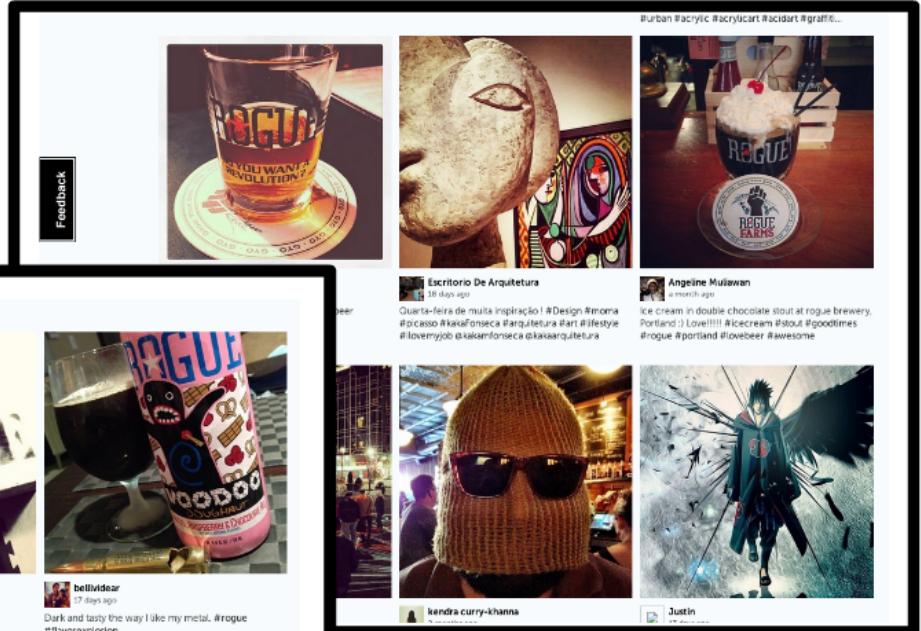
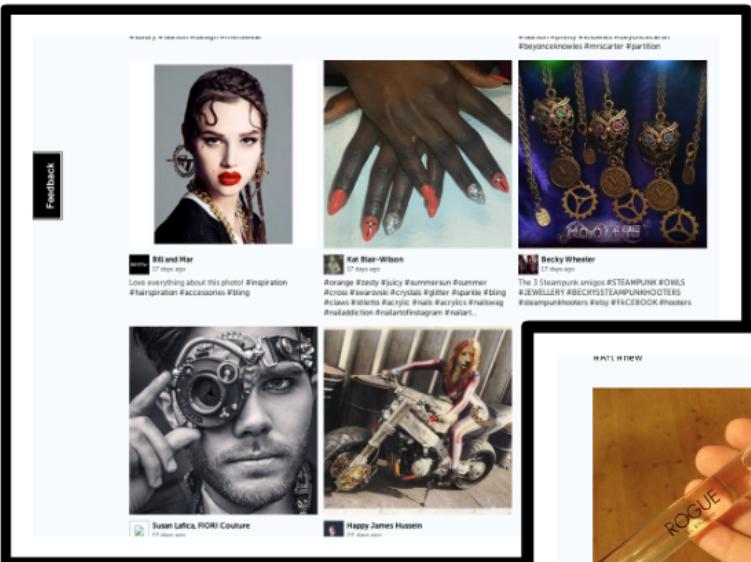
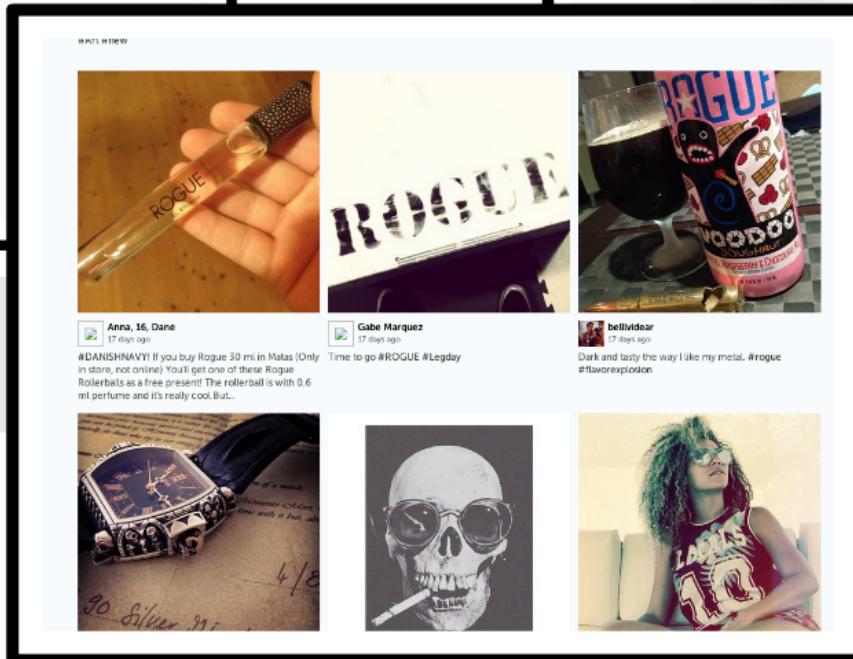
Storify

<https://storify.com/penworks/rogue-art-and-style>

The image shows a Storify dashboard for a story titled "Rogue, Art & Style". The title is displayed prominently at the top center in a large, serif font. Below it is a subtitle: *A place to find rogue design, fashion, art, underground, culture.* The author is listed as "by penworks @penworks". The dashboard includes a "Feedback" button on the left, a "Published" status indicator, and various sharing options like "Template", "Share", and "Edit". The creation date is "17 days ago" and the total views are "21". An "Embed" button is located on the right. At the bottom, there is a collage of three images: a black and white portrait of a person wearing a balaclava, a close-up of hands working on a colorful, abstract surface, and a stylized, textured illustration of a figure's head and shoulders.

Storify

a one off creation - not auto-updated



makes it easy to collect posts, photos and videos using hashtags, categories and sources

Pinterest

easy to
'pin' items
to 'boards'

manually
generated

Follow
boards,
and be
followed

<http://www.pinterest.com/penlister/design-of-merit/>

The screenshot shows a Pinterest board titled "design-of-merit/" with the following pins:

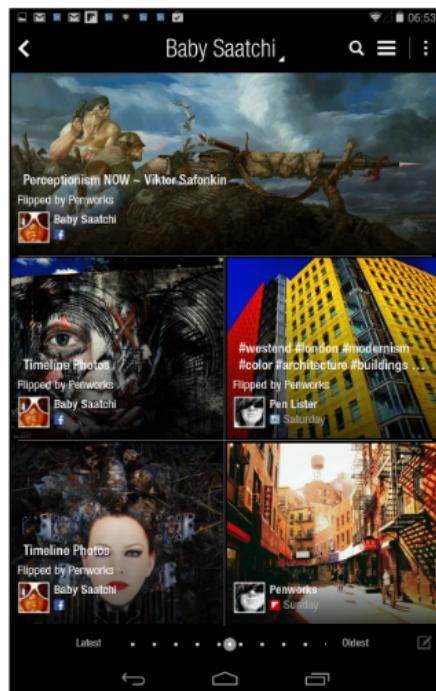
- Pen Lister**: A pin featuring a retro pattern of colorful starburst shapes. Description: "retro pattern for painting on chair seat". Pinned from rugstudio.com.
- Jamey Christoph**: A pin of a man in a suit walking down a street. Description: "Nice work by Jamey Christoph."
- Syd Mead**: A pin of a futuristic, metallic, multi-limbed robot. Description: "Syd Mead for Tron". Pinned from paperbits.net.
- Syd Mead**: A pin of a futuristic car and a woman. Description: "Syd Mead". Pinned from weheartit.com.
- Syd Mead**: A pin of a landscape with mountains and a futuristic city. Description: "Some examples of Disney artist Eyvind Earle's personal work. www.gallery21.com". Pinned by pinner.
- Syd Mead**: A pin of a futuristic interior scene. Description: "Pinned by pinner".
- Syd Mead**: A pin of a colorful, abstract pattern of stylized fish or dots. Description: "Pinned by pinner".

The board has 75 Pins and 34 Followers. There are "Join Pinterest" and "Log in" buttons at the top right.

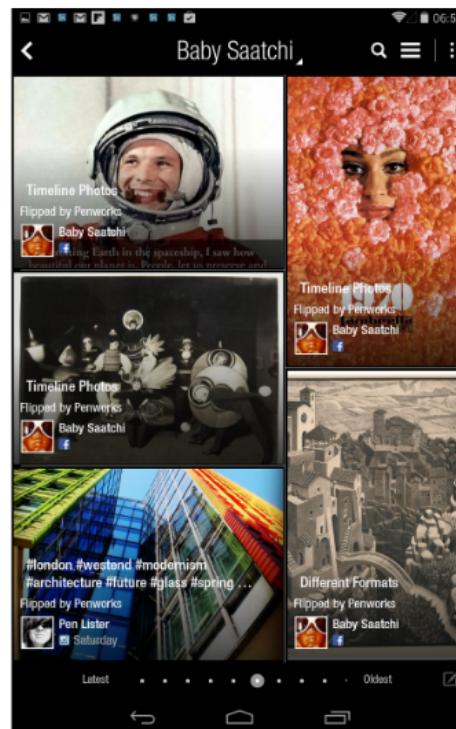
so where do I get my content?

Facebook

Interest List



My photo



My Facebook Page

My Facebook Page

Facebook Page

My Screenshot

readership, subscriptions, followers



Flipboard

readers, displayed on the cover

Storify

author followers and likes

Paperli

you can't tell

Pinterest

author and board followers and likes

building trust in quality
developing connections and networks
making unique recognizable products

contextual understanding

when I see your stuff with other cool brilliant stuff it makes
me think your stuff is better because I understand it better

small groups are better than large groups

having a good name and concept helps

character and personality is everything



new | consumer | creator

we all make the internet
we need to make clearer pathways
and contexts for all the content we
make and use

go and make something

