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## From Collaboration to Content: Presentation to CoolCampus Workshop

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# Presentation Overview

- **Collaboration introduction**
- **Collaboration at Monash**
- **Evolution of collaboration software**
- **Conclusion**

# Working together

- **col·lab·o·rate (kə-lăb'ə-rāt')**

*intr.v.*

- To work together, especially in a joint intellectual effort.
- To cooperate treasonably, as with an enemy occupation force in one's country.
- [Late Latin collabōrāre, collabōrāt- : Latin com-, com- + Latin labōrāre, to work (from labor, toil).]

# Collaboration = Communication + Content

- **Collaboration needs to have a purpose**
- **Increasingly that purpose is centered around the creation of content**
- **This means that collaboration environments and content creation environments need to be tightly coupled**
- **It also means that we need a way to get from collaboration management to content management**

# Collaboration needs in HE

- **Educators need to collaborate on the creation or updating of teaching materials**
- **Researchers need to collaborate while researching, writing conference papers or journal articles, and submitting grant proposals**
- **Administrators need to collaborate when writing reports, creating strategy or undertaking new initiatives**
- **Commercial intellectual property managers need to collaborate with the generators of this intellectual property in the Faculties**

# Collaboration functionality

- **Email**
- **Scheduling**
- **Discussion groups**
- **Instant messaging**
- **Presence awareness**
- **Screen and application sharing**
- **Shared document workspaces**
- **Desktop video conferencing**
- **Mobility support**

# Collaboration at Monash

- **Information Management Strategy identifies collaboration support as one of the information management common elements**
- **Workgroup Collaboration Review currently underway**
  - RFP has been issued
  - Analysis and decision late this year
  - Staged implementation over 2006/2007

# E-Research requirements

- **E-Researchers are often early adopters**
- **Number at Monash are experimenting with**
  - Wikis
    - > Monash Cluster Computing:  
<http://wasabi.maths.monash.edu/MonashClusterComputing>
  - AccessGrid node in CSSE
    - > <http://www.accessgrid.org/>
  - Marratech
    - > <http://www.infotech.monash.edu/promotion/coolcampus/collaborate/>

# Collaboration and e-Research Content

- **Distributed research teams across timezones need high-quality collaboration support**
- **Particular requirements (in addition to synchronous and asynchronous communication):**
  - Creation of collaborative dynamic documents
  - Working collaboratively with large datasets prior to publication
- **Dataset Acquisition, Accessibility and Annotation e-Research Technologies (DART) project will be investigating ways to do both of these**
  - Monash, UQ, JCU

# Evolution of collaboration software

**NOTE: next few slides based on Ovum research**

- **1989**
  - Launch of Lotus Notes
- **1990-1995**
  - Growth of point solutions
  - Microsoft moves into corporate email
- **1995-2000**
  - Growth in web-based environments
  - Wide range of niche players
- **2000-2005**
  - IBM and Microsoft battling for dominance of enterprise messaging market
  - Rise of collaboration suites that are just collections of tools

# 2005

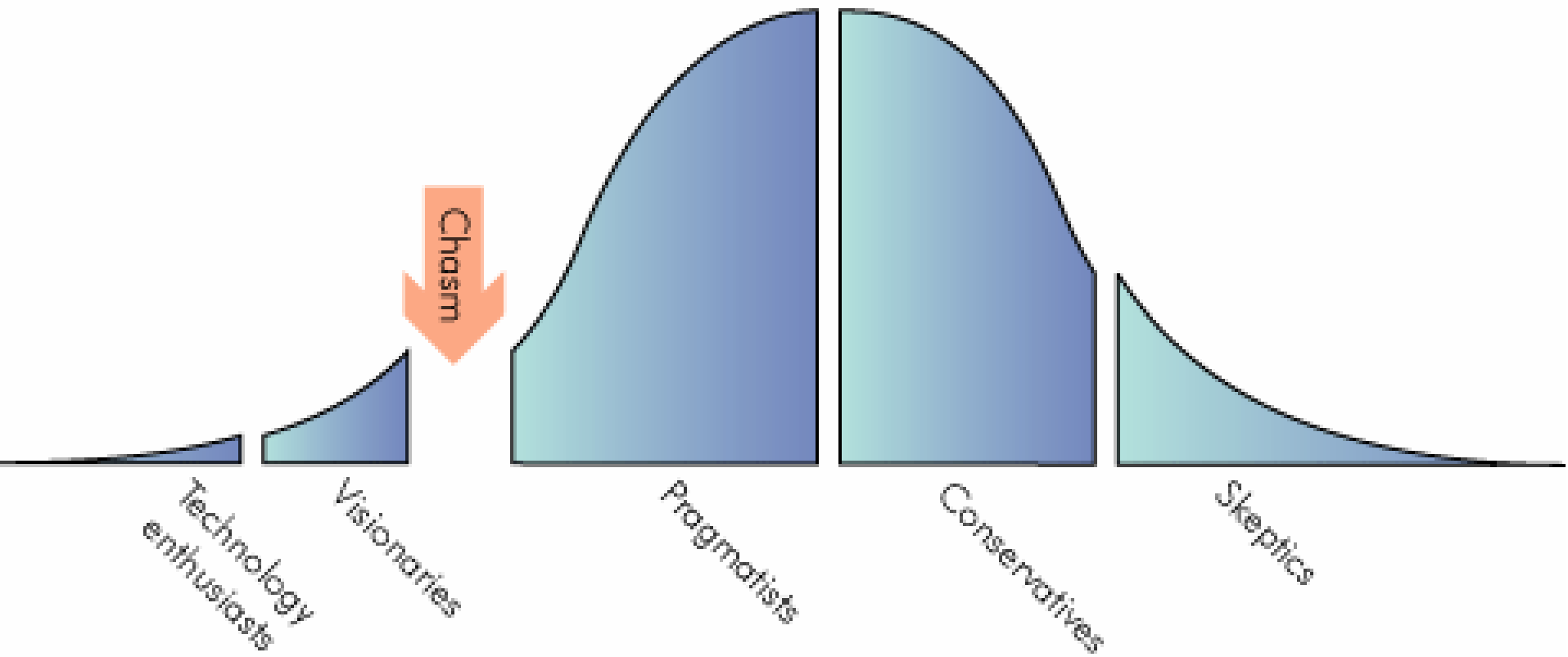
- **Market evolving towards the provision of a generation of enterprise collaboration platforms that can support the requirements for both informal and formal collaboration**
  - bottom-up requirements of communities and teams
  - top-down requirements for management and process control
- **Vendors frantically rounding out offerings via development and/or acquisition**

# Caveats for next section

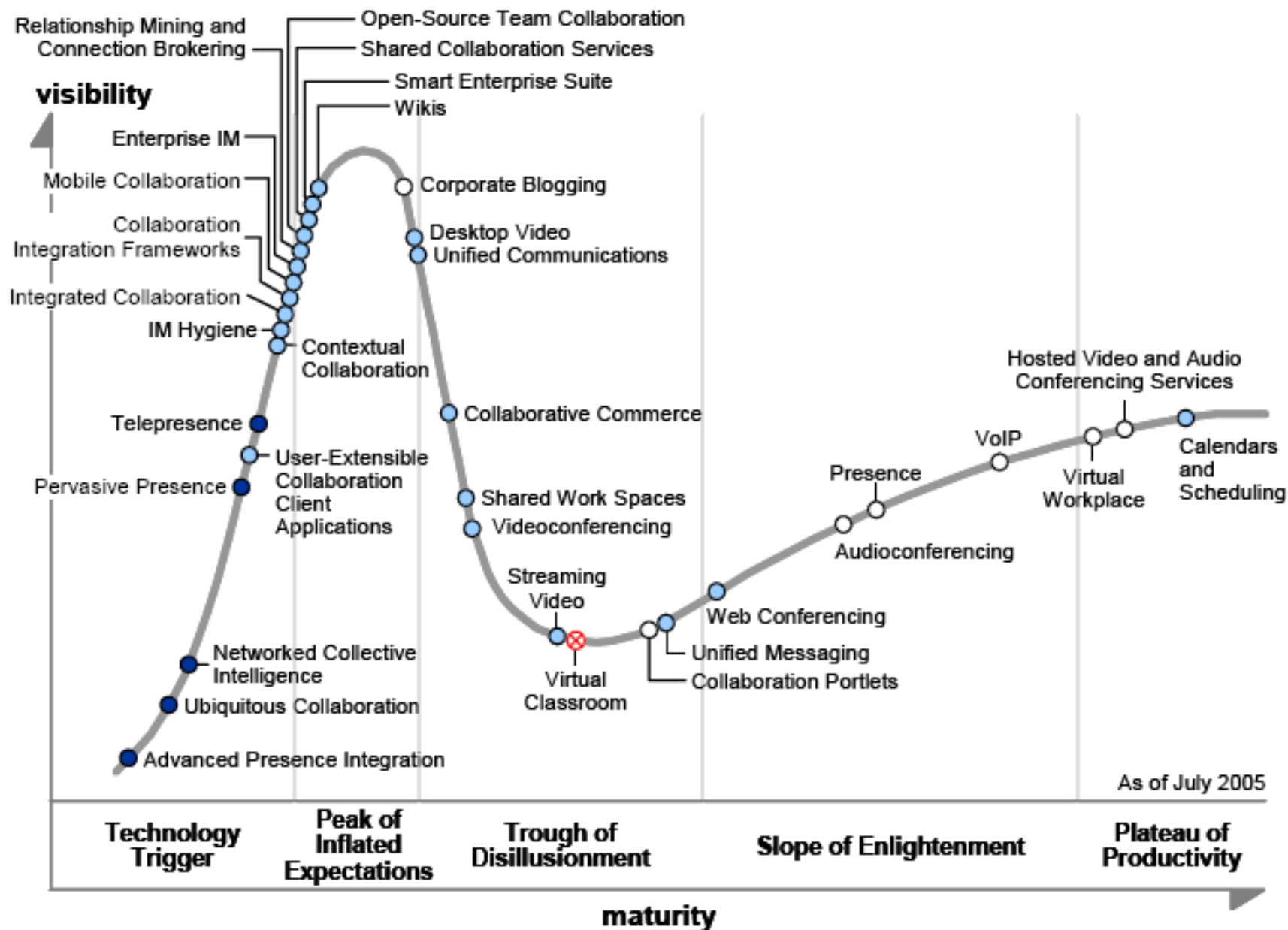
- **One person's opinion – YMMV**
- **Occasionally wildly speculative**
- **“The future is already here – it's just not evenly distributed”**
  - William Gibson (*Neuromancer*, *Idoru*, etc)
- **Of course, the present isn't evenly distributed either (J Bradford deLong)**
- **Crossing the Chasm on the Hype Cycle**
  - Next two slides

# Diffusion of Innovations

- **Everett Rogers, D of I theory**
- **Geoffrey Moore, *Crossing the Chasm*, 1991**



**Figure 1. Hype Cycle for Collaboration and Communication, 2005**



**Plateau will be reached in:**

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

# 2005-2007

- **Increasing adoption of project-based collaboration tools**
- **Increased use of synchronous communications such as instant messaging**
- **Closer integration of collaboration, content management and portal software into a digital workplace**
- **Collaboration tools becoming an increasingly important component of the infrastructure of most large and many medium-sized organisations by the end of 2006**
- **Biggest difficulty facing organisations adopting collaboration tools will not be in the technology, but in developing an effective culture to ensure that the maximum benefit is gained from the collaboration tools that have been put in place**

# 2008 and beyond

- **Collaboration tools allow the flexible sharing of information on a project basis, but they also need to be integrated with content management and search tools, and all types of business applications to maximise the re-use and communication of knowledge across the enterprise**
- **By the end of the decade, the use of collaboration tools such as instant messaging, discussion groups and screen sharing, will be as much part of the desktop environment as email is today**

# 2010+

- **Collaboration support in everything**
  - Much as Office products have email support
- **Presence awareness will change the way we work**
  - See chat environment for digital natives now
- **Far greater support for mobile devices as collaboration facilitators**
- **Move towards content-centric rather than communication-centric environments**

# Conclusion

- From collaboration to content or content?
- Ultimately, our collaboration environments touch all aspects of our work
- For this reason, we need to be careful in any plans to change these environments
- But we also need to be open to the new possibilities inherent in the new technologies
- And CoolCampus has been a valuable way to explore some of these possibilities

# Questions

- **Monash University Information Management Strategy**
  - <http://www.monash.edu.au/staff/information-management/>
- **Workgroup Collaboration Review**
  - <http://www.its.monash.edu.au/projects/wcr/>
- **Dataset Acquisition, Accessibility and Annotation e-Research Technologies (DART) project**
  - <http://dart.edu.au/>