2009/2010 Summer Session Research Scholarship Project

Supervisor: Peter Eklund

Title: Issues and Outcomes in Web Content Management Via Coupling and De-Coupling Social Media Features to Corporate Web Sites

Project Description:
The description of the project which is research orientated and not developmental in nature (this will be used to advertise the project) Social media has become an important arena for business and recreation on the Web. It involves the collection and creation of content and networks or communities. Much of the technical effort by Web developers is focused on the adaption of conventional static and scripting technologies on the Web to produce an interactive and rich user experience. The project considers issues relating to the adaptation of an existing digital ecosystem with social media aspects to a more conventional treatment of a Web-site as a on-line brochure. What social media features can be retained or introduced to enrich the user experience of a corporate Web site while at the same time protecting and preserving the corporate message and content? What are the issues with accessibility and W3C compliance that need to be considered when moving from a digital ecosystem with a Rich Internet Application UI to the regular open Web?

Expected outcome:
The project is intended to have a technical and developmental focus, the student will be expected to take an existing social media system and adapt its features set to build a conventional corporate Web site. The source social media system will be the Virtual Museum of the Pacific and a target Web-site will be produced using its elements for the Centre of Digital of Ecosystems.