



Mobile Community Engagement, part 2

Feb. 26, 2013

Amy Gahran
www.contentious.com
[@agahran](https://twitter.com/agahran)





Q & A

Questions

Type question here.

Type questions here

Send

GoToWebinar Control Panel

Audio

Use: Telephone
 Mic & Speakers

MUTED [Speaker icon]

Talking:

Questions

Type question here.

Send

How SMBs Can Expand Their Training Reach
Webinar ID# 915-121-936

GoToWebinar



Homework recap: Speak up!

- What did you do on your smartphone last week that you'd never tried before?
- What was easy, and what was hard, and why?
- What surprised you about this experience?
(Good or bad)

Bridget Baratta said:



Re: Homework 1.1: Use your smartphone for EVERYTHING this week!

by [Bridget Baratta](#) - Wednesday, February 20, 2013, 08:38 PM

hi - i don't know how people with large fingers use their phone for all of this! i bought an ipad last summer to save my eyes so using just my phone today was a reminder of how great the ipad is!

[Show parent](#) | [Edit](#) | [Split](#) | [Delete](#) | [Reply](#)



Re: Homework 1.1: Use your smartphone for EVERYTHING this week!

by [Amy Gahran](#) - Thursday, February 21, 2013, 02:45 PM

That's a great point --- and a reminder to simplify the navigation and the number of choices on any given page, and to make sure that everything is big enough for people to hit with grown up sized fingers. 😊

Damn you, autocorrect!





Mobile upstream = SLOW

- **Upstream** = You're uploading content to the internet. (Downstream = watching a video, etc.)
- **Soundcloud, YouTube:** You can upload media files from mobile devices, but it takes time and is slow, even on wifi. Also more likely to fail.
- **If you publish media files,** bring your laptop for editing/uploading from the field. Maybe get a MiFi card for your laptop.



Homework 2.2 this week:

**Keep using your smartphone
for everything!**

Report insights back to the class forum



Why start with a mobile-friendly website?

Pinch/zoom

=

USABILITY HURDLE!

Mobile-friendly website:

You can **link** to it!

=

EASY TO SHARE!



Proposed Brain Mapping Project Faces Significant Hurdles - NYTimes



Amy Gahran

 amy@gahran.com



To: Amy

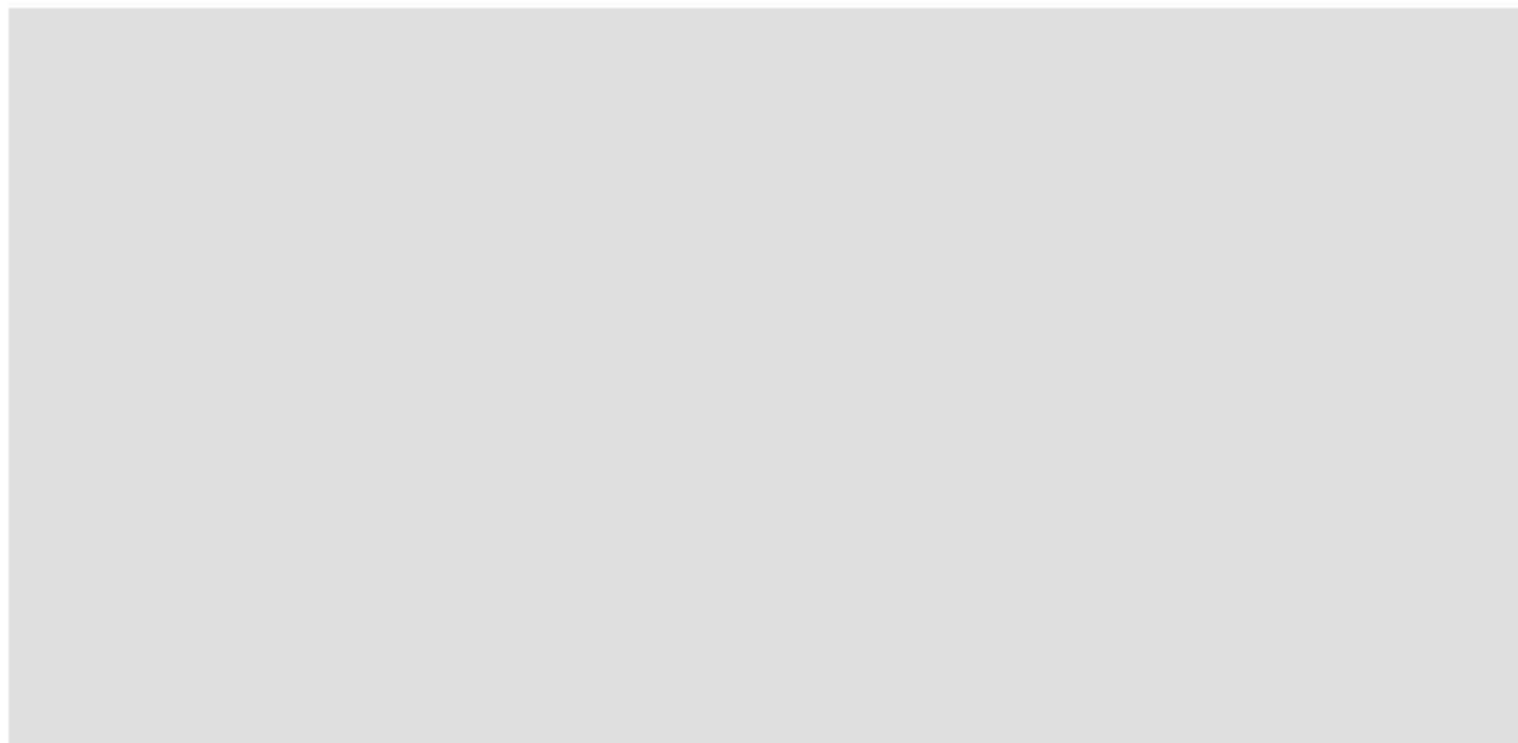
<http://www.nytimes.com/2013/02/26/proposed-brain-mapping-project-faces-significant-hurdles>




← SWIPE ACROSS ARTICLES 4 / 10

NEWS ANALYSIS

Connecting the Neural Dots



m.oaklandlocal.com/article/ne 

oakland LOCAL

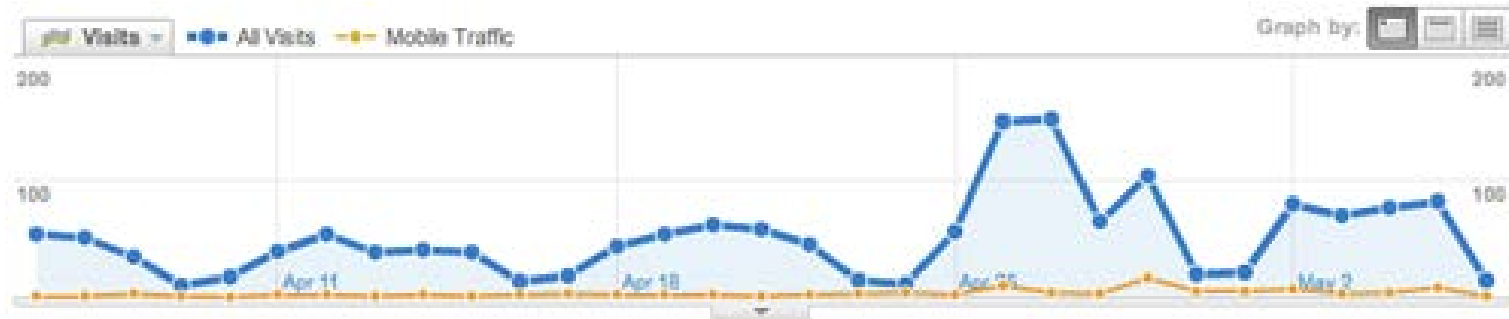
News & Views

Sections: [Food](#) [Development](#) [Identity](#) [Arts & Education](#)

New Deputy Mayor Swanson to complete his career after mayor's term ends

ANALYTICS:

**You can measure mobile
traffic**



Site Usage



All Visits : **1,585 Visits**
Mobile Traffic : **103**



All Visits : **66.37% Bounce Rate**
Mobile Traffic : **75.73%**



All Visits : **2,794 Pageviews**
Mobile Traffic : **155**



All Visits : **00:02:37 Avg. Time on Site**
Mobile Traffic : **00:01:11**



All Visits : **1.76 Pages/Visit**
Mobile Traffic : **1.50**

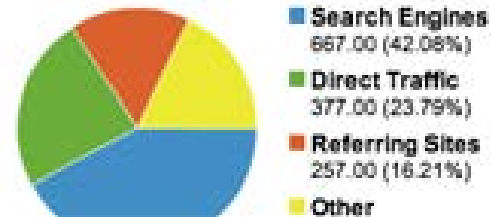


All Visits : **64.04% % New Visits**
Mobile Traffic : **77.67%**

Content Overview

Pages	Pageviews	% Pageviews
<i>/mobile-in-higher-ed/</i>		
All Visits	504	18.04%
Mobile Traffic	19	0.68%
% of Total	3.77%	3.77%

Traffic Sources Overview



How to make a site mobile-friendly the **HARD** way: Separate site (subdomain)

The screenshot shows a mobile browser interface. The address bar at the top displays mobile.nytimes.com, with a red underline and a red arrow pointing to it. Below the address bar is the **The New York Times** logo. Underneath the logo is a teal banner for **TIFFANY & CO.** with the text **NEW YORK SINCE 1837**. Below the banner is a navigation bar containing: **Feb 25, 2013, 7:05 PM EST**, **Weather** with a cloud icon and **42°F**, and **Dow** with a red downward arrow and **-216.40 -1.55%**. Below the navigation bar is a search bar with the text **Search** and a **VIEW SECTIONS** dropdown menu. Below the search bar is the **TOP NEWS** section with the headline **Italians Reject Austerity, but Split Vote May Mean Gridlock** and the sub-headline **In elections marked by voter fury and low turnout, experts said the likeliest outcome**. In the top right corner of the news section, there is a link for **Global Edition »**.

Fairly simple: **Mobile theme**

TUESDAY, FEBRUARY 26, 2013 HOME CLASSIFIED ADS LIVING IN EDINBURGH ADVERTISING ABOUT US SUBMIT YOUR STORY CONTACT

The Edinburgh Reporter

A Capital Read!

NEWS BUSINESS CULTURE TER LIVE! RADIO SPORT POSTS COMMENTS

News Business Culture TER LIVE! Radio Sport



Council seek additional funding for Leith Programme

February 25, 2013 · [Leave a Comment](#)

Following public feedback, the Council is set to seek funding from Sustrans in order to help improve provision for cyclists and pedestrians in Leith Walk. The Leith Programme currently has a £5.5m budget for a raft of environmental improvements to Leith Walk, Constitution Street and Picardy Place. Members of the Transport and Environment Committee will receive an update report on The Leith Programme on 19 March 2013, with recommendations to seek additional funding for a more enhanced scheme. This follows extensive consultation on a set of preliminary designs to gather views on a range... [\[Read the full story\]](#)

Search for: Search

OUR 5 MOST RECENT ARTICLES...

- ▶ [Council seek additional funding for Leith Programme](#)
- ▶ [New Edinburgh record label signs first act](#)
- ▶ [Dancing to raise funds for Queensferry Lifeboat](#)
- ▶ [Edinburgh woman supporting Race for Life 2013](#)
- ▶ [Leith Central Community Council meets tonight](#)

Edinburgh Reporter
EDINREPORTER

BBCNewsnight Fr Alexander Lucie-Smith on Keith O'Brien: "when Pope asks you to resign you don't have a choice ... he was effectively sacked." #newsnight
about 1 hour ago · reply · retweet · favorite

suttonnick Cripes --- Tuesday's Daily Mirror features "Guilt & No Guilt!"

Halfway approach

The screenshot shows the mobile website for SavannahNow. At the top, the browser address bar displays 'm.savannahnow.com'. Below this, a dark blue header bar contains the date and time 'Mon. Feb. 25 8:37 pm' on the left and the weather '54° Overcast' on the right. The SavannahNow logo is centered in the header, with a 'Menu' button to its right. A promotional banner for the 'SAVANNAH STOPOVER MUSIC FESTIVAL' is displayed below the header, featuring a trophy icon and the dates 'MARCH 7-9, 2013'. Underneath the banner, a text prompt reads '» Instructions: Add This Site To Your Screen'. This is followed by a grid of 12 circular icons representing various content categories: Weather, News, Sports, Opinion, Obituaries, Events, Spotted, Movies, Rewards, Jobs, Real Estate, and Auto. Below the grid is a row of social media and utility icons for Facebook, Twitter, Pinterest, Instagram, LinkedIn, YouTube, SMS, and Email. At the bottom of the page, a grey bar says 'Welcome, guest' and a dark blue bar contains a 'Login' button.



Best approach:

Responsive web design

(aka adaptive design)



The New Stuff



Luxi Turns Your iPhone Into a Light Meter

🔄 1 SHARES / 18 minutes ago



Big Data's Value Lies in Self-Regulation

🔄 38 SHARES / 38 minutes ago



Watch Decades of Best Picture Oscar Winners in 4 Minutes

🔄 821 SHARES / 7 hours ago



CDC iPad App Lets You Solve Disease Outbreaks

The Next Big Thing



ENTERTAINMENT

YouTube App Update Suggests Paid Channels Are on the Way

What's Hot



WATERCOOLER

Jimmy Kimmel's 'Movie: The Movie 2V' Spoofs Every Film Ever

What does Hollywood do



Luxi Turns Your iPhone Into a Light Meter

One essential piece of equipment for any photographer is a light meter. While many of today's SLRs have light meters built in, their readings are often not as accurate as having your own separate incident light meter on hand. Enter Luxi, a small diff...

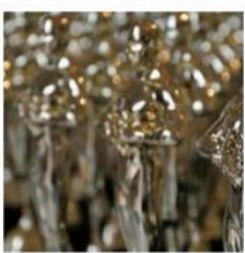
➦ 1 SHARES / 19 minutes ago



Big Data's Value Lies in Self-Regulation

Big data wants you to forget it exists. Before it leaves human hands, we have to take control and harness its potential for the greater good.

➦ 38 SHARES / 39 minutes ago



Watch Decades of Best Picture Oscar Winners in 4 Minutes

Winning Best Picture at the Oscars is considered the highest accolade bestowed by the Academy. Ben Affleck took home the award last night for Argo, accompanied by an introduction from First Lady Michelle Obama and an emotional acceptance speech. But ...

➦ 821 SHARES / 7 hours ago



mashable.com



Mashable



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HOT

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Responsive design in **action!**



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Q & A



Amy Gahrn
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Questions

Type question here.

Type questions here

Send





Charlotte Anne Lucas

Managing director, NOWcastSA.com



Homework: Make & take text polls

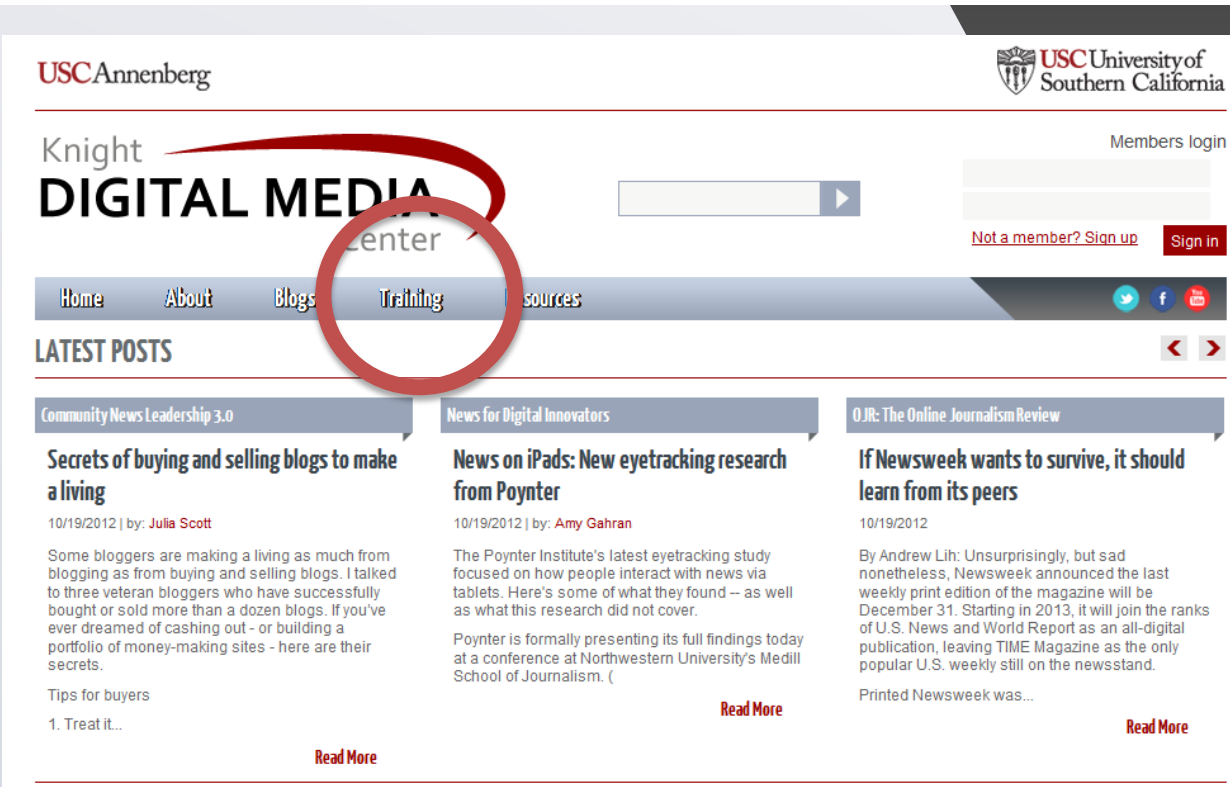
Take my poll now! What kind of cell phone do you use most of the time?

To answer: Send a text message to the shortcode 22333. The body of your message should be the code number that corresponds to your answer:

- 683769: Android
- 683770: iPhone
- 683771: BlackBerry
- 683772: Windows Phone
- 683773: Feature phone:
- 683774: None (I'm texting via telepathy)

Open Discussion

Future webinars and resources: www.knightdigitalmediacenter.org



The screenshot shows the homepage of the Knight Digital Media Center website. At the top left is the USC Annenberg logo, and at the top right is the USC University of Southern California logo. The main header features the Knight Digital Media Center logo, a search bar, and a "Members login" section with a "Sign in" button and a "Not a member? Sign up" link. A navigation menu includes "Home", "About", "Blogs", "Training", and "Resources". The "Training" link is circled in red. Below the navigation is a "LATEST POSTS" section with three article cards. The first card is titled "Secrets of buying and selling blogs to make a living" by Julia Scott, dated 10/19/2012. The second card is "News on iPads: New eyetracking research from Poynter" by Amy Gahrn, dated 10/19/2012. The third card is "If Newsweek wants to survive, it should learn from its peers" dated 10/19/2012. Each card includes a "Read More" link.

Get more resources and registration for future webinars under Training at www.knightdigitalmediacenter.org