

Collaborative Collision Exercise

Advances in Digital Media Workshop at Yale's Peabody Museum
June 10–11, 2024

Motivating question for workshop: How can we use media technologies to position biodiversity collections for even greater relevance to science, society, and Earth's biota in the future?

Background: We most often frame our work in broader contexts when communicating its relevance to others in a grant proposal, a conference talk, or a paper. Workshops like this one permit us to identify connections between each other's work that might lead to novel collaborations and recognition of new relevance to science, society, and Earth's biota. We have developed an exercise that we hope will catalyze the creation of those new connections in an organic way. It leads up to a final pitch session at the end of Day 2 in which we hear ideas from the groups.

Scenario: A grand, international event highlighting the value of collections for science, society, and Earth's biota is being planned for the DC area next year. The event is a combination of an expo, a conference, and perhaps a yet-to-be-suggested element. (An expo might be thought of as a step up in engagement from a typical exhibit hall at a conference). The value of collections could derive from the collections themselves, the data that they curate, their science, their programming, their technological innovations (e.g., related to digital media), and/or other things. The audience for this will include the collections and biodiversity research community, but could also include the general public, government agencies, funding agencies, foundations, news agencies, students, and others (e.g., venture capitalists?).

Exercise: Collaborate with at least one other person at the workshop on the pitch for a program element for this grand event that plays to your combined strengths and enthusiasms and that addresses the motivating question for our workshop in some way. Program elements should be creative, ambitious, engaging, and targeted. Include in your pitch your (1) audience, (2) motivating message or theme, (3) delivery method, (4) a title for the program element, as well as (5) companies that could sponsor or co-exhibit as an activity complementary to your program element. The delivery method could combine activities in the expo, the conference, and/or perhaps something else (e.g., elements of unconferencing, hackathons, makerspace, etc.). A single talk or a single exhibit by a single person or organization is out-of-scope, given the collaborations that we are trying to foster. You will have up to 5 minutes to deliver your pitch.