

# Appendix 1 | Focus Group Summary

Digital Multimedia Asset Portfolio System | Focus Group 1

Focus Group Facilitator: Paul Stephensen

Focus Group Participants:

- Participant Arthur is a male instrumentalist with interest in guitar, drums and the Irish rock genre and is aged in his early 40's.
- Participant Tina is a pianist with musical interests in composition and music teaching.
- Participant Harry is a male in his early 30's who is interested in creating musical productions.
- Participant George is a male in his late 20's who is interested in musical directorship in church based organisations.

Location: N Block tutorial room, Kelvin Grove

Date: April, 2007

For the first 5 minutes I introduced everyone to the topic of discussion and what we would be talking for the session. During my introduction to the main theory behind what makes up an ePortfolio system the participants started the following conversation.

## **Harry:**

I think we all have a vague idea of what a portfolio is. I think we just want to know about the practicalities of how to maintain one and how to go about setting one-up.

## **Tina**

Agreed with Harry but also wanted to point out that she would like a system that suits everyone.

**Paul**

Introduced the notion of a common definition of what an ePortfolio was, and found out that the participants were familiar with ePortfolios from their previous studies which occurred in creative arts based discipline were ePortfolios were in common use.

**Paul**

So what is an artefact to you? To me an artefact is a demonstration of your creative practice. I guess for you people that is going to be things like the music files, the scores that you create and the other elements that go into making your music. What else would you consider to be an artefact?

**Harry**

For live performance it will generally be something like a DVD recording of your performance. Harry and Tina would also include any exegetical context of the performance of their research.

**Paul**

Agreed with Harry and Tina and restated the need for exegetical artefacts to reinforce the theoretical framework of what up their research and practice and your journey of discovery.

**Harry**

Other things that might support that are things like your journals and ethnographies that you keep of your research.

**Paul**

So I guess what you are really saying is that you use multimedia in all forms to create a creative work, which can be text, video, sound and images. Paul then asks is that is correct? The group responded with a positive agreement.

**Harry,**

Harry particularly wanted to stress that as musicians they were very concerned with the clarity of sound in digital artefacts. Laptop speakers in particular don't allow for the desired quality of sound that the participants wanted.

**Tina**

Kathy also agreed strongly with this.

**Harry**

This is really important because something that is recorded is not the same as something that you go and see in at the performance.

Harry didn't know if there was any way of capturing that difference in ePortfolio but suggested that this was good thing

**Paul**

Do you use software such as Sibelius or other score notation software to keep track of how you develop your music?

**Tina and Harry**

Sibelius and other software can be used to save the file as sound file or PDF file, both Tina and Harry expressed desire for any music scores to be saved as PDF files so that the scores could be protected from being changed by others.

**Harry**

Youtube.com and flickr.com are more geared for video and photographers Musicians would prefer to use Myspace.com for sharing their music. Harry used QUT File-share for streaming media and sharing files with friends. Harry suggested that

this could be a good way to share artefacts with sensitive intellectual property issues discreetly.

**Paul**

Introduced the DMAP and design and explained that there was an option to store artefacts on the local server or via Web 2.0 websites such as Flickr.com, Youtube.com or Myspace.com

**Paul**

Discussed the Cool-player plug-in explained how it enabled a DMAP user to embed multimedia artefacts easily into a post of page within each Weblog.

**Harry**

Discussed the need for the plug-in to be able to popup as a media player which would have a full set of directional tracking controls

**Paul**

Assured Harry that the plug-in would do that the group were concerned about how technically savvy the end-user had to be with user level of confidence. For example, Harry expressed concerns about what would happen if someone like his parents logged on to look at his ePortfolio and they couldn't use the software because it was too technical.

**Paul**

Asked who would prefer to display their stuff up to one server or with the web 2.0 model? The group gave a 100 percent preferred a web 1.0 model for artefact storage.

**George**

The group expressed a strong preference for storing their artefacts locally as opposed to web 2.0 which came from a concern about how well web 2.0 protected the user's intellectual property

**Tina**

Was concerned about introducing unnecessarily complicated technologies and that increased technicality would increase the risk of things going wrong with the system if we used the Web 2.0 DMAP.

**Paul**

Acknowledged that he understood what Tina meant.

**Reflection**

Upon Reflection of the group's concern about the DMAP web 2.0 models I had to think about what it was that the key stakeholders wanted in the DMAP model. For the Key stakeholders there seemed to be particular emphasis on having a web 2.0 model which conflicted with the desires of the project participants. After reading a lot more of the literature I decided that a careful and conservative approach was needed. This meant that I chose to incorporate a web 1.0 and web 2.0 architecture into the system as this would hopefully keep all parties happy.

**Paul**

Explained some more of the technical features of the prototype system which he then stepped the group through. These features included the Coolplayer media plug-in, the Flickr.com photo set feature, and the Tagging plug-in Feature.

**The Group**

The group expressed a strong interest in using the tagging plug-in and the music player functions which were delivered by the Coolplayer plug-in.

**Paul**

Talked about the Tarranga delicious plug-in which allows Wordpress users to upload music files to their Weblogs and share that music with people who visit their Weblogs. Paul explained that this plug-in could be useful to Wordpress users as it would allow their Weblog visitors to search their music buy using tags. Paul explained that a Tag is like a bookmark that searches for links to files or key words within a Weblog. Paul used the example of using an MP3 tag which would then find any references to the word MP3 or any hyper-links to MP3 files.

### **Tina**

Expressed a lot of interest in the functionality as did the rest of the group. We agreed that tagging would be a function that should be included and made as simple as possible.

### **Paul**

Introduced a range of other types of software that could be used to support an ePortfolio systems which included e107, Elgg spaces and igetthis.net. Paul also discussed the design of the ePsilen and DMAP also asked for style and preferences as opposed funky or functional

### **Group**

Preferred the look and feel of the DMAP site because of the look and feel. Group also expressed how the look and feel could be used for the purpose of the site rather than being functional or funky. The pitch was decided to be the most important aspect of the look and feel.

### **George**

George wanted to provide a history of research and collaboration. Harry wanted to have two websites, one that was commercial and one that was research based. Kathie was interested in a functional but funky space that would contain all the stuff about her research and were they could navigate around it and store and build the things that they want to work on. Kathie expressed a strong preference for it to be

professional only related to her research. Harry's research was very much ethnographic so a different style is often needed.