

**Title of Session:** Web Tools for Education - Simply Box

**Moderator:** Pam Berger

**Title of File:** 20090114webtoolssimplybox

**Date:** January 14, 2009

Room: Web Tools for Education Group

**PamB** joined the room.

**PhilH** remembers how to emote

**JeffC** joined the room.

**PamB** Pam waves to everyone

**PhilH** waves at arriving ppls

**BJB2:** we usually start all Tapped In events with introductions. Would you like to do that, Pam?

**BJB2:** a reminder to go to the Actions menu in the top right of your chat and select DETACH

**BJB2:** that will make the chat larger and easier to follow

**PhilH:** thanks

**PamB:** I'm a school library and technology consultant from the NYC area. I work with school districts around the county, give seminars, write books, edit a newsletter, Information Searcher, and teach at Syracuse U iSchool.

**PamB:** Marlene, Phil and Guest...would you like to introduce yourselves?

**PhilH:** sure

**PamB:** Jeff?

**BJB2:** I'm a retired communication and art teacher in Pennsylvania

**PhilH:** I am an associate faculty member at Royal Roads University. I teach a course in the management of technology to undergrad business students.

**PhilH:** information systems I should say

**PamB:** Where is royal roads located?

**PhilH:** Vancouver Island Canada

**PhilH:** Near Victoria

**PamB:** That's What I thought! I was in Vancouver last spring - beautiful!

**PhilH:** Best climate in Canada IMO

**PamB:** Marlene is also from Canada, right?

**PamB:** Well, let's get started.

**PhilH:** I installed the applications today ... great suggestions even though I haven't done much but look at the video on simplybox

**PamB:** I was going to look at two Web2.0 tools that are used to collect information. Diigo and simplyBox.

**PamB:** Have you used either one?

**PhilH:** I just installed them to get ready for this presentation

**BJB2:** I've used Diigo, but very briefly to join a wordle group

**PamB:** I'm trying to figure out their differences and how that impacts student use...

**PamB:** simply box seems to be able to capture pieces of information...

**PamB:** videos text, parts of a screen...

**PhilH:** Yes it looks like a great tool for students working in teams on presentations

**PamB:** while diigo saves a link to the site using tags.

**PamB:** I like the concept of "tagging" that diigo uses because it makes the user think about content...

**PamB:** and not just file it....but

**PamB:** I really think kids will like using simply box...it's so visual and simply.

**SimplymGst4:** fyi, SimplyBox will be adding tags in the Feb release.

**PamB:** hi simply...we weren't sure if you were here.

**PamB** : so they are adding tags...good idea.

**PhilH**: r u 1 of the developers Simply?

**PamB** : So you use simplybox a lot?

**SimplymGst4**: hello! Good points being made...

**SimplymGst4**: Not one of the developers, but one of the concept designers.

**PhilH**: Great

**PamB** : cool. You deserve a round of applause!

**BJB2** applauds

**PhilH**: I was very impressed at how easy it was to install and get into

**PhilH** cheers

**PamB** : It a great concept!

**SimplymGst4**: thanks!!!

**PamB** : I hate to ask...but will it always remain free?

**PhilH**: lol ... someone had to ask!

**SimplymGst4**: Yes, that is the plan! The monetization model will rely on advertising and the licensing of the technology to make other sites (like portals) better.

**PamB** : Wow, that's a real plus for education.

**PamB** : Does it work equally as well with firefox as IE?

**SimplymGst4**: We believe the education space will be key to our success.

**SimplymGst4**: Yes, it works the same with both IE and FF.

**PhilH**: I installed it in both

**PamB** : Really? Not business users? Why is that?

**PhilH**: The toolbar I mean

**SimplymGst4**: Good question on bus users. We have open APIs, so the plan is to license

the technology to partners that can best reach the enterprise.

**SimplymGst4:** Our Feb release will make the "sharing" experience simpler. It will also allow for you to have descriptions of a box, as well as letting non-users comment on content of public boxes.

**PamB:** I recently chaired a committee for the American Association of School librarians to pick the Best Websites for Teachers. SimplyBox is one of the top 25!

**SimplymGst4:** Fantastic news. Many thanks for your vote!

**JeffC:** ok... question... I currently have "Jing." Why should I install SimplyBox?

**PamB:** Have you considered having a separate education section, similar to what VoiceThread.com did?

**PamB:** It keeps kids safe and reassures school districts that they are meeting gov. requirements.

**PamB:** Jing creates tutorials or such, Simply organizes pieces of information into containers/categories.

**SimplymGst4:** Jing is more of a screen cast solution. Some of our users have actually used to make videos about SimplyBox. Pam I think you just answered it well.

**JeffC:** good

**SimplymGst4:** The updated version of our home page (to be released in Feb) will have a section dedicated to education.

**PamB:** Is there anything else on the Web similar to SimplyBox?

**SimplymGst4:** One of our key differentiators in elearning is that students think it is a cool solution - so they embrace it.

**PamB:** That's great but I know the question I'm going to be asked by administrators ...can strangers approach students through the sharing component or in other ways?

**SimplymGst4:** There are competitors: MS Thumbtack, Google Notebooks, etc. But they tend to focus on bookmarks and links. We have really come up with a way to visually interact/collaborate with web content.

**SimplymGst4:** Currently if a teacher makes a box "public" anyone can go in and comment on things. But if the box is shared, only the user it's shared with can see/edit.

**PamB:** I totally agree. I think it's cool also. I was immediately drawn to visual interface.

Kids are so visual and feel comfortable with digital information. This is natural environment for them.

**PamB** : That's perfect. So educators have the choice to make the folders public or private, similar to a wiki page. Students can be instructed to make their folders private and share it with only classmates, etc.

**SimplymGst4**: BTW, we just got blogged by VentureBeat.com - positive article.

**PamB** : Great!

**SimplymGst4**: Pam, you are right. The teachers/students have the option to make boxes private or public.

**PamB** : What other features do you plan to introduce to SimplyBox in the future?

**PamB** : Just read the VentureBeat review...

**PamB** : very cool, they rated you over Google Notebook.

**SimplymGst4**: The iPhone version will be out in early Feb. allowing capture/share/organization. We will also introduce more rules/controls for the sharing. Search will also be in the next release. Address book integration.

**SimplymGst4**: Also the concept of hooking ie if you find a public box you like, you will be able to drag it to your boxes bar. Also search across public boxes!

**PamB** : It interesting that they also mention in the review that Diigo might give you a run for your money.

**SimplymGst4**: It's always fun when they rate us better than the giants!

**PamB** : Diigo's sticky notes feature is very nice. Have you thought about adding something similar?

**SimplymGst4**: We think Diigo is a good solution. But in the end, our simplicity and coolness will move educators and students towards us.

**SimplymGst4**: Their sticky notes are cool. We are trying to figure out an elegant way to do something similar.

**PamB** : That was my gut feeling also. I'm writing a book about the best Web 2.0 tools for learning so I've seen a lot of them and SimplyBox impressed me immediately.

**PamB** : Great news about sticky notes.

**BJB2** always trusts Pam's gut feelings

**SimplymGst4**: Excellent gut feelings, Pam!

**PamB** : Have you read Blink by Malcom Gladwell?

**PamB** : Gladwell.

**BJB2**: I listened to the audio book

**SimplymGst4**: Only Tipping Point ... but I did buy Blink ... short on time these days.

**PamB** : Then you know our gut feelings have experience and knowledge behind them. (;>

**SimplymGst4**: That's why they are key to companies like ours.

**PamB** : I'm reading his new one. Outliers. Very interesting...just as the others were.

**SimplymGst4**: He is excellent.

**PamB** : Well, thanks for joining us this evening and giving us the inside scoop on SimplyBox.

**PamB** : Who came up with the name?

**SimplymGst4**: My pleasure! PLs stay in touch: @simplymrc or mario@simplybox.com. Many thanks!

**PhilH**: Thanks for the insights. Great to have an inside the box insider

**BJB2** winks at Phil

**SimplymGst4**: I actually did. First we came up with the Box concept, and I like SimplyRed's music ...

**PhilH**: BTW I really like that mantra. Always wanted something to retort to all the outside the box ppl ... lol

**SimplymGst4**: You all have a great evening!

**PamB** : BTW where is the company located?

**JeffC**: Pam... not sure if I've shared these with you before or not...

**SimplymGst4**: Campbell, CA (Silicon Valley)

**JeffC:** <http://snurl.com/bestweb> and <http://snurl.com/web2tools> ...both are portal sites for the best web 2.0 tools.

**PhilH:** Thanks Jeff

**PamB:** are they your sites, Jeff?

**JeffC:** nope

**PamB:** Thanks. I'll go look.

**JeffC:** that would mean i'd actually have to work!

**PamB** smiles

**PamB:** you work too much in TI

**JeffC:** yup

**JeffC:** well... there are over 100 sites for your book.

**BJB2** looks at the clock on the wall. Thanks, Pam, for leading this discussion! And thanks for taking the time to join in the discussion, Simply.

**PamB:** Thanks for coming tonight.

**JeffC:** Simply...

**SimplymGst4:** Thank you.

**JeffC:** If you feel like registering here, we can set up a SimplyBox group room for you.

**BJB2:** The next WebTools for Education will be in February....4?

**PamB:** I love to look at new list and see how many "new" sites are there. i can't believe how many are popping up every day!

**JeffC:** and point to it for educators etc.

**PamB:** I'm checking my calendar...

**SimplymGst4:** Yes, I group there makes sense. I would like to do it.

**JeffC:** great!

**PamB:** No, the 4th I'm in Wisconsin....

**BJB2:** 11th?

**JeffC** hopes Pam has a very warm coat.

**PamB :** yes the 11!

**BJB2** hugs Pam. Thanks again. Great resource

**JeffC:** yup

**PhilH** hugs BJB and Pam

**PamB** hugs BJ

**PamB** hugs everyone

**PhilH** waves bye

**PamB :** bye Phil it was nice meeting you!

**BJB2** waves goodnight

**PhilH:** likewise

**BJB2:** don't be a stranger, Phil!

**PamB** waves goodnight