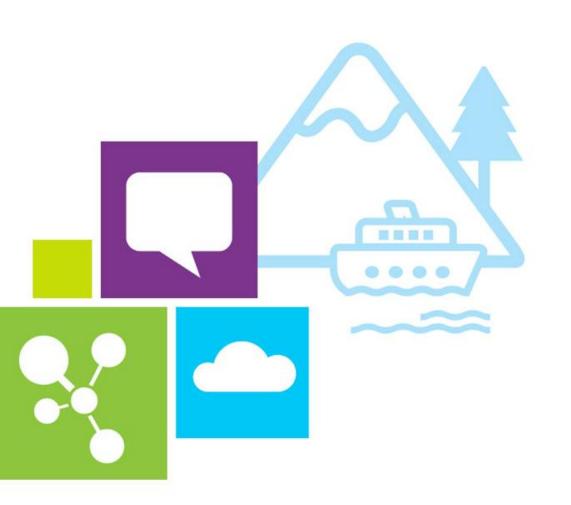
#### Microsoft<sup>\*</sup>



Research Faculty Summit 2012

ADVANCING THE STATE OF THE ART



# The End of Applications

David Karger

MIT



# Summary

#### One standard data model is coming

Google/Microsoft/Facebook knowledge graphs Schema.org

### Big benefits for end-user information management

Power to author (not program) my own information management tools

Over whatever data I care about

More control of my data

Loss of power by content carriers (disintermediation)



# Personal Information Management

#### Hard to define

Information I work with "for me" (but may encompass my work roles) Casual (but some people take it very seriously)
Unsophisticated users (except for those who are very sophisticated)

#### Key: personalization aspect

Everyone wants to work with own information selection Organize, visualize, interact with information their own way

#### Computers' main contribution: obstacle!

Force us to manage info their way



# Square Pegs in (Many) Round Holes

# Applications force us to fragment our information

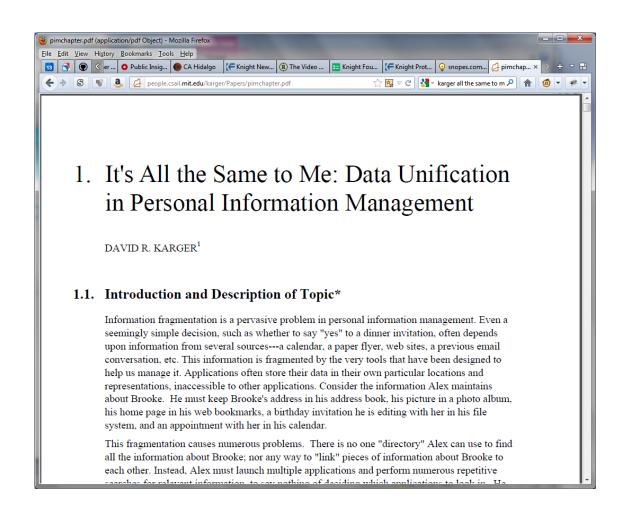
Schemas/visualizations are set by developers Can't store, view, or connect what we want

# Long-recognized problem

Desire for unified, task-oriented interfaces Very little progress

#### Data renaissance will solve it

Everyone shapes own applications for own tasks Gathering necessary data at will



Jones, Teevan (Eds.) PIM 2007



# A Data Renaissance: Dark Ages -> Modern

#### Data Baronies

Companies create rich structured data sites People only create text --- blogs, wikis

#### Data Fortresses

Domain-specific sites/applications
Rare to work across application boundaries

#### Data Serfs

Users author content Companies hold it tight and monetize it

#### Data Democracy

Everyone authors rich structured data No programming/database/UI expertise needed

#### Free Movement

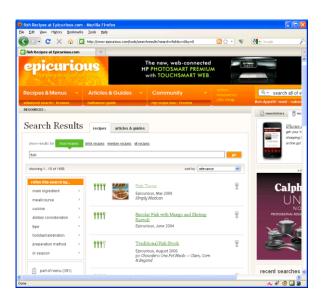
Flexible interfaces gather all data needed for a task No boundaries, just overlapping data assemblies

#### Data Freeholders

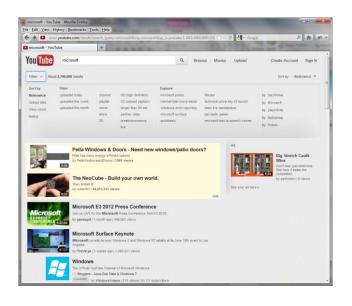
User content all in personal repositories
User permits access by companies/services



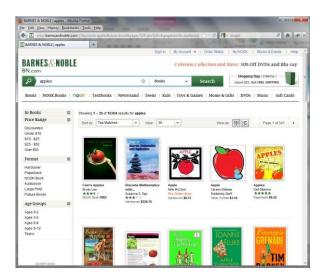
# Today's Data Baronies



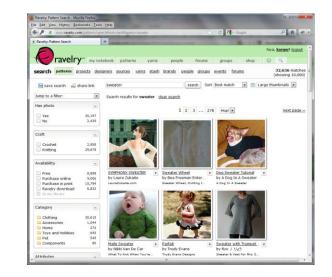


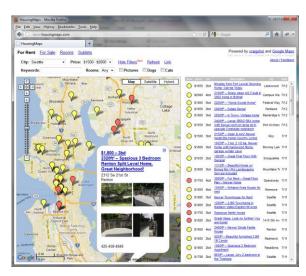














### Most Sites Are Same-Old CRUD

#### All provide same interactions

CRUD: Create, Read, Update, Delete information

Over some sort of relational data model

#### All draw from same visualization/interaction palette

View a collection of items (list, thumbnails, map)

Presented in a uniform template

With faceted browsing and text search to navigate

And forms to edit

#### Many sites are just CRUD for a specific domain

Flickr (photos), Youtube (movies), Epicurious (recipes), Ravelry (Yarn), B&N (books)....



#### Data

#### Items (Recipes)

#### Each has properties

Title
Source magazine
Publication date
Rating
Ingredients

# Can imagine as spreadsheet

One item per row
Columns for properties



recipe collections slideshows forums find a recipe advanced search browse all recipes browse search our drinks database browsing by: Vietnamese refine by: Main Ingredient | Course | Dish | Season/Occasion | Recipe Category | Preparation | Healthy Options Mushrooms (4) Fruits (7) Pork (5) Soy (3) Beans (1) Beef (13) Garlic (6) Nuts (3) Potatoes (1) Tomatoes (1) Chicken (8) Ginger (2) Onions (4) Vegetables (8) Poultry (7) Citrus (6) Pasta (13) Rice (6) Greens (7) Shellfish (11) Fish (5) Herbs (10) Peppers (6) sort results by 55 recipes found for: Vietnamese Best Match rating recipe name at a glance HANOI TURMERIC GRILLED FISH WITH DILL AND ONION Epicurious, October 2006 GREEN PAPAYA SALAD WITH BEEF AND LIVER JERKY Epicurious, October 2006 SHAKING BEEF Epicurious, October 2006 HUE NOODLE SOUP Bon Appétit, January 2006

Done



#### Views

#### Show a collection

Sortable list (here)

Bar chart

Map

Thumbnail set

#### Bound to properties

Sort by property? Plot map using which property?

<view type="list" sort="price"/>



epishop · video · forums RESTAURANTS MEMBERS

recipe collections slideshows forums find a recipe

#### browse

advanced search browse all recipes search our drinks database

browsing by: Vietnamese

refine by: Main Ingredient | Course | Dish | Season/Occasion | Recipe Category |

Preparation | Healthy Options

Beans (1) Fruits (7) Beef (13) Garlic (6)

Mushrooms (4) Nuts (3)

Pork (5) Potatoes (1) Poultry (7)

Soy (3) Tomatoes (1) Vegetables (8)

Chicken (8) Ginger (2) Citrus (6) Fish (5)

Onions (4) Greens (7)

Pasta (13) Herbs (10) Peppers (6)

Rice (6) Shellfish (11)

55 recipes found for: Vietnamese

sort results by Best Match

at a glance

rating recipe name

HANOI TURMERIC GRILLED FISH WITH DILL AND ONION

Epicurious, October 2006

GREEN PAPAYA SALAD WITH BEEF AND LIVER JERKY

Epicurious, October 2006

SHAKING BEEF

Epicurious, October 2006

HUE NOODLE SOUP Bon Appétit, January 2006



#### Templates

#### Format per item

HTML with "fill in the blanks" from data

#### HIMI.

```
<template>
 <div> <b> <span content="title"/> </b></div>
 <div> <span content="magazine" />
       <span content="date"/>
 </div>
</template>
```



epishop · video · forums RESTAURANTS MEMBERS

recipe collections slideshows forums find a recipe

#### browse

advanced search browse all recipes search our drinks database

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GREEN PAPAYA SALAD WITH BEEF AND LIVER JERKY

Epicurious, October 2006



Epicurious, October 2006

HUE NOODLE SOUP Bon Appétit, January 2006

Done



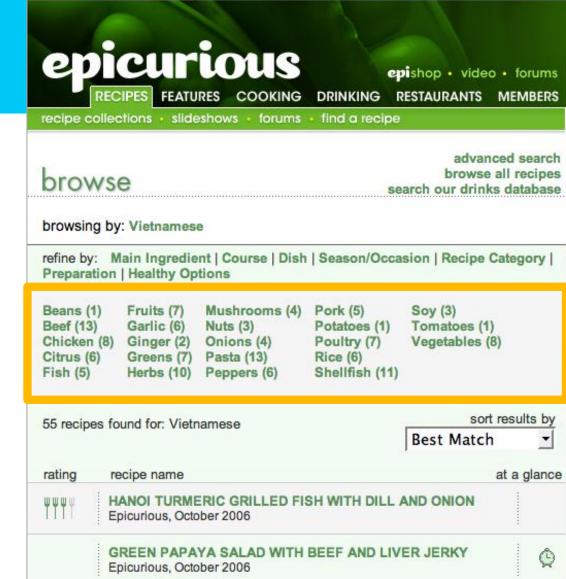
#### Facets (& Text Search)

#### Way to filter a collection

Specify a property
E.g. ingredient
User clicks to pick
Restrict collection to matching items

#### HTML

<facet type="list" expression="ingredient"/>



SHAKING BEEF Epicurious, October 2006

Done

HUE NOODLE SOUP Bon Appétit, January 2006



# A Very Simple Language

#### Data

E.g. spreadsheet Rows are items, columns are properties

#### Views

Ways of looking at collections of items Lists, Thumbnails, Maps, Scatter plots Specify which properties determine layout

#### Templates

Describe how to display a single item What properties should be shown where

#### Facets

For filtering collection

By lists, numeric ranges, text search

Specify filtering property

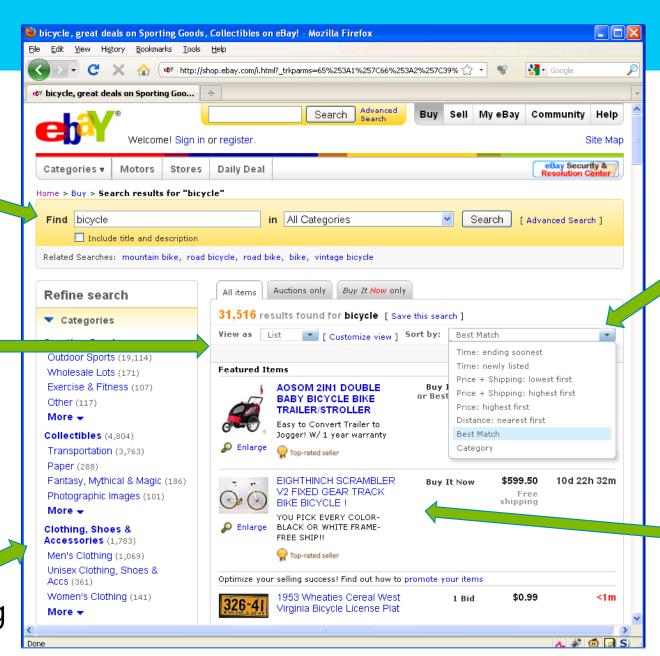


#### Ebay

Text search

List View

Faceted browsing



Sort by properties

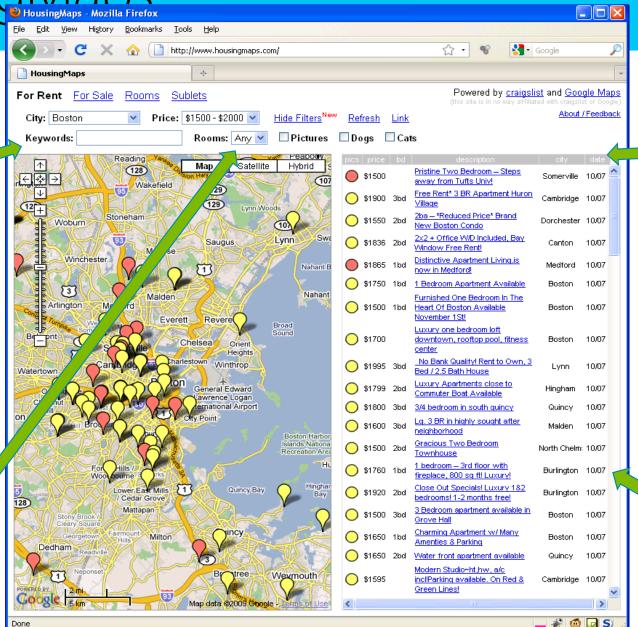


HousingMans

Text search

Map View

Faceted browsing



Sort by properties

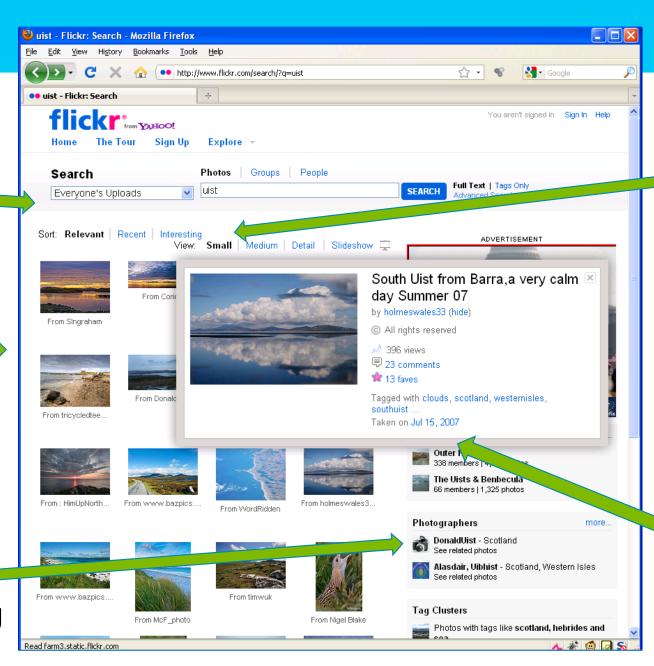


#### Flickr

Text search

Thumbnail View

Faceted browsing



Sort by properties

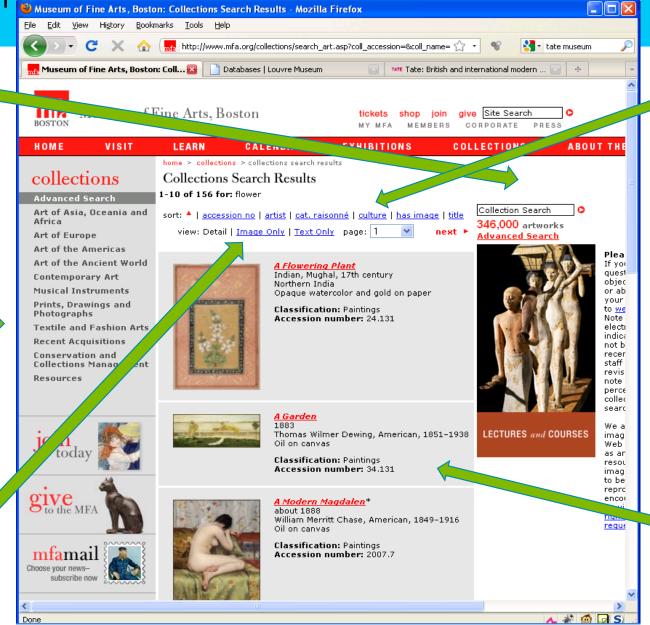


Museum

Text search

**List View** 

Faceted browsing



Sort by properties



# Putting End Users in Charge

Over a common data model

Identify common visualization elements

Define new html tags describing them

End users author (not program) these tags

Users personalize applications to their tasks/data

Developers no longer involved



#### Could Users Author This?

#### Already doing so in spreadsheets

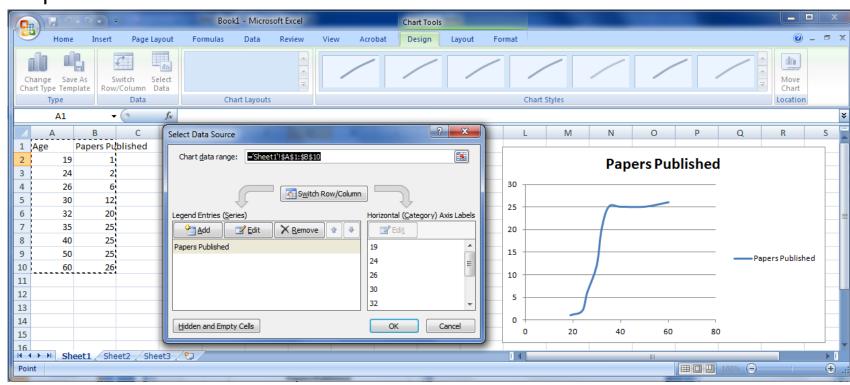
The application of choice when there is no application

Write some data (spreadsheet columns)

Choose a view from a collection of possible charts

Associate with data columns Style as you like

Web equivalent?





#### In HTML?

#### Image tags

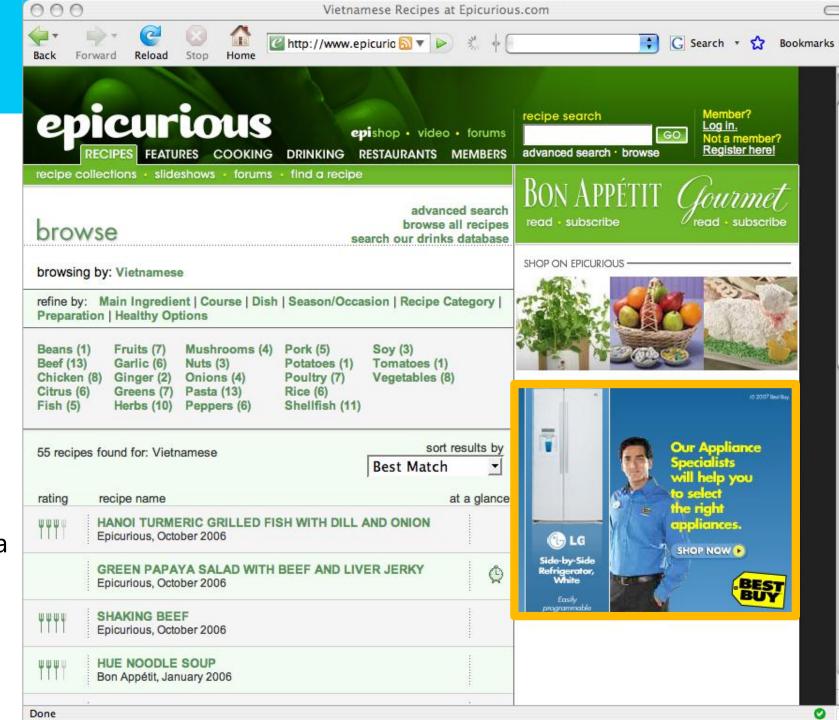
<img src=....>

#### Commonplace

Any user expects to be able to embed in their documents

#### Built in

All editing tools support Because it just involves placing a tag in the document





# Proof of Concept: Exhibit

#### An interactive web site from 2 static files

Author HTML + data-HTML to describe presentation Link to a data file: spreadsheet, CSV, XML, JSON...

#### Exhibit JavaScript library

Interprets new data-HTML tags Implements widgets the tags specify on the data

#### All runs in user's browser

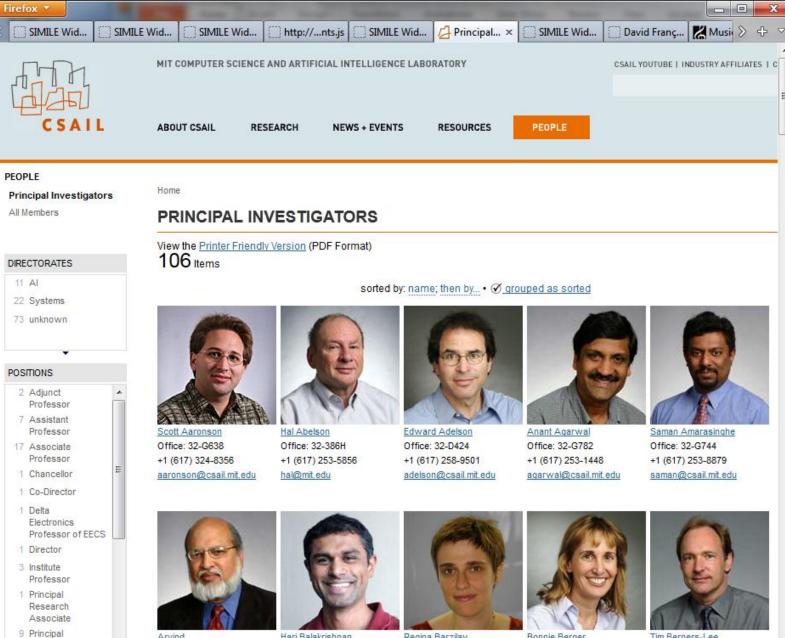
Nothing to install or configure

# Deployed in 2007

1800 sites, 1M hits



# Department directory **MIT**



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Scientist

Hari Balakrishnan Office: 32-G940 +1 (617) 253-8713 hari@csail.mit.edu

Regina Barzilay Office: 32-G468 +1 (617) 258-5706 regina@csail.mit.edu

Bonnie Berger Office: 32-G574 +1 (617) 253-1827 bab@csail.mit.edu



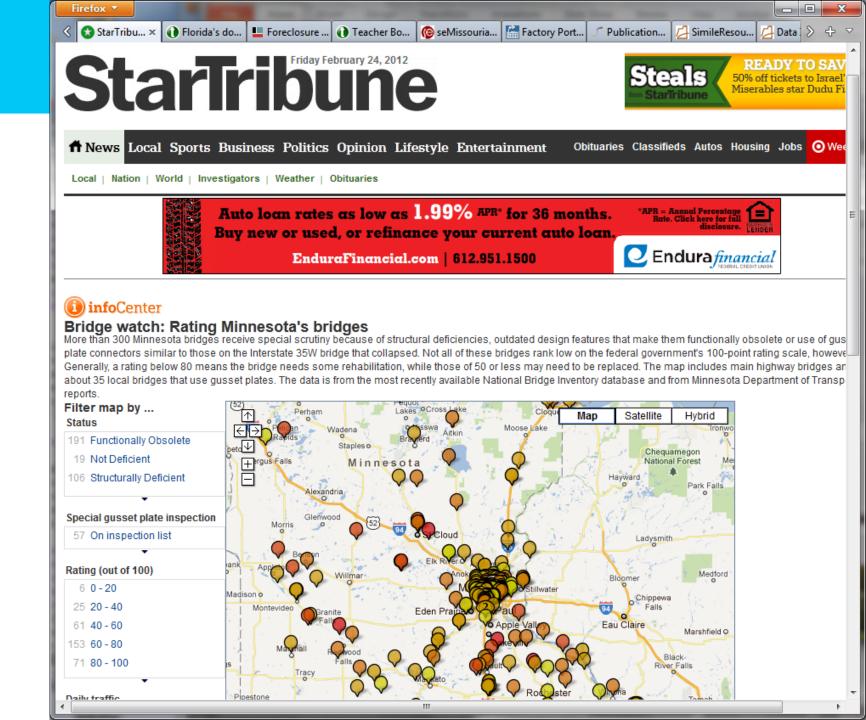
- - X

Tim Berners-Lee Office: 32-G524 +1 (617) 253-5702 timbl@w3.org



#### Unsafe bridges

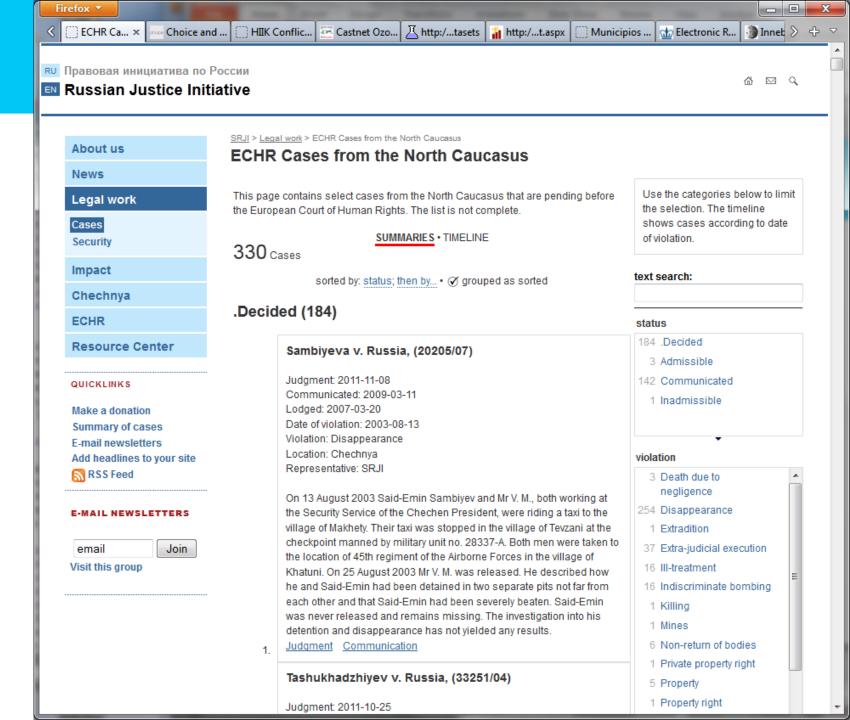
Minneapolis Star Tribune





#### Russian Justice Initiative

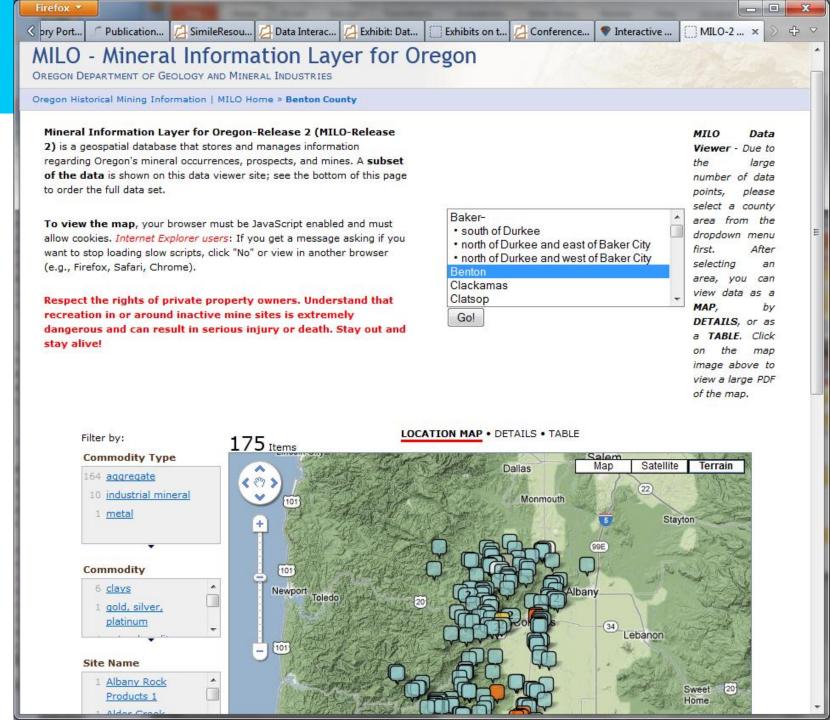
Cases at the European Court for Human Rights





#### State of Oregon

Mineral Information Layer





#### **Publications**

Education Policy and Data Center





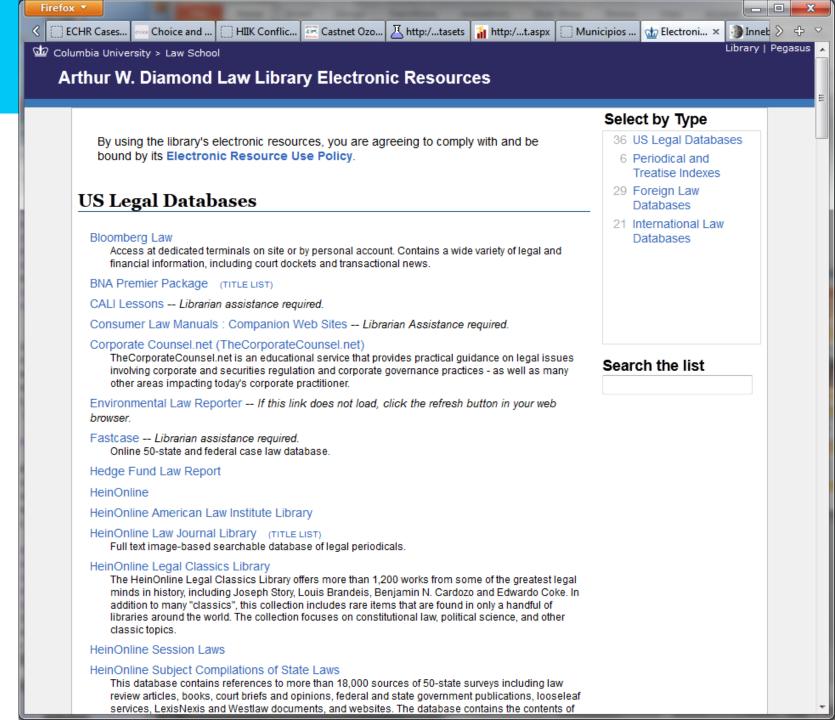
### Floorball in Europe





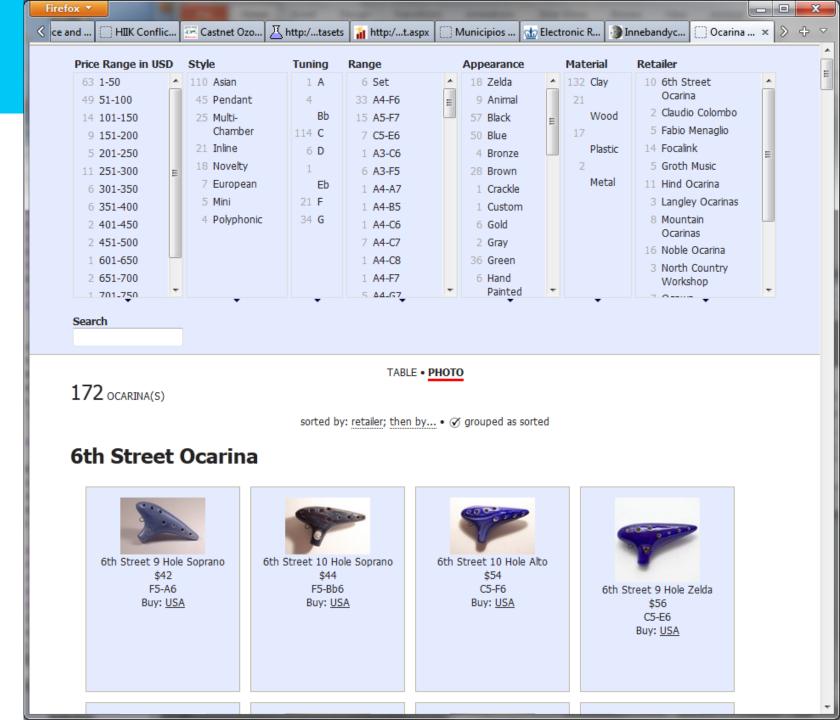
# Library holdings

Columbia Law Library





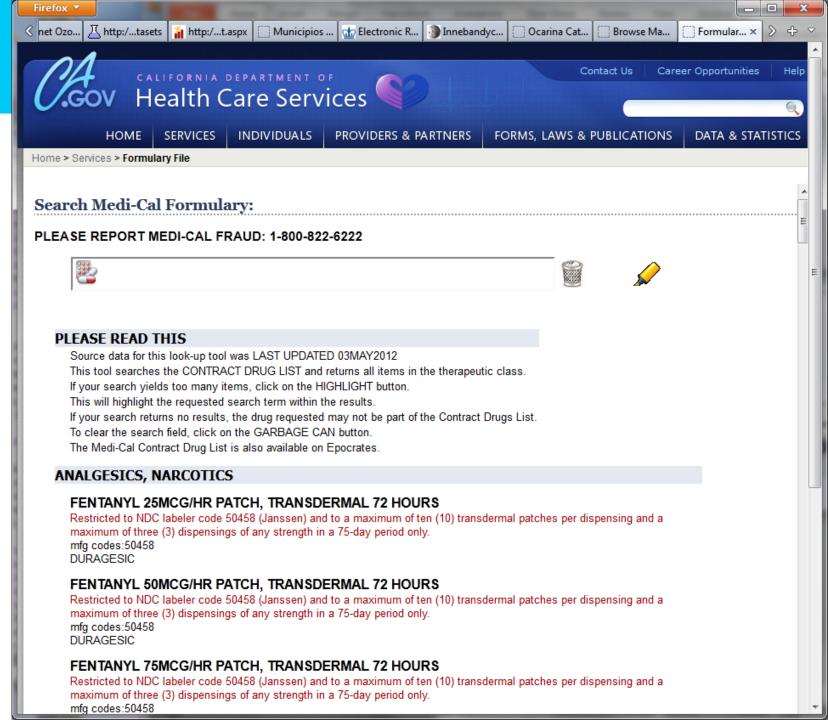
# Ocarina catalog





# Approved drug list

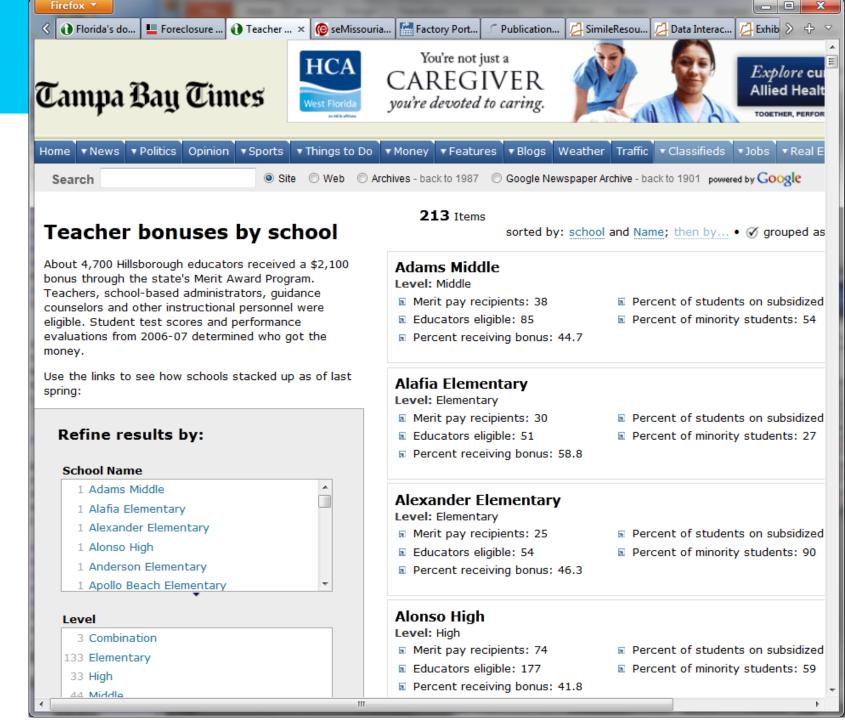
California Dept. of Health





#### Teacher Bonuses

Tampa Bay Times





# Authoring

#### HTML language extension, so author like HTML

#### Hackers can edit source

And lots of people "author" pages by copying someone else's

#### Others can use any favorite tool

Write in a blog using blog post editor (Datapress extension for Wordpress)

Write in a wiki using wikitext (Wibit extension for Mediawiki)

Write a document with a WYSIWYG editor (DIDO editor)



# Beyond CRUD

# Sometimes, task-specific data processing

Calendar alarm, spell check, music library cleanup, reconcile checkbook, complex queries

# Data standard will simplify end-user programming

Computational widgets can be wired to data (e.g. facets)
Single data model makes them general purpose, interoperable
End users can author and share 'macros'
"App store" for views and widgets

#### Example: Atomate (2009)

User writes rules and actions in controlled natural language Refers to entities and relations in their data When data changes to make rules true, actions are triggered On the web: If This Then That (ifttt.com)



# Personal Data Repositories

#### Natural consequence

Sites hold data because only they can manage it Once anyone can manage it, why use a site?

### I keep my own data

I own it
I decide who can do what with it

# Data hosting providers

Hold my data
But can't see it (encrypted)
Dropbox, Microsoft, Mastercard, Post Office?
Different pieces may be in different places
Libertarians keep it on personal devices

#### Services ask me for it

I write a review "on Amazon"
It's actually in my own repository
It shows up at Barnes and Noble too
Wordpress posts it on my "blog"
(just a feed of anything I want public)
Netflix uses it to recommend movies to me

#### No more facebook?

Everyone generates their own "feed" Friends have permission to access Hosting provider serves requests for it Aggregation is a commodity service



# The End of Applications

People can manage and visualize their data their way Content verticals shrivel to dumb data repositories Providers will humbly offer to process my data for me Grim future for embedded advertising "App store" for views, facets, templates, widgets

In-page structure improves speech interaction (Louise)



# End

David Karger http://simile-widgets.org/exhibit