

Content Curation Basics

By Helen Yingsheng Li
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Content

A

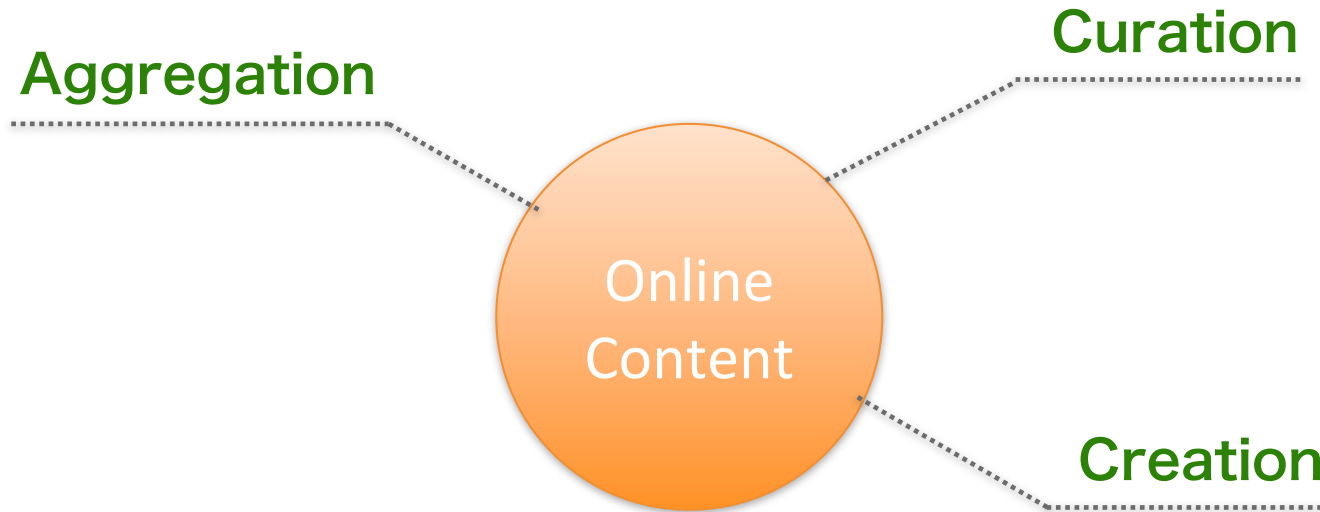
Concept of Content Curation

B

Models of Content Curation

C

Value of Content Curation



There are 3 types of content (online).



Creation is like planting seeds from scratch.

Metaphor on seeds was inspired by [Corinne Weisgerber - Building Thought Leadership through Content Curation](#)



Aggregation is like simply gathering seeds together, which machine (or birds) can do.



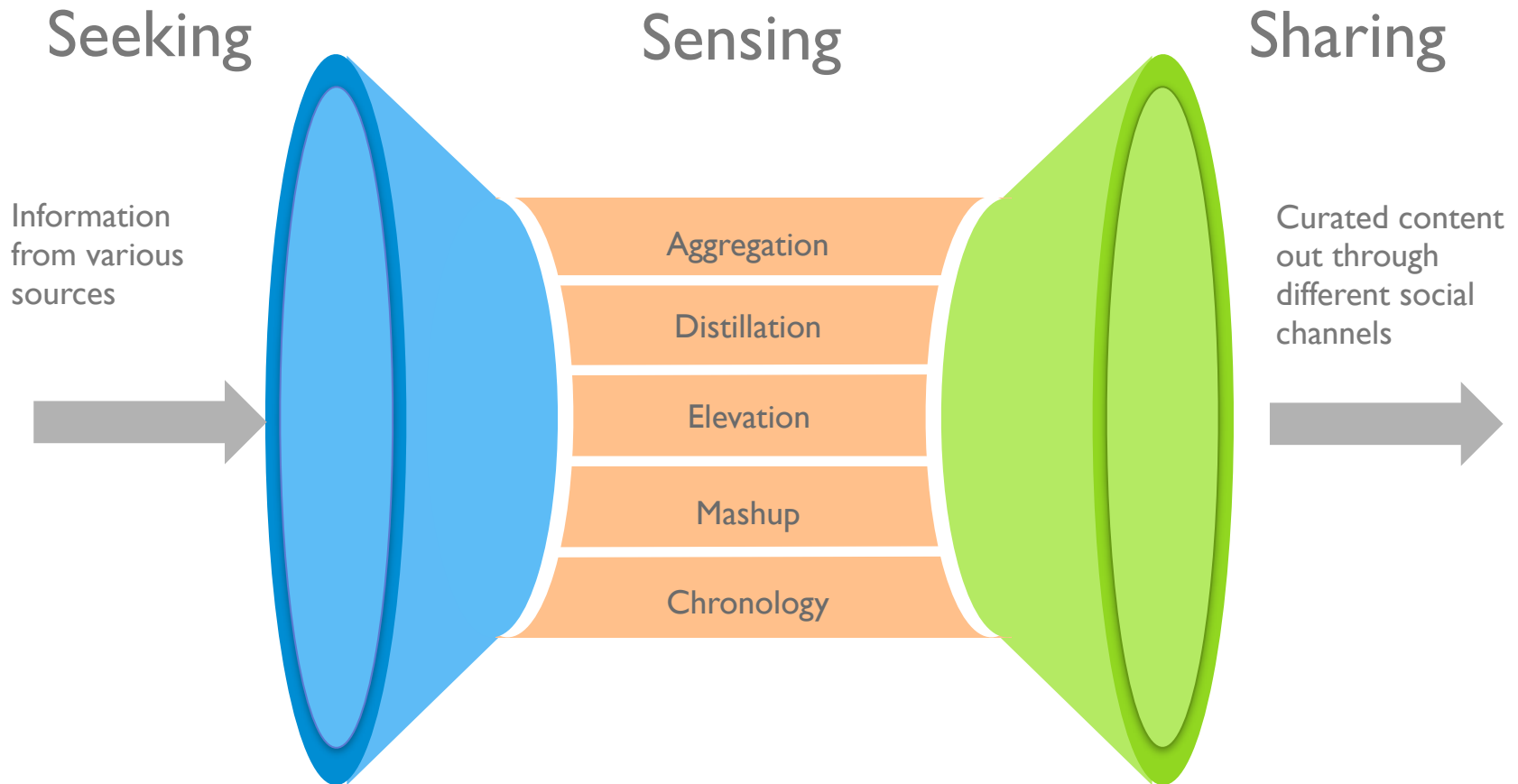
Curation is like sorting seeds out, putting them into context, framing them, so that they make sense.

“Content Curation is a term that describes the act of finding, grouping, organizing or sharing the best and most relevant content on a specific issue.”

—Rohit Bhargava

SVP, Global Strategy & Planning | Ogilvy
Author, Likeonomics, Personality Not Included
Professor, Global Marketing | Georgetown University





Curation goes through a 3-S process: Seeking, Sensing, Sharing. It's a process of adding value to the audience.

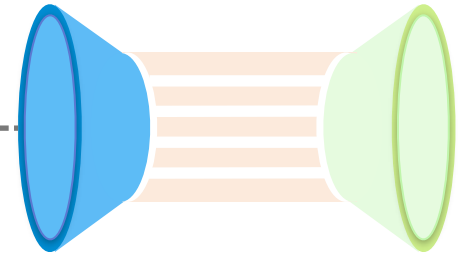
Source: 3-S model from [Beth Kanter](#); Sensing model from [Rohit Bhargava](#)

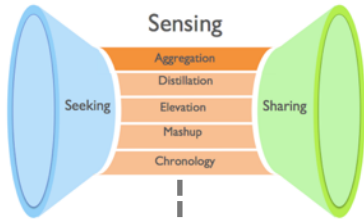
Seeking

- Define objectives and audience
- Organize sources:
- Use discovery tools
- Scan more than you capture

Tools

- Google Alerts
- RSS
- Twitter, Scoop.it, YouTube...etc.





Sensing - Aggregation

- Aggregation is the act of curating the most relevant information about a particular topic into a single location
- It is the most common form of content curation.

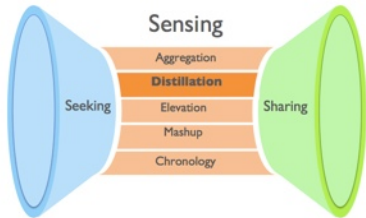
Examples

- [Link2Asia Week of July 13](#)
- [Golden Bridges: China NPO Weibo Digest \(October\)](#)

Notes:

1. Sensing is where value-adding takes place in curation.
2. The 5 models can be used alone or together.

Source: 3-S model from Beth Kanter; Sensing model from Rohit Bhargava

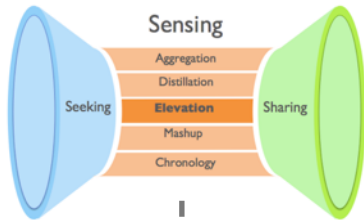


Sensing - Distillation

- Distillation is the act of curating information into a more simplistic format where only the most important or relevant ideas are shared.
- Methods: summarizing, introduction

Examples

- [Academic Research Digest, October 2011](#)
- [The Media Discusses Social Organization Management](#)

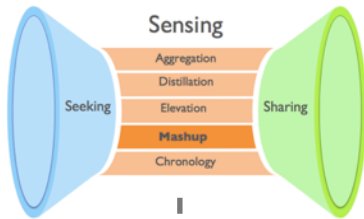


Sensing - Elevation

- Elevation refers to curation with a mission of identifying a larger trend or insight from smaller daily musings posted online.
- one of the hardest forms of content curation requiring more expertise and analytical ability

Examples

- [Philanthropy Advising Series: Influences from the West](#)
- [Chinese Philanthropy Beyond Rapidly Declining Number](#)

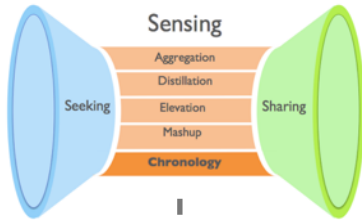


Sensing - Mashups

- Mashups are unique curated justapositions where merging existing content is used to create a new point of view.

Examples

- Converting ideas in an article into a PowerPoint presentation is an example of Mashups, IMO.

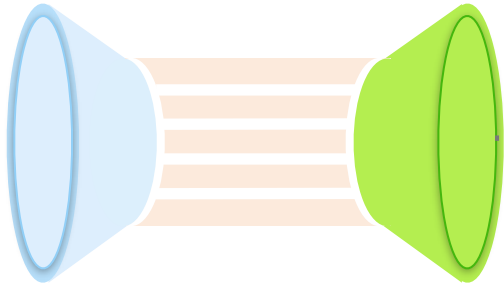


Sensing - Chronology

- Chronology is a form of curation that brings together historical information organized based on time to show an evolving understanding of a particular topic.

Examples

- [Memolane](#)
- [SOPA Timeline](#)



Sharing

- Feed your network with a steady diet of good stuff
- Comment on other people's stuff
- Collaborative sensemaking

Tools

- Blogging
- Twitter, Scoop.it, Pinterest, Storify etc.



Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor

Adapted from <http://www.flickr.com/photos/josephrobertson/127758523>

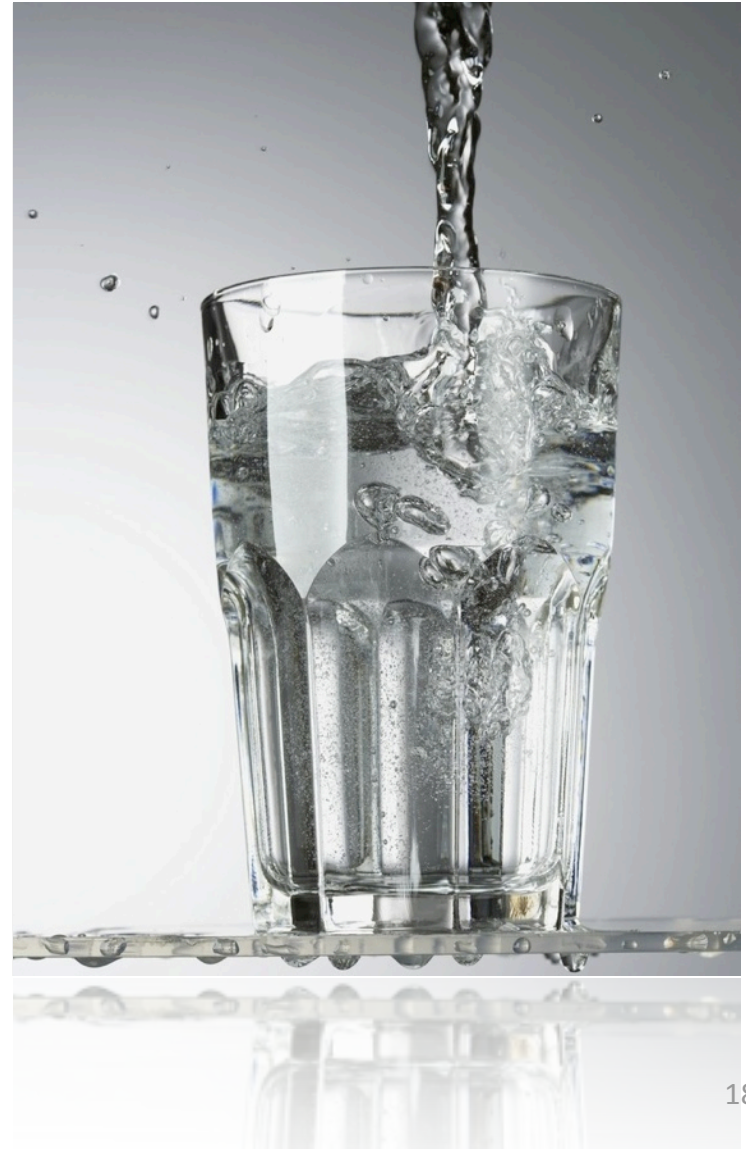


Information overload is overwhelming!

Hence come the values of content curation.

Value No.1:

Curation reduces information overload by providing **filtered information.**



Value No.2:

Curation brings clarity to chaos by **making sense** of information.



Value No.3:

Curation extends
the **shelf life**
of information.



Value No.4:

For curators,
curation is an efficient way to
build **knowledge, skills,**
thought leadership
and **network.**

For organizations,
curation helps build **staff**
expertise, improve **banding**
and increase **impact!**



But.....

Be aware!

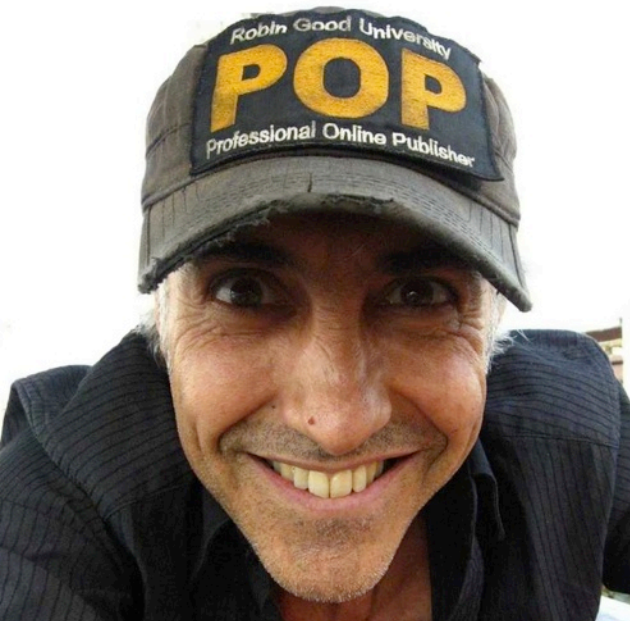
There is good curation
and bad curation!

A hand-drawn comparison table on a black background with white text. The table is divided into two columns: 'GOOD CURATION' and 'BAD CURATION', with 'VS.' in a circle between them. The table has seven rows of contrasting terms.

GOOD CURATION	VS.	BAD CURATION
HONOR		DEGRADE
STUDY		SKIM
MANY SOURCES		FEW SOURCES
CREDIT		DON'T CREDIT
TRANSFORM		IMITATE
REMIX		CUT & PASTE

Source: [Beth Kanter, Good Curation vs Bad Curation](http://www.bethkanter.org/good-curation-vs-bad-curation/) , <http://www.bethkanter.org/good-curation-vs-bad-curation/>

“The **key element** that makes curation work is the **competence** and **focus** of the curator and of the topic he has selected. Repeated efforts to create curated channels that mix and match broad and highly competitive topics are *bound to see a very short life.*”



— Robin Good
Master of Content Curation

Are you ready to be a curator?

“Those who can, **curate**.
Those who can't, **review**.
Those who can't review, **tweet**.
Those who can't tweet, **retweet**.”

via Beth Kanter

Author, Beth's Blog, The Networked Nonprofit
Expert on using technology at nonprofits

