

# SNOW<sup>❄️</sup>

**SNOW** (Sookmyung Network for Open World)  
OER Project by **Sookmyung Women's University**  
“Open Knowledge Share Dreams”;  
Current Status and Future Directions

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**SOOKMYUNG WOMEN'S UNIVERSITY**

# ■ Agenda

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1. Introduction
2. Solutions
  - 1) Officially licensed OER for sound use
  - 2) 2. Localized contents with various metadata
  - 3) 3. Interface & System Development
3. Site Analysis & User Feedback
4. Conclusion

# Introduction

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SOOKMYUNG WOMEN'S UNIVERSITY

# What is SNOW?

Sookmyung  
Network for  
Open  
World



SNOW<sup>❄️</sup>

# ■ Three OER barriers in Korea

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1. Language Barrier
2. Low Accessibility
  1. Categorization; different academic divisions
  2. Scattered, fragmented OER on internet
3. Lack of Guideline

# ■ Solutions

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1. To pile up valuable OER from the world
2. To build up cooperation contract with OER providers
3. To ensure legal eligibility
  - Use Creative Commons License for free sharing
4. To localize contents, metadata
  - Transcript, tag, key word etc.

# 1. Officially License OER for Sound Use

## 1) Contents Pile up

- Open Educational Resource
- Global Knowledge Multimedia Resource

## 2) License Counseling /Research

- Copyrights; marking attribution
- Database Protection Law; continual large sharing

## 3) User Guideline

- Posting by Administrator ; Cooperative Agreement
- Posting by User
- ; Charge on Citation

Applying copyright standard to SNOW.or.kr

## 2. Localized contents with various metadata

**상세검색**

- 검색어 연산자 검색어 (띄어쓰기 단위로 되어있어야 합니다. 붙어있을 경우 단일어로 인식합니다.)  
- 연산자 : & (and), | (or), ~(not) 이상 세가지 입니다.  
예) 강의 | 문화 ~ 여행 / 강의 & 문화

**기간**  최근1개월  3개월  1년  직접 기간입력  ~

전체선택  선택해제

**제공자별 강의**

버클리대학  숙명 OCW  스탠포드대학  예일대학  와튼스쿨  
 하버드대학  FORA TV  MIT OCW  MIT World  TED  
 TEDx  UC TV

전체선택  선택해제

**주제별 강의**

인문  사회  과학  응용과학  문화

**구분**  일반강의  정규강의

**강의자**

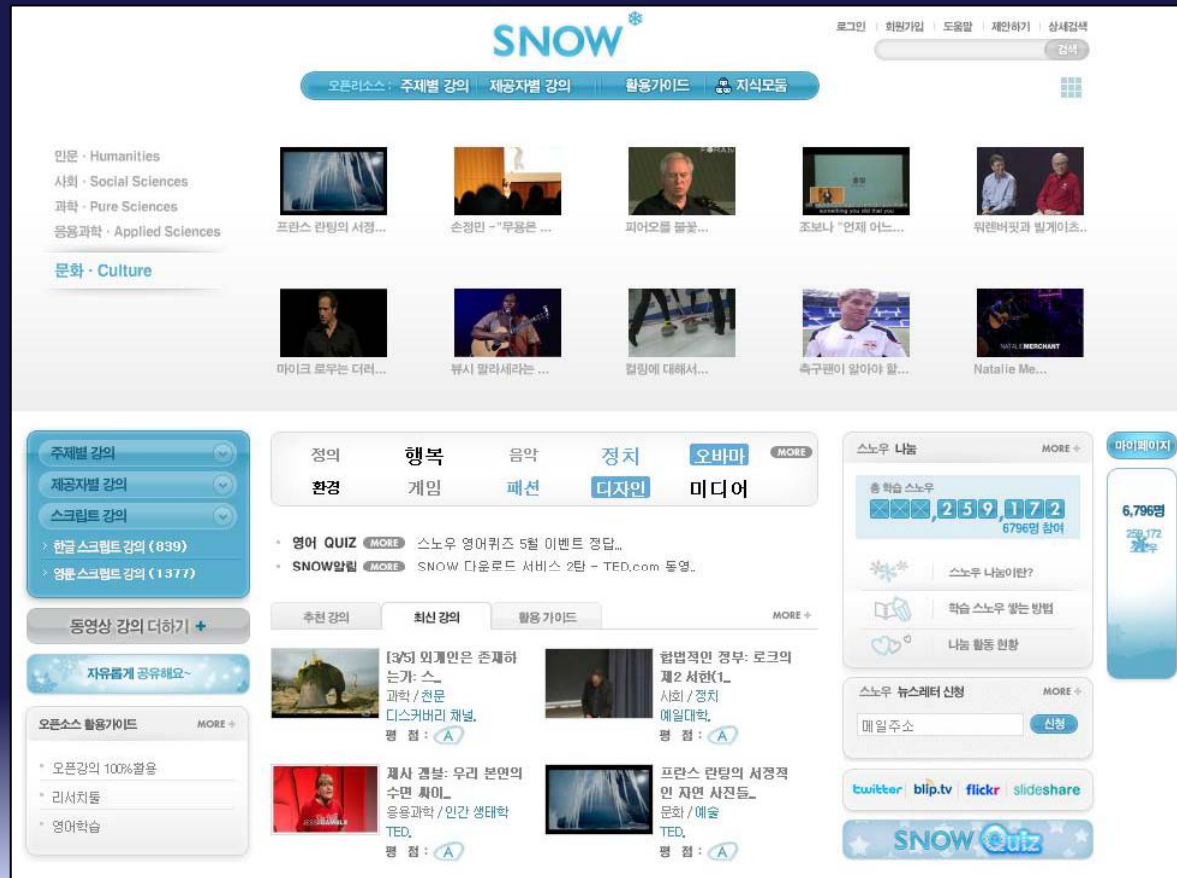
**키워드**

**스크립트**  영문/한글 스크립트  한글스크립트  영문스크립트

SNOW.or.kr advanced search page



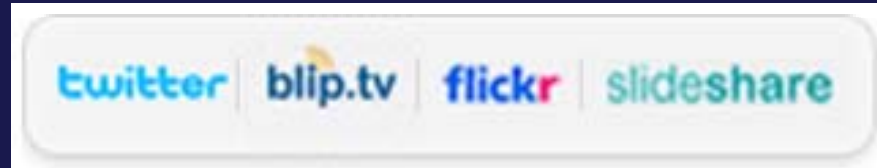
# 3. Interface & System Development



SNOW.or.kr Main Page

# 3. Marketing

## 1. Using SNS



A screenshot of a Twitter profile for 'snow.or.kr'. The profile header includes the name 'SNOW snoworkr', location 'Seoul', and bio 'Open Knowledge Share Dreams'. It shows 5 tweets, 343 followers, and 52 listed. The main content area displays three tweets in Korean, with the first one mentioning 'Ory Okolloh on becoming an activist' and including a link to a bit.ly URL.

A screenshot of a Facebook profile for 'Snow Orkr (Snow)'. The profile header shows the name 'Snow Orkr (Snow)', location 'Seoul, South Korea', and bio 'Open Knowledge Share Dreams'. It features a 'Wall' tab, a search bar, and a post area with the text 'Write something...'. Below the post area, there are two posts from 'Snow Orkr' mentioning photo uploads to Flickr. The profile also includes a 'Suggest Friends' section and an 'Information' section.

SNS run by SNOW.or.kr

# 3. Marketing

## 2. SNOW vs SMWU

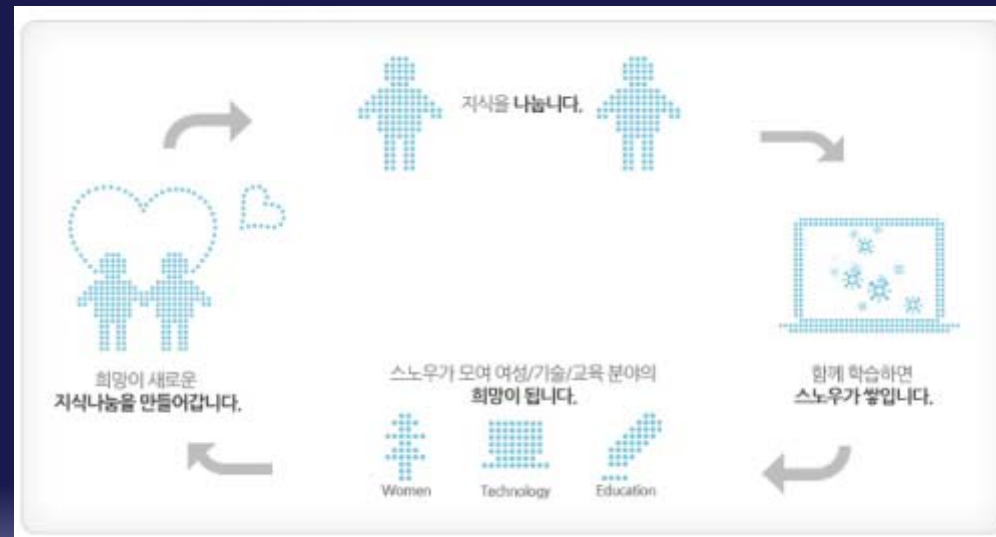
SNOW<sup>❄️</sup>



Giving Priority on SNOW, the project itself

# 3. Marketing

## 3. Benchmarking; the principle of Longtail



Little Big Users making 'Contents'  
More Small Users making 'Sunstainability'

# 3.1. E-learning by localization

The screenshot displays the '스크립트 편집하기' (Script Editing) window within the SNOW system. The window title is '단테 작품 입문(Introduction to Dante)'. It contains a chat-style conversation between a professor and a student regarding the importance of Italian language knowledge. A red box highlights the English translation of the student's question and the professor's response. Below the chat, there are instructions for using the '영문 스크립트 불러오기' (Load English Script) and '영문 스크립트 불러넣기' (Insert English Script) buttons. The interface also shows a '최종편집자 : 신하영' (Final Editor: Shin Ha-yeong) and navigation buttons like '스크립트작성완료성' and '편집한 내용 저장'.

단테 작품 입문(Introduction to Dante)

스크립트 편집하기

교수: 다시 한번 질문해 주시겠어요?  
학생: 기말 과제의 기한은 언제입니까?  
교수: 기말 과제는 수업의 마지막 두 주 안에 내는 것이 기한입니다. 질문이 언제까지 기말 과제의 기한 인  
까 걱정입니다.  
학생: 이탈리아어의 지식의 중요성은 얼마나 됩니까?  
교수: 이탈리아 어의 지식의 중요성이 얼마나 됩니까? 수업은 영어로 합니다. 우리는 원문을 번역한 것을 읽  
을 것 입니다. 만약 여러분이 이것을 이탈리아 어로 읽을 수 있다면 좋겠지요. 만약 여러분이 시를을 이탈리아  
어로 쓰고 싶다면 환영합니다. 그러나 이 수업은, 우리는 이 시를 마치 영어로 된 시 인것 처럼 다룰 것 입니  
다. 어쨌든 어떤 사람이 말했듯이 단테는 미국 시인 입니다. 아마도 우리도 말할 수 있을 것입니다. 다른  
질문 있으요? 좋아요 수업원에 복시다.

[영문단락Start]Student: How important is the knowledge of the Italian language?  
Professor Giuseppe Mazzotta: How important is the knowledge of Italian language? The course  
is in English. We are reading the translation with the original text by the side. If you can rea  
d it in Italian good. If you want to write the paper in Italian you are welcome to do so, but the c  
ourse is going to be—we are treating the poem as if it were an English poem. After all, as som  
eone says, Dante's an American poet, maybe we could explore that too. Other questions? Oka  
y, we'll see you on Tuesday.  
[영문다락End]

최종편집자 : 신하영

영문 스크립트 불러오기

① '영문 스크립트 불러오기' 버튼을 클릭 해 끝에서 영문의 단락을 저장  
합니다.  
② 1상단 스크립트 입력 창에서 불러넣을 부분에 [-] 이 문자를 입력한 후  
'영문 스크립트 불러넣기' 버튼을 클릭 하면 저장 해 놓은 단락이 자동으로  
붙습니다.

\*불어넣은 영문 스크립트는 편집화면과 History 화면에서만 보이고 실제로 페이지에는 반영되지 않습니다.

스크립트작성완료성    편집한 내용 저장

강의 내용 질문    강의 이해 도움    학습후기

Cooperative Translation interface of SNOW

## 3.1. E-learning by localization



Cooperative E-learning Project with Local High School

# 3.2. User Empowerment

The screenshot displays the SNOW website interface, which is a platform for user-generated content and knowledge sharing. The main header features the SNOW logo and navigation links for '로그인' (Login), '회원가입' (Sign Up), '도움말' (Help), '제안하기' (Suggest), and '상세검색' (Advanced Search). Below the header, there are tabs for '오류리포트', '주제별 강의', '재공자별 강의', '활용가이드', and '지식모듬'.

The central content area is titled '지식모듬' (Knowledge Cluster) and includes a descriptive paragraph: '지식모듬은 특정 주제에 대해 관심 있는 사람들끼리 모여 서로 생각을 공유하면서 자신의 관심분야를 더 깊이 연구할 수 있는 도구가 될 것입니다. 여러분께서 직접 지식모듬을 만들어 운영할 수 있고, 이미 운영되고 있는 지식모듬에 참여할 수도 있습니다. 서로의 지식을 공유하면서 자신의 꿈을 키워 나가는 장입니다.' (Knowledge Cluster is a tool where people with shared interests gather to share thoughts and research their fields more deeply. You can create and manage your own cluster, or join existing ones. It's a place to share knowledge and grow your dreams.)

On the left side, there is a sidebar menu for '지식모듬' (Knowledge Cluster) with categories: '인문 Humanities(24)' (History, Philosophy, Geography, Psychology, Literature), '사회 Social Sciences(19)', '과학 Pure Sciences(13)', '응용과학 Applied Sciences(11)', and '문화 Culture(32)'. Below this is a search bar for '지식모듬 찾기' and a '로그인 해주세요' (Please login) button.

The main content area lists several '지식모듬 베스트' (Knowledge Cluster Best) items:

- 지식리더2기 문화4조**: 지식리더 2기 문화4조 지식모듬입니다. 멤버수(5명) / 토론(1) / 최근 업데이트 2010.05.07(-) >> 문화 베스트 더보기
- 지식리더 2기 인문 5조**: 지식모듬 인문 5조입니다^^ 임의로 할학으로 지정했습니다. 멤버수(6명) / 토론(4) / 최근 업데이트 2010.04.03(-) >> 인문 베스트 더보기
- 여군장교 준비들머리**: 숙명여자대학교의 여성 학군단의 준비를 위한 지식모듬입니다. 구국애족의 정신으로 여성이 나라를 위하여 마음으로 지식모듬을 운영할.

On the right side, there is a '마이페이지' (My Page) section showing '7,045명' (7,045 members) and '280,060 스노우' (280,060 snow). Below this are promotional banners for '여군장교 준비를 위한 지식동영상 학습' (Knowledge video learning for female military officer preparation) and 'TEDxSookmyung' (Independently organized TED event). The '추천 지식모듬' (Recommended Knowledge Clusters) section features four clusters: '나눔 지식 모듬' (Sharing Knowledge Cluster), '오픈소스 100% 활용하기' (Using Open Source 100%), 'TEDxSookmyung' (Independently organized TED event), and '번역 지식 모듬' (Translation Knowledge Cluster).

SNOW “Knowledge Cluster” for user community

# 3.3. Site Analysis

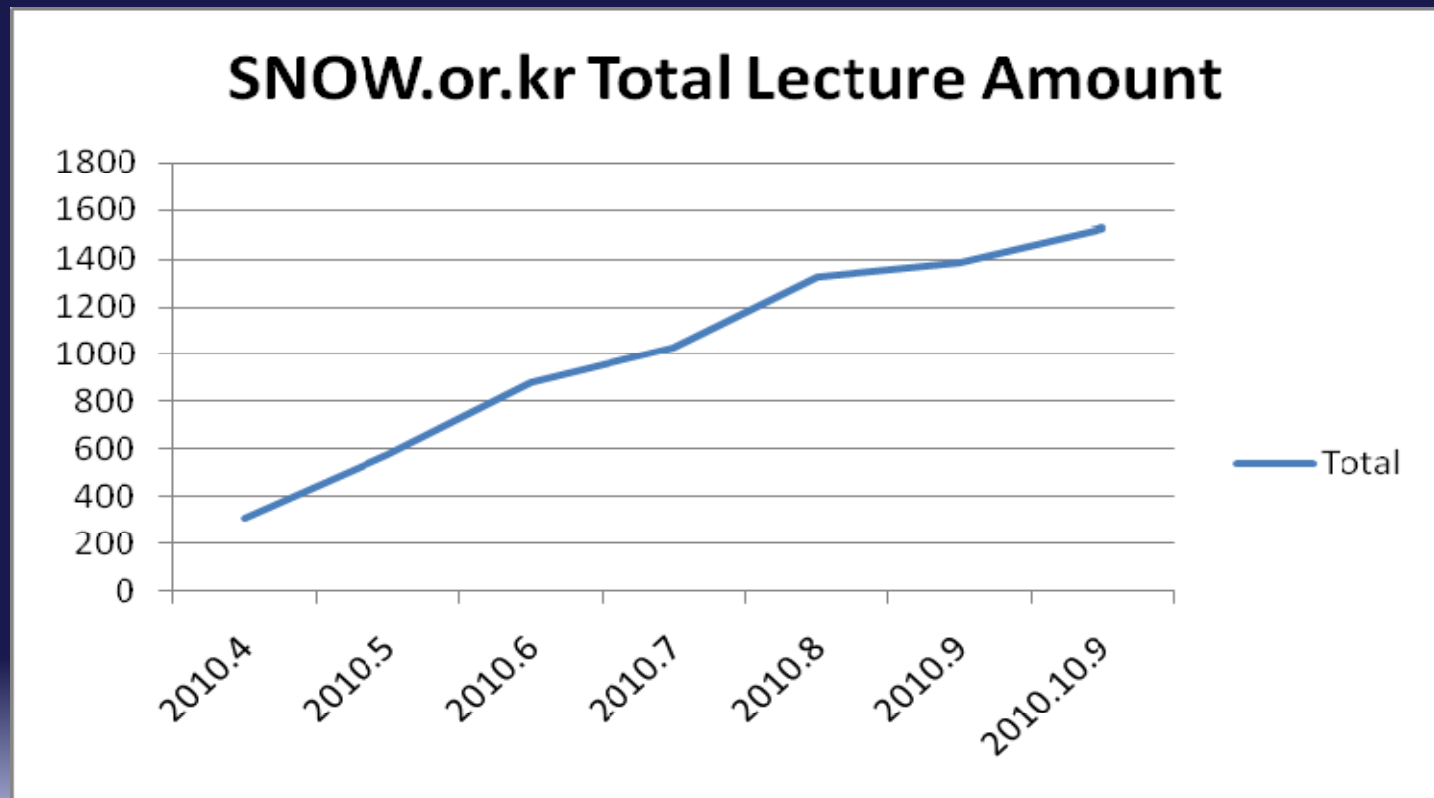
Period	Beta Launch	Official Launch	
	-Feb. 2010	Mar. -June. 2010	June-Sept. 2010
Total visits	788,112	186,465	279,690
Total Unique visitors	47,381 (60.12%)	102,034 (54.72%)	147,373 (54.02%)
Re-visit Users	31,430 (39.88%)	84,634 (45.28%)	127,207 (55.98%)
Users Distribution	Korea 92.11%	Korea 92.73%	Korea 92.84%
	China 3.21%	China 2.19%	US 2.28%
	US 2.06%	US 2.14%	China 1.18%
Total PageViews	835,136	2,059,689	3,167,771
PageViews per User	10.6	11.02	11.33
Avg. Time on Site	0:04:10	0:04:30	0:04:34

Analytics Result for SNOW from 12/2009 to present



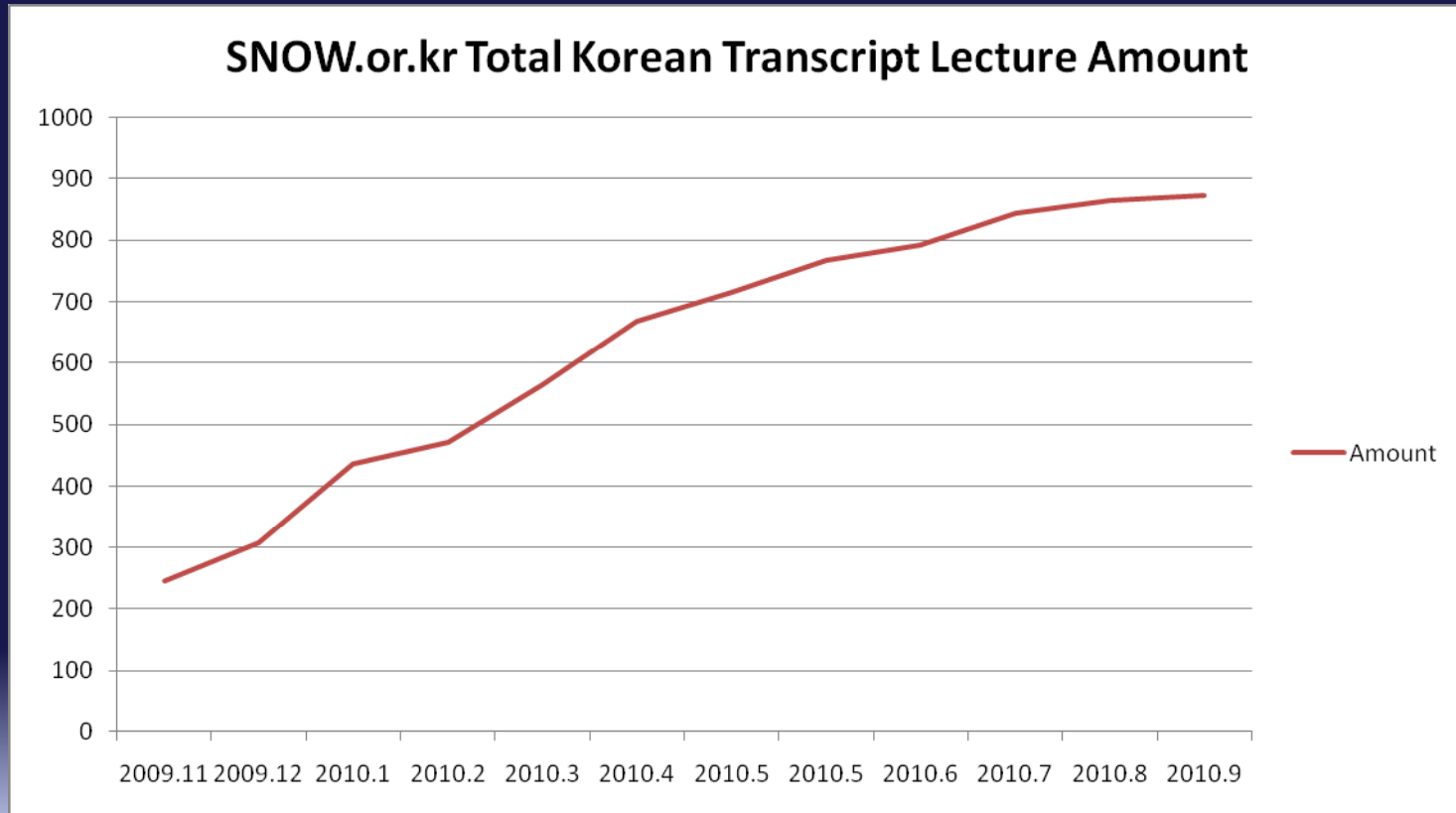
# 3.3. Site Analysis

Date	Total
2010.4	308
2010.5	578
2010.6	879
2010.7	1027
2010.8	1323
2010.9	1384
2010.10.9	1527



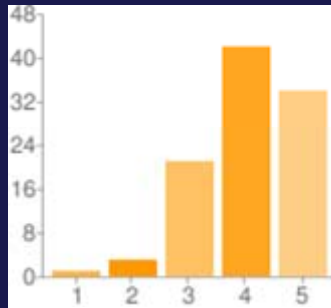
# 3.3. Site Analysis

Date	Amount
2009.11	246
2009.12	307
2010.1	436
2010.2	472
2010.3	564
2010.4	669
2010.5	716
2010.5	768
2010.6	793
2010.7	844
2010.8	864
2010.9	873
Total	873

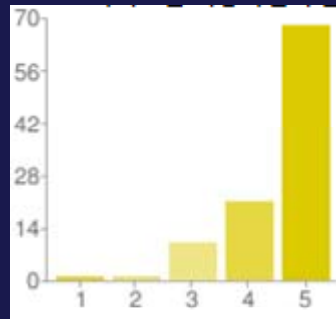


# 4. User Feedback

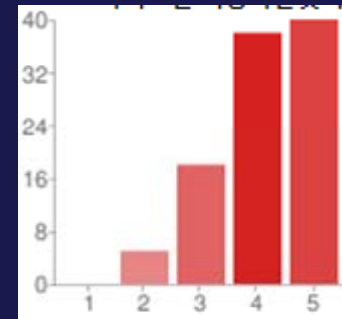
SNOW user satisfaction



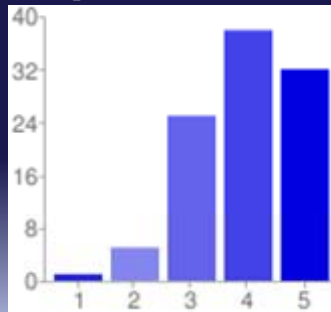
Growth of global OER understanding



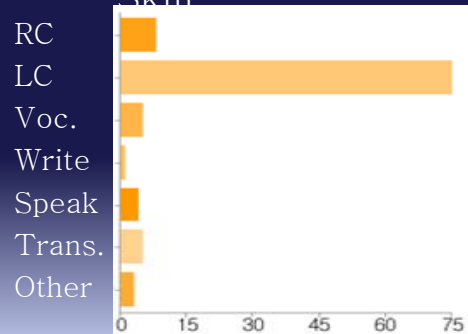
self-learning effect



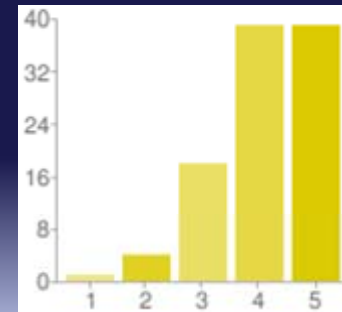
English Improvement



Improved English Skill




Professionalism growth



User Feedback of effect of SNOW usage

# 5. Promotion

Podcasts > Education > Educational Technology > SNOW.or.kr



SNOW.or.kr

Podcast Description

SNOW(Sookmyung Network to Open World)2.0 project is held by Sookmyung Women's University in Korea. Sookmyung Women's University launched beta-version of SNOW at 2009 and now provides various intellectual contents. After our official launching at March 19th, 2010, now SNOW gives its users variety of intellectual movie clips on YouTube, including regular lectures of MIT OCW, Wharton School, Stanford and other higher education institutions. Lectures on Humanities, Science, Design to great address given by global leaders, SNOW provides those with Korean/ English scripts and encourage students to participate as volunteer who can make new intellectual movement like translation, distribution and donation of their credits gained by their activities. SNOW is open to users as volunteer to share and translate and now planning more services and improvement on system serving platform, for 3000 lectures, video clips, knowledge share video contents throughout various contents including MIT OCW, Stanford, Harvard, Berkeley, from major lectures. Among those, our users are very successful courses through iTunes and YouTube. SNOW platform serves our users to browse and study MIT's brilliant total 800 in our server. Students share their own review each other actively and make some further study

Subscribe Free

Category: Educational Technology  
Language: Korean

More From SNOW....

Website

Links

Report a Concern

▲	Name	Released	Description	Popularity
1.	TEDx Sookmyung -Bo Na C...	10. 9. 7	supported by SNOW.or.kr	<i>i</i> ██████████
2.	TEDx Sookmyung - Eun Ha...	10. 9. 7	supported by SNOW.or.kr 2...	<i>i</i> ██████████
3.	TEDx Sookmyung -Jung Mi...	10. 9. 7	supported by SNOW.or.kr	<i>i</i> ██████████
4.	TEDx Sookmyung -Bill Dre...	10. 9. 7	supported by SNOW.or.kr 2...	<i>i</i> ██████████
5.	TEDx Sookmyung - Ben A. ...	10. 9. 7	supported by SNOW.or.kr B...	<i>i</i> ██████████
6.	TEDx Sookmyung - Nancy ...	10. 9. 7	supported by SNOW.or.kr 2...	<i>i</i> ██████████
7.	TEDx Sookmyung - Kim Hy...	10. 9. 7	supported by snow.or.kr 20...	<i>i</i> ██████████
8.	TEDx Sookmyung - Jang H...	10. 9. 7	supported by SNOW.or.kr HU...	<i>i</i> ██████████

iTunes Podcasting-Monthly Recommended Education Podcast

# 5. Promotion



SNOW Mobile(iPhone version application)

# 5. Promotion



SNOW Mobile(iPhone version application)

# ■ Conclusion

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1. Sound Open for existing OER
2. Enriching OER tactics & policies
3. User Empowerment
4. Promotion for Ubiquitous Lifestyle

# Our Vision



by Erica\_Marshall , [http://www.flickr.com/photos/erica\\_marshall/3324280509/sizes/l/](http://www.flickr.com/photos/erica_marshall/3324280509/sizes/l/)

Even single snow flake is fragile, helpless.



However, when they gather in harmony



by Kevin Eddy , <http://www.flickr.com/photos/kevineddy/2103439353/sizes/l/>

There will be miracle made of snow.

# SNOW<sup>❄</sup>

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