
Department of New Media Technology

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News

- As of October 2009, MODUL University Vienna offers the [MBA in New Media Technology and Management](#)
- [6th BarCamp Vienna](#)(13-14 June 2009)
- [US Election 2008 Web Monitor](#) Wins Social Media Category of the Austrian National Award for Multimedia and e-Business
- [FIT-IT Award Ceremony | 3rd Prize for RAVEN Research Project](#)

Research Focus

The Department of New Media Technology (NMT) undertakes [interdisciplinary research](#) on knowledge acquisition and management, develops media monitoring and business intelligence applications, and investigates the potential of new media for interactive marketing and building virtual communities. In terms of technology, the following four research areas are the department's primary drivers of innovation:

- Integration of Semantic and Geospatial Web Technology
- Textual Statistics and Natural Language Processing
- Human-Computer Interaction and Visual Analytics
- Location-Based Services and Mobile Commerce Applications

The [Geospatial Web](#) is among the major innovations in recent years with a significant impact on the

media industry and its business models. Besides its obvious commercial value, the Geospatial Web will serve as a catalyst to social change and an enabler of a broad range of as yet unforeseen applications in the media industry. Hybrid models of individual and collaborative content production are particularly suited for virtual globes such as Google Earth or NASA World Wind, since they allow to seamlessly integrate and map individual sources (monographs, commentaries, blogs), edited sources (encyclopedias, conference proceedings, traditional newsrooms), evolutionary sources (Wiki applications, open-source project documentations), and automated sources (e.g. news aggregators, news summarizers).

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