"Hyper-local"

Deb Allen, 2007-08-10

New buzzword for ya. (It was a new one on me, at least.)

Last Friday on my way to work I heard this interview on NPR: A Look at the Modern Press with Brooke Gladstone

Ms. Gladstone talked extensively about building community, which is of course a topic dear to our hearts here at DevCentral. Her experience has been in using public radio to that end, but she quickly moved to generalize the conversation to include all publicly-accessible media, including websites, since the many separate media to which we're exposed on a daily basis are rapidly converging into highly integrated multi-media front ends. I was especially intrigued by the discussion of hyper-localization.

"Hyper-localization" is apparently media-speak for unscientific grass roots community polling with the ultimate goal of shedding light on the larger context of seemingly small issues which affect individuals and communities alike, but seem too large, isolated or diverse to formally address on a global scale. The Internet has fostered very concrete local feedback loops, allowing media outlets to publish real-time surveys corresponding to on-air broadcasts, solicit feedback to articles and blogs, and mine for local content published by "little-J journalists" (aka bloggers). Ms Gladstone points out, "The anecdotal information you can get from your audience can point you into new and interesting directions." (For more, check out these interviews about hyper-localization of newspapers .)

It struck me as I listened that, here at DevCentral, we offer a form of technical hyper-localization: We're pointed in "new and interesting directions" by the specific, real-world questions and examples you post here on DevCentral every day, then we try to tie the common threads together and serve it back up to the global community in the form of tech tips, improved documentation, and new product features. We all benefit from that real interaction with real customers with fairly universal problems to solve.

So **"Thanks!"** for being part of our community, and keep the questions and suggestions coming. We're definitely paying attention, and you could be the inspiration for the next great tech tip or product feature.