

The CHM Muse

Volume 2, Issue 2

Staff & Volunteer Monthly Newsletter

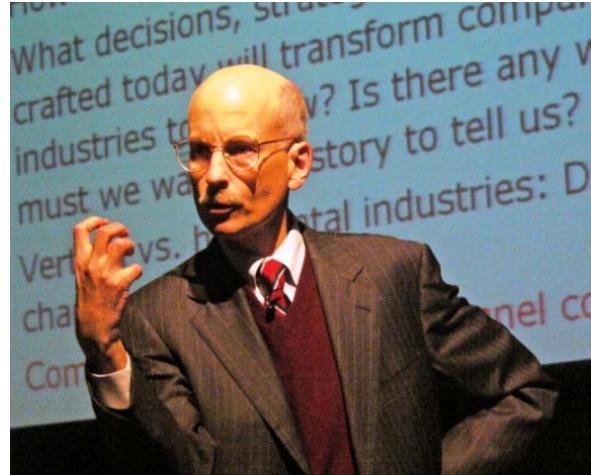
February 2009

CHM's 2009 "SALUTE TO THE SEMICONDUCTOR"

Computer History Museum President and CEO **John Hollar** has announced the Museum's year long program honoring the semiconductor industry's significant contributions to the history of computing. The program, "Salute to the Semiconductor," will consist of a series of events and activities at the museum during 2009, with the capstone events being the "IC@50" conference on May 6 and May 8, being planned by CHM staff, the Chemical Heritage Foundation and the Silicon Valley section of the IEEE.

The first Salute event was held at the museum on January 26 with Harvard Business School **Professor Richard Tedlow** presenting a version of his HBS business case: "Intel's Decision to Sole Source the 386" to a packed house in Hahn Auditorium. On February 4, Professor Tedlow presented a similar lecture to an entirely different group, high school students, over pizza in the first of a series of museum-sponsored educational programs for school students.

Also planned as part of the Salute is a series of brown bag lunches featuring industry speakers and panelists later in the year. Additionally, a new exhibit, "Industry Voices" will be opened. "We are truly excited to be able to honor so many of the people and innovations that have contributed so much to the history of computing with the Salute to the Semiconductor," Hollar said. "We thank the Moore Foundation, Intel Corporation and National Semiconductor, among others, for making this possible."



Tedlow delivers a dynamic lecture on the Intel 386 in January; High school students attend a follow-up presentation on Feb 4, with pizza!



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The Muse Quote of the Month

"Our favorite event venue of 2008? Hands down it was the Computer History Museum in Mountain View, CA, which hosted TechWeb's Mashup Camp. "

Doug Henschen, Editor-in-Chief

intelligent
enterprise

Kiva update

by Judith Haemmerle



Since the formation of our Kiva Lending Team, eight people have joined and made a total of 12 loans, including, among others, a banana seller in Uganda, a dressmaker in Tajikistan, and a liquor store in Togo! There's certainly someone waiting for your support, no matter what you are interested in.

If you want to join the team, first sign up to Kiva, then join the Computer History Museum Community. Then make a loan.

And yes, these are loans – you can't take them off your income tax as a charitable donation, but you can withdraw your money once the loan is repaid. Or, as Ton says, "after a while, your loan is repaid and you can use those Kiva credits again to help out someone else; imagine the cycles and perpetual benefits; this is better than compound interest." And every loan gives you an opportunity to connect with someone working to improve a business.

I've had fun making a Google map of my Kiva loans. This is a great activity to do with children (and grandchildren). You get a sense of just how far a few dollars can travel across the globe and how easy it is to make a difference in people's lives. Here's a link to my map:

www.tinyurl.com/kiva-map

To find out more about the Computer History Museum Staff and Volunteers lending team, or more about Kiva in general, visit:

www.tinyurl.com/chm-kiva

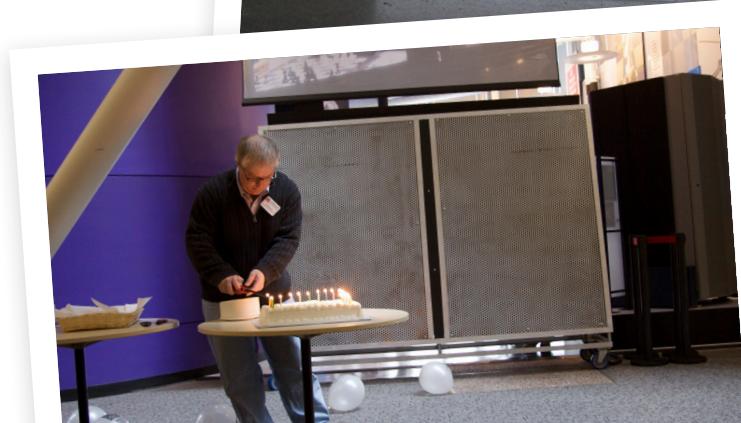
Join us in sharing with the Kiva Community! ☺



Macintosh 25th birthday party photos

January 24th, 2009

www.tinyurl.com/mac25-photos



Volunteer Steering Committee January meeting notes

by Peter Samson

We had updates of the following topics:

- December visitor numbers are good, showing steady growth. Volunteer hours have been very strong.
- Refresher classes for front-of-house volunteers have started. Attendance is mandatory for all greeters, docents, and demonstrators. Issues to be reviewed include accuracy of presentations, and restrictions on touching artifacts.
- Regarding safety, new maps are posted around the Museum showing fire exits. Volunteers should review them. If any red Exit lights are not lighted, report them to Facilities.
- The Family Giving Tree campaign, which we took part in for the first time this holiday season, was a success; all 25 cards that we took have been filled. Participation in the Kiva microlending program is starting, and we have already made \$250 worth of loans. See www.tinyurl.com/chm-kiva for description.
- The volunteer recruitment drive is being designed in detail. Plans are to offer a coordinated set of messages on the volunteer website, on posters to show in the Museum, and in brochures → to be given to visitors. A wide variety of outreach efforts are also in the works; see the full minutes for more information.
- Further work on the volunteer website is anticipated; there will be a liaison meeting with the Museum Web team.
- The plasma screen above the Front Desk now has a prototype ↴ of the daily schedule display.

These new topics were brought up:

- Jim Somers has been promoted to Museum Services Manager. Congratulations!
- Our congratulations also to the Museum's new Education Director, Lauren Silver, who will start in March.
- Volunteers are reminded to wear their badges while on duty. If you don't have a badge, please contact Jim Somers.
- A special tour has been prepared for the 25th anniversary of the Apple Macintosh, and we will have a birthday party (with cake) on January 24. ☺

vsc meetings henceforth will be scheduled for the third Wednesday of each month. Next regular meeting: February 18, 2009, 4:30 pm. The full minutes are online at www.tinyurl.com/vsc-jan2009



Upcoming volunteer opportunities

February Volunteer Day (Milpitas)

Saturday, February 21st, 9 am–3 pm

Introduction to Museum's visitor program and greeter/docent training

Saturday, March 7th, 9:30 am–11 am

March Volunteer Day (Shoreline)

Saturday, March 14th, 9 am–3 pm

Statistics

January 2009

Total open hours visitors:	1,918
Babbage demo attendance:	1,221
Tour attendance:	832
PDP-1 attendance:	74
Total visitor donations:	\$1,929.57
Total store sales (gross w/tax):	\$4,082.45

December 2008

Total volunteer hours:	1,467
Active volunteers:	101

July–December 2008

Total volunteer hours:	10,158.5
Active volunteers:	246

Commentary

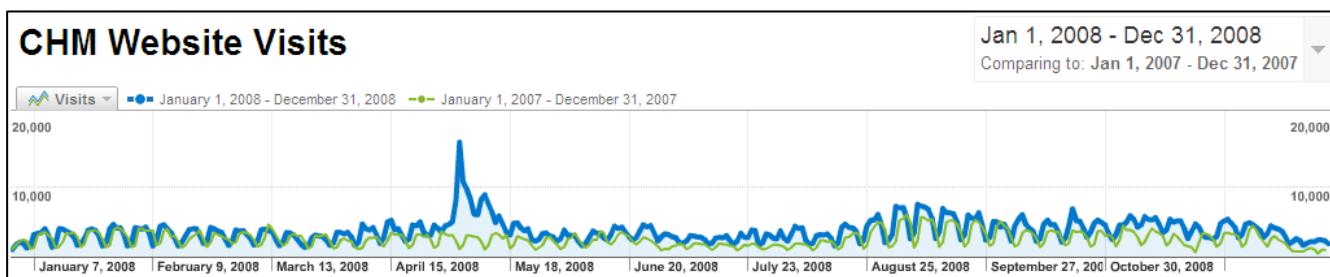
Total store sales were slightly higher than expected. Total visitor count for January 2009 saw a 61% increase compared to January last year (1,189).



Web Visitors to CHM Double in 2008!

In mid-2007, **Bob Sanguedolce** outlined a strategy to double traffic to the museum's websites over the next year. The entire CHM Technology team took on this goal with projects as diverse as rebuilding our old CHM website, improving our web infrastructure and even editing dozens of videos. Other CHM teams participated: Collections & Exhibitions helped create new web exhibits and Marketing brought press attention to the CHM website. We also reached out to Google and YouTube who gave resources and in-kind donations.

With 2008 over we're able to see the results of all this hard work. From 2007 to 2008 total web visits to the Computer History Museum websites have more than doubled! In 2007, there were 926,000 visits to www.computerhistory.org. But in 2008, with the addition of the CHM YouTube channel and tremendous growth in visits to www.computerhistory.org, total visits exceeded 1,870,000. This chart shows site visits in 2007 and 2008. That big spike in May was from the internet buzz about the Babbage Engine arrival. You might ask about the saw tooth pattern in the chart. Looking into the data shows that the CHM website has far more access during the school week and less on weekends.



% Growth in 2008 by Country

1.	United States	742,141	41.06%
2.	United Kingdom	83,395	105.79%
3.	India	72,744	238.77%
4.	Philippines	55,969	4.85%
5.	Canada	54,747	49.13%
6.	Australia	35,514	62.87%
7.	Germany	19,379	57.02%
8.	Mexico	15,207	53.79%
9.	Brazil	12,885	43.47%
10.	Malaysia	10,752	29.90%
11.	Japan	10,312	29.61%
12.	France	10,025	28.08%
13.	Netherlands	9,360	64.33%
14.	Spain	8,413	38.87%
15.	Italy	8,103	39.59%
16.	Ireland	7,840	117.48%
17.	Russia	6,834	51.43%
18.	Pakistan	6,505	29.22%
19.	China	6,454	
20.	Portugal	5,379	31.48%

With this kind of growth, it's fun to look at some of the statistics that make up our fast growing museum web audience. One interesting stat is that visits to CHM have exploded from several countries including the UK, India and even Ireland. The chart below shows the year over year growth in access from the top 20 countries that come to our website. Interestingly, the only major country that has fewer CHM visitors is China. On the other hand, CHM is very popular in places you wouldn't expect like the Philippines. Digging into the data, we can see that Philippine students are accessing CHM from their schools perhaps for homework and class projects.

Also highlighting the opportunities we have to reach new audiences through the CHM website is the consistently high percentage of first-time visitors to www.computerhistory.org. Almost 80% of all web visitors to CHM's websites are new visitors.

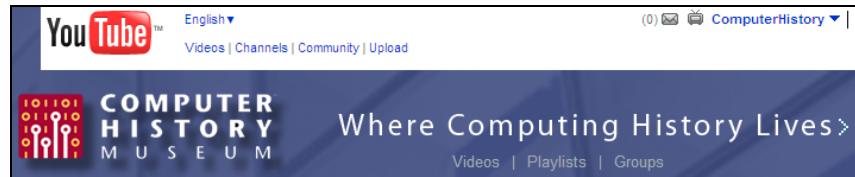
New vs. Returning Visitors



What are all these web visitors coming to see? Three words: “Exhibits, Exhibits, Exhibits”. The chart on the left shows the most visited areas on the CHM website with the Timeline exhibit the favorite by a huge margin. Why is the Timeline exhibit so popular? One reason is the name itself. Across the web, visitors to all websites seem drawn to the word. Also, the Timeline exhibit covers a huge range of topics so it’s often included in search results on many areas of computer history. Recently, the introduction of our new Online Catalog Search feature brought another large increase in traffic as visitors were able to more easily search and view our collection over the web. Overall, more than 85% of all internet page views on the CHM website are to see our exhibits or our collection.

Page	Pageviews ↓
1. /timeline/	2,767,666
2. /Homepage	782,682
3. /semiconductor/	332,119
4. /internet_history/	331,751
5. /virtualvisiblestorage/	273,063
6. /babbage/	245,726
7. /collections/	210,284
8. /brochures/	193,498
9. /exhibits/	117,329
10. /This Day in History	99,896
11. /search/	92,757
12. /pdp-1/	86,910
13. /chess/	61,158
14. /fellowawards/	57,767
15. /about/	57,394
16. /directions/	51,876
17. /hours/	48,105
18. /microprocessors/	46,231

Another huge influx of traffic has come from Google’s generous donation of \$10,000 per month in Adwords. We are now running 4 ongoing Google Adword campaigns bringing visitors to the CHM website through thousands of keywords highlighting everything from the museum’s exhibits to the museum as a Bay Area tourist attraction.



YouTube’s donation to the museum of a partner level channel with unlimited upload limits has let us bring a treasure trove of lecture videos and historic films to one of the web’s largest audiences. In 2008, over 500,000 people watched a CHM lecture on YouTube. Almost 3,000 YouTube users signed up as subscribers to all our videos. We now have 57 CHM videos on YouTube and the most popular are listed below along with YouTube’s “Hot Meter”. The redder the bar, the more of that video the average viewer watches. Though traffic decreases on the main CHM website on weekends, it dramatically increases on our YouTube channel reaching an entirely different audience.

Most Popular CHM Videos



Where do all these great statistics and graphics come from? **Ton Luong**, CHM’s Sr. Web Developer, has coded all the CHM web pages to collect statistics through Google Analytics. We now have more than two years of data allowing us to see how changes we make to the site are being received by our visitors and what web designs work best to increase traffic and visitor access.

Of course, the web is a fast changing place and we need everyone’s help to continue to attract new visitors to share all the Computer History Museum has to offer. Whenever you can, please encourage other websites, blogs and social networking sites to link to our content. If you have any questions about the CHM websites, or how you can help, please contact Bob Sanguedolce.

Collections Corner

Preservation, Conservation, Restoration: What's the Difference?

This issue of *Theory in Practice* was written by CHM Registrar **Karen Krosowitz**, 12/15/2008.

The terms *preservation*, *conservation* and *restoration* are often interchanged and misused. Here's the industry perspective and examples for understanding the differences.

Preservation is the practice of maintaining artifacts simply by providing a stable environment to slow the processes of *degradation*. This is typically accomplished by storing the artifacts – either in a collections facility or on exhibit – by controlling the temperature, humidity and light and by minimizing the causes of pest infestations. *Degradation* may be caused by these environmental factors or by *inherent vice*, the unstable nature of an artifact's composition (e.g. paper may include lignin, acid and formaldehyde used in the paper's manufacture or the type of ink used on the paper).

As long as they are kept in a stable environment, very few objects—even very old ones—are actually going to self-destruct. Most, even those *perceived* as needing treatment, are quite stable because the damage has already been done and there is no need for further alteration of the object. While those artifacts differ from their original, "like-new" appearance or seem less aesthetically pleasing, they are quite stable. Furthermore, objects with markings may illustrate types or patterns of use so the evidence of age may increase an object's historic and cultural values.

Conservation is the practice of mitigating further deterioration or damage by taking precautionary steps, such as using archival products to store artifacts, wearing gloves when handling artifacts, as deemed appropriate, the superficial cleaning of artifacts. Conservation may also require the reversible stabilization of materials. For example, a professional paper conservator may replace a damaged book binding in order to stabilize the book's storage and handling. The original binding is preserved and the treatment is fully documented.

Today, conscientious museums embrace a blend of preservation and conservation best practices referred to as *preventive conservation*. At the Computer History Museum, we operate secure facilities in which our collections are housed and exhibited, monitor environmental conditions and pests, utilize archival products when boxing artifacts, teach safe handling methods, and document how our collections are utilized. By practicing preventive conservation, CHM's collections will endure long past our life times.

Restoration is defined as activities that seek to return a damaged object to its original form. Restorations do have a place in the museum as they can offer visitors the chance to "share an experience," such as see an antique biplane fly or ride aboard a steam-powered locomotive. However, they should be undertaken only after careful consideration of the ethics, treatment plan and ultimate intended use of the artifact. Widely considered the most truthful sources of historical information, museums that undertake restorative treatments should reveal the reasoning, depth and breadth of the treatment so that the public may be more fully informed.

What's the Difference continued

Restorations alter the historical integrity of an artifact because cleaning and replacing parts (original to the object's manufacturer or not) are typical. Historically significant parts may be removed or a treatment may cause damage immediately or in the future because safe methods or products were not used. Such losses typically reduce the object's cultural, material and monetary values. Therefore, each step of the process should be documented.

New Hires



Marc Weber joins us as Founding Curator of our new Internet History Program.

Rowe Hoffer will start on February 23 as Executive Assistant to John Hollar

Lauren Silver comes in as Director of Education at the beginning of March

This Month in History

February 27, 1976

National Security Agency's Harvest Computer Retires

The IBM 7950, a supercomputer, also known as the Harvest System, ceased operating after 14 years serving the National Security Agency. The Harvest was a one-of-a-kind adjunct to the Stretch computer and was delivered in 1962. It was designed for cryptanalysis by James H. Pomerene. Its electronics, built from the same kind of discrete transistors used for Stretch, were about twice as big (physically) as the Stretch. Harvest added a small number of instructions to the Stretch, was attached to it, and could not operate independently.

Trivia Question

(Two Options) In honor the Academy Awards, ...

Option 1: What was the name of the shipboard computer system in 1979's Best Visual Effects Award winner "Alien"?

Option 2: What was the computer password Mr. Takagi died protecting in 1988's Academy Award nominated "Die Hard"?

January Trivia Question

The first computer designed for use in business, the LEO, was built in England and was commercially used before the UNIVAC I. Maurice Wilkes built it for what company?

Answer

British food giant, J. Lyons & Company. LEO stood for *Lyons Electronic Office*.

The Editors Desk

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