NEW WAYS TO PRESENT INFORMATION AND DATA ON THE WEB

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Abstract: *The way of presenting information on the Web has always been a serious challenge. In some areas, such as politics, journalism, education, this can be crucial for its proper understanding and interpretation. This article presents a list of some empirically selected by the author contemporary tools for presenting information on the Web.*

Keywords: WORDPRESS, WORDPRESS PLUGINS, KNOWLEDGE REPRESENTATION

Characteristics of the term "knowledge"

The term "knowledge" has no exact definition. In the different scientific fields and public spheres it is given a generally coincidental meaning, with the presence of some semantic accents. For the purpose of this publication, we assume that the term "knowledge" refers to a certain amount of information from a subject area describing a generally accepted scientific opinion with regard to an object or phenomenon that is being studied.

The definition, which is given, has no relation to the authenticity of the defined knowledge and is not committed to measuring its final quantity. Knowledge means facts, processes, phenomena, objects. It can also include concepts, assertions, deductions, and others. Such amounts of information (knowledge) are components of instruction manuals, textbooks, lectures, self-study books, as well as the whole practical experience of a professional. Knowledge is identified with a key concept as a name and has its own characteristics. Here are some more important ones:

• Knowledge is endless. Mankind knows and uses only part of it. The boundaries of knowledge are blurred and constantly changing. There is knowledge forgotten by the human kind. However, it is significant and is still used. There is also knowledge which is already known, but is subject to future disclosure and application in practice.

• Knowledge has its own features located in realistically reachable or virtual spatial dimensions. Knowledge is eternal. Back in time and far into the future, all knowledge is inaccessible to mankind, but it exists. The same statement is true of the other two dimensions, respectively the macro (socially growing) and the micro (the individual) level. Knowledge "actually exists" in the "current window of human knowledge", some kinds of it (most commonly the latest discoveries and human practices) are particularly relevant and important for the present time and for the future of mankind. The spatial and temporal characteristics and the relationship between all of the above are constantly changing. Knowledge is constitutive; there is no single or simple knowledge. Even the accepted axiomatic knowledge now is a matter of time to be perceived as constitutive.

• By definition, all knowledge is "true" until the emergence of knowledge that develops, changes or completely compromises it as such. Changed old knowledge further defines the new "true" knowledge.

• Knowledge is connected in different ways with other knowledge. The interrelationship between knowledge is the subject of study in every field of science, and the same applies to links with knowledge from other scientific fields.

The presentation of knowledge is a particularly important topic in some areas of human practice. Training is such a field. One of the main goals of each training is to teach learners a particular amount of knowledge in a certain area and to explain the links between them. The motivation for professional realization (in terms of training) should be considered only in the part motivation for acquiring new knowledge only for the period of study. The same applies to professional development. We believe that the last two in terms of modern training are a matter of historical moment, personal qualities and a competitive environment of development. The transfor-

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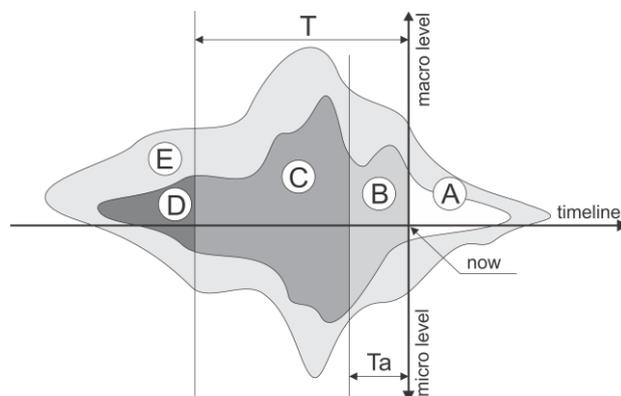

Fig. 1. Human knowledge

Fig.1. illustrates some spatial and temporal characteristics of human knowledge. The following zones and time limits are distinguishable (periods): **T**– a current window of human knowledge; **Ta**– a period of particularly current and very significant now and in the future knowledge; **Zone C** and **B**– human knowledge which is known and used in practice; **Zone B**– recently discovered, up-to-date and highly significant knowledge; **Zone D**– knowledge forgotten by the humankind; **Zone A**– already discovered but not publicly disclosed and usable knowledge; **Zone E**- hypothetical (possible) change in the limits of human knowledge.

Forms of knowledge presentation

In ancient times the way of presentation and preservation of knowledge were at the level of mental human activity. The form of the presentation of knowledge was "associative pictures" stored as memories of individuals in a community. They have passed on the knowledge of their heirs from generation to generation.

Because of the growing need for mass use and dissemination of knowledge, the ways and forms of their presentation and preservation are evolving. The processes of logging and communication go through cave paintings, stone inscriptions, architectural solutions, as knowledge carriers, paper carriers and ... till present day with the use of various types of technical devices, memories and various information carriers. The processes described above are manifested on a macro level (communities inhabiting the planet, entire continents and countries) as well as on a micro level - the separate individual, a professional in a given area, even as a unique biological carrier of human knowledge.

Just until several decades ago, before the modern era of technical progress, the latest modern descriptive and knowledge storage capabilities were paper bodies in which the latter were described, sketched or tabulated. The first sound recording devices were invented. Information carriers were also invented. The technical progress adds to the level and capabilities of recording and playing video information. Multimedia is created as a combination of various formats, such as text, audio, graphic images, animated applications, video and interactive content. Regardless of the new opportunities offered, for a long time people inertially presented knowledge in old classical ways in the new technical environment, but new ideas and ways of work have been formed gradually. User interfaces are developed to communicate with people and the technical environment; a new idea of communication and knowledge exchange between people and between technical devices is also created. A new type of digital culture and communication is created, consumers' expectations about how to acquire new knowledge, both for their acquisition and for their perception, distribution and use, are changing. At present, the Internet covers ever-wider areas of people-to-people communication and thus in the presentation and storage of information.

From the source of knowledge to the user.

Presenting information on the Web is a serious challenge. In order to achieve predetermined goals, this is of paramount importance for its proper understanding and interpretation. The semantic message that is to be transmitted to the audience is crucial. For a long time there have been actively used environments to create blogs, forums, social communities and others, which give creative freedom to the authors. The topical issue in this line of thought now is the emerging new extensions and extras for the above mentioned software environments. They are the ones which support the change and development of users' ideas for a new vision, design and presentation of Web content. This article contains a list of Wordpress extensions that have been selected, based on certain criteria published below. The main idea is to analyze and select new opportunities that extend the functionality of a blog towards presenting objects and phenomena of educational nature. Here is a list of some of these important criteria that have been used for selection:

- ability to position the object in space and time;
- ability to present objects and phenomena such as vision, device, behavior, and interaction with the environment;
- date of creation, latest update, and rate of updating;
- versions and removed bugs in the extension code;
- compatibility with the hosted server environment;
- compatibility with the latest Wordpress version;
- language support;
- support of browsers and their versions;
- support and help offered on the web site of the extension;
- number of active installations and rate of change;
- user rating and evaluation;
- price.

Taking into account the above criteria and (not) taking into account some subjective evaluations of aesthetics and functionality, of all 320 selected and analyzed extensions for Wordpress, the following were selected:

Table 1: Selected extensions

Name of plugin and URL
Time
Timetable for Wordpress, http://rikdevos.com
WP SIMILE Timeline, http://www.simile-widgets.org/timeline
TimelineJS WordPress Plugin, http://timeline.knightlab.com
Space
Maps Marker Pro, https://www.mapsmarker.com

Name of plugin and URL
WP Google Maps, https://www.wpgmaps.com
Pictures, albums, sliders
Albums Switcher, https://codeasily.com
Photo Cluster, https://codeasily.com
Phantom Pro, https://codeasily.com
Album Stripes, https://codeasily.com
MetaSlider, https://www.metaslider.com
Master Slider, http://www.masterslider.com
Audio
Wave Surfer, https://codeasily.com
Music Player, https://codeasily.com
Compact WP Audio Player, https://www.tipsandtricks-hq.com
Video
FV Flowplayer Video Player, https://foliovision.com/player
YouTube, https://www.embedplus.com
Text, tables and datas, diagrams
TablePress, https://tablepress.org
WP Statistics, https://wp-statistics.com
WP Charts and Graphs Lite, https://themeisle.com
Pages, posts and there design
Elementor Page Builder, https://elementor.com
WP Page Builder–Beaver Builder, https://www.wpbeaverbuilder.com
Live Composer, https://livecomposerplugin.com

What is the future like?

All processes, applications and practices cited here will continue to develop. For public bodies, commercial companies of different rank and even for the general public, the possibilities of abstract, accessible and effective knowledge presentation will vastly expand. At the same time, the virtual presence of people in time and space will change their real sense and dull their exact judgment of the authenticity of the new knowledge they gain.

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