Are you conducting your business differently today than you were in 1998? Have you refined the scope of your business? Are you reaching new customers? Have accepted practices changed?

In the past 5 years, almost all businesses have changed at least some portion of their operations. The rapid change in technology during this time has made it necessary and advantageous as well. In the Educational Update from May 1998, What are you searching for today?, we wrote about the search for horticultural information and how to find what you need. The answer then, as still is - Search the OSU WebGarden.

Growers, retailers, landscapers, and gardeners looking for information to help solve problems or stay up-to-date with current growing conditions can quickly access many valuable publications, newsletters, and photographs by connecting to the Internet and going to The Ohio State University WebGarden <webgarden.osu.edu>. Just remember, if you haven’t checked our site lately, there are new sections and revisions to “old” sections, too. We’re not the same as we were in 1998 either!

Recognized as a valuable horticultural resource on the Internet, 1,300 web sites now place a link to OSU WebGarden on their site. In addition, WebGarden was recognized by Forbes.com in their Best of the Web Review for 2002.

“Friendlier and more cutting edge than most academic sites. Ohio State University’s WebGarden offers a wide range of multimedia resources. Expect a deep illustrated plant dictionary, with 1,200 entries, and a downloadable plant database for your handheld.” Source: <www.forbes.com/bow/b2c/review.jhtml?id=6323>
Over the years, Factsheet Database has been a special feature of the WebGarden. Initiated in 1996, Factsheet Database enabled academic and industry users to search the entire collection of Extension fact sheets and bulletins from the United States and Canada. It also included a separate database of information covering all academic departments offering a B.Sc. degree in horticulture.

As more digital resources were added to WebGarden, users would have to go to multiple sections of the website to access information. To find photos and descriptions of plants, one would go to PlantDictionary. If you wanted to watch a garden video, then you would go to Buckeye Gardener Videos. Unfortunately, there was no common way to access information from ALL the collections at the same time. more sections it can be time consuming. Our solution to this problem was to merge all these great resources into one consolidated tool keeping the name of PlantFacts.

Looking back to 1998

The Internet's most comprehensive source of University publications on plants and college programs

The search engine part of PlantFacts still remains. It contains two searchable databases. One for factsheets and one for searching university departments across the United States.

The factsheet database contains Over 59,000 pages of Extension fact sheets and bulletins of plant-related information.

The academic search engine now contains Over 245,000 pages related to admissions, degree requirements, career opportunities, research projects, and online courses.

A regional search option has been added which allows you to select which universities to include in a specific search. An unlimited number of searchable combinations can be achieved with the new approach.
Images – formerly Plant Dictionary

The plant photos database, Plant Dictionary, represents the second major digital collection in WebGarden that has been merged into PlantFacts. Plant Dictionary was initiated in 1995 with funding from U.S.D.A. By 1998, there were 2,176 images of ornamental plants. Today, the collection includes over 7,000 photos of plants, pests, turf, fruits, and vegetables.

Ornamental Plants: Photos typically associated with plant ID make up the majority of our ornamental plant images. Beginning in 2002, these images were organized using a master plant list approach. Currently, there are photos for approximately 1,200 unique species, varieties, cultivars, or hybrids. Searching by common, scientific name, or plant category is possible in the basic search form. An advanced search form allows users to also specify a family name or specific feature, such as fruit, flower, or whole plant.

Search results are presented in either a text listing or thumbnail photo approach. Clicking on the thumbnail provides detailed information about each plant plus a link to a larger image. A custom search of PlantFacts search engine is provided for those seeking more information. A printer-friendly version (black text on white background) of the plant description page is also available.

Insects and Diseases: The insect and disease collection contains 1,114 pest and injury photos. Detailed information about insect scientific name, family, order, stage, and damage categories is presented and will be used to develop a master insect list, similar to the master plant list discussed above.

Other Image Collections: Two additional image collections have been developed since 1998. This includes roughly 1,000 turf and 200 fruit and vegetable images.

At this time, our biggest opportunity is to start developing a comprehensive collection of photos related to the use of plants in the landscape, capturing both horticultural-appropriate and inappropriate examples.
“Watch and listen to Gardening Guru, Tom McNutt as he offers useful information for all homeowners.”

Garden Videos – hosted by Tom McNutt

An exciting new addition to WebGarden was initiated in 2000 and provided a third category of content – video.

Working with Tom McNutt, gardening expert for NBC4 in Columbus, we assembled 628 video clips from the NBC archives and converted them to digital tape format. All tapes have been indexed and organized in a database.

The Buckeye Gardener Video collection offers 270 short gardening how-to videos, ranging from tips on basic landscaping to lessons on deadheading roses. Two different viewing formats are available, Quicktime (ver.4 or higher) or Windows Media Player (ver.7 or higher).

Because of the large size of video files, a high speed connection to the Internet is recommended. However, users with modem connections are able to view a text script and selected photos taken from each video. This option provides easy access to Tom’s tips for all users.

Specific video clips can be searched by keyword, season, or the following categories: Annuals, Bulbs, Perennials, Trees and shrubs, Christmas trees, Poinsettias, Roses, Herbs, Fruit, Vegetables, Houseplants, Lawns, Landscape design and installation, and Theme gardens and garden tours.

Digital Gardening DVD – A series of educational DVD disks are being prepared from the video collection and will be distributed as electronic curriculum in our distance education courses.

Results of search for “Care of Lilac”
FAQ's – Garden Questions

Beginning in May 2002 a new site was unveiled in WebGarden called Garden Questions. OSU's HACS digital technology team and OSU Extension's Franklin County office developed this archive of 591 commonly asked questions. Jane Martin, Franklin County Extension horticulture agent and several Master Gardener volunteers developed questions and answers taken from incoming garden information line calls and questions posed to the Columbus Dispatch. In addition, some questions and answers were created from the agent's regular weekly column that appears in the Columbus Dispatch.

Following in typical WebGarden fashion, the Garden Questions website not only provided detailed answers to common questions, but numerous other PlantFacts resources were integrated into the design. Supporting photographs from the OSU Plant Dictionary, along with custom searches of the OSU PlantFacts search engine and links to Extension publications were used to enhance the basic text information.

Answers to specific questions can be searched by keyword, season, or the following categories: Annuals, Bulbs, Christmas Trees, Fruit, Herbs, Houseplants, Perennials, Roses, Shrubs, Trees, Vegetables, Vines & Groundcovers, Lawns, Water Gardens, Container Gardens, Attracting Wildlife, Nuisance Wildlife, Invasive Plants, Insects and Other Pests, Weeds, Plant Diseases, Safe Pesticide Use, Compost and Mulch, Soil, and Watering.

Users of the site are able to comment directly on the usefulness of the information provided. A three point evaluation score is available for every question.
Horticultural Glossary – an illustrated approach

Beginning in June 2002 another new addition to WebGarden came online. The OSU Horticultural Glossary was a joint collaboration between OSU’s H&CS digital technology team and Professor Pablo Jourdan. As do other professors, Dr. Jourdan had developed a list of common terms and definitions to assist students in his course, Landscape Plants.

Working with the existing glossary, the goal for creating a digital glossary was to develop a resource that could be used by many instructors, provide assistance to all students, and inform anyone who ever wondered about the difference between acuminate and acute or decussate and dioecious. Remember, the majority of people who utilize plants do not have a degree in horticulture.

The online approach also enables us to build a tool that can be integrated into other sites for the benefit of even more clients.

As stated above, the predominate strategy behind all the digital resources positioned in PlantFacts is to go beyond the “silo building” style of website design. This resulted in a glossary that not only included a text definition for each term but also photos selected from PlantFacts, appropriately enhanced with circles and arrows and a custom search of PlantFacts to provide additional information.

An additional 300 terms from the Ohio Master Gardener training manual and 300 terms from Dr. Michael Knee’s course, Plant Biology are being examined and will soon be included in the glossary.
Garden Tips Calendar

Garden Tips Calendar, the latest addition to WebGarden, is not a new project but is new to the WebGarden. For the past seven years, we have been collaborating with Tom McNutt and NBC4 Columbus to offer a monthly gardening newsletter on the web <nbc4columbus.com/gardentips>.

The look and layout of the newsletter have evolved over the years but the main goal of the project is to enhance Tom’s monthly tips with photos from OSU Plant Dictionary and custom searches of PlantFacts. This strategy not only helped Tom and NBC but it also increased the visibility for OSU and WebGarden.

Beginning in March 2002, new calendaring software was installed on the HCS web server and immediately put to use on the NBC project. However, this new software not only provided a new look for Tom’s Monthly Tips, it allowed us to pull from the Garden Videos archive and reuse stories that are seasonally appropriate but would otherwise sit in the video database website waiting for someone to come in and search for a clip.

Now we have the best of both worlds. Using a calendar approach, we can offer timely information via the web in a navigation format that is very intuitive and comfortable. Plus, we can very efficiently repurpose content that is still relevant but would otherwise be prohibitive to reinvent.

While the calendar project was not envisioned when we first started creating the text and photos (low bandwidth) version of the Garden Video archives, it became immediately obvious that this was a goldmine opportunity to share these excellent stories with a whole new audience.

Detailed view for a specific calendar entry
Electronic Newsletters – BYGL

Since 1995, Buckeye Yard and Garden onLine newsletter has offered a steady fare of weekly updates that benefit many aspects of the green industry throughout Ohio and beyond.

Beginning in 1998, online BYGL readers were presented with photo and fact sheet links to enhance the weekly text, as well as a new design layout.

The first inline photos appeared in 1999 and significantly boosted the visual appeal of each article. Major changes in the layout appeared again in 2000 and continue to guide the current layout.

The latest changes to BYGL for 2003 include a simplified approach to the background and integration of a PlantFacts Super Search. This new aspect of PlantFacts searching allows one to retrieve matches found in six different digital collections, simultaneously.

Pocket Gardener – PDA and Beyond

Much of the Education Update for May 2002 was devoted to discussing PDA’s in general and the OSU Pocket Gardener project, specifically.

Basically, Pocket Gardener is a collection of web pages that have been developed for both PocketPC and Palm PDA users. It is very easy to use and is free to download for anyone wanting detailed information and photos on 190 ornamental plants.

The download files have been developed for both Windows and Macintosh users. This is a very clean set-up because no program is installed on your handheld, just a collection of web pages.

Comments from users of Pocket Gardener indicate a preference for more photos and less text. To that end, a second set of Pocket Gardener files are being prepared.

These files will include six to nine photographs for each plant and condensed text descriptions.

What’s next? Currently, we are looking at building additional Pocket Gardener collections based on various landscape theme. For example, a series on perennials for the shade, annuals that do well in hanging baskets, or Ohio Trees are being considered.

Looking beyond the static downloaded files being displayed on a PDA, we are developing modified presentations of the Pocket Gardener website and others to be viewable on a cell phone or PDA with wireless Internet access. This way, the ability to access information on the Internet is not limited to being physically connected via phone or ethernet. Instead, a properly configured cell phone or PDA will be sufficient.

About the HCS Digital Technology Team...

The OSU Horticulture & Crop Science Digital Technology Team consists of Dr. Tim Rhodus, Professor; Bud Witney, Systems Manager, Elaine Eberlin, Systems Specialist, and Lori Inkrot, Multimedia Producer. The team is responsible for the design and maintenance of the systems, databases, and much of the content contained in the numerous websites positioned within Horticulture & Crop Science in Virtual Perspective <hcs.osu.edu>

For additional information, email: Rhodus.1@osu.edu