Information 3.0
Will Publishers Matter?

Feb. 11, 2008

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Will Reading Matter?
Your Five Year Plan?

Who Are You Targeting?
How Complex is the Shift?
Information  
Noun  
Inform  
Verb  
Informed  

Results and Impact
How complicated can we make it?

...is as important as this

How complicated can we make it?
Are we buried in metadata?
Change?
Focus?
Focus?
Stuff Will Change Faster Now

- Over the next 13 years an iPod size device will hold:
- iPods can hold year’s worth of **video** by **2012**
- Or ALL the commercial **music** ever created by **2015**
- Or ALL **content** ever created (in all media) by **2020**
- Videogames outsell most content – combined!
- Jeez – Ringtones are even big
- Amazon + Audible
- OpenSocial, F8, MySpace Developer, Android . . .
- Microsoft + Yahoo + Facebook + 40 ads engines? Or AOL!!
- Google + everyone else rumors (Plaxo, LinkedIn, Sprint, CNET, Yell, and ?)
- Pocket-sized devices dominate
What Really Matters?

In the information space?
Context is King, not Content.
End Users
Learners
Readers
Discoverers
Clients
Customers

CBF

OEF
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2006
Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM) by

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July 22, 2006
# Millennials Are Different

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<thead>
<tr>
<th>Principled / Values</th>
<th>More</th>
<th>More</th>
<th>Respect</th>
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<td>More Friends</td>
<td>Diverse</td>
<td>Intelligence</td>
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<td>More Diverse</td>
<td>More</td>
<td>Format Agnostic</td>
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<td>Internet Natives</td>
<td>Choices</td>
<td>High Expectations</td>
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<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
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<td>Balanced Lives</td>
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Credit: Richard Sweeney, NJIT and S. Abram
In non-fiction the article economy subsumes chapters and paragraphs... 99¢ rentals, Ads...
Prepare for the chapter level economy to combine with the article level world. And 99¢ rentals
Some Formats Die
Social trumps everything
Reminder: 300,000+ A DAY!

And they’re Publishing... a lot
Integrate 3.0 resolvers, federated search, OCLC & and recommenders.
A sustainable social network for life.

F8 Developer

Over 80% of all college and University students in North America.
Emerging Service Ecology – add OPAC, rights mgt., federated search, resolvers, AND OpenID (federated identity management) in social space
5,000 Library visits every night! 80 hours / week professionally staffed reference desk
Map of Online Communities and Related Points of Interest
Geographic area represents estimated size of membership

(Note: This is not a complete survey. Sizes based on best figures I could find. Not used for navigation.)
Social Graph Platform Wars

Google / Open Social
("The Empire"?, "Coalition of The Willing")

Facebook
("Rebel Alliance" ?)

MySpace
("Clone Army"?)

YouTube?

iGoogle

Gmail?

Bebo

Friendster

Hi5

RockYou

Flixster

ILike

Photobucket

Facebook apps

Google Gadgets

Orkut

SocialMedia

Widgets

Gigya

ClearSpring

Widgetbox

Stars = announced Platform / API

Heart Stars = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
The Sharing Economy
An Inherently Mobile Focus
Device Agnostic & DRM Wars
Everything’s getting smaller

XML turned 10 Years Old
Yesterday
The Changing Nature of Sharing

- Shared Pictures = flickr
- Shared Knowledge = WIKIPEDIA
- Shared Bookmarks = del.icio.us
- Shared News = Technorati
- Shared Videos = YouTube
- Shared Everything = myspace.com
Web 2.0/Information 2.0

- Portlets and JSR 168
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE, widgets, mashups
- Blogs and blogging, RSS
- Recommender Functionality
- Personalization and My Profiles
- Personalized Alerts
- Web Services, SaaS
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open Access, Open Source, Open Content
- Commentary and comments
- Podcasting and MP3 files
- Streaming Media – audio and video, Screencasting
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Mobile, XML
User Intention Paths
“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”
— Guy Kawasaki
Stephen Abram
Author, ALA Editions
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

These PPT slides will be at my blog:
Stephen’s Lighthouse