

New Information Worlds Start To Appear



Harry Collier

Infonortics

Web 1.0

- **Static**

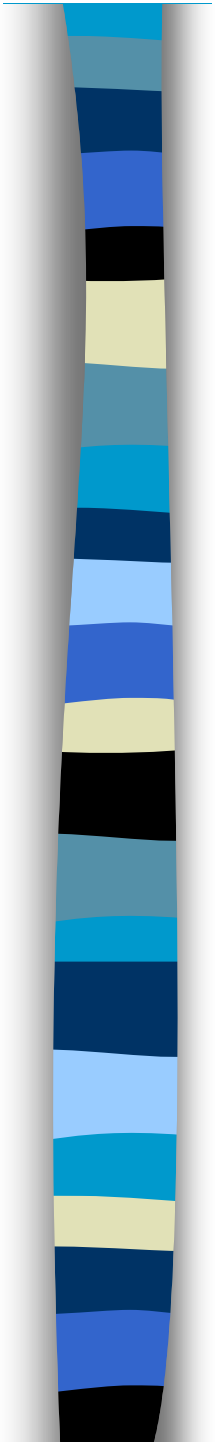
- Pre-packaged data

- “You get what you are given”

Web 2.0

- **Dynamic**

— social networking



Web 2.0

- **Dynamic**
 - social networking
 - collective intelligence

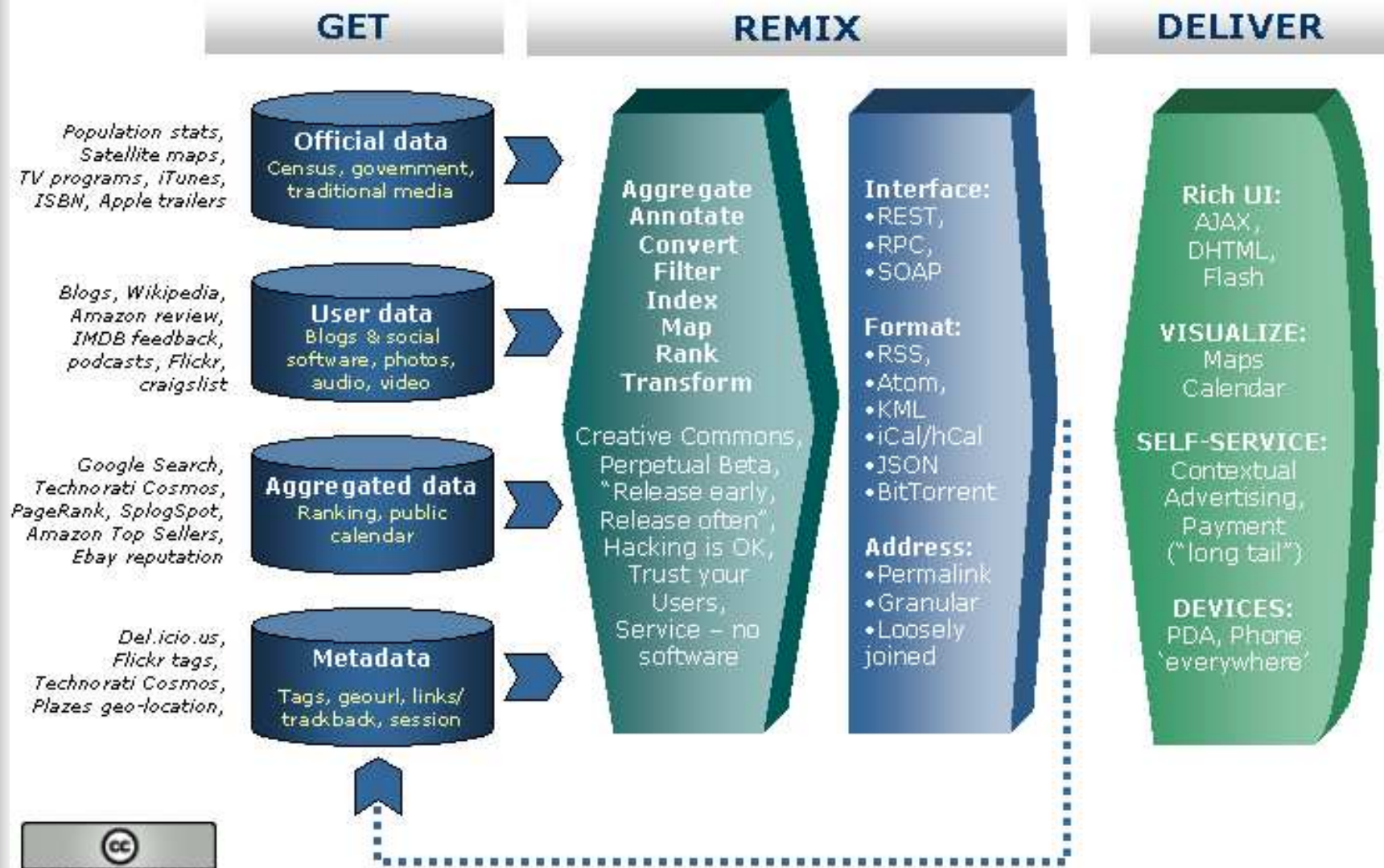
Web 2.0

- **Dynamic**
 - social networking
 - collective intelligence
 - participation

Web 2.0

- **Dynamic**
 - social networking
 - collective intelligence
 - participation
 - collaboration

Web 2.0 overview



An historical paradigm shift in book publishing (Pittman)

- Publishers and bookstores of the late 1950s
 - Hardcover books were arranged by *publisher!*
 - Book buyers were perceived as a rarified group that understood and appreciated this notion

- Marshall Smith, Paperback Booksmith, 1961
 - Paperbacks arranged by genre
 - Smith led the democratisation of book buying

Electronic publishing today

- The paradigm is shifting again...and it's similar to 1959
- Example – The “Marshall Smith of 2006”:
 - Until the 1990s, brick-and-mortar music stores ruled
 - In the new millennium, iTunes rules
- A major cultural shift is changing the expectations of an entire generation
- Today's generations are born digital

Born digital

- They don't have a home phone number
- They don't write letters
- They don't read instructions
- They don't wait
- They don't walk to the library

Born digital

- They Google
- They IM, they flickr
- They blog, they YouTube
- They Starbucks, they WiFi
- They Netflix, they Wikipedia



Publishers and librarians understand this order....

- Z39.50
- MARC
- Dewey
- LC
- MLA
- HTML
- RSS

How about these?

The new world order...

- XUL
- HTML 4.0 and XHTML
- CSS2 and CSS3
- DOM2 and DOM3
- XML
- MathML
- RDF
- XSLT
- XPath
- Simple XLinks
- XPointer
- XML Base and XML-RPC
- SOAP (Simple Object Access Protocol)
- WSDL (Web Services Description Language)
- ECMAScript/Javascript
- XBL (eXtensible Bindings Language)

The **New** World (Economic) Order

- Collaboration
- Pride in creating
- Online social networking
- Satisfaction through participation
- Collective Intelligence

Free (or almost free) lunches

- Internet communication access
- Email services
- Linux operating system
- Online search software
- Most WWW sites / Wikipedia / PubMed
- YouTube, MySpace

Free (or almost free) lunches at Infonortics

- Open Office
- Picasa (Google)
- Thunderbird (Mozilla)
- Firefox (Mozilla)
- Writely (Google)

Old / New Economic Orders

- **Old:** Someone paid money – subscription, page charge, purchase, public funding, etc.

Old / New Economic Orders

- **New:** *Free. Advertising / sponsorship pays.* Or someone pays money – subscription, page charge, purchase, public funding, etc.

The Old World (Economic) Order

- “You get what you pay for”
- “There is no such thing as a free lunch”

Motivation for communication

- Karl Marx wrote *Das Kapital* because he hoped to *become wealthy*?
- Bach wrote his Messe in h-moll in the expectation of *major royalties*?
- Virgil wrote the *Aeneid* for *money*?

Motivation for communication

- Money / profit / direct economic benefit

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- Fame / celebrity / reputation

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- Fame / celebrity / reputation
- Comradeship / personal satisfaction

Motivation for communication

- Money / profit / direct economic benefit
- Fame / celebrity / reputation
- Comradeship / personal satisfaction
- Teacher / leadership / Messianic

A vertical decorative bar on the left side of the slide, composed of numerous horizontal segments in various shades of blue, black, and yellow, creating a textured, totem-pole-like appearance.

Web 2.0

In the post-Internet world, communication networks, computing and software are increasingly facilitating:

- Collaborative creation
- Worldwide distribution

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Collaboration / Tagging

- www.YouTube.com

100 million videos viewed *per day*

72 million individual visitors *per month*

67 staff members

Trusted Sources

Whom do *you* trust for your
information?
(Reputation Analytics)

- Politicians / Government?
- Newspapers / Media?
- Peers / Colleagues / Insider Contacts?

Impact

- **Vendors and Suppliers:** whole new expectations from digital-oriented customers
- **Information Centres and Professionals:** new expectations from patrons, new generation of staff with digital eyes and ears, increased competition from patron networking

Major changes have begun

They will pick up speed in the
digital age

Possible Business Models?

- [to be continued]

“He goes furthest who knows not whither he goes”.

(Oliver Cromwell)