

The Future of Content

Publishers, authors and newspapers in the age of Google

*MIT Club
Telenor, Fornebu
April 6 2006*



www.espen.com

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BI Norwegian School of Management (www.bi.no)
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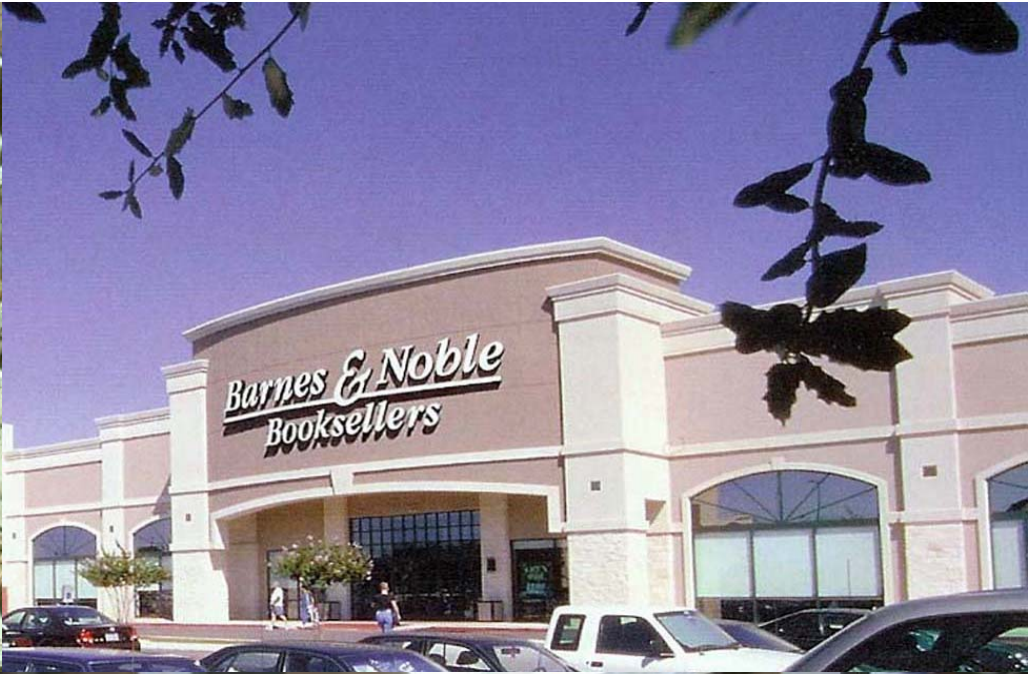
This presentation available at www.espen.com/futureofcontent040606.pdf

BI Three kinds of memory



Eco, U. (2003). Vegetable and mineral memory: The future of books. *Al-Ahram Weekly Online*. (<http://weekly.ahram.org.eg/2003/665/bo3.htm>)









Technology changes behavior

- With increased communications capability, we communicate rather than plan
- With increased search capability, we search rather than categorize



Technology tends to evolve through three phases¹

1. Substitution

2. Expansion

3. Structuration²

1: Malone, T. W. and J. F. Rockart (1991). "Computers, Networks and the Corporation."
Scientific American (September): 128-136

2: Orlikowski, W. (1992). "The Duality of Technology: Rethinking the Concept of Technology in Organizations."
Organization Science 3 (3): 398-427.

The next generation of Moore's law: This time, it is written media

- Decomposition of value added
 - Publishers become filters, agents, and editors
 - Newspapers write for net first, ceding opinions to independents and focusing on investigations
 - Authors join musicians in becoming performers rather than producers
- Search replaces categorization
 - Categorizers less important
 - Manipulation of context is big business
 - Search engine optimization now larger than \$1b
 - Search becoming the new interface
- Knowledge about information and search behavior more valuable than the information itself
 - "The database of intentions"



What are the technologies currently changing the information landscape?


- Search
- Wikis
- Blogs
- Podcasting
- Creative Commons
-and everything on the Net

....also known as Web 2.0

Warning:
Web 2.0 is
already a
cliché...

big input boxes	tag clouds	blue gradients	numerals in domain name	AJAX
checkbox icons	tags	integrates with Flickr or del.icio.us	big fonts	AdSense supported
competes with Flickr or del.icio.us	Ruby on Rails	FREE SQUARE	RESTful API	feeds everywhere
big icons	Google maps	"social" something	public beta	TechCrunch profile
long-tail!	too-candid blog	development wiki	yellow fades	screencasts

Wikipedia is a collaborately written encyclopædia



WIKIPEDIA
The Free Encyclopedia

navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help
- Donations

search

Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages

article discussion view source history move watch


Espen my talk preferences my watchlist my contributions log out

Main Page

Welcome to **Wikipedia**! We are building an **open-content encyclopedia** in **many languages**. In the English version, started in January 2001, we are now working on 285107 **articles**. Learn **how to edit pages**, experiment in the **sandbox**, and visit our **Community Portal** to find out how **you** can participate in the development of Wikipedia.

[Browse by topic](#)
[Other languages](#)
[Sister projects](#)
[Text only](#) | [No tables](#)

Featured article




The exposed **geology of the Bryce Canyon area** shows a record of deposition that covers the last part of the **Cretaceous** period and the first half of the **Cenozoic** era in that part of **North America**. The ancient depositional environment of the region around what is now **Bryce Canyon National Park** varied from the warm shallow sea the Dakota Sandstone and the Tropic Shale were deposited in to the cool **streame**s and **lakes** that contributed to the col

In the news

- Results of the **European Parliament election** show general defeat of governing parties.
- The **Detroit Pistons** win their first **NBA Championship** since 1990 by defeating

Douglas DC-3

Also known as the **bi-wing**, **ft** which is used for sport in , and is the most popular aircraft ever built. **Boeing** produced by **Company** in **merican** **mith**.




Douglas DC-3 VHAES at Avalon in 2003. On 9 September 1946, VHAES made the first scheduled flight for TAA, from Melbourne to Sydney.

Description
Role

Fridtjof Nansen

Fridtjof Nansen (**October 10, 1861** - **May 13, 1930**) was a **Norwegian** explorer, scientist and international statesman.

Born at Store Frøen, **Oslo**, he made his first voyage to **Greenland** waters in a sealing ship **1882**, and in **1888-89** succeeded in crossing the **Greenland** icefield on skis from East to West. In **1893**, he sailed to the **Arctic** in the *Fram* (a purpose-built, round-hulled ship later used by **Roald Amundsen** to transport his expedition to the **Antarctica**.) which was deliberately allowed to drift north through the ice, a journey that took more than three years. When it was apparent that *Fram* would not reach the **North Pole**, Nansen, accompanied by **Hjalmar Johansen** (**1867-1923**), continued north on foot and reached 86° 14' N, the highest latitude then attained. The two men were forced to spend the winter, surviving on **walrus blubber** and **polar bear** meat, on **Franz Josef Land**, where they eventually connected with a British expedition.



Fridtjof Nansen

Source: www.wikipedia.org

The authors are volunteers, governed by shared norms and values

- Anyone can
 - edit
 - delete
 - add material
- ...but
 - all changes can be reversed
 - all versions are saved
 - vandals are fought and denied access

Source: www.wikipedia.org

The image shows three overlapping screenshots of the Wikipedia website, illustrating its collaborative nature:

- Top Screenshot:** A page titled "List of blocked IP addresses and usernames". It shows a user interface with a search bar, navigation links, and a list of blocked IP addresses and usernames.
- Middle Screenshot:** A page titled "Wikipedia:Neutral point of view". It explains the policy that all articles should have a neutral point of view, according to Wikipedia founder Jimbo Wales. It includes a "Shortcut: WP:NPOV" link.
- Bottom Screenshot:** A page titled "American Airlines". It shows the "Revision history" section, which lists all changes made to the article, including the user who made the change, the date, and the nature of the edit (e.g., "fix SABRE", "History - linking").

Editing Winston Churchill (section)

At the outbreak of the [[Second World War]] Churchill was appointed [[First Lord of the Admiralty]]. On Chamberlain's resignation in May, [[1940]], Churchill was appointed [[Prime Minister]] and formed an all-party government. In response to previous criticisms that there had been no clear single minister in charge of the prosecution of the war, he created and took the additional position of [[Minister of Defence]]. He immediately put his friend and confidant, the industrialist and newspaper baron [[Max Aitken]], (''Lord Beaverbrook'') in charge of aircraft production. It was Aitken's allowed Britain to quickly gear up a that eventually made the difference

Tools for editing and linking are simple and powerful

Role as Wartime Prime Minister

At the outbreak of the [Second World War](#) Churchill was appointed [First Lord of the Admiralty](#). On Chamberlain's resignation in May, [1940](#), Churchill was appointed [Prime Minister](#) and formed an all-party government. In response to previous criticisms that there had been no clear single minister in charge of the prosecution of the war, he created and took the additional position of [Minister of Defence](#). He immediately put his friend and confidant, the industrialist and newspaper baron [Max Aitken](#), (*Lord Beaverbrook*) in charge of aircraft production. It was Aitken's astounding business acumen that allowed Britain to quickly gear up aircraft production and engineering that eventually made the difference in the war.

Wikis tend to pop up as improvised, but powerful knowledge team collaboration platforms

Management implications:

- Understand and secure involvement
- Carefully portion your own participation
 - Too much skews the incentives to participate
 - Too little makes forum irrelevant
- Reward participation, but not with money
- Encourage risky behavior
- Resist individual information ownership
- Be an example



The screenshot shows the pbwiki.com homepage. At the top is a logo of a sandwich with the text 'pb wiki'. Below the logo is a tagline: 'Make a free, password-protected wiki as easily as a peanut butter sandwich.' The main form has two input fields: 'WikiName:' followed by a text box and '.pbwiki.com', and 'Email:' followed by a text box. Below the email field is a blue button labeled 'Make a wiki'. At the bottom of the form are links for 'Privacy Policy' and 'Questions?'. In the bottom right corner of the page is a link for 'Take a Tour!'.

www.pbwiki.com

Source: Andersen, E: *Using Wikis in a Corporate Context*
www.espen.com/papers/Andersen-2005-corpwikis.pdf

BI

Blogs are the new discussion and reporting platforms of the web



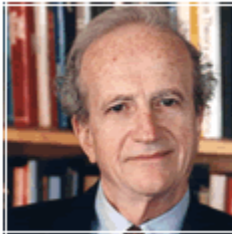
Forfatterbloggen

Når jeg hører ordet Gutenberg, griper jeg etter min PDA

JOI ITO

JOHO
The BLOG!

BRAD DELONG'S
WEBSITE



THE BECKER-POSNER BLOG

A BLOG BY GARY BECKER AND RICHARD POSNER



isen.blog

blog for america

CORANTE

INSTAPUNDIT.COM



boingboing



techdirt

GAWKER

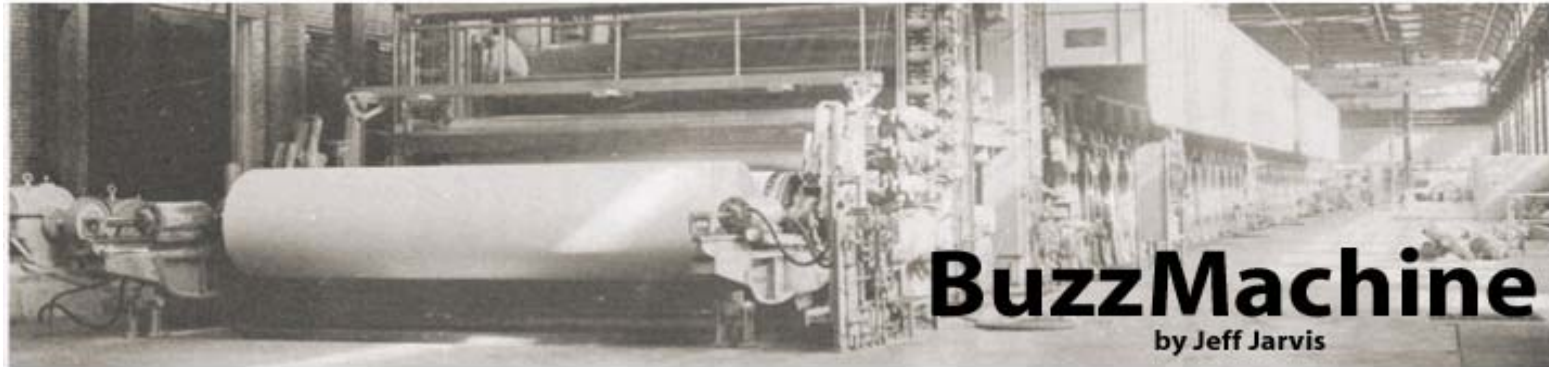
Blogs fill a gap between email and web pages

- Can be installed on your own server or run as a shared service



- Comments and trackbacks facilitates intra- and interblog discussion
- Networking tools increase visibility (Technorati, GoogleRank, Folksonomies)
- RSS-readers increases information consumption

Bloggers should not be ignored.



Dell hell, indeed

November 10th, 2005

Read More: [Dell](#)

Dell's profit fell 28 percent.



9/9/2004: Bush Guard Documents: Forged

I opened Microsoft Word, set the font to Microsoft's Times New Roman, tabbed over to the default tab stop to enter the date "18 August 1973," then typed the rest of the document purportedly from the personal records of the late Lieutenant Colonel Jerry B. Killian.

And my Microsoft Word version, typed in 2004, is an *exact match* for the documents trumpeted by [CBS News](#) as "authentic."

Blogs are great communications channels to prosumers and thought leaders



scobleizer.wordpress.com



channel9.msdn.com

Business

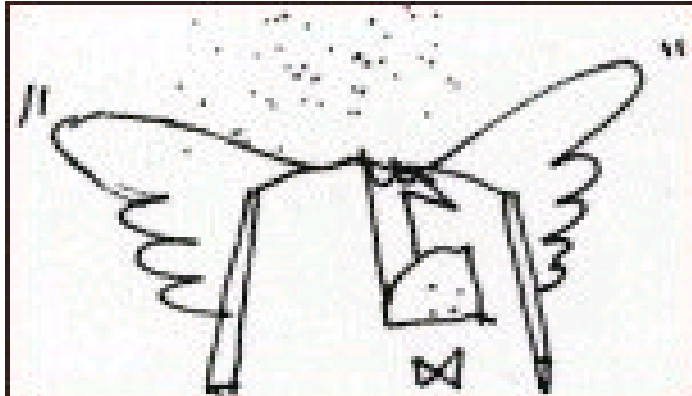
Face value

Chief humanising officer

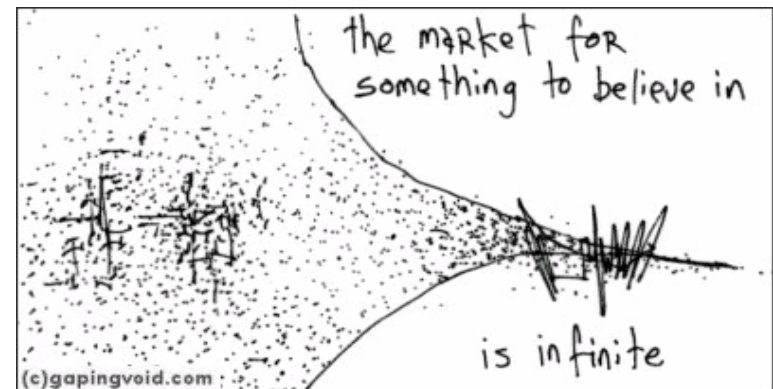
Feb 10th 2005

From *The Economist* print edition

Does Robert Scoble, a celebrity blogger on Microsoft's payroll, herald the death of traditional public relations?



gapingvoid.com



(c)gapingvoid.com

Writing a blog is simple and flexible

[MAIN MENU](#) | [SYSTEM OVERVIEW](#) | [HELP](#)

Welcome [Espen](#) | [Logout](#)

Weblogs: According to Julie Go

MY WEBLOGS

[Applied Abstractions](#)
Technology, strategy, IT management and miscellany.
URL: <http://www.espen.com/weblog>

[Tversover](#)
Halvstudert røveri og utstudert ar
Andersen
URL: <http://www.espen.com/norskbl>

[Lena's Knits and Pieces](#)
URL: <http://www.espen.com/lena>

[According to Julie](#)
URL: <http://www.espen.com/julie/>

[Show Display Options](#)

MOVABLE TYPE NEWS »

10.08.2005 [Movable Type Turns Four](#)

SYSTEM SHORTCUTS

[Create a new entry](#)

[Entries \(236\)](#)
[Comments \(146\)](#)
[TrackBacks \(28\)](#)

Entry | [Comments \(0\)](#) | [TrackBacks \(0\)](#) | [Notification](#)

Title ?

Primary Category ?

Kunnskapsmigrasjon

Et land i verden

[Assign Multiple Categories](#)

Entry Body ? (Increase size | Decrease size ↑)

WYSIWYG: + -

Paragraph B I U ABC

Møtet om [kunnskapsinnvandring](#) i Polyteknisk Forenings IT-gruppe ble både interessant og lærerikt. Personlig fikk jeg avkreftet noe jeg feilaktig har trodd - nemlig at Norge gjør det vanskelig for høyt utdannede mennesker å slå seg ned her. Og jeg fikk bekreftet noe jeg har antatt ut fra egne observasjoner - nemlig at Norge ikke er et attraktivt land for kunnskapsarbeidere.

Møtet startet med en presentasjon ([PDF](#)) fra den første av de tre paneldeltakerne, **Trygve Nordby**, direktør i [UDI](#). Han ønsket å slå hull på endel myter om innvandring - som for eksempel at vi oversvømmes av asylsøkere og flyktninger. Det stemmer ikke - flyktninger og asylsøkere er bare 10-15% av innvandringen. Innvandringen øker, men primært er det arbeidsinnvandring - langvarige arbeidstillatelser - fra EU-land, samt familiegjennforening som utgjør de store tallene. Familiegjennforeningen er til en stor del etniske norske som får inn ektefeller fra utlandet - og UDIs saksbehandlingsskapasitet er faktisk en begrensende faktor her. Arbeidsinnvandringen er stort sett drevet av norske arbeidsgivers etterspørsel og rekruttering.

Hva gjelder innvandring av folk med høyere utdanning, så er det slik at det finnes en kvote, siden 2003, for folk med utdanning. Inntil 5000 kan få arbeidstillatelse i året så lenge de kan dokumentere sin utdanning, og UDI gjør ingen arbeidsmarkedsvurdering (dvs. de trenger ikke å ha jobb når de søker.) Denne kvoten blir langtfra fylt opp

Path: p » a

FIVE MOST RECENT ENTRIES	
Kunnskapsutvandring	2005.10.12
Kraftig browser	2005.10.11
Vårens polytekniske eventyr	2005.10.11
Rekord i datakyndighet	2005.10.11
Teknikkens vidundere	2005.10.09
View all Entries	

FIVE MOST RECENT COMMENTS	
Espen	2005.10.09
Eirik	2005.10.09
Espen	2005.10.04
Roberto	2005.10.04
Espen	2005.10.04
View all Comments	

FIVE MOST RECENT TRACKBACKS	
Inntrykk etter et seminar	2005.10.10
Inntrykk etter et seminar	2005.10.10
Når papiret blir nisjemedium	2005.10.05
Møte om kunnskapsinnvandring	2005.09.27
Flere gratisalternativer enn Opera	2005.09.20
View all TrackBacks	

Bloglines and other RSS-readers and aggregators allows fast overview of many sources

The screenshot shows the Bloglines website interface. On the left, there's a sidebar with a list of feeds under categories like 'Academically speaking (4)', 'Business as Unusual (11)', 'IT's here again (251)', 'Mostly harmless (2)', 'Nerds of the world, unite (598)', 'Slashdot: (134)', 'Boing Boing (12)', 'Gizmodo (163)', 'Engadget (186)', 'Cool Tools (1)', 'Sobleizer: Microsoft Geek Blogger (46)', 'Extremetech (14)', 'MAKE Magazine (38)', 'O'Reilly Radar (4)', 'North to Northwest (5)', 'Tech and Science (1)', and 'Thinkers and talkers (161)'. The main content area on the right shows a detailed view of a blog post from 'Marginal Revolution'. The post is titled 'The Undercover Economist' by Tyler Cowen on Books. The text discusses how companies find it more profitable to increase prices unpredictably than predictably, and how supermarkets often charge more for fresh chili peppers in a package than for loose ones. The post is dated 'Thu, Oct 13 2005 2:13 PM' and has '89 subscribers'. Below the post, there's a section for 'Are savings overrated?' also by Tyler Cowen on Economics, which starts with 'Here is another good exam question for my macro class: Let's do the calculations. Over the past 10 years, the U.S. has run up an accumulated goods and services trade deficit of roughly \$3 trillion. Sounds like a lot of money, doesn't it? Now let's suppose those dollars had been used for good rather than evil. That is, rather than buying imported cars, toys, and handbags, thrifty Americans would have saved their money. It's reasonable to believe that about half of that \$3 trillion would have gone into financing productive purchases here in the U.S.--new factories, power plants, office computers and the like--\$1.5 trillion worth'.



Superstreng med Eirik Newth
- et populærvitenskapelig magasin på Kanal 24

Abonner gratis på podcasten av Superstreng! Dra og slipp dette ikonet over iTunes.

Programmene våre

- Superstreng 07 - med dyreguru Bergljot Børresen
- Superstreng 06 - med fysiker Gaute Einevoll
- Supertanker 05 - med biolog Dag Olav Hessen
- Supertanker 04 - med klimaforsker Pål Prestrud

Superstreng 07 - med dyreguru Bergljot Børresen

Kan man se den kinesiske mur fra månen, hvor lenge kommer solen til å lyse og hvilke dyr er menneskene nærest beslektet med etter apene? Dette, og mye mer, får svar på i ukens program. Jeg har vært på besøk hos Bergljot Børresen for å finne ut mer om følelsene og tankene til våre venner dyrene. Dessuten blir det et eksplosivt møte med Henriette, som skal overbevises om fysikkens underholdningsverdi med høye smell og den delige duften av brent svartkrutt...

Har du tips eller spørsmål du vil at jeg skal svare på i programmet? Mail oss i redaksjonen på superstreng@superstreng.no eller sleng en kommentar i bloggen.

[DOWNLOAD MP3](#)

08.okt.2005@ 16:03:22 [Permalink](#) [Programbeskrivelser](#) [Kommentarer \(3\)](#)



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Will future intellectuals have to choose between incomeless relevance or profitable obscurity?

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How to Look at China

November 9, 2005, Wednesday

By THOMAS L. FRIEDMAN (NYT); Editorial Desk

Late Edition - Final, Section A, Page 27, Column 5, 846 words

*Please
include p
informati

DISPLAYING FIRST 50 OF 846 WORDS -My friend Nayan Chanda, the editor and a longtime reporter in Asia, recently shared with me a conversation he'd had with a friend regarding India and China: India, he said, always looks as if it is boiling on the surface, but very...

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MemeStreams

Thomas Friedman's Latest Article | NYT Subscription Wall Goes Up

Topic: Media

2005-09-21 09:02:32-07

If President Bush wants to make anything of his second term, he should make a quest for energy independence the moon shot of our generation.

Well, here it is.. The first new [Friedman](#) column behind the [New York Times](#) subscription wall.

Goodbye Tom! I refuse to pay \$7.95 a month when there is only one columnist I regularly read there. I might pay \$10 a year for "FriedmanSelect", if half of the money made it directly to Tom. All NYT's other content, I usually find via discussions taking place on the web. Those conversations all start to go dead today. The New York Times voice of commentary is about to get really, really, really soft and quiet.

Hopefully this will not last long. Thomas, if you can hear me, **PUT UP A BLOG. PLEASE!!**

All information will be on the web....





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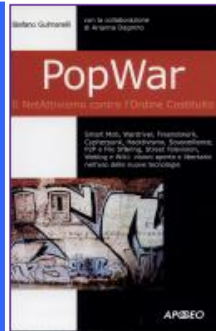
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Popwar. Il NetAttivismo contro l'ordine costituito

by Arianna Dagnino, Stefano Gulmanelli

◀ Page 133 ▶

QUO VADIS, POPWAR? / 133

con un network di telefonia cellulare, il nuovo nodo (utente) non è un aggravio – di costo e di performance – sul sistema bensì è un elemento in aggiunta che porta un miglioramento della performance del network¹⁹.

I mesh network hanno infine anche un'altra caratteristica graditissima al NetAttivismo: come fa notare **Espen Andersen**,²⁰ “è un modo di costruire network sostanzialmente impossibile per le aziende [di telecomunicazione NdA], o quantomeno impossibile da realizzare in un modo tale che vi sia per loro un ritorno economico”. In altre parole questo tipo di network sono la strada alternativa alle telco che le telco non possono percorrere o sulla quale non possono cercare di mettere il cappello. Tanto che lo stesso Andersen aggiunge: “Se fossi a capo di una società di telecomunicazioni sarei molto nervoso al pensiero di una tecnologia per la creazione di network che può essere implementata dai singoli individui”. Una tecnologia che non a caso – pur in un momento di estrema difficoltà del business IT – sta vedendo (al di là del colosso Intel che ha fatto della filosofia mesh uno dei suoi campi prioritari di sviluppo) una ventina di aziende, soprattutto della Silicon Valley e dintorni, impegnate nella messa a punto di software e strumenti per architetture mesh²¹.


Certo, lo sviluppo di questo tipo di architettura tecnologica ha le sue difficoltà oggettive; per certi aspetti il punto di forza è anche punto di debolezza: proprio per la loro caratteristica di flessibilità e adattabilità, i mesh network sono infatti intrinsecamente precari: i pacchetti di dati viaggiano cioè su percorsi disegnati da nodi che compaiono e scompaiono costantemente. A ciò si aggiunge il problema tipico di una trasmissione wireless che richiede la portata ottica e cioè l'assenza di ostacoli ambientali come edifici, alberi e colline. Tutte difficoltà che non esistono nel tradizionale network wired.

¹⁹ Ancora una volta risuona profetica la frase di Kevin Kelly: “Dumb parts, properly connected into a swarm, yield smart results” In questo caso le parti “stupide” sono i singoli strumenti di trasmissione, la parte intelligente è il risultante network auto-configurante e altamente organizzato.

²⁰ E. Andersen, “Genesis Of An Anthill: Wireless Technology And Self-Organizing Systems”, <http://www.espen.com/>.

²¹ Una di queste, la Mesh Networks Inc, ha concepito e realizzato sistemi di routing

The new cookbook - search the contents of your fridge...



Delikatesser i Utsøkt
- Dagbladet 25.11.04

hjem - Peppernet - Oppskrifter - Sjømat oversikt - Ovnsbakt laksefilet med rucola og vinaigrette

Akademiet

Internasjonalt

Aktuelt

Oppskrifter

Menyer

Vinspalten

Lenker


Om peppernet

Snorveier:

Asiatisk mat

Ovnsbakt laksefilet med rucola og vinaigrette

26.06.2003



Tid ca 20 min

Til 4 porsjoner

ca 600 gram laksefilet med skinn
1 pk rucolasalat
4 ss olje
1 ss rødvinseddik/vineddik
salt og pepper
(evt. 1 dl hvitvin)

Å lav varme, ca 100°C. Gni inn laksefileten med salt. Ta en kjele og pass til fileten (den kan evt. deles opp) og kok opp 2 dl vann, 1 dl vin og 1 dl olje. Ha i fisken og legg på lokket. Sett i stekeovnen i ca 15 minutter og dra av skinnen. Hvis skinnen ikke løsner lett, er ikke fisken ferdig. Rør sammen olje og eddik og vend i vinaigretten. Dryss salt og nykværnet svart pepper over. Rucola kryddersmak i seg selv, så det ikke er strengt nødvendig med eddik, og olje er egentlig nok. Legg en eng av rucola salat plasser på toppen, pynt evt. med finhakket løk og litt salat på toppen.

I samme kategori:

- Abbotårn med wonton
- Ål med speilegg og teriyakisaus
- Asiatisk fiskegryte med teriyakisaus
- Avocado og reker
- Bacalao med dampet torsk
- Baguette med tunfisk
- Baguetteskalper med røkelaks
- Bakt gjedde med sesamfrø
- Bakt harr med asparges og sopp
- Bakt kveite gorgonzola
- Bakt laks
- Bakt laks med skinke
- Bakt steinbit med sydend grønnsaker
- Bakt torsk
- Bakt torsk med bakte grønnsaker




Web Images Groups News Froogle Local Desktop [more »](#)

laks rucola pepper

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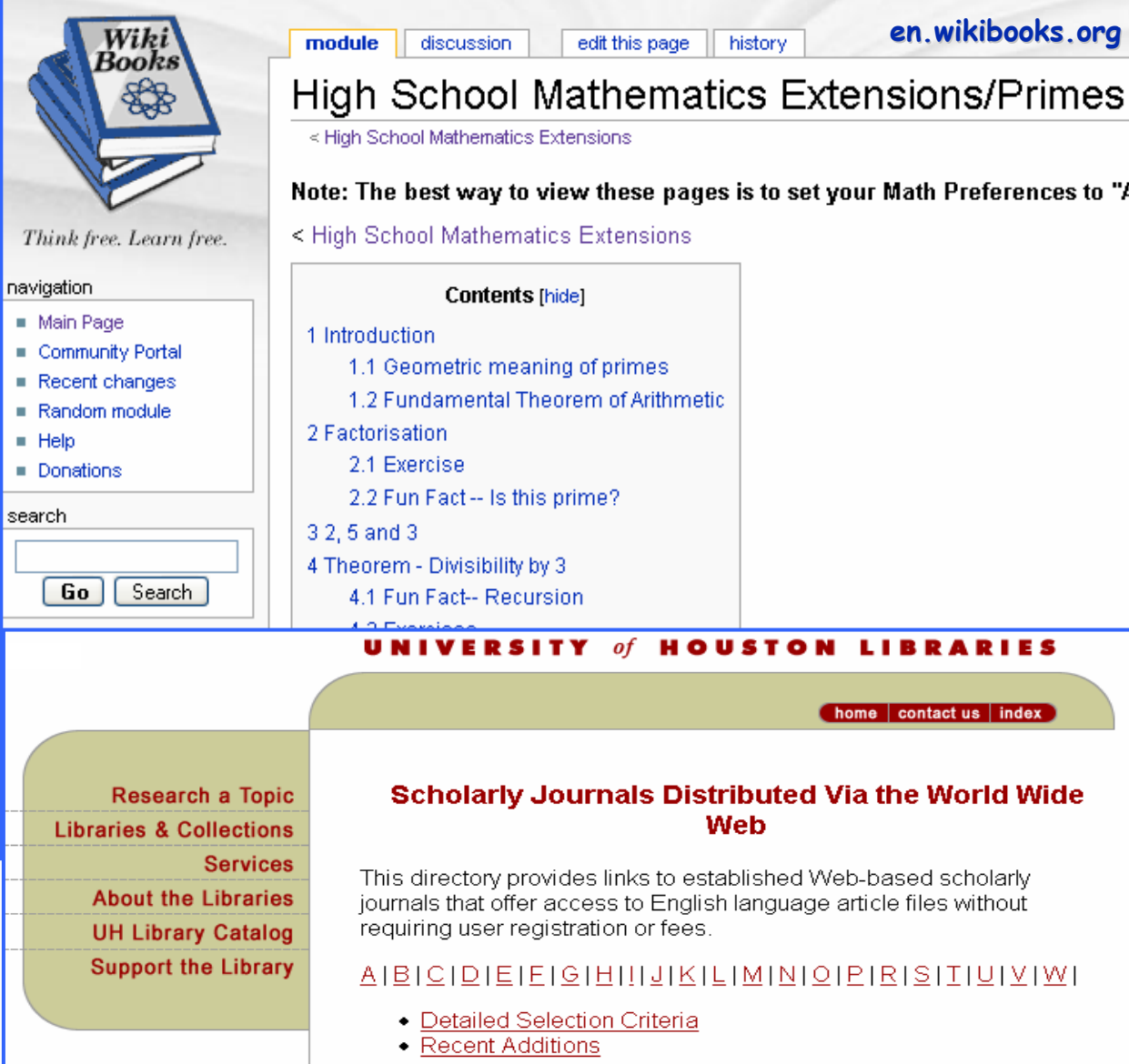
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Aviva Orenstein

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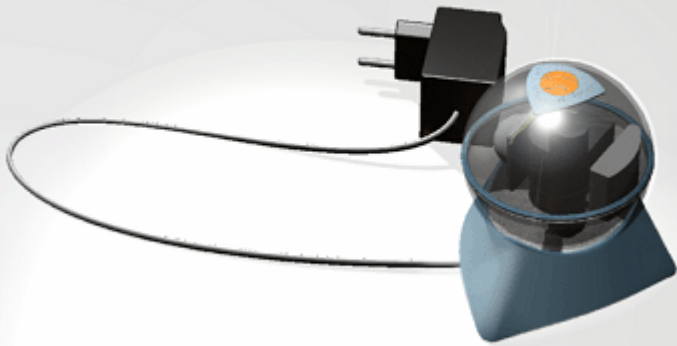
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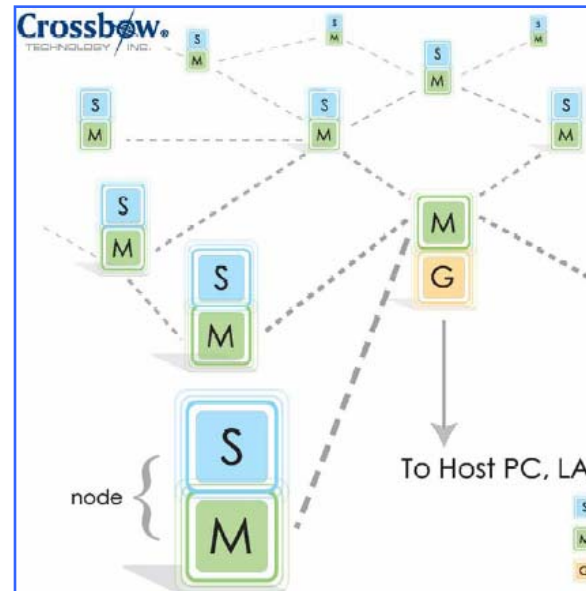
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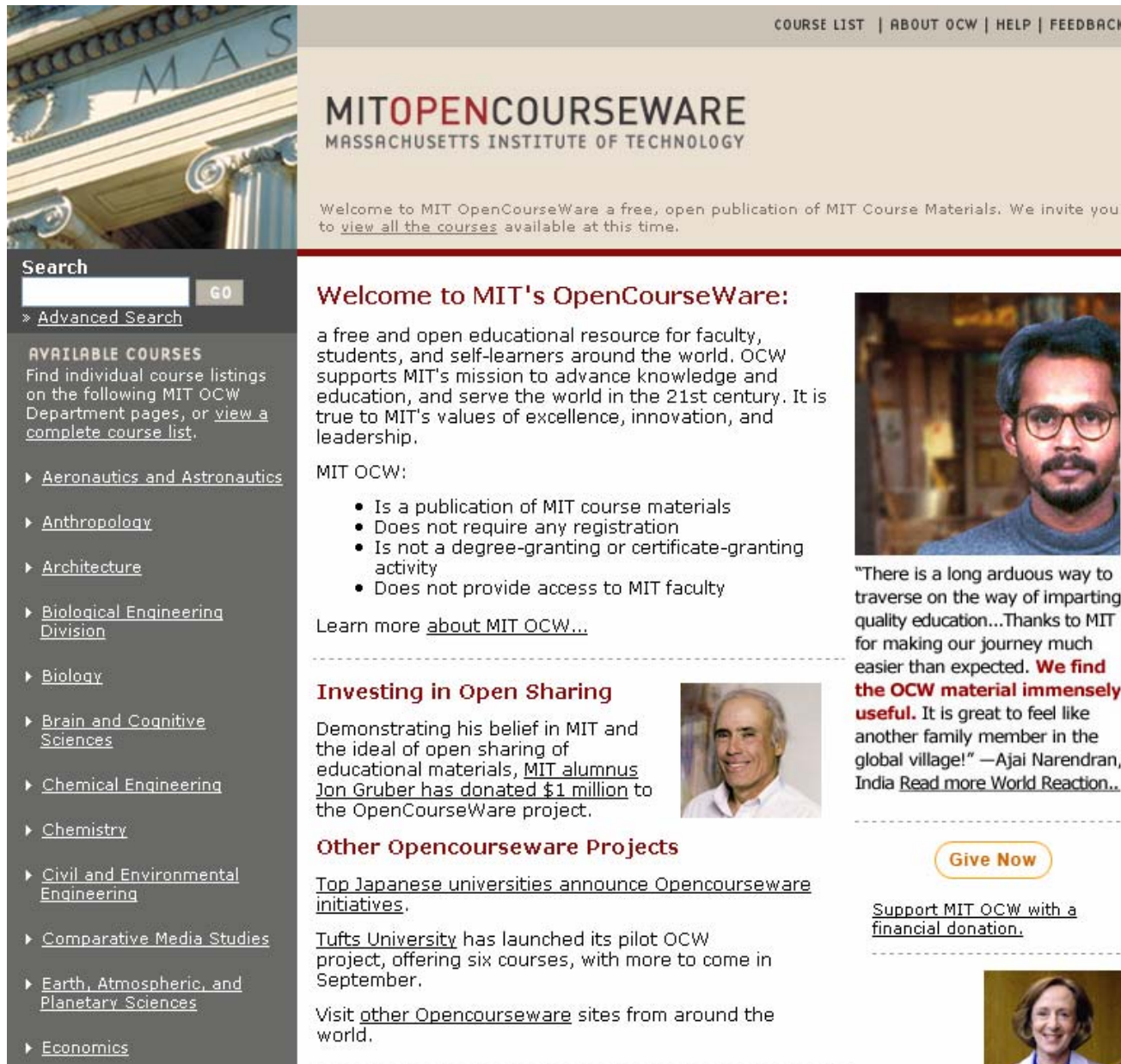


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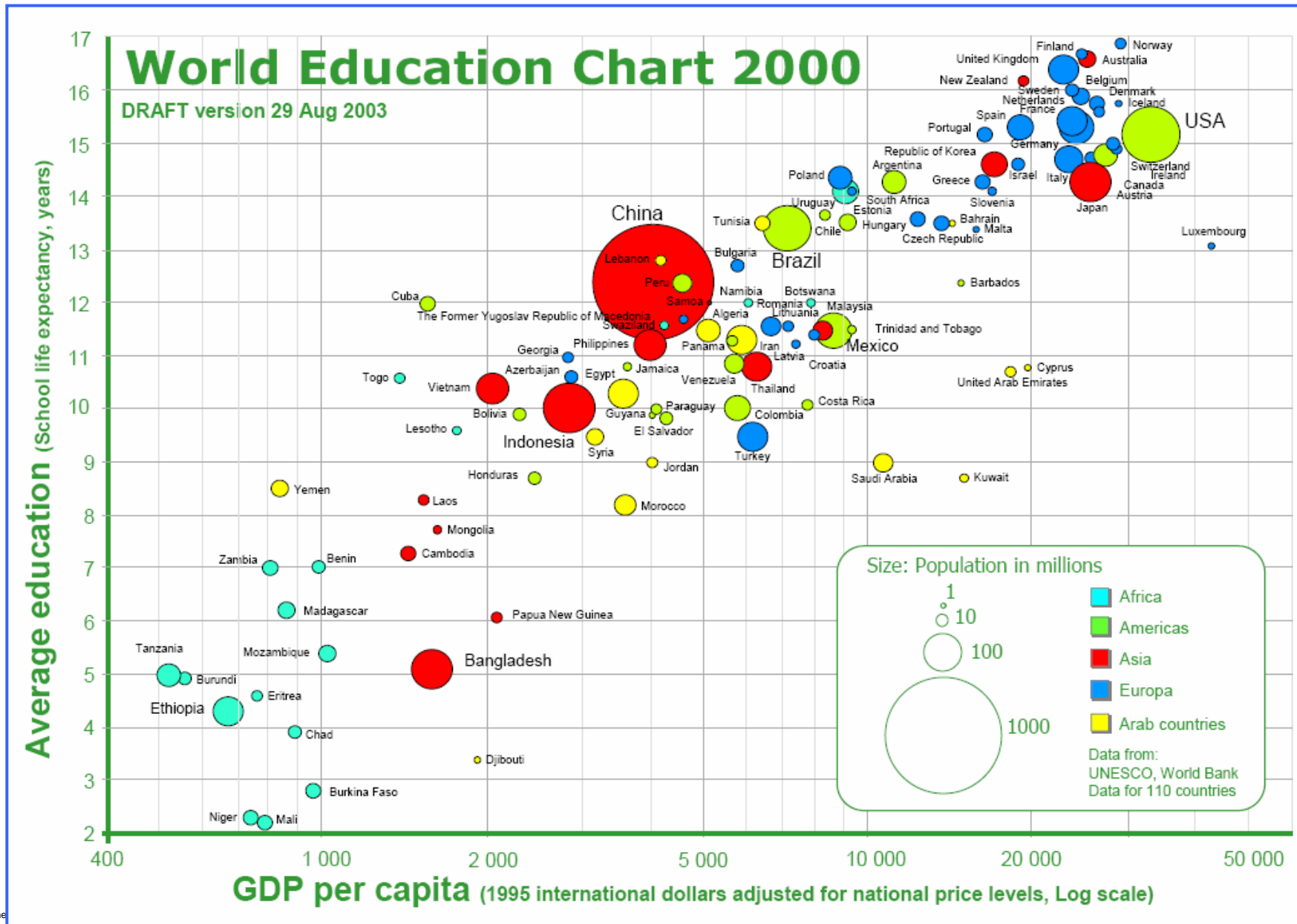
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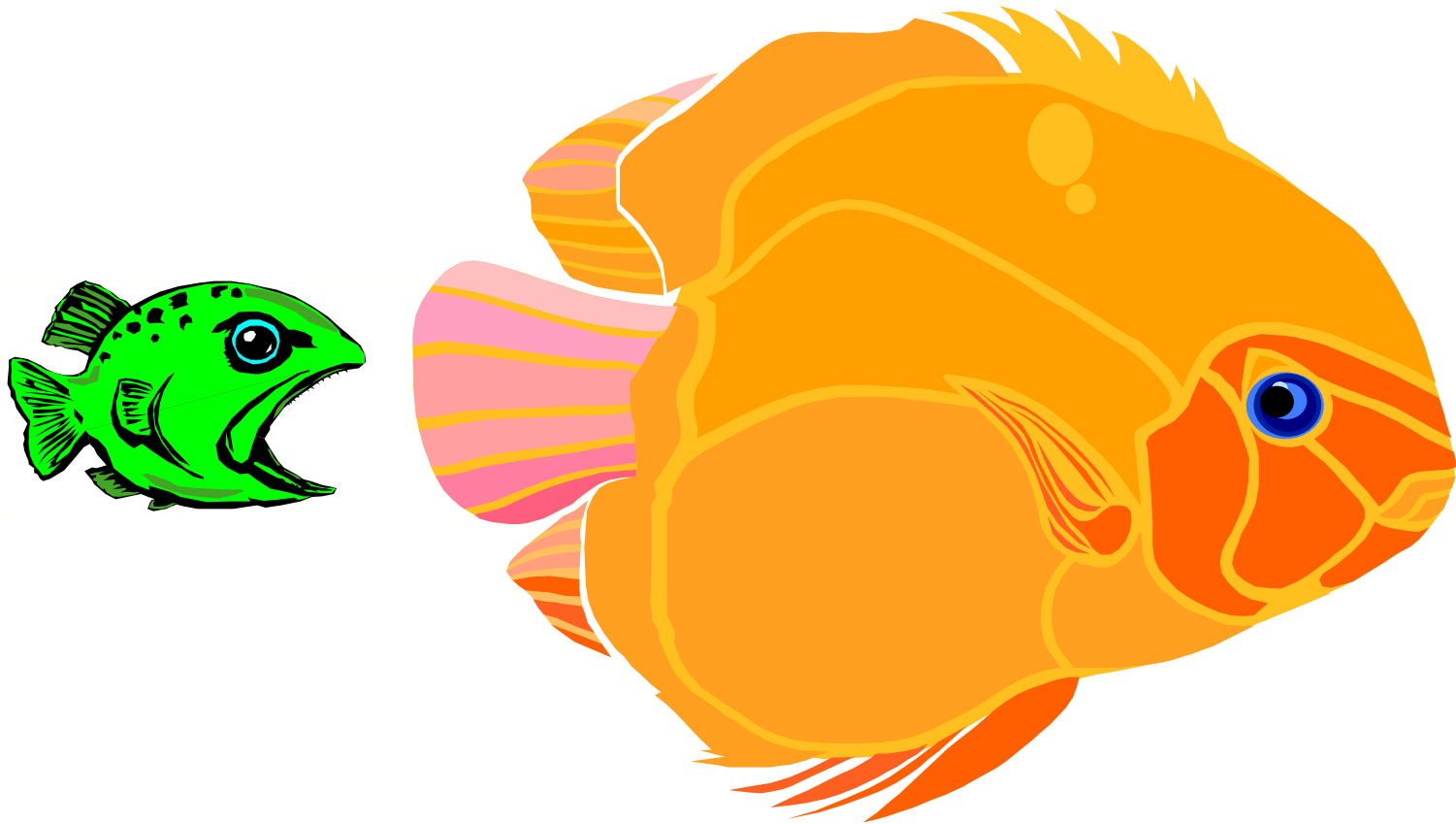
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