I’m going to talk about how the web difference. That’s it. Thanks very much. Drive safely.
I’m going to talk about how the web difference. That’s it. Thanks very much. Drive safely.
But seeing the Web diff is always a matter of choosing one’s frame. In this case, there’s virtue in frames that make us uncomfortable.
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Points to complexity. But this is also part of an ecosystem. It’s entirely too comforting, as if everything will work out.
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Points to complexity. But this is also part of an ecosystem. It’s entirely too comforting, as if everything will work out.
Metaphors/Frames

Ecosystem

+Passion of amateurs. + partnership. But uses $ as the vector. Yet, if all amateurs were funded, we’d have the same issues. Misses the disparity hidden by the dash. Besides, sports metaphor.
Metaphors/Frames

Ecosystem

Pro-Am

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Ecosystem

Pro-Am

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Focus on why we care about the future of news. Better informed democracy. But people generally don’t read or view news as an info gathering activity. Our reasons for creating the news is different from our audience’s reason for reading it.
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Metaphors/Frames

Ecosystem

Pro-Am

Info flow

Then there’s abundance. (Should accept all frames)
Ecosystem

Pro-Am

Info flow

Abundance

Then there's abundance. (Should accept all frames)
Then there's abundance. (Should accept all frames)
That’s what having a front page does to us. We’re not in a battle over the front page. The new front page is already here...
That’s what having a front page does to us. We’re not in a battle over the front page. The new front page is already here...
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That’s what having a front page does to us. We’re not in a battle over the front page. The new front page is already here...
We abundance because control doesn’t scale. At least not while remaining human, as totalitarian states show. So we get an abundance of good and an abundance of bad. We’ve tended to focus on how to protect citizens from the bad,
We abundance because control doesn’t scale. At least not while remaining human, as totalitarian states show. So we get an abundance of good and an abundance of bad. We’ve tended to focus on how to protect citizens from the bad,
We have an old way of dealing with the good. You scale info by having experts decide what’s needed and what shape it should take, organize and shape it for us.
In an age of an abundance of good, the struggle is over metadata.
Old technique was to reduce the amount of data
Old technique was to reduce the amount of data
Abundance of metadata
We’re creating new tools to manage the abundance of metadata tags – proving postmodernists right, that the author has no special privilege about what her work is about.
Abundance of metadata

social networks – not personalization but socialization
Abundance of metadata

Apple

Is

Fruit

Is colored

Red

is made of

straw

Basket

Contains

Fruit

Edible

Grown

sem web. attempt to formalize it so it can be used by computers. Strengths and weaknesses
The new tools affect our understanding of the data and our role in creating it. And they create a new type of public that’s putting itself together in public.
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The new tools affect our understanding of the data and our role in creating it. And they create a new type of public that’s putting itself together in public.
The simplicity of this division no longer works. This division is itself metadata. If only it were this simple. The division gets in the way. And that is the most uncomfortable frame I can leave you with.
Thank you.
Thank you.

David Weinberger
Email: self@evident.com