

# Natural Innovation



Web Futures Seminar

Mitra Ardron - 10 Nov 2004

[www.mitra.biz/blog](http://www.mitra.biz/blog) & [www.NaturalInnovation.org](http://www.NaturalInnovation.org)

# Introduction

- Worked on early online communities
  - GreenNet(85) and APC (89) (model for Pegasus)
- Worked on early days of internet
  - Gopher& WAIS (90) HTTP & URLs (93), AOL(94),
  - Project leader on “Worlds Chat” first shared multi-user 3D Chat(94)
  - Co-author of VRML2 (96)
- Consult occasionally to internet community companies
- Mostly work on Biz Dev for Sustainability Clients

# US trip

- Visiting with Internet Archive - Brewster Kahle
  - Largest multi-media archive? (~1petabyte, 1terrabyte/month)
  - E.g. Bob Brown on FTA and Artists
  - Old version of Screenworks website 2001 2002 2003
  - Our-Media (store anything for ever for everyone)
- Rojo - Mark Graham
- PlanetWork - IT & web for a future

# Historical Perspective

- Email & Databases & Islands
- Gopher & WAIS
- WWW
- Flash + Video
- CMS & RSS & Blogs & SN
- People & Content
- to
- Visuals
- To
- People and Content

# weBLogs

- Easy self-publishing
- Massive growth - >4m blogs
- Leads to fresh sites
- Replacing conventional media
  - CNN

# RSS - Really Simple Syndication

- Show by Example - NetNewsLight & Rojo
- Simple to add to sites on decent CMS's
- Automatic with most Blogs
- Roughly 1m+ feeds available

# Directions

- Trend away from Flashy websites to meaningful content
- Blogs: replacing changing web pages
- Blogs: becoming the “home” for many people
- RSS replacing return visits + email lists
- RSS: Initial meaningful content for free
- RSS: Draw people back for more
- Combination: Fresh, Sticky Sites

# Challenge

- Where does this leave multimedia professionals, when there is less need for flashy graphics, and more need for meaningful content?
- Future?



# Social Networking

- Who, not What, you Know
- Lists of friends
- Friends of Friends
- Content associated with Friends
- E.g. Orkut; Tribe; Friendster

# Integration of Social Networking

- SN + RSS = Rojo
- SN + Bookmarks = Spurl or Del.icio.us
- SN + VoIP = Skype
- SN + Special Interest = Care2

# Contact Information

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