

# Digitalt medium, digital person, digitalt rum

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SICS (<http://www.sics.se>)

W3C (<http://www.w3.org>)



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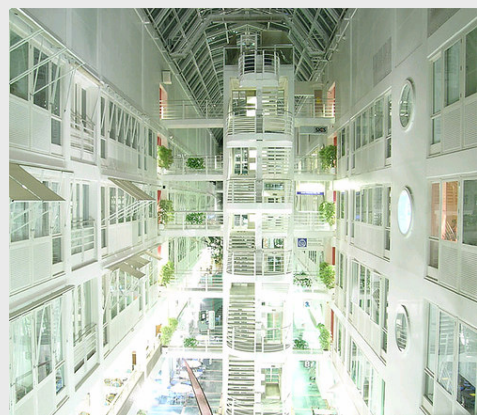
## SICS, Swedish Institute of Computer Science

Nationellt forskningsinstitut

- FoU i informations och kommunikationsteknologi
- Icke-vinstdrivande
- 100 personer

Mål:

- Bidraga till svensk industris konkurrenskraft
- genom fokuserad forskning på strategiskt viktiga områden inom IKT, och
- Aktivt bidra till att nya idéer och resultat kommer till användning



Sponsorer:

TeliaSonera, Ericsson,  
Saab Systems,  
FMV (Försvarets Materielverk),  
Green Cargo (godsfrakt),  
ABB,  
Bombardier Transportation



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## Om förutsägelser

- Det är svårt att göra förutsägelser, speciellt om framtiden.
  - Niels Bohr

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- Det bästa sättet att förutspå framtiden är att uppfinna den
  - Alan Kay

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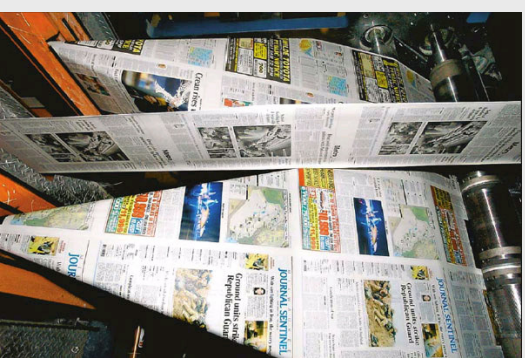
## 1. Digitalt medium



Photo: rob patrick

# Media-industri

- Observationer:
  - "economies of scale" → höggradig koncentration i mediemarknaden
  - Media-företag ofta verksamma i fler än en delmarknad (t.ex. tidningar resp tv)



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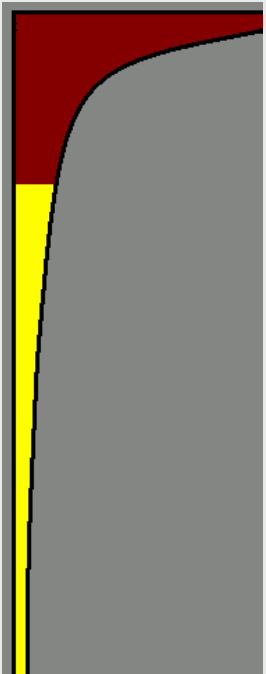
# Media-industri

## Drivkrafter

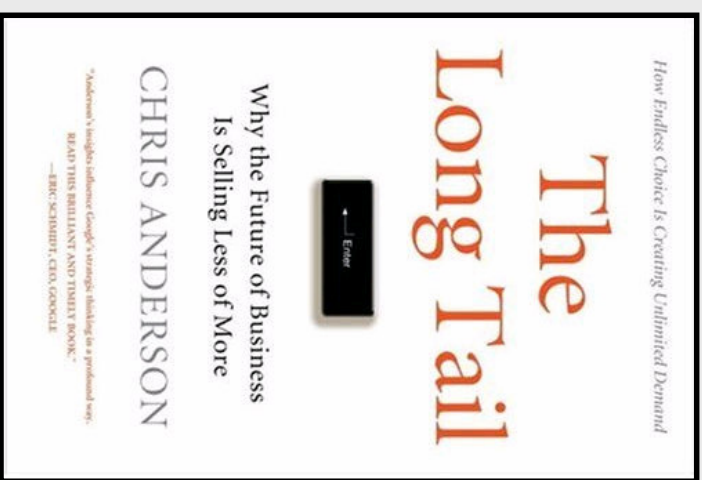
- Innehåll är alltmer digitalt representerat
  - Ökar möjlighet att återpublicera
- Roller och konkurrensmönster förändras
  - telekom-operatörer, teknologileverantörer, innehållsproducenter
- Alltmer öppen marknad, och alltmer global
- Teknologin utvecklas kontinuerligt
  - påverkar producenter, distributörer, konsumenter
- Ökad betoning på personalisering
  - livsstilens betydelse

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## Marknadsnischernas betydelse



- Exploatera små marknadsnischer
- Teknologin drar ner kostnaderna att nå ut till marknaden
- Ekonomiskt möjligt att exploatera svansen
- Nya affärer!



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## ”Folkhemslösningen”

- Producenterna hade effektivt makten att bestämma hur utbudet skall ta form på marknaden
- Konsumenterna väljer mellan färdiga ”paket”

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# Marknadsmakt

- Småskaliga initiativ på *produktionssidan*
- Småskaliga initiativ på *distributionssidan*
- Konsumenten vill forma varan
- T.ex.:
  - Disintermediation: mellanhänderna lever farligt
  - Globalisering på teknikbas: tankesätt propageras snabbt över långa avstånd

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# Disruptiv innovation

- Disruptiv innovation:
  - “technological innovation, product, or service that eventually overturns the existing dominant technology or product in the market”
- Exempel:
  - Radiorör → transistor
  - Stordator → minidator
  - Minidator → PC
- distributionkanaler → interaktiva informationsrum



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<http://duncandavidson.com>

Photo: Duncan Davidson

## 2. Digital person

## ”The Net Gen”

..., ”The Millenials”, ...

Födda efter 1982

Definieras av och definierar teknologi:

- Personlig
- Multifunktionell
- Trådlös
- Multimedia
- Kommunikationscentrerad

De har krav!



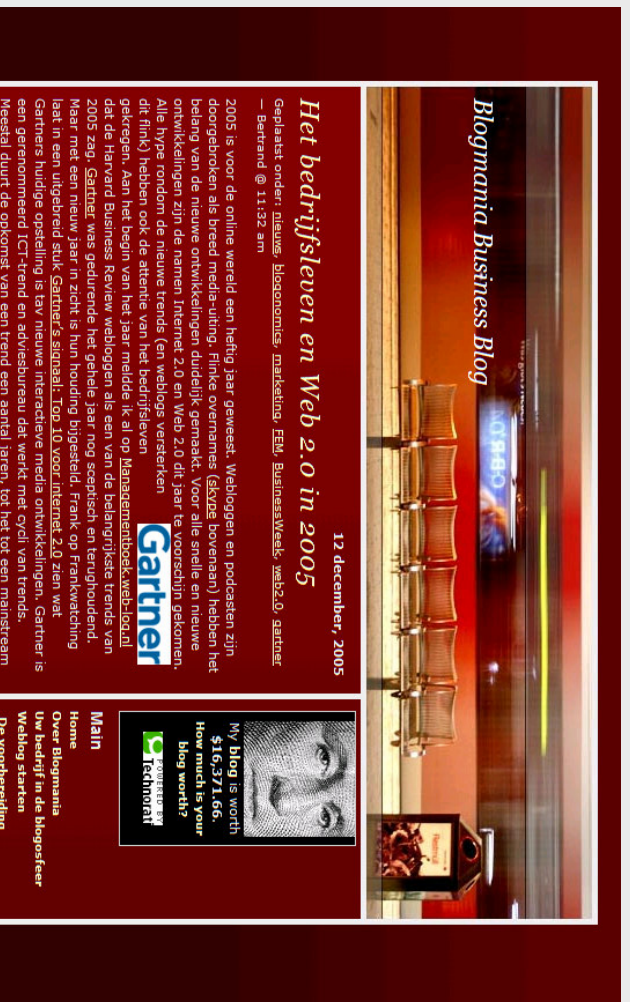


# Märkbara trender

- Aktivi deltagande – vem är producent, vem är konsument?
  - Bloggar
  - Wikis
  - Rekommendationssystem
- Aktualitet viktigt
  - Det nya om det senaste
- Förändring är inget som stör
  - Nya information tillkommer
  - Existerande information förändras

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# Den kreative individen - bloggar




**Blogmania Business Blog**

12 december, 2005

**Het bedrijfsleven en Web 2.0 in 2005**  
— Bertand @ 11:32 am

2005 is voor de online wereld een heftig jaar geweest. Webloggen en podcasten zijn doorgebroken als breed media-ving. Flink overnames (Slype bovenaan) hebben het belang van de nieuwe ontwikkelingen duidelijk gemaakt. Voor alle snelle en nieuwe ontwikkelingen zijn de namen Internet 2.0 en Web 2.0 dit jaar te voorschijn gekomen. Alle hype rondom de nieuwe trends (en weblogs versterken dit fink) hebben ook de aandacht van het bedrijfsleven gekregen. Aan het begin van het jaar melde ik al op [Managementboek.welch.com](http://Managementboek.welch.com) dat de Harvard Business Review webloggen als een van de belangrijkste trends van 2005 zag. Gartner was gedurende het gehele jaar nog sceptisch en terughoudend. Maar met een nieuw jaar in zicht is hun houding bijgesteld. Frank op Frankwatching laat in een uitgebreid stuk Gartner's signaal: Top 10 voor Internet 2.0 zien wat Gartner's huidige opstelling is tav nieuwe interactieve media ontwikkelingen. Gartner is een gerenommeerd ICT-trend en adviesbureau dat werkt met cycli van trends. Meestal duurt de opkomst van een trend een aantal jaren, tot het tot een mainstream

**Gartner**

My blog is worth \$16,371,66. How much is your blog worth? 

**Main**  
Home  
Over Blogmania  
Uw bedrijf in de blogosfeer  
Weblog starten  
De voorbesteding

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# Den Kreativa gruppen - Wikipedia



WIKIPEDIA  
The Free Encyclopedia

navigation

- Main Page
- Community Portal
- Current events
- Recent changes
- Random article
- Help
- Contact us
- Donations

search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this article
- In other languages

- article**
- discussion
- edit this page
- history

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## Web 2.0

From Wikipedia, the free encyclopedia

The term **"Web 2.0"** refers to what some people see as a second phase of development of the World Wide Web, including its architecture and its applications. As used by its proponents, the phrase refers to one or more of the following:

- the transition of websites from isolated information silos to sources of content and functionality, thus becoming a computing platform serving **web applications to end users**
- a social phenomenon referring to an approach to creating and distributing Web content itself, characterized by open communication, decentralization of authority, freedom to share and re-use, and "the market as a conversation"
- a more organized and categorized content, with a far more developed deepinking web architecture
- a shift in economic value of the web, possibly surpassing that of the **dot com boom** of the late 1990s
- a marketing term to differentiate new web businesses from those of the dot com boom, which due to the bust now seem discredited

However, a consensus on its exact meaning has not yet been reached.

Many find it easiest to define Web 2.0 by associating it with companies or products that embody its principles. Some of the more well known Web 2.0 entities are Google Maps, Flickr, del.icio.us, digg, and Technorati, to name a few.

Many recently developed concepts and technologies are seen as contributing to Web 2.0, including weblogs, linklogs, wikis, podcasts, RSS feeds and other forms of many to many publishing, social software, web APIs, web standards, online web services, Ajax, and others.

Proponents of the Web 2.0 concept say that it differs from early web development, retroactively labeled **Web 1.0**, in that it is a move away from static websites, the use of search engines, and surfing from one website to the next, to a more dynamic and interactive World Wide Web.

Others argue that the original and fundamental concepts of the WWW are not actually being superseded. Skeptics argue that the term is little more than a buzzword, or that it means whatever its proponents want it to mean in order to convince their customers, investors and the media that they are creating something fundamentally new, rather than continuing to develop and use well-established technologies [1] &

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# Att tagga foton – Flickr

[Home](#) | [Sign Up](#)

Photos: [Explore Flickr](#) · [Learn More](#)

## Tags / **web20**



[Search](#) | [Help](#)

[View as slideshow](#)  
(New window &)

Sort by:  
[Most recent](#) · [Most interesting](#)

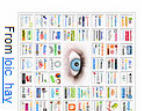
### web20 clusters

**NEW** Explore and refine web20 photos with our brand new clusterly goodness!

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8X DVD-R Blank Media  
as Low as \$0.22  
Generic 8X DVD-R,  
\$0.22 each, **Flick 8x**  
DVD-R, \$0.40 each/  
Free shipping...  
[www.runechmedia.net](#)

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# Att tagga webb-doks – del.icio.us



del.icio.us / search

Search results for web 2.0

web 2.0

search

popular | help  
login | register

showing 1 - 10 of about 3753

« previous | next »

[script aculo.us - web 2.0 javascript](#)

to javascript ajax programming web css ... [and 6868 other people](#)

[The Best Web 2.0 Software of 2005 \(web2.wsj2.com\)](#)

to web2.0 software ajax web 2005 ... [and 4826 other people](#)

[O'Reilly: What's Web 2.0](#)

to web2.0 web oreilly internet article ... [and 2203 other people](#)

[Virtual Karma: Complete List of Web 2.0 Applications | Rian's blog](#)

to web2.0 ajax web links internet ... [and 661 other people](#)

[Web 2.0 Workgroup - A network of Web 2.0 resources](#)

to web2.0 blog ajax web blogs ... [and 1037 other people](#)

[ProgrammableWeb: Web 2.0 API Reference](#)

to api web2.0 programming reference web ... [and 1708 other people](#)

[Web 2.0 Workgroup - A network of Web 2.0 resources](#)

to web2.0 blog blogs web technology ... [and 2705 other people](#)

[\[ws\] Color Scheme Generator 2](#)

to color design webdesign web tools ... [and 8816 other people](#)

I want to - a page of utilities that help you do stuff you want to

## Common tags

web2.0  
web  
ajax  
blog  
business  
design  
internet  
programming  
software  
tools  
webdesign  
blogs  
javascript  
css  
rss  
reference  
technology/  
social  
article  
asp.net  
.net  
tutorial  
socialsoftware  
google  
webservices

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# Övervaka bloggar - technorati

Currently tracking 26.9 million sites and 1.9 billion links.

Member Sign In Sign Up Help About



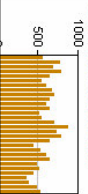
What's this? This is a live search for web 2.0 with results sorted newest to oldest.  
[Keyword Search Help »](#)



- What's going on here? [Take the tour](#) to see how Technorati works.
- Do you blog? [Claim it](#) to get in here!
- Want more? [Become a member](#) to save searches in a [Watchlist](#).

## ► Mentions by Day

Posts that contain **Web 2.0** per day for the last 30 days.



Search Tags Blog Finder Explore

web 2.0

Search

Options

[Add to Watchlist](#)

[View in Mini](#)

130,851 posts contain:

**web 2.0** in **All Blogs**. Limit to blogs about:

**All Blogs** **Web-2.0** **Web-20** **Ajax** **Web** **Technology** **Tech**

20 posts in the last 1 hour in **All Languages**

SPONSORED LINKS - RESULTS CONTINUE BELOW

**Technology Insights**  
Learn more about technology, the Web, and other random thoughts by Joff.  
[www.joff.com](#)

**Colgate-Palmolive: Ajax**  
Colgate.com is the online home of Colgate-Palmolive household care products, including Palmolive Oxy Plus®, Ajax®, and Murphy® Oil Soap. Visit our site for product info, savings and more. [www.colgate.com](#)

**Buy Ajax at drugstore.com**

We place over 25,000 products at your fingertips - from unique gifts to everyday basics. Plus, you will get 5% back and free shipping. See site for details.  
[www.drugstore.com](#)

Oh yeah, finally more content! (100% more than...)

Technorati MINI

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# Övervaka händelser - eventful

The screenshot shows the Eventful website interface. At the top, there's a navigation bar with links for home, events, venues, calendars, groups, and users. Below this is a blue banner with the text "Discover, create and share events that matter to you." and an "Add Event" button. The main content area is titled "Upcoming Events in Chicago, IL (Change location)". It lists several events, including "F&T Institute of Chicago Daily Admission", "F&T Gallery Audio Guide", "FStorytime for Infants & Toddlers", "FStorytime Thursdays, 11 AM", and "F&T Science". There are also sections for "From the Eventful Blog" with links to articles about Ruby developers, a Ruby API, and system maintenance. Other sections include "Join a Group", "Search for Events" with filters for What, Where, and When, "Popular Event Tags" like arts, barmesandnoble, and books, "New to Eventful?" with a tour, "Cool Tools" for finding useful features, and "A Random Selection of Events" with a collage of various event images.

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# Rösta / rekommendera – digg

The screenshot shows the Digg website interface. At the top, there's a navigation bar with links for digg, News, Videos, and Podcasts. Below this is a green navigation bar with categories: All Topics, Technology, Science, World & Business, Sports, Entertainment, Gaming, All, Apple, Design, Gadgets, Hardware, Tech, Industry, News, Linux/Unix, Microsoft, Mods, Program. The main content area features a large orange banner with the text "Get the detail". Below this is a "Technology" section with a "Newly Popular" article titled "Flickr targets Hong Kong market". The article has 79 diggs and was submitted by koreasaonpark. The text of the article states that Flickr has announced plans to launch a Chinese version of the site, targeting traditional Chinese characters, and that Chinese Flickr users will offer all the main features available on the English-language version. There are also links for comments, blog, email, topic, and bury.

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# Vad är nytt under solen?

- Net Gen har personlig markör
  - Sin sida på Lunarstorm, MySpace, ...
  - "Ägande" av virtuella resurser viktigt i sociala spelet
- Net Gen bidrar till "allmängodset"
  - Ger självkänsla, status, ... (drivkrafter)
- De egna spåren
  - Osignerat (fr Wikipedia), eller
  - Med personliga markeringar
- Platsen viktigare än innehållet
  - Platsen har status, som är allmänt erkänd
  - Innehållet har inte status, utan emotionella egenskaper
- Platsen :
  - Ett ställe där man agerar
  - Snarare än konsumerar information
- Responsivitet / öppenhet
  - Nödvändigt att kunna påverka/medskapa det som platsen är.

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## 4. Så, vad gör vi nu?

Photo: Brian Talbot

??

## Länk

- Presentationen:  
<http://www.w3c.se/resources/office/talks/20070320/>