

THE VIRTUAL COFFEEHOUSE?

SUSTAINABILITY, INNOVATION, AND WEB 2.0

Redwood Coast Broadband Forum

September 29, 2010

David Narum, Ph.D.
GreenWay Partners, Inc.
Arcata, California

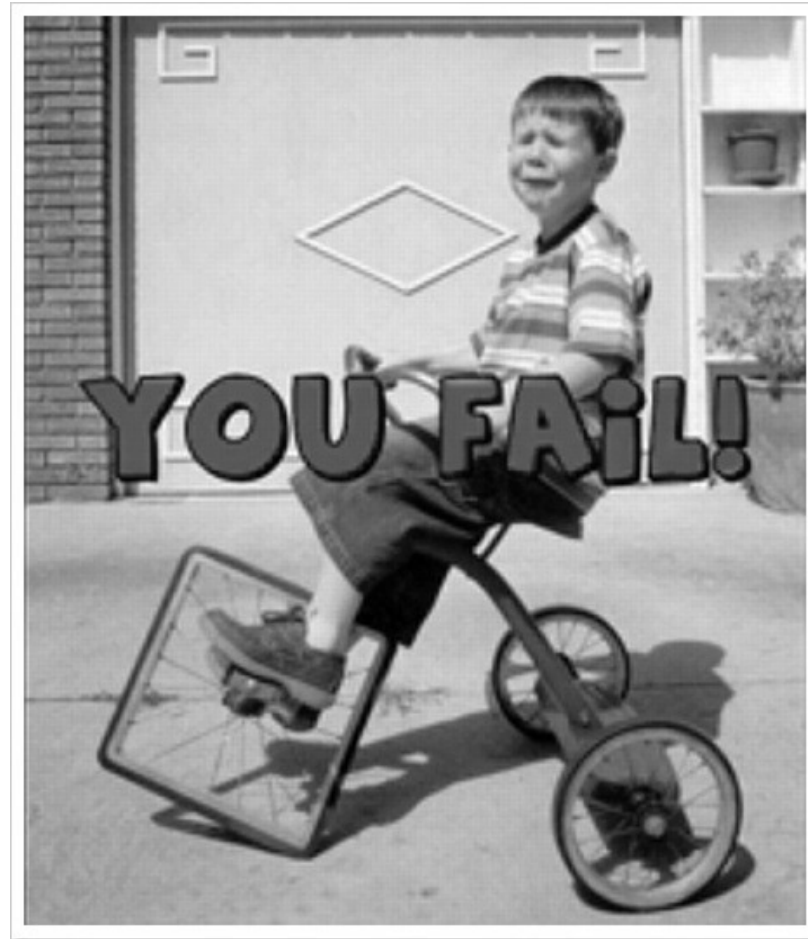




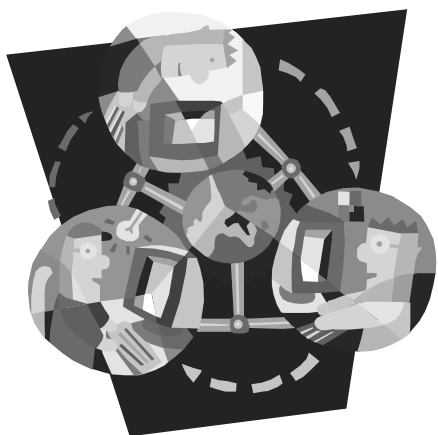
Your mom is so Web 2.0
that she makes you
call her

Mothr

What is Innovation?



Turbocharging Innovation! Vrooom!!



- “Broadband technology is linking individuals across the globe . . . [who] use this technology to connect . . . share knowledge, and collaborate on work projects.
- “[N]ew digital platforms are multiplying . . . establishing new locales for this online collaboration . . . ‘digital workplaces’ . . . where individuals and organizations can gather.”
- “Using technology to turbocharge innovation in a downturn,” Jacques Bughin, Angela Hung Byers, and Michael Chui, McKinsey Digital, August 2009.

Web 1.0 (1.1, 1.2 . . .)

The screenshot shows a Mozilla Firefox browser window with the address bar containing 'sustainability innovation web 2.0 - Google Search - Mozilla Firefox'. The search bar contains the text 'sustainability innovation web 2.0' and the search button is labeled 'Search'. The search results page displays 'About 2,100,000 results (0.15 seconds)'. On the left side, there is a sidebar with navigation options: 'Everything', 'Images', 'Videos', and 'More'. Under 'Everything', there are sub-options for 'Any time' (Past 2 weeks), 'All results' (Related searches), and 'More search tools'. The main content area lists several search results, each with a title, a brief description, and the source URL. The results include:

- Scholarly articles for sustainability innovation web 2.0**
 - [What is Web 2.0? Ideas, technologies and implications ...](#) - Anderson - Cited by 260
 - [... on fire: Open education, the long tail, and learning 2.0](#) - Brown - Cited by 168
 - [ICT4D 2.0: the next phase of applying ICT for ...](#) - Heeks - Cited by 55
- How To Farm Lightning™: sustainable innovation**

I posted this comment in response to "Managing beyond Web 2.0 The tag line of "How 2 Farm Lightning: sustainable innovation" is that we need to Stop ...
brendandunphy.blogspot.com/ - Cached - Similar
- Tim O'Reilly on How the Web is a Sustainability Platform ...**

Sep 20, 2010... forefront of both the open source and Web 2.0 paradigm shifts. ... In a way sustainability is an even greater change in the world ... EF: How does the Web change the way we should think about sustainable innovation? ...
www.greenbiz.com/blog/2010/09/20/five-questions-tim-oreilly - Cached
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www.reuters.com/article/idUS246780531820100920 - Cached
- Further Reflections on IWMW 2010: Innovation and Sustainability ...**

Jul 19, 2010 ... UK Web Focus. Reflections on the Web and Web 2.0 Further Reflections on IWMW 2010: Innovation and Sustainability [...] ...
ukwebfocus.wordpress.com/...further-reflections-on-iwmw-2010-innovation-and-sustainability/ - Cached
- Mo12 - Achieving Sustainable Innovation With a Strategic Road Map ...**

This interactive workshop introduces a system of Sustainable Innovation to help ... Consultants learn Web 2.0 technology supported skills for identifying ...
www.confabusa.org/past-programs/pre-post-conf.../mo12 - Cached
- Worldchanging: Bright Green: Open Thread: Sustainability ...**

Open Thread: Sustainability/Innovation Implications of the Meltdown ... I read somewhere a claim that web 2.0 came around as a direct consequence of the ...
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- Amazon.com: Managing Sustainable Innovation: The Driver for Global ...**

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www.amazon.com/Managing-Sustainable-Innovation.../0387875808 - Cached
- SAP's Collaborative Sustainability Strategy | SAP Web 2.0**

Mar 2, 2009 ... Sustainability 2.0: Collaboration and Co-Innovation ... This site is about the intersection of Web 2.0 technology and SAP. ...

The bottom of the screenshot shows the Windows taskbar with several open applications: Sustainability, Presentation2, Shivas Torkelso..., Downloads, sustainability i..., HW_Narr-DRAF..., Apple Software..., and SBDC Complet... The system clock shows 4:20 PM.

10.1.1.108.9995.pdf - Adobe Reader
File Edit View Document Tools Window Help

1 / 64 151% Find

JISC
Technology & Standards Watch

What is Web 2.0?
**Ideas, technologies and implications for
education**

by
Paul Anderson

Sustainabi... Presentati... PowerPoi... Shivas Tor... Downloads sustainabi... HW_Narr... Apple Soft... SBDC Co... 10.1.1.108.... 4:22 PM

Another try . . .

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sustainability innovation web 2.0 - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

bing

sustainability innovation web 2.0 - Go...

Web Images Videos Maps News Shopping Gmail more

Web History | Search settings | Sign in

sustainability innovation web 2.0

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Instant is on

Advanced search

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4:20 PM

minds_on_fire.pdf (application/pdf Object) - Mozilla Firefox

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http://webpages.csus.edu/~sac43949/PDFs/minds_on_fire.pdf

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1 / 19 147% innovation

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EDUCAUSE Review, vol. 43, no. 1 (January/February 2008)

Minds on Fire: Open Education, the Long Tail, and Learning 2.0

John Seely Brown and Richard P. Adler

Sustainability, Presentation2, Shivas Torke..., Downloads, minds_on_fi..., HW_Narr-D..., Apple Softw..., SBDC Comp..., 10.1.1.108.99..., 4:25 PM

Minds on Fire!



- “[T]he places that are globally competitive are those that have robust local ecosystems of resources supporting innovation and productiveness.
- “A key part of any such ecosystem is a well-educated workforce with the requisite competitive . . . these ecosystems must not only supply this workforce but also ***provide support for continuous learning and for the ongoing creation of new ideas and skills.***
- “New kinds of online resources . . . have allowed people with common interests to meet, share ideas, and collaborate in innovative ways. Web 2.0 is creating a new kind of participatory medium that is ideal for supporting multiple modes of learning.”

Web 2.0? (maybe 1.6, 1.7 ...)

Steven Johnson: Where good ideas come from | Video on TED.com - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from.html

bing

minds_on_fire.pdf (application/pdf ... x) Steven Johnson: Where good ide... x

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- Gary Wolf: The quantified self
- Caroline Phillips: Hurdy-gurdy for
- Chris Anderson: How web video powers
- Rob Dunbar: Discovering ancient
- Tim Birkhead: The early birdwatchers
- Nicholas Christakis: How social networks
- Jessa Gamble: Our natural sleep cycle
- Annie Lennox: Why I am an HIV/AIDS
- Steven Johnson: Where good ideas

New on TED.com

Sustainability, Presentation2, Gmail - 2010..., Downloads, Steven John..., HW_Narr-D..., Apple Softw..., SBDC Comp..., 10.1.1.108.99..., 4:52 PM



Video player controls including a play/pause button, a volume icon, a progress bar showing 00:18 | 17:48, and buttons for 'Share' and 'Rate'.

Subtitles Available in: 2 languages [Off]

“Where good ideas come from”

TED July 2010—Steven Johnson

- What are the environments that lead to unusual levels of creativity?
- “Where do ideas have sex?”
- Did coffee houses spawn the Enlightenment?
- We have a rich vocabulary to describe moments of inspiration—aha!, Eureka!, etc. All share the assumption that an idea is a single thing.
- But . . .
- . . . an ***idea is a network***—a new network of neurons.
- Ideas are often cobbled together from other ideas or influences that happen to be nearby.
- The key is to get your brain into environments where these new networks are more likely to form.
- “***Chance favors the connected mind.***”



Cobbled together from what ever happens to be nearby . . .

TEDGlobal 2010, Filmed Jul 2010; Posted Sep 2010



06:26 | 17:46

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Participatory

Steven Johnson: Where good ideas come from | Video on TED.com - Mozilla Firefox

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http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from.html

bing

minds_on_fire.pdf (application/pdf ... x) Steven Johnson: Where good ide... x

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Embed this video: <!--copy and paste--><obj

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Discuss this Talk

Sign in to add comments or Join (It's free and fast!)

Sort By: **Threads recently updated**

Clarissa Ryan (0) Reply 0

1 hour ago: As an introverted type, this was a great reminder to connect. You never know what will come out of a discussion, a joking session, or any other conversation. Introverts tend to think of famous introverts as role models, but when I've read the biographies of famous researchers and artists, many of them did indeed have these networks to which Steven Johnson is referring.

I suppose some awareness of this (conscious or not) is partly behind everything from co-working spaces for freelancers and entrepreneurs to hacking night events and Dr. Sketchy's. I'd love to see educators and others like me get together in more informal settings--once or twice a year at conferences isn't good enough, and I love Twitter for sharing resources, but there are certain conversations that it isn't the right model for sustaining.

Dan O'Shea (+13) Reply +9

6 days ago: The thing that always surprises me is the difficulty some of us have in finding rich opportunities to interact with others meaningfully. I personally waste considerable time trying to find interesting others. Of course, I use all the social networks, but what I'm actually seeking is fewer, but much more meaningful introductions to really stimulating people I don't already know who have the potential of changing my life in one domain or another. Any ideas, TEDisphere?

This post has been removed by the author.

Dan O'Shea (+13) Reply +4

6 days ago: As an Ivy League grad myself, I can assure you... not all the the good ideas come from there... especially from top administrators! But seriously... taking the speaker's concepts to heart... the coffeehouse was a physical construct. How do we take this idea and make it virtual? Social networks, at least as I've experienced them today, don't quite do it for me. Connecting me to everyone in the world doesn't do it... too much noise to signal. I only have so much time and energy. What is the best way to maximize my limited physical and intellectual resources to make my own personal maximum contribution to the world, using the power of virtual networks?

Sustainability, Presentation..., Gmail - 2010..., Downloads, Steven John..., HW_Narr-D..., Apple Softw..., SBDC Comp..., 10.1.1.108.99...

5:50 PM



“Why not turn the TED community into a social network that is specifically built to express and discuss ideas?”

“For example: every TED member has his own personal page where he can express ideas . . . Ideas that other people can comment on.”

Web 2.0 facilitates the connections that enable people to “cobble together” ideas

- Web 2.0 users can distribute and share ideas among sites and other users
- “Social networks play an important role in the diffusion of information and knowledge since they provide the formal connections and informal linkages through which information and ideas flow among individuals.”*



*“Metropolitan Patenting, Inventor Agglomeration and Social Networks: A Tale of Two Effects,” Deborah Strumsky, José Lobo, Lee Fleming.

Some Web 2.0 Platforms

- Social-networking sites—Facebook, LinkedIn
- Blogs—Open Innovation, Emergent by Design
- Wikis—Appropedia, Wikipedia
- Video-sharing sites—TED, YouTube
- Web applications—webmail, on-line auctions (eBay)
- Folksonomies—social bookmarking, tag clouds →
- Comment feeds—e.g., TED talk comments

05 africa amsterdam animals architecture art august australia autumn baby
barcelona beach berlin birthday black blackandwhite blue boston bw
california cameraphone camping canada canon car cat cats
chicago china christmas church city clouds color concert dso day
dc december dog england europe fall family festival film florida
flower flowers food france friends fun garden geotagged
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honeymoon hongkong house india ireland island italy japan july june kids la
lake landscape light live london losangeles macro me mexico mountain
mountains museum music nature new newyork newyorkcity newzealand
night nikon nyc ocean paris park party people portrait red
river roadtrip rock rome san sanfrancisco scotland sea seattle show sky
snow spain spring street summer sun sunset sydney taiwan texas
thailand tokyo toronto travel tree trees trip uk urban usa
vacation vancouver washington water wedding white winter
yellow york zoo

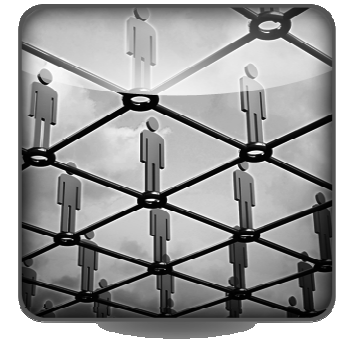


Yeah, I've got Facebook on here and everything. Let me send you... wait, someone killed me in Mafia Wars?



Web 2.0 Networking

- develop existing personal and professional networks, and create new ones,
- link with people anywhere,
- connect with diverse ideas and perspectives,
- increase knowledge acquisition (learning),
- drastically reduce participation and coordination costs, and (let's hope)
- **be more innovative.**

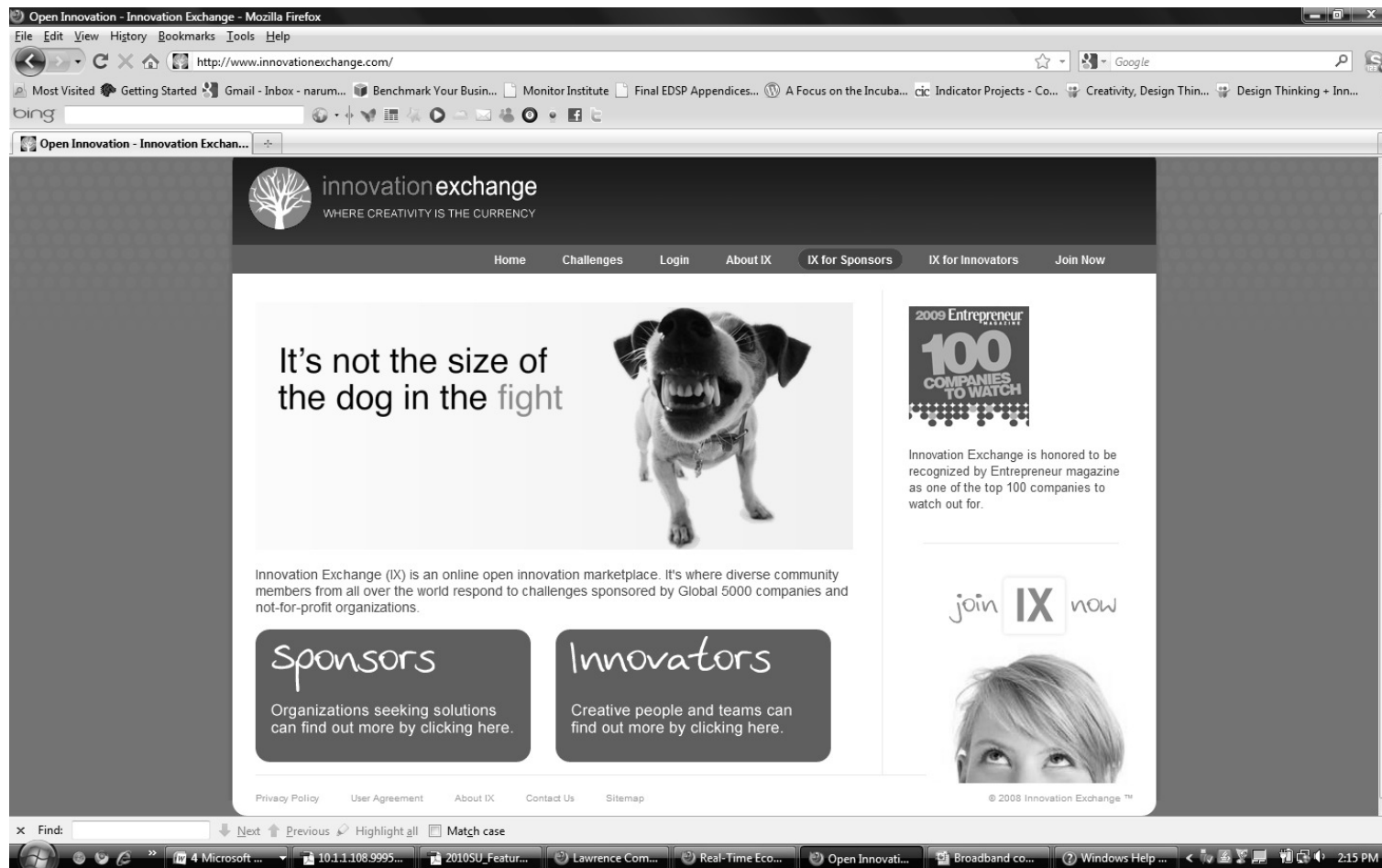


Wikis

- many participants
- open and transparent
- decentralized
- collaborative
- cobbled together?



Example: innovationexchange.com: “Crowdsourcing”



Innovation Exchange

- “open innovation” marketplace
- worldwide, web-based community
- innovation challenges sponsored by organizations
- pay-for-performance model



IX Challenges



- Help move an alcohol beverage company to the “green” side--\$50,000
- Motivate women to help end child poverty--\$40,000
- Breathe life into your business idea that tackles global warming--\$75,000
- Help a large not-for-profit re-invent how to overcome hunger and malnutrition--\$50,000

Challenges (\$25 million?)



Ideas?

