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Clips from The Conversation Network
Compiled 10/2011*

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Government 2.0 Technology and Policy Reform

Changing Behavior and Changing Policies: Todd Park

The Veteran's Administration, Medicare, and Medicaid make up the largest repository of public health data in the world, and now it's being made available in appropriate forms for the use of patients and innovators alike. Todd Parks, CTO of the U.S. Department of Health and Human Services, wants to change the fee structure of healthcare from "Fee for Service" to something more efficient, and he's freeing up information on public health so everyone can see and help design better health systems.

Two megatrends are locking in: Massive incentive change and information liberation, says Todd Park, CTO of the US Department of Health and Human Services. The federal programs must lead the way in changing from fee-for-service to incentives for value in healthcare.

Medicare, Medicaid, and the Veteran's Administration represent the largest repository of public health data in the world. More information about the public health, stripped of personal identification, is being made available so that innovators can use it to learn more about public health, and create health-maximizing options.

Private insurers adopt the same pay structure as the federal programs, therefore, HHS must be the one to initiate more efficient means of delivering, and charging for, health value.

Park identifies three parts to data liberation in the healthcare industry: 1) Patient data liquidity -- including making records available to the patients themselves; 2) market transparency -- listing benefits and pricing of every public and private insurance plan available in the U.S. through healthcare.gov; and 3) a health data initiative to let people know what data is available on the population at large, and releasing it for anyone's use. Some private innovations from this data release include Asthmapolis, which helps people control their asthma, and iTriage.

Coordination of service, identification of gaps, methods of efficiency developed in industries outside of healthcare need to be brought in to rework the healthcare industry, according to Park.

Todd Park, CTO of the U.S. Department of Health and Human Services since August 2009, is responsible for helping HHS leadership harness the power of data, technology, and innovation to improve the health of the nation. Mr. Park co-founded Athenahealth in 1997 and co-led its development over the following decade. Prior to Athenahealth, he served as a management consultant with Booz Allen & Hamilton, focusing on health care strategy, technology, and operations. Mr. Park has also served in a volunteer capacity as a Senior Fellow at the Center for American Progress, where he focused on health IT and health reform policy, and as senior health care advisor to Ashoka, a leading global incubator of social entrepreneurs.

Resources:

- [Video of this presentation](#)
- [Healthcare.gov](#)
- [Healthdata.gov](#)
- [Center for Medicare and Medicaid Innovation \(CMMI\)](#)
- [DirectProject.org](#)
- [www.VA.gov/BlueButton](#)
- [Health Data Initiative Forum](#)
- [Asthmapolis.com](#)
- [ITriagehealth.com](#)

EDF Future of Green Calls: Daniel Kreeger

Could it be that Defense takes the lead on climate change initiatives? An important DoD report cited climate change as a top national security concern. On this Future of Green Call, Daniel Kreeger explains how Defense is planning ways to avoid conflict over essential supplies such as clean water, resource consumption and keeping bases safe from predicted coastal flooding. Discussion also includes lessons learned from climate catastrophes and how to respond more quickly and efficiently to crisis.

It was a bit of a shake-up in February 2010 when the Quadrennial Defense Review of the DoD listed resource scarcity and climate change as primary threats to global security. Now the defense sector is rolling out means of planning, strategizing, and reducing the use of resources. In many cases, what's good for the environment also cuts costs and streamlines activities.

Daniel Kreeger, Executive Director of the Association of Climate Change Officers (ACCO) outlines the relatively new position of "Climate Change Officer." In a recent carbon disclosure project, professionals concerned with climate management came from as many as eleven different organization silos, from supply-chain management to public relations.

Where many functions have been traditionally the provenance of one officer, and a commander's term averages two years, coordination locally and across forces is smoothing the way and building awareness of sustainability issues. The Army and Navy are establishing environmental policies and establishing scoring and benchmarks.

Kreeger points out the DoD has traditionally been a test bed and market maker for many technologies, including flat screens, GPS, fiber optic communications, and even the internet. Innovations in green technology will undoubtedly follow.

Daniel Kreeger is co-founder and executive director of the Association of Climate Change Officers (ACCO). While leading the association, he created a forum that enables the exchange and enhancement of best practices, industry standards, and innovation in the area of climate change strategies. He focuses on educating industry and government on developing sound organizational structures and change management programs, and establishing incentives to encourage innovation and successful response to climate change. He is an author and speaker on change management and workforce issues related to climate change and environmental sustainability.

Prior to co-founding ACCO, Kreeger worked on crisis and issues management for companies in Florida focused on environmental matters, founded a consultancy and worked in the Department of Defense on military health system matters.

Resources:

- [Association of Climate Change Officers \(ACCO\)](#)
- [Quadrennial Defense Review](#)
- [Executive Order 13514](#)
- [Office of the Federal Environmental Executive](#)
- [Environmental Defense Fund \(EDF\)](#)
- [EDF's Innovation Exchange](#)
- [EDF's Innovation Exchange twitter](#)

Julius Genachowski - FCC Net Neutrality Order

John Heilemann talks with FCC chair Julius Genachowski about the FCC's policy-making positions and challenges for the 21st century; including spectrum reapportionment, net neutrality, keeping up with the spectrum requirements of mobile broadband, global competitiveness, and "keeping the pipes open for innovators and consumer choice."

John Heilemann, writer of the Power Grid, and other features for New York Magazine, interviews Julius Genachowski about the work of the FCC since Genachowski's appointment in mid-2009. On the docket are the discussion of a federal mandate of net neutrality, given what Genachowski calls a "seriously incorrect" ruling by the federal courts. He also hopes for a "universal broadband rollout" much like the 20th century copper rollout, given the need for "much fatter pipes" for American innovation to flourish.

Since his appointment, Genachowski cites the first release of unlicensed spectrum at 700 MHz for the next generation of wifi, the freed-up spectrum for mobile broadband, an incentive auction awaiting congressional action, and work on policies lowering the cost of broadband build-out, as well as on policies reforming the 8 billion dollar universal service fund.

In the 20th century, the FCC helped make the U.S. great through committing to universal telephone service and apportioning of the airwaves to broadcast entities. The digital age and cable have brought new options and expectations for communications. Since the 1990's, when Genachowski worked at the commission in other capacities, the FCC has been trying to make prudent adjustments to our communications system to meet future expectations of openness, bandwidth, and universality of access, which calls for the careful rearrangement of our existing communications system.

Julius Genachowski's confirmation as FCC Chairman on June 29, 2009 returned him to the agency where, in the mid-90's, he served as Chief Counsel to FCC Chairman Reed Hundt, and, before that, as Special Counsel to then-FCC General Counsel William Kennard. Genachowski co-founded LaunchBox Digital and Rock Creek Ventures, where he served as Managing Director, and he was a Special Advisor at General Atlantic. In these capacities, he worked to start, accelerate, and invest in early- and mid-stage technology and other companies. He was Chief of Business Operations and General Counsel at IAC/InterActiveCorp.

Genachowski works at the intersection of social responsibility and the marketplace. He was part of the founding of New Resource Bank, serving the needs of green entrepreneurs and sustainable businesses, and has served on the Advisory Board of Environmental Entrepreneurs (E2). He was a board member of Common Sense Media, seeking to improve the media lives of children and families.

Resources:

- [A Conversation with Julius Genachowski, Chairman, FCC](#) at the 2010 Web. 2.0 Summit
- [Biography of Julius Genachowski](#) by the [FCC](#)
- [Julius Genachowski Eyed for Commerce Secretary](#) at [Wired.com](#)
- [FCC Announces Net Neutrality Order](#) at [Wired.com](#)

Michael Calabrese - The Myth of Spectrum Scarcity

Michael Calabrese argues that the FCC's apportioning of the airwave spectrum gives a false impression of scarcity. The government's spectrum apportioning doesn't take into account the capabilities and accuracy of today's digital radio equipment, carving unnecessarily wide detours around both federal and commercial properties, and ignoring low-power opportunities. The recent DTV shift freed 18 channels, netting \$2B at auction. More can be done to optimize spectrum use.

Michael Calabrese argues that the FCC's depicted apportioning of the airwave spectrum gives a false impression of scarcity, especially as it fails to consider the real use of each frequency assignment and the full capabilities of digital transmitters and receivers today. The government can do more to assure the wireless future offers pervasive, ubiquitous, and affordable connectivity.

By considering the two general concepts of underlay (increasing use of a particular frequency, such as in a time-sharing condition) and overlay (filling unoccupied frequencies), he means to show how much more can be done with the airwave spectrum, taking into account possibilities for frequency sharing and the adjacencies now possible without interference. He gives an example of "cognitive radio," which operates at low power and searches out the most appropriate frequency in a given condition.

In the recent DTV shift, 18 of 67 TV channels of bandwidth were freed for a \$2B auction. Also, Congress has opened unused TV spectrum for low-power, unlicensed (WiFi) use. Calabrese suggests FCC and Congress could go much further, and be much more careful about spectrum apportioning.

He holds the FCC's television broadcast database lookup as a model; showing how the 280 MHz currently surveyed is "spectrum swiss cheese," and demonstrating the under-utilization of available signal opportunity. He also argues the database should be extended spectrum-wide, which would demonstrate more opportunities for non-interfering use on adjacent channels, in time-sharing, or space-conscious arrangements.

Michael Calabrese, as Vice President of the New America Foundation, directs the Wireless Future Program and helps to guide the Foundation's work related to retirement security and the Next Social Contract Initiative. Previously, Mr. Calabrese served as Director of Domestic Policy Programs at the Center for National Policy, as General Counsel of the Congressional Joint Economic Committee, and as pension and employee benefits counsel at the national AFL-CIO.

An attorney and graduate of both Stanford Business and Law Schools, Mr. Calabrese speaks and writes frequently on issues related to spectrum, wireless broadband, and Internet policy, as well as on Next Social Contract issues related to improving retirement security and health coverage. He has co-authored three books and published opinion articles in *The New York Times*, *The Washington Post*, *The Atlantic Monthly* and other leading outlets.

Resources:

- <http://www.newamerica.net/>
- <http://america.ecomm.ec/2009/spectrum-scarcity.php>
- <http://www.fcc.gov/mb/audio/>

Bryan Sivak - CTO, District of Columbia

There's a lot of talk about the use of open source in government, but oftentimes during procurement, the idea isn't taken seriously. Bryan Sivak, Chief Technical Officer of the District of Columbia, celebrates a 20% Linux data center, the Design for Democracy competitions, and the introduction of secure online absentee voting. He also makes frank observations on why open source is not yet viable in some government applications, and talks about the future announcement of "Code for America".

Bryan Sivak, Chief Technical Officer of the District of Columbia, admits there's a lot of talk about the use of open source in government, but the issues are a little more difficult than that. He celebrates a 20% Linux data center, the Design for Democracy competitions, and the introduction of secure online absentee voting through the Open Source Digital Voting Foundation (OSDV). But meanwhile, he says, the procurement documents for software systems often have no answer filled in the 'Alternatives' field: "What open-source solutions have you considered?"

The sticking points are licensing, support, and an honest assessment of cost. Some licensing terms of open-source still make government leery. Proprietary software vendors pride themselves on service and setup, with certain out-of-the-box expectations, while open-source solutions don't necessarily guarantee any particular benefits or fitness of purpose, so configuring it to an agency's needs, and servicing it, are unknown costs.

Yet the shift is happening. Sivak talks about the creation of "Code for America," and envisions the development of "a civic stack of software that can work anywhere," created with the aid of legal and marketing framework provided by the new organization.

Bryan Sivak was appointed by Mayor Adrian M. Fenty in 2009 to the Cabinet post of Chief Technology Officer (CTO) for the District of Columbia. As CTO, Sivak leads the Office of the Chief Technology Officer (OCTO), an organization of more than 500 staff that provides technology services and leadership for 86 agencies, 38,000 employees, residents, businesses and millions of visitors.

Sivak has over 15 years of experience in building software and internet technologies and organizations. In 2002, he founded and developed InQira, Inc., a multi-national technology solutions company whose products are used at top private and public sector organizations. In 2005, he moved to London and opened the European office of the company, which he grew from zero to 30% of the company's revenue in four years.

Prior to his work with InQira, Sivak founded Electric Knowledge LLC, which provided the world's first Natural Language Search engine available on the web. Electric Knowledge eventually merged with Answerfriend, which was the basis for the formation of InQira. Sivak holds a BS in Computer Science from the University of Chicago.

Resources:

- [Office of the Chief Technology Officer, DC.gov](#)
- [Open Source Digital Voting Foundation](#)
- [Code for America](#)

John Culberson – Congress and Social Media

Congressman John Culberson R-TX is TWL - Tweeting While Legislating. Espousing the power of the "fun" of "town meetings and tea parties," he's committed to bringing the real-time, blow-by-blow of Congressional deliberations to his subscribers. This moderated speech and discussion with Tim O'Reilly draws a loose analogy between technological innovation and government, asking: Are transparency and open access always compatible with deliberative process or innovative development?

"Once We, the People, can actually see and hear what our elected officials are doing in real time, we won't put up with it." says U.S. Congressman John Culberson, of the 7th District of Texas in this discussion with Tim O'Reilly from the 2009 Gov 2.0 Summit. Culberson sees his mission as shedding light on the processes of his congressional peers through on-line technology. One of his hopes is to crowdsource the rapid reading of bills to expose government "pickpocketing," in the form of bill riders and other activities. Culberson hints at the secrets lawmakers are hiding from constituents, quoting Jefferson, "The place to try all abuses is at the bar of public opinion."

His high-tech mission started in 1987, in the Texas State House, hosting a BBS each week, bringing the issues and the text of bills to his constituents in a district that is home to several major energy concerns. In May of 2009, he was shown the power of social media. Committed to bringing decisions relevant to his constituents directly before them, he dropped his subscription to the local newspaper, and arranged to get the information he needs on RSS feeds. Eighty percent of the "Best Congressional Tweeter's" tweets are "@reply," suggesting he's responding to constituents' queries.

Congressional franking restrictions that prohibit and monitor the use of official resources for campaign or personal use limit how quickly and what kind of information he is allowed to disseminate in an official capacity, so the internet accounts he uses are personal. In this discussion, Culberson says his mission has caused problems in both the Texas State house and now the U.S. House of Representatives but it's important to embrace technology. "This is in a gray zone; this is brand-new, so we're sort of feeling our way, trying to use common courtesy and good sense."

John Culberson was elected in 2000 to represent the 7th District, a seat formerly held by President George H. W. Bush and House Ways and Means Committee Chairman, Bill Archer. John is a member of the House Appropriations Committee. John serves on the Commerce, Justice and Science Subcommittee, where he's an advocate for law enforcement and NASA, the Financial Services Subcommittee, and the Homeland Security Subcommittee - committed to securing our borders and winning the War on Terror.

Before his election to Congress, he practiced law as a civil defense attorney with the Houston firm Lorance and Thompson. In 1986, John was elected to the Texas House of Representatives while he was a law student. He spent 14 years in the Texas House and in his last term in 1999, served as Minority Whip.

Resources:

- [Congress and Social Media Discussion Video](#)
- [John Culberson's Website](#)
- [John Culberson on Twitter](#)
- [John Culberson on qik](#)

Big Thinkers

Kevin Kelly - Better Than Free: Value in a Free Copy World

Everyone knows that books have been a cornerstone in our society for millenia. But according to Kevin Kelly, we're moving away from them at a rapid pace. Through a mix of powerful trends, Kelly takes a look into the future. What he finds are more tough questions. He predicts a questionable future for producers everywhere. He also offers a few ideas that may drive the market to services in what Kelly calls our "new visuality."

In a popular quote from William Gibson, he states an interesting observation, "The future is already here — it's just not very evenly distributed." In this keynote presentation, Kevin Kelly shares his vision of the future. In a small way, Kelly is living in the future. He sees rapidly emerging trends and technology that are shaping human culture.

Kelly presents six trends evolving into a future where books are no longer the dominant force they once were. According to Kelly the technology behind these trends becoming more pervasive. These dramatic cultural changes will usher in a new market for services which can not be copied.

Ultimately Kelly falls into the trap that many others have. Sometimes, when you extrapolate trends too far, all you end up with is more uncertainty. Regardless, anyone interested in the future of content, will find Kelly's conclusions interesting. Especially, anyone that is hoping to make a living in our high technology future.

Kevin Kelly is currently Senior Maverick at *Wired* magazine. He helped launch *Wired* in 1993, and served as Executive Editor until January 1999. He is currently editor and publisher of the popular Cool Tools, True Film, and Street Use websites. He has authored the best-selling *New Rules for the New Economy*, and the classic book on decentralized emergent systems, *Out of Control*. He writes for prominent publications including *The New York Times*, *The Wall Street Journal*, *The Economist*, *Time*, *Harpers*, *Science*, *GQ*, and *Esquire*.

Resources:

- [Presentation at Tools of Change 2011](#)
- [Kevin Kelly's webpage](#)
- [TOC Presentation on Youtube](#)

Gerd Leonhard - Telemedia Futures

In a world of media fragmentation, how can a big telemedia company keep its edge? By bundling deals with content providers, aimed at targeted markets. Gerd Leonhard says "curation" is the name of the game. Previously, big broadcasters and communications companies were the only game in town. It's now time for a new telemedia to care about content, branding, and audience.

Media, until now, has been a "domination game" says Gerd Leonhard at this 2009 ecomm conference. "Big broadcasters were all about themselves," offering take-it-or-leave-it deals. Communications companies outlined the standards and collected for keeping the lines open, accepting little outside interference. With the new media value shuffling, especially the 670B advertising industry shifting first into cable TV and now toward the web, the absolute value of media channels is destabilized. The web gives everyone media space; what media needs now to stay relevant is to offer value on both the upstream and downstream sides.

In this 2009 presentation at eComm, Gerd Leonhard names "curation" as the name of the game for telcos. Leonhard recommends telcos participate in collaborations with value considerations at each end, and offer bundled services. In the mobile field, telcos have given in to exclusive agreements with platforms and handset manufacturers who have new influence on the buying public's telco selection. It's time for telcos to care about content, branding, and audience.

"Content is King" might have been a bit too cheeky a pronouncement as paywalls haven't worked so well so far, and single content units -- such as music singles -- can't stand on their own without a structure like Apple's. However, the importance of content has caused rumblings in the telco world. What makes a news organization like the New York Times important isn't any one article, but the expectations of its curation. It's part of the mix. Being able to offer exclusives and packages is a telco advantage.

Gerd Leonhard is a Futurist in the Media, Telecom, Technology, Marketing and Communication Industries. In addition, he's an author of *Friction is Fiction: The Future of Content, Media & Business*, *The Future of Music: Manifesto for the Digital Music Revolution*, and *Music 2.0*, a collection of essays. He's a strategic advisor for several high-tech companies, and is a keynote speaker and presenter at several international conferences, the CEO of TheFuturesAgency and a Visiting Professor at the Fundacao Dom Cabral in Sao Paulo / Belo Horizonte, Brazil.

Resources:

- [Presentation at eComm 2009](#)
- mediafuturist.com

Brad Templeton - Suing AT&T for \$1 Trillion

Brad Templeton, of the Electronic Frontier Foundation, talks about privacy issues, his company's wiretapping suit against AT&T, the history of anti-surveillance laws and judicial structure in the US, what it knows about current surveillance, the state of the suit today, and why privacy issues matter for the innovation of telephony.

In *Hepting v. AT&T*, the Electronic Frontier Foundation (EFF) sued the telecommunications giant on behalf of its customers for violating privacy law by collaborating with the NSA in a large-scale wiretap. In June of 2009, a federal judge dismissed *Hepting*, ruling immunity from liability under the FISA Amendments Act (FISAAA), which was enacted after early *Hepting* victories. Here, Brad Templeton, chair of EFF, talks about the specifics of privacy, U.S. protections of it, and creation and developments on the FISA Court, which reviews secret wiretap requests.

Templeton outlines the case against AT&T, and the federal governments' actions in creating and upholding immunity for AT&T. He also discusses some of the federal government's elusive dodges concerning privacy. Finally he warns that surveillance laws affecting privacy and requiring wiretap ability stifle innovation in the emerging telephony field.

Citing as examples E911 requirements, which automatically associates a physical address with the calling party's telephone number; and the CALEA (Communications Assistance for Law Enforcement Act) which requires wiretap capabilities are built into all equipment made and deployed; he says not only are there privacy issues, but barriers to entry and innovation for small telephony companies.

Brad Templeton founded and ran ClariNet Communications Corp., the first internet-based content company, then sold it to Newsedge Corporation in 1997. ClariNet publishes an online electronic newspaper delivered for live reading on subscribers' machines. He participated in the building and growth of USENET from its earliest days and in 1987 he founded and edited *rec.humor.funny*, the world's most widely read computerized conference on that network, and the world's longest running blog. He has been a software company founder, and author of a dozen packaged microcomputer software products.

He is chairman of the board of the Electronic Frontier Foundation, the leading civil rights advocacy group for cyberspace. He also sits on the advisory boards for a few internet startups. Currently he is building a new startup to reinvent the phone call. He is also on the board of the Foresight Institute (A Nanotech think-tank) and BitTorrent, Inc.

References

<http://www.eff.org/>

Jill Tarter - Open SETIQuest

Announcing the creation of setiQuest, Jill Tarter of the SETI Institute makes an appeal for aid from the open source developer community. Tarter invites the open source community to check out the SETICloud stack, and highlights advances in fifty years of the search for extraterrestrial intelligence. "We all have a common origin in stardust," Tarter says. Intelligent life leaves its imprint in this dust, as well. The key to finding it, Tarter says, is "sticking around long enough."

Jill Tarter, "Employee One" at SETI, gives a brief history of the exciting advances of SETI and introduces setiQuest. At OSCON, she called for aid from the open source community to volunteer for SETI's new initiative.

SetiQuest began with the help of a 2009 TEDPrize Wish grant. Signals are collected by the new ATA-42 optical telescopes and radiotelescopes sponsored by Intel, Dell, and Google; a source code repository sponsored by Amazon, and a developer community sponsored by Cloudant, Infosys GitHub, Palamida, Danese Cooper, and Wikipedia.

"You left your computers on for us," Tarter says of SETI's distributed computing initiative in the '90's, SETI@home. "You paid for electrons," now SETI "is asking for your *thinkons*," Tarter says.

Since 1959, SETI has been searching for technosignatures of other life in the universe. Since that time, the signals have been refined by 15 orders of magnitude. "We all have a common origin in stardust," Tarter says. Intelligent life leaves its imprint in this dust, as well. The key to finding it, Tarter says, is "sticking around long enough."

Jill Tarter holds the Bernard M. Oliver Chair for SETI Research and is Director of the Center for SETI Research at the SETI Institute. She served as Project Scientist for NASA's SETI program, the High Resolution Microwave Survey, and numerous observational programs at radio observatories worldwide. Since the termination of funding for NASA's SETI program in 1993, she has led to secure private funding to continue the exploratory science.

She serves on the management board for the Allen Telescope Array, which will simultaneously survey the radio universe for known and unexpected sources of astrophysical emissions, and speed up the search for radio emissions from other distant technologies by orders of magnitude.

Tarter has been the Principal Investigator for two science curriculum development projects, the Life in the Universe series, and Voyages Through Time. Tarter is a frequent speaker for science teacher meetings and at museums and science centers. Many people are now familiar with her work as portrayed by Jodie Foster in the movie Contact. Tarter received her Bachelor of Engineering Physics Degree with Distinction from Cornell University and her Master's Degree and a Ph.D. in Astronomy from UC-Berkeley.

Resources:

- [SETI Institute](#)
- [setiQuest.org](#)
- [TEDPrize: Jill Tarter](#)

Reid Hoffman - Speculations on Web 3.0

Everyone on the web is participating in a great "data exhaust." Therefore, good internet companies do not ambush their users, Reid Hoffman says. Known as the most connected person in Silicon Valley, and a newly-made billionaire since the May IPO of LinkedIn, Hoffman predicts what Web 3.0 will be like.

The successful May 23 IPO of LinkedIn (LNKD) has signaled that social media is serious business. Co-founder Reid Hoffman outlines the iterations of the web, based on user expectations and the use of data—specifically trust. Everyone is participating in a "data exhaust" that is being collected, but to what purpose?

In Web 1.0, "interactivity was a strange place we go in cyberspace." Users were anonymously testing what the web had to offer, exploring and exploiting, and learning, by trial and error, responsibilities. There was little trust; users protected their identities by using fake names.

In Web 2.0, users started using their real names and begin to reveal their real relationships, meanwhile, marketers began assembling means of collecting data online for targeted marketing. The issue begins to be delivering effective offers that users want. Users abandon what doesn't deliver value, becomes cluttered with unwanted offers, or proves untrustworthy.

In Web 3.0, user expectations, and value to users, has to win out over more crass marketing appeals. Combinations of shared data sorts are assembled across offerings to provide more value and a more seamless experience. Security layers are made definite. The web becomes a trusted part of everyday life, travelling with the user, who depends upon it, and offering several customized mashups of data for the user's benefit. The important point, in short, Hoffman says: Good internet companies do not ambush their users.

Reid Hoffman co-founded, and is Executive Chairman of LinkedIn, which successfully went public this May, co-founded SocialNet, and was integrally involved in the founding of PayPal. Known as the most connected person in Silicon Valley, he is one of its most prolific and successful angel investors. Currently he is at Greylock Partners, where he's involved with the Greylock Discovery Fund, specialized in early-stage investing.

Hoffman is a board observer at Airbnb, Gowalla, and Swipely, an advisor to Groupon and a director at Zynga, Mozilla Corp., Six Apart, Shopkick, and Kiva.org. He is an angel investor in numerous influential Internet companies, including Digg, Facebook, Flickr, Last.fm, Ning, Six Apart and Zynga. Hoffman's areas of focus include consumer Internet, enterprise 2.0, mobile, social gaming, online marketplaces, payments, and social networks. Reid likes to work with products that can reach hundreds of millions of participants and businesses that have network effects.

Resources

- [Presentation at Web 2.0](#)
- [LinkedIn.com](#)
- [Greylock.com](#)
- [Web 2.0 Presentation on Youtube](#)

Keeping the Internet Humming

Ismail Elshareef - Advertising Impact on Page Performance

At Edmonds, the car-shopping site, "ads are our bread and butter," says Ismail Elshareef, Director of Front-end Engineering. But they needed more speed. Elshareef set a goal to have load events firing in 1.5 seconds, while maintaining the same number of ad impressions and ad events on the page. The Edmonds team worked through multiple solutions for minimizing the load latency of ads, and optimized an ad loader they plan to share as open source.

Ismail Elshareef, now of Razorgator, explains his process of optimizing ad load performance at Edmonds.com, by creating an ad loader that handles ads in IFRAME and JavaScript, the two formats used by third-party ad vendors. Looking carefully at how each format handles aspects of the ad, the Edmonds team found the best ways to control ad loading.

Elshareef covers some of the trials and failures on the way to creating a successful ad-loader that reduced page-load time to a target of 1.5 seconds while maintaining the same number of ad impressions per ad event. While IFRAME is a relatively contained, but limited format, JavaScript is much looser, both more powerful and harder to control. So JavaScript ads needed to be reprioritized by the ad loader, with duplicate libraries weeded out, and code debugged, especially in cases where the ad code interfered with overall page performance.

Elshareef found that getting executives to understand the technical performance issues is critical to bringing about the necessary improvements, as load performance backs up against ad revenue at each moment. There are plans to release an open-source ad loader based on this work.

Ismail Elshareef has been a web engineer for over twelve years, architecting and developing web applications and solutions for government, entertainment, media and automotive industries. While working at Ticketmaster's Cottonblend, Ismail was the Chief Architect and Engineer behind the Bunnyfarm CMS project that currently drives and manages sites like The Troubadour, Viejas Entertainment, The Pasadena Civic and Cottonblend.com. At Edmonds, where he is the Director of Front-End Engineering, he's been working with sharp and ambitious engineers on setting and executing a vision for frontend development based in quality, performance and pushing the technology envelope.

Resources:

- [Presentation at Velocity](#)
- [Edmonds.com](#)
- [Razorgator.com](#)

Tony Ralph - Display Ads and Page Performance

Are you experiencing slow load times on ad-supported pages? The optimization of display ad content is pretty well worked out, so frustrating delays are more likely to be the result of numerous HTTP requests related to two things: the complicated real-time ad-serving market and the tracking attached to ads in a market where advertisers are anxious to know ad effectiveness. But if viewers give up on waiting, that's all moot. Tony Ralph of Yahoo Ad Operations analyzes ads, identifies points of delay, and suggests standards.

When you're working on ad-supported sites, there are elements not entirely in your control that get in the way of optimal web page performance. These days most ad content is optimized. However, in the push to optimize the delivery of the right ad to interested parties, and to measure ad effectiveness, it's not content, but http requests from the ad that are slowing overall ad load performance.

When a reader clicks away before the ad finishes loading, the ad impression isn't counted, and everyone loses. The mechanisms meant to increase the likelihood of ad engagement are the very things causing delays that turn off readers of ad-supported pages. Advertisers can attach any number of performance instrumentation to the ad, and then feed it to a third-party vendor, which could in turn bundle it with similar ads and queue it up to load on pages viewed by readers with the optimum profile. All of this checking has to happen in split-seconds, during page load.

So what is just the right amount of targeting and analytics? Tony Ralph hopes to shake out recommendations for acceptable ad load times to pass on for the adoption of advertisers and third-party vendors.

Tony Ralph, an eight-year Yahoo! veteran, has worked directly with display ad delivery for the last four years. One aspect of this work is the monitoring and analysis of third-party ad quality and performance. This work has helped lead to the formation of an IAB Working Group with other major publishers on ad performance.

Resources:

- Yahoo.com
- [Presentation at Velocity](#)

Cheryl Ainoa - Innovation at Scale

Catching spammers is like playing Whack-A-Mole, says Cheryl Ainoa, SVP of Global Services Engineering at Yahoo, and on the massive scale of email traffic that Yahoo handles around the clock, globally, there's always a trick. In this brief presentation, she discussed using Hadoop to reduce daily spam rate for Taiwan from 20M to 5M, and reconfiguring the YCPI handshake protocol to cut data request time by two orders of magnitude.

Yahoo has 600 million users. One of every two internet users use Yahoo, says Cheryl Ainoa, SVP of Global Service Engineering at Yahoo, as she outlines the scale of Yahoo globally. The volume, the number of various cluster configurations, and the fact that the web never sleeps present unique rollout and troubleshooting issues.

Catching spammers is like playing Whack-A-Mole, and on the massive scale of email traffic that Yahoo handles around the clock, globally, there's always a trick. Ainoa discussed using Hadoop to parallelize processing as a means of staying on top of spammers, reducing the daily spam rate for Taiwan by 75 percent -- from 20M to 5M. She also discusses reconfiguring the YCPI handshake protocol to cut data request time from 350 milliseconds to 3 milliseconds.

Cheryl Ainoa, Senior Vice President of Global Service Engineering at Yahoo!, leads teams to develop groundbreaking hardware and software infrastructure that support all Yahoo! products worldwide, managing over 800 employees and influencing over 6,000 engineers in the Product organization. Cheryl actively focuses on creating a global Service Engineering organization to provide scalable, technologically-sound solutions. Through focusing on metric creation and analysis, improved processes and solutions, Cheryl has improved the user experience by significantly reducing the number of Service Engineering incidents.

During her six years at Yahoo!, Cheryl Ainoa has directed the technology and infrastructure backbone for Yahoo! global products and services. Her teams managed technology for Yahoo!'s industry-leading Finance, Games, News, Music, Sports, Movies, Video, and over 20 property sites, reaching over 70 million people monthly.

Resources:

- [Detail page at Velocity 2010](#)
- [Video of Presentation](#)

Michael Widenius - State of MariaDB

The latest version of MariaDB is much faster and has microsecond-measuring analytics to prove it. Michael Widenius, "Monty" of Monty Program AB, reports on the development schedule of MariaDB, in which the team is drastically improving performance times, while maintaining drop-in compatibility with MySQL. At the end of this talk, Widenius outlines the feature wishlist of MariaDB 5.6.

MariaDB is an open source project with an active community, and most of the new improvements in the versions of MariaDB have substantial community input. MariaDB.org has signed over 30 partners and has a strategic partnership with SkySQL for support, leaving the team to concentrate on development.

Re-engineering the optimizer has been a major thrust, with as much as 250% improvement, Widenius says. Meanwhile, MariaDB developers are working to maintain compatibility with MySQL. MariaDB supports microsecond measurement in its TIMESTAMP, TIME DATETIME types, NOW() and all CAST and TIME related functions. Important to speeding things up: Group commit between binary log and storage engines; Faster and safer replication; Larger buffers speeding replication time; Small optimizations, code clean-ups, better error messages and bug fixes.

The MariaDB source code and releases contain a C connector which still has the original FOSS exception, diverging from new Oracle code. Widenius says a new LGPL C Connector is due in the new releases, with beta for MariaDB 5.3 available now. The team is also working on a proof of concept for dynamic columns.

A wishlist for MariaDB 5.6:

GIS: Open GIS compliance, deeper integration of GIS optimizer

More online operations: analyze table, alter online table

Compatibility & usability: IPv6, Query logging and summary per query,

Audit for specific users.

Optimizer: Working with Intel to get much better performance on CPUs, in MySQL enterprise Thread Pool

Michael Widenius is founder of MySQL AB; original author & architect of the MySQL server; founder and CEO of Monty Program Ab and creator of MariaDB; and founder of the Open Database Alliance.

Resources:

- [Presentation at O'Reilly MySQL conference](#)
- [MariaDB.org](#)
- [O'Reilly MySQL CE 2011: Michael Widenius, "State of MariaDB" at Youtube](#)

Jim Zemlin - Linux on the Desktop

Everyone uses Linux: if they use Google, trade on-line, or use ATMs. Linux is the most ubiquitous OS in everything from cell phones to TVs, precisely because, Jim Zemlin of the Linux Foundation argues, it is free. As convergence between connectivity and device happens, network carriers and device-makers scramble to control a new service-based distribution. Zemlin urges continued protection and support of open-source through the filing of 'defensive publications' with the USPTO, and participation in several open-source projects.

Everyone uses Linux: if they use Google, trade on-line, use ATMs, or readers. Linux is the most ubiquitous operating system in everything from cell phones to TVs, precisely because, Jim Zemlin of the Linux Foundation argues, it is free.

Through playing popular commercials, Zemlin shows how the consumer computing device industry has become cost-driven, and illustrates the comparative value of open source. Zemlin explains the business realities, based on high volume and low margins, which drive the decisions of device manufacturers and network operators. Network carriers such as AT&T, and device-makers such as Apple, scramble to control the new service-based distribution. Thus, we have carriers offering free netbooks and the phenomenon of the Apple Store.

Zemlin urges continued protection and support of open-source through the filing of defensive publications with the USPTO to insure that open source developments are known to the PTO, and not subsequently patented by others who might lock out innovation. He also urges participation in several listed Linux open-source projects. "Let's make connectivity easy, let's make experience easy ... for the betterment of everyone with new, shared innovation," Zemlin says.

Jim Zemlin is the executive director of the Linux Foundation, founded in 2007. He was most recently executive director at Free Standards Group (FSG). Prior to joining FSG, he served as vice president of marketing for Covalent Technologies, the leader in products and services for the Apache web server. Zemlin was also a member of the founding management team of Corio, a leading enterprise application service provider that had a successful IPO in July 2000. Zemlin has been recognized as one of the top 12 Linux/open source bloggers.

Widely quoted in the press on Linux and the changing economics of the PC industry, he speaks regularly at industry events such as Computex, LinuxCon, Gartner's Open Source Conference and Open Mobile Summit, among others. Zemlin advises a number of startups and sits on the boards of Open Source For America and Chinese Open Source Promotion Union.

Resources:

- <http://www.linuxfoundation.org>
- <http://www.linux-foundation.org/weblogs/jzemlin/>
- <http://en.oreilly.com/oscon2009/public/schedule/detail/10416>

Simon Wardley - Cloud Computing: Why IT Matters

Although the definition of cloud computing can seem somewhat cloudy, it's a good thing to understand for business. Canonical's Simon Wardley argues with humor that "the cloud" represents a natural marketing-cycle progression for IT; from innovation, to product, to service utility. Given the constant pressure toward commoditization, business must keep up, and consider offering cloud services. He introduces Eucalyptus, a tool to build, experiment, and test-deploy virtual enterprise cloud computing.

Simon Wardley of Canonical Ltd discusses how cloud computing is a natural progression of industry maturity for IT; from innovation, to customized development, to product, to service utility. Therefore, although the definition of cloud computing can seem somewhat cloudy, it's unavoidable, and a good thing to know what it means to your business.

Wardley informs us how "utility computing," and "virtualization" have been the dream since tube computing, and that dream is reaching maturity in cloud computing. Drawing parallels to the industrial revolution and the development of electricity as a utility, Wardley makes a case for keeping a weather eye out for cloud-based marketing-model disruptions – and considering whether your revenue can be enhanced by making your offerings available through cloud computing.

Canonical is the sponsor of Ubuntu, the free operating system that offers several common applications. Canonical is now offering Eucalyptus, a cloud-development tool.

Simon Wardley of Canonical Ltd, is a geneticist with a love of mathematics and a fascination in economics who has always found himself dealing with complex systems, whether it's in behavioral patterns, environmental risks of chemical pollution, developing novel computer systems or managing companies. These days Simon works as the Software Services Manager for Canonical, helping define future cloud computing strategies for Ubuntu. He is a passionate advocate and researcher in the fields of open source, commoditization, innovation and cybernetics . He is also fond of ducks. As he says "they're fowl but not through choice".

Resources

- [Cloud Computing - Why IT Matters conference page](#)
- [Cloud Computing - Why IT Matters video](#)
- [Canonical Ltd](#)
- [Cloud Computing Wiki page](#)

Stormy Peters – Open Source: Is Your Data Free?

Stormy Peters of the GNOME Foundation makes a call for the development of free, open-source web services in which complete data rights are maintained by the user. Noting cases of data lock-outs, or re-use of user data by service providers, she calls for close examination of user agreements. In this short and earthy appeal, Peters says "Don't give away your future choices with the choices you make today."

The GNOME Foundation is committed to making simple, free, open-source, GPL-licensed desktop software. In open-source circles, Stormy Peters has been a little embarrassed to be caught booting up Windows to go on-line, yet sometimes the commercial solution saves some hassle. Meaning, there is still some distance to cover in achieving the GNOME Foundation ideals. In this presentation, she calls for more development of free and simple alternatives in the area of web services.

Peters asks would-be contributors to the project to examine where there are gaps in which users may be going out on a limb for free on-line services currently: Do you use an on-line email client? What would happen if you were temporarily or permanently shut out? Do you have alternate means of access? Do you back your on-line data up to a server within your control? Do you fully understand the "Data Rights" section of the licensing agreement of important on-line services you use?

In the dawning age of cloud computing, this is a reminder to take stock of how you provision your software, where all your data is stored, and who has rights to its use. Beyond that, be aware of the advantages of free, open-source, and unencumbered software offerings, and help, if you can. Peters also announces GNOME's endorsement of Identi.ca for microblogging and GNOME's own Tomboy Online note-taking software.

Stormy Peters is the Executive Director of the GNOME Foundation. Stormy joined the GNOME Foundation from OpenLogic where she set up their OpenLogic Expert Community. Previously, she worked at Hewlett-Packard (HP) where she founded and managed the Open Source Program Office that is responsible for HP's open source strategy, policy and business practices. She joined HP as a software engineer in the Unix Development Lab after graduating from Rice University with a B.A. in Computer Science.

Stormy is also an advisor for HFOSS, OpenSource World, IntraHealth Open and OpenLogic, as well as founder and president of Kids on Computers, a nonprofit organization setting up computer labs in developing countries. She speaks about open source at many international conferences. -- *Biography courtesy of O'Reilly Media.*

Resources:

- [GNOME Foundation](#)
- [Identi.ca](#)
- [Tomboy Online](#)
- [Presentation at OSCON](#)

New Ideas on the Web

Greening of Small Biz: Amy Skoczlas Cole (eBay), Rupesh Shah (Intuit)

When does a house painter learn about low VOC paint? Are high-efficiency lightbulbs always better? How can you reduce package waste and still meet client expectations? How can a small business owner keep up with sustainability issues? Intuit and eBay have sites where small businesses share their green knowledge. Amy Skoczlas Cole, who runs eBayGreenTeam, and Rupesh Shah of IntuitGreen talk about small business and green.

Small business is about doing what needs to be done for the customer at the counter. It's the model of innovation, efficiency, and customer service. So when Intuit, which serves small businesses with its tax and accounting software, and eBay, arguably the largest small business incubator in the world, wanted to talk to small businesses about green initiatives, they had a lot to say. Now both Intuit and eBay have sites for the small businesses they serve to 'talk green.' In September, eBay launched the reuseable eBay box.

The green revolution comes from the far ends of individual thinking, lab science. It can lead to legislation that sometimes vindicates and sometimes blindsides small businesses. Some small businesses already have solutions. The information is difficult to aggregate, but it's out there.

In 2007 the eBay Green Team assembled forty-strong, grew to 24,000 employees, and when they opened it to eBay users, 300,000 signed on. eBay Green Team members had to learn it was a two-way conversation. Better ideas from their sellers led them to change strategy from "providing information" to "asking questions to provoke conversation." eBay customers were particularly interested in reducing package waste. One outcome is the reuseable, trackable, eBay Box, launched in September 2010.

Intuit has a very successful site for sharing small business tax tips. Now, through IntuitGreen.com, small businesses can share green ideas, too. Rupesh Shah of Intuit says small businesses practice 'corporate responsibility' as a matter of course. They're concerned about waste, especially of time and money, and they're focused on keeping good relationships in their communities. But sheer lack of time can isolate small businesses from information.

Amy Skoczlas joined Conservation International (CI), where she turned her passion into a career. At eBay, she leads all the different aspects of the company's environmental strategy. Now she taps into the collective power of the 90-95 million people who use eBay to make a difference in world, running the eBay Green Team, part of a movement to help consumer save money and the planet at the same time – by using products that already exist in the world.

Rupesh D. Shah is the Director of Corporate Sustainability at Intuit, makers of TurboTax and QuickBooks. Rupesh has led a wide-variety of initiatives including new products and partnerships, conducting detailed environmental assessments, developing corporate-wide sustainability goals, and increasing the transparency of Intuit's efforts. Prior to that, Shah was Director of Product Management for TurboTax Business products and previously he helped to create and launch new industry-specific versions of QuickBooks.

Shah has also served as Manager of Learning and Development at Odwalla and Training Manager at Earth Train, an environmental nonprofit organization dedicated to providing youth leaders the skills, resources, and network to make a difference. He has also consulted for AmeriCorps, the Presidio Leadership Center, the Corporation for National Service, Gorbachev Foundation, the United Nations and various social organizations around the world.

Resources:

- ebaygreenteam.com
- [eBayGreen on Facebook](#)
- [@eBayGreen on Twitter](#)
- intuitgreen.com

The Art of Organizing Volunteers: Laney Whitcanack and BigTent

"Every year, I say 'Never again,' but I do, and I love it." Does this sound familiar to you? Volunteer organizations enhance the quality of life, usually locally. But anyone who has been involved in a volunteer organization understands their fragility. BigTent, a platform for social groups, hosts 20,000 free, online forums with controls specifically for the needs of volunteer groups. Sheela Sethuraman talks with Laney Whitcanack, COO of BigTent.

BigTent arose out of a need to find a white-label platform to support volunteer-based group leaders without a lot of operations money. Groups such as PTAs, alumni groups, and new-mother groups need to be able to maintain membership lists and have a means of disseminating important information, organizing volunteers for events, and other activities. In this interview conducted by Sheela Sethuraman, Laney Whitcanack talks about how BigTent offers online aid for the self-perpetuation of these inherently intimate groups, which typically have both online and offline member connections. It's quality in relationships, not quantity, that Whitcanack emphasizes. Advertising sponsors recognize the worth of volunteer leaders and "household CEOs," as Whitcanack dubs the typical involved moms, who make decisions for families and influence their communities.

Laney Whitcanack focuses on online and offline innovations that connect people with communities they care about. Taking notice of the scarcity of good and cheap technology to support groups, and being part of 27 Yahoo! groups herself, Whitcanack cofounded BigTent in 2006. She spent the decade previous to BigTent coaching and training hundreds of community leaders, in the U.S. and Mexico, most recently as the Director of Community Programs for the Coro Center for Civic Leadership.

While at Coro, Whitcanack co-founded The Princess Project in 2002, engaging thousands of girls and women across California each year in volunteer opportunities. A published author and speaker on entrepreneurship and community organizing, she received the Jefferson Award for Public Service in 2008. Whitcanack has a BA from UCLA, an MBA from the Simmons School of Management, and an EdM from Harvard University.

Resources:

BigTent.com

Know Your Meme Team - Internet Folklore Experts

The Know Your Meme team gives this fast-tempo and seamless presentation of Know Your Meme as an important node of internet culture and folklore. Comparing themselves to American musicologist and folklorist John Lomax, they delineate the issues of internet meme-recording: even where you might think there's too much information, you still don't have any guarantee that it will be there forever.

"There is no built-in way for the web to track attribution," the Know Your Meme team notes. This is why they set up their site, to create a way for people to document memes. Memes are ideas that are not quite protected by copyright but are riding around in the internet milieu. They are what people are thinking about -- in fact, the group says "popularity" is the main criterion of their worth. The group presents the story of turn-of-last-century folklorist John Lomax, who recorded oral histories and cowboy songs which enrich our culture today. Without his work, these parts of our heritage could have been lost forever.

Similarly, The Know Your Meme team talks about the concept of losing whole internet communities when they are shut down. Recent news announcements about the shut-down of

Friendster highlight this -- all that meaningful text, all those connections, all the inside jokes will be gone.

Know Your Meme actively catalogs web culture and is an authority on who gets credit for internet memes. As they explain, it's not the person who invents the first appearance of a meme (although "firsts" are another thing), but maybe the one who sets it to a new soundtrack, or the one who floats it around his or her big list of friends. Know Your Meme follows the trail of internet clues to document memes: Coinages, celebrity adoration, kitsch, and bloopers.

Know Your Meme was chosen by Time magazine as one of the 50 Best Websites of 2009, and is widely regarded as the leading source for internet culture information.

On March 29, this presentation was given at Web 2.0.

On May 2, the Meme Factory book was successfully fully funded at Kickstarter.

On June 1, I Can Haz Cheezburger acquired Know Your Meme.

Elspeth "Ellie" Rountree has appeared as an internet culture expert on major media channels, and is listed as a "2009 Silicon Alley Insider 100" and one of the "25 Need-To-Know Bloggers" by Mediaite.com. Rountree has written for the Saving Grace series blog on TNT. She was also a writer, senior producer, host, and co-creator of both highly successful Rocketboom Tech and Know Your Meme series. Rountree has also spoken at many conferences including Web 2.0, Social Media Week Brazil, Case Camp in Toronto. She is also an active member of the International Academy of the Digital Arts and Sciences, serving as a judge for the Webby Awards.

Kenyatta Cheese researches and fosters media culture and technology. He is probably best known for co-creating the web series and internet meme database Know Your Meme, often cited as the go to resource for understanding web culture. Kenyatta is often called upon to comment on the state and meaning of internet culture by the likes of NPR, MSNBC, and The New York Times. In previous iterations he has worked with the Eyebeam Center for Art and Technology, Manhattan Neighborhood Network, and Rocketboom.

Jamie Wilkinson, of VHX/Internet Famous, is an Emmy Award-winning software developer & Internet culture researcher. His work focuses on open-source, pop culture and the propagation of information & ideas online. He is co-creator of the Know Your Meme video series & Internet meme database, and part of the team behind Star Wars Uncut, a crowdsourced recreation of Star Wars that was awarded an Emmy for Interactive Media in 2010. Wilkinson is also a founding member of the Free Art & Technology (FAT) Lab, an open-source research & development group. Wilkinson taught the Internet Famous class in Parsons graduate design & technology program, in which students' grades depend on how much Internet traffic they can generate.

Patrick Davison, of WhatWeKnowSoFar/MemeFactory, is pursuing a PhD in media studies from the Media, Culture, and Communication department of NYU. He makes performance work as WhatWeKnowSoFar, writes and performs MemeFactory, and does research with the Web Ecology Project. He has spoken at ROFLcon, Ignite New York, Yale, NYU, and Social Media Week (Sao Paulo).

Mike Rugnetta is a composer and programmer. He is co-founder and co-director of the Brooklyn based performance group What We Know So Far which produces past-paced works about information, media and technology culture.

Resources

- [Know Your Meme](#)
- [Meme Factory Book on Kickstarter](#)
- [Kenyatta Cheese's link](#)
- [Jamie Wilkinson's link](#)
- [Patrick Davison's link](#)

Mobile

Mobile Social 2.0: Dennis Crowley on foursquare's First Year

On foursquare's first birthday, 200 people in a Chicago bar called founder Dennis Crowley via Skype to sing. They all earned their swarm patches that night. In a year, 750,000 users signed up, made 22 million check-ins, and convinced 1400 venues to offer foursquare specials. Mom-and-pop venues have had their very first peek at their own marketing analytics through foursquare. People use it to find the biggest party in town. Here, Dennis Crowley talks about the foursquare phenomenon, one year in.

The foursquare phenomenon sometimes gets ahead of its founders. Casinos are displaying their foursquare mayor on billboards. Venues are calling up to ask how to host a swarm party; a group of fifty or more foursquare users all congregating to cash in on offers, and win their swarm badges.

Foursquare is a game overlaid over real life. Crowley tries to dream up new game mechanics to keep it fresh, encouraging people to keep playing. Businesses, large-scale, such as Starbucks, to local businesses, are looking for a way to play along, embrace their most loyal foursquare-using customers (mayors) and drive business.

Foursquare helps people keep in touch with their friends, but also to compete or meet up with others. It offers badges and trophies so that people can find others with the same interests. Foursquare also controls who is the "mayor" of any one spot. Foursquare has become a motivation, for "gyrats" to go to the gym, for pizza-lovers to organize "pizza-crawls," to try to hit the requisite 30 pizza spots to win a badge. But also, it gives statistics on where people go.

The foursquare phenomenon is still growing, as it continues to be discovered by users and venues try new promotions through it. Now Crowley finds apps built for foursquare which he admits are better than his own.

Dennis Crowley is the co-founder of foursquare, a service that mixes social, locative and gaming elements to encourage people explore the cities in which they live. Previously, Dennis founded dodgeball.com, one of the first mobile social services in the US, which was acquired by Google in 2005.

He has been named one of the "Top 35 Innovators Under 35" by MIT's Technology Review magazine (2005) and has won the "Fast Money" bonus round on the TV game show Family Feud (2009). His work has appeared in The New York Times, The Wall Street Journal, Wired, Time Magazine, Newsweek, MTV, Slashdot and NBC. He is currently an Adjunct Professor at NYU's Interactive Telecommunications Program (ITP).

Dennis holds a Master's degree from New York University's Interactive Telecommunications Program and a Bachelor's degree from the Newhouse School at Syracuse University.

Resources

- [Where2.0 Video Presentation](#)
- [foursquare](#)

Ricky Yuen - The "Next Big Thing" in Mobile Phones

Ricky Yuen of Qualcomm catalogs some of the OEM sensors currently or soon available in cell phones. He explains how they are being used, from enabling new UI such as in the Nintendo Wii, to improved navigation. He argues that they can be employed separately and together to improve handset applications ranging from games, to lifestyle, to life-saving.

With advancements in MEMS, the price of many types of sensors are falling below \$1, the cost-point at which handset manufacturers will include them in new handset models, offering many opportunities. For instance, both the iPhone and the Wii have employed the accelerometer in the user interface to the delight of users.

Yuen discusses how sensor data can be combined to help with vertical location, provide directional and location assistance in tunnels, provide assistance upon detecting falling, or enhance cell phone users' experience with information.

Handset applications can provide better location and directional services, better product, and a more intuitive UI for cellphone users. He uses Wiki-2 as an example of what combining data from various sensors can do to provide on-the-fly travel and tourist information. Sensors detecting pressure changes, falls, or gyroscoping positioning can increase the detection of emergency situations or aid in locating victims in an E911 situation.

Customization of OEM sensors - accelerometers, gyroscopes, 6-axis IMUs, pressure sensors, proximity sensors, ambient light sensors, compass devices, and more - for different purposes, and in different combinations - will offer myriad functionality and application opportunities for handheld devices.

Ricky Yuen is Senior Staff Engineer/Manager at Qualcomm and is responsible for Sensor related technology development, integration, and commercialization. His current responsibilities include the development of various sensor-based technologies for GPS navigation, lifestyle applications, gaming, and user interface enhancement, and the integration of these technologies into customer handset devices and consumer electronics products. Ricky Yuen has more than 14 years of experience in the telecommunications industry working on pioneering many different technologies including CDMA, GPS, Bluetooth, and Sensors. He has held a broad range of responsibilities, and his experience and expertise include systems architecture design, software engineering, project management, and product launch.

Ricky Yuen earned his MS and BS Degree in Computer Science and Engineering from the University of Michigan at Ann Arbor. He also holds an Executive MBA degree from the University of North Carolina at Chapel Hill.

Andreas Constantinou - Eight Centers of Gravity in Mobile

How is open-source closed? Andreas Constantinou talks about the relative openness of the "eight centers of gravity" in the mobile industry, and says it's not the licensing, which concerns source control, but the governance, which concerns the product, that developers must watch out for. He explains the mobile phone industry shift and loosely outlines the governance structures of the LiMo, Symbian, and Android foundations.

In the beginning of the mobile industry, each player supplied every part of its vertical structure. By 2002, componentization meant there were industrial design houses, manufacturers of both software and hardware components, and more, broadening the involvement in the creation of each mobile phone offering.

Andreas Constantinou says now the focus is on eight players with established platforms, each with a small economy building around it, and the "value wars" are moving up the stack, from hardware to software to the applications, to the UI, and finally to the services. Which will take off, finally, in the marketplace? Each has unique challenges, the establishment of a robust platform, the focus to avoid fragmentation, the ability to attract and market services. Enter open-source mobile.

Most developers understand the meaning of general terms of open-source licensing agreements, "permissive," "copy-left," "non-copy-left," but in the mobile world, Constantinou says, it's the governance models that matter. He loosely outlines the governance structures of the LiMo, Symbian, and Android foundations, commenting on several others about the kinds of issues to keep in mind.

Andreas Constantinou, Research Director at analyst firm VisionMobile, oversees the research, advisory and industry mapping projects. He has nine years experience in research, development and strategy in mobile, specialising in the handset ecosystem, software strategy, open source, service delivery, SIM cards and device management. Andreas has worked on product and marketing strategy projects for clients including Sony Ericsson, France Telecom, T-Mobile, OMT, Qualcomm, Gemalto, Red Bend, Abaxia, TAT and Trolltech, and authored numerous research reports. Andreas teaches the Mobile Open Source workshop, part of VisionMobile's 360 degree training courses on complex industry sectors. Prior to founding VisionMobile, Andreas spent 3 years at Orange's Research & Innovation division, including serving as a technology lead for the Orange-Microsoft relationship. His interests include uncovering under-the-radar industry trends and pursuing human-centric design.

References:

- <http://america.ecomm.ec/2009/new-rules-of-mobile.php>
- <http://www.visionmobile.com/profile.php> (graphic at this site)

UX, Gamification, and Design

Amy Jo Kim - Game Mechanics for Social Tools

How can social tools provide a vibrant and relevant experience to the people who use them? Amy Jo Kim explains how to create a richer experience through open tools for syndication, support of independent software developers, and especially game mechanics, which she categorizes as collecting, points, feedback, exchanges, and customization. Learn how YouTube, Twitter, Facebook, and others use these elements of game mechanics to engage people more deeply.

More and more, social web sites are becoming viable web portals. Yet we've seen social networks rise as the next big thing, then lose their luster as users set up camp on the next platform. A spoof by The Onion speaks of Friendster in archeological terms. On a January 2010 SNL "Weekend Update," Seth Meyers reported Myspace as "an abandoned amusement park."

Meanwhile, the universal appetite for social media is very strong, and social networks rapidly adapt and infuse user experience with API game mechanics and activity streams that provide fresh content to keep user's interest. The biggest question is, "How do you keep things fun?"

ShuffleBrain's Amy Jo Kim talks about the principles of game mechanics as they relate to social networks. She gives a few tips on making content-sharing easy and open to syndication within the platform or across the internet, according to the goals and structure of each community. Game mechanics allow the user to relate herself to the game. Kim talks about opportunities to hold collections on the social network, to gain points, and appear on leaderboards, to get feedback, to have exchanges, and to customize one's virtual presence and space.

Using examples including Youtube, Twitter, and Facebook, Kim shows how each provides game mechanics, accessible tech, and syndication.

Amy Jo Kim CEO of ShuffleBrain, is an internationally known expert in on-line community architecture. She has helped design social games and social architecture for such companies as Electronic Arts, Digital Chocolate, Viacom, eBay, and Yahoo!. Her book *Community Building on the Web* was published in 2000 and has been translated into seven languages. She has a PhD in Behavioral Neuroscience from University of Washington and a BA in Experimental Psychology from UCSD.

References:

- [More on this presentation from BayCHI](#)
- [ShuffleBrain](#)
- Amy Jo Kim's Blog: [Musings of a Social Architect](#)

Blaise Agüera y Arcas - The Map as an Information Ecology

Blaise Agüera y Arcas, Architect of Bing Maps, discusses its structure and "information ecology," of content, users, and apps. By extracting the semantic content of 2D images and mapping them in 3D, Bing Maps continually improves a rich infrastructure of surface data about the world on which apps and services can ride. When it began allowing users to bind sets of images, Bing Maps found myriad partners to infill data, extrapolated to 3D, about tourist sites around the world.

With a dynamic trending display of dynamically indexed cloud content, Wowd, "a discovery tool for the web," wants to bring you the freshest real-time search information. Mark Drummond wants to offer a search experience that makes other search engines feel like flipping through card catalogues.

While the future of news is a hot topic and Facebook is beginning to rival Google as the favored web portal, Wowd wants to be the most fresh, and most socially relevant, plugging into the "fast-moving layer of web 2.0 information," and, with its downloaded component, more tailored and secure than other search offerings.

Listen to Drummond's vision of web 2.0-era, voter-ranked, cloud-based search.

Mark Drummond, CEO of Wowd, was Executive Director at SRI International where he managed new ventures and licensing. He was Director of Mission Technology at NASA (JPL & Ames) working on mission technology for Mars surface operations. Mark was Founder and CEO of Enviz (sold to Keynote Systems), one of the first companies to offer web performance tools delivering business insight. He was also Founder and CTO at Timedance (sold to TimeBridge,) and VP of Product Development at TYECIN Systems (sold to Manugistics). Mark has a Bachelor's degree in Computer Science from the University of Calgary, and a Ph.D. in Artificial Intelligence and Computer Science from the University of Edinburgh.

References:

- Wowd.com
- [Web 2.0 Summit](#)

Christian Crumlish - Social Design and the Yahoo! Pattern Library

What are people doing, socially, on-line? How well can you really know someone on-line? If you see a critical comment, how do you take it? Is the author well-liked or respected by others? Christian Crumlish, curator of the Yahoo! Design Pattern Library, distills on-line social interaction into patterns. He discusses the interrelated concepts of individual, community, and activities and the constructs of identity, presence, personal history, reputation, and trust.

What are people doing, socially, on-line? Christian Crumlish observes on-line human social interaction to discern functional patterns and anti-patterns. He discusses the interrelated on-line concepts of individual, community, and activities, and examines the on-line constructs of identity, presence, personal history, reputation, and trust.

It's instructive to track a one's attention during the course of the day: What are you actually engaged in? Of what importance, commitment, or intensity? Social or not? Christian identifies four depths of presence on-line: The lightest degree of presence occurs when any information about us is published on-line, accessible through search. The next level of presence might be to publish one's own web page or blog. An even deeper presence occurs when we indicate we're currently active in an on-line environment, such as a chat room or a game. But the deepest level of presence is to be mindfully involved in an interaction at the moment.

Crumlish characterizes relationships on-line according to a scale of cooperation:

1. Caring
2. Collaborative
3. Competitive
4. Combative.

He asks, provocatively, is "reputation" collaboratively or competitively established? In the case of leaderboards, it is the latter.

In on-line social interactions, we run into various problems: We want to leave a comment but there seems to be no means to do so. Or we're obligated to affirm or deny something but would rather remain impartial. Sometimes a system of unknown standing is set up to "officialize" our opinions, and a friend asks us to do so. What feels natural, and what is just too much? By observing what works socially, and what is an on-line turn-off or anti-pattern, we learn to encourage or maximize the appropriate behaviors in the correct on-line venues.

Christian Crumlish (often known on-line as "xian") has been designing and writing about user experiences since 1994. He is curator of the [Yahoo! Design Pattern Library](#), a director of the [Information Architecture Institute](#), a member of the [Open Web Foundation](#), and co-chair of the monthly BayCHI program. He is the author of "The Power of Many" and co-author with Erin Malone of "[Designing Social Interfaces](#)".

References:

- [More on This Presentation from BayCHI](#)
- "[The Power of Many](#)"

Crumlish and Malone – Don't Put the Front-end Last

A lot of R&D still puts the front-end last. But considering the user experience throughout product development pays handsomely, say Christian Crumlish and Erin Malone. One study shows design-led businesses outpacing the FTSE 100 by 100 pct. Crumlish and Malone provide cases for Twitter, Dropbox, Hipmunk, and Etsy, outlining how good UX pays, at the 2011 Web 2.0 Conference.

UX—User Experience is part user interface engineering, graphic design, usability testing, HCI (human-computer interaction), cognitive psychology, and content strategy. It's best if it's baked in to the mix, rather than added as frosting on the cake.

So many of the recent offerings that have succeeded in sparking the public's interest and curiosity are especially uncomplicated and easy to use. Both imaginative rethinking and pragmatic testing are required, but the result can be a product that holds up against price wars for the value of the experience.

Malone presents a case from Twitter, in which they found that new users abandoned their accounts soon after signing on. How could they avoid having new users feel like they had showed up for a party but found, at first, an empty room? The answer was in managing experience flow. Making it easy for users is the clever and quick work of ideation, sketching, rapid iteration, and problem-solving, all design mainstays.

UX design and testing pays. Good design gets free public relations, as users describe the products as "beautiful" or feel the makers especially understand their needs. Simple A/B testing has netted millions of dollars in profits as one graphic or phrase appeals to consumers over another. Malone urges startups to find UX expert help early, where a few well-chosen design considerations can go a long way.

Christian Crumlish is a writer, information architect, and digital designer. He is a consumer experience evangelist at AOL, an advisor to and director emeritus of the Information Architecture Institute, and co-chair of the monthly BayCHI program. He was the curator of the Yahoo! Design Pattern Library for several years. He is the author of the bestselling *The Internet for Busy People*, and *The Power of Many*, and co-author of *Designing Social Interfaces* with Erin Malone. He has spoken about social patterns at BarCamp Block, BayCHI, SXSW, the IA Summit, Ignite, Web 2.0 Expo, PLoP, IDEA, Web Directions, the Web App Masters Tour, and WebVisions.

Erin Malone, Principal with Tangible UX, has led design teams and developing social experiences for web and software for over 20 years. Prior to Tangible UX, she spent 4+ years at Yahoo! leading the Platform User Experience Design team on Community products and platforms, helping develop the Yahoo! Open Strategy, building the Yahoo! Design Pattern Library and providing design expertise to YUI (Yahoo! User Interface Library). She led the redesign of the Yahoo! Developer Network, among other Yahoo initiatives.

Before Yahoo!, Malone was a Design Director at AOL responsible for community applications, Creative Director at AltaVista and chief Information Architect for Zip2. She was the founding editor-in-chief of *Boxes and Arrows* and author of several articles on interaction design history and design. She is co-author of the book *Designing Social Interfaces* with Christian Crumlish for O'Reilly Media.

Resources

- [AOL](#)
- [Tangible UX](#)
- [Design-led businesses do better than the FTSE](#)
- [Web 2.0 Conference video at Youtube](#)

Computer User Interface

Scott MacKenzie - Evaluating Eye Tracking Systems

What if you could type with your eyes? People with limited mobility may have no other choice. But it's slow, currently around 12-18 words per minute. Is that the best we can offer? Scott MacKenzie describes the physiology of the eye and technical limits on eye tracking, his work to evaluate various input methods, and his new approach, the "scanning ambiguous keyboard," that helps some disabled people communicate more freely than ever before.

What if you could type with your eyes? People with limited mobility may have no other choice. But it's slow, currently around 12-18 words per minute. Is that the best we can offer? Scott MacKenzie describes the physiology of the eye and technical limits on eye tracking, his work to evaluate various input methods, and his new approach, the "scanning ambiguous keyboard," that helps some disabled people communicate more freely than ever before.

The focus of the human eye continuously leaps from point to point in a motion called a saccade. Even when the eye fixates on a point, it is impossible to accurately measure the coordinates. Focus is broad, and the eye keeps the point in view by continually rescanning.

Making a definitive selection with the eye means ignoring likely errors. This limits the accuracy of eye-tracking studies and means using the eye to do computer input is slow, error-prone, and fatiguing. But these drawbacks can be reduced by various means under development, such as predicting what the eye-typist wants to say.

Scott MacKenzie describes his studies designed to evaluate the various methods of aiding eye-typing. He introduces a new method, the BlinkWrite "scanning ambiguous keyboard," which narrows the selection to a word or character using linguistic prediction.

When Scott presented his new method at a conference, he inspired a member of the audience who uses voluntary muscle contractions to operate a scanning keyboard. By freely sharing his work and his code, Scott gave at least one disabled person a way to communicate more freely than ever before.

Scott MacKenzie is associate professor of Computer Science and Engineering at York University, Toronto, Canada. His research is in human-computer interaction with an emphasis on human performance measurement and modeling, experimental methods and evaluation, interaction devices and techniques, alphanumeric entry, language modeling, and mobile computing. He has more than 100 peer-reviewed publications in the field of Human-Computer Interaction, including more than 30 from the ACM's annual SIGCHI conference. He has given numerous invited talks over the past 20 years.

Resources:

More on This Program from BayCHI

Scott MacKenzie at York University, Toronto

Conrad Albrecht-Buehler - Heed: Situation Awareness

Everyone has too many distractions and too many fires to put out. How can you stay aware of the status of your systems and prioritize events that interrupt your day? Conrad Albrecht-Buehler presents "Heed": Simpler than a dashboard, but more informative. Less disruptive than an alarm, it helps you keep an eye on your systems and gives you a more usable warning when things are going to blow!

Often, your job is to do something only when traffic gets too high, server load is off, no one appears to be logging in, or some crisis happens. That means you must keep an eye on things, in addition to all your other tasks. Conrad Albrecht-Buehler demonstrates "Heed," a means of automating your monitors and distilling data, so a simple slide bar indicates whether things are running smoothly or careening into the red zone.

Heed is a scale and a framework to help observers of a system evaluate which situations need scrutiny and when. Conrad shows examples of Heed displays that encourage situational awareness. Learn how the framework and interface can be applied.

Examples of Heed users include a CTO who must monitor server traffic, a CEO who monitors several programs for which she gets lengthy reports, and the host of an on-line forum who needs to be sure that people can get onto the forum and that discussions are running as they should.

Conrad Albrecht-Buehler is a member of the User-Interface Advanced Development team at VMware in Palo Alto, where he is always on the lookout for new and challenging user problems to explore and design remedies for. He received his Ph.D. at Northwestern University studying human-computer interaction with Professor Don Norman and was adjunct faculty at Northwestern's Segal Design Institute, where he taught user-centered design. His research focuses on designing interfaces that enable users to cope with complexity and large amounts of information.

Resources:

- [More on This Program from BayCHI](#)
- [Gizmometer. Conrad Albrecht-Buehler's Site](#)

Juliette Melton - Real World Remote Research

Remote research is cost-effective and produces quick results--and sometimes useful insights that you would not learn from subjects in a controlled setting. Juliette Melton offers practical advice on remote research: How to set it up, useful resources and tools, and how to recruit subjects and put them at ease. This interactive BayCHI session will help you decide when to use remote research and what to expect when you do.

In the right situations, remote research can be a very time- and cost-effective means of gathering user experience data. Remote research broadens the pool of subjects while adding environmental variables which, while being difficult to work through technically, can lead to useful improvements in your designs. In some cases, remote research can enable quick stakeholder sign-off by confirming assumptions.

Juliette Melton gives practical advice on when and how to use remote research. You can recruit research subjects beyond your local area, but the subjects must be screened. Juliette addresses several technical issues, including screen-sharing software, audio set-up, recording, and whether to keep the subject on the line during technical difficulties. She also discusses some survey tools.

In a case study, Melton illustrates how valuable it can be to remotely check on user behavior. Knowing what users do and don't do on their own systems at home, at the office, or in the field can improve the user experience and strengthen the customer relationship.

Juliette Melton is principal of [Deluxify User Experience](#), a user experience research consultancy in San Francisco. Her background in web development and product management give her a practical perspective on how to effectively conduct research. She studies and advocates balanced approaches to building products based on understanding user preferences and organizational realities. Juliette holds a master's degree in education from the Technology, Innovation, and Education program at the Harvard Graduate School of Education, where she focused on cognitive models for developing networked learning applications.

Resources:

- [More on This Program from BayCHI](#)
- [Deluxify User Experience](#)
- [Ethnio - Recruiting for User Research](#)
- [Usabilla - Usability Testing Tool](#)

Gayle Curtis - Ideation and Design Thinking

Do great ideas just pop into the heads of lucky geniuses? Getting ideas on a reliable basis is important in a business culture. Brainstorming, although 80 years in existence, is still not well understood. Gayle Curtis explains the rules of brainstorming, or structured ideation, and how proper brainstorming not only promotes ideas, but also promotes a culture of respect, acceptance of points-of-view, and an attitude that continues to foster better ideas.

Most ideas don't catch on like wildfire, but sputter out like sad, damp matches against the onslaught of defenses we make to ignore them, swat them away, or squash them, and get on with other things. If your own ideas aren't a nuisance to you, chances are someone else's ideas are irritating you. But when you want ideas, you need a different way of thinking: That process is ideation.

Gayle Curtis explains how to structure an ideation session, starting with accepting and recording even the absurd. If you designate a time to allow ideas to flow, there is a sweet spot where, after tolerating absurd ideas, brilliant ideas come forth. Through proper facilitation, the flow of ideas vacillates between the boring, the absurd and the brilliant, until a harvest of potentially useful ideas can be recorded and prioritized.

Brainstorming is an 80-year-old process that is still not well-understood. Gayle Curtis explains the history of supported ideation, outlining the four rules of brainstorming. Proper brainstorming not only promotes ideas, but also promotes a culture of respect, acceptance of points-of-view, and an attitude that continues to foster better ideas.

Gayle Curtis is a design consultant in the San Francisco Bay Area specializing in user interface architecture and design strategy for on-line ventures and interactive products. Recently he was principal interaction designer at Yahoo!, and earlier he was creative director for Information Architecture at Vivid Studios/ModemMedia. He has led the interaction design and user experience architecture for several startup ventures. At Stanford he taught courses in product and HCI design. At Yahoo! he developed a practice area in strategic ideation and disseminated it through workshops in the U.S. and Asia.

References:

- [More on this presentation from BayCHI](#)
- [Gayle Curtis's design consultancy](#)

Evans and Sanders - Living Design in a Business World

How can good design reduce coffee cup waste? Or improve prescription drug compliance? When people encounter down sides to our spectacular modern products and services, how can designers create solutions? Brynn Evans and Krista Sanders talk about how to use design thinking to peel apart "squirrelly-wicked problems." Their methods balance the needs of businesses and users to find solutions people are willing to embrace.

Design problems are often embedded in cultural practices. Some solutions require behavioral changes that users may be reluctant to make. Incremental changes can seem insignificant while attempting a disruptive overthrow can be very risky. So how do you systematically come up with solutions and examine them against risk? Here we delve into what Evans calls "squirrelly-wicked" design problems. Evans and Sanders talk about breaking design issues into problem space and solution space, where pieces are thought about and worked on separately and simultaneously, keeping in mind both consumer and business needs. They emphasize that in some cases, it's a matter of just starting somewhere.

In the case of reducing paper coffee cup waste, a project investigated by Betacup, the problem is in the awareness stage: Consumers are concerned with convenience, while vendors do not want to reduce margins or offer a less-appealing product than competitors. In the case of Clear RX, a prescription-bottle redesign by then design student Debra Adler was so appealing it was picked up by design-conscious Target, even when it meant unique manufacturing problems would have to be addressed.

Evans and Sanders cite Roger Martin's Design *Thinking for Business* in breaking down solution-finding: First, deductive, analytical thinking in the examination of problems; second, intuitive, abductive thinking and generative designing in the making of solutions; and third, "configuration" taking into account business matters, such as price point and distribution.

Brynn Evans is a Ph.D. student, digital anthropologist, and design research consultant. She has studied people as a psychologist and an ethnographer. Her dissertation work is on "social search," and how to design online systems that support collaborative question-answering. She's been involved with the betacup initiative, whose goal is to redesign the reusable coffee mug to better align with coffee drinking practices. She has also worked on projects such as understanding the how web developers' motivations and priorities influence their choice of software development tools. Brynn holds a master's degree in Cognitive Science and undergraduate degrees in Science and Technology in Society, and Psychology.

Krista Sanders, creative director for Stone Cobra, has more than ten years of experience as a designer for both on-line and off-line products. She is experienced with creating designs that adhere to industry standards for quality as well as client usability. Recently, she gained recognition for her user interface work on one of the top 40 most innovative applications. Prior to Stone Cobra, Krista had the distinction of designing and producing nationally recognized multimedia programs in support of compliance to government regulations. She also worked as a design specialist to identify and design effective applications to address client-side gaps in professional development practices.

Resources:

- [More on This Presentation from BayCHI](#)
- [Brynn Evans's Web Site](#)
- [Stone Cobra](#)
- [Betacup Project](#)
- [Clear Rx Project](#)

Future of Publishing

Margaret Atwood - The Publishing Pie: An Author's View

Author Margaret Atwood, creator of fictional dystopias, speaks on the plight of the author in the face of changes to the publishing industry today. She takes it down to first principles, in a partly historic, partly autobiographical way, how the "publishing pie" is divided. She warns the publishing industry against eliminating the author's piece of the pie in their mad rush to an electronic publishing future.

Author Margaret Atwood is not as "hopped up" as some people may be about digital publishing. "If everything will be available on the internet, and everything on the internet is potentially free, who is going to pay for the cheese sandwiches?" she asks. In her delightfully wry presentation, Atwood reminds us that only ten percent of authors make a living on their writing, and traditionally an entire industry of printers, publishers, and booksellers, not to mention others, do make a living from book handling. "Helpful industry hint: Never eliminate your primary source," she says.

"Every tool has three sides. the sharp side, the dull side, and the stupid side, the side you did not intend," Atwood says about the changes wrought by the digital age. On the one hand, she says, we are overwhelmed by the number of things we could read. But eBooks are increasing readership, but not author's pay.

According to an analysis by the Author's Guild, author's royalties on ebooks is shrinking the author's piece of the book revenue pie. Yet the new freedom in self-publishing is turning the publishing model on its head. Atwood cites the case of her friend, YA author Mark Jeffrey, who gave away 2.4 million ebooks, then continued to raise his profile on Lulu and iTunes before winning a traditional publishing deal.

Margaret Atwood has received numerous awards and honorary degrees. She is the author of more than thirty-five volumes of poetry, children's literature, fiction, and non-fiction and is perhaps best known for her novels, including *The Handmaid's Tale* (1983), *The Robber Bride* (1994), *Alias Grace* (1996), *The Blind Assassin*, which won the prestigious Booker Prize in 2000; and *Oryx and Crake*, 2003. *The Tent* (mini-fictions) and *Moral Disorder* (short stories) both appeared in 2006. Her most recent volume of poetry, *The Door*, was published in 2007. Her non-fiction book, *Payback: Debt and the Shadow Side of Wealth*, part of the Massey Lecture series, appeared in 2008, and her most recent novel, *The Year of the Flood*, in 2009. In 2004 she co-invented the Long Pen TM.

Resources:

- [Presentation at Tools of Change](#)
- [Video of presentation on Youtube](#)
- [@MargaretAtwood on Twitter](#)

Scott Sigler - Who Needs You, Big Publishing?

From podcast to hardcover bestseller. Scott Sigler surprised the publishing world in 2007 when his book, *Ancestor*, released by small publisher Dragon Moon Press, appeared on the Amazon bestseller list. It was already available on line as a free serialized podcast, where it had gained 10,000 fans. In fact, all of his work is available free, but fans still buy. In this talk, he chronicles the publishing of his fourth book, *The Rookie*, a sci-fi football story, and the possibilities for authors who maintain an on-line following.

By the end of Scott Sigler's 20-episode podcast series, *EARTHCORE*, he had gained 10,000 followers. From there, he engaged the small publisher, Dragon Moon Press, to issue *ANCESTOR*. Its success on Amazon got the attention of Crown Publishing, which signed him for a five-book deal.

Two books in, he wanted to do a sports-related project Crown didn't want. An exclusive contract meant it had to be kept out of bookstores -- but that didn't mean he couldn't sell on-line and ... in sports bars! So Sigler started Dark Øverlord Media. Sigler kicked off a promotion for pre-orders on NFL Draft Day.

With some help, he arranged the printing, marketing, promotion, and distribution of *THE ROOKIE*. Fans who had sampled his free podcasts gave him a hand. Sigler gives hard numbers and talks about the sweat equity involved in releasing the book and surviving a 24-city tour of sports bars. Then he speculates on what other authors' book sales might mean, were they to leverage their on line fan bases and try his hands-on approach to publishing.

Scott Sigler is the author of *ANCESTOR*, *INFECTED* and *CONTAGIOUS*, hardcover thrillers from Crown Publishing. Before he was published, Scott built a large online following by giving away his self-recorded audiobooks as free, serialized podcasts. His loyal fans, who named themselves "Junkies," have downloaded over eight million individual episodes of his stories.

Scott reinvented book publishing when he released *EARTHCORE* as the world's first "podcast-only" novel. Released in twenty weekly episodes, *EARTHCORE* harkened back to the days of serialized radio fiction. His innovative use of technology puts him at the forefront of modern-day publishing and has garnered brand-name exposure among hundreds of thousands of fiction fans and technology buffs.

In 2009, Scott created Dark Øverlord Media to publish *THE ROOKIE*, a limited edition hardcover with a 16-page, full-color insert. Each copy is individually numbered and signed, and personalized on request.

Resources:

- [Presentation from Tools of Change Conference](#)
- [ScottSigler.com](#)