

2008 PSP Annual Conference Keynote

7 Rules of Social Media

How People & the Internet Are Changing the
Nature of Information & What You Can Learn from It

Chris Willis VP of Social Media

 footnote.com

Whatever your strategy social media needs to be part of it.

The internet revolution might sound passe but it is still radical and is bringing deep structural changes in organizations and markets where individuals will be playing a growing role.

How did we get here? **3 men with three dangerous ideas...**

We Media

How audiences are shaping the future of news and information

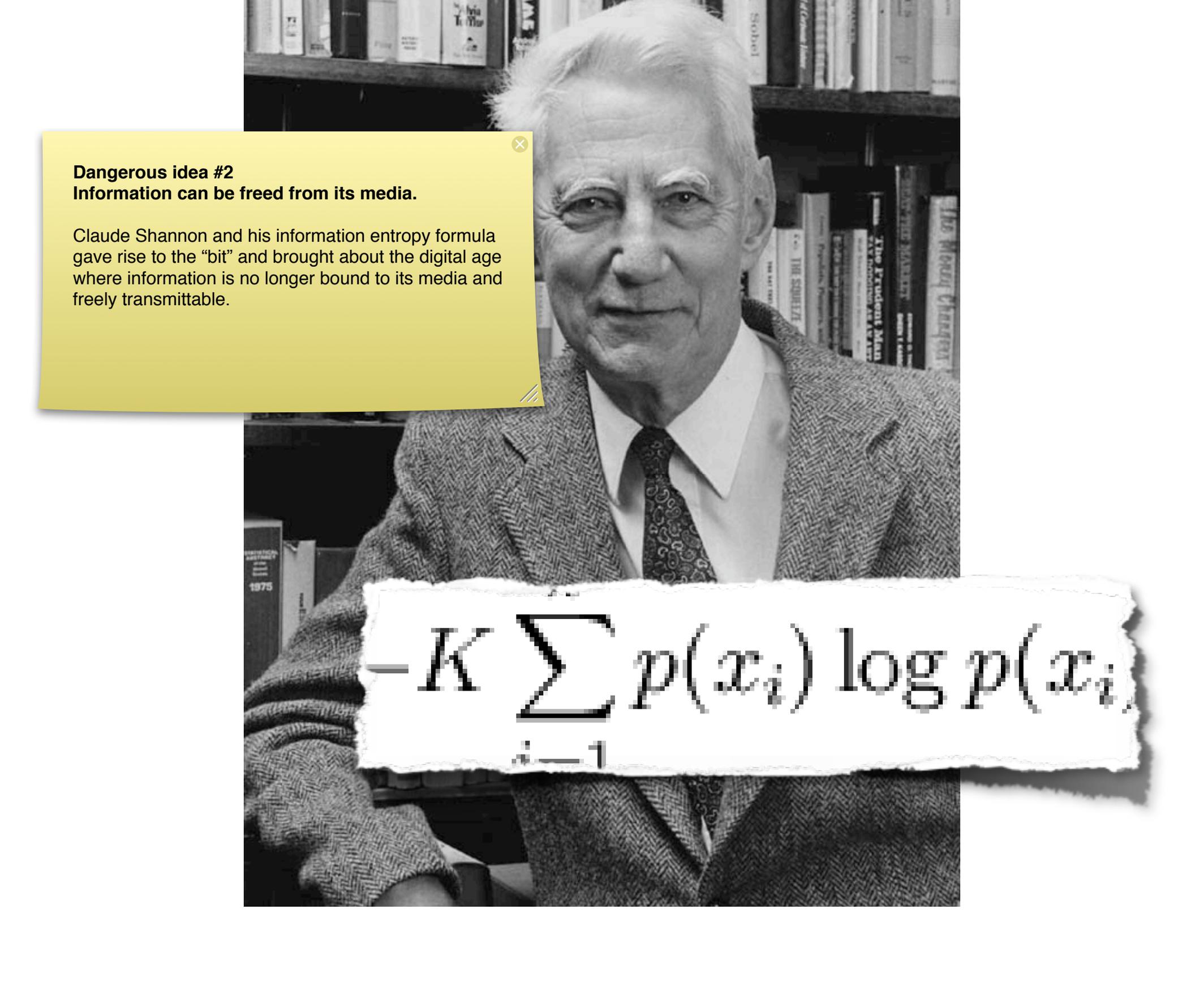
By Shayne Bowman and Chris Willis

- Published in 2003 by American Press Institute
- 200,000+ PDF downloads
- Required reading at Harvard, Stanford, George Washington University
- Annual We Media Conference
- Get it free: hypergene.net/wemedia



**Dangerous idea #1:
Information is for everyone -
right not a privilege.**

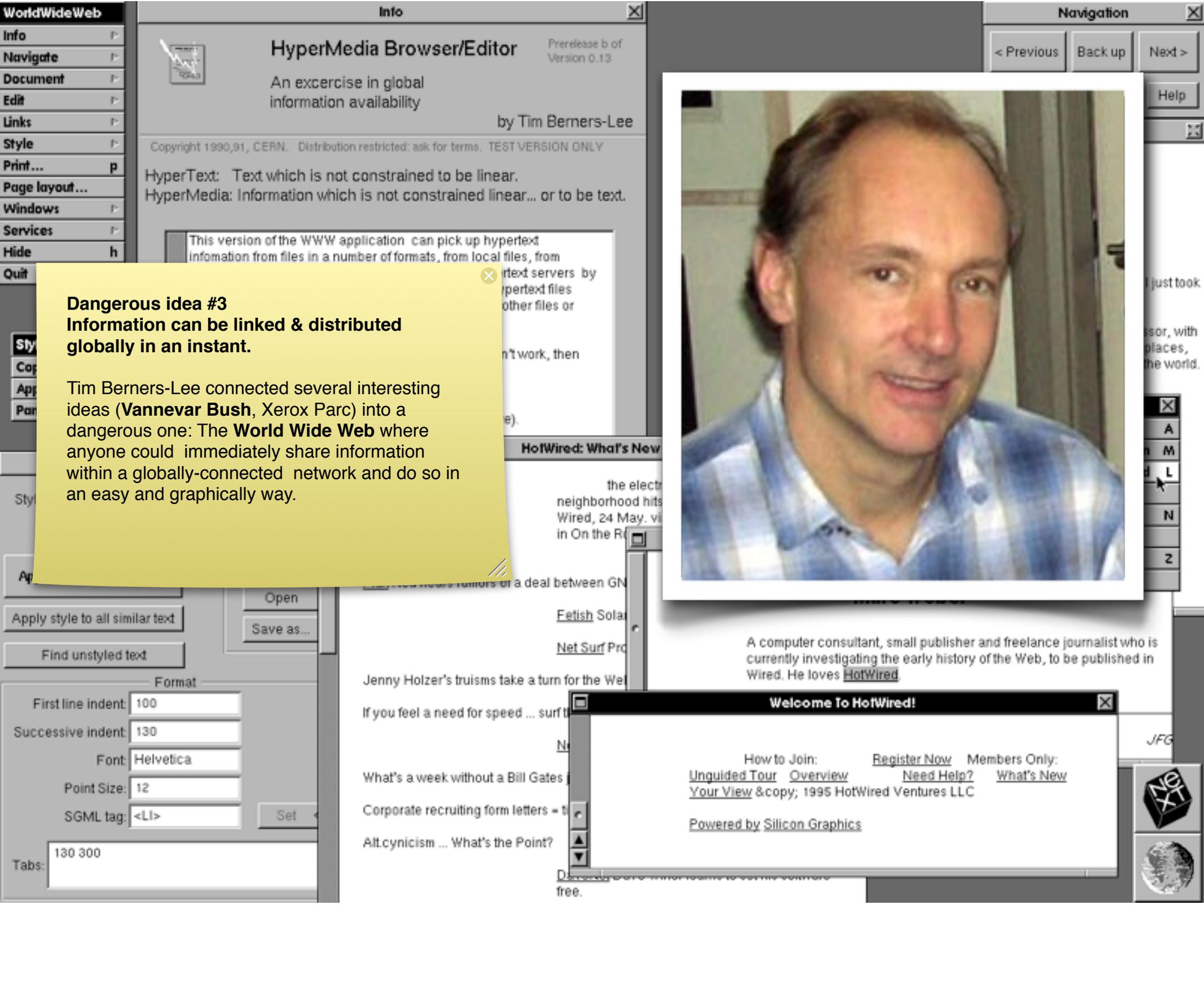
Johannes Gutenberg (c. 1400 – February 3, 1468) was a German goldsmith and printer, who is credited with inventing movable type printing in Europe 558 years ago (ca. 1450) and mechanical printing globally.

A black and white photograph of Claude Shannon, an elderly man with white hair, wearing a suit and tie, sitting in front of a bookshelf. The bookshelf contains various books, including one titled 'The Student Manual' and another 'The Moral Character'.

Dangerous idea #2
Information can be freed from its media.

Claude Shannon and his information entropy formula gave rise to the “bit” and brought about the digital age where information is no longer bound to its media and freely transmittable.

$$-K \sum_{i=1} p(x_i) \log p(x_i)$$



Dangerous idea #3
Information can be linked & distributed globally in an instant.

Tim Berners-Lee connected several interesting ideas (**Vannevar Bush**, Xerox Parc) into a dangerous one: The **World Wide Web** where anyone could immediately share information within a globally-connected network and do so in an easy and graphically way.

HyperMedia Browser/Editor

Prerelease b of
Version 0.13

An exercise in global
information availability

by Tim Berners-Lee

Copyright 1990,91, CERN. Distribution restricted: ask for terms. TEST VERSION ONLY

HyperText: Text which is not constrained to be linear.
HyperMedia: Information which is not constrained linear... or to be text.

This version of the WWW application can pick up hypertext information from files in a number of formats, from local files, from
hypertext servers by
hypertext files
other files or

don't work, then

e).

HotWired: What's New

the electr
neighborhood hits
Wired, 24 May. vi
in On the R

[Fetish Solar](#)

[Net Surf Pro](#)

Jenny Holzer's truisms take a turn for the Web

If you feel a need for speed ... surf t

[N](#)

What's a week without a Bill Gates j

Corporate recruiting form letters = t

Alt.cynicism ... What's the Point?

A computer consultant, small publisher and freelance journalist who is currently investigating the early history of the Web, to be published in Wired. He loves [HotWired](#)

Welcome To HotWired!

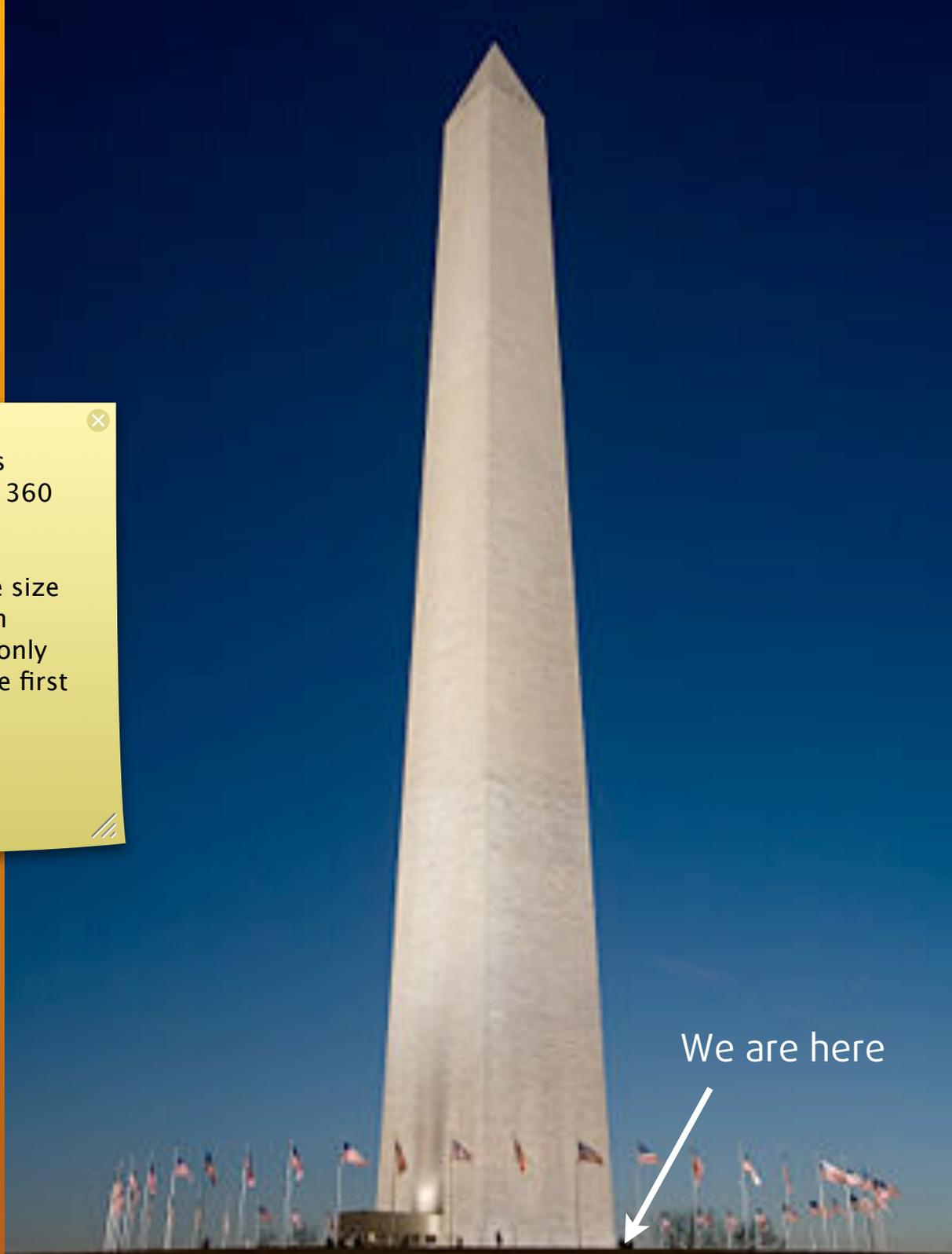
How to Join: [Register Now](#) Members Only:
[Unguided Tour](#) [Overview](#) [Need Help?](#) [What's New](#)
[Your View ©](#) 1995 HotWired Ventures LLC

Powered by [Silicon Graphics](#)

D...
free.

9B documents
25MM so far only 360
years to go

if NARA docs were size
of Washngton
Monument we'd only
have completed the first
18 inches.



We are here



Digitizing the Nation's Treasures

From the Constitution to veterans' records, the National Archives in Washington has digitized small pieces of its collection as needed for exhibits and public requests – less than 1 percent of its more than 9 billion holdings. Yet representatives there say that high costs and the sheer volume of material will prevent them from ever digitizing the full archive. To keep up in a digital age, the Archives is working with private partners, including Footnote.com and Google Video, to begin to digitize and store portions of its huge collection of materials.

Mission Impossible?

The National Archives' tiny digital lab is increasing its staff and upgrading equipment this year. Yet the task of digitization is overwhelming.



	Undigitized holdings	Expected annual rate of digitization	Years to complete
TEXT RECORDS	9 billion	500,000	1,800
ALL OTHERS	46.1 million	80,000	576

Examples of digital records:

*Figures do not include regional archives or presidential libraries.

[†]Only 182 motion pictures are online; there are no sound recordings online.



Lee Resolution for colonies' independence, 1776



Birkenau extermination camp, Poland 1944



"Sundancer" electric car, 1973



Eli Whitney's patent for cotton gin, 1794



U.S. Navy roster, 1942 *not digitized*



"Who's Out There?" NASA video, 1975



"I Have a Dream" speech, 1963



World War I print, 1918

Source: James J. Hastings, director of access programs, the National Archives

Amy Schoenfeld/The New York Times

*Outer circle indicates current size of records Footnote.com has digitized and put online as of Feb 2008 (26MM).

Scarcity gets scarce.
Disruption happens.
Value shifts.

Value doesn't disappear with
information becomes abundant -
it shifts somewhere else.



Google™

Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About](#)

©2007 Google

Pew Internet Life report, "Science Online," found that science knowledge-seeking online is driven a lot by convenience -- more so than a sense that science information online is accurate. This same trend has been seen in other areas as well.

Convenience over credibility

- Business
- Computer
- Culture
- Government
- Health
- History
- Hobby
- Humor
- Law
- Literature
- Medical
- Politics
- Reference
- Religion
- Science
- Sport
- Tutorial
- Feeds

Science » Research

 Search ResearchShowing 1-25 of 132. Pages: 1 [2](#) [3](#) ... [6](#)

Recently Added

Science (4219)

- [Aerospace](#) (56)
- [Biology](#) (360)
- [Biotechnology](#) (126)
- [Chemistry](#) (401)
- [Engineering](#) (401)
- [Interdisciplinary](#) (2)
- [Mathematics](#) (327)
- [Physics](#) (320)
- [Research](#) (150)
- [Social Science](#) (335)
- [Space](#) (54)

Browse

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- [Most Viewed](#)

Language

- All
- [English](#)
- [日本語](#)
- [español](#)

Scribd woos publishers, schools

BY LEONID KOZHUKH 12.20.07

Update



Scribd, the fast-growing site that lets you post documents online, has launched two free programs, one to let high-volume publishers organize and market their content, and another to allow educational institutions to store and share information securely online.

[Utilização de um banco de dados relacional n Geográfica \(SIG\)](#)

Uploaded 2 days ago.



4 Pages
[Preview](#)

The development of computer software and hardware observed later Information System even more efficient, allowing the use of computer powerful tool. The use GIS type of software in forest has been improving the decision making process, control and planning of forest activities.

? [mgiongo](#) 19 views 0 liked it 0 Comments Tag

Categories: [Research](#)

Scribd.com, which says it wants to be the YouTube of documents, is now trying to move in to more respectable territory.

Results

 [Get your own poll](#)

472 votes | [73 Comments](#)



Mossimo® Black: Long
Pleated Wool Coat -...

162
votes

Current Favorite



Anne Klein Dress Silk
Dupioni Dress

310
votes

What would your friends choose?

Want to know what your friends would choose?
[Invite them to come vote](#) for their favorite.



Help Me Choose! by joboodle

[Skip this one »](#)

Red and Silver, Black and Olive, White Wich one

Choose this



 See details

DUCATI BORGIO (red)

Choose this



 See details

DUCATI BORGIO (black)

Choose this



 See details

DUCATI BORGIO (white)

From [Shoes](#)

 Flag Poll

What others think becomes more important

primaries.xml

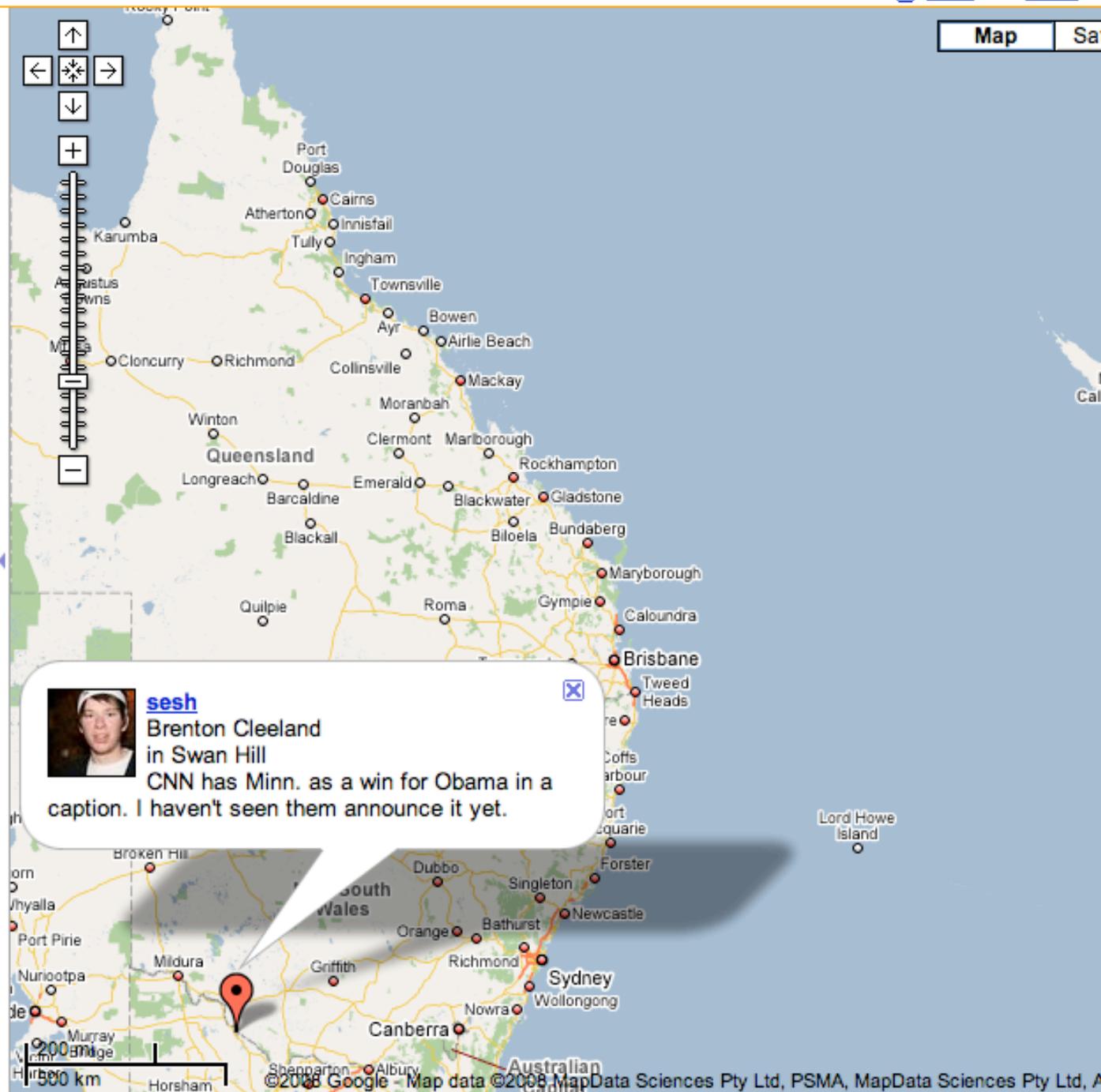
By: www.google.com - [Save to My Maps](#)

New! [Get this map for your website](#)

Live Results: [Democrats](#) | [Republicans](#)

State	Clinton	Obama
AL 66%	42%	56%
AK 0%	--	--
AZ 0%	51%	40%
AR 21%	72%	24%
CA 0%	57%	32%
CO 0%	34%	64%
CT 67%	47%	50%
DE 100%	42%	53%
GA 73%	34%	63%
ID 22%	23%	75%
IL 47%	33%	65%
KS 62%	27%	73%
MA 61%	57%	40%
MN 12%	32%	67%
MO 47%	50%	47%
NJ 59%	54%	44%
NM 0%	--	--
NY 70%	57%	40%
ND 0%	37%	61%
OK 85%	55%	31%
TN 63%	58%	36%
UT 0%	44%	--

We've joined forces with [Twitter](#) and [Twittervision](#) to give you instant updates on Super Tuesday. You can watch Twitter texts from across the country and send in your own updates!



The Rise of Citizen Media

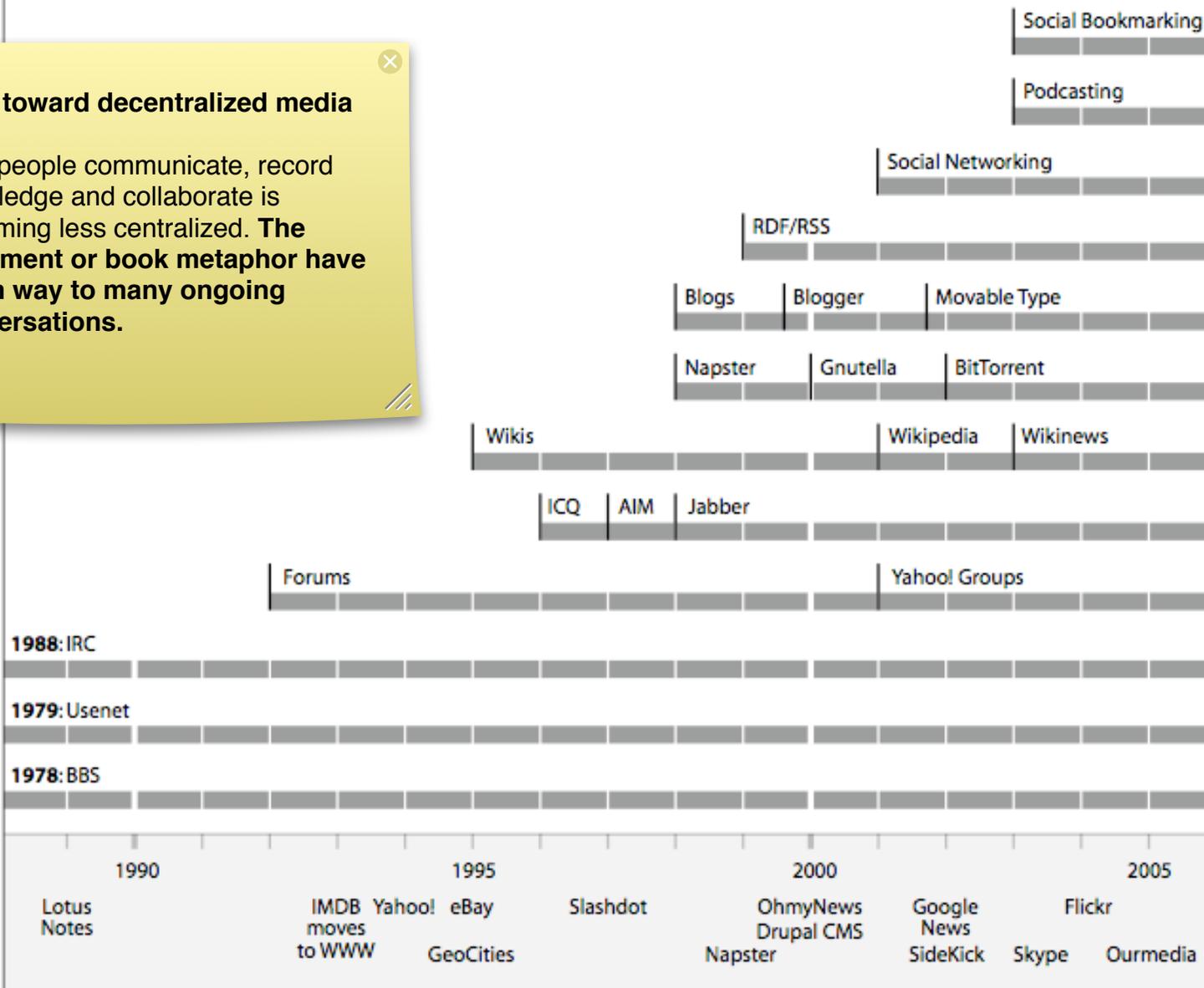
Participation has been a fundamental component of the Internet since its inception. Newsgroups, mailing lists and bulletin boards were the early cousins to the forums, Weblogs and collaborative communities flourishing today. Those early forms are still thriving, a testament to our need to stay connected to our social networks.

First Wave: The Daily Me

Second Wave: The Daily We

Shift toward decentralized media

How people communicate, record knowledge and collaborate is becoming less centralized. **The document or book metaphor have given way to many ongoing conversations.**



Centralized
Decentralized

Graphic by Shayne Bowman and Chris Willis.

disappointed

By A Yahoo! Contributor from San

08/22/06

Overall: 

Service 

Cleanliness 

Location 

Value 

Beautiful hotel w/ right

By A Yahoo! Contributor from Merc

08/26/06

Overall: 

Service 

Cleanliness 

Location 

Value 

bad l

By A Y

08/23/06

Overall: 

Service 

Cleanliness 

Location 

Value 

onder.

awa, Ca

08/23/06

Overall: 

Service 

Cleanliness 

Location 

Value 

The more information, the more valuable tools are for people to start organizing/filtering it.
What Baby Boomers are doing from Pew Internet Life reports on **Tagging** and **Online**

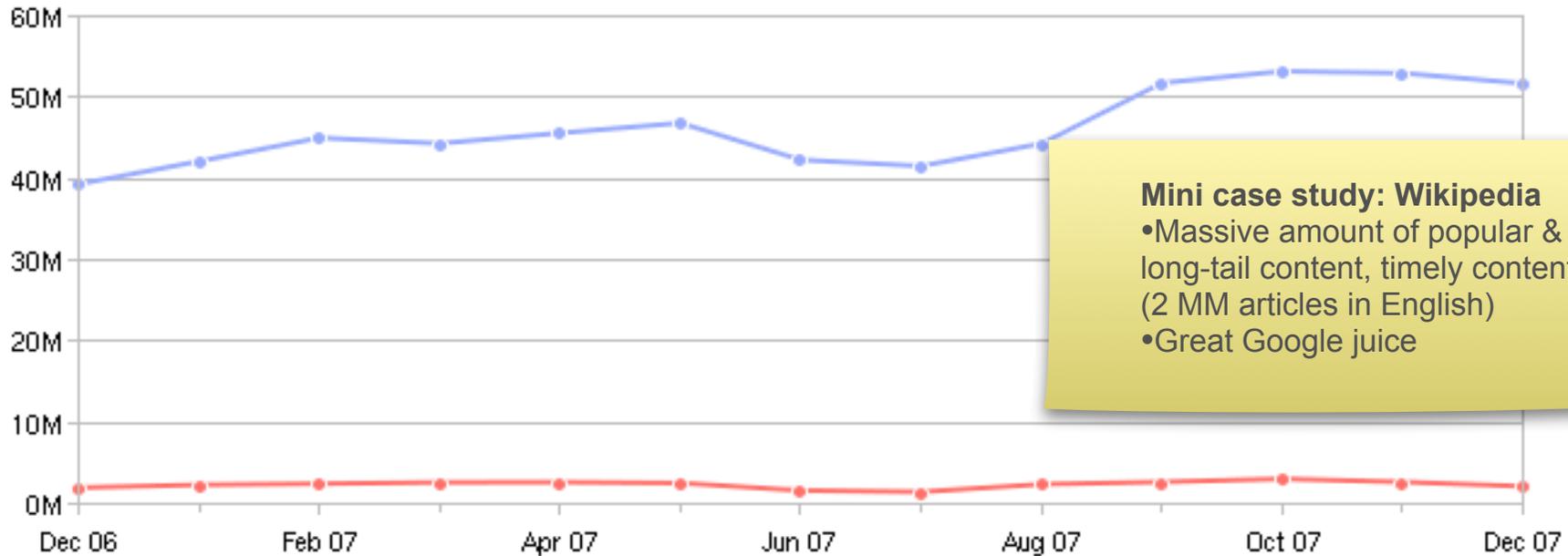
30% rated service/person
28% tagged something
50% share video links

19th century, 20th century, 21st century, american history, american literature, american poetry, american revolution, analysis, anarchism, ancient, autobiography, autographed, aviation, baseball, bible, biblical studies, bibliography, biology, birds, board book, british, business, canada, children, children's book, children's fiction, children's lit, children's picture book, childrens, china, chinese, christian, christian fiction, christian life, christian living, christianity, christmas, church, church history, classic, classic fiction, classic literature, classical, classical music, classics, collection, collections, college, colonialism, color, comedy, comic, comic book, comic books, comic strips, comics, coming of age, commentary, communication, communism, community, compilation, computer, computer science, computers, contemporary, contemporary fiction, contemporary literature, contemporary romance, cookbook, cookbooks, cookery, cooking, cosmology, costume, counseling, cover, cozy, craft, crafts, creativity, crime, crime

People Count



—•— wikipedia.org —•— britannica.com

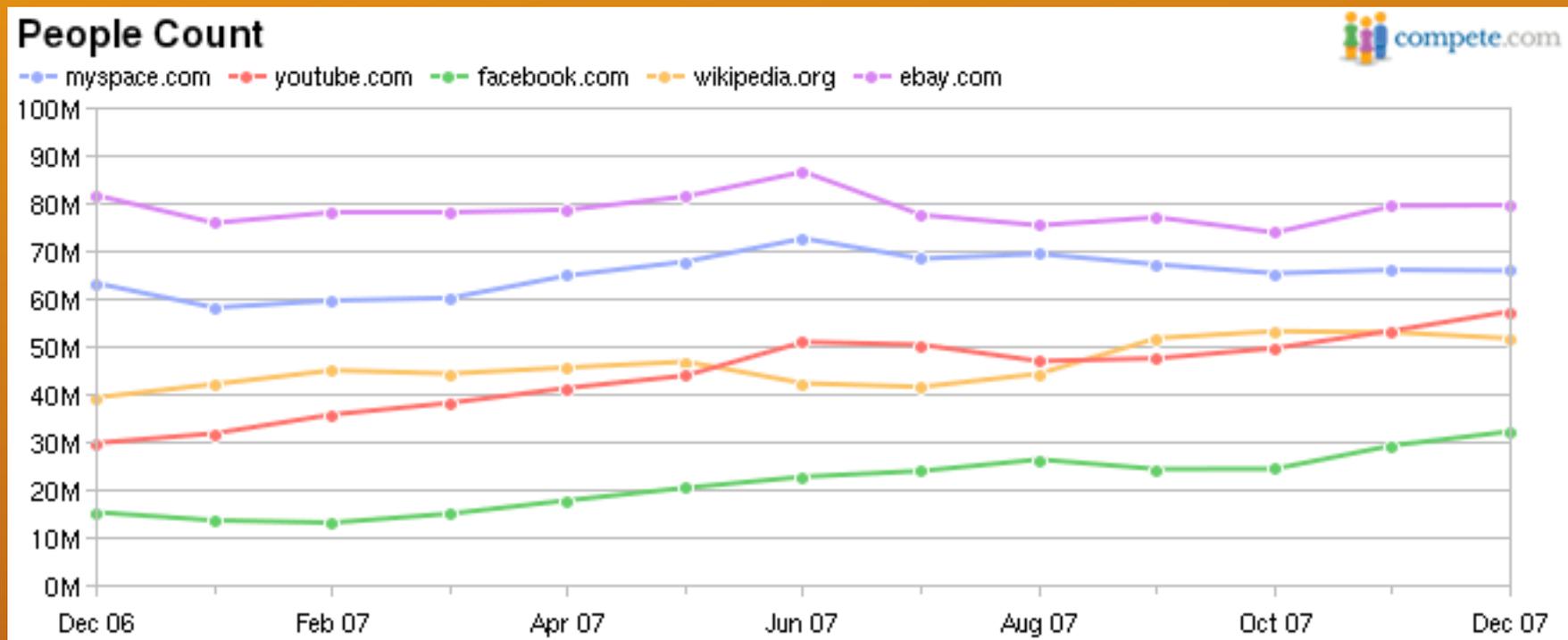


Mini case study: Wikipedia

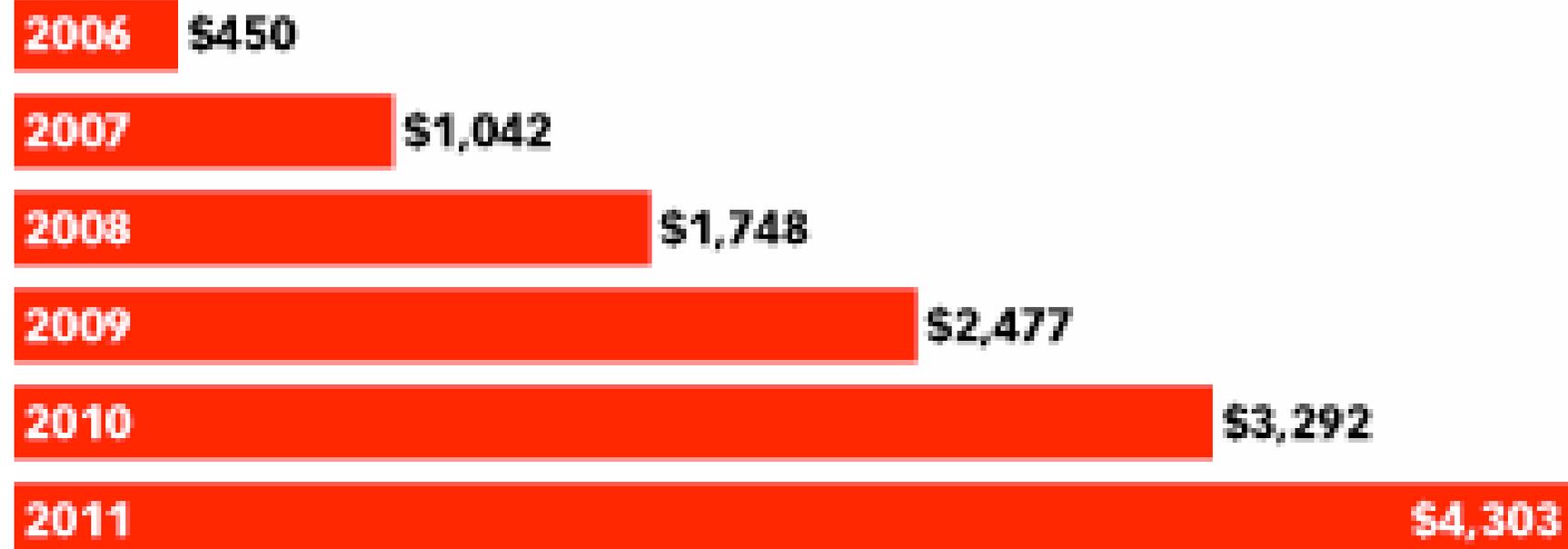
- Massive amount of popular & long-tail content, timely content (2 MM articles in English)
- Great Google juice

36% of online American adults consult Wikipedia

6 of top 10 global sites are social



US User-Generated Content Advertising Revenues, 2006-2011 (millions)



Note: includes ad revenues at user-generated video sites (eg YouTube), photo-sharing sites (eg Photobucket) and social networking sites (eg MySpace, Facebook)

Source: eMarketer, June 2007

You think
you're here



You are here



Known

Knowable

Unknowable

Chaotic



Strategy #1

Understand your problem space.

As you move to the right of the graph, cause and effect become harder to correlate

Tactics

Known: Follow best practices

Knowable: Iterate rapidly, ask questions, listen closely.

7 Rules Guidelines

Think of these as the necessary ingredients needed to grow a healthy and active community.

How you implement them is open for much experimentation.

1. Engage quickly



1. Start with a compelling
idea & simple solution

Start listening with Last.fm

...and get a station with music you'll like



Thelonious Monk - I Mean You (Live Version) -13:17

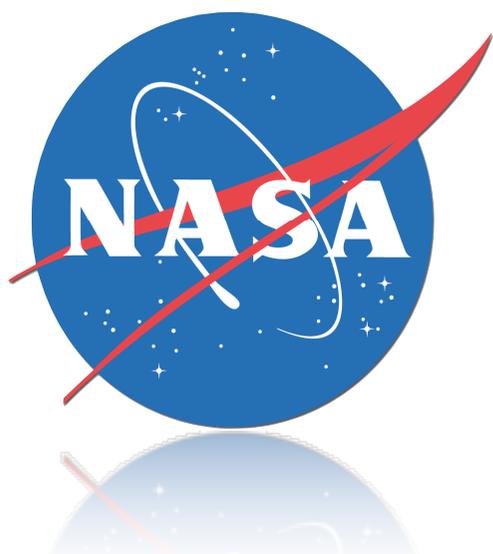
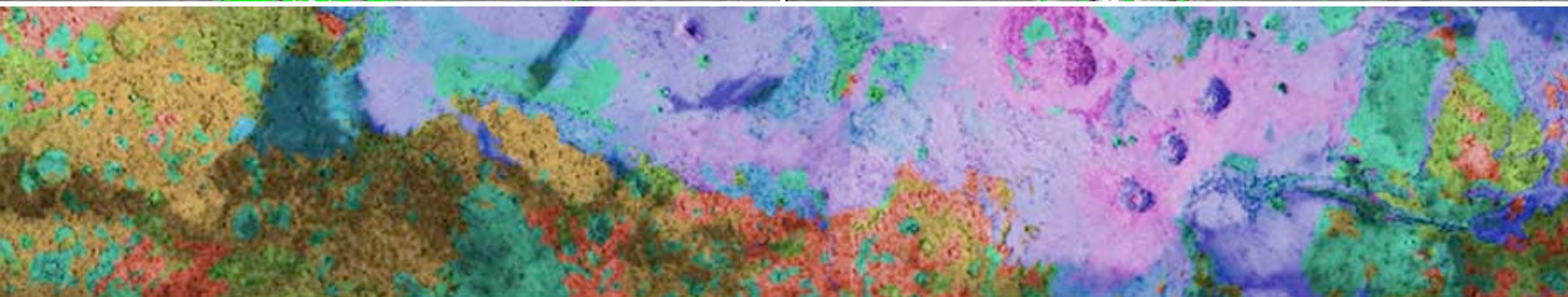
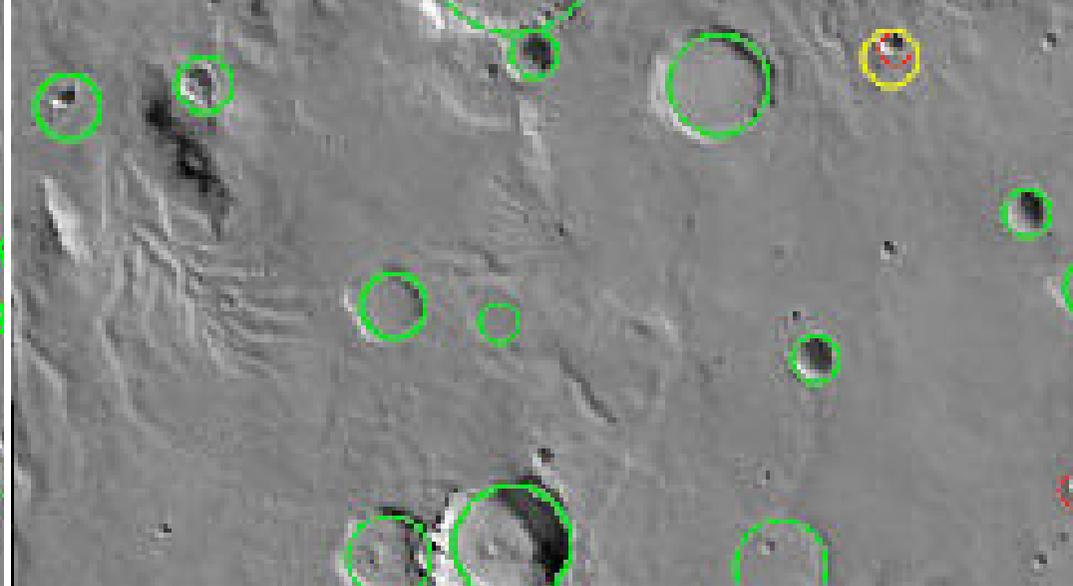
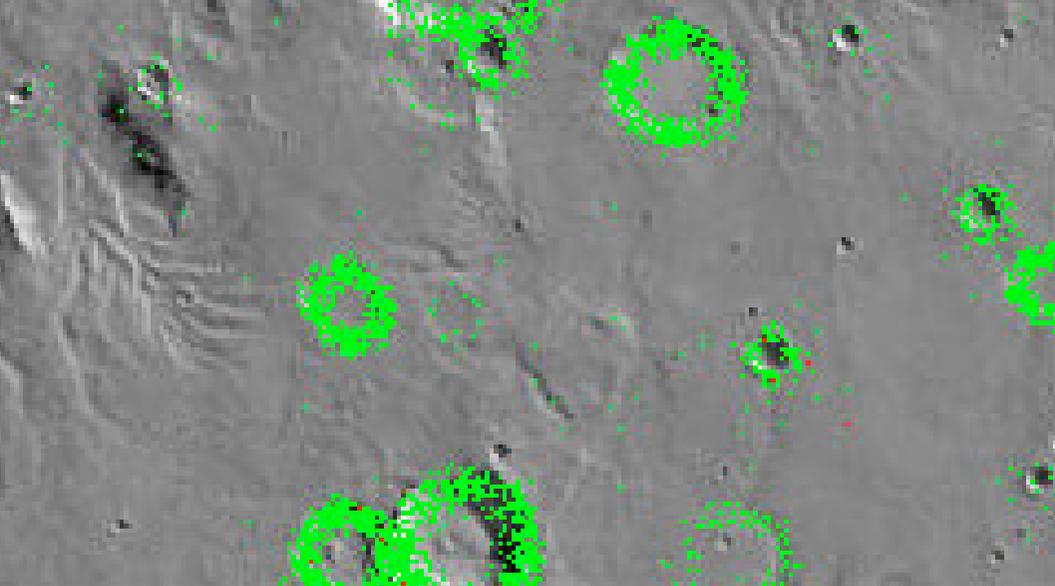
Buy Album

Change Station Pop Up Share last.fm

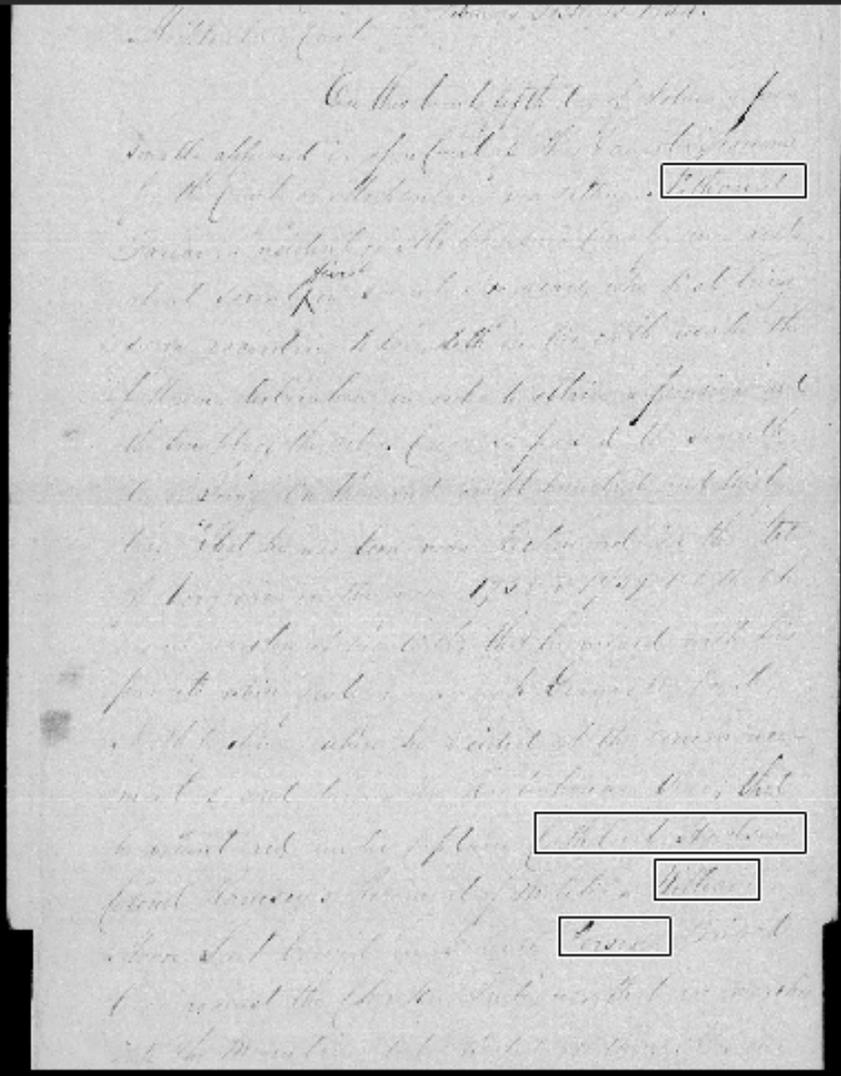
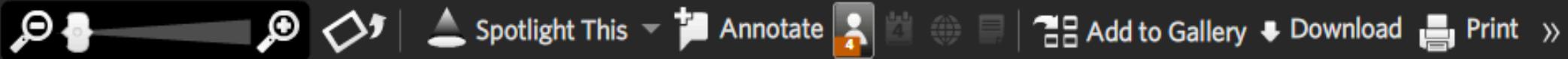
If you like John Coltrane, you might also like:
Miles Davis, Charles Mingus, Thelonious Monk, Charlie Parker, Sonny Rollins and Ornette Coleman (see more...)

Give us the name of your favorite musical artist and we'll present you a rich world of music and people who are likely more passionate about this stuff than you are.

2. Let people
make your stuff
better



- 6 months
- 85,000 contributors
- 1.9 million entries
- 'indistinguishable' from expert analysis



About This Document

Contributed by The National Archives ARCHIVES.GOV

Image Information
Publication Number: M804
Publication Title: Revolutionary War Pension and Bounty-Land Warrant Application Files
Publisher: NARA
State: North Carolina
Veteran Surname Starts With: F
Veteran Surname: Farrar
Veteran Given Name: Nathaniel
Pensioner Surname: [BLANK]
Pensioner Given Name: [BLANK]
Service: N.C.
Pension Number: S. 8458

Description
NARA M804. Revolutionary War Pension and Bounty-Land Warrant

Comments
4 Annotations

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 Parson
by [billbellga](#) (Flag)

Parson



Search for a name, date, place or topic

Search



or

[Browse All Titles](#)

Connections for "Page 1"



Missing airman, John C McKinney, is the same one found in this Missing Air Crew report in 1944.

Includes Same Person(s)

Found in both images

1944

Connection made by



[chris](#) 6 days ago



Confirms that 2nd Lt. John C Mc Kinney was killed in action when his B-17 went down. His wife Rosalie was listed as next of kin.

Includes Same Person(s)

Found in both images

1944

Connection made by



time left

00:21

Matched on element: 140 points

score

620

passes

1

Your partner has suggested 1 label.

off-limits

my labels

label

pass

coral



zoom out

Images labeled so far:



3. Live by the Golden Rule

Do unto others...

Always respect privacy

From Robert Axelrod's
"Evolution of Cooperation":

- you'll be back
- you can be identified
- you have reputation

Add FunWall to your Facebook account?



Allow this application to...

- Know who I am and access my information
- Put a box in my profile
- Place a link in my left-hand navigation
- Publish stories in my News Feed and Mini-Feed
- Place a link below the profile picture on any profile

FunWall was **not created by Facebook**. By clicking 'add,' you agree to the [Platform Application Terms of Use](#).

[→\] Add FunWall](#) or Cancel

The Developer's Description

“ FUN Wall! The name says it all! Videos, Photos, Graffiti, Greeting Cards, Flash Embeds and more!”

More Information about FunWall

Facebook has been pushing the bounds of privacy lately but this example is still a good one to learn from:

Make sure people are aware of the implications of their decision – especially when security and reputation are at stake.

Afraid of abuse by this application?
[Block FunWall](#)

4. Encourage feedback

850 diggs

digg it

English Wikipedia Hits 2,000,000 Articles

The English-language Wikipedia currently contains 2,000,853 articles. This number excludes redirects, discussion pages, image description pages, user profile pages, templates, help pages, portals, articles without links to other articles, and pages for Wikipedia administration. Including these, we have 10,201,476 pages.

Submitted: 14 hr 51 min ago, made popular **8 hr 32min ago**

Submitter:  [msaleem](#) (news: [submissions](#), [diggs](#), [comments](#))

Topic: [News](#) » [Technology](#) » [Industry News](#)

Source: stats.wikimedia.org

Bury It:  Bury



Experience IBM professionals

[Lotus Sametime. Right](#)
Empowering Pe

[Data Warehouse Buyer's Guide](#)
the potenti:
Leveraging Info

Comments (55)

Who Dugg or Blogged It?

Blog It

Email It

 Global S

-17 diggs



 by [jhender](#) 10 hours ago

ate (-4 or higher) ▾

nt] -17 diggs  

 by [ddorent](#) 9 hours ago

nt] -17 diggs  

 by [Whiteknight117](#) 9 hours ago

+20 diggs  

What was the 2 millionth article?

+20 diggs



[View 3 replies](#) to this comment (most popular has 18 diggs)

 by [TenebrousX](#) 8 hours ago

+8 diggs  

I wrote a program for my statistics project last year that found the number of stubs on Wikipedia (measured by the inclusion of the "This article is a stub" tag) using Wikipedia's random article feature and found that about 37% of articles were stubs (with a 95% confidence interval of .2753 to .4646). I just ran it again and got a proportion of .44 (95% CI = .3427 - .5373). My sample size was 100 in both cases.

5. Create usable exhaust

Browse social graphs - show friend activities

Design for second-order effects.
<http://www.hypergene.net/blog/weblog.php?id=P326>



Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Notes
- Mobile
- My Flickr
- more

News Feed

Preferences

September 10

- ! [Evan Harris](#) added the Yahoo! HotJobs application.
- [Chris Butler](#) joined the group TechCrunch40.
- [Peter Drinkwater](#) and [Fraser Hall](#) are now friends.

Good Luck Chuck is in theaters Sept 21. Sponsored Share

Jessica's hot. Dane's funny. Dan's perverted. See their movie. **Good Luck Chuck**, in theaters Sept 21.



- [Adrian Holowaty](#) and [Marianne Baranick](#) are now friends.
- [Brandon Warburton](#) and [Teresa Ther Brannaman](#) are now friends.
- Updated: [Brian Hanson](#), [Brandon Warburton](#) and [Josh Callaway](#) added the Kaboodle application.

F [Fabrice Florin](#) took a movie quiz.

Handsome Characters - Fabrice answered 8 of 15 questions correctly for a score of 53%. [Take the quiz >](#) | [Make your own](#)



- [John Northwick](#) and [Randall King](#) are now friends.
- [John Northwick](#) and [Seth Halperin](#) are now friends.
- Updated: [Richard Sambrook](#) is .

Requests

1 event invitation

The News Feed is different and naturally tailored entertainment for each member.

It was a controversial feature at first but is now wildly popular.

Birthdays see all

No upcoming birthdays.

New Stuff hide

Today's New Gift: (\$1 USD)



Anthurium
 Availability:
 Thru September
 Limited Edition:
 1,000,000 total

You have 1 gift to give.
[give today's gift](#) | [browse gifts](#)

The Next Step see all

Check out what's new on Facebook.

Find Your Friends close

careerbuilder.com

Search over 2 million jobs

6. Let a thousand groups bloom

(The Strength of Weak Ties)

Strength of Weak Ties

The more mechanisms that you provide for those sub-networks to flourish, greater the overall network growth. Networks like MySpace and Facebook that encourage ghettos grow the most. Ning, which lets you create your own network and join others too, cleverly understands this concept and leverages it.

Granovetter has studied this extensively.

Complete Group List

Sort: **alphabetical** | [members](#) | [recent](#) | [messages](#)

- Love is a Many-Splendored LibraryThing** (2 members, 16 messages)
LibraryThing has been around long enough that I'm sure there are some stories of...
- The "Click"** (5 members, 25 messages)
You talk it, we live it, your jealous, admit it!!
- The "Group" group** (6 members, 5 messages)
This is a group for people who would like to share anything about their private ...
- #nanowrimo @ B2IRC** (8 members)
The name pretty much says it all.
- #scene.no** (7 members, 33 messages)
#scene.no @ EFNNet
- #teamslack** (2 members)
The group for the #teamslack EFNNet channel.
- The 'verse** (102 members, 53 messages)
For any fans of Joss Whedon and his work. From Toy Story to Buffy, from Firefly ...
- (Dis)ability Politics** (27 members, 7 messages)
A group for (dis)abled-identified readers, writers, and activists and our allies...
- *mms** (2 members)
- *twilight*** (23 members, 57 messages)
...and so the LION fell in love with the lAmb
- <. look its a dot!** (2 members)
<. dot
- 0101010101 - alt. binaries** (20 members, 62 messages)
- Copywriter's Corner** (4 members, 3 messages)
Discussion on copywriting and marketing, what works and what doesn't, copy criti...
- The Coriolis Effect** (2 members, 6 messages)
Wet hott cross-equatorial book club nastiness. Current Book: A Go
- Cormac McCarthy** (2 members)
The judge tilted his great head. The man who believes that the secrets of this w...
- Cornish books** (7 members, 17 messages)
Any books written by Cornish writers; set in, or about, the South West of Englan...
- Council of Arkadia** (9 members)
- Council of Elron** (67 members, 15 messages)
For anyone interested in Tolkien books to discuss, enjoy and even debate perenni...
- Country & Bluegrass** (13 members, 11 messages)
Discuss books dealing with the history of Country and Bluegrass music
- Cover Art** (9 members, 32 messages)
For those interested in listing and identifying the cover artists for SF/F, Myst...
- Cover Design Junkies** (14 members, 3 messages)
Because you DO judge a book by its cover, your bookshelves are color coded, and ...
- Covers** (21 members, 40 messages)
Our favorite, most piquant covers.
- Cozy Mysteries** (52 members, 41 messages)
For those who don't mind finding a body in the library as long as the blood does...
- CPCHSG** (1 member)
An Information and resource tool for the members of the CPCHSG in Tulsa, Oklahom...
- CPPIB** (1 member)
- CPSD @ MMSCL** (7 members, 9 messages)
The Children's & Parents' Services Department at the Mastics Moriches Shirley Co...
- Crazy Book Girls** (4 members, 10 messages)
Created by girls who are crazy about books (or who like books and are a little c...
- Creative People's Group** (4 members, 2 messages)
Writers, Artists, Poets, Musicians, Film-makers, all are welcome here to discuss...

- Knitters Inc.** (462 members, 574 messages)
Just knitting. :-)
- Knotty Librarians** (3 members, 4 messages)
A catalogue of shared addictions.
- knowledge management** (8 members)
Broad coverage of knowledge management theory, application, processes and tools....
- knoxos** (1 member)
Knox United Church Library Owen Sound, Ontario
- Kodak Park #41 Cheetahs** (1 member)
Place for Kodak Park Staff and Students to talk about their favorite books.
- Korean Geeks** (25 members, 4 messages)
For Korean geeks who LibraryThing.
- Kriegsturm** (5 members)
Haus Kriegsturm
- Kyushu University Library** (3 members, 4 messages)
This group studies SNS as library service.
- l'Hôtel Dauphin** (3 members, 3 messages)
yougottadance. getit? A private book swap that reads pretty much anything. Mu...

- Reading in Red Stick** (8 members, 10 messages)
A group for and about readers in Baton Rouge, La
- Reading Intoxicated** (3 members, 4 messages)
- Reading Metrx** (1 member)
- Reading Resolutions** (93 members, 553 messages)
It's August now - summer's waning, and the school year's starting again! Hope t...
- Reading the States** (42 members, 506 messages)
I'm going to be reading books about each of the states in the US. I'll read one ...
- Reading the towns and counties** (7 members, 21 messages)
UK literary figures and their associated places
- Reading Tips** (14 members, 32 messages)
Share and learn new ways to improve your reading experience! In the tradition...
- readings kids** (6 members, 4 messages)
a simple group for kids like me that are 15 and less to share the books they hav...
- Real Ale (& Other Beers)** (24 members, 43 messages)

LibraryThing encourages many active groups.

The graphic to the right shows the length of the entire page of their groups list.



7. Recognize the good

Most Helpful Customer Reviews

439 of 573 people found the following review helpful:

★★★★★ **A perfect ending to a glorious series**, July 21,

By [Joanna Daneman](#) (Middletown, DE USA) - [See all my](#)

[TOP 10 REVIEWER](#)

[REAL NAME™](#)

[COMMUNITY FORUM 04](#)

Meet the seller

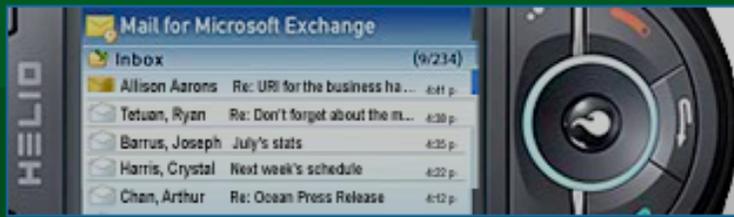
Seller: [zxp2](#) ([589](#) ★)

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Random Acts of Vineness

Following is a historical record of all Random Acts of Vineness recognized by Newsvine for exceptional moments of greatness within the community.

Not all Acts are created equal, of course, and no one should assume that any item on this list is any more or less important than any other item. The list is simply a way of documenting some of the outstanding things achieved by members of the Newsvine community. It could be helping a charitable cause, writing a wildly popular article...

Zaki

December 4, 2006 — Zaki was awarded the Random Act of Vineness for his excellent "embedded" reporting from Kabul, Afghanistan.

- TopJedi

June 27, 2006 — TJ was awarded the Random Act of Vineness for his co-chairing the Newsvine Relay For Life Cancer Walk.

- oldfogey

August 21, 2006 — Oldfogey was awarded the Random Act of Vineness for running for U.S. Congress in the state of Ohio, getting his name on the official ballot, and chronicling the experience on his Newsvine column.

- Zaki

December 4, 2006 — Zaki was awarded the Random Act of Vineness for his excellent "embedded" reporting from Kabul, Afghanistan.

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rmunns

Member since 04 Jun 2007
Wisconsin, United States

Contact me

Contribution Score

12386

Look below to see what rmunns has contributed. [About](#)

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About Me

I've been doing genealogy since 1998, and am so excited to share the documents and pictures that I've found in my research since then! I have two children, and am married. Currently, I'm raising my children at home.

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