Our goals today:
Present “Web 2.0” concepts
Explore how they relate to our institutions
(45 minute MBA)

“Old school” systems analysis
• Work Centered Analysis Framework
  – Steven Alter, 1999
  (Prentice-Hall)
  http://www.prenhall.com/tribes/prag01/alter/wwca.html

Who moved my cheese?
• Internal Systems
• The Internet
  – Web “beta”
  – “Brochureware”
  – Web 1.0
  – Transactional web
  – Web 2.0
  – Collaborative web

A new “new school”
• Lawrence Lessig
  – Instigator of the “creative commons”
  – Code & Other Laws of Cyberspace, 1999
    (Basic Books), p. 88
  • “Regulatory framework”

6 pillars of Web 2.0
Karen A. Coombs (2007):
1. Radical decentralization
2. Small pieces loosely joined
3. Perpetual beta
4. Remixable content
5. User as contributor
6. Rich user experience

"Fansourcing"
Examples of Web 2.0

Social Networking: MySpace, Facebook, LinkedIn
Image / Photo: Flickr, Picasa

News / link Recommendation Systems: Digg, p2pnet, Del.ici.us

Internet authorship

- Blogs
  - Web + Logs
  - Chronologically ordered "posts"
  - "Folksonomies"
  - Comments
  - www.cultureibre.ca

- Wikis
  - Wiki Wiki, a bus line in Hawaii ("quick")
  - Create account & edit
  - Community reference tool

- Forums
  - Bulletin Board Systems, News groups

Olivier's blog

Wikipedia

- Famous example of a wiki
- Now with editorial process
  - not so much an "open wiki"
- Not good nor bad!
  - Has advantages & inconveniences

InfoCommons.ca Wiki

Internet Authorship

Of a post...

<table>
<thead>
<tr>
<th>Email</th>
<th>Blogs</th>
<th>Wikis</th>
<th>Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Point-to-point</td>
<td>Logs, Notes, thoughts, links</td>
<td>Community reference tool</td>
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<tr>
<td>Access key</td>
<td>One-to-one</td>
<td>One-to-many</td>
<td>One-to-many</td>
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<tr>
<td>Sender</td>
<td>Theme</td>
<td>Theme</td>
<td>Theme</td>
</tr>
<tr>
<td>Structure / components</td>
<td>Message body, metadata</td>
<td>Posts, comments</td>
<td>Page, discussion, history</td>
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</table>
Beware of the technological imperative

Don’t ask how you should use technology, but if this technology aids your business processes.

Let’s continue our analysis…

The Law

Copyright (IP)
Privacy & freedom of information
Contracts

Market: information

- Yochai Benkler’s work
- Information markets are different from media markets
  - Processors & computers are everywhere
  - Creative talent is quite variable and can sometimes be found “cheap”
  - Networks are inexpensive
- (Digital) information goods are purely nonrival
  - And a public good
- Input = output
  - Apart from the human factor

Market analysis: rivalry

Michael Porter’s five forces model (HBR, 1979)

Supplier Power

Barriers to entry

Rivalry

(monopoly or commodity market)

Threats of substitutes

Buyer Power

(Barriers)

Supplier Power
Norms (1)

• Benkler: Why do people collaborate?
  – Why do they give away their intel, property?
• Peer Production Framework
  – Not a classic market of goods, nor a Firm
  – There must be another model!
    • Potlatch or gift economy
    – Rewards = Monetary + Hedonic + Socio/Psy

Norms (1 bis)

Rewards = Monetary + Hedonic + Socio/Psy

• Rewards (R) are:
  – Monetary
    • to the point of satiation
  – Purely hedonistic
  – a personal characteristic
  – Socio/Psychological factors
    • Relation to a group
    • Influenced by $ or “p” and jealousy/altruism or “jalt”

Norms (2)

<table>
<thead>
<tr>
<th>Libraries</th>
<th>Web 2.0</th>
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</thead>
<tbody>
<tr>
<td>Mission</td>
<td></td>
</tr>
<tr>
<td>• Preservation</td>
<td>• Collaboration</td>
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<tr>
<td>• Access</td>
<td>• Access</td>
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<tr>
<td>Vision or Values</td>
<td>• “Open”</td>
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<tr>
<td>• Control</td>
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<tr>
<td>• Structure</td>
<td></td>
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<tr>
<td>• Quality</td>
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</table>

It is time to conclude…

Any self-respecting MBA always performs a SWOT analysis!
**SWOT Analysis 101**

**Internal factors**
- Strengths
- Weaknesses
  - Think of:
    - Collection
    - Space
    - Services
    - Staff
    - …

**External factors**
- Opportunities
- Threats
  - Think of:
    - Suppliers
    - Budgets
    - Competitors
    - Technology
    - …

**Plan it!**
- Short term
  - Internal
- Long term
  - External

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**What is next? Web 3.0!**

Avatars & virtual spaces

Second Life, MMORPGs

(Forget the “Internet Café” – think Café in the Internet)

(Massively Multiplayer Online Role-Playing Game)

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**Fin.**

Merci beaucoup !

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