

The Great Lessons of Web 1.0



✓ The Internet (massively federated with innovation at the edges)



✓ Google (massive scalability)



✓ The Long Tail (in which the cumulative value of the long end of the distribution may exceed the concentrated mass that gets all the attention)



✓ Real People (like whom government must learn to act)

Our Relationship to and through Media

- I. Talking (Conversation)
- II. Reading (Paper)
- III. Listening (Radio)
- IV. Watching (Television)
- V. Browsing (Web 1.0)
- VI. Searching (Web 1.0)
- VII. Sharing (Web 2.0)

The Characteristics of Web 2.0

- ✓ “Permanent Beta”
- ✓ Unbounded
- ✓ Communities form around shared values
- ✓ Narcissistic (and the search for 15 minutes of fame)
- ✓ Need for reliable, authoritative and trustworthy sources.

Wikipedia
Mapipedia
Diplopedia
Meetup
Digg
Del.icio.us
Twitter
Amazon Turk
Active Rain
Facebook
MySpace

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The Digital Majority

Households

Connected	~ 75-80%
✓ Broadband (All)	54%
✓ Broadband (African American)	51%
✓ Broadband (Active Internet)	70%

Source: Neilson/Netratings, 2007

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The Digital Majority

Active Internet Users



Online at least once a week for community and commercial purposes

Internet is the first choice



Total US Population: 300M

- ✓ Active Online (at least once a week): 134.4M
- ✓ Active Online (at least once a month): 146.8M
- ✓ Adjust for 40M non-Internet users: 59%


Sources: US Census Bureau, Nielson/NorthernLight




Mashed Up Sense of Place



Recovery 2.0



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Just Getting Started



twango

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A free and fun place to share your photos, videos and audio
photo from jim

NOKIA Connecting People
Nokia acquires Twango. Combining the world's leader in mobile communications with Twango's comprehensive media sharing destination and platform. [Learn more...](#)

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