Community and Innovation

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Web 2.0

text:

Web 2.0

library 2.0

local location-aware long tail maps marketing millennials innovation

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Web 2.0

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culture cyberlaw design digital cocooning digital natives

Participation

copying copyright

bookosphere books boomers business models citizen journalism usability

advertising aggregators ajax annotation attention behavioral blogs

attention benefit behavioral blogs cotact

fraud commons community

contextual commerce cool cooperation copying copyright

Participation culture cyberlaw design digital cocooning digital natives

distraction DRM Sharing e-books enterprise 2.0 environment epaper flat

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Web 2.0 Definition

• A web of relationships
• A web of empowerment
• A platform for application development.

It is where the power of information, application, and peer-to-peer collective intelligence meet to do something – whether communing, purchasing, or practicing medicine…
Emerging Business Models Around Community

Gerson Lehrman Group

Visible Path

nature publishing group

INNOCENTIVE

ryze

complinet

sermo

CORPORATE EXECUTIVE BOARD

Increasing the Effectiveness of Executives and Their Enterprises

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Community Definitions

• Professional Networking – Primary goal is to network for job-seeking, sales prospecting, or other key finding activity

• Community/Sharing – Primary goal is to advance and exchange professional knowledge between peers

• Expert Network – Primary goal is to advance professional knowledge and/or problem-solve by seeking information and guidance from experts or authoritative individuals versus authoritative content

• Crowdsourcing – Primary goal of the venue is to source user knowledge/contribution/activity to produce something—part of a contribution to someone or something’s “cost of goods”
Evolving Professional Communities

Business & Professional Users
(Executives, Sales/Marketing, IT, HR, R&D, Scientists, Faculty, Healthcare Pros, Government Pros, Students, etc.)

Search Web 2.0 Portals Enterprise 2.0 Portals

Consumer Communities
- Gaming
- Blogging
- Dating
- Social Networking
- Sharing
- Virtual Worlds

Professional Communities
- Blogging
- Communities of Practice
- Crowdsourcing
- Problem Solving
- Professional Networking
- Sharing
- Virtual Teams

Network Contribute/share Expert network Open innovation

Public Professional Networking:
- CEB
- Facebook
- GlobalSpec CR4
- LinkedIn
- Neurona
- Ryze
- Visible Path
- XING
- ZoomInfo

Community/Sharing:
- Community of Science
- Covestor
- Digg
- eHow
- ITtoolbox
- Scintilla
- Shared Insights, Inc.
- TechTarget
- ThomasNet Forums

Expert Network:
- AllExperts
- El Village
- eMindsource
- ExpertVillage
- Faculty of 1000
- Gerson Lehrman
- LECG

Crowdsourcing:
- eFunda
- InnoCentive
- iStockphoto
- Marketocracy
- NewAssignment.Net
- NineSigma
- Sermo
- Threadless
- Your Encore

Search & Access

Users/Consumers

Activities/Needs

Key Players In B2B

Enabling Web 2.0 Technologies
- Wikis
- RSS
- Mashups
- Ruby
- SOAP
- XML
- Open Source Software
- Mobile
- Ajax
- CSS
- SaaS
- Ontologies
Work Processes Redesigned by Community-Based Innovation

New ways to gather customer input

Tribal marketing & product development

Reinventing R&D
Community By and For Physicians
Open Forums Redesigning Scholarly Communications
Open Innovation Rewriting Rules of R&D
The DNA of Web 2.0 Enterprises

• Quick, agile, global
• “Open”-minded about content and software
• “Unchain my chart”: content without containers
• Play well with others
• Service-oriented
• Conversationalist
Virtual Work & Learning Spaces
Virtual Medical Research

UC DAVIS’ VIRTUAL HALLUCINATIONS
Gaining an understanding of schizophrenia through a simulation of hallucinations
Who’s Poised to Disrupt

• **Who can disrupt?**
  • Information users, authors, researchers
  • Providers who give direct access to users
  • Those who nurture community

• **Who will be disrupted?**
  • Market research providers
  • Images, news, anything users can generate
  • Closed systems
    • GLG & LECG vs. Sermo & Nature
  • Google ↔ Facebook
  • Enterprise work processes
Discussion

What Are You Seeing?
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