

The Web Difference

David Weinberger Ph.D.

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Self @ evident . com

Berkman-Annenberg

March 2008

I'm going to talk about how the web difference. That's it. Thanks very much. Drive safely.

The Web Difference

No Atoms

Everyone's
connected

No central
control

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Metaphors/Frames

But seeing the Web diff is always a matter of choosing one's frame. In this case, there's virtue in frames that make us uncomfortable.

Metaphors/Frames

Virtue of discomfort

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Metaphors/Frames

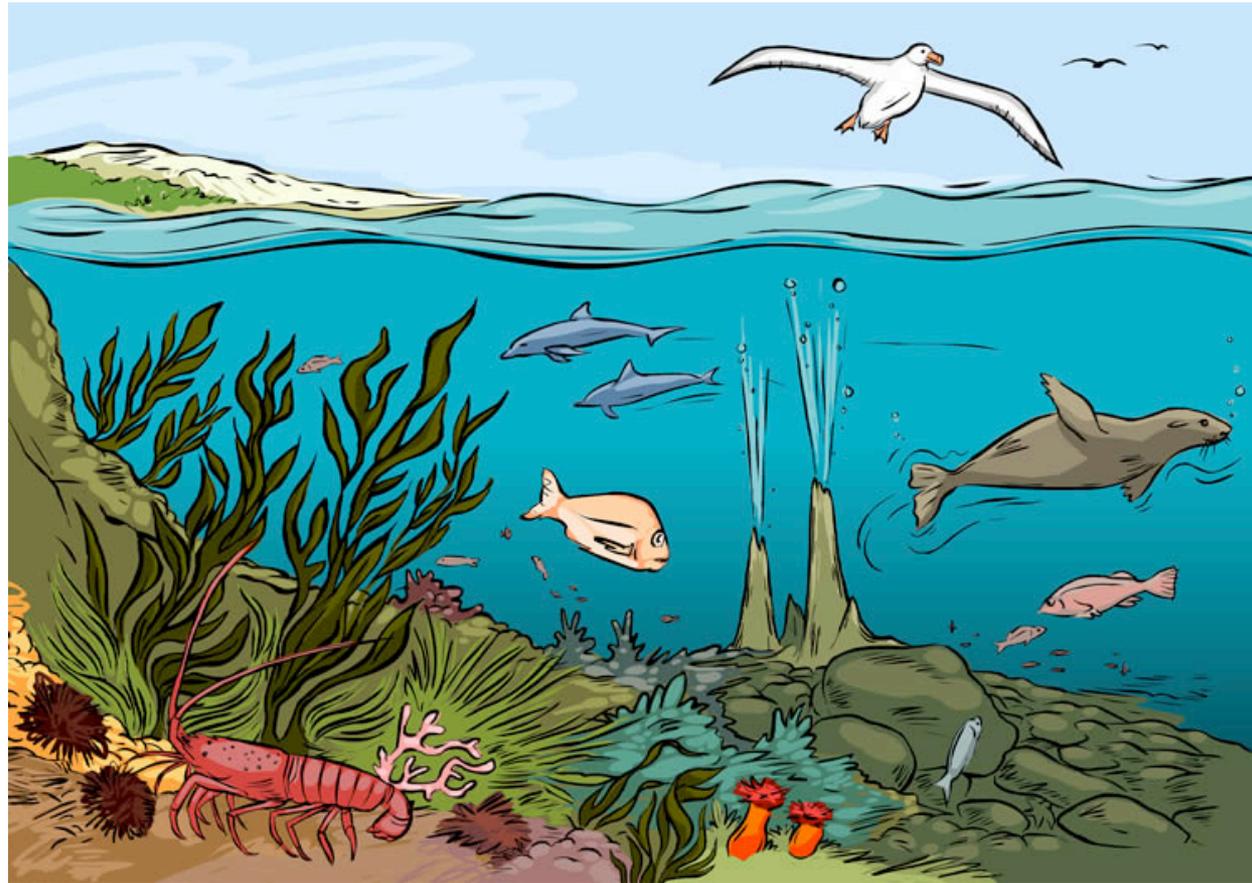
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Metaphors/Frames

Points to complexity. But this is also part of an ecosystem. It's entirely too comforting, as if everything will work out.

Metaphors/Frames

Ecosystem



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+Passion of amateurs. + partnership. But uses \$ as the vector. Yet, if all amateurs were funded, we'd have the same issues. Misses the disparity hidden by the dash. Besides, sports metaphor.

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Focus on why we care about the future of news. Better informed democracy. But people generally don't read or view news as an info gathering activity. Our reasons for creating the news is different from our audience's reason for reading it.

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Info flow



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Info flow

Then theres abundance. (Should accept all frames)

Metaphors/Frames

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Abundance

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Abundance

Ecosystem

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Info flow

Then theres abundance. (Should accept all frames)

Weather
Today: Mostly sunny
High 62, Low 37
Monday: Mostly sunny
High 62, Low 37
Details: C12
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Am Samaha hugs his surviving daughter, Sarah, 21, at a Church of Christ service for 18-year-old Ines Samaha, below, who was slain in the Diyala Tech shooting. At left, her brother, Sam, 22, sits his eyes. The funeral for Ines, a freshman who was playing soccer, is tomorrow.

A Daughter's Untimely Requiem

Parents Remember a Vibrant Girl as Va. Tech Funerals Begin



By PAUL DOLAN
Washington Post Staff Writer

The parents, Ines and Youssef Samaha, were dry at the funeral home last night as they waited to view their daughter's body for the first time since the madness at Virginia Tech. They sat in their living room early yesterday, flowers and sympathy cards around them, and looked ahead to those private exorcisms, their daughter tucked for burial in a white casket for her mother's pickup.

"I really want to touch her hair," Mona said. She knelt closer to her husband on the sofa, her legs crossed, and stared at her lap. She spoke just above a whisper. "I want to touch her fingers. She has such little fingers. From the first day it happened, I want to do that. Another fact, I might take a little piece of her hair."

Ines' brother, Sam, said, "I want to hold her, and I want to kiss her."

She is 18 inches, Youssef Samaha, a freshman, this Sunday beauty is a portrait photo on the living room table in a brick colonial in Centerville — brown eyes and black hair and a lifetime in front of her sister's

in SAMAHIA, 410, C2 1

Campus Shutdown Never Considered

By MICHAEL D. SUTTS
Washington Post Staff Writer

Two students were dead in a dormitory when Virginia Tech President Charles W. Stinger and his top lieutenants gathered to assess the shootings and the university's response in Harrison Hall at 8:22 a.m. Monday.

Campus Police Chief Wendell H. Fishburn was called to meet the chief. The police were on top of it, and were already looking for the dead girl's boyfriend, he said. Virginia Tech executive vice president, its president and Stinger. The West Banker admission director had someone, he said, with officers around

ing it. The situation was controlled.

That assessment could not have been more wrong. But was it possible? That is among the questions that an independent commission will be investigating to determine whether campus officials might have averted a catastrophe had they acted differently before Stinger said, "Check the situation and the list."

For almost 20 hours after the initial shot at 7:15 a.m., a rapidly swelling sea of law enforcement officers took notes that they read and other law police officials say were appropriate to investigate a double murder that, in fact, they were witnessing only the first

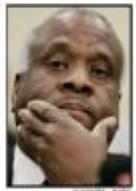
in POLICE, 411, C2 1

Justice Thomas's Life A Tangle of Poverty, Privilege and Race

By KEVIN MURPHY
and MICHAEL A. FEUERBERG
Washington Post Staff Writers

Days have been a persistent problem in this town, Ga., as they rural settlement here known as the Berkeley of Supreme Court Justice Clarence Thomas. Neighborhood leaders tried everything to chase the poverty away — a church, a summer camp, a health clinic, even a playground. By the local church's program, which played for and some hymns to the children one Sunday morning.

"The girls who were on the



Grand Vision for National Harbor Takes Form

Moving 'The Awakening' Sculpture Is Just the Start for \$2 Billion Venture

By ANNE HUGHES
Washington Post Staff Writer

Mitt Peterson looks over the site for the new National Harbor project. In the background, the old outdoor sculpture "The Awakening" will be dug up to make room for the new harbor. In the foreground, Peterson is looking at the site. The harbor will be dug up to make room for the new harbor. In the foreground, Peterson is looking at the site.

work, made even waterfalls. Until now, the piece of resistance of his National Harbor project has been an archipelago of water. In the background, the outdoor sculpture "The Awakening" will be dug up to make room for the new harbor. In the foreground, Peterson is looking at the site.

Then, the 70-ton work, which depicts a giant struggling to emerge from the earth, will be placed on a new sandy beach on the other side of the Potomac River. "There'll be some great views, and

in HARBOR, 414, C2 1

Top U.S. Officers See Mixed Results From Iraq 'Surge'

Sectarian Killings Decrease in Capital; Suicide Bombings Across Country Rise

By ANN SCOTT FRANK
Washington Post Staff Writer

WASHINGTON, April 21 — Gen. David H. Petraeus, the top U.S. commander in Iraq, said the combat increase of nearly 30,000 U.S. troops in the country has achieved "modest progress" but has also met with setbacks such as a rise in devastating suicide bombings and other problems that have occurred whether the counterinsurgency strategy will ultimately succeed.

During the first two months of the U.S. and Iraq plan to pacify the capital, senior American commanders — including Petraeus, Adm. William J. Fallon, head of U.S. forces in the Middle East, Lt. Gen. Raymond T. Odierno, commander of military operations in Iraq, and top regional commanders — see mixed results. They said that while an increase in U.S. and Iraqi troops has improved security in Baghdad and other pro-

vince, attacks have risen sharply elsewhere. Critical now, they said in interviews this week, is for Iraqi leaders to keep the political compromises needed for long-term stability.

The counterinsurgency strategy of success. On Friday night at dusk, Petraeus boarded a helicopter to look for signs of sectarian violence and progress from above the marketplace of the capital.

"It's a bad day. I actually, I thought just to reassure myself that he will go on," he said, looking back and preparing to take on the seat in front of him.

The aerial hawked rules and Petraeus caught sight of a patch of rubble. "He's actually another the ground," Petraeus said with a laugh, peering down at a man standing across the field, with others playing nearby.

in PERSIA, 410, C2 1

Troops in Diyala Face A Skilled, Flexible Foe

Sophisticated Insurgent Tactics Raise U.S. Death Toll in Northeast Province

By JAMES DUFFY
Washington Post Staff Writer

DIYALA, Iraq — The pale blue lights inside the Chinese helicopter cut a faint glow on the young soldiers, slender to slender, spread for hours. They crossed themselves and bowed their heads.

The helicopter was flying in the middle of the night toward an Iraqi village, one surrounded by American troops and believed to be commanded by Sunni insurgents. The troops had heard the stories — militant career killers in public groups, unrelenting torture prisons, snipers and snipers — and were ready for a fight. As the soldier had warned on the terrain and the darkening night, "Watch your back!"

The when the 600 soldiers descended on Sunni militants with machine guns and anti-aircraft weapons, they found the village largely devoid of men. Soldiers danced out from the rocky hill

where they had landed, combat rifles, palm trees and hundreds of concrete and mud-brick houses, only to find many abandoned and others inhabited only by women, children and children.

"The biggest day here ever," said Lt. James Brandon Patrick, 26, a platoon leader on the operation, after several hours at the village. "These guys all took off. They knew we were coming."

In Diyala province northeast of Baghdad, the American military is engaged in an intense battle with the fight against an elusive and sophisticated enemy more deadly than many hard-battlefield militants have ever encountered in Iraq. The attack on U.S. and Iraqi soldiers here have risen sharply in recent months, a problem compounded by an influx of fighters in search of oil or money outside Baghdad. Many of the insurgents are well-trained

in DIYALA, 410, C2 1

Justice Thomas's Life A Tangle of Poverty, Privilege and Race



Developer Mitt Peterson bought "The Awakening" sculpture at Helen Park in the District and plans to transfer it to National Harbor for his project there.

That's what having a front page does to us. We're not in a battle over the front page. The new front page is already here...

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[France to Apple: Open up iTunes or Shut Down!](#)
submitted by [digitalgopher](#) 1 hour 16 minutes ago (via [http://news.com.com/French loo...](http://news.com.com/French%20loo...))

France is forcing Apple to open its iTunes online music store and enable consumers to download songs onto devices other than the computer maker's popular iPod player. If not, they would have to shut down the iTunes store in France!

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[Netflix quietly adds HD-DVD rentals](#)
submitted by [4815162342](#) 1 day 18 minutes ago (via [http://www.hackingnetfix.com/...](http://www.hackingnetfix.com/))

Netflix has quietly added the the ability to setup your account to rent HD DVDs (with Blu-ray coming later this year). You can access the setup from Your Account page (look for "Account Preferences").

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[Poster of History of Programming Languages](#)
submitted by [rsanchezq](#) 6 hours 15 minutes ago (via <http://www.oreilly.com/news/gr...>)

Poster of history of programming languages of 1954-2004.

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[Gentoo X Eye Candy - Running XGL on Gentoo](#)
submitted by [joeyrutledge](#) 3 hours 38 minutes ago (via http://gentoo-wiki.com/HOWTO_X...)

Looking around I found the wiki entry on getting the new Xgl xserver running on Gentoo. I have yet to try it out but there is some useful information in there for gentoo users.

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[The personal supercomputer - 16 cores under your desk](#)
submitted by [felchdonkey](#) 2 hours 39 minutes ago (via <http://www.theinquirer.net/?ar...>)

Think eight dual-core processors, 64gb (yes, GB) of RAM, but whisper quiet sitting under your desk. It's meant for researchers and scientists, but hey, so were all computers originally... (via Gizmodo)

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[Hostility Between ATi and NVidia staff becomes Physical at Cebit](#)

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That's what having a front page does to us. We're not in a battle over the front page. The new front page is already here...

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Get Mail Write Address Book Reply Reply All Forward Tag Delete Junk Print Back Forward

Search Subject or Sender

All Folders

- Local Folders
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 - Unsent
 - Junk (553)
 - Trash (4771)
 - archecon
 - mailing lists
 - academic
 - arch-econ
 - berkman
 - family
 - games
 - politics
 - work

Subject	Sender	Date
First things first	Rubin Dennis	11/15/06 5:40 PM
I want to help sponsor hyper.org	Rob Broughton	11/15/06 5:49 PM
Just An Online Win... MySpace Accused Of Clarifying Kill...	MediaPost Publications	11/15/06 5:50 PM
Topic talk	David Weinberger	11/15/06 6:02 PM
XTREME CCNA on Nov. 20-24, 2006	Global Knowledge PM	11/15/06 6:05 PM
Re: [ORG-advisory] Agenda	Wendy W. Grossman	11/15/06 6:14 PM
Re: clustrain 2.0	Rick Levine	11/15/06 6:16 PM
_____	_____	11/15/06 6:20 PM
proposal later	Edith Le	11/15/06 6:22 PM
_____	_____	11/15/06 6:24 PM
Your email requires verification verifyhwfP2qjKBLAdut_Cg...	jmclosure@openr.org	11/15/06 6:31 PM
Re: [interlist] interlist Digest, Vol 47, Issue 30	Christina Lee	11/15/06 6:40 PM
_____	_____	11/15/06 6:43 PM
Re: [ORG-advisory] BPI response	Suw Charman	11/15/06 6:45 PM
FAQs for the Disclosure Wizard	James Leah	11/15/06 6:45 PM
Re: [ORG-advisory] [Fwd: [DW] News - UK drops local e-voting ...	Suw Charman	11/15/06 6:47 PM
Re: [ORG-advisory] [Fwd: [DW] News - UK drops local e-vot...	Wendy W. Grossman	11/15/06 6:48 PM
Section Three: Out to Launch	MediaDailyNews	11/15/06 6:53 PM
news: RE: work for you	List	11/15/06 6:55 PM
EGR/WE/CBO: Chief Shopping Officer rides again	Christopher Locke	11/15/06 6:58 PM
_____	_____	11/15/06 6:59 PM

Subject: Re: [ORG-advisory] [Fwd: [DW] News - UK drops local e-voting plans]
 From: Suw Charman <suw.charman@gmail.com>
 Reply-To: The ORG Advisory Council discussion list <org-advisory@lists.openrightsgroup.org>
 Date: 11/15/06 6:47 PM
 To: The ORG Advisory Council discussion list <org-advisory@lists.openrightsgroup.org>

Organization: <http://www.publiucus.net>
 To: DO-WIRE@LISTS.UMN.EDU

*** Democracies Online Newswire - <http://dowire.org> ***
 *** Headlines from top blogs: <http://dowire.org/feeds> ***

As I presented <<http://dowire.org/localedemdocs/>> (see [localedem-pl-clift](http://dowire.org/localedemdocs/)) at the Int'l Local E-Democracy Symposium, local governments should pursue an aggressive "informed voting" strategies online like South Korea.

With the e-voting transaction taking a break in the UK, I'd encourage

Unread: 60029 Total: 97392

That's what having a front page does to us. We're not in a battle over the front page. The new front page is already here...

The screenshot shows an email client interface with an 'Inbox' window. The top toolbar includes icons for 'Get Mail', 'Write', 'Address Book', 'Reply', 'Reply All', 'Forward', 'Tag', 'Delete', 'Junk', 'Print', 'Back', and 'Forward'. A search bar on the right contains the text 'Subject or Sender'. The left sidebar shows a folder tree with 'Local Folders' (Inbox (60029), Unsent) and 'mailing lists' (academic, berkman, family, games, politics, work). The main pane displays a list of emails with columns for 'Subject', 'Sender', and 'Date'. The selected email is highlighted in green.

Subject	Sender	Date
First things first	Rubin Dennis	11/15/06 5:40 PM
I want to help sponsor hyper.org	Rob Broughton	11/15/06 5:49 PM
Just An Online Win... MySpace Accused Of Clarifying Kill...	MediaPost Publications	11/15/06 5:50 PM
Topic talk	David Weinberger	11/15/06 6:02 PM
XTREME CCNA on Nov. 20-24, 2006	Global Knowledge PM	11/15/06 6:05 PM
Re: [ORG-advisory] Agenda	Wendy W. Grossman	11/15/06 6:14 PM
Re: chairman 2.0	Rick Levine	11/15/06 6:16 PM
_____	_____	11/15/06 6:20 PM
proposal later	Edith Le	11/15/06 6:22 PM
_____	_____	11/15/06 6:24 PM
Your email requires verification verifyhwfP2qjKLABuK7_Cg...	jmclosure@open.org	11/15/06 6:31 PM
Re: [interloc] Interleft Digest, Vol 47, Issue 30	Christina Lee	11/15/06 6:40 PM
_____	_____	11/15/06 6:43 PM
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EGR/WE/CBO: Chief Shopping Officer rides again	Christopher Locke	11/15/06 6:58 PM
_____	_____	11/15/06 6:59 PM

Selected Email Details:

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*** Democracies Online Newswire - <http://dowire.org> ***
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by [nancyahenry](#) to [humanrights](#) [Darfur](#) ... [saved by 1 other person](#) ... 49 mins ago

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Done

zotero

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 **seerysm** Said hello to 1000 new freckles thx to my hour out in the sun. It did wonder sfor my mood though – so worth it. 22 minutes ago from [twirl](#) ☆

 **timbray** It turns out that a SanDisk ultra II 2.0GB compact flash card can go through a washing machine in your shirt pocket and still work. 26 minutes ago from [twitterrific](#) ☆

 **brianoberkirch** The kids live in some parallel universe where the Weird Al song is primary to the song it parodies. They think Michael Jackson is copying. 30 minutes ago from web ☆

 **jeffpulver** Just posted a "meta recap" of my recent breakfast in DC. Please DM me any missing links. – <http://pulverblog.pulver.co...> 30 minutes ago from web ☆

 **philgomes** Woah... Sepultura's next album will be a concept album based on A Clockwork Orange. What do you think, droogies? 34 minutes ago from web ☆ 🔒

 **laughingsquid** Time Lapse Video of San Francisco Fog <http://tinyurl.com/28av7h> 36 minutes ago from [twitterfeed](#) ☆

 **JasonCalacanis** Wow, what a great win for knicks... Bout time. Were better without curry clearly, and maybe better without marbury's sour attitude. 36 minutes ago from web ☆

 **Hybernaut** and watching the snow fall 38 minutes ago from web ☆

 **stevegarfield** OK. Boston weather is TOTALLY CRAZY right now. Fierce rain just turned into fluffy white snow. So weird. Reporting from Boston this is Steve 39 minutes ago from web ☆

 **hrheingold** walking USC campus between sessions at annenberg 40 minutes ago from [PocketTweets](#) ☆





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EVERYT MISCELL

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Abundance

We have abundance because control doesn't scale. At least not while remaining human, as totalitarian states show. So we get an abundance of good and an abundance of bad. We've tended to focus on how to protect citizens from the bad,

Abundance



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We have an old way of dealing with the good. You scale info by having experts decide what's needed and what shape it should take. organize and shape it for us.

In an age of an abundance
of good,
the struggle is over
metadata.

The front page is metadata. In an abundance of good, the battle, the struggle is over metadata.



Old technique was to reduce the amount of data

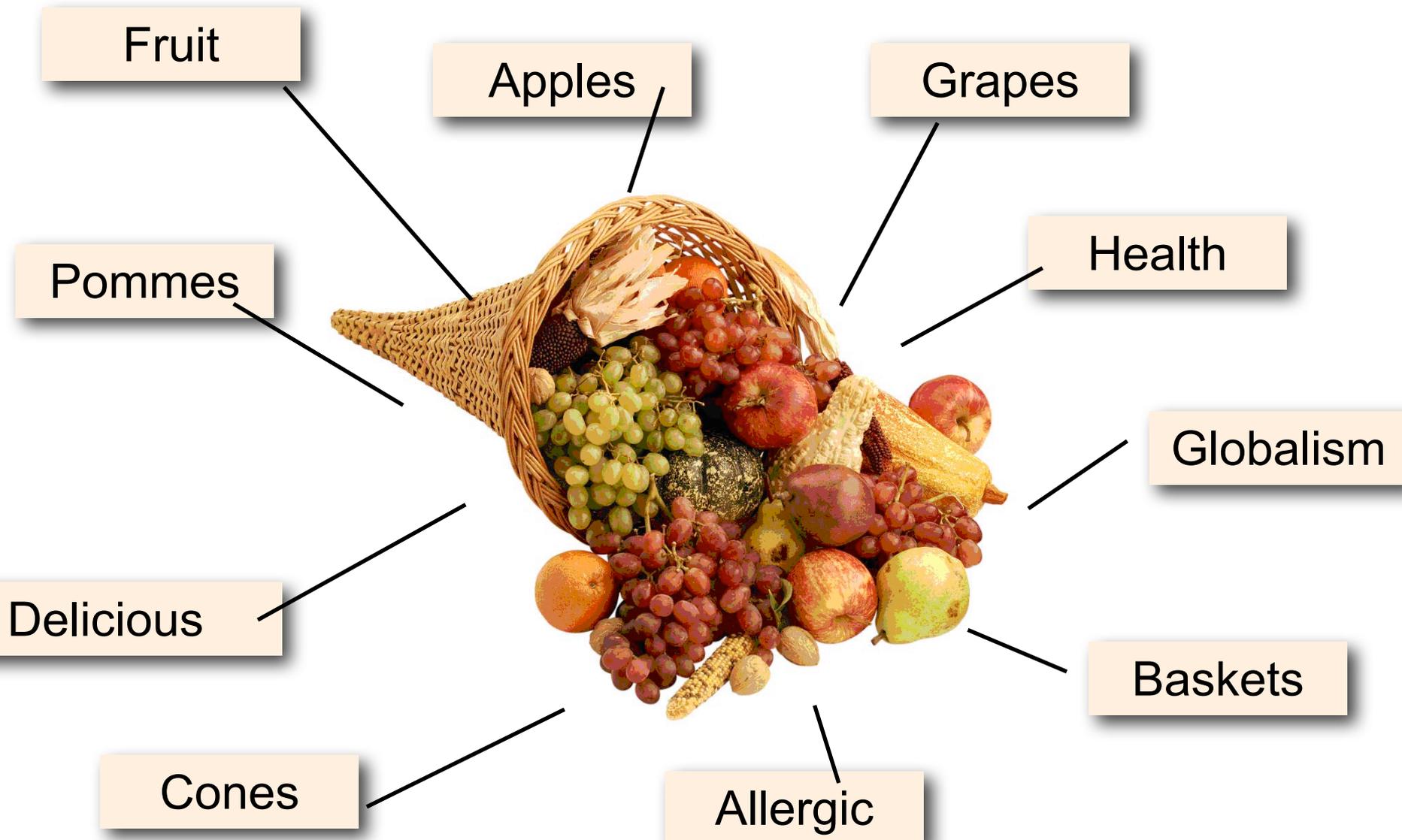


Old technique was to reduce the amount of data

Abundance of metadata

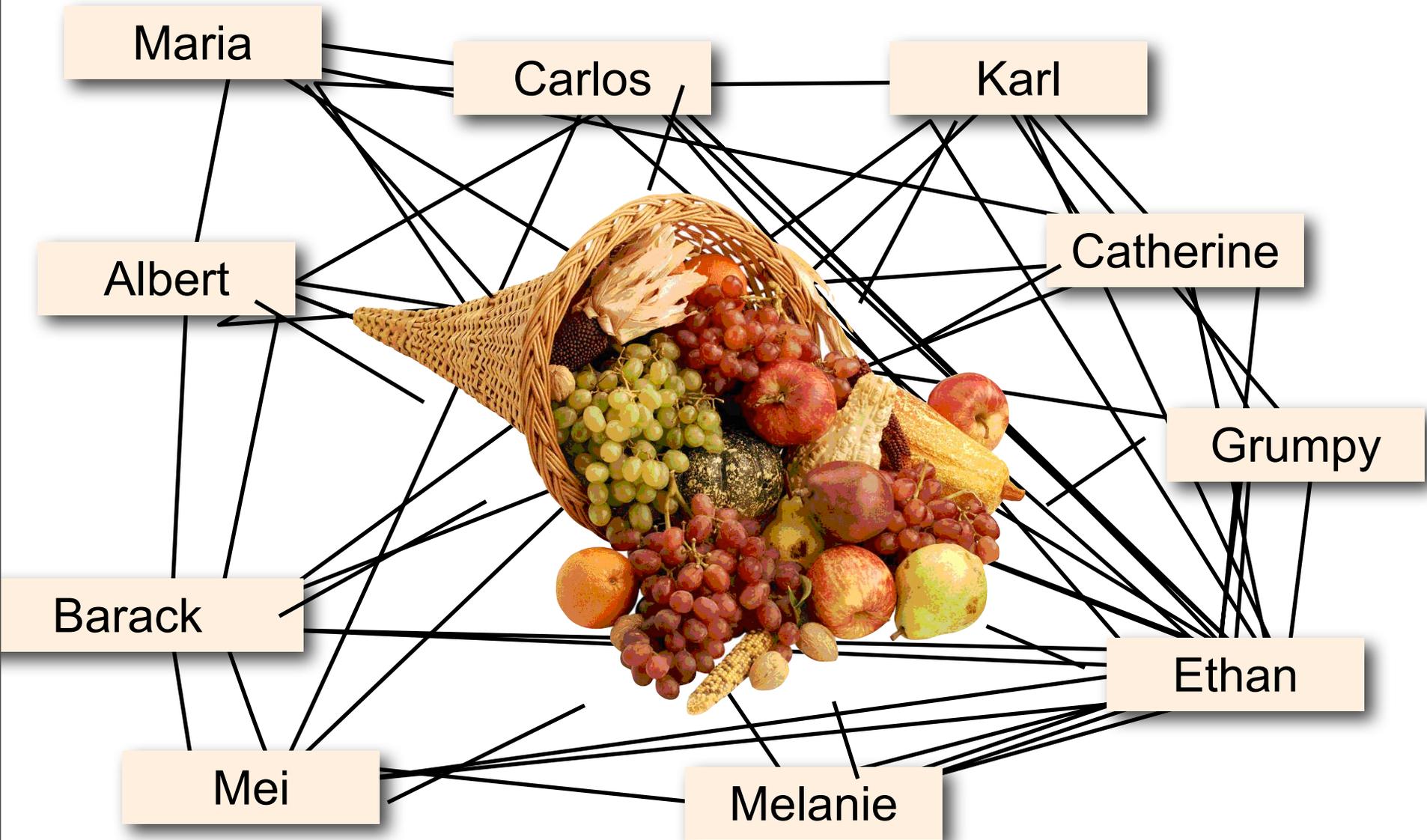


Abundance of metadata



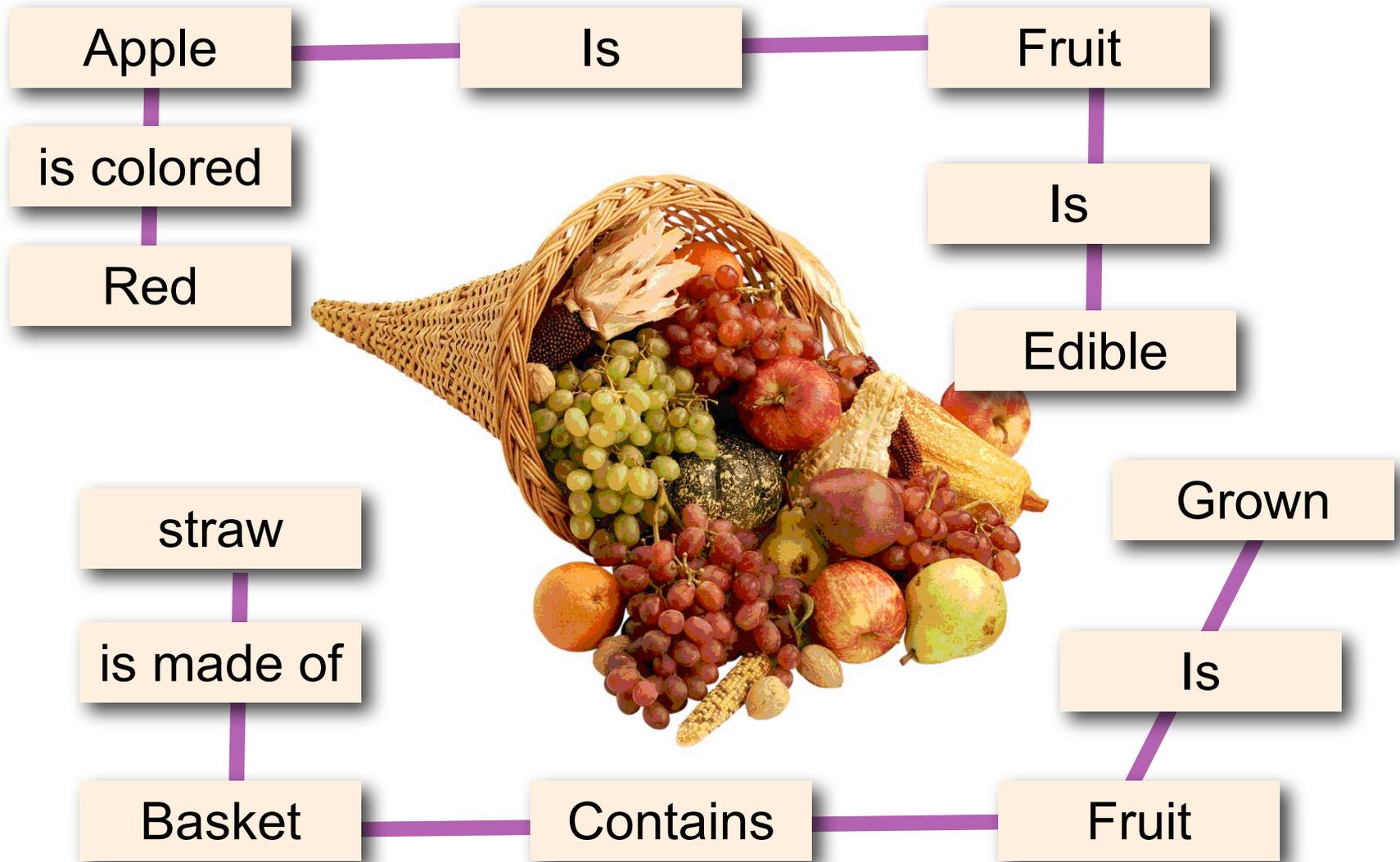
We're creating new tools to manage the abundance of metadata. tags – proving postmodernists right, that the author has no special privilege about what her work is about.

Abundance of metadata



social networks – not personalization but socialization

Abundance of metadata



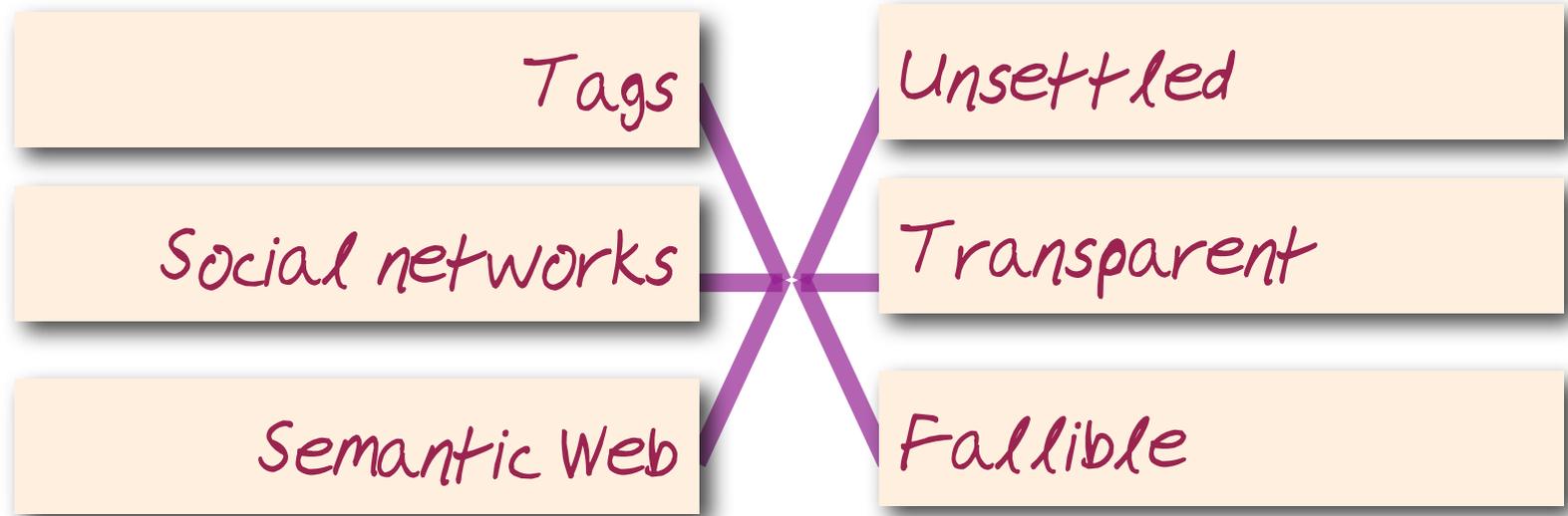
sem web. attempt to formalize it so it can be used by computers. Strengths and weaknesses

The new metadata tools



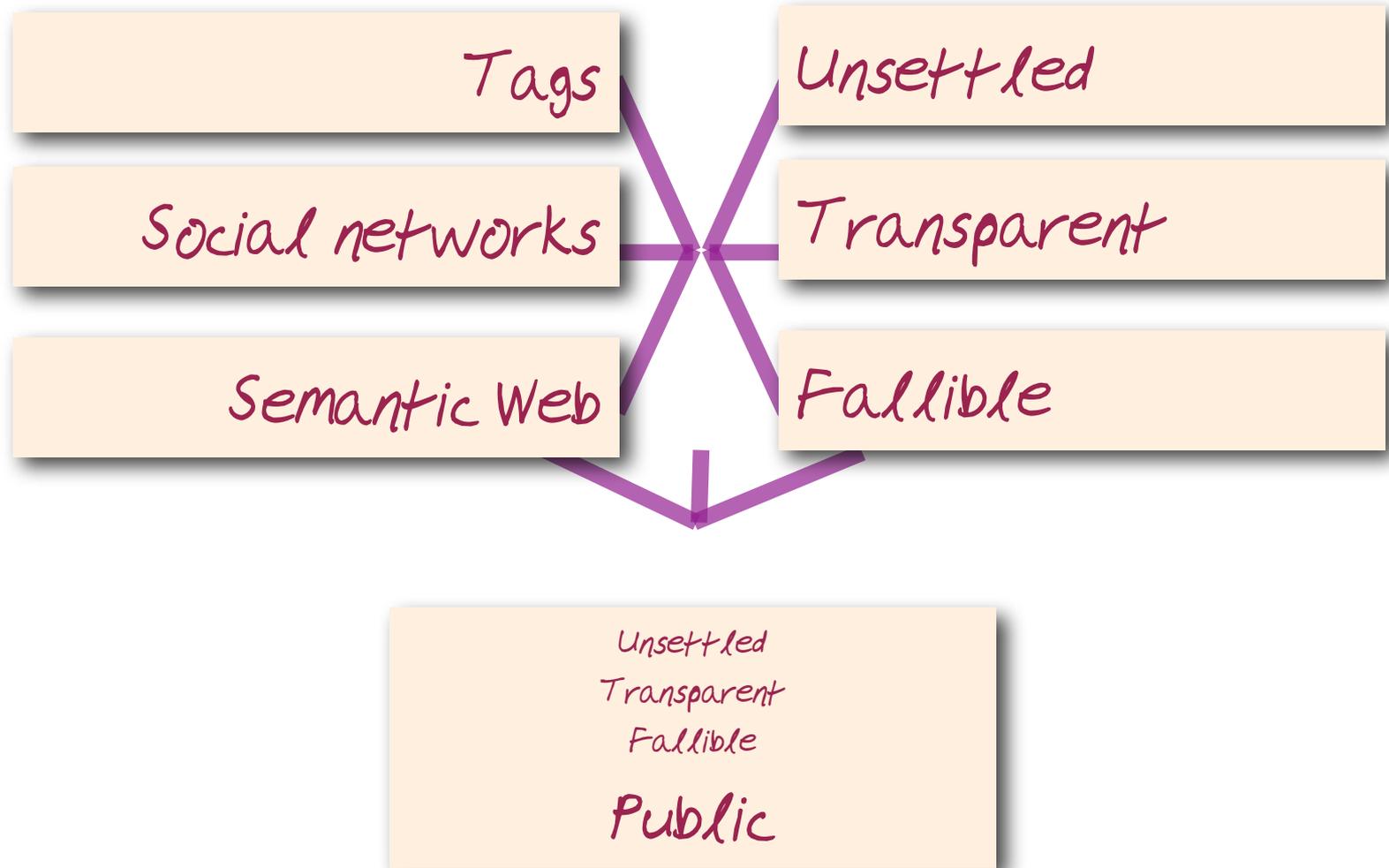
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Abundance



The simplicity of this division no longer works. This division is itself metadata. If only it were this simple. The division gets in the way. And that is the most uncomfortable frame I can leave you with.

Thank you.

Thank you.

David Weinberger

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