

E-Government Center Seminars

Introduction

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- [ScribeLabs](#)
- [ScribeMedia.org](#)
- [Future Journalism Project](#)
- [Columbia University](#)

My (General) Social Web

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E-Government Center Seminars

- **Focus:** Develop an understanding of how content for the Web works and is promoted, how to use social networks to engage target audiences and what best practices other governments and non-governmental organizations around the world are pursuing.
- **Mission:** To learn from and teach one another what different agencies and ministries are accomplishing, and what might prevent them from achieving their goals.
- **Mission:** To improve our own understanding and facility with creating *and* promoting media for digital distribution. And engaging the audiences that consume them.



Why Are We Doing This?

- In democracies, information is a core community need.
 - Information is needed to fully participate in self-government.
- Democracy values of openness, inclusion, participation, empowerment, and the common pursuit of truth and the public interest.
 - Digital tools, skills and resources enable this
- A digital public demands information openness
 - Digital users expect to information they can own, engage and connect with, respond to, and participate in with subject matter experts and authorities as near equals.



"[I]f there is no access to information, there is a denial to citizens of an element required for participation in the life of the community."

Knight Commission
Informing Communities: Sustaining Democracy in the Digital Age (2009)

Some Perspective on Content & Information

- **255 Million** - Web sites in the World
- **35 Hours**- Amount of video uploaded to YouTube per minute
- **30 Billion** - Content Items shared on FaceBook each month
- **25 Billion** - Twitter Posts in 2010
- **3 Thousand** - Flickr Uploads per Minute
- **1 Library of Congress** - Amount of media produced by humans every 15 minutes

Source: Pingdom.com & Wall Street Journal



flickr

mixi ミクシィ

orkut beta



foursquare™

renren



NING

blip.tv



deviantART

vimeo

yelp 



WORDPRESS

Kaltura
open source video



LIVEJOURNAL





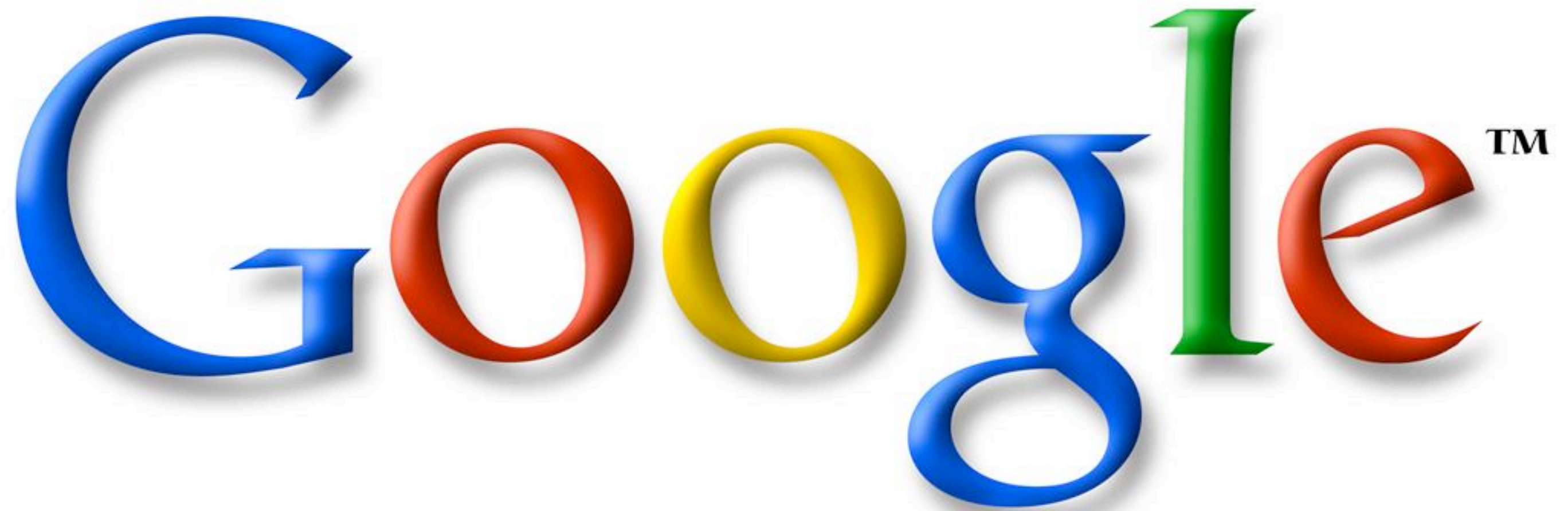
Humans Generate Enough Digital Media Every
15 Minutes to fill the US Library of Congress

Consider a new computerized star atlas called the Sloan Digital Sky Survey. Using a telescope in New Mexico, the project in its first two days collected more data than gathered in all the previous history of astronomy.

—Wall Street Journal, 8/28/09

"More data will be created in the next four years than in the history of the planet."

Mark Hurd, CEO, Hewlett Packard. June 2009.
[The Coming Data Explosion](#)



Google Indexes its 1,000,000,000,000 Page

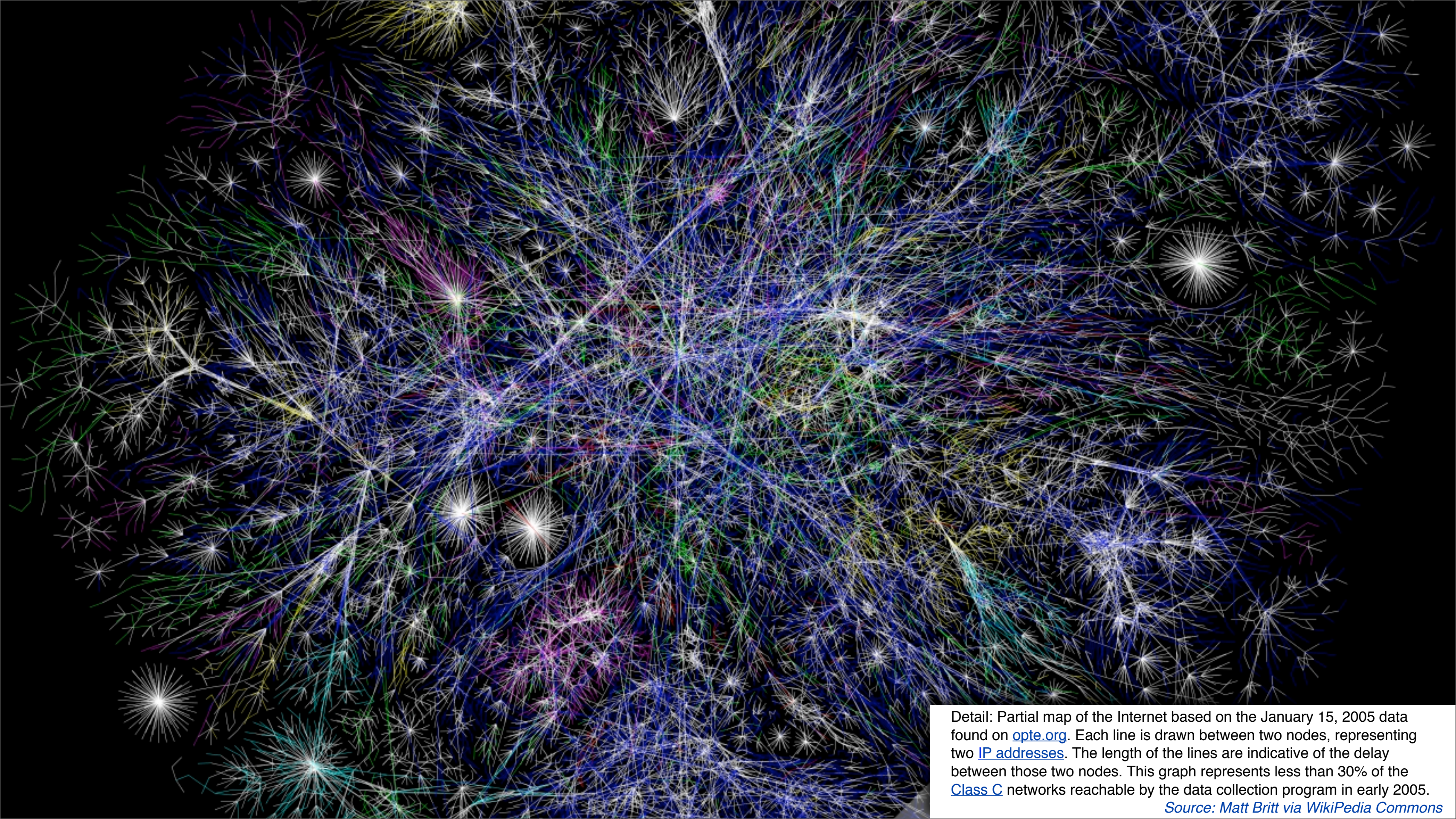
This graph of one trillion URLs is similar to a map made up of one trillion intersections. So multiple times every day, we do the computational equivalent of fully exploring every intersection of every road in the United States. Except it'd be a map about 50,000 times as big as the U.S., with 50,000 times as many roads and intersections.

—The Google Blog 7/25/08

What is One Trillion Pages

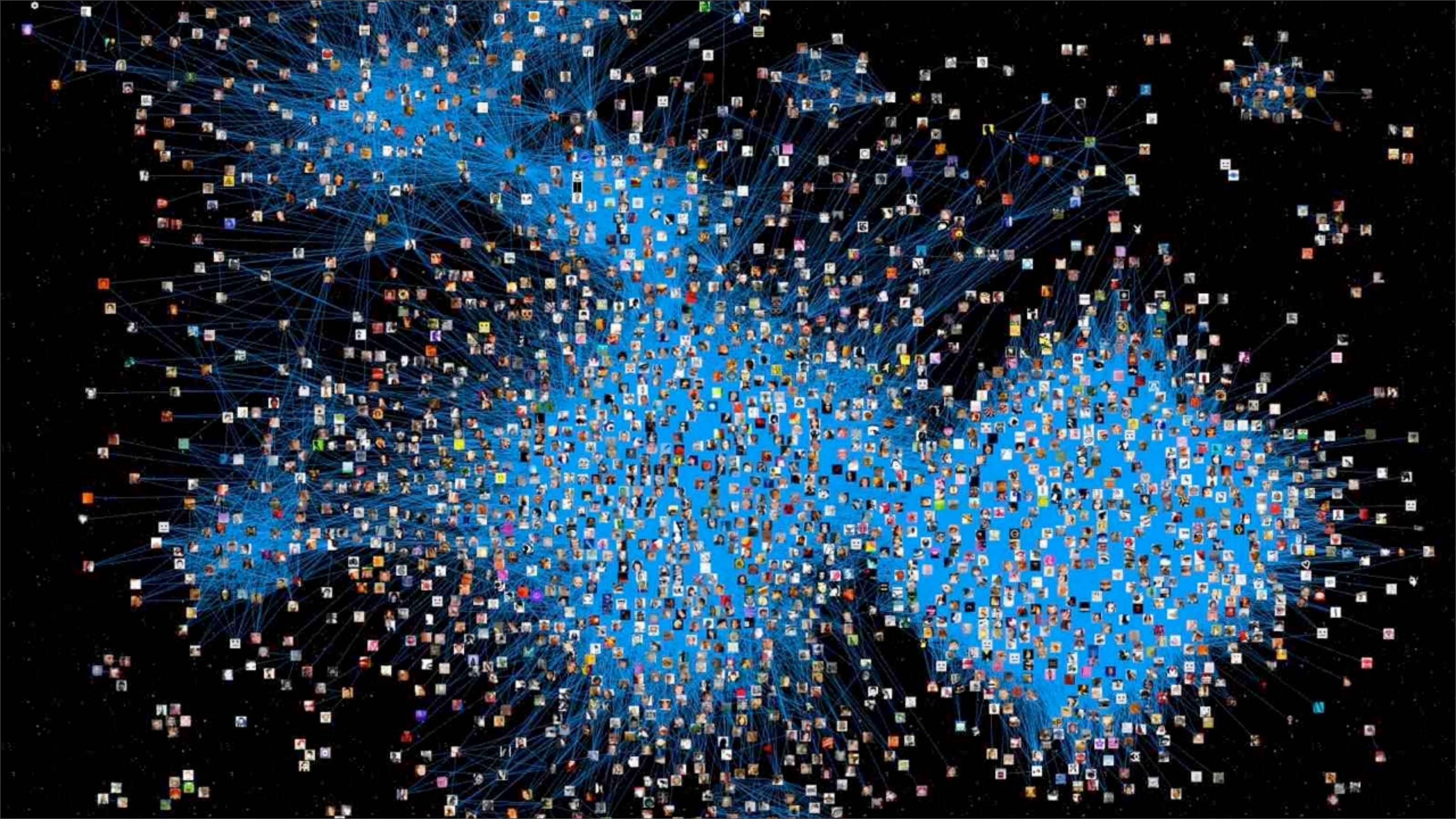
- One Trillion Hours to Research, Create and Develop
- One Trillion Hours is 114 Million Years
- 114 Million People Working 8 Hours a Day can Create One Trillion Pages in 3 Years.





Detail: Partial map of the Internet based on the January 15, 2005 data found on opte.org. Each line is drawn between two nodes, representing two [IP addresses](#). The length of the lines are indicative of the delay between those two nodes. This graph represents less than 30% of the [Class C](#) networks reachable by the data collection program in early 2005.
Source: Matt Britt via Wikipedia Commons

This is OK





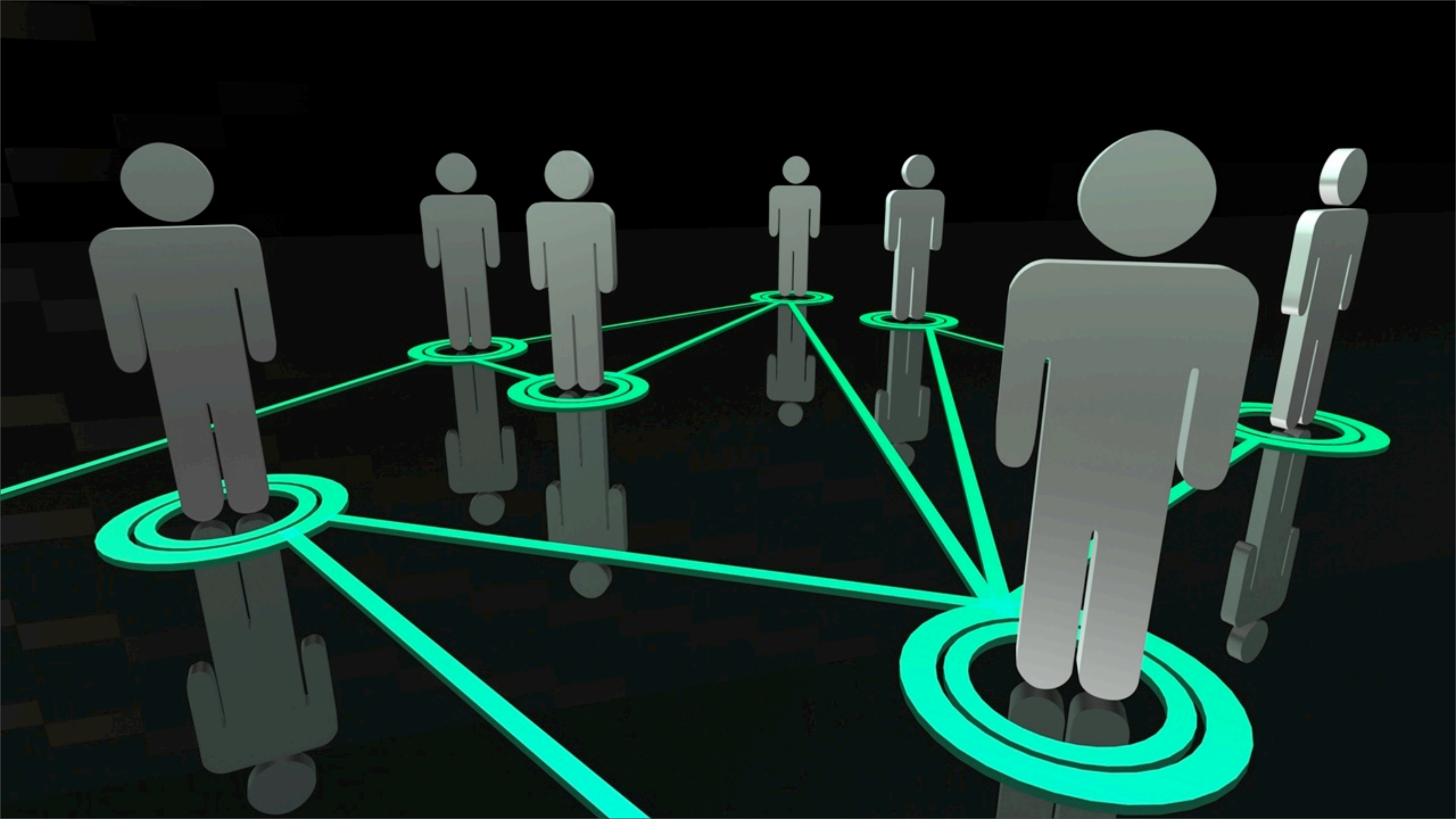
facebook

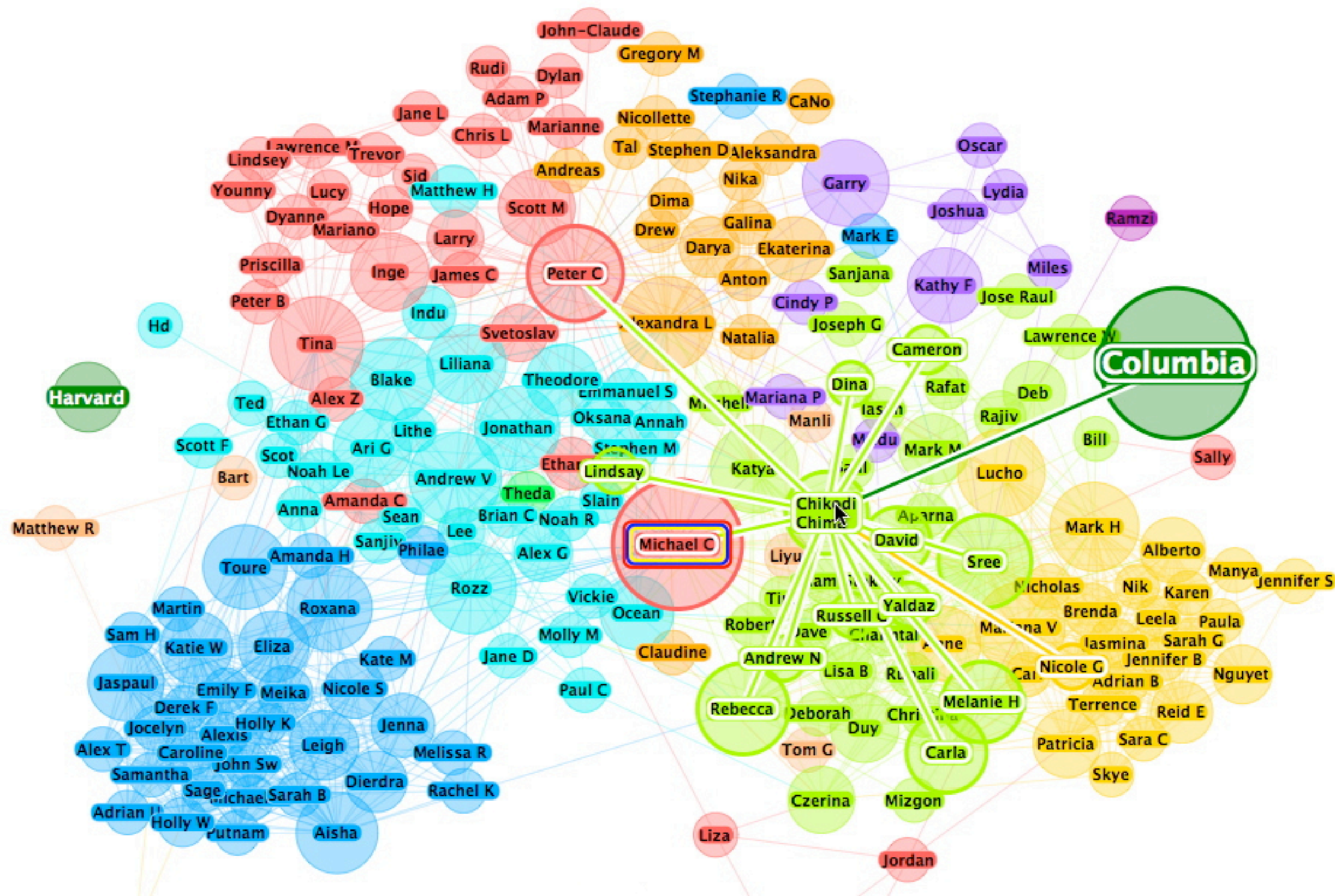
December 2010

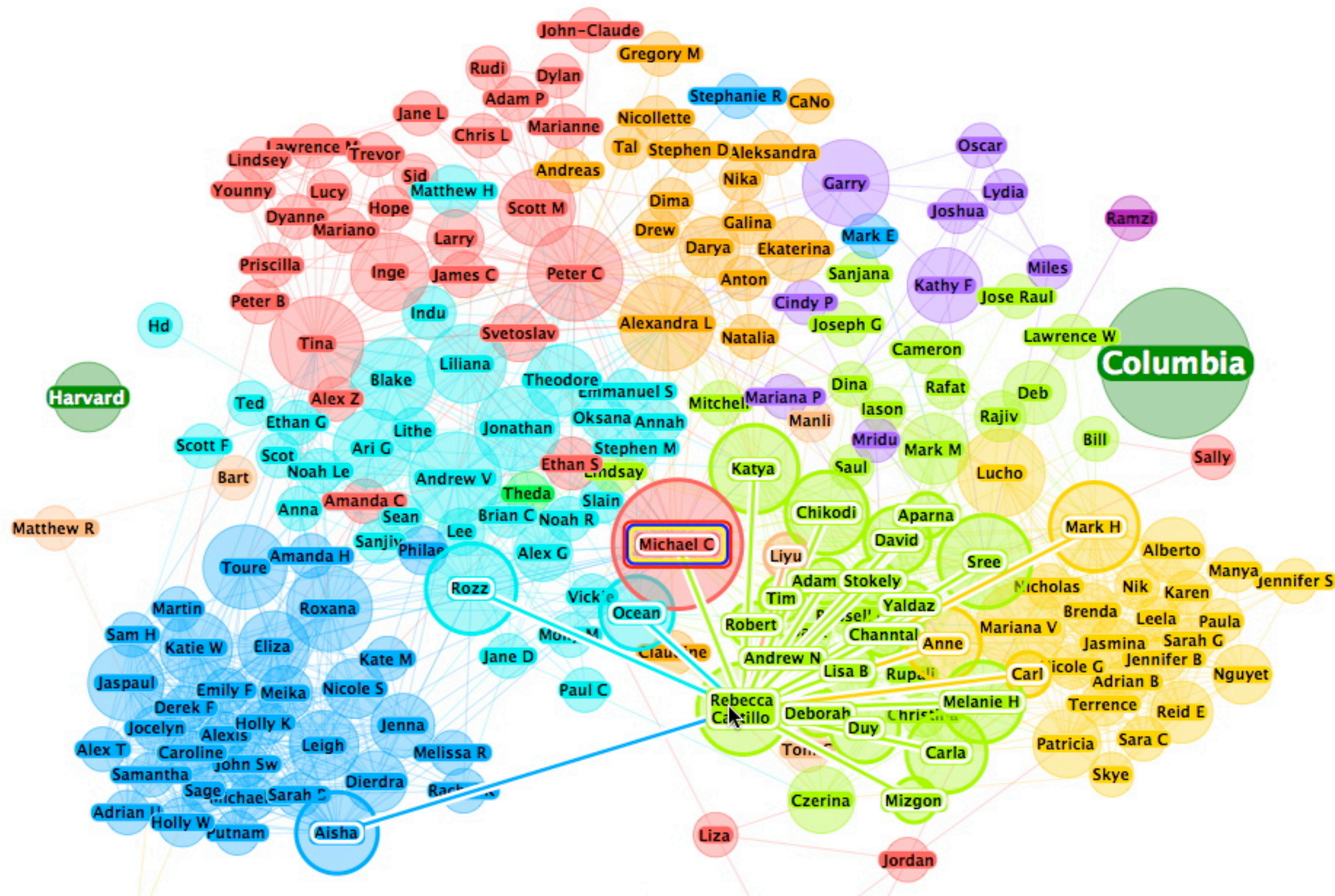
The Internet Makes Us All Media

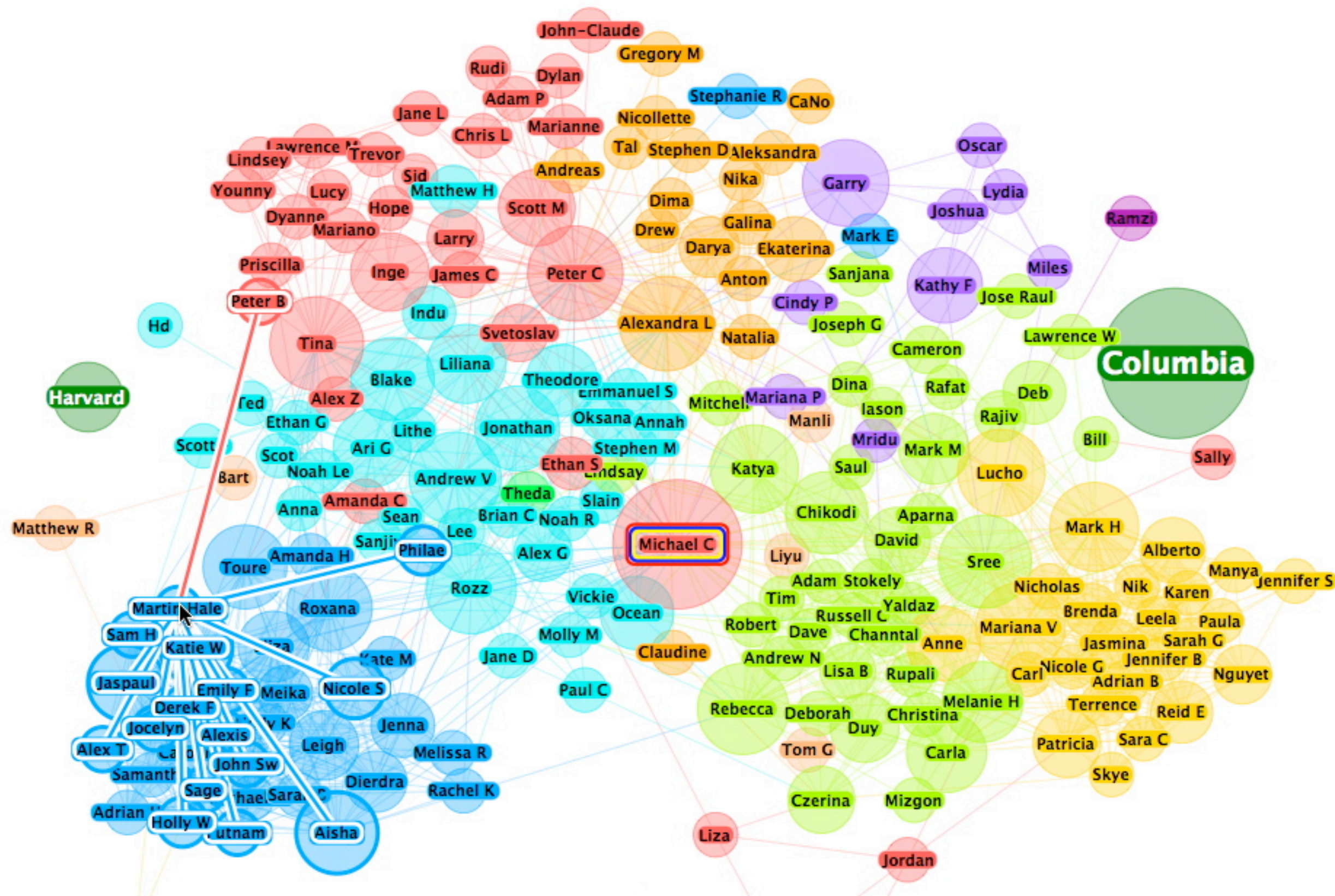
- The Internet and Mobile Backbone to Contemporary Media Distribution and Communication
- The Fundamental Basis Changing our Societies from Atoms to Bits, from the Industrial to the Informational
- A Global, Interconnected Network that Billions of the World's People Use Daily.

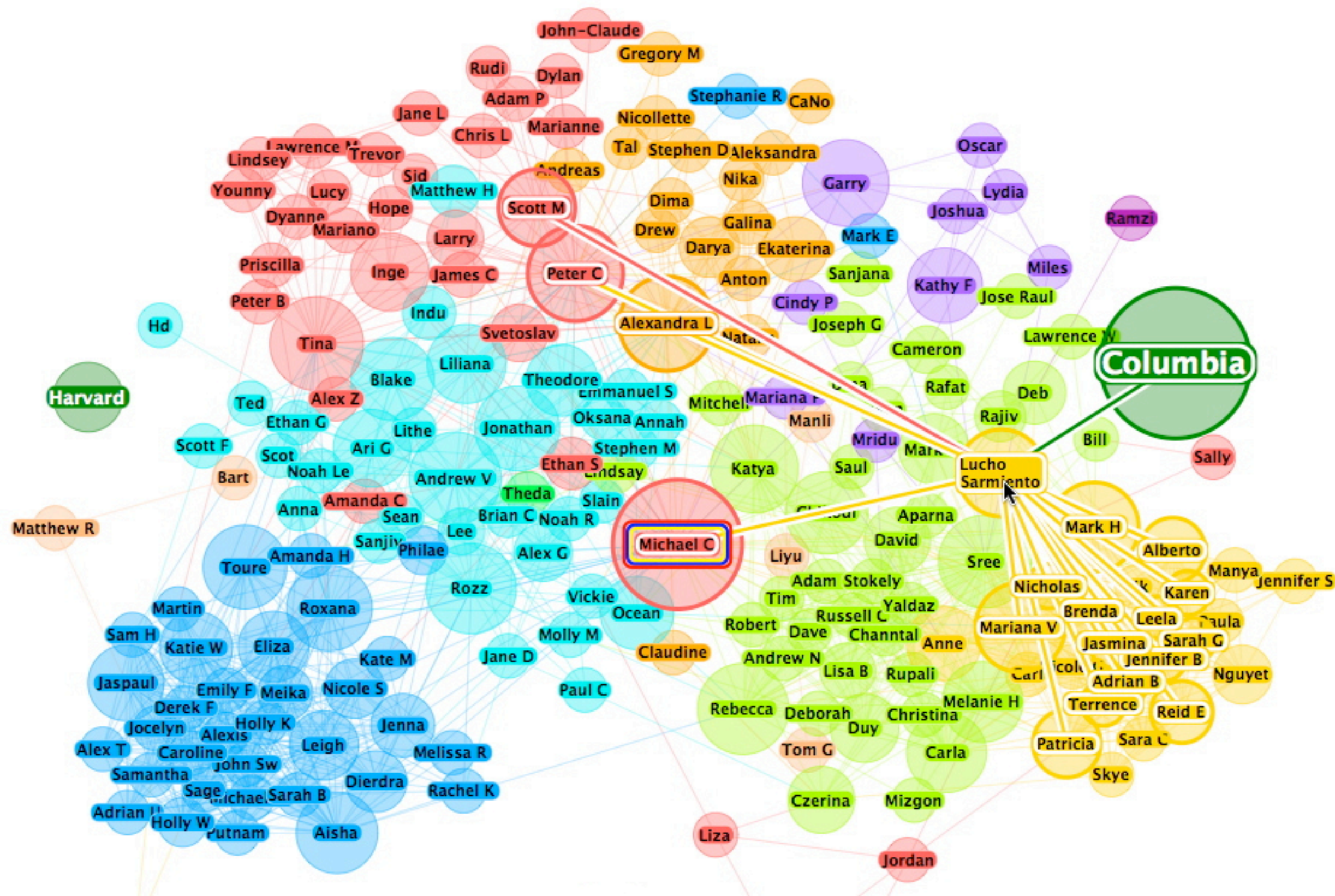












Egalitarian v. Aristocratic Networks

- Rankings are not Evenly Distributed
- Web Sites: New York Times, BBC, CNN, Wikipedia
- Social Media Icons: Lady Gaga, Britney Spears, Ryan Seacrest, Aston Kutcher
- Search and Social Media Build Clustered Networks and Create Aristocracies
- These are Influencers & Connectors



End Part 01