

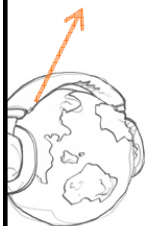
Smart Internet 2010: Schools of thought

Presented by Professor Trevor Barr, Swinburne University

Report authors: Trevor Barr, Alex Burns, Darren Sharp

OECD ICCP Workshop: 'The future of the Internet'

Paris, 8 March, 2005



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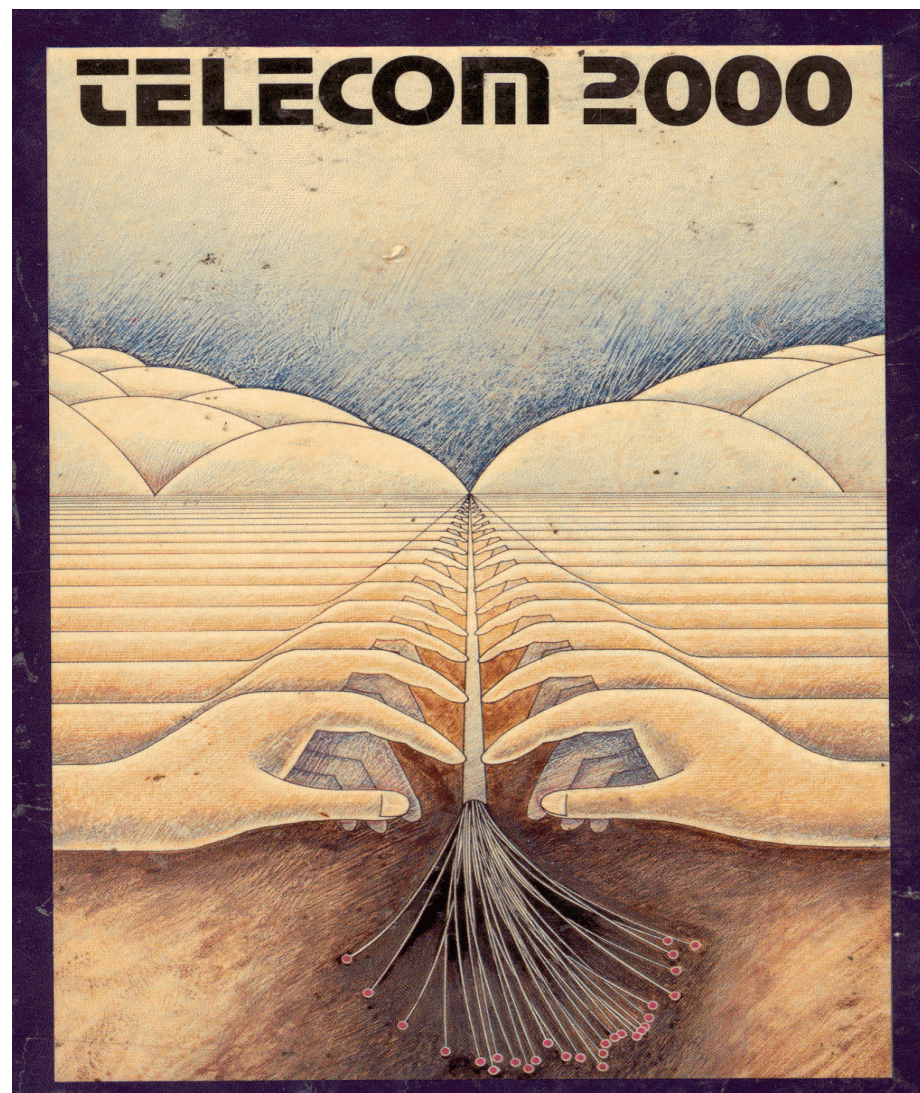
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2010: Research Questions

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- What might the Internet be like in 2010 ?
 - What positions do different people and institutional interests have about the future of the Internet?
 - What are the possible outcomes for end users towards 2010?
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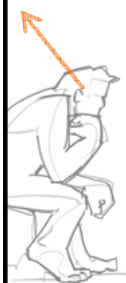
Smart Internet 2010: Schools of Thought methodology

- Qualitative research - not statistical forecasting
- Not scenario construction- alternative or preferred
- **Schools of Thought** - i.e., a shared world view that distils bodies of expert opinion around complex subject matter within a field, and provides common thinking
- Involves rich insights of technologists, academics, journalists, entrepreneurs, policy makers, investors

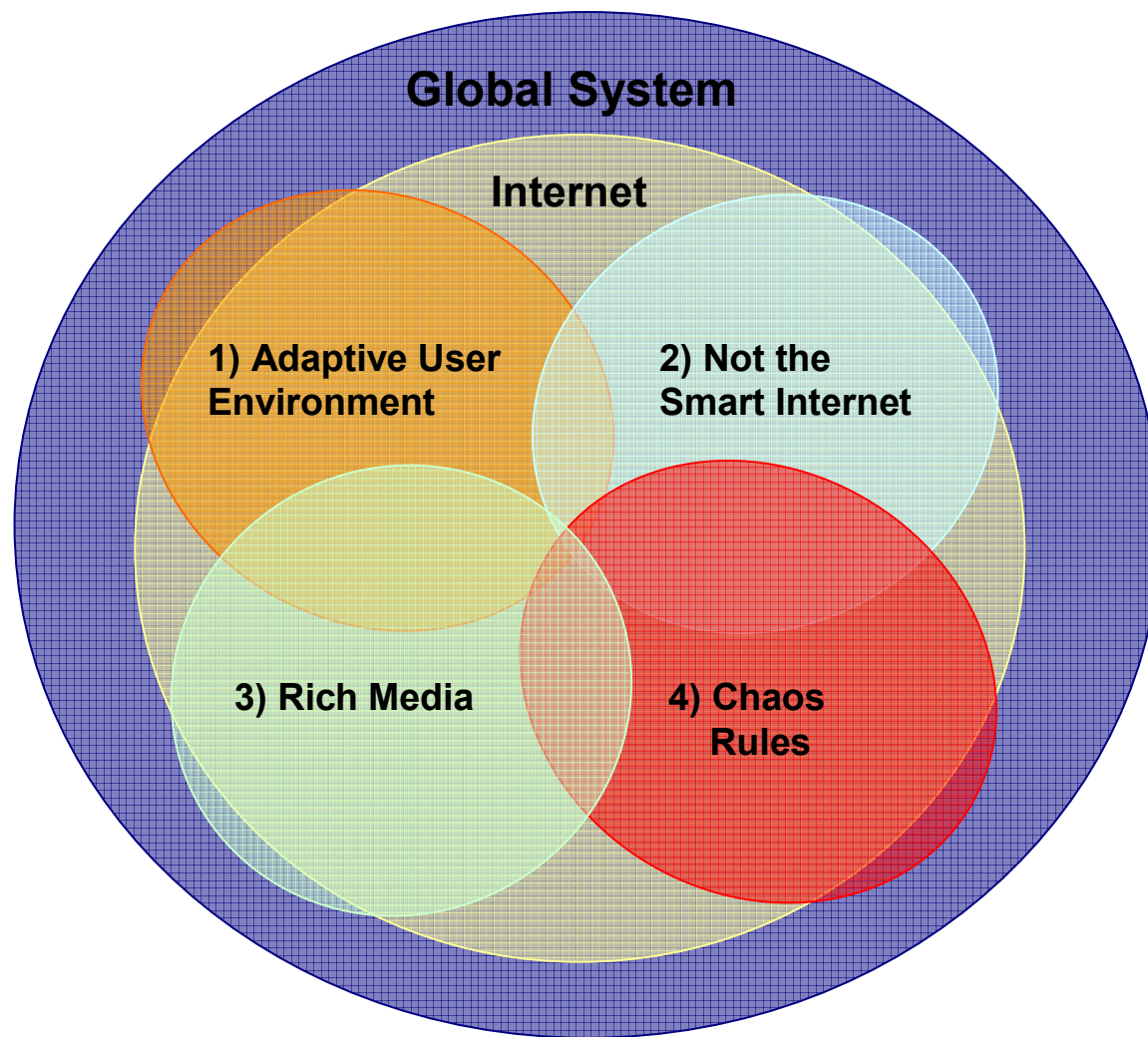


Project Interviewees (some)

- Danah Boyd (University of California Berkeley, Social Networks researcher)
- Stowe Boyd (Corante Business Intelligence)
- Roy Christopher (FrontwheelDrive.com)
- Tom Dawkins (Vibewire.net and ElectionTracker.net founder)
- Cory Doctorow (Electronic Frontier Foundation)
- Robert Freiden (Pennsylvania State University)
- James A. Larson (Intel Corporation, W3C Voice Browser Working Group)
- Olof Lundberg (Former CEO Inmarsat and ICO)
- Mark Poster (University of California)
- Howard Rheingold (US author & critic)

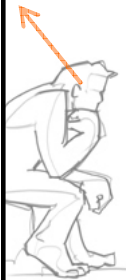


Four Schools of Thought



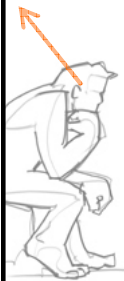
School of Thought 1: Adaptive User Environment

- Internet services for 2010 will be those that are created, designed, and marketed in ways that are highly adaptive to user needs and lifestyle
- Enhanced User Centred Design (UCD) – towards the creation of an *Invisible Internet*
- Continuation of user-led innovation :
ie., new understanding of authorship and content production in film (machinima), games (player-producers), journalism (blogs), radio (podcasting), and knowledge production (Wikipedia).



School of Thought 2: Not the Smart Internet

- Argues what is needed is a basic Internet that works for all
- Calls for an Internet of the future that works for all as an affordable and accessible medium.
- Next Generation Networks must be financed for regional and rural users
- Creative Commons licensing framework will create increasing opportunities for innovation
- Champions of p2p file-sharing support more free exchange of digital content to foster a self-organising network culture leading to greater cultural diversity and freedom



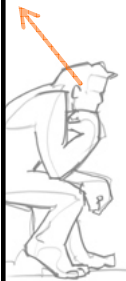
School of Thought 3: Rich Media

- Heading towards 'any content, any device, any format, anytime'
- Shifts from single person using a single device situation to a multi-person/multi-device scene environment
- Natural language becomes the interface of choice
- Leonard Kleinrock's vision:
 - nomadcity- nomads move place to place in a way that is 'transparent, convenient and adaptive'.
 - embeddedness - small intelligent devices such as sensors, memory, processors, microphones, and displays are connected to the Internet.
 - ubiquity- services available wherever the nomad travels



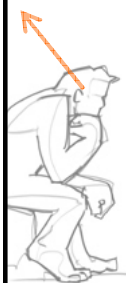
School of Thought 4: Chaos Rules

- Chaos Rules is understood in different ways: 'irregular' decline, serious 'disruptive' change and 'catastrophic' anarchy
- Exponents believe the future Internet will be in a state of decay and disorder: Internet's spatial topography creates a complex digital ecosystem that facilitates destructiveness.
- Emerging dystopian world of more spam, more viruses, data pirates, mercenaries and money launderers.
- Kari prophecies 'Internet collapse' during 2006 due to a dysfunctional global network that is beyond centralised control



Ten 2010 Outcomes ? (1)

- Future as a continuing era of **user-led innovation** – unexpected 'killer apps' ie., Google, SMS, e-mail – more will new forms emerge
- The Internet by 2010 is likely to emerge as a more **user friendly, more accessible, indispensable lifestyle communications tool**.
- Internet becomes the **platform for personal connectedness**. Hence the **context**, rather than the content, takes on new significance.
- **Location-based technologies** will enable users be able to determine the proximity of friends, seamlessly exchange pictures, music and movies and engage in 'peercasting' using novel combinations of networked multimedia.



Ten 2010 Outcomes ? (2)

- Users' preferences will create **more structural institutional disruption** i.e., peer-to-peer services (music and film), Voice over Internet Protocol (VoIP), dis-intermediation (travel) and re-intermediation (financial services).
- A burgeoning Do-It-Yourself (**DIY**) **media culture**
- **Hyper-distribution** of programming will become more commercialised - but broadcasting will not be dead.
- Digital divide progression improves but nations remain classified as network infrastructure adequate/inadequate

Chaos is not inevitable

All economies need an Internet for all strategy !

Advantages of this methodology

- Undertaken by independent researchers who can draw upon wide sources of opinion
- Distils rich future insights through select qualitative interviews – for the near term
- Attempts to scope the full range of future possibilities
- Considerations about the possible future of the Internet framed from a position of awareness of diverse and antagonistic views
- Can lead on to other methodologies and approaches ie. a preferred policy scenario, or considered implications for both private and corporate sector



Access to the Report

- Officially launched in Australia by the Hon. Senator Helen Coonan, Minister for Communications, Information Technology and the Arts on 1st September 2005.
- 50,000 word report available at:

<http://www.smartinternet.com.au>

