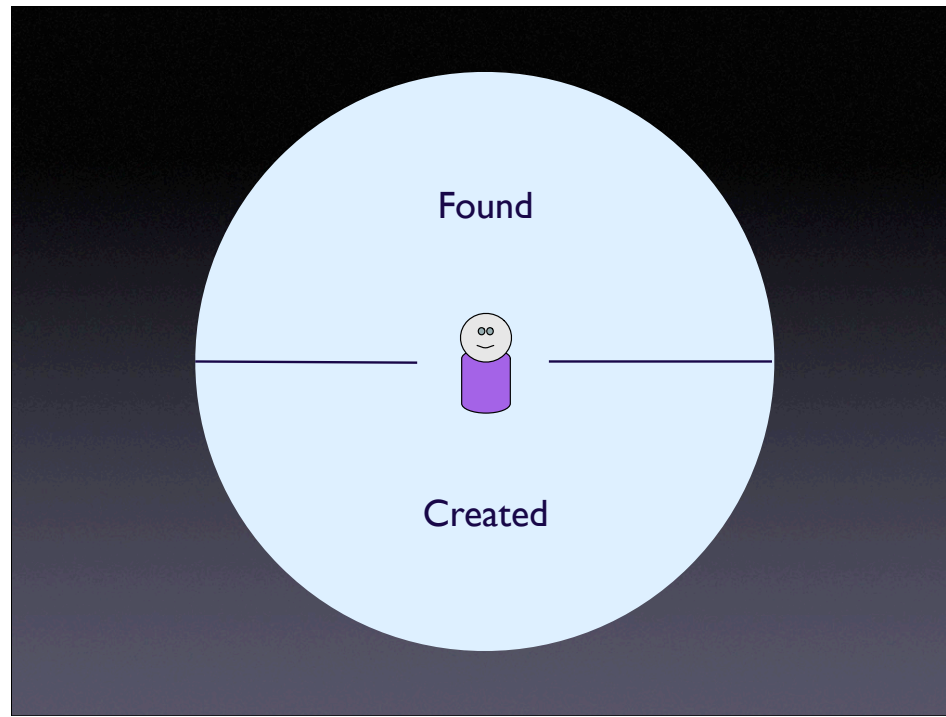


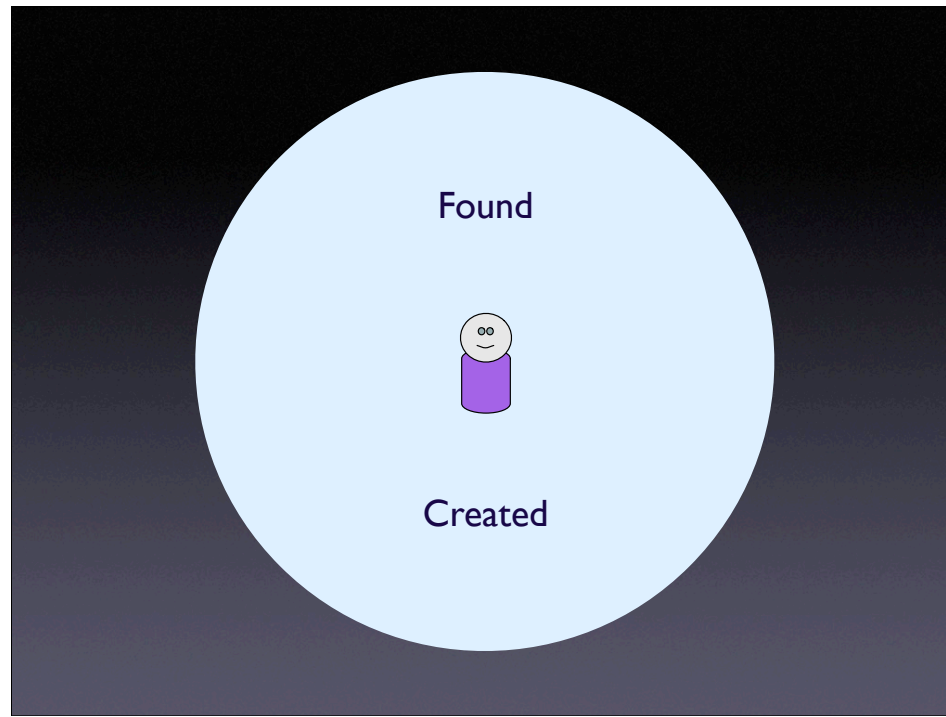
# Clouds, Space & Black Boxes

Thomas Vander Wal

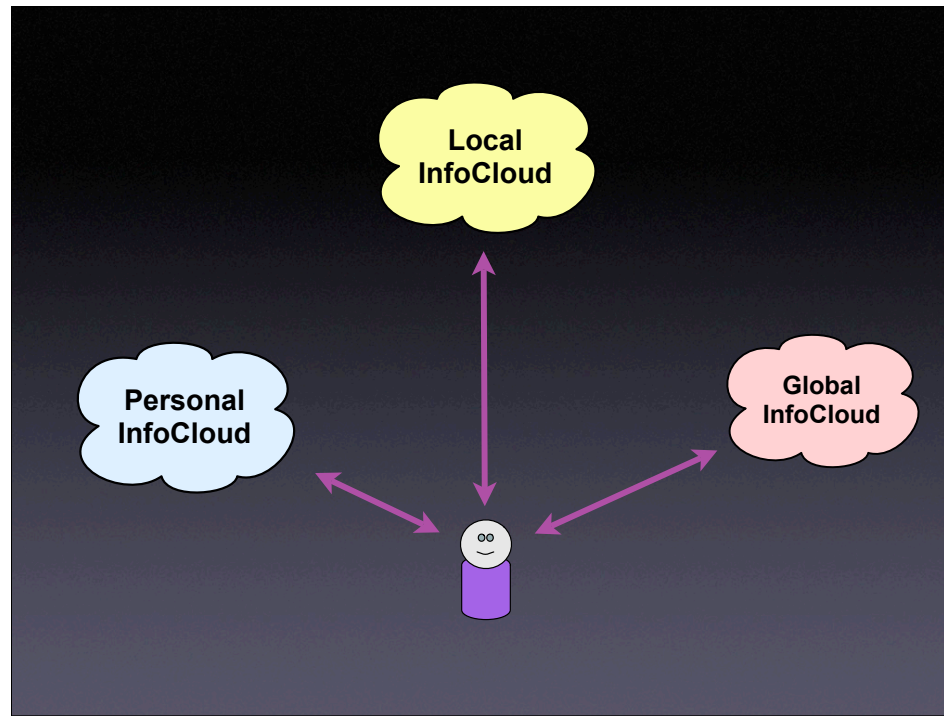
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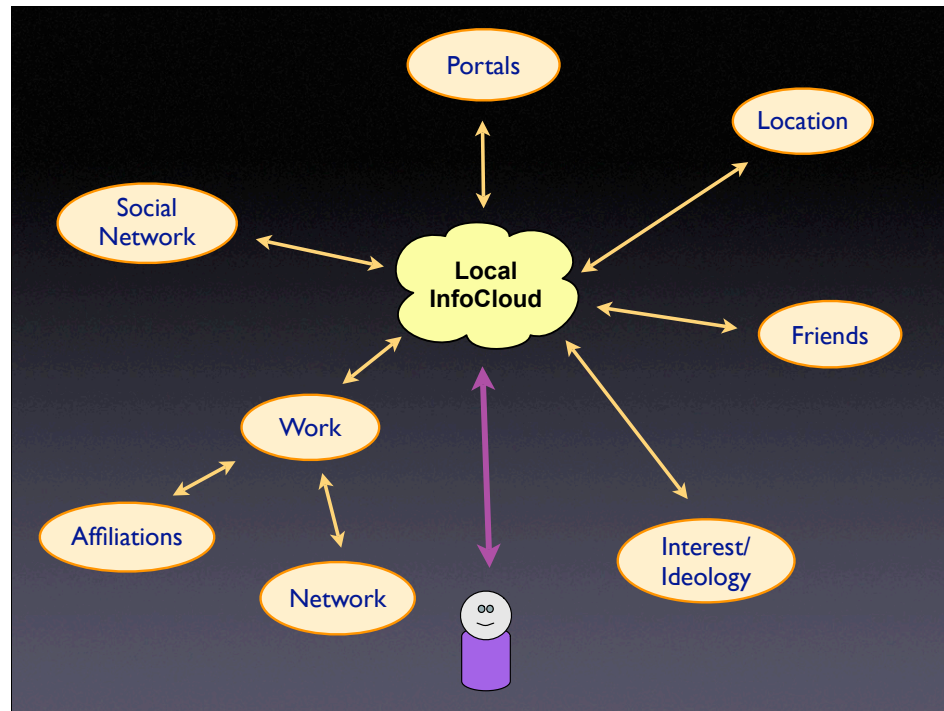
- The story begins with our user, our person, us.
- + We interact with the world around us to find information and media
- + We also create information and media
- + But, we really do not differentiate between



- information and media we find or create.
- It is **OUR** information
- This information becomes part of our...



- Personal InfoCloud
- The Personal InfoCloud is the Information and media that we organize, retain and would like at our ready access across devices, across context, across our life
- + We interact with the Local InfoCloud, which is a collection of resources that are around us that we are familiar with
- The Local InfoCloud has organization structures we understand and access to this information is controlled or limited.
- + We also interact with the Global InfoCloud, which is the Internet and Web. It is not centrally organized, it is not controlled, and the information is openly available.
- Today let's focus on the Local InfoCloud...



- The Local InfoCloud is made up of many resource and facets for digital information and media
- + Location-based information is available based on where we are (kiosks, geo tagged space, environmental information)
- + Our friends and our information and media interactions with them
- + Information and media resources that are near to us in thought
- + Work and its resources of the LAN and Extranet as well as our work affiliations
- + The social networks we belong to
- + and the portals we use
- Let's step out into the street



- We find ourselves looking for a place to eat and some quick shopping, but there are many options.
- We access our Local InfoCloud to get recommendations.
- We need to know who are friends are and those people whose recommendations we value and trust.
- Since we have set our preferences for our likes down to specifics, we can then use our friends and known recommender's likes on the same fine grained subjects.
- We can now reliably use our social networks and recommenders to help us
- We only have our mobile device, but we should not need more.
- A clearinghouse filters the information from a flood of recommendations filtered down to a manageable few.
- The filtering is based on people whose perspectives we trust and value.

So what makes this possible is...



# Aggregation

Aggregating our desires and likes, our friends and people whose perspectives and opinions we value and trust, pulling information from across all the digital properties we have access to, and filtering for ease of use.

- We want to attract the information that we want to us when we want it and or need it
- We desire attracting our information, data, media and that of those that have opted to share that with us
- This option to share is based on... +

# Trust

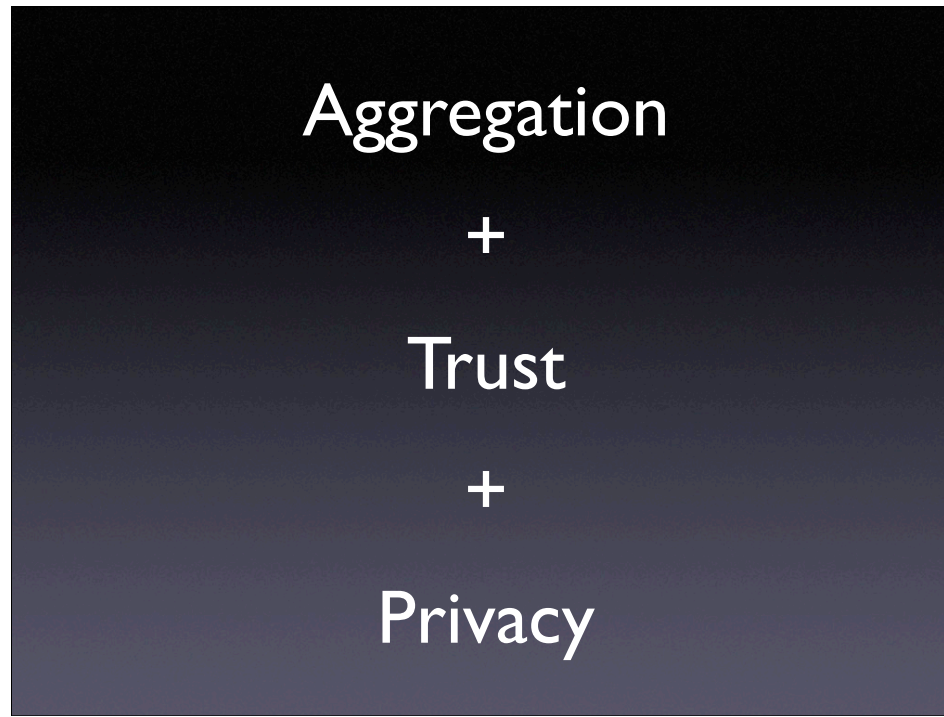
- We trust the people whose information (recommendations and preferences) we use
- We also trust the the systems to aggregate, filter, and recommend based on our preferences
- We trust that our preferences and desires will be respected
- We trust the preferences and desires will be respected of those people whose information and media we use
- We trust that we have control over what we share, what we seek, and what we retain
- We trust that services will respect our wishes
- This trust of our wishes is related to... +



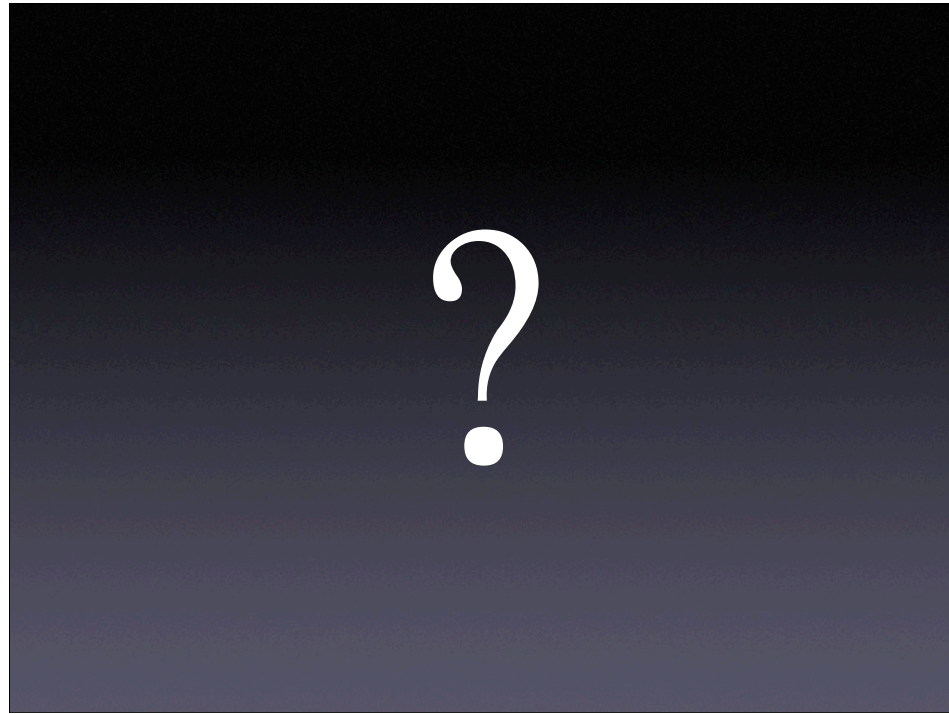
# Privacy

## Privacy

- Our narrowing of what is fully available based on our desires to manage what others know about us
- The un-ease of having information out there about us leads to dis-trust and from there desire to veil parts of our lives
- Part of this is driven by currently trusting those with our informations, but those people may not always be there to protect that which we have trusted them with
- Unease with the monolith organizations, which some people believe know too much about us



- Aggregation
- + Plus trust (who do you trust and how much to you trust them)
- + Plus privacy (what information of yours to you want to keep private)
- (what information of your friends do you want to keep private, what do they want you to keep private)
- What does all of this equal... +

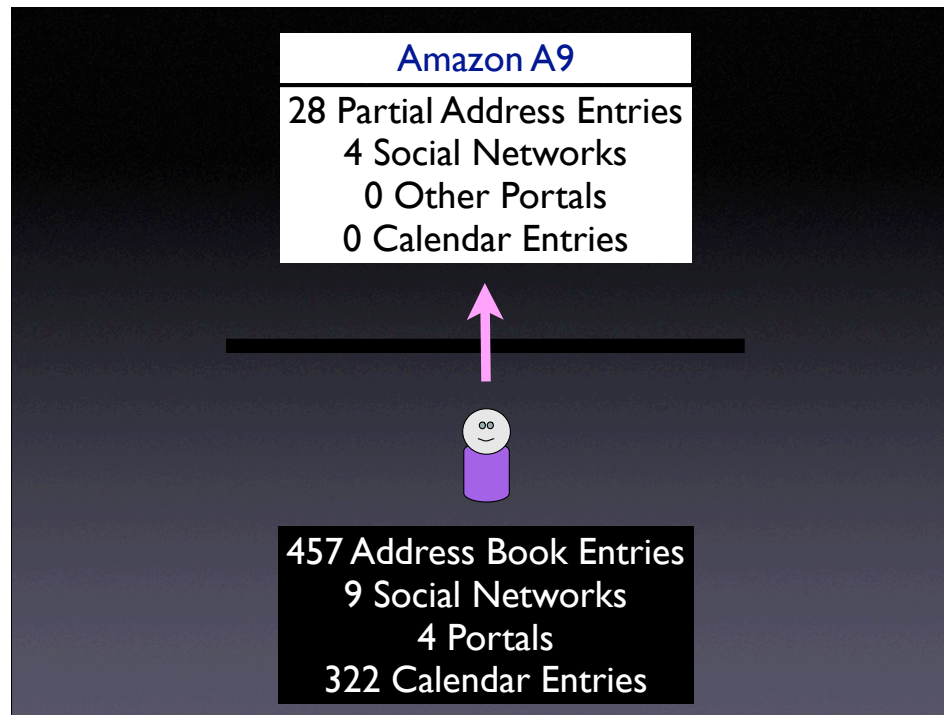


What? The combination needs a solution that allows for aggregation based on trust, but protects privacy.

– We need a...

# Black Box

- Black Box
- Information should only be given out that is appropriate and needed
- Nobody should see what is not given out
- Central resource
- A simple example is needed...



- We have information from a variety of sources
- Who sees what
- + We share information with Amazon A9 to find some local recommendations
- We only only share what is needed to get the information we have an interest in
- Where does the aggregation take place?
- Where does the searching across social networks take place?
- What if there is little trust on the part of the person wanting to search?
- Does a simple black box cut it? +

# Smart Black Box

- The Smart Black Box does the aggregation inside of it
- Social networks are spun out from who we know, not directly from us
- Keeps social networks separated
- The social networks are granular to we can get
- The person builds a smart address book with all the granular social network in it, and not keeping it out on the net
- Our connections are kept as private as possible
- Can be used inside portals, so the portals do not track all we do (more than one account in a portal)
- The person can control who sees our their interests/ideologies
- Can build bottom-up Customer Managed Information (CMI) environment



Danke