Technology is your friend, really.

Ring Tones make your phone personal...
Mobile—Issue #1

Smartphones

#1 Technology Issue
Expansion of Mobile Access
Horizon Report 2011
Two Years running mobile is the one year horizon
Not so much phone as Internet access
Technology is a tool that should expand your capabilities
Not simplify your life...sorry
Kids and Jobs
Work and Soccer
Life and MVP

Xerox CEO Ursula Burns arrived at the company’s Wilsonville campus Thursday morning with her smartphone out, catching up on the stock market’s wild ride and news from her family back home.

“You’re reading one thing and it’s a big mess over here, then you read a little note from one of your kids and your husband,” she said, “the key is lost.”

Published: Saturday, August 13, 2011, 9:10 PM
By Mike Rogoway, The Oregonian OregonLive.com
What Smartphone users love about their phones...some might use the term “addicted.”

Report: [Mobile Smartphone Adoption and Usage](#)
by [Aaron Smith](#) Jul 11, 2011 Pew Internet and American Life Project
Some 87% of smartphone owners access the internet or email on their handheld, including two-thirds (68%) who do so on a typical day. When asked what device they normally use to access the internet, 25% of smartphone owners say that they mostly go online using their phone, rather than with a computer.

Although Smartphones appear to be everywhere, and there are lots of them...about 35% of all adults have one.

Today 25% use their phones for online access...rather than desktop or laptop.
Mobile Online

Morgan Stanley:

Mobile web will be bigger than desktop Internet use by 2015

But the number is increasing fast...2015 or 2020 at the latest...the majority of Smartphone users will use their devices as their primary access tool for Internet access...

We’re headed for “ubiquitous” computing...buttons, shoe heels, what next?
Driving this change is the aging process of the Digital Natives...Natives speak the language...Immigrants speak with and accent...we can learn the language...but what does it take to become really fluent?
Fearless... just willing to hit buttons until it works. 
Tips for developers...think like an impatient kid.

Digital Natives are not inherently more adept at sue of technology...just fearless... 
IU Informatics research...
Tip...hire Digital Natives as developers.
What about addiction?
Always remember ...it is a tool...all tools are designed to serve a purpose.
Don’t let the tool control...there is an on/off button on every one.
Dark Side

■ Flash Mobs Aren't Just For Fun Anymore

by COREY DADE

The phenomenon of the flash mob — masses of people organized using social media — began innocently enough and quickly mushroomed. Among the highlights in recent years: One hundred people danced to Michael Jackson's "Thriller" in Times Square; 1,500 people took part in a pillow fight in San Francisco; 2,000 hardy souls slung snowballs in Washington, D.C.

What about the dark side?
Society has issues...communities must control.
How widespread is the global access issue?
8,000 feet
Miao Village
Chicken feet soup and boiled banana stems
Corn, Potatoes and Wheat...trade half...eat half.
Village Leaders
Talk with Chinese gov’t reps on our way out.
Internet 101

How Does the Internet Work?

So let’s step back
We talked about individual uses and global uses...

How does it work?
Why is this important to understand?
Allows the interconnection of individual computers to share information and communication...
Value is incredible...
“Each additional node connected to a network expands the value of the network exponentially”
Sun Microsystems
Each red block is a one or a zero...hence the term digital...
Eight bits per packet...think megabits per second.
Cable – 5 megabits per second...maybe 10 megabits per second
Dialup – 56 thousand bits per second...56K

Speed is equal to pipe size...because the pipe is always full.
Develop message with tools such as Web browsers...
Message hits the first node and finds network congestion.

Where telcos make their money...signal boost at switches...
If a message meets congestion...the packets of 1s and 0s break up...
It automatically breaks into smaller sets of packets and routes around the congestion...

Internet sees telco switches as network congestion and routes around them like flaws in the system. 
Sorry ATT its not about the pipes...
Each set of packets has some addressing associated so they are constantly trying to find their family and reaggregate...in the right order.

When you wait for a video to load...these packets are looking for the right order to show the pictures and sound correctly.
Bingo...your message arrives...
Each packet could have rerouted itself anywhere in the world depending on the least network congestion...
Technically that’s what happens...
But what is really happening is the Linking of a Community...

Sharing ideas and messages
Interacting and Learning
Supporting and Surviving
Jump to what this new community might mean to you in your business world...
Community is part of the human condition.
Our species has done it for millions of years to satisfy fundamental needs.

Basic Community

Facebook Twitter MySpace Linked-In
Use the Internet to create communities ... a basic social aggregation of humans
A fan page or a following is not a community.

Basic Community

But how does that relate to your brand identity?
To your sales?
To your communication with customers and partners...

I’ve looked at the MACA sites...critical to recognize the issue here.
From Olivia Knight writing in EatBigFish

Real need...not just desire to tell someone about your product.
- Real need?
- Articulated purpose?
- Interaction among members?
- Enduring relationships?
- Roles, responsibilities and jobs

Basic Community

Community purpose...

Community on a riverbank...move goods off boats and into commerce...
Do members relate to each other? 
Similar people with similar ideas...

- Real need? 
- Articulated purpose? 
- Interaction among members? 
- Enduring relationships? 
- Roles, responsibilities and jobs
Similar thinking is the foundation for long lasting relationships...

Probably different than with an initial customer...more like long term customers.
In more complex communities there is a division of labor...
Even elected “representatives” ...
And there are always the “Do-ers”....

Sounds like common sense social science...it is...
• Real need?
• Articulated purpose?
• Interaction among members?
• Enduring relationships?
• Roles, responsibilities and jobs

Successful...effective...online communities on Facebook, MySpace, LinkedIn...and whatever comes next...will all exhibit these characteristics...no matter the technology tool...
Business example – Gary Vaynerchuk
Post prohibition liquor distributor
Family owned in New Jersey
$4 Million when Vaynerchuk took over
For his father...now $60 million
All about community...
And WINE...
Fosters and feeds the community
Links the community to others
  late into the night – connectivity
Then suggests a great wine...
No shipping cost...to community members.
Reciprocal Communities

• Learn as much as we teach...
• Listen as much as we talk...
• Take as much as we give...

Similar to the way your long time customers become partners

Every time you meet with them you enhance the sense of partnership.
You and your colleagues as a community...

First saw this on Flickr...
Some use issues...apparently a "community" can be too big
You form (enhance) your community to share information
And each contribution (node on this network) increases the value of the network product.
When I think about these tech tools like Photosynth...
I can’t help but think of Arthur C. Clarke – science fiction visionary... he looked at “tools” very differently and share those thoughts as “2001: A Space Odyssey”
New Technology

Any sufficiently advanced technology is indistinguishable from magic.

So let’s see what’s ou in the “almost sci-fi” range...
Xbox 360 Kinect (and Wii)
Monitors your movements
Allows interaction as you move around an environment...

Wired Magazine explored the impact of the release of Kinect technology
Within weeks of the device’s release, YouTube was filled with videos of Kinect-enabled robots. A group from UC Berkeley strapped a Kinect to a quadrotor—a small helicopter with four propellers—enabling it to fly autonomously around a room. A couple of students at the University of Bundeswehr Munich attached a Kinect to a robotic car and sent it through an obstacle course. And a team from the University of Warwick in the UK built a robot that had the potential to navigate around post-earthquake rubble and search for trapped victims. “When something is that cheap, it opens up all sorts of possibilities,” says Ken Conley of Willow Garage, which sells a $500 open source robotics kit that incorporates the Kinect. (The previous non-Kinect version cost $280,000.) “Now it’s in the hands of just about anybody.”

Robot freaks weren’t the only people to explore the Kinect’s possibilities. Researchers, visual artists, and pornographers have all begun cobbling together home-brewed Kinect projects and posting the results online. Artist Robert Hodgin built a makeshift motion-capture animation program that allows users to manipulate video of themselves on the fly, turning their bodies into bulbous cartoon characters or reflective mercury-like blobs. Two students at Germany’s University of Konstanz bolted a Kinect to a helmet, creating a bare-bones navigational system for the blind.

Address the needs of the community.
Hackers? Yes…
Maybe early adopters?
But...they are an accepted part of the community...they have a role and responsibility.

$280,000 now is $500 or even $150.
So what does this more open, community-based environment mean to the competitive natured technology business??
Niche control...

iPad with a USB port?
As an example...
Hp jumps into the TouchPad Tablet market...3 weeks later – jumps out...
Drops PC business...
Then maybe back in at $126.00

Rapid change...access to info...
But really...

HP may be headed down a different path...
Dear Yahoo:

Haven’t heard about too many people being “Yahoo’d” lately. Just saying...

Sincerely,

Search engines – Google dominant, Yahoo, not so much
Tough and competitive market
Bing? Does Microsoft have the commitment?
Rapidly deploys ideas...some fail...some may stick...revenue to try anything.
Local use of search-like technology has multiple values.
Ask questions...
Get answer from University expert in 2 days...via email.
Reach

- 65% of the people who ask a questions of “AaE” have never interacted with Exten.

New audience...attempting to expand our community...
University extension must expand our community...
But then use the interaction to anticipate more quickly...
Become more nimble...
As a wrap up...let’s watch this piece that kind of says it all...
Why do we care...why should we care? →
Technology is your friend, really.

dave.king@oregonstate.edu