

Lecture Two



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Details

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Lecture Two Outline

1. Write Me Something I
2. The Little Conference That Kick Started The Web
3. Connectivity, Capability, Confidence
4. Introducing Philip Evans
5. Introducing Don Tapscott
6. Write Me Something II
7. Introducing Seth Godin
8. The Case Of Black Milk
9. Two Final Questions

1

Write Me Something I

Write Me Something

... guys this is part of your first assignment (AT1) ...

what does technology mean to you ...

I will give you 3 minutes ...

2

The Little Conference That Kick Started The Web

The Little Conference That Kick Started The Web

"Welcome to the First International Conference on the World Wide Web."

If the Web can be said to have had a starting gun, it fired on **Wednesday morning, May 25, 1994**, at CERN. Famous today for the Large Hadron Collider, and even then running the largest atom smasher in the world.

CERN provided **Tim Berners-Lee** both resources and reason to create the software that defines the World Wide Web.

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

However, all of that had happened years before. And at first no one really cared.

Hypertext systems like Berners-Lee's oddly-named 'World Wide Web' had been around for 20 years, all of them full of potential to link all knowledge into a cohesive whole, **yet all of them coming to nothing.**

Berners-Lee kept at it for five years, **talking CERN into giving away the software, making the World Wide Web freely available to anyone who wanted to use it for any purpose, an almost unheard of practice at the time.**

That trove of 'open source software' led to boffins around the world **installing, modifying and improving upon Berners-Lee's work.**

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

Those first researchers used the World Wide Web because they could fashion it into something that fitted their needs.

No one said, "*This is it - this is the unified global information system we've been dreaming of!*", because no one had to say it. It was obvious.

Much of the work presented at the conference centered on making the World Wide Web look better.

We tend to forget how rough and raw the first web pages looked, mostly due to a very new and spare language - HTML 1.0 - for describing those pages.

And during that conference the basic agreements fell into place that led to the web pages we enjoy today.

Source: '*The little conference that kick-started the Web*', written by Mark Pesce for '*The Drum*' on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

Berners-Lee stepped aside for the opening keynote, introducing Dr David Chaum, an expert in security and cryptography.

Chaum talked about his new invention, something he called **DigiCash- a secure, anonymous and easy-to-use system for financial transactions over the World Wide Web.**

Everything people use BitCoin for today, DigiCash delivered 20 years ago. Chaum concluded his presentation with a live demonstration of a DigiCash financial transaction taking place over the World Wide Web - the first I [the author, Pesce] had ever seen.

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

Berners-Lee invited Chaum to open his conference because he'd already seen beyond the needs of researchers.

For the World Wide Web to be truly successful, Berners-Lee knew it would have to support commerce. Commerce requires safety and trust.

By putting DigiCash at the top of the agenda, Berners-Lee asked everyone to broaden their horizons, and imagine a world thoroughly connected by the World Wide Web.

It served as a call to arms.

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

Another group concerned themselves with finding things.

Finding content hadn't been an issue before the World Wide Web, because before its existence people didn't have a reason to publish a lot of content on the internet. With the World Wide Web, that had started to change.

Although a few sites - including 'Jerry & Dave's Guide to the World Wide Web', later renamed Yahoo! - curated lists of websites by category, even that would soon become unworkable.

There was a need to search the whole of the World Wide Web.

That's the beginning of the research work which would eventually turn into **Google**.

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

Of note ...

Kevin Hughes, a legend in Web circles for putting a link inside of an image, creating the **'button'**, and **Brian Behlendorf** (19 at the time and within a few months would go on to found Organic Online, the first Web development company, while simultaneously spearheading the **Apache project**, the open-source software that today powers the majority of the world's Websites) were both at this conference.

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

The Little Conference That Kick Started The Web

The 20th anniversary of this conference occurred last year (2014). There is very little documentation of the event on the Web. A few pages on a resuscitated CERN Web server, along with a handful of photographs.

It seems odd that such a seminal event would leave so little trace, until you realize that whilst we use the Web today to commemorate events no-one could document the First International Conference on the World Wide Web (also known as WWW1) because the job of creating it wasn't finished.

WWW1 straddles the boundary - really, it is the boundary - between the time before the Web, and our new world of universally accessible, shared knowledge.

Source: *'The little conference that kick-started the Web'*, written by Mark Pesce for *'The Drum'* on 21st May, 2014. [Check out the article here.](#)

3

Connectivity, Capability, Confidence

Connectivity, Capability, Confidence

Increasing numbers of Australians are actively engaging in the digital economy

This is facilitating existing and also new forms of social and economic interaction

There are **three key components** to this increasing active engagement

- **Connectivity**
- **Capability**
- **Confidence**

Source: Australian Communications and Media Authority. (2010). *2009-10 Communications report series. Report 1 – Australia in the digital economy: The shift to the online environment*. Melbourne, Victoria

Connectivity, Capability, Confidence

Connectivity: Uptake of resources that facilitate participation in the online environment

Capability: Having the necessary experience and skills to effectively use the internet

Confidence: Refers to the level of self belief in managing online interactions

Sources:

Australian Communications and Media Authority. (2010). *2009-10 Communications report series. Report 1 – Australia in the digital economy: The shift to the online environment*. Melbourne, Victoria

Australian Communications and Media Authority. (2012). *2011-12 Communications report series. Report 2—Australia's progress in the digital economy: Participation, trust and confidence*. Melbourne, Victoria

Connectivity

... over the past five years, what is the most dramatic change to the way we participate in online activities ...

Convergence, Connectivity, Capability, Confidence

Accessing and using the internet **via mobile devices**

Sources:

Australian Communications and Media Authority. (2010). *2009-10 Communications report series. Report 1 – Australia in the digital economy: The shift to the online environment*. Melbourne, Victoria

Australian Communications and Media Authority. (2012). *2011-12 Communications report series. Report 2—Australia's progress in the digital economy: Participation, trust and confidence*. Melbourne, Victoria

Convergence, Connectivity, Capability, Confidence

... what would you look for as evidence for increasing
capability in online environments ...

Convergence, Connectivity, Capability, Confidence

The **frequency of internet use**

Sources:

Australian Communications and Media Authority. (2010). *2009-10 Communications report series. Report 1 – Australia in the digital economy: The shift to the online environment*. Melbourne, Victoria

Australian Communications and Media Authority. (2012). *2011-12 Communications report series. Report 2—Australia's progress in the digital economy: Participation, trust and confidence*. Melbourne, Victoria

Confidence

... what is one of the strongest driving forces in the increasing level (or intensity) of online participation ...

Confidence

The **participative web**, encompassing social networking and **user generated content** continues to be a major driving force in the increasing intensity of online participation.

Sources:

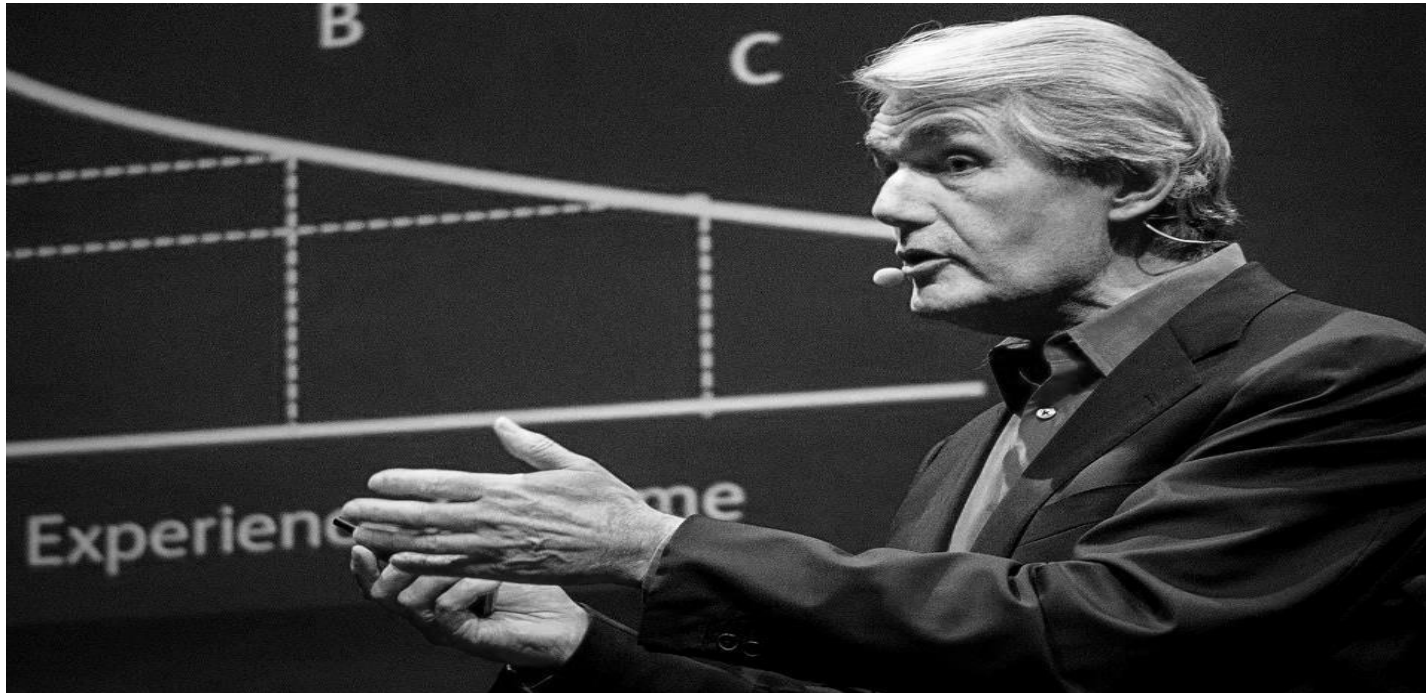
Australian Communications and Media Authority. (2010). *2009-10 Communications report series. Report 1 – Australia in the digital economy: The shift to the online environment*. Melbourne, Victoria

Australian Communications and Media Authority. (2012). *2011-12 Communications report series. Report 2—Australia's progress in the digital economy: Participation, trust and confidence*. Melbourne, Victoria

4

Introducing Philip Evans

Introducing Philip Evans



Philip Evans: How data will transform business.

What does the future of business look like? In an informative talk, Philip Evans gives a quick primer on two long-standing theories in strategy — and explains why he thinks they are essentially invalid (www.ted.com).

[Click To Watch](#)

5

Introducing Don Tapscott

Introducing Don Tapscott



Don Tapscott: Four principles for the open world.

The recent generations have been bathed in connecting technology from birth, says futurist Don Tapscott, and as a result the world is transforming into one that is far more open and transparent. In this inspiring talk, he lists the four core principles that show how this open world can be a far better place (www.ted.com).

[Click To Watch](#)

6

Write Me Something II

Write Me Something

... could you combine Evans and Tapscott's thinking in a short two to three sentence argument for how internet-based technological convergence has forever changed business / humanity ...

I will give you 3 minutes ...

7

Introducing Seth Godin

Introducing Seth Godin



Seth Godin: How data will transform business.

In a world of too many options and too little time, our obvious choice is to just ignore the ordinary stuff. Marketing guru Seth Godin spells out why, when it comes to getting our attention, bad or bizarre ideas are more successful than boring ones (www.ted.com).

[Click To Watch](#)

Introducing Seth Godin

Marketing is a continuous process of **matching products and services to the needs and wants of customers**

Effective marketing requires a company to **define its unique selling proposition** (what is it that makes the business unique from other competitor businesses) and **then communicate that unique selling proposition** to their intended target audience

Introducing Seth Godin

Quality (of the product and service) is important ...

However, the **success** of products and services is “*not always about what the actual product is like, the service is like, the patent is like, or what the factory is like – it is often about how well you can get your idea to spread, or not*” (Seth Godin, 2003)

“*The people who can spread ideas, regardless of what those ideas are, win*” (Seth Godin, 2003)

Source: How to get your ideas to spread. Seth Godin. TED Talk, February 2003. http://www.ted.com/talks/seth_godin_on_sliced_bread.html

Introducing Seth Godin

The issue here is that consumers today ...

*“... have **way more choice than they used to**, and **way less time**. And in a world where [consumers] have too many choices and too little time, **the obvious thing to do is ignore stuff** (Seth Godin, 2003)*

So you need to keep something in mind here ...

Source: How to get your ideas to spread. Seth Godin. TED Talk, February 2003. http://www.ted.com/talks/seth_godin_on_sliced_bread.html

Introducing Seth Godin

“The thing that is going to decide what gets talked about, what gets done, what gets changed, what gets purchased, what gets built, is ...

... is it remarkable (Seth Godin, 2003)

Source: *How to get your ideas to spread. Seth Godin. TED Talk, February 2003. http://www.ted.com/talks/seth_godin_on_sliced_bread.html*

Introducing Seth Godin

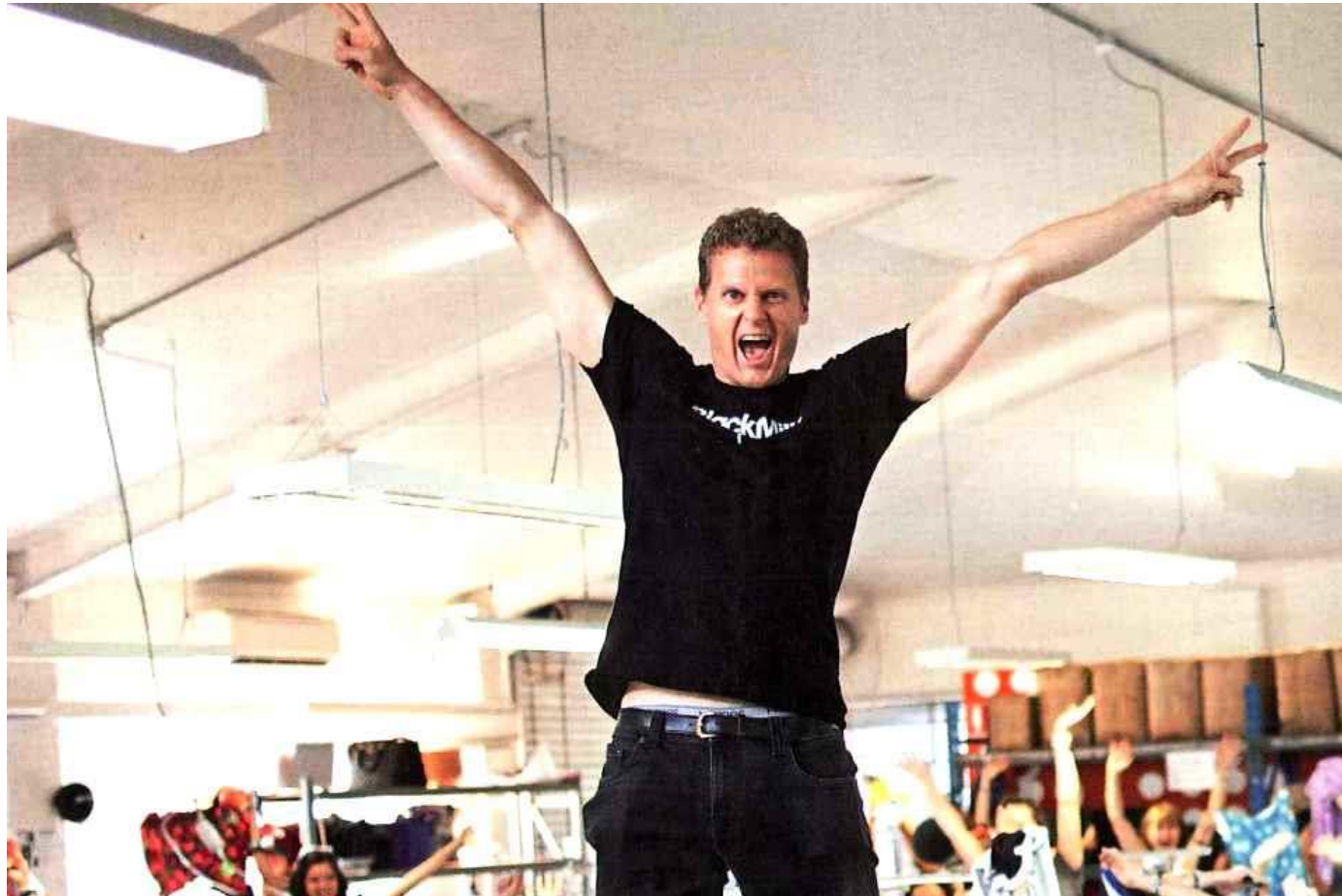
If I asked you to describe what the Japanese word *'Otaku'* means and what relevance it has to business could you give me a decent answer?

おたく/オタク

8

The Case of Black Milk

The Case of Black Milk



The Case of Black Milk

Black Milk is one of the fastest-growing Australian companies you've [maybe] never heard of, selling more than 1000 garments a day, promoted by 80 private Facebook sites set up by its customers¹

It is a five year old company, founded by James Lillis, an entrepreneur, with a history of failed business ideas, that sells unique, personalized leggings which cost AUD \$70 plus ...¹

Employs more than 170 people in Brisbane (having put on more than 100 over the past year), recently bought a \$5.75 million dollar office building in Newstead, and has licensing deals with Warner Bros and Disney¹

... has never spent a dollar on conventional advertising, riding the Internet and social media boom so popular with its 20 – 30-something customers ...

¹Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13.

The Case of Black Milk

There are a number of **interesting aspects to the company's focus:**

- Communication
- Community
- Uniqueness
- Personalisation
- Ownership
- Humanity

The Case of Black Milk - Communication

From the start **Lillis communicated directly** with his Facebook-generation, e-commerce savvy customers ...¹

¹Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13.

The Case of Black Milk - Community

... creating a growing community of people¹

*"I wanted to **create a community of women who were a little obsessive about legwear**"¹*

"I went online and that is where we have been ever since"¹

James Lillis, Founder, CEO, Black Milk

¹Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13.

The Case of Black Milk – Uniqueness

An early success was an **eye catching legging and top** that featured a design of human muscles and bones which got attention on the Internet¹

Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13

The Case of Black Milk – Personalisation

“If they wanted a swimsuit with a cat on it, they got a swimsuit with a cat on it”¹

“They said ‘Can you do longer leggings?’ ‘Yep fine, we will do it with longer legs’

James Lillis, Founder, CEO, Black Milk

Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13

The Case of Black Milk – Ownership

*“The girls felt like they had a real ownership because **they were calling the shots**”¹*

James Lillis, Founder, CEO, Black Milk

Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13

The Case of Black Milk – Humanity

While the business is transacted online, **meet ups in real life are an important part** of the Black Milk culture

“Try and explain to your partner exactly why you have to go and meet up with a bunch of people you met on the Internet, none of whom you have ever met in person, all for the love of wearing pretty nylon clothing. It was amazing and we all instantly bonded

Jennifer Post, Black Milk Facebook Fan Page Founder, Los Angeles

Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13

The Case of Black Milk

Black Milk is an example of “*modern spice routes*” developed by consumers spending online, developing new patterns regardless of geographical boundaries

Jeff Clementz, Australia Chief Executive, PayPal

Source: King of the Nets. (2014). Glenda Korporaal. The Deal – The Australian Business Magazine. February 2014. p. 10-13

9

Two Final Questions

Two Final Questions

... regardless of your philosophical standpoint on technology, can you afford not to play in this area ...

&

... In certain contexts, Evans and Tapscott paint a fairly utopian way of doing business, just how big are the risks ...

Next week I want to begin introducing you to a darker side and what is quite possibly the real digital revolution.