

The New Internet: Communicating on Today's Web

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This Session

- Old Media pros/cons
- Strengths of New Media
- **New Media toolset**
 - Demonstrations of the various tools
- **Questions at any time please!**

About Brett

- Programmer, 1991 – (i.e.: since I was 10)
- Hobbyist BBS Operator, 1995 – 1999
 - Interest in Online Culture
- Hobbyist Web Publisher, 1997 –
- IT Support, 1999 –
- Web Developer, 2001 –
- Webmaster, 2001 –
- Tutor, 2005 –
- **Never really stopped doing any of these things**



Old Media

- Email
 - “Killer Application of the 90s”
- Email Mailing Lists
- Email Discussion Lists
- Websites as brochures and retail outlets
- Web-based Discussion Forums

*all these things were revolutionary for their time

Why Old Media was Good

- Cheaper than snailmail
- Easy to do and use
- Targeted your niche
- New people could opt-in (hopefully)
- Forward button in email clients

* post-outs are still expensive
* easy if you knew how
* forward button: viral marketing

Why Old Media Is Less Effective

- Text
 - Too much content
 - Too many sources of too much content
 - Written in corporate 'marketese'
 - Not written for the right audience

* 90% of the web is TEXT
-- the rest of it is 'presentation'

Why Old Media is Less Effective

- Text
- Mass Communication -- talk to everyone
 - written for lowest common denominator
- High signal-to-noise ratio
- Only ~2% of an audience will take part visibly in a community activity -- ~98% are lurking
- LITTLE PARTICIPATION BY AUDIENCE

*already covered the first point

*loudhailer, megaphone

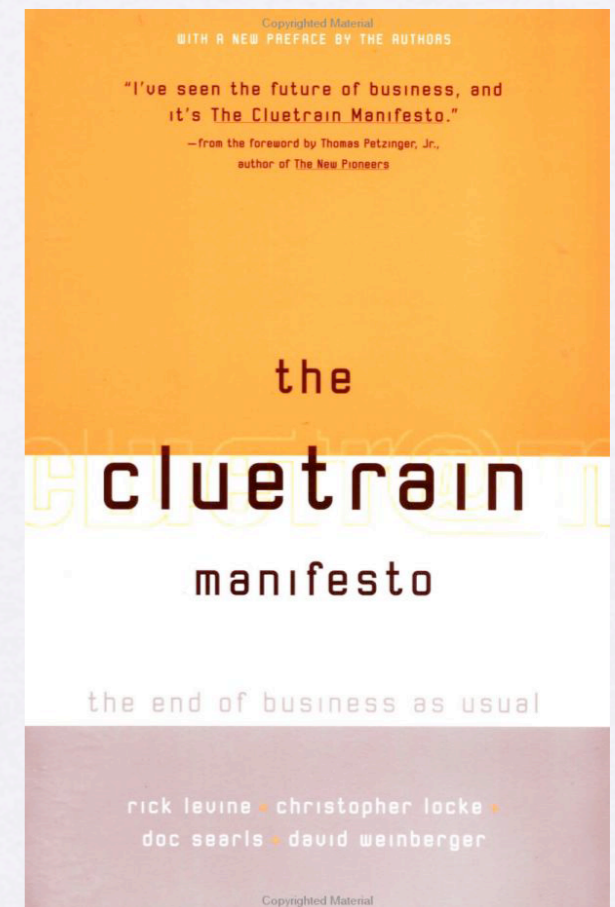
*too much noise to filter out the stuff you want to hear

*98% probably not even reading what you're sharing

What Happen?

- People got informed!
- “Networked markets are beginning to self-organize faster than the companies that have traditionally served them. Thanks to the web, markets are becoming better informed, smarter, and more demanding of qualities missing from most business organizations.”
– Cluetrain Manifesto:
www.cluetrain.com, April 1999

- 95 Theses



- *read it
- *founded by the blogging proponents
- *revolutionary at the time
- *if you get anything out of today -- read the cluetrain manifesto or at least the theses

when

meet

(Inter)networked Markets **(Intra)networked Workers**

The connectedness of the Web is transforming what's inside *and* outside your business — your market and your employees.

<p>Through the Internet, the people in your markets are discovering and inventing new ways to converse. They're talking about your business. They're telling one another the truth, in very human voices.</p>	<p>There's a new conversation</p>	<p>Intranets are enabling your best people to hyperlink themselves together, outside the org chart. They're incredibly productive and innovative. They're telling one another the truth, in very human voices.</p>
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between and among your market and your workers. It's making them smarter and it's enabling them to discover their human voices.

You have two choices. You can continue to lock yourself behind facile corporate words and happytalk brochures.

Or you can join the conversation.

screengrab of <http://www.cluetrain.com/shortform.html>

*read aloud
*it's about human voices and conversations

The first six theses

1. Markets are conversations.
2. Markets consist of human beings, not demographic sectors.
3. Conversations among human beings sound human. They are conducted in a human voice.
4. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.
5. People recognize each other as such from the sound of this voice.
6. The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.

* again, conversations

* revolutionary conversations

Why New Media is Better

- Communication tailored for the web
- Helping customers get their stuff done
- It's personal
- Feedback loop is open!

- Tools that are freely available and easy to use

Tailored for the web

- Still mostly text
 - Written especially for the web
 - Shorter and to the point
 - Style is more informal and personal
- Rich in multimedia - sound, motion, interactivity
- Target Audiences are better catered for
- Allows for existence of niche interests

Helping them to get their stuff done

- Know that they can work with you to:
 - find the information they need
 - give you the information you need
- easily, quickly
- without having to think
 - who has time to think?

It's Personal

- Automated Telephone Menus
 - the ones that need you to talk to them >:(
- Impersonal communication from corporate or government entities
- **The feeling that the organisation I'm dealing with just doesn't care about me or what I need to do.**
- But, you can be personal and professional
 - it's a conversation

Feedback!

- Publishing to involve
- People have opinions – open the conversation
 - Organisation, processes, quality of service
 - They are willing to tell you how they feel
 - Communication is about listening!
 - People feel involved when you involve them

New Media Toolset

- Blogging
- Photocasts
- Podcasts
- Videocasts and Videoblogs
- Wikis
- Rich Interactive Applications
 - too \$\$\$, not KISS, won't cover it specifically

* RIA too expensive, very complex, very specific scenarios where they are really good.

A selection of tools

- KISS
- Cheap or free
- Open Source tools available, maybe best-of-breed
- Easy to grok
- Others around, but these are current best practices

* picked these tools for these reasons

* grok: geek jargon for “to understand intuitively” -- in the Oxford English Dict

*



Blogging

- Blog is short for Weblog - log, journal, 'diary'
- Series of short, timely nuggets of specific information
- Updated regularly, newest stuff first
- Great for updates on progress of things or new things
- Written to an audience who cares about what you have to say
- Allow visitors to contribute their thoughts and expertise (publically) (without fear of censorship)

demo

How Blogging Works

- You post a news item on your blog
 - Show what you're doing or changing
 - Show why you're doing it
 - Show why you personally love it
 - you believe in your product right? Eat your own dogfood...
- The newest items are at the top -- easiest to find ;)

Visitors to your blog

- Visitors read your posts
 - They get to know the company they care about
 - They are informed about things that affect them
 - They can share that information easily with others (copy a easy to read URL to their friends)

* all pretty much the same as old media here, but it feels cleaner

* URLs build trust -- ever get emailed an article? ever want to reference that article?

* If you give someone a URL, you are referencing:

-- the author and their original work -- not a copy.

* If the article gets out of date, the URL might have new information, or at least links

Visitors with opinions

- Visitors can leave their **comments** for all other visitors to see
- Visitors can discuss things with other visitors
- You can discuss things with them and clarify things that aren't obvious
- Visitors feel like they have a semi-direct link with you
- Visitors feel like they might be helping other people by asking questions or providing facts, opinions or answers

Moderation

- Choices:
 - Comments are publicly live instantly
 - Comments are queued for moderation
 - Only the comments that are safe go live
 - Don't try to censor too much -- people can tell
 - Comments can be disabled per post
 - No Comments on any posts :(

*don't be afraid of opening the floodgates -- but you might need someone to manage them.

Syndication



- RSS – Really Simple Syndication
 - an up-to-date ‘news feed’ published by you
 - 3rd parties can share your published information on their own sites
 - Readers can ‘subscribe’ to your blog in a feed reader

demo



Photocasts

- Blog plus Photos
- Titles, captions and descriptions
- Great for travelogues or physical project updates
- Photo-journalism
- Picture = 1000 words
 - Pictures + Captions = a moving story
 - More powerful imagery = more powerful story

* humans have always loved telling and hearing stories

- successes and failures
- people learn from your stories
- imagination is powerful

demo

- Wellington Flickr Group
 - <http://www.flickr.com/groups/wellington/>
- Gospel for Asia
 - <http://www.gfa.org/photos>
- New York Times: Tiny Houses
 - <http://tinyurl.com/2uud4p>



Podcasts

- Radio + Blogging + iPod
- Recorded episodes of a regular audio show
 - Usually a talk show
 - news items, current affairs, conference seminars, radio dramas, music, audiobooks, museum notes, and more
- Listeners can listen to any individual show
- Subscribe using RSS to every episode to come

demo

- Radio New Zealand
 - <http://www.radionz.co.nz/rss>
- LOOP Recordings
 - <http://www.loop.co.nz/2005/loopkast.php>
- Cory Doctorow's Podcast
 - <http://craphound.com/index.php?cat=6>

How Podcasting Works

- You record your show and you publish it blog-style
- Subscriber's computers will download the show
- Copy it to their iPod or MP3 player automatically
- Listener listens to the episode at their own leisure wherever they are while they do something else

Why Podcasting is great for listeners

- Listen at your own leisure
- I can do something else while I listen, like the radio
- Pause!
- New episodes appear on the iPod, it's a surprise
- People record their 'audio feedback' and send it in, and the best gets played on the next show



Videocasts & Videoblogs

- Exactly like podcasts, but with video
- Just like TV, but better targeted at audience niche
- Current affairs, comedy, drama, guided tour, storytelling, and most any genre
- subscribe, listen at own leisure, pause
- Requires full attention of viewer -- not a background activity like podcasts or radio

demo

- The Show with Ze Frank
 - <http://zefrank.com/theshow/>
- DiggNation
 - <http://revision3.com/diggnation>
- Chris Pirillo's "Help!" on Youtube
 - <http://www.youtube.com/profile?user=lockergnome>

Wiki sites

- Online Collaborative Documentation
- Any visitor can edit a page to make it better
 - (or worse)
- Wikipedia = Encyclopedia + Wiki
- Great for ad-hoc internal documentation

It doesn't sound right but it works publically -- people who care will repair

demo

- Wikipedia
 - <http://en.wikipedia.org/>
- Homestar Runner Wiki
 - <http://hrwiki.org/>
- Wikitravel
 - <http://wikitravel.org/>

How a wiki works

- Anyone can create a page and add content to it
- Anyone can revise an existing page
 - Be Bold! Someone will tidy up after you :)
- ×10000 = pretty good documentation
- People add stuff that means something to them
- ~2% of people will become champions
 - give them a reason to do it, esp internally

Intranet Wikis

- Group projects!
- Need a champion
 - to get it up with the info everyone wants
 - to tidy up after others
 - to refactor
- Policy: Everybody's job to update

SMS (Texting)

- Short Message Service
- Great for status updates and collecting info
- Not so great for a conversation
- Great payment model... ?
 - \$3 paid != \$3 received -- telcos and SMS providers will likely take a cut

* Non profit might have more sway in getting them to drop their margins

no demo

- Keep an eye on www.twitter.com

Why New Media is Better

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- It's personal
- Feedback loop is open!

The Philosophy

- Graphic design for text
- Each update should be about one thing
- Keep it short and simple; provide links to more info
- Write like you care about your audience; not like a corporate robot
- Get that feedback loop open and work it
- Be open, honest about how your organisation works, doesn't work
- Make it exciting with photos, audio, video when possible
- Build trust between you and your audience
- **Make it personal**
- Ride the Cluetrain

Thanks :)

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Questions?

