

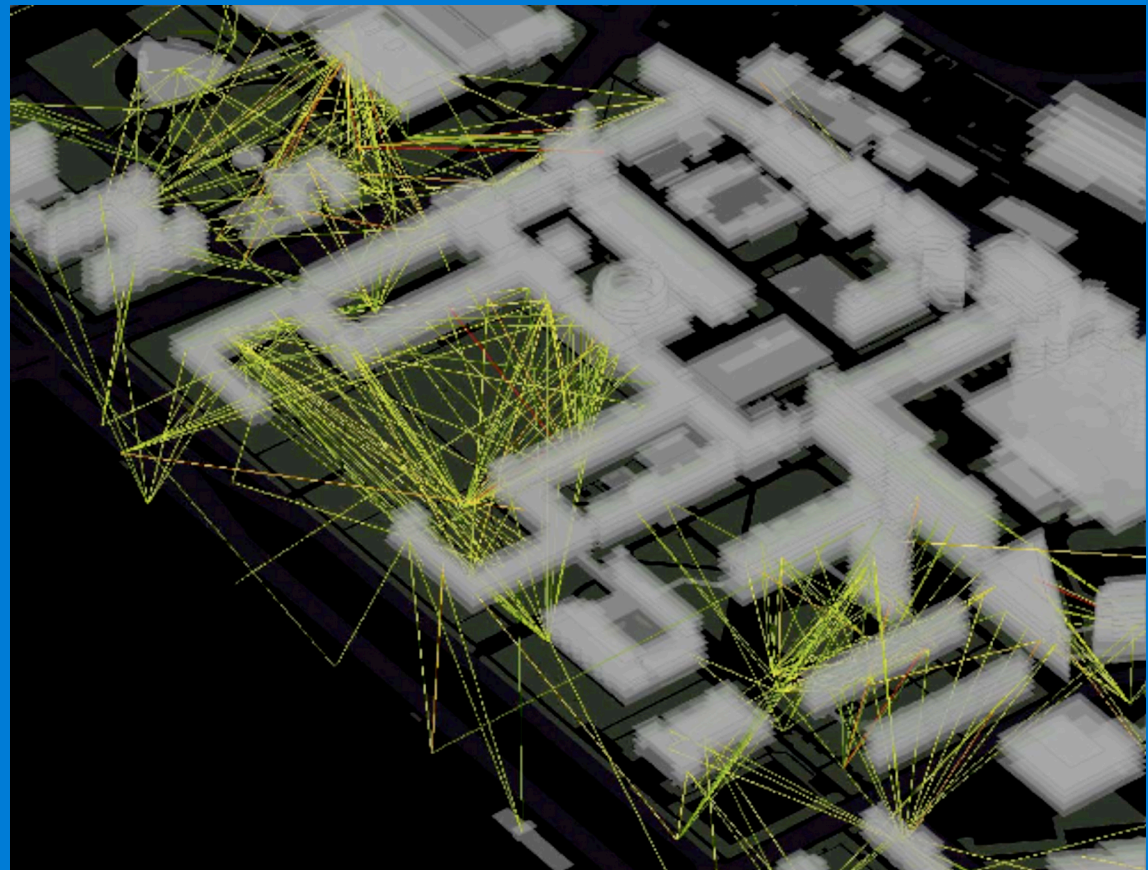
Institutions and Solutions

Andrew Lippman

Media Lab

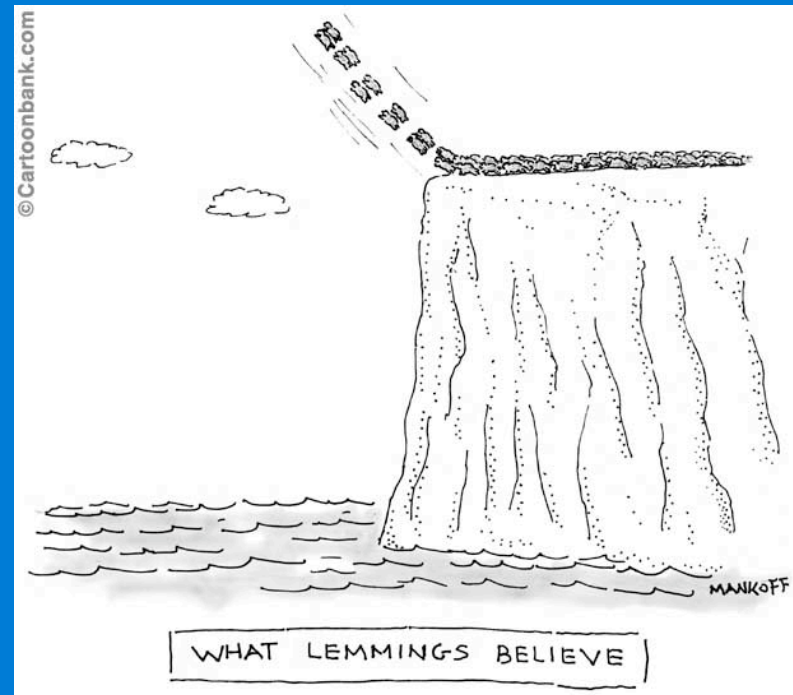
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Institutional cracks

- Out of scale
- Monocultures
- Opaque
- Blurred mission



Solution: Invert each bit

Institutions vs Communities

Musicians vs music industry

Artists vs art industry

Doctors vs the medical industry

Academics vs the education industry

Members avoid the pitfalls

Social Institutions

Institutions function when the community is as strong as the containing industry, e.g., the arts?

Institutions survive when they include the creative members?

Newspapers, television, music were founded on technologies but they prolonged themselves by other means.

Scaling is still not solved

Social Themes

Social networks are a resonant theme,
mapping archetypical ideas to new
technology

“We not me:” socialization replaces
personalization

Media is back in the picture

No invention required

Intuit: Live Community

The screenshot displays the TurboTax Live Community interface. At the top, the TurboTax ONLINE Deluxe logo is visible, along with navigation links for Home, Personal Info, Federal Taxes, Federal Review, State Taxes, Print & File, and Tools. A 'Federal Refund \$0' indicator is also present. The main content area features a 'Live Community' section with a question: 'how many computers can I use one license on'. The question is from user 'dancing hippo' and has been solved by user 'bwa'. Below the question, there are two answers and one comment. The first answer is from 'bwa SuperUser' and provides a detailed response regarding the 2007 licensing agreement. The interface also includes a 'View Popular Answers' section on the right, listing various tax-related questions. A yellow banner at the bottom of the screenshot contains the text: 'Contextual customer-based help for millions of specific situations'. An orange arrow points from the 'View Popular Answers' section towards the 'Solved' status of the main question.

Contextual customer-based help for millions of specific situations

Courtesy of Intuit

Apps Stores as a model

- Brokerage
- Platform
- Imprimatur
- Eliminates the “rounding error problem”
- Raises switching costs through community

Engage the community

Casual Operating Interfaces

- One app per screen
- Usable while doing something else
- Generalizable to signage, picture frames, TV/STBs, portable devices, physical devices, learning systems
- App stores are the means

Mates personal devices to the environment

Creative Collaboration and Learning

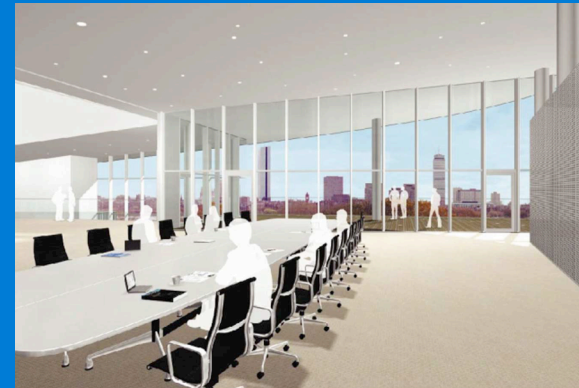
- Integrate design, technology with real life
- Span time and space, virtual and actual
- Create a center for *creative collaboration and learning*



Design and realization in concert with partners

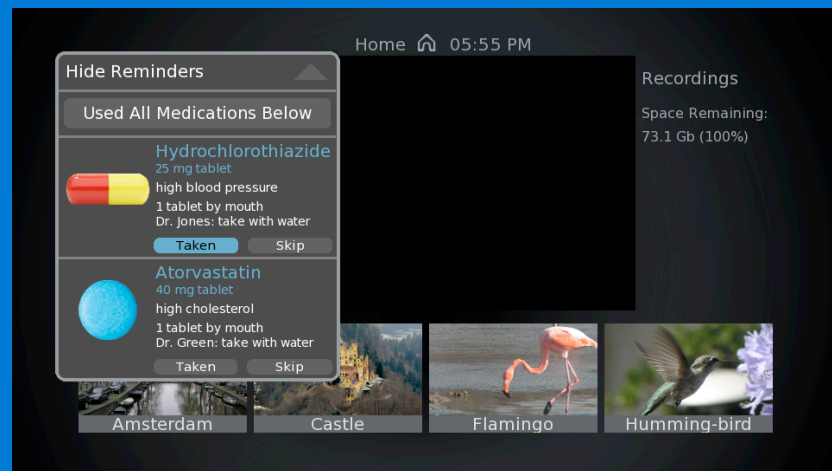
Elements

- An amulet to intermeditate communications
- An interface that you already own
- A “Third cloud” of resources
- Fourth level “mist”
- Intelligence and context in interactions
- Bit density

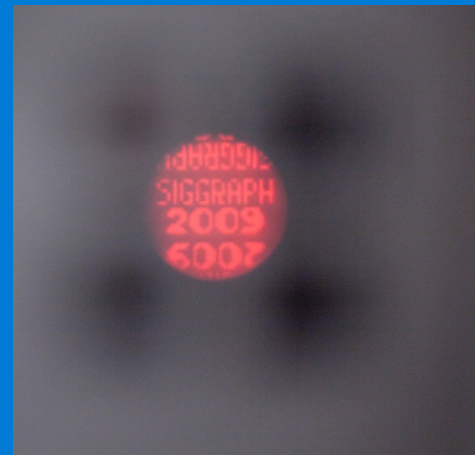
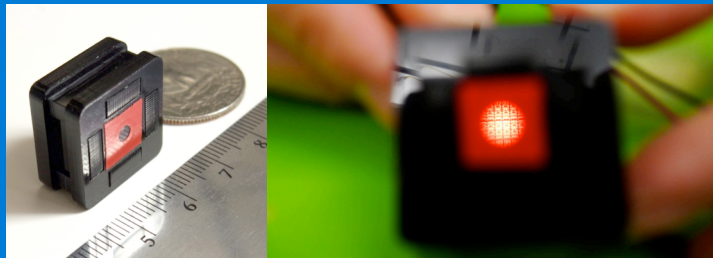
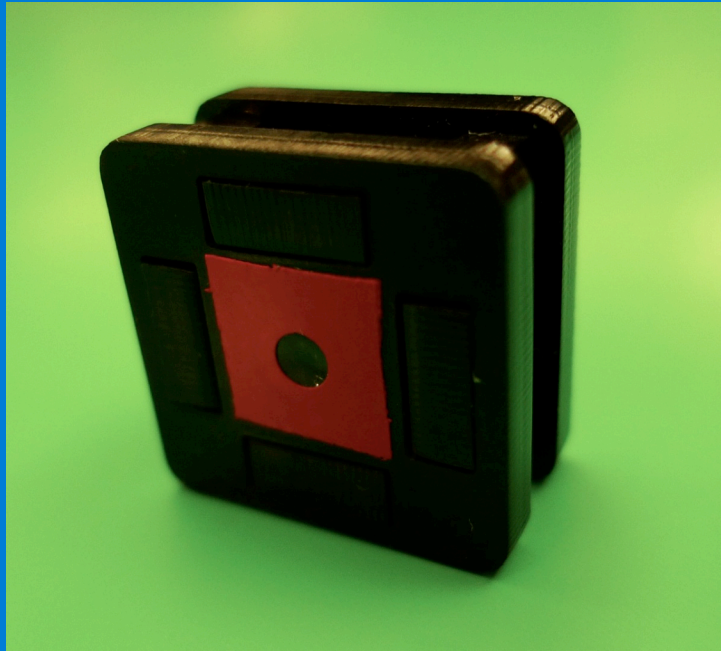


Applications: The flesh on the bone

- Social Dashboard: an interface for automatic control of a virtual private milieu
- Health and Media: Compliance apps that span TVs and phones; individuals, providers, and family
- Social Television: Entertainment as a social phenomenon



Looking deeper



Camera Culture: Ramesh Raskar

Within Ten Years

- Connectivity wherever there is commerce
- It's all XOIP
- Mobility is personal; no longer device-centric
- Sensing, processing and I/O cost nothing and are pervasive

Happens tomorrow