

# Why now?

Technology, Society, and Media



June, 2014

# Viral Disruptions

**Kickstarter (2009)**

**Uber (2009)**

**AirBnB (2008)**

**Bitcoin (2009)**

**GitHub (2008)**

**(Aereo) (2012)**

**Education (Sep)**

**Publishing (Travis)**

**Media (Us)**

**Goods**

**Time and size matter...**



# Why Now?

New pool of inventor/peers  
Prerequisites in place  
Low barrier to entry (like above )  
Trust in technology  
A spirit of disruption  
Trust in people

Faith in numbers versus  
reliable central systems

## Invisible Ink

Scalable solution for personal data ownership  
Amir Lazarovich, Andrew Lippman

Our platform securely distribute sensitive data while removing the burden from online services of keeping it safe.

The complex block contains several elements: at the top, the title 'Invisible Ink' and subtitle 'Scalable solution for personal data ownership' by Amir Lazarovich and Andrew Lippman. Below this is a paragraph stating 'Our platform securely distribute sensitive data while removing the burden from online services of keeping it safe.' The middle section features two screenshots of the web interface: one showing a transaction details page with fields like 'From', 'To', and 'Amount', and another showing a list of messages with 'Decrypt Message' buttons. At the bottom, a flow diagram illustrates the process: 1. 'data' is sent from a user to a 'Service'. 2. The 'Service' generates a 'Hash(meta-data, signature)'. 3. A 'key, Encrypt(data, meta-data, tx-id)' is sent from the 'Service' to a 'Blind Escrow' node. 4. The 'Blind Escrow' node sends a 'result' to the 'Blockchain'. 5. The 'Blockchain' sends a 'tx-id' back to the 'Service'. 6. The 'Service' sends a 'Check-Permission(User, Service)' back to the 'Blind Escrow' node. The diagram also shows a user interface on the left and right with a QR code and a message 'This feels safe!'.

Social, not technical



# Theshold Events

What are the social and technical milestones that change the world, or might if we understood them better?

Reading on a screen

Keyboards in living rooms

National credit cards

SSL

App Stores

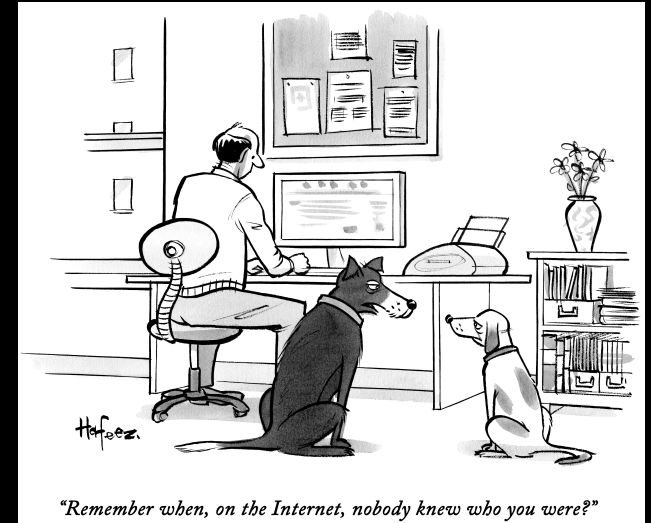
Identity on the Net



# Viral Identity

Real identity is out there

Making social activities  
scalable and viral



**AirBnB and Uber**



Viral Communications  
April 2015

Andrew Lippman

# Viral Programming

People *do* create

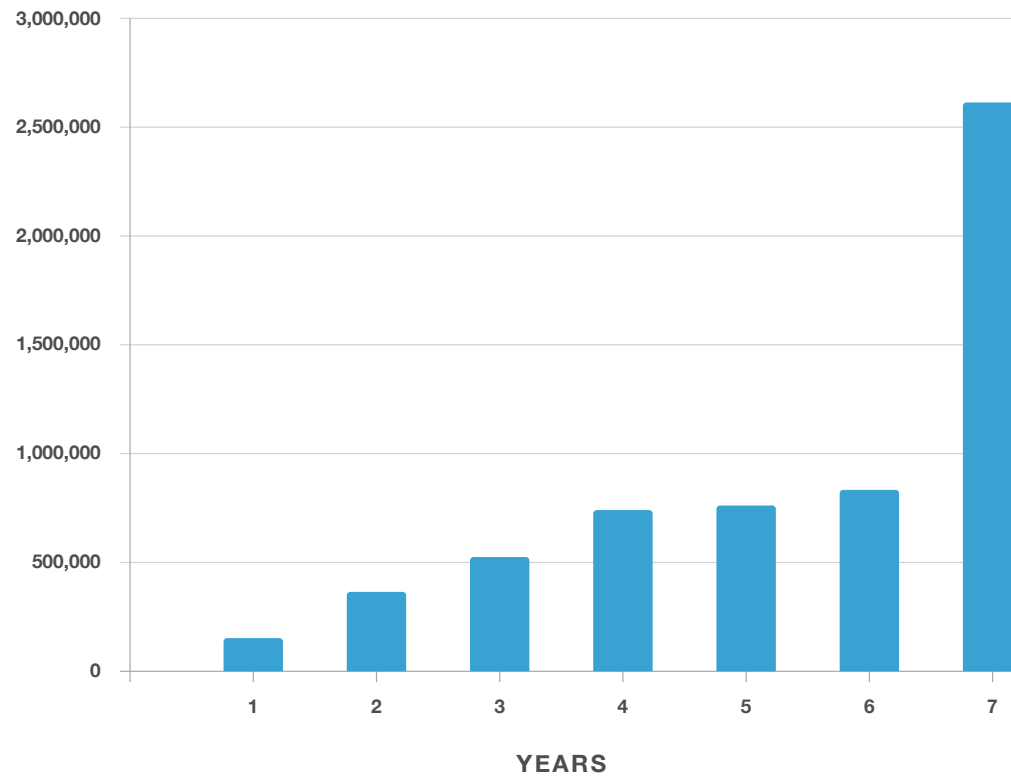
Programming can be viral

A screenshot of a video search interface. On the left is a grid of filter categories: Recast, Country, Continent, City, Organization, Person, Company, Industry term, Product, Region, Sports event, Political event, Include Channel, Exclude Channel, Video Type, Video Sources, Before Date, and After Date. The main area displays several video thumbnails, including one with a large white plus sign in a dashed box, indicating a search or filter action.

A screenshot of a programming logic editor. The top has tabs for OBJECTS, PARAMETERS, CONDITIONALS&LOOPS, EVENTS, OPERATORS, and HID. Below the tabs is a grid of video thumbnails, many with titles in Spanish such as 'Robin Williams en el programa de Tonight Show with Johnny...', 'Recordando a Robin Williams', 'Live in BROADWAY', 'Robin Williams: Una noche en el Club', 'Manoj Mann', 'The best ones Robin Williams', 'Esta semana predijo la muerte de Robin Williams', 'Robin Williams la Sesame Street', 'El autismo, posible', '7 Must-See ROBIN Williams', and 'Wife, Robin Williams had Parkinson's disease'. To the right is a 'PROGRAMMING BAR' with a logic flow: NAME THIS OBJECT (VEBOS) -> HAS A COUNT OF (20) -> THEN PLAY (FEATURES ROBIN WILLIAMS @manoj). A search bar with '@manoj' is also visible.



## New Projects



# Viral Programming

People *do* create

Programming can be viral

A screenshot of a video search interface. On the left is a grid of colored filters for categories like Recast, Country, Continent, City, Organization, Person, Company, Industry term, Product, Region, Sport event, Political event, Include Channel, Exclude Channel, Video Type, Video Sources, Before Date, and After Date. The main area shows several video thumbnails, including one with a large white plus sign in a dashed box, indicating a search or filter action.

A screenshot of a programming logic editor. It features a grid of objects on the left, many of which are related to Robin Williams (e.g., "Robin Williams on The Tonight Show with Johnny Carson", "Remembering Robin Williams", "Live on Broadway"). The right side shows a "PROGRAMMING BAR:" with a sequence of logic blocks: "NAME THIS OBJECT" (set to "ROBIN WILLIAMS"), "HAS A COUNT OF" (set to "20"), and "THEN PLAY".



# Viral Publishing

People *do* create

Publishing can be viral,  
Review can be viral

The screenshot shows a web page for a paper titled "Mapping Human Emotions with GIFGIF" on the PubPub platform. The page layout includes a left sidebar with navigation options like "Authors", "Affiliations", "Contents", and "Timeline". The main content area features the title, a short abstract, and sections for "Background and Motivation" and "Related Work". The "Background and Motivation" section discusses the use of GIFs as a medium for emotional communication and introduces the GIFGIF project. The "Related Work" section compares GIFGIF to previous research on emotion recognition. The right sidebar contains "Related Posts", a "Discussion" section with a "NEW" button, and "External" links.

## Mapping Human Emotions with GIFGIF

GIFs are a magical medium, giving users the power to quickly communicate emotion, empathy and concern. GIFGIF is a project mapping the emotional language of GIF through crowdsourced comparisons, and giving users the ability to search for GIFs by the emotion they represent. GIFGIF was released in March 2014, received over 2.5 million votes across 6mb GIFs, and was featured in *Naked*, *Crowdfunder* and *Wired* U.K. The ultimate goal of the work is to understand how we can build trust relationships with the qualitative, emotional, subjective aspects of media and their computational usage. GIFGIF can be accessed online at [gifyfresh.com/zh/](http://gifyfresh.com/zh/).

### Background and Motivation

Since the invention of gif (1987), the file format, notably low resolution, looping animated clips, has been given into a powerful cultural tool [1]. Because of looping, short, soundless animated video would suffice, we focus on GIFs (the cultural object) rather than gif (the format). GIFs have grown to represent a powerful and deep language across the internet. This language is often found as an [1], [2], [3], [4], a content identifier and social information [5], as well as simple emotion-laden messages. With the growth of sites like Tumblr and Reddit, which many sub-pages dedicated to animated GIFs, we find the relevance and use of GIFs to be quickly increasing. We explore the emotional language of the internet. Whereas text can be automatically processed, measuring saliency, content, and emotion, GIFs demand a more complex analysis.

We chose this method of pairwise comparison [6] because it is easier for a person to make judgment, and of comparable (i.e. which is more) faces to explicitly define and label all of the existing subtle evidence that may be present in a GIF. Our hypothesis is that by aggregating many of

### Related Work

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### Related Posts

- Clash on the politics of the GIF
- How we're using emojis to show our emotions
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### Discussion

NEW

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### External

- Visual Hues Use Color-Tech Companies Must Embrace
- Washington Post: To avoid measuring the intangible, human experience?
- More: These 40 researchers tried to turn GIFs into a language
- Harvard MIT: SPSP Project Aims for a Better Way of Finding the Better GIF



# Viral Disruptions

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Uber

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Bitcoin

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(Aereo)

Education (Sep)

Publishing (Travis)

Media (Us)

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# Three Really Bad Ideas

**SMS, Blogs, Wiki's, YouTube**

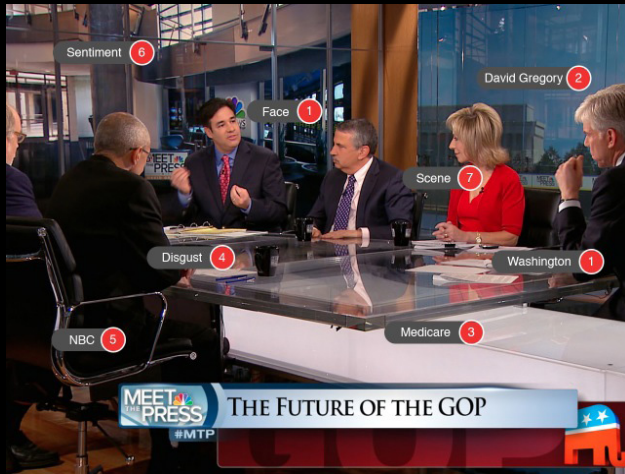
**People are natural contributors**  
**People are naturally active**  
**Making it easy matters**  
**Comparative price matters**

**Social Media grows**  
**Scheduled media dies**



# Viral Media

## Glue

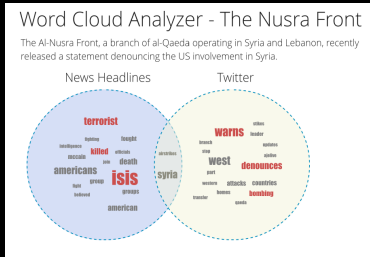


Extensible platform for generating high-resolution metadata;

Modular  
Multimedia  
Simple API



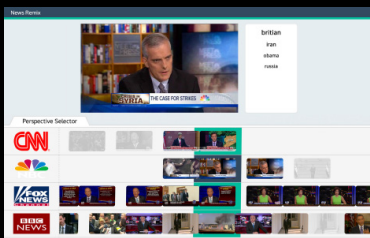
# Viral Media



**News Clouds: Spots overlaps and dissonances**



**Glance: Make sense of everything**



**Telecorrelator: Align realtime events**

# Rates of change

The rate of change of society is a function of the age at which youth are introduced to the dominant technology of the time

1900's automobile: 16 year cycle

2000's communications: 4 year cycle



Generational change versus evolution