TITLE: Developing an Open Infrastructure for the Greater Good
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ABSTRACT: Uses conversation theory to examine the role of databases and database vendors in a Web2.0 (and beyond) context.
KEYWORDS: Web 2.0, Participatory Networks, Participatory Librarianship
Developing an Open Infrastructure for the Greater Good

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“Doing well is the result of doing good. That's what capitalism is all about.”

- Ralph Waldo Emerson
Gordon Pask

- Engineer & Cyberneticist
- How do People (and Machines) Learn?
- Knowledge is Created Through Conversation
Knowledge is Created through Conversation between Agents

The Pressure to Participate

- People Need to be Active Constructor of their Knowledge
- They want Tools that Allow and Facilitate Conversation and Participation
- Participatory Networks
Pressure up the Hierarchy
Pressure up the Hierarchy

Infrastructure Provider
Pressure up the Hierarchy

Application Builder

Infrastructure Provider
Pressure up the Hierarchy

- Information Service
- Application Builder
- Infrastructure Provider
Pressure up the Hierarchy

User

Information Service

Application Builder

Infrastructure Provider
Users go to Participation

- This is DIFFERENT than Users being Attracted to “Good Enough”
- Web 2.0 Tools Allow Participation
- Web 3.0, 4.0, 5.0 Will Even More So
Users go to Participation

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So What’s a Participatory Database?

- Acknowledge and Expose Existing Conversations
- Break Down Barriers to New Conversations Disassemble Documents and Connect Content
- Be Where the Conversations Are
Expose Existing Conversations

- Citations, References, Annotated Bibliographies, Literature Reviews, Classifications

- POINT: No item exists in a vacuum. It is simply a data point in a larger conversation.

- “See Related/More Like This”

- Based on What? Term Co-Occurrence?
Identity and Branding

OCLC Open WorldCat

Library of Congress

National Library of Australia

OCPL

OCLC
| OCLC Open WorldCat | OCPL | National Library of Australia | Library of Congress | Sales Information | Identity and Branding | Sales Recommendations |
Break Down Barriers to New Conversations

- Annotations, User Submitted Content
- Wiki’s, Expert Blog Teams
- Allow Users to Create, Locate, and Filter Conversations
Disassemble and Connect

- Analytic Indexing to the Extreme
- Expert Curation
- This Presentation

http://ccat.sas.upenn.edu/rs/2/Judaism/talmud.html
Disassemble and Connect

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http://ccat.sas.upenn.edu/rs/2/Judaism/talmud.html
Added Benefit: Search

- Rank Results by Use and Context
- Situate Result in “Browsable” Context
- Amenable to Graph Theory, Social Network Analysis and Induction
Added Benefit: Search

Lankes, R. D.
Emerson, R.
W. Pask, G.
Talmud
Web 2.0
Amazon
Added Benefit: Search

- Lankes, R. D.
- Emerson, R.
- Pask, G.
- Talmud
- Web 2.0
- Amazon
- Conversation Theory
- Cybernetics
- Learning Theory
- Constructivism
- Law and Legal Tradition
- History of the Book
- Sacred Texts
- Koran
- Bible
- World Religions
- Hinduism
- Islam
- Christianity
- Judaism
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Be Where the Conversations Are

- Mashups and Light Weight APIs
- Endnote and Z39.50 Fine, how about Google Maps?
  - XML
  - RSS
  - AJAX

http://pipes.yahoo.com/pipes/pipes.popular
Participatory Networks

- “Participatory Networks: The Library as Conversation”
- Create a Participatory Testbed

http://iis.syr.edu/Projects/PNOpen
Doing Well & Good

- By Building Participatory Systems You Gain Value from User Input
- Including Tapping the Vast Grey Literature Pool
- You Gain User Loyalty by Matching THEIR Contexts
- You Provide Value in a Massive Scale World