



The Open World

And

Its Fuzzy Intersections...

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Within a decade...

6 Billion Online

200% growth??

June 2010

2 Billion Online

444% growth



Dec 2000

360 Million Online



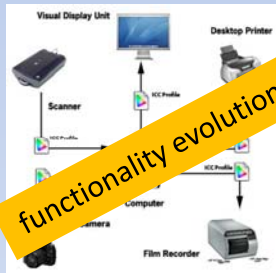
Device Convergence



Relationship Convergence



tool evolution



functionality evolution



user evolution



Information Technology is platform
Social Networking is the medium
People are the brains
Phones, tablets, walls, blogs, tweets
are the tools

twitter Home Profile Mes

 **Sohaib Athar**
@ReallyVirtual Abbottabad Lahore Pakistan
An IT consultant taking a break from the rat-race by hiding in the mountains with his laptops.
<http://www.reallyvirtual.com>

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 **ReallyVirtual** Sohaib Athar 
Here's a picture of OBL's hideout in Abbottabad, as shared by a friend @Rahat <http://yfrog.com/h7w4izmj>
7 minutes ago

 **ReallyVirtual** Sohaib Athar
I apologize for reporting the operation 'unwittingly/unknowingly' - had I known about it, I would have tweeted about it 'wittingly' I swear.
21 minutes ago

 **ReallyVirtual** Sohaib Athar
I just woke up and need to take care of some business before I (re)start blogging - please don't call me just yet. Thank you!
1 hour ago

 **ReallyVirtual** Sohaib Athar

Abbottabad

Twitter User: #ReallyVirtual

What's the value of "he knew before the world knew"?

Twitter Hashtag:
#EvimEvindirVan

“ my home is your
home, Van”

October 23, 24 2011

theguardian Your s

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Turkey earthquake: Twitter plea for help gets 17,000 responses

Journalist Erhan Çelik asks his Twitter followers to offer accommodation to those made homeless by the earthquake

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Turkish people sit on a street in Ercis after the 7.2 magnitude earthquake on Sunday. Photograph: Mustafa Ozer/AFP/Getty Images



Data → Information (fragments)

Traditional

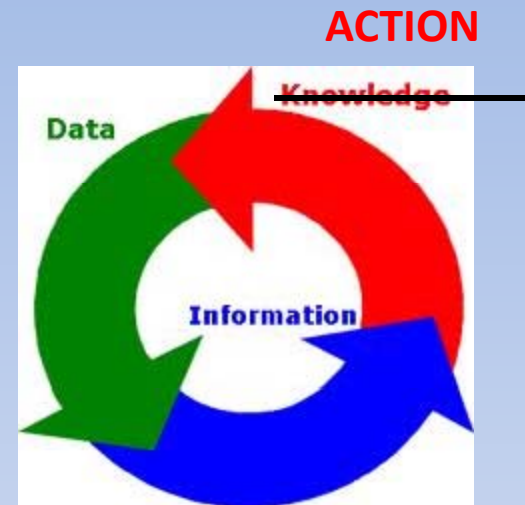
- Statistical Analytics
- Correlations
- Select Population Surveys
- Experiments

New...

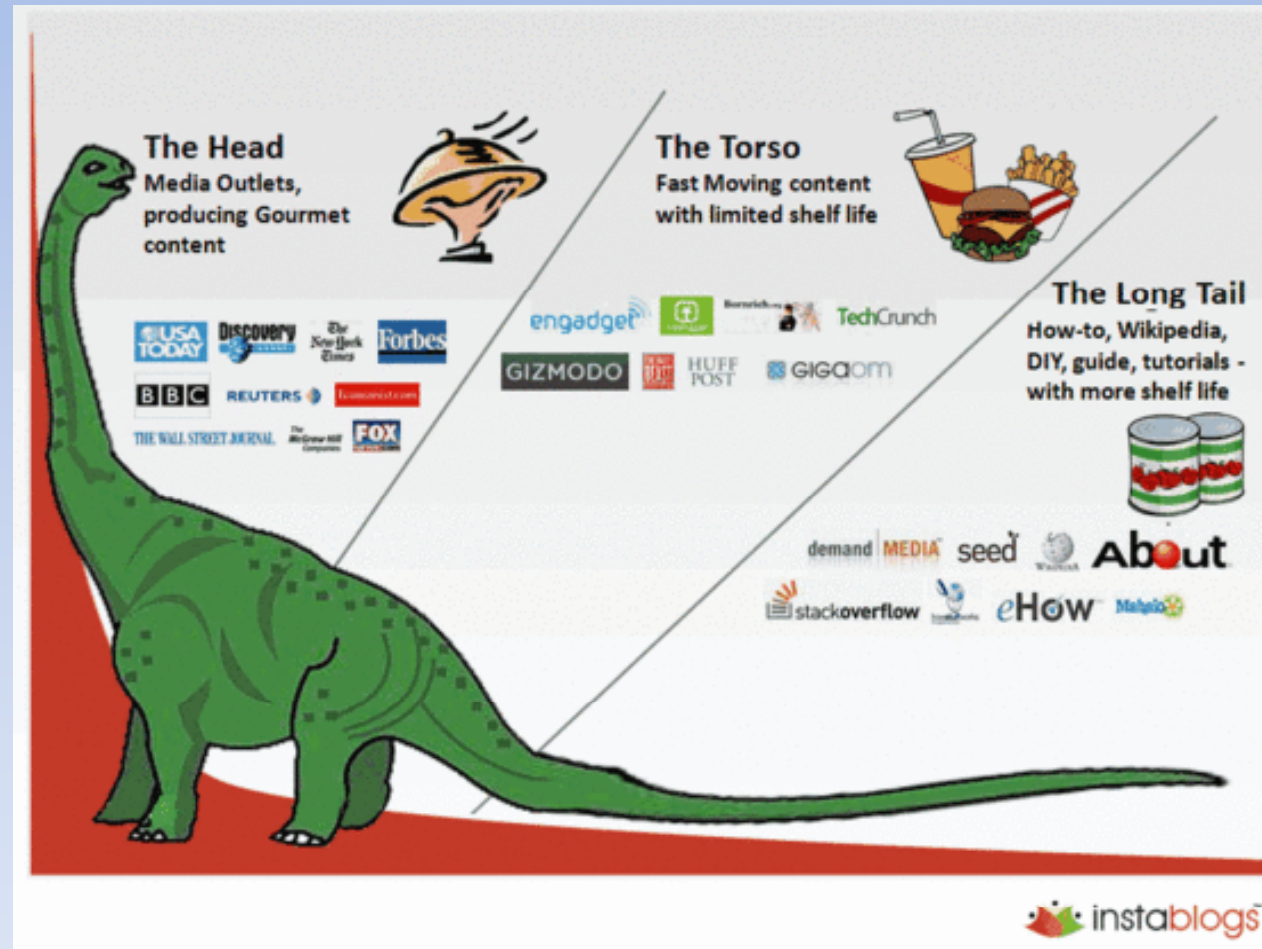
- Blogging
- Walls
- Tagging
- Tweeting
- Crowdsourcing
- Mashups
- Retweets

Data ↔ Information

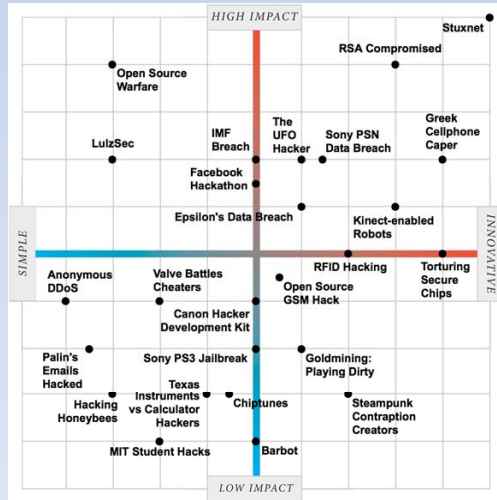
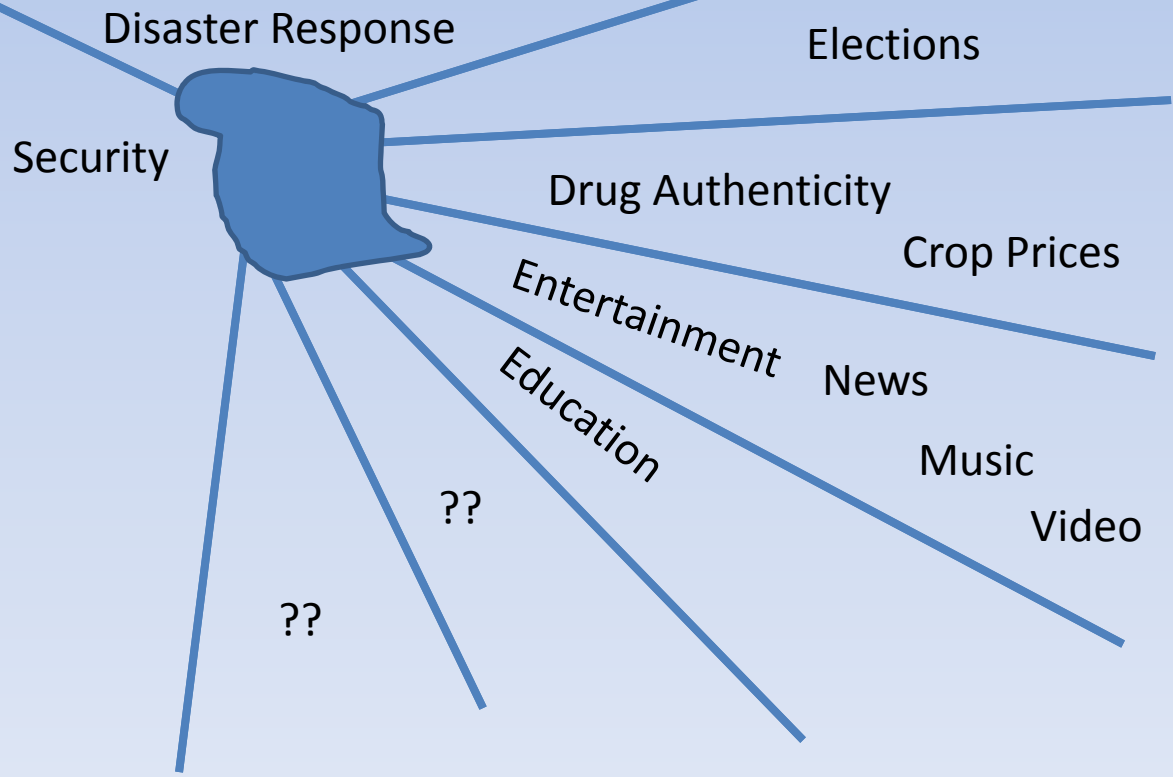
- Arab Spring
 - Information to Action predominated
 - Bypassed the “data” stage
 - Data analytics after the event
- Japan Tsunami...
 - Govt. transparency after Information



The Long Tail of Social Media?



Social Web Fuzzy Intersects



Modes: SMS text, video, photo, online report

The 3rd Billion will change the web

Connectivity	Pop.	Petration
Africa	1 B	11%
Asia	3.8B	22%
Europe	0.8B	59%
Middle East	0.2B	30%
North America	0.3B	78%
Latin America/Caribbean	0.6B	35%
Oceania/Australia	0.04B	61%

*1.1B, 65% 4.8B, 19.7% 0.8B, 6%

Modes of Social Contact

Literacy
Numeracy
Pictography

Betterment Uses

Economic
Entertainment
Relationships

Language

3000+ languages in Africa (12 100-language clusters spoken by 75%)
57 official languages – Asia (Central, SouthEast), Middle East
China – 8 language families, 292 living languages
India – 1600 mother tongues, 415 recognized.

So what does this mean?



- It will not be business as usual
 - Marketing, supply chains, business relationships will evolve
- It will not be (in)security as usual
 - No perimeters (really!), new threats
- It could happen faster than we expect
 - Business factors expedite change

What is the opportunity?



- Information is power – stay connected with new media
- Collaboration is the new key to security – join forces
- Be open to new ideas – especially those coming from the 3rd billion



Open World

Workspace Stratifications

30,000 Feet



6+ Billion ONLINE!
What complex problems can we solve for humanity?

10,000 Feet



Public-Private Engagement!
How to ensure that interaction flourishes in the social world?

5000 Feet



Social Web and Security!
How to understand and mine the intersect?



Additional resources:

- <http://science.dodlive.mil/2011/05/24/tedxmonterey-talk-the-open-world-by-dr-sujata-millick-video/>
- <http://hcss-cps.org/events/millick.pdf>

Thank You