Wikinomics: Harness the Power of Mass Collaboration

Don Tapscott
May 15, 2007
Time’s Person of the Year

Yes, you.
You control the Information Age.
Welcome to your world.
Four Drivers of Change

WEB 2.0

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
**The Thing: The “Beyond Microwave”**

- Internet-enabled microwave
- Swipe product barcode
- “knows” settings for 4,000 different products
- Updates data via the Internet
Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

Web 2.0

BROADBAND MOBILITY
Mobility: “Naked Wireless”
Mobility: Toronto Hydro Wi-Fi

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

Toronto Hydro Telecom is announcing plans to provide a blanket of Wi-Fi coverage in the downtown Toronto core, giving Toronto the largest ubiquitous Wi-Fi coverage zone in Canada.
**Mobility: San Francisco Wi-Fi**

**Web 2.0**

The Net Generation

The Social Revolution

The Economic Revolution

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**c|net NEWS.COM**

http://www.news.com/

**EarthLink and Google win San Francisco Wi-Fi bid**

By Dawn Kawamoto

http://news.com.com/EarthLink+and+Google+win+San+Francisco+Wi-Fi+bid/2100-7351_3-6058432.html

Story last modified Fri Apr 07 06:57:01 PDT 2006

San Francisco on Wednesday selected a joint bid by EarthLink and Google to provide San Francisco with a wireless network.
Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

Web 2.0

BROADBAND
MOBILITY

GEO-
SPATIALITY

THE THING
Web 2.0 – Geo-Spatiality

GyPSy Tour Guide

Welcome

A New Evolution of Touring begins now.

Experience the most informative way to tour the Rockies, British Columbia and Alberta whilst keeping the independence you enjoy.
Geo-Spatiality: Plazes, Finding Your World

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

PLAZES KNOWS WHERE

SHARE YOUR LOCATION

EXPLORE THE WORLD

LOCATE FRIENDS

TAKE THE TOUR
Geo-Spatiality: Tag Your World On The Go

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

WebEx Experience
Online Forum

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Geo-Spatiality: Live Traffic At Your Fingertips With IntelliOne

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

IntelliOne

our solutions help... the economy

reduced fuel consumption, increased productivity

we help drivers steer clear of traffic!

We measure & report LIVE roadway speeds and
TrafficAid® personalized traffic navigation services for motorists.

Transferring data from www.intellione.com...
Web 2.0 – Geo-Spatiality

Maptuit Automated Traffic Routing

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

NEWPARADIGM
Web 2.0

The Net Generation
The Social Revolution
The Economic Revolution
Web 2.0 – True Multimedia

Web 2.0

The Net Generation

Making a call
Talking

The Social Revolution

Conference call
Call regular phones

The Economic Revolution

File transfer
Chat

Video call

© New Paradigm Learning Corporation 2007
True Multimedia: Tape It Off The Internet (TIOTI)

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
Web 2.0 – True Multimedia

Digital humans

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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Web 2.0 – True Multimedia

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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Web 2.0 – True Multimedia

PlayStation Home revealed
Posted Mar 7th 2007 1:30PM by Paul Miller
Filed under: Gaming
Web 2.0

The Net Generation
The Social Revolution
The Economic Revolution

WEB SERVICES
THE THING
BROADBAND MOBILITY
TRUE MULTIMEDIA
GEO-SPATIALITY

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Web 2.0 – Web Services

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

1995 – Web 1.0

Websites

HTML

Presentation

Browse Web Sites

2000 – Web 2.0

Distributed Computing

XML/SOAP/UDDI

Programmability

Networked Business Models

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Web Services: Microsoft - Start.com “Webtop”

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

NEWPARADIGM
Yahoo Pipes

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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Web 2.0 – Integration

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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Web 2.0: Ajax Behind The Firewall?

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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Web 2.0 – Integration

- Proprietary
- Monolithic
- Silos
- Enterprise
- Dumb networks

- Standards-based
- Service oriented
- Interoperable
- + Inter-enterprise
- Intelligent networks
Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

WEB SERVICES  TRUE MULTIMEDIA  GEO-SPATIALITY

INTEGRATION  THE THING  BROADBAND MOBILITY

WebEx Confidential
© New Paradigm Learning Corporation 2007
Four Drivers of Change

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

WEB 2.0

THE NET GENERATION
The Demographic Revolution

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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The Birth Rate: Boom, Bust and Echo

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
School Enrollment

![Graph showing school enrollment from 1964 to 2006](image)

- Web 2.0
- The Net Generation
- The Social Revolution
- The Economic Revolution
The Louder Echo

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
Digital Natives – The Net Generation

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
## Global Growth of the Web

### Web 2.0

**The Net Generation**

**The Social Revolution**

**The Economic Revolution**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Asia</strong></td>
<td></td>
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</tr>
<tr>
<td>China</td>
<td>1,296,110,643</td>
<td>103,000,000</td>
<td>358%</td>
<td>8%</td>
</tr>
<tr>
<td>India</td>
<td>1,094,870,677</td>
<td>39,200,000</td>
<td>684%</td>
<td>4%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>219,307,147</td>
<td>15,300,000</td>
<td>665%</td>
<td>7%</td>
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<td>Vietnam</td>
<td>82,851,971</td>
<td>5,870,000</td>
<td>2835%</td>
<td>7%</td>
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<td><strong>Eastern Europe</strong></td>
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<td>Czech Republic</td>
<td>10,230,271</td>
<td>4,800,000</td>
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<td>Latvia</td>
<td>2,306,489</td>
<td>810,000</td>
<td>440%</td>
<td>35%</td>
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<tr>
<td>Slovakia</td>
<td>5,379,455</td>
<td>2,276,000</td>
<td>250%</td>
<td>42%</td>
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<tr>
<td><strong>South America</strong></td>
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<tr>
<td>Brazil</td>
<td>181,823,645</td>
<td>22,320,000</td>
<td>346%</td>
<td>12%</td>
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<tr>
<td>Chile</td>
<td>15,514,014</td>
<td>5,600,000</td>
<td>219%</td>
<td>36%</td>
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<tr>
<td><strong>Benchmark Countries</strong></td>
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<tr>
<td>United States</td>
<td>296,208,476</td>
<td>203,274,683</td>
<td>113%</td>
<td>69%</td>
</tr>
<tr>
<td>Germany</td>
<td>82,726,188</td>
<td>47,127,725</td>
<td>96%</td>
<td>57%</td>
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<tr>
<td>Japan</td>
<td>128,137,485</td>
<td>78,050,000</td>
<td>66%</td>
<td>61%</td>
</tr>
<tr>
<td>South Korea</td>
<td>49,929,293</td>
<td>32,570,000</td>
<td>71%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Source: Copyright 2005, Miniwatts International, LLC. All rights reserved.
The Generation Lap

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

N-Geners

Their Parents
The Net Generation

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

Video available for viewing online at www.newparadigm.com
The Net Generation Norms

- Freedom
- Customization
- Scrutinizers
- Integrity
- Collaboration
- Entertainment
- Speed
- Innovation

Web 2.0
The Net Generation
The Social Revolution
The Economic Revolution
Four Drivers of Change

- **WEB 2.0**
- **THE NET GENERATION**
- **THE SOCIAL REVOLUTION**
The Rise of Collaborative Communities

Flickr.com beats WebShots.com

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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The Rise of Collaborative Communities

Digg.com beats Slashdot.org

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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The Rise of Collaborative Communities

Craigslist.org Beat Monster.com, Match.com

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

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The Rise of Collaborative Communities

Myspace.com beat MTV.com

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The Social Revolution

The Economic Revolution

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The Rise of Collaborative Communities

Wikipedia.org beats Britannica.com

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The Net Generation

The Social Revolution

The Economic Revolution

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The Rise of Collaborative Communities

Blogger.com beat CNN.com

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The Net Generation

The Social Revolution

The Economic Revolution

Daily Reach (per million)

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The Rise of Collaborative Communities

Epinions.com vs ConsumerReports.org

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The Economic Revolution

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Alex Tapscott’s Wikinomicists Community

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The Social Revolution

The Economic Revolution

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Four Drivers of Change

WEB 2.0

THE ECONOMIC REVOLUTION

THE NET GENERATION

THE SOCIAL REVOLUTION
Mass Collaboration – 1. Peering

The Economics of Collaboration

Value Creation

Self-Organization

Industrial Age Corporation

Extended Enterprise

Critical Resources

Physical Financial

Mass Collaboration

Business Webs

The Economics of Collaboration

The Economic Revolution

The Social Revolution

The Net Generation

Web 2.0

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Mass Collaboration – 2. Being Open

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

The NAKED Corporation
How the Age of Transparency Will Revolutionize Business

DON TAPSCOTT and DAVID TICOLL
Authors of DIGITAL CAPITAL
Mass Collaboration

3. Sharing

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

IBM

- Engine - US, Japan, Europe
- Multi-national
- Act Local

- Engine - China, India, emergent
- Global
- Act Global
The Enterprise 2.0 and the Rise of Mass Collaboration

1. Peering
2. Being Open
3. Sharing
4. Acting Global
Digital Conglomerates

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution
Four Drivers of Change

WEB 2.0

THE ECONOMIC REVOLUTION

THE NET GENERATION

THE SOCIAL REVOLUTION
The Perfect Storm
Harnessing Mass Collaboration

A 50 year old mining company peers, opens, shares its proprietary data and acts globally in a bid to transform itself and explore the extent of a rich new find.
Harnessing Mass Collaboration

1. Peer Pioneers
2. Ideagoras
3. Prosumers
4. The New Alexandrians
5. Open Platforms
6. The Global Plant Floor
7. The Wiki Workplace
Harnessing Mass Collaboration

1. Peer Pioneers
Wikipedia’s Current Wikinomics Entry

Wikinomics

From Wikipedia, the free encyclopedia

Wikinomics: How Mass Collaboration Changes Everything is a January 2007 book by Don Tapscott and Anthony D. Williams. It explores how some companies in the early 21st century used mass collaboration and open-source technology such as wikis to be successful. The use of mass collaboration in a business environment, in recent history, can be seen as an extension of the trend in business to outsource: externalize formerly internal business functions to other business entities. The difference however is that instead of an organized business body brought about into being specifically for a function, mass collaboration relies on free individual agents to come together and cooperate to improve a given operation or solve a problem. This kind of outsourcing is also referred as crowdsourcing, to reflect this difference. This can be incentivized by a reward system, but this is not a requirement.

Related pages
- Crowdsourcing
- Outsourcing
- Participatory organization
- Human-based computation

External links
- Official site
- Mass collaboration could change way companies operate, article in USA Today
Harnessing Mass Collaboration

1. Peer Pioneers
Harnessing Mass Collaboration

1. Peer Pioneers

spike SOURCE

Open Source

Testing

Spike Dev Zone
An Open Source Developer Community

Business-Ready Open Source Solutions

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Harnessing Mass Collaboration

1. Peer Pioneers – Financial Services

Marketocracy.com Investment Management

Finding the best investors in the world ...

... the m100 Index delivers higher return with less risk.
Harnessing Mass Collaboration

1. Peer Pioneers – Financial Services

Zopa.com
peer lending

Borrow from Zopa lenders...

Your loan request

How much do you want to borrow?

£2,000.00

Up to how long do you want to borrow it? (you can repay at any time with no penalty)

-- pick --
12 months
24 months
36 months

You are requesting this amount in bids of £10 each.

Repayment protection

What would you do if, through no fault of your own, you were unable to keep up repayments on your loan? We can offer you repayment protection insurance that will take care of your monthly commitment to other Zopa members if you’re unable to. Find out more

☐ I would like to take up the offer of Zopa Repayment Protection.
☐ I do not want Zopa Payment Protection.
Harnessing Mass Collaboration

2. Ideagoras

Creating an eBay for innovation

- How do you create a vibrant marketplace where you leverage other people's talents, ideas and assets quickly and move on?

- P&G’s Larry Huston: “Alliances and joint ventures don't open up the spirit of capitalism within the company. They're vestiges of the central planning approach when instead you need free market mechanisms.”

How InnoCentive works:

- Solvers: academics, students, independent researchers, commercial labs
- Cash
- Answers
- InnoCentive
- Int'l property
- Problems
- Seeker firms
Harnessing Mass Collaboration

2. Ideagoras
Harnessing Mass Collaboration

2. Ideagoras

![Image of Cambrian House homepage](image.png)
Harnessing Mass Collaboration

ANNOUNCING THE FIRST
TOPCODER
HIGH SCHOOL
TOURNAMENT

REGISTRATION OPENS
FEBRUARY 13, 2007
Harnessing Mass Collaboration

3. Prosumers
Harnessing Mass Collaboration

Harnessing Mass Collaboration

3. Prosumers – Help Us Write the Final Chapter!

Welcome to The Wikinomics Playbook, the “unwritten chapter” of *Wikinomics: How Mass Collaboration Changes Everything* -- the first peer-produced guide to business in the twenty-first century.

This experiment in mass collaboration runs on a *wiki*, the same collaborative software that powers Wikipedia. Just like Wikipedia, you have the power to add or edit entries, discuss your views, or simply read what others have written (see *Wiki 101*).

To get things started, we have provided a bare-bones framework for *The Playbook*. It’s simply the seven models of mass collaboration outlined in Wikinomics (Chapters 3-9), with a short introduction to each section and some questions to stimulate discussion. The rest is up to you. Write new content, add links, update facts, provide fresh examples, share your war stories, or discuss how the issues raised in each chapter are playing out in your organization, sector, or both.

Since this is a community effort, we respectfully ask all contributors to observe some basic *house rules*: no advertisment, no self-promotion, and no offensive content without sources. Above all, please be courteous; this community is based on mutual respect and openness. But *be bold* too -- don’t be afraid to advance the conversation or push it in new directions. We encourage you to discuss changes with fellow contributors on the *Discussion Blog*. We monitor the blog daily, so post your questions -- we’ll respond as soon as we can.

All contributors to the *The Wikinomics Playbook* will be listed on a credit page (or add your name to the Wikinomics Community in the meantime) and all content will be protected by a *Creative Commons License*. This means that the community owns the IP. No one, including the authors, will profit from this wiki commercially.

With all of those details out of the way, we invite you to jump in and have fun!

Don Tapscott and Anthony D. Williams, co-authors of *Wikinomics*
Harnessing Mass Collaboration

3. Prosumers – Physical Goods

Peer Produced T-Shirts
Harnessing Mass Collaboration

4. The New Alexandrians: The Sharing of Science

SNP Consortium: APBiotech, AstraZeneca Group PLC, Aventis, Bayer Group AG, Bristol-Myers Squibb Co., F. Hoffmann-La Roche, Glaxo SmithKline, Wellcome Trust, IBM, Motorola, Novartis AG, Pfizer Inc., and Searle
Harnessing Mass Collaboration

Harnessing Mass Collaboration

Harnessing Mass Collaboration

5. Open Platforms – All the world is a stage and you get to participate
Harnessing Mass Collaboration

5. Open Platforms – Amazon API

Legend:
- Green – Web Services
- Light Blue – Groups
- Dark Blue – Other services

NOTE: Missing connector from Associates to Developers. Should read “Pay developer commissions for sales generated through ECS”
Harnessing Mass Collaboration

5. Open Platforms – Pikspot
Harnessing Mass Collaboration

6. The Global Plant Floor

The Peer Produced Airplane

- In the past, Boeing wrote detailed specifications for each part and asked suppliers to build to plan.
- Today, suppliers co-design airplanes from scratch and deliver complete sub-assemblies to Boeing’s factory, where a single plane can be snapped together like Lego blocks, in as little as 3 days.
Harnessing Mass Collaboration

6. The Global Plant Floor – Chinese Motorcycle Industry
Harnessing Mass Collaboration

7. The Wiki Workplace
Harnessing Mass Collaboration

1. Peer Pioneers
2. Ideagoras
3. Prosumers
4. The New Alexandrians
5. Open Platforms
6. The Global Plant Floor
7. The Wiki Workplace
Crisis of Leadership

Paradigm shifts involve dislocation, conflict, confusion, uncertainty.

New paradigms are nearly always received with coolness, even mockery or hostility.

Those with vested interests fight the change.

The shift demands such a different view of things that established leaders are often last to be won over, if at all.

*Marilyn Ferguson*
WIKINOMICS
How Mass Collaboration Changes Everything

Don Tapscott
Author of The Digital Economy

and Anthony D. Williams