



How to stop worrying and learn to love the Internet

Universities in a networked world

Nick Skelton

@nick_skelton



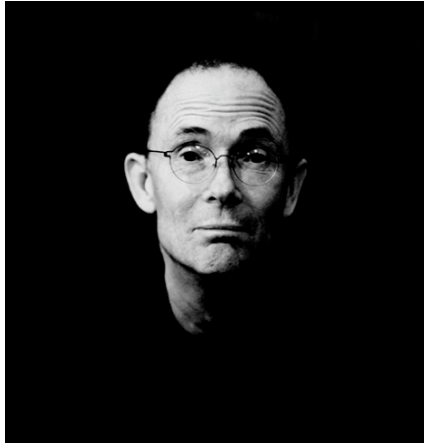
Personal Computing



Personal Computer World,
August 2009



How can we see the future?



“The future is already here - it is just not evenly distributed”

William Gibson, author

photo <http://www.flickr.com/photos/fredarmitage/1057613629/>



How can we understand technology?



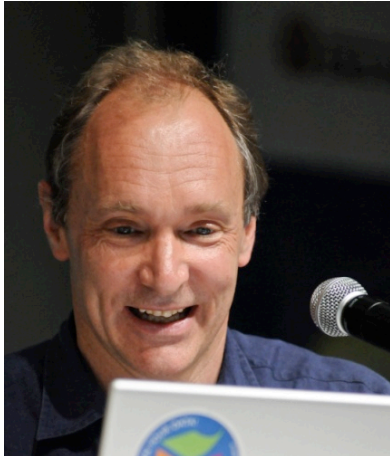
How to Stop Worrying and Learn to Love the Internet, Sunday Times August 29th 1999

Douglas Adams, author

photo http://www.flickr.com/photos/michael_hughes/2944419184/



What is a network?



“The web does not just connect machines, it connects people”

Tim Berners-Lee, inventor of the Web

photo <http://www.flickr.com/photos/tanaka/3212369167/>



I want us to

- Understand how the Internet really works - the sociology not the technology
- Assess the risks and benefits pragmatically, without worrying
- Build our universities accordingly



Where do you get your ideas from?



Competition for universities?



“We believe passionately in the power of ideas to change attitudes, lives and ultimately, the world. So we're building here a clearinghouse that offers free knowledge and inspiration from the **world's most inspired thinkers**, and also a **community of curious souls** to **engage with ideas and each other**”



Larger networks beat smaller networks

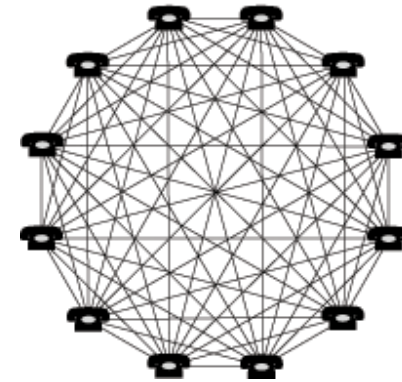
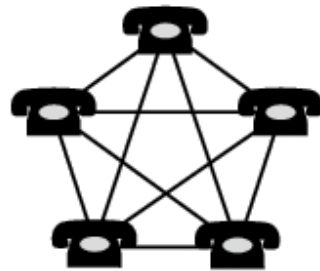


Illustration of the network effect from wikipedia



Collaboration tools break down barriers



We have too much information, not too little



NASA image



Information you can't find has no value



photo <http://www.flickr.com/photos/annarbor/4350628016/>



Anybody can copy information, trivially



BBC publicity photo



Anything you say and do can be recorded



Ian Tomlinson at the London G20 protest, April 2009



Attention and reputation have value



twitter.com/stephenfry

1,402,764 followers

photo <http://www.flickr.com/photos/lewishamdreamer/3261133259/>



What was artificially secret becomes public

“Student Beats Cheating Charges for Posting Work Online”
Chronicle of Higher Education, June 15th 2009



Three stages to deploy a new technology

1. Difficult
2. Impossible
3. Inconceivable



photo <http://www.flickr.com/photos/mosmi/3709805804/>

Three rules for a networked world

1. Think globally, not institutionally. Hook into larger networks.
2. Information defaults to open not closed so that you can find it
3. Anything can be copied for free – and will. Your reputation is what matters, not your content.



What is our role?



The trusted guide

photo <http://www.flickr.com/photos/treehouse1977/3921149130/>

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Twitter: @nick_skelton

Blog: <http://ideasandohdears.blogspot.com>



Thank you

