

Context for Change

Planning within the Existing Environment

Expanding Digital Universe

- Worldwide digital explosion: between now and 2010 information added annually will increase more than six fold from 161 exabytes to 988 exabytes
- Major categories fueling this: film to digital image capture, analog to digital voice and analog to digital TV

Storage and Challenges

- This year the amount of information created will surpass for the first time, the storage capacity available.
- Growth of sophisticated techniques for: privacy, security, intellectual property protection, content management, technology adoption, information management and data center architecture

Geography of Growth

- Emerging economies (Japan, North America and Western Europe) will grow 30%-40% faster than mature economies
- This rapid growth will come from India, China, Eastern Europe, Latin America, the Middle East and Africa

Trend Driving This

- Continued growth of Internet and Broadband capability-Internet expansion remains the BIG driver – now 1.1 billion users
- From analog to digital – especially visual material
- Cheap digital devices, phones cameras, RFID tags
- Increased storage capacity

User as Publisher:Org as Custodian

- By 2010 enterprises will create, capture or replicated only about 30% of the digital universe, BUT they will have to worry about security, privacy, reliability and compliance for more than 85% of it.

Critical Question?

- Will organizations/institutions adopt a comprehensive and “disciplined” approach to managing information and understanding its value is a key to reducing the hidden –and not so hidden- costs associated with the information explosion.

Most NOT rushing to Web 2.0

- May 2007 – Pew Foundation Report – John Horrigan
- New things are “tinkering at the margins” but may sell devices-
- Self expression on the internet in the new forms is small and limited to a particular group – communication (mail/message function) Info search remain big uses

Pew User Groups

- Veterans – (8 percent) frequent users of internet, less avid cell phone user – among earliest to get online and see little benefit to the Web 2.0 services
- Productivity Enhancers (8 percent) strongly positive views about how technology let's them do their jobs and learn new things (learning key)

Pew Categories (cont.)

- Connected but Hassled (10 percent)- most have broadband at home but find the connectivity “intrusive and information somewhat of a burden”
- Connectors (7 percent) – frequently online, feature packed cell phones and use Web services to manage digital content

Pew Categories cont.

- Mobile Centric (10 percent) embrace the functionality of their cell phones – more occasional users of the Internet – about 37 percent of these have high speed internet
- Omnivores (8 percent) – tech marketers dream-most gadgets and services-participated voraciously in cyberspace – web 2.0 – men in mid to late twenties

Time Not Devices for Most

- Easy to Understand – graphical becoming more popular
- Young Like to Read from Computer
- Multiple Function of Same Information
- Easy Retrieval
- Distance Learning – just in time
- E-commerce – just in time publishing

Advantages

- No physical boundary
- 24 hour availability
- Multiple accesses
- Structure approach
- Information retrieval: MAJOR DRIVER
- Preservation and conservation
- Space

Advantages Cont.

- Networking – Linkages
- Cost

Disadvantages

- Copyright Issues
- Speed of access – lots of errors
- High initial cost to get started and/or transition from “real” library
- Band width requirements
- Efficiency – too much information
- Preservation – “Born Digital”

What Can AgNIC Do?

- Must change to have impact
- Partnerships are critical
- Fast prototyping
- Innovative Projects
- Who will do the work? – no money – no time – can't do with volunteers
- Federal sources not readily available

From Content to Issues

- We must answer the “why” question
- What issues can AgNIC content address?
- What problems will be solved now and later because we did this work?
- How will we address this Context for Change?

Most Important Question?

- Will we be able to do useful things with the information we have? Or will all these exabytes become the equivalent of a trillion old photos kept in an electronic shoebox?