Eye of the beholder

Digital content in its new context

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Main Points

• “Eye of the Beholder”
  – Who R U?
  – What Do U Do?
  – What Info U R looking 4?

• Overall Trend
  – . . . toward info that fits a need
  – . . . toward content in context
There is much of the old in the new.

But, the old songs take on new meaning when placed in a new context.
Survey Results

85% of managers “drowning in data”

7 Responses

- Hoarders
- Deleters
- Time Wasters
- Analyzers
- Luddites
- Power Users
- Leaders
3 Phones, No Callers, What Gives?
... Everyone’s talkin’ on cell phones!
2 Comments from NFAIS

Thomson provided data to Ground Zero, via wireless.
--Ron Schlosser
Thomson

This is the 5th year that wireless hasn’t happened, But when it does, it will be BIG.
--Bett Brunelle
Ovid

WIRELESS?

Bottom Line: Information is best at the point of use.
It takes 20 years to establish a new technology. --W. Mosby, *WSJ*

“I feel, by now, the transition should be complete.”
-- Linda Will, A law librarian for 25 years, AAP/PSP Annual Conference

After 30 years, we still aren’t done with the transition from print to electronic information.
The internet after 33 years.

The dot-com era pushed the envelope of Web capability.

It all works much better now.

Those who survived are those who provided a service that put information in context . . . helping people do what they wanted to do.
Much of the old in the new . . .

Ebay’s merchandise is often coming from swap meets. --AARP Magazine

Surviving dot-com’s didn’t replace, but facilitate.
The old in the new . . .

Analogy

Digital cameras facilitate photography, but we still need prints.
Web search engines do not replace the need for more sophisticated reference tools, but they do set the user standard.

Information Today incorporates Google into the workflow for address checking in directories.
Another dot.com survivor

Ironic Twist: An e-service that pushed hard media.

Helped people do what they wanted to do.

Incorporated into their work flow.
Drainage problem, or art?

Things are not always what they seem.
Trend toward e-publishing

- Growing revenues are not necessarily from selling digital versions of “published” items.
- Growth is more often from publisher investments in digital information services.
- The original package is growing increasingly irrelevant in the digital environment.
- “e-publishing” is really about “e-services”
Thomson’s secret

- To provide the right information
- At the right time
- To the right people
- To make better decisions, faster.

– Dick Harrington, CEO Thomson, AAP/PSP Meeting
This is only the Spring of electronic publishing.
Those over 35--Print after 4-10 screens

Those under 35--Can go up to 100 screens

--Victor McCrafy, NIST, Computers in Libraries 2002

e-Books?

The future may not be now, which is not to say it’s not coming.
It’s about . . .

Info in context

Helping people do what they need to do . . .

. . . when they need to do it.
IRS.gov helps Tax payers . . .

Find facts
Retrieve forms
File taxes

New site performs much better
But, what do you see?
I still see a lot of the old in the new.
We are all still fixated on the document.

What if we used the technology to eliminate the need for forms entirely?

Now, that would be e-services . . . And this would be the future.
Case in Point: The new Netscape

V6 Navigator features “My Sidebar” . . .

Offers the capability to turn your browser into a personal portal.

Brings to your desktop the information services that fit into your work flow.
My sidebar options even include streaming data . . .

. . . & now it’s getting interesting

Information moving into the user’s context.
I see portals everywhere I go. But some information is still barred.
2 pigeons in the park?  
Or 2 love birds?

It’s just the spring of digital publishing.  
Something very interesting is about to happen here.
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