Institutions and Solutions

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Institutional cracks

- Out of scale
- Monocultures
- Opaque
- Blurred mission

Solution: Invert each bit
Institutions vs Communities

Musicians vs music industry
Artists vs art industry
Doctors vs the medical industry
Academics vs the education industry

Members avoid the pitfalls
Institutions function when the community is as strong as the containing industry, e.g., the arts?

Institutions survive when they include the creative members?

Newspapers, television, music were founded on technologies but they prolonged themselves by other means.

Scaling is still not solved
Social networks are a resonant theme, mapping archetypical ideas to new technology.

“We not me:” socialization replaces personalization.

Media is back in the picture.

No invention required.
Intuit: Live Community

Contextual customer-based help for millions of specific situations

Courtesy of Intuit
Apps Stores as a model

- Brokerage
- Platform
- Imprimatur
- Eliminates the “rounding error problem”
- Raises switching costs through community
Casual Operating Interfaces

- One app per screen
- Usable while doing something else
- Generalizable to signage, picture frames, TV/STBs, portable devices, physical devices, learning systems
- App stores are the means

Mates personal devices to the environment
Creative Collaboration and Learning

• Integrate design, technology with real life
• Span time and space, virtual and actual
• Create a center for *creative collaboration and learning*

Design and realization in concert with partners
Elements

• An amulet to intermediate communications
• An interface that you already own
• A “Third cloud” of resources
• Fourth level “mist”
• Intelligence and context in interactions
• Bit density
Applications: The flesh on the bone

- **Social Dashboard**: an interface for automatic control of a virtual private milieu
- **Health and Media**: Compliance apps that span TVs and phones; individuals, providers, and family
- **Social Television**: Entertainment as a social phenomenon
Looking deeper

Camera Culture: Ramesh Raskar
Within Ten Years

• Connectivity wherever there is commerce
• It’s all XOIP
• Mobility is personal; no longer device-centric
• Sensing, processing and I/O cost nothing and are pervasive

Happens tomorrow