Viral Working Group, Jan, 05

Agenda

8:30 **Viral Research Progress**
   - Post-Optimal Radio (Reed)
   - Self-Organizing Multicast (Li)
   - Understanding The Spectrum (Cooley)

9:30 **Viral Frameworks (Lippman et al)**
   (Graduate Student Case Studies)

10:30 **Socially Driven Invention**
   - Human Dynamics (Pentland)
   - Ambient Intelligence (Maes)
   - Sociable Media (Donath)
   - Speech Interfaces (Schmandt)

11:30 **Open discussion**
Questions from 10/04

Radio: Can we do it? Who benefits, how?

Distributed systems: Where to go; P2P, sensing

Overlaps with Broadband and Core/Edge

Where do you fit?

Open issues: robustness

Yochai issue: can we consider social software dimensions of making viral systems.
Open systems such as PCs gain capacity with more units, traditional communications systems divide fixed capacity among elements.

Can we make communications systems (telephones, networks) that are viral and economic?
Communicators

CB
FRS
AM/FM (Audio-casting)
Television
Telephony
SMS
IM
M2M
Imaging
Remote Controls
Positioning
RFID
Blogs
Podcasting
Fleet Communications
Our Helix

Legit

Economic
Centralized
(Scalable)

Viral

Optimized for innovation
Low risk
Agility

After Fine
Going Legitimate

Legit \iff\ Viral

When?
Base Techs

In sync with society
Frameworks

We focus on the triggers at points of inflection in their growth.

We consider two dimensions of each system or practice, in three ways:

Dimensions:
- Viral/Central
- Open/Closed

Ways:
- Architecture
- Interfaces
- Marketing
Frameworks

Architecture

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<thead>
<tr>
<th>Open</th>
<th>Central</th>
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<tr>
<td>Blogs</td>
<td>Podcasting</td>
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<tr>
<td>WiFi-Location</td>
<td>Tivo</td>
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<td>Jabber</td>
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Frameworks

Open

Closed

Interfaces

Viral

Central

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