FROM PAGE TO PARTICIPATION: RE-IMAGINING PUBLISHING IN THE AGE OF CONVERSATION

Paul Pangaro, Cybernetic Lifestyles.com
March 2, 2011 Random House

IN THE BEGINNING...

- SPEAKING
- WRITING
- PRINTING
- READING
- ✳COMPUTING

RE-IMAGINING

http://www.conversationagent.com/2007/12/arun-rajagopal.html

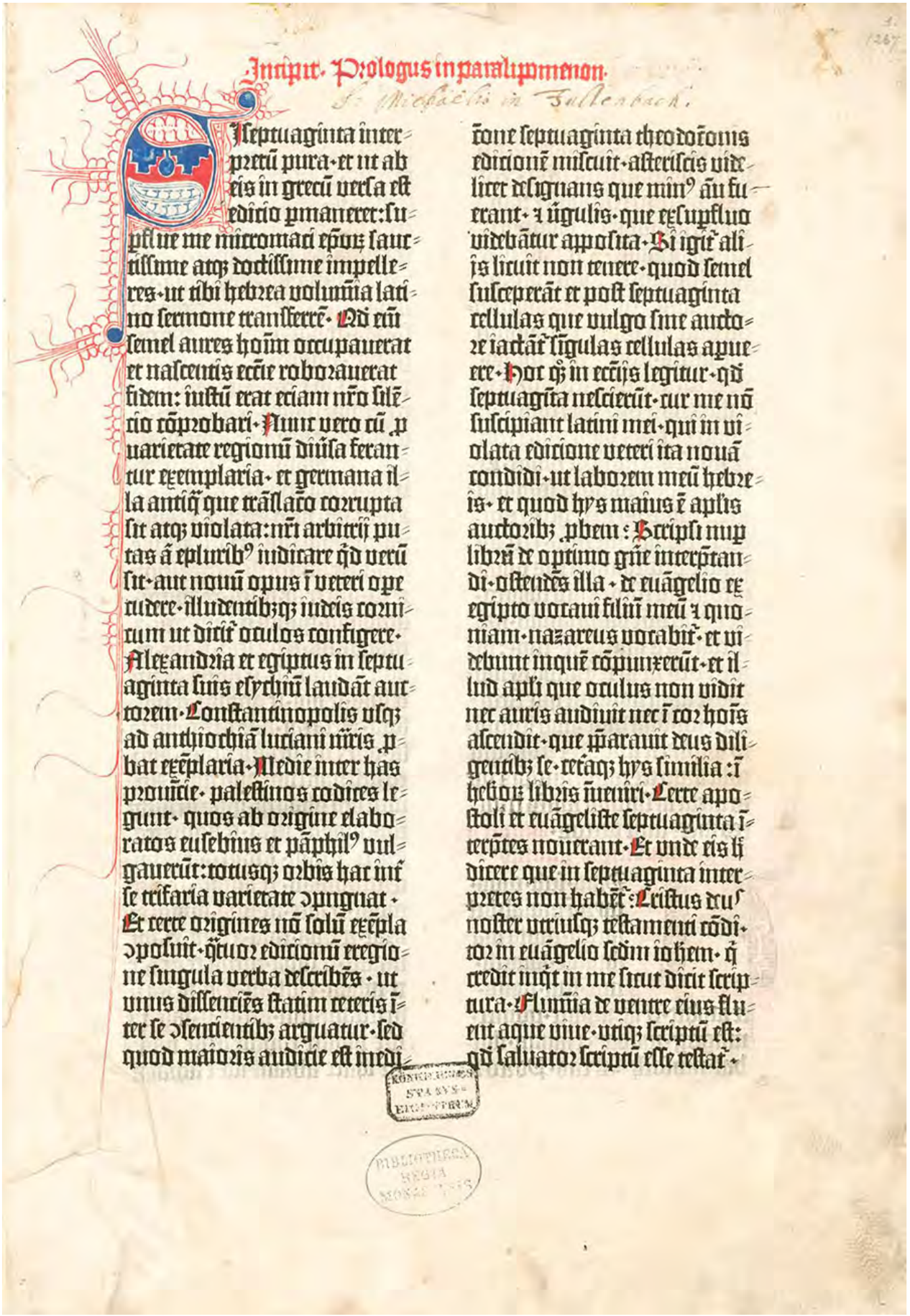
IN THE BEGINNING...

- SPEAKING

- WRITING

Sargis Ptisak, 14th century Armenian artist. First Page of the Gospel of Mark.
http://en.wikipedia.org/wiki/File:Sargis_Pitsak.jpg

- PRINTING



Gutenberg Bible

- READING

- READING = ??

- READING =

- READING = MAKING MEANING

- READING = MAKING MEANING = UNDERSTANDING

= ANALYZING

= APPLYING

= EVALUATING

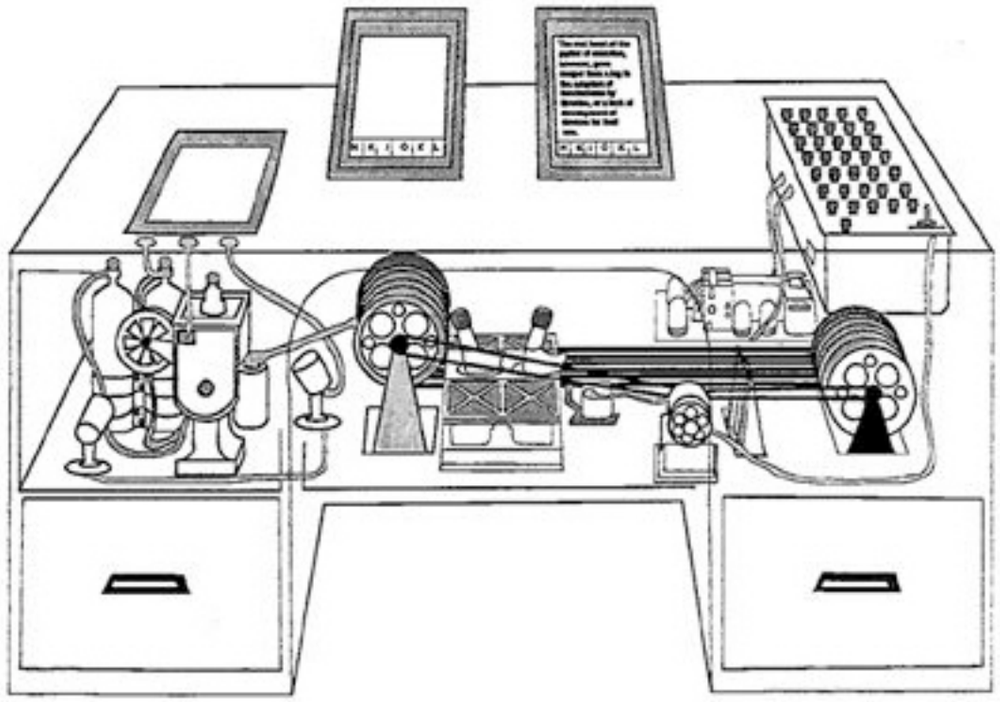
= CREATING = INTEGRATING

✳COMPUTING

Moore's Law—exponential pace

- computation + networks + communication
- convergence = all media + delivery
- always-connected + always-on
- wireless + sensor networks + cloud

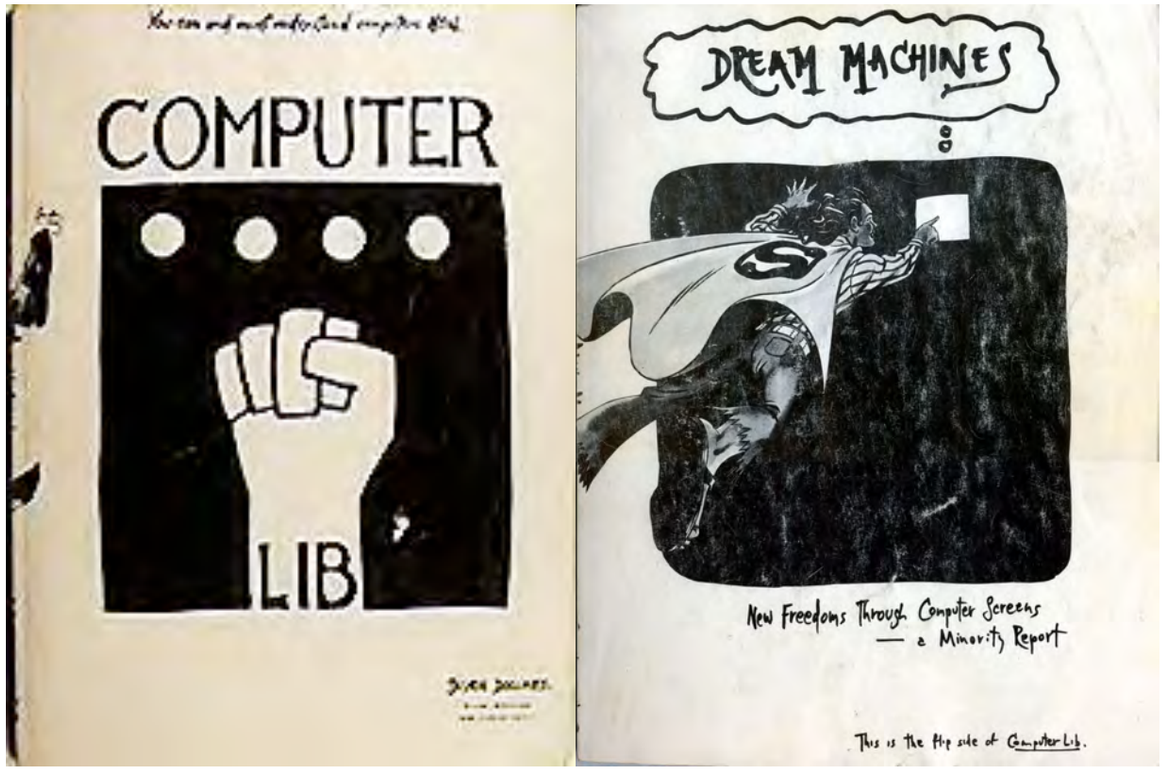
- DIGITAL MEMORY



Vannevar Bush—MEMEX 1945

- augmenting mental capacity
- content storage
- associative memory
- compare & contrast display

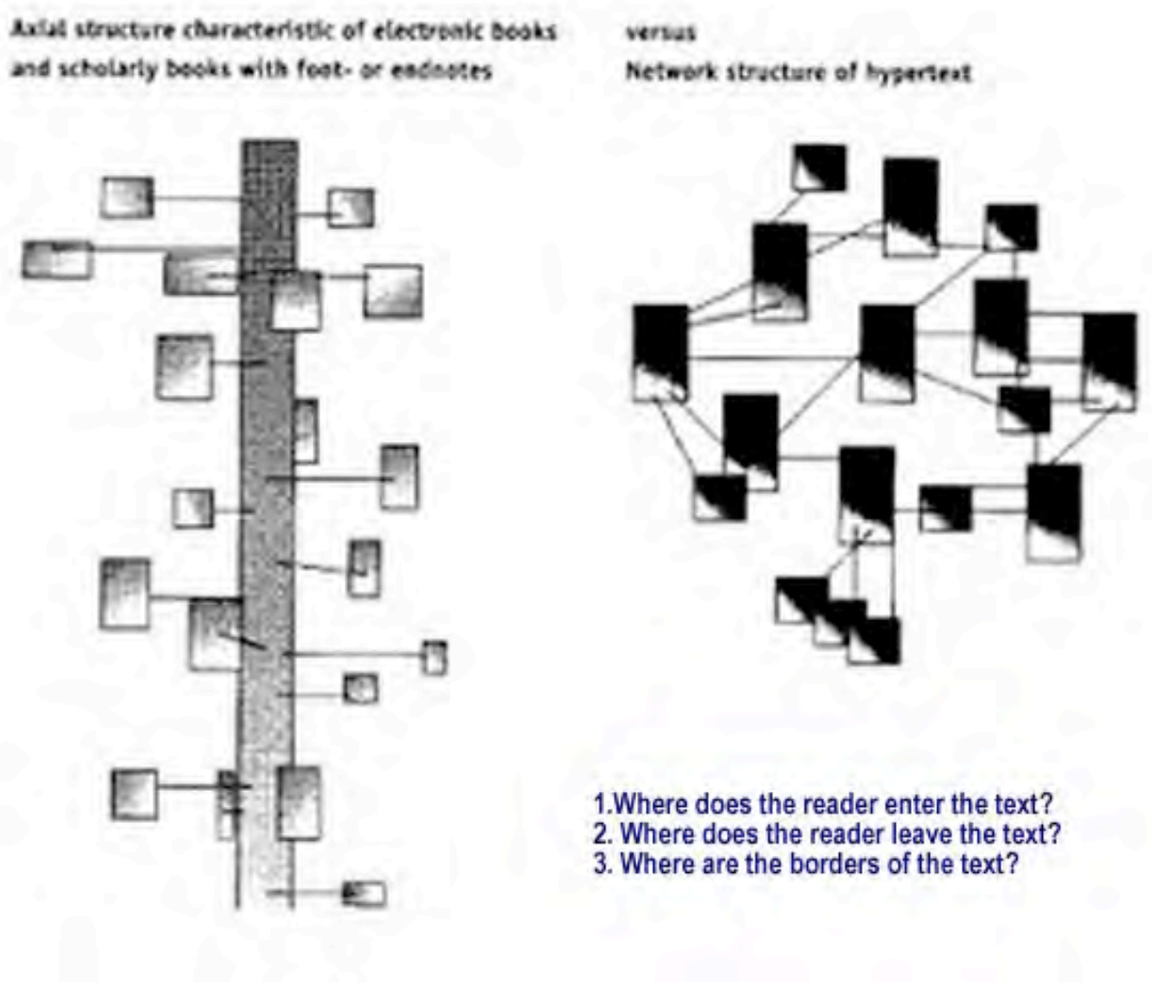
- DIGITAL LITERATURE



Ted Nelson—Hypertext 1965

- two-way semantic linking
- elaborate publishing model
- protection of copyright
- incremental monetary value of snippets of information-in-context

- DIGITAL LITERATURE



Ted Nelson—Hypertext 1965

- two-way semantic linking
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- DIGITAL INTERACTIVITY

Steve Jobs—2010 iPad + Apps + Services

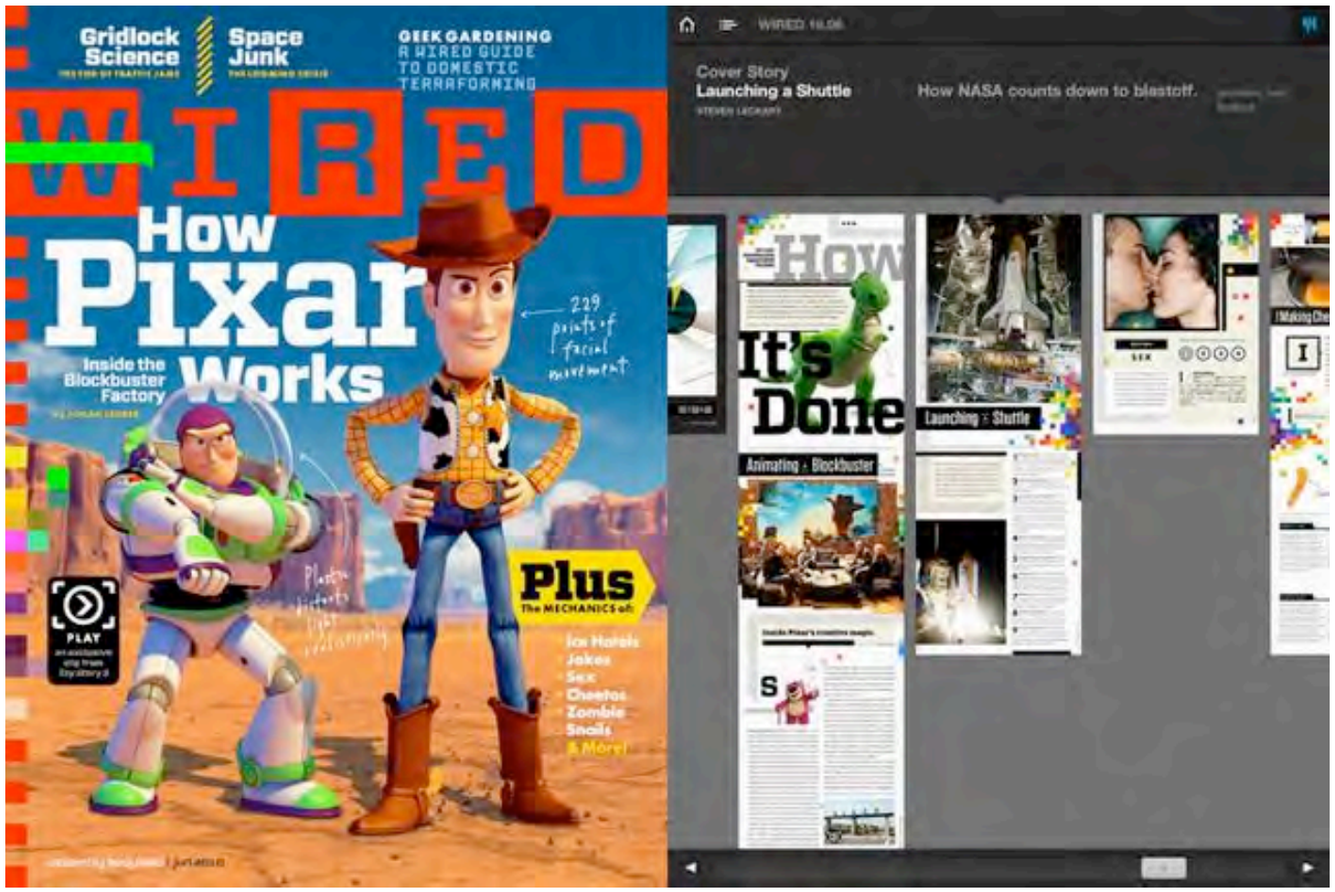
- user experience = magical + revolutionary
- interaction = consumption + “mutuality”
- portability = vast content (re)distribution
- business model

- **DIGITAL EXPERIENCE**

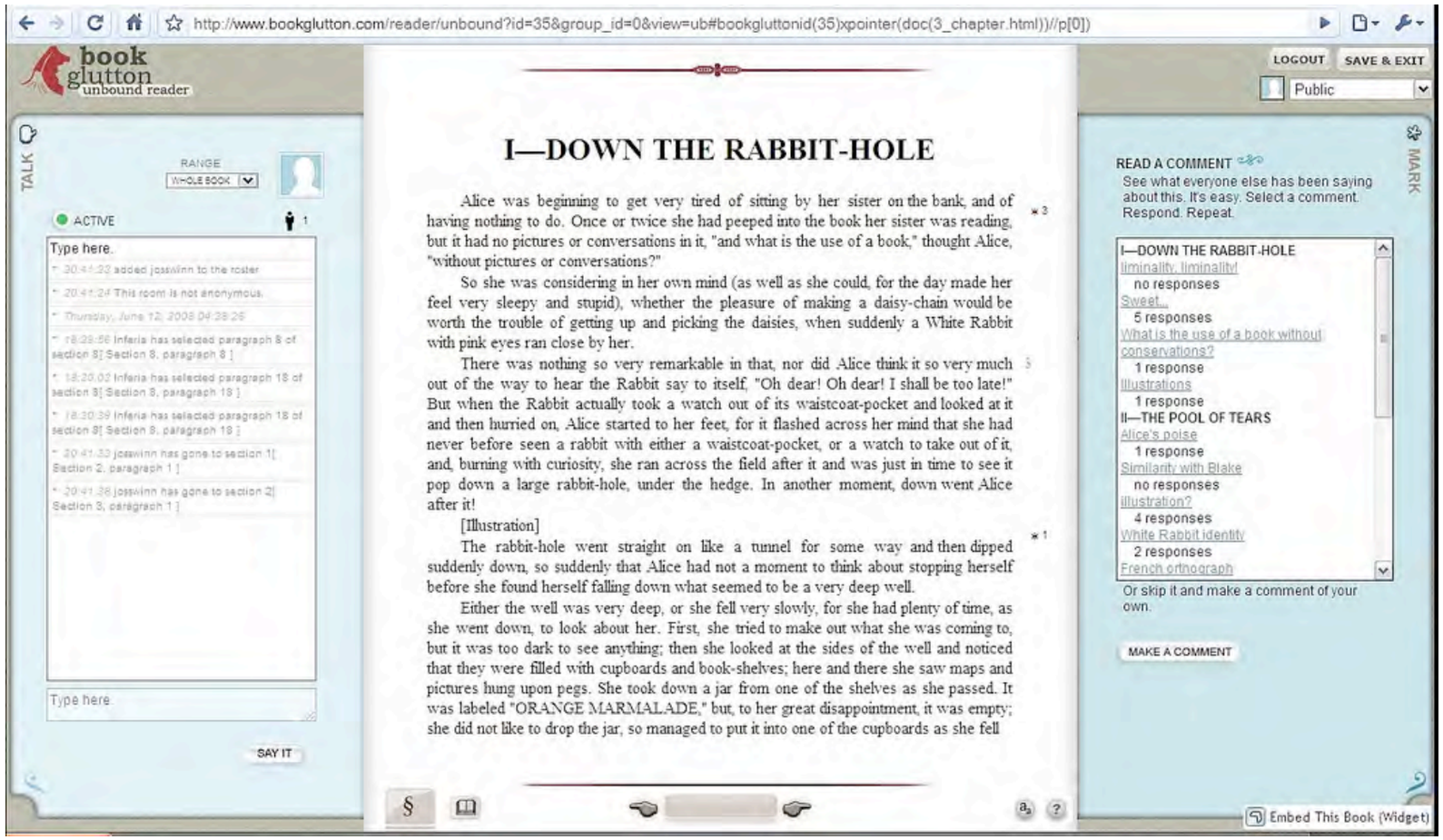
≠

- DIGITAL EXPERIENCE

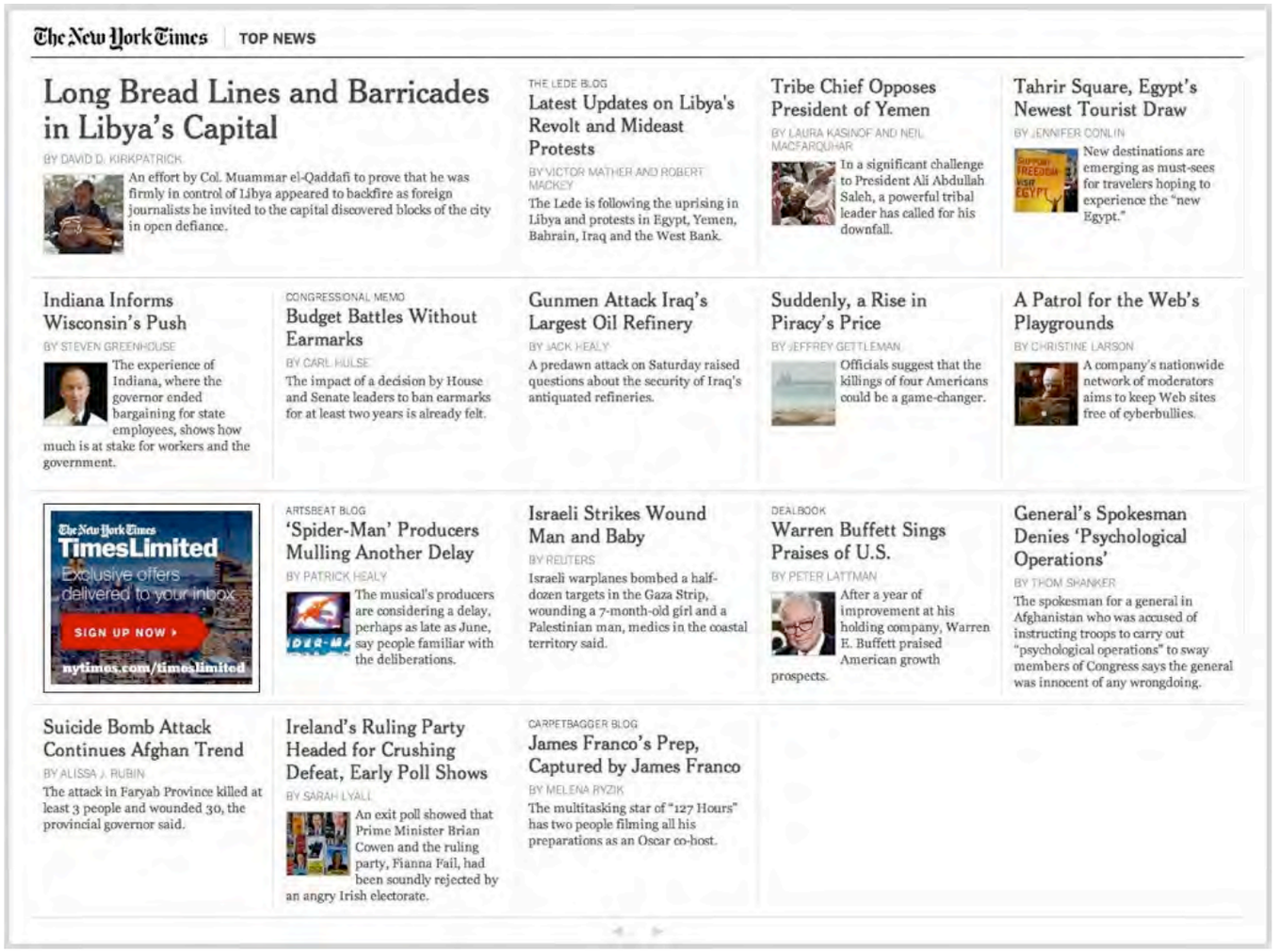
=



Wired iPad "App"



BookGlutton


The New York Times | TOP NEWS

Long Bread Lines and Barricades in Libya's Capital

BY DAVID D. KIRKPATRICK

An effort by Col. Muammar el-Qaddafi to prove that he was firmly in control of Libya appeared to backfire as foreign journalists he invited to the capital discovered blocks of the city in open defiance.

THE LEDE BLOG

Latest Updates on Libya's Revolt and Mideast Protests

BY VICTOR MATHER AND ROBERT MACKEY

The Lede is following the uprising in Libya and protests in Egypt, Yemen, Bahrain, Iraq and the West Bank.

Tribe Chief Opposes President of Yemen

BY LAURA KASINOF AND NEIL MACFARQUHAR

In a significant challenge to President Ali Abdullah Saleh, a powerful tribal leader has called for his downfall.

Tahrir Square, Egypt's Newest Tourist Draw

BY JENNIFER CONLIN

New destinations are emerging as must-sees for travelers hoping to experience the "new Egypt."

Indiana Informs Wisconsin's Push

BY STEVEN GREENHOUSE

The experience of Indiana, where the governor ended bargaining for state employees, shows how much is at stake for workers and the government.

CONGRESSIONAL MEMO

Budget Battles Without Earmarks

BY CARL HULSE

The impact of a decision by House and Senate leaders to ban earmarks for at least two years is already felt.

Gunmen Attack Iraq's Largest Oil Refinery

BY JACK HEALY

A predawn attack on Saturday raised questions about the security of Iraq's antiquated refineries.

Suddenly, a Rise in Piracy's Price

BY JEFFREY GETTLEMAN

Officials suggest that the killings of four Americans could be a game-changer.

A Patrol for the Web's Playgrounds

BY CHRISTINE LARSON

A company's nationwide network of moderators aims to keep Web sites free of cyberbullies.

ARTSBEAT BLOG

'Spider-Man' Producers Mulling Another Delay

BY PATRICK HEALY

The musical's producers are considering a delay, perhaps as late as June, say people familiar with the deliberations.

Israeli Strikes Wound Man and Baby

BY REUTERS

Israeli warplanes bombed a half-dozen targets in the Gaza Strip, wounding a 7-month-old girl and a Palestinian man, medics in the coastal territory said.

DEALBOOK

Warren Buffett Sings Praises of U.S.

BY PETER LATTMAN

After a year of improvement at his holding company, Warren E. Buffett praised American growth prospects.

General's Spokesman Denies 'Psychological Operations'

BY THOM SHANKER

The spokesman for a general in Afghanistan who was accused of instructing troops to carry out "psychological operations" to sway members of Congress says the general was innocent of any wrongdoing.

Suicide Bomb Attack Continues Afghan Trend

BY ALISSA J. RUBIN

The attack in Faryab Province killed at least 3 people and wounded 30, the provincial governor said.

Ireland's Ruling Party Headed for Crushing Defeat, Early Poll Shows

BY SARAH LYALL

An exit poll showed that Prime Minister Brian Cowen and the ruling party, Fianna Fail, had been soundly rejected by an angry Irish electorate.

CARPETBAGGER BLOG

James Franco's Prep, Captured by James Franco

BY MELENA RYZIK

The multitasking star of "127 Hours" has two people filming all his preparations as an Oscar co-host.

Times Skimmer

"All the News That's Fit to Print"

The New York Times

Late Edition

VOL. CLVIII ... No. 54,685 • NEW YORK, WEDNESDAY, NOVEMBER 5, 2008

OBAMA

RACIAL BARRIER FALLS IN DECISIVE VICTORY

ONLINE

PRESIDENT-ELECT

Journey to the Top

LENSTE

Elizabeth Dole Is Out

Black Warner Wins

Sanctions Is Defeated

EVEST

G.O.P. Stalwart Falls

Democrats in Congress Strengthen Grip

THE CHALLENGE

No Time for Laurels; Now the Hard Part

THE MOMENT

After Decades, A Time to Reap

THE PROBLEM

For Many Abroad, An Ideal Renewed

"All the News That's Fit to Print"

The New York Times

Late Edition

VOL. CLVIII ... No. 54,685 © 2008 The New York Times NEW YORK, WEDNESDAY, NOVEMBER 5, 2008 $1.50

OBAMA

RACIAL BARRIER FALLS IN DECISIVE VICTORY

Wild About Books

RE-IMAGINING THE DIGITAL PUBLISHING PLATFORM

RE-IMAGINING THE DIGITAL PUBLISHING PLATFORM

enabling conversations...

for enacting the content...

directed by a reader...

who participates as if face-to-face.

RE-IMAGINING THE DIGITAL PUBLISHING PLATFORM

questions about content
- vocabulary
- syntax
- format
- interpretation(s)

questions about context
- history
- locality
- biography
- genre

RE-IMAGINING THE DIGITAL PUBLISHING PLATFORM

control of participation
- author
- experts
- peers
- “strangers with experience”
- anyone else

control of conversational focus
- curiosity
- uncertainty

- FINDING A WAY (A FEW EXAMPLES)

poetry is essentially dialogue.
poetry machine's purpose is to enact relationships between
poet & poem, poem & reader,
poet & reader, reader & self.

PARTICIPATION WITH POETRY

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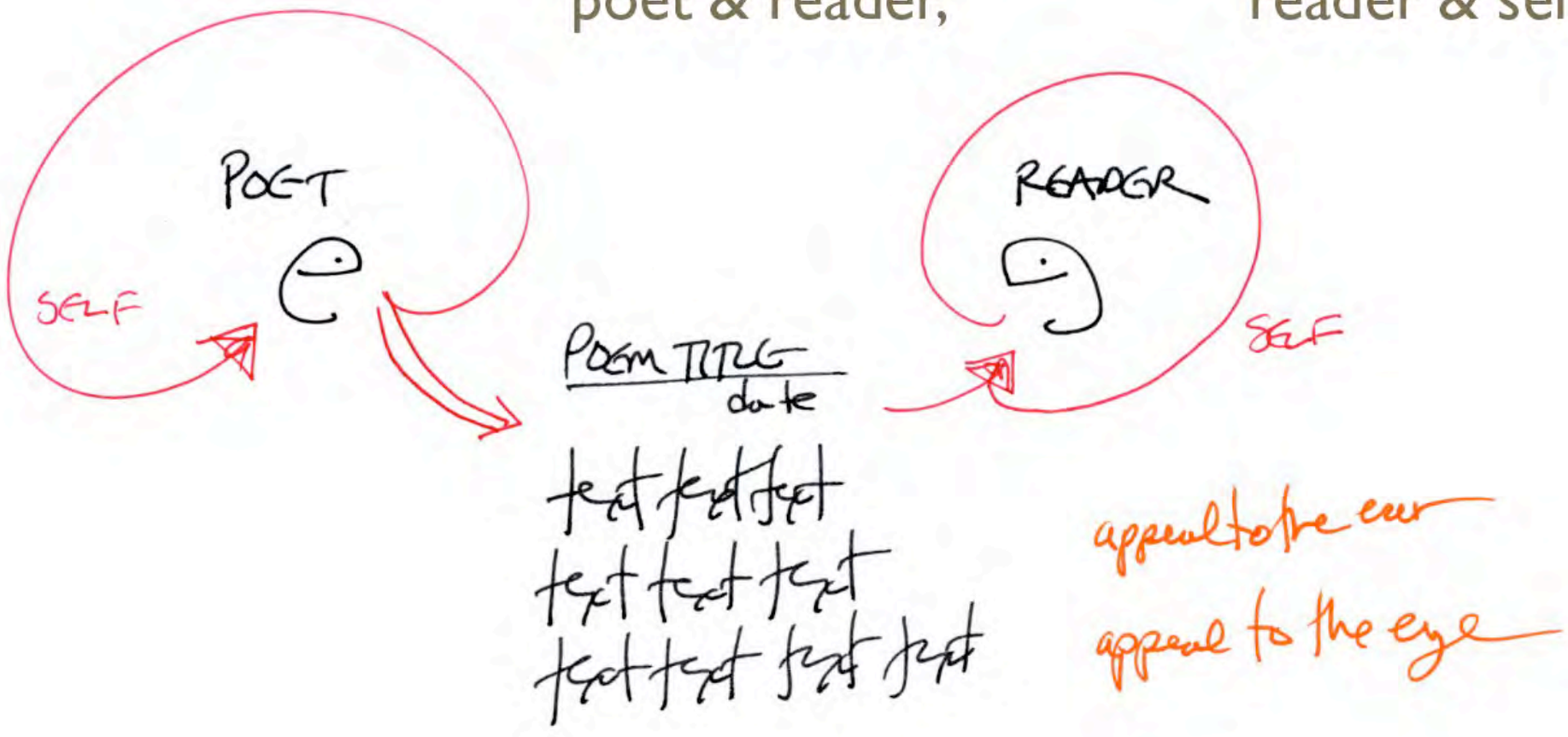
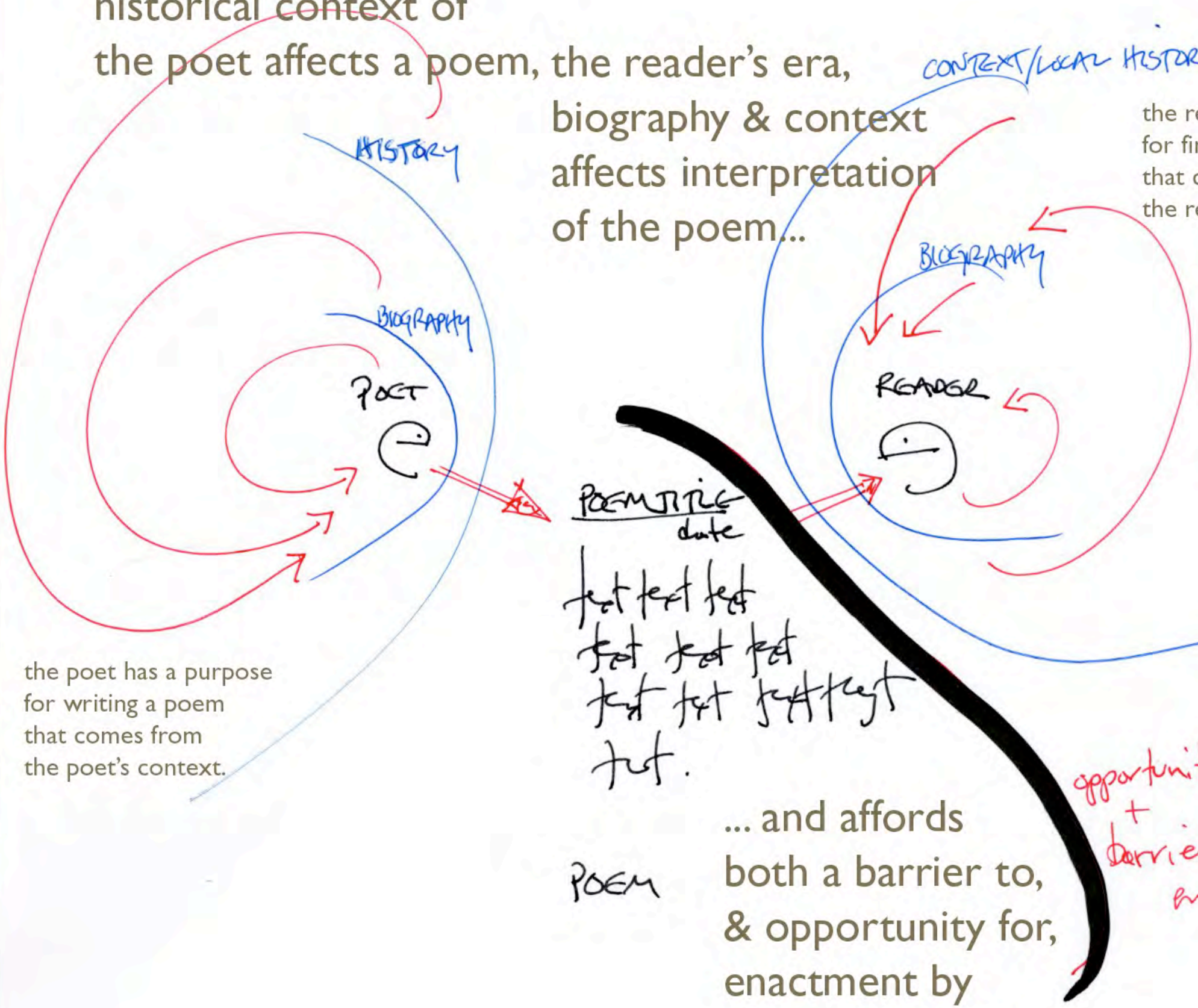


just as the biography &
historical context of
the poet affects a poem, the reader's era,
biography & context
affects interpretation
of the poem...

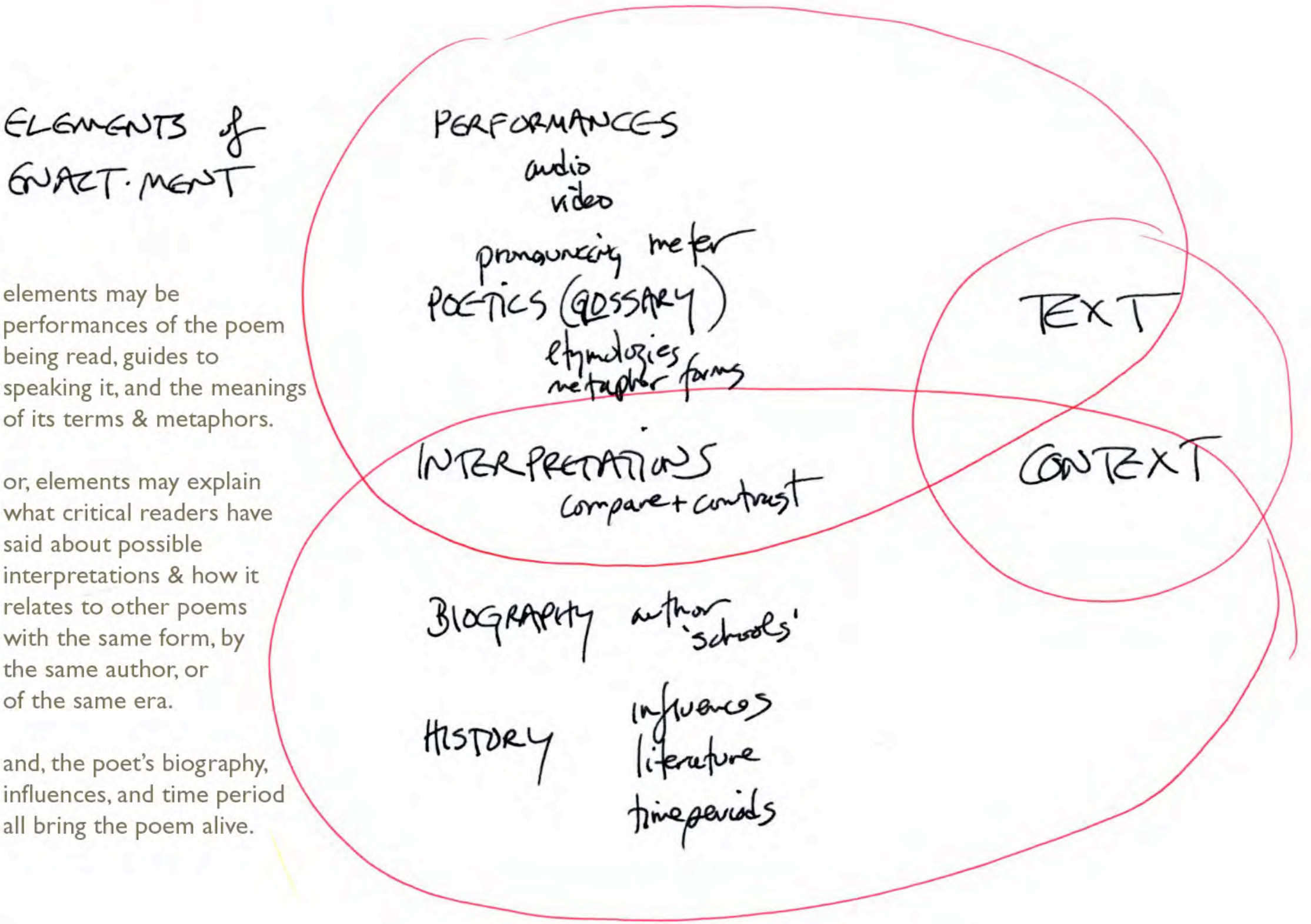


the poet has a purpose
for writing a poem
that comes from
the poet's context.

the reader has a purpose
for finding and reading poems
that comes from
the reader's context.

... and affords
both a barrier to,
& opportunity for,
enactment by
poetry machine.

to enact a poem for a reader, poetry machine needs materials—texts, images, audio, video—that amplify the poem's text and context to bring alive the poet's purpose.

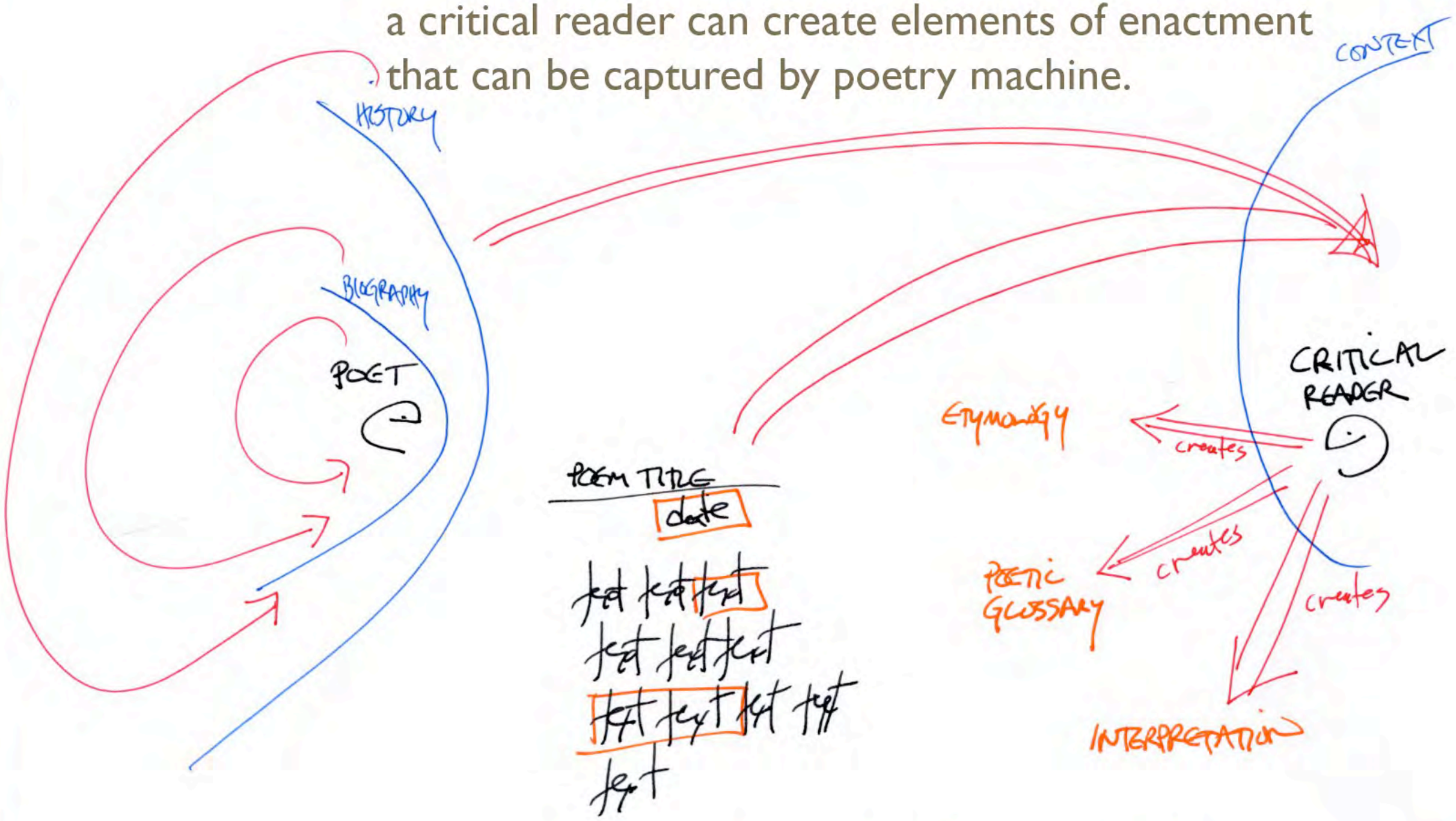


elements may be performances of the poem being read, guides to speaking it, and the meanings of its terms & metaphors.

or, elements may explain what critical readers have said about possible interpretations & how it relates to other poems with the same form, by the same author, or of the same era.

and, the poet's biography, influences, and time period all bring the poem alive.

from an understanding of the poet's biography,
historical context, and the poem itself,
a critical reader can create elements of enactment
that can be captured by poetry machine.



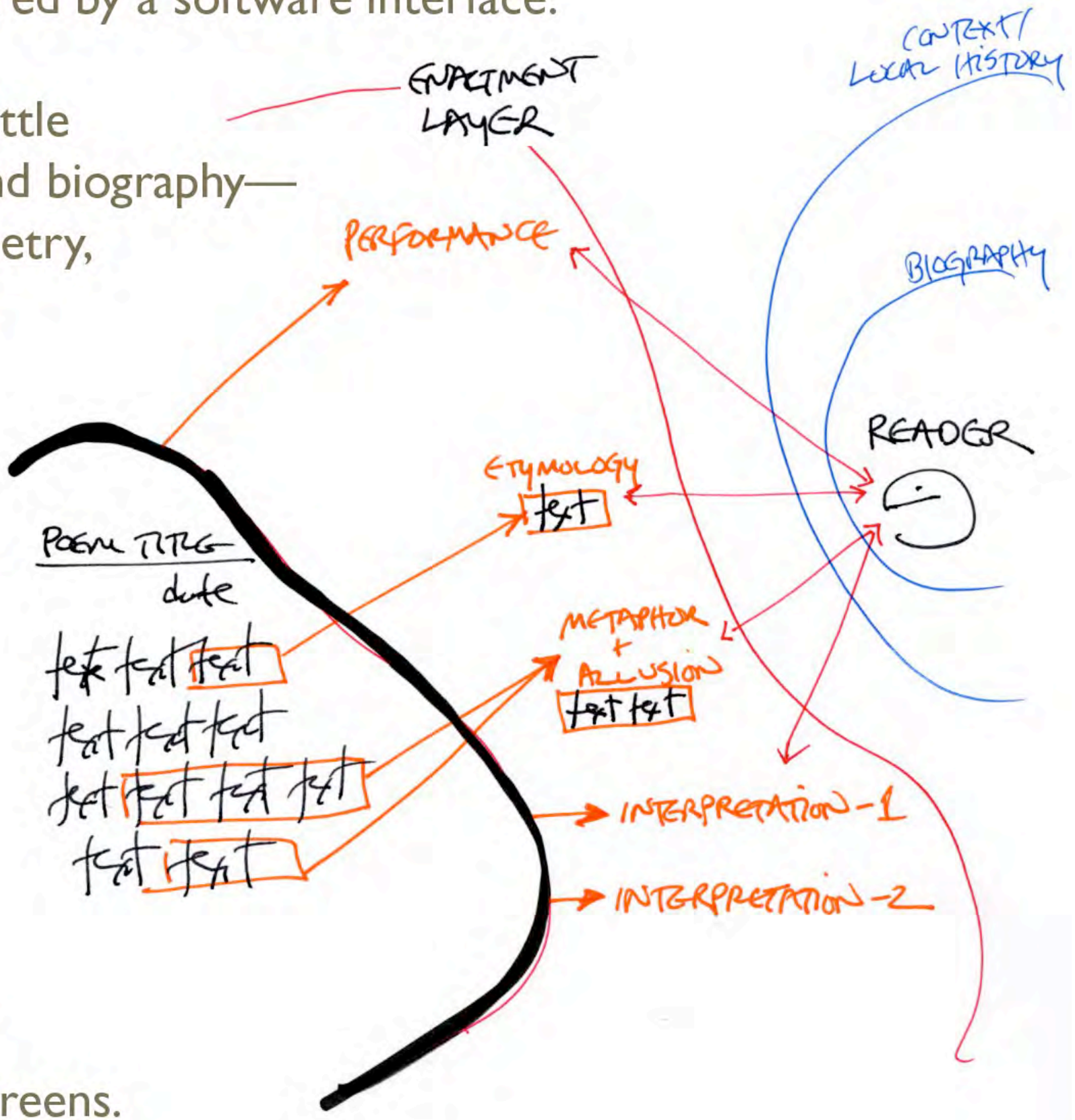
many readers could provide these perspectives,
giving poetry machine a rich storehouse of enactments.

poetry machine's storehouse of enactments
allows a basic dialog, delivered by a software interface.

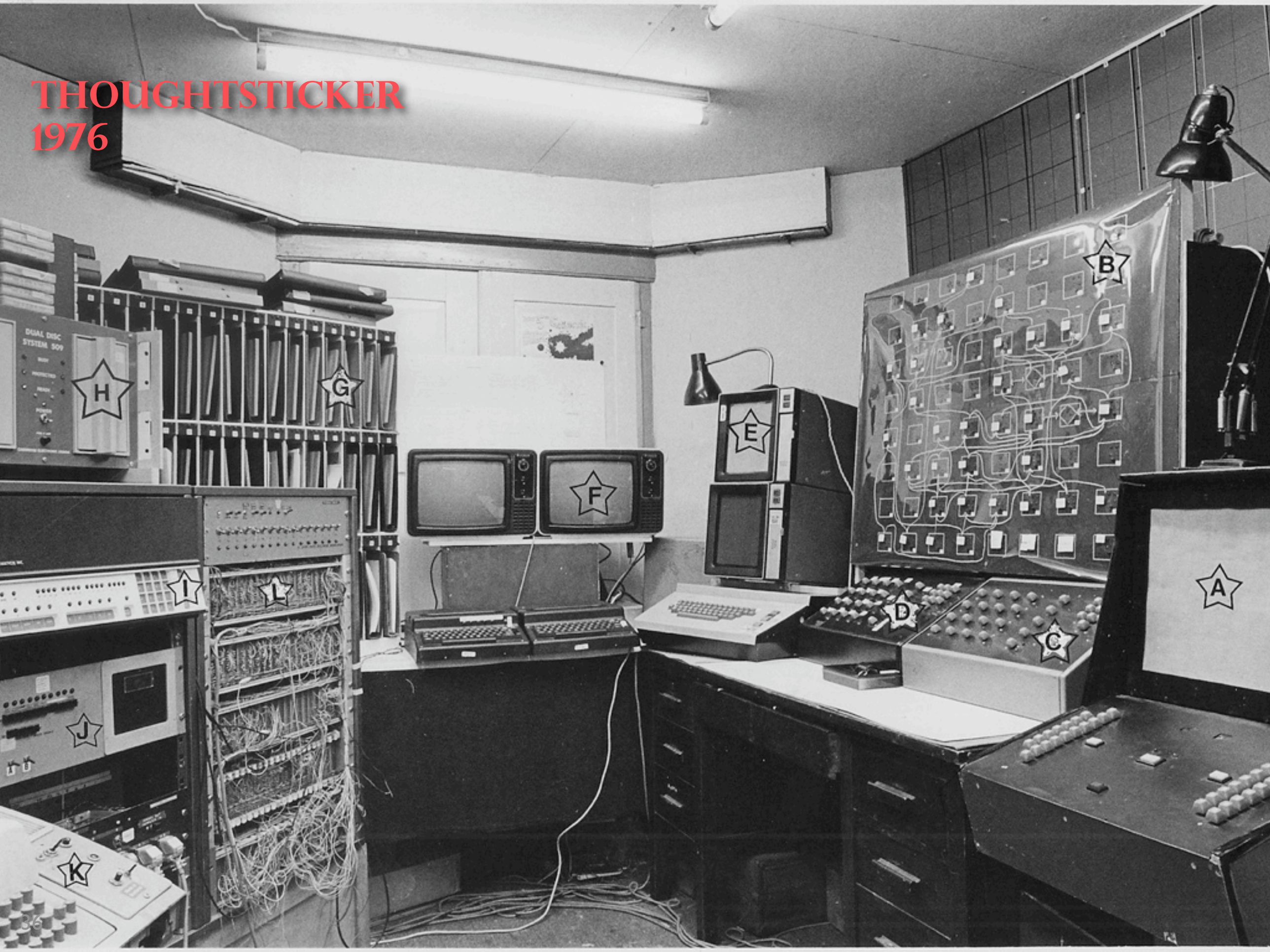
if poety machine knows a little
about a reader's context and biography—
level of experience with poetry,
purpose in seeking poetry,
prior poems read—
it can create
an enactment layer to
match specific enactments
to a specific reader.

the dialog connects
poem & reader,
poet & reader,
reader & self.

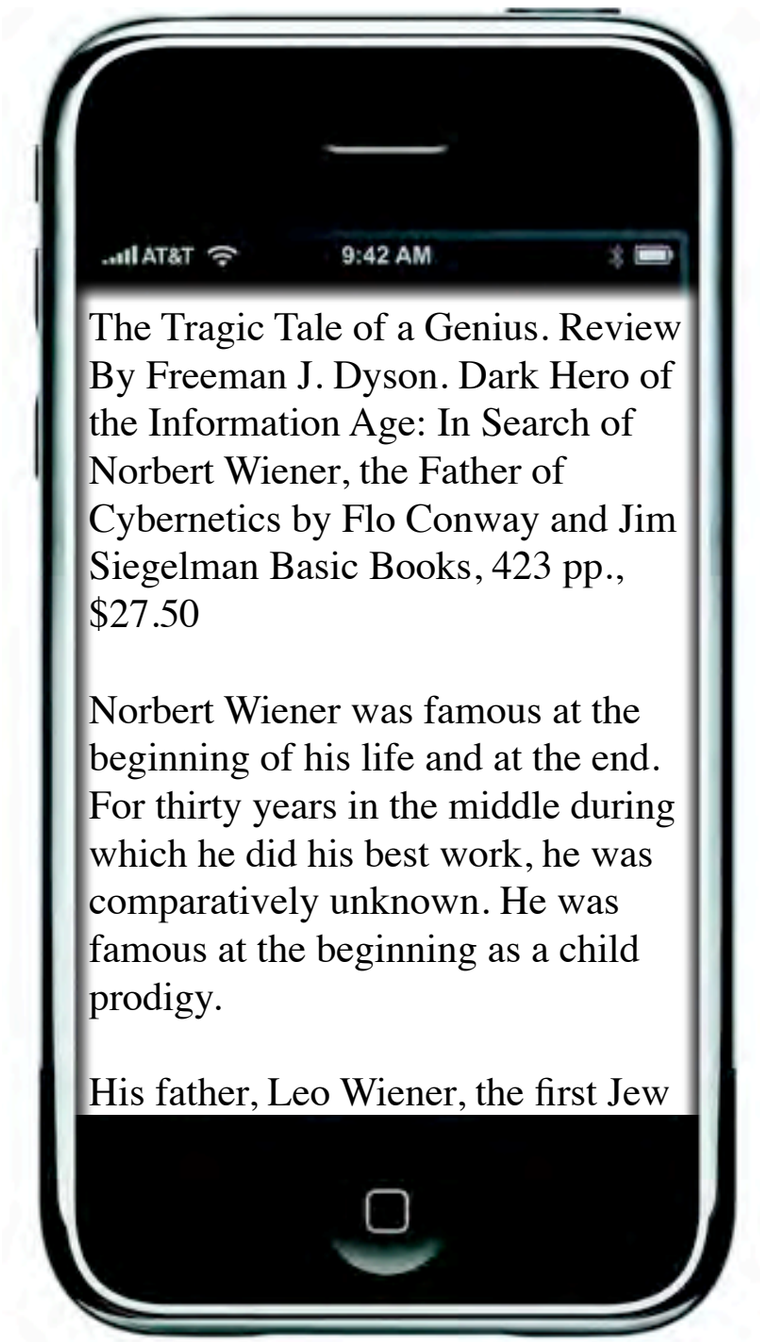
the "pilgrim of one candle"
has new light from many screens.



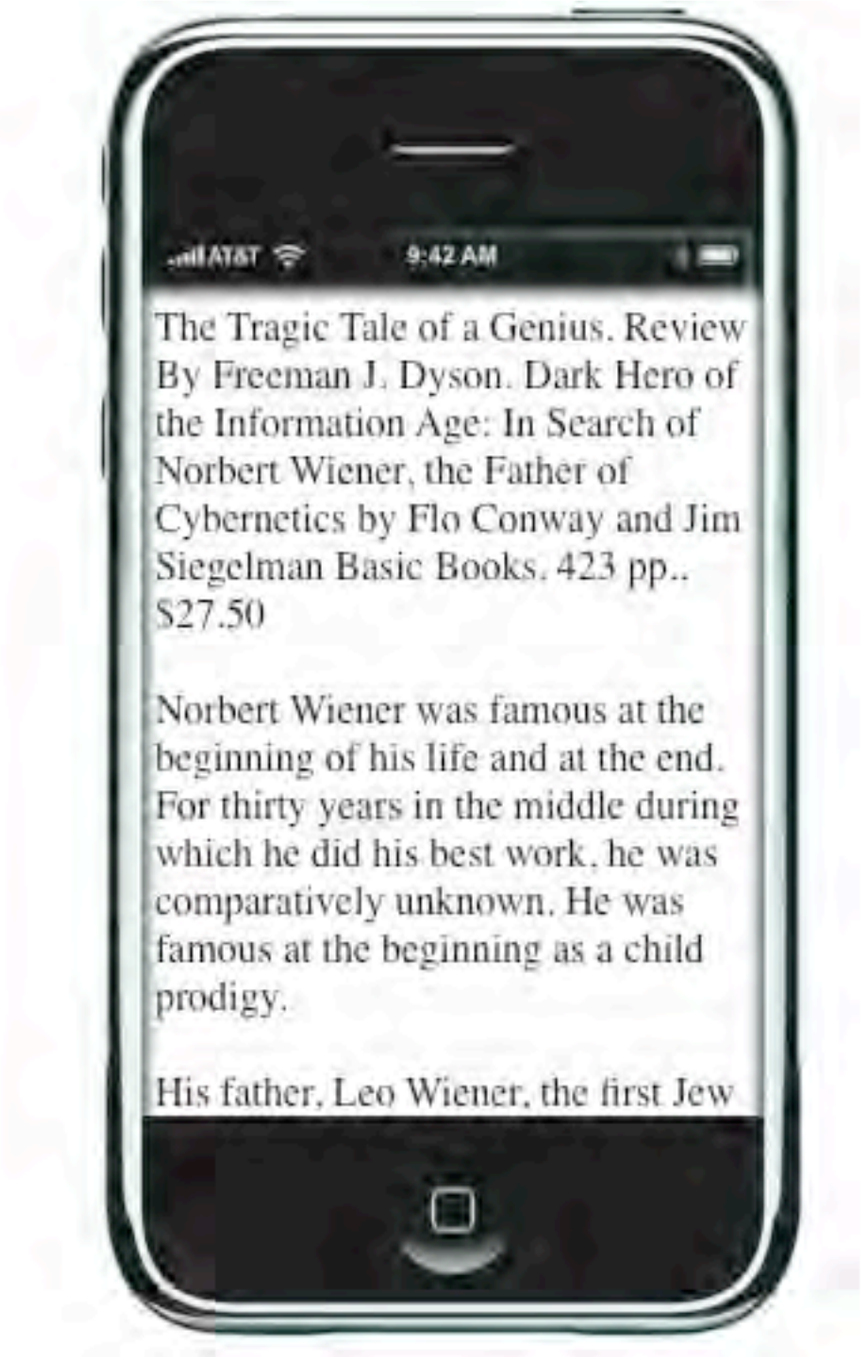
THOUGHTSTICKER
1976



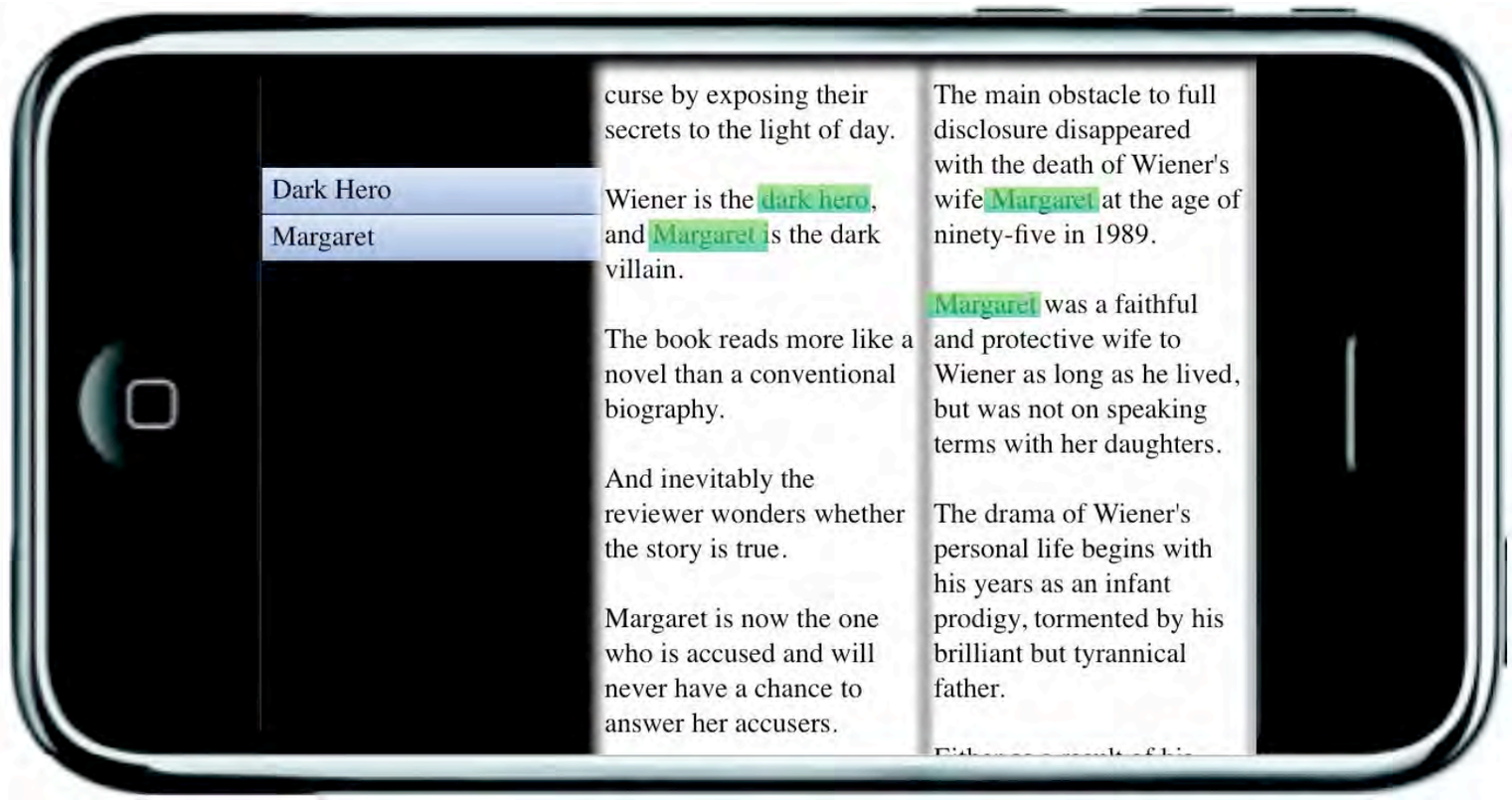
THOUGHTSHUFFLER
2008



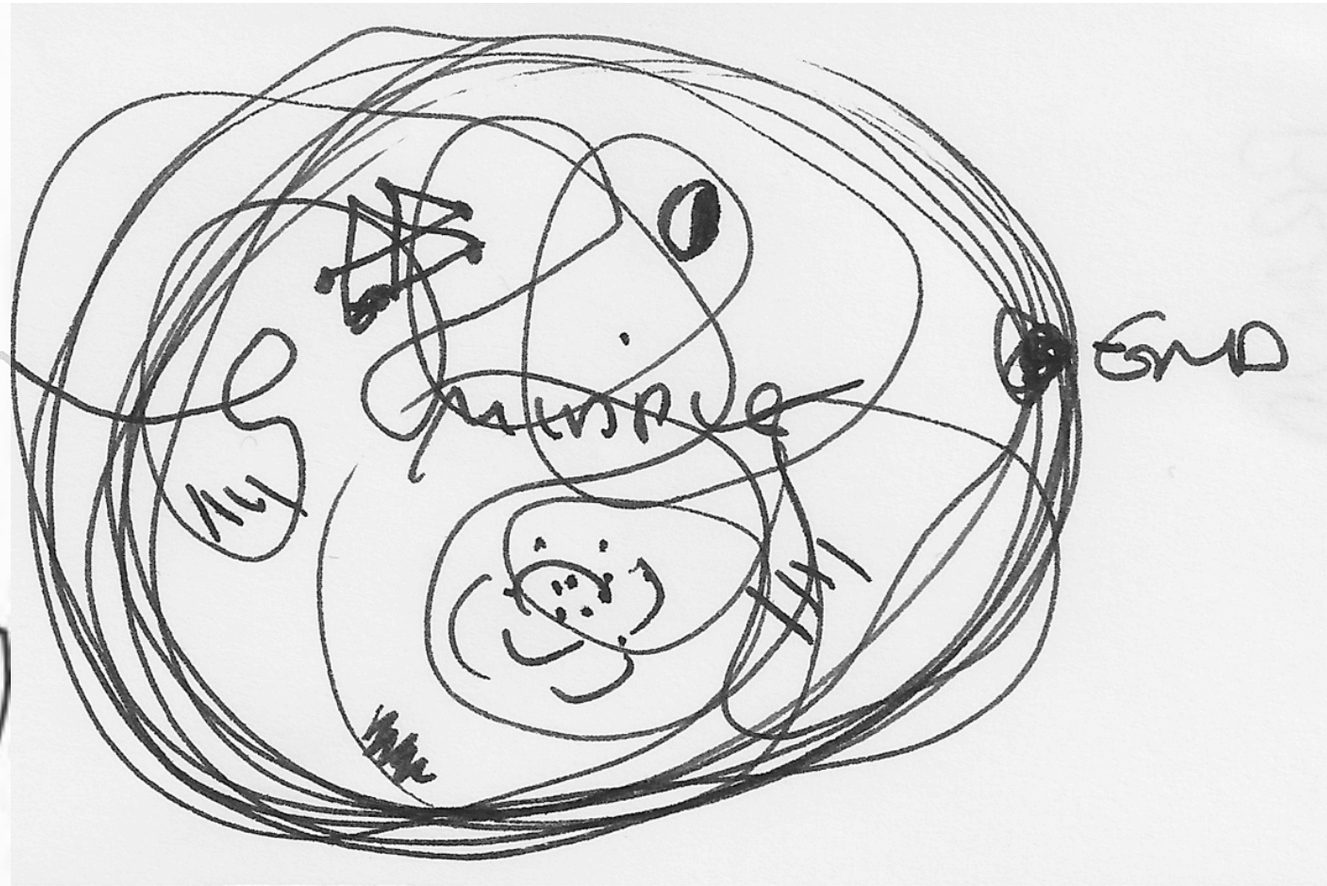
PARTICIPATION FOR MEANING



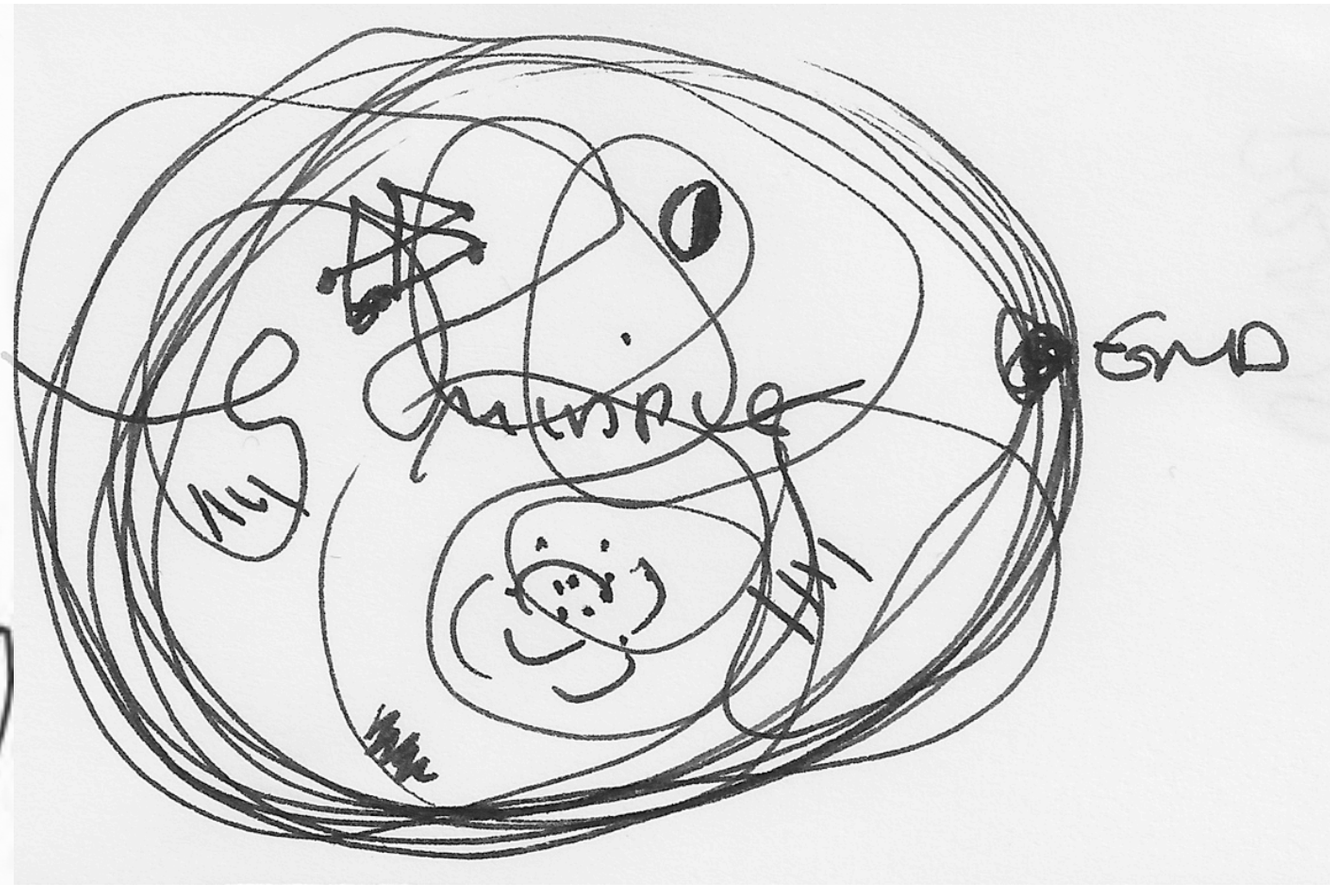
PARTICIPATION FOR MEANING



- **STARTING**



- **AIMING**



- MAKING MEANING

IN THE BEGINNING...

- SPEAKING
- WRITING
- PRINTING
- READING
- ✳COMPUTING

IN THE BEGINNING...

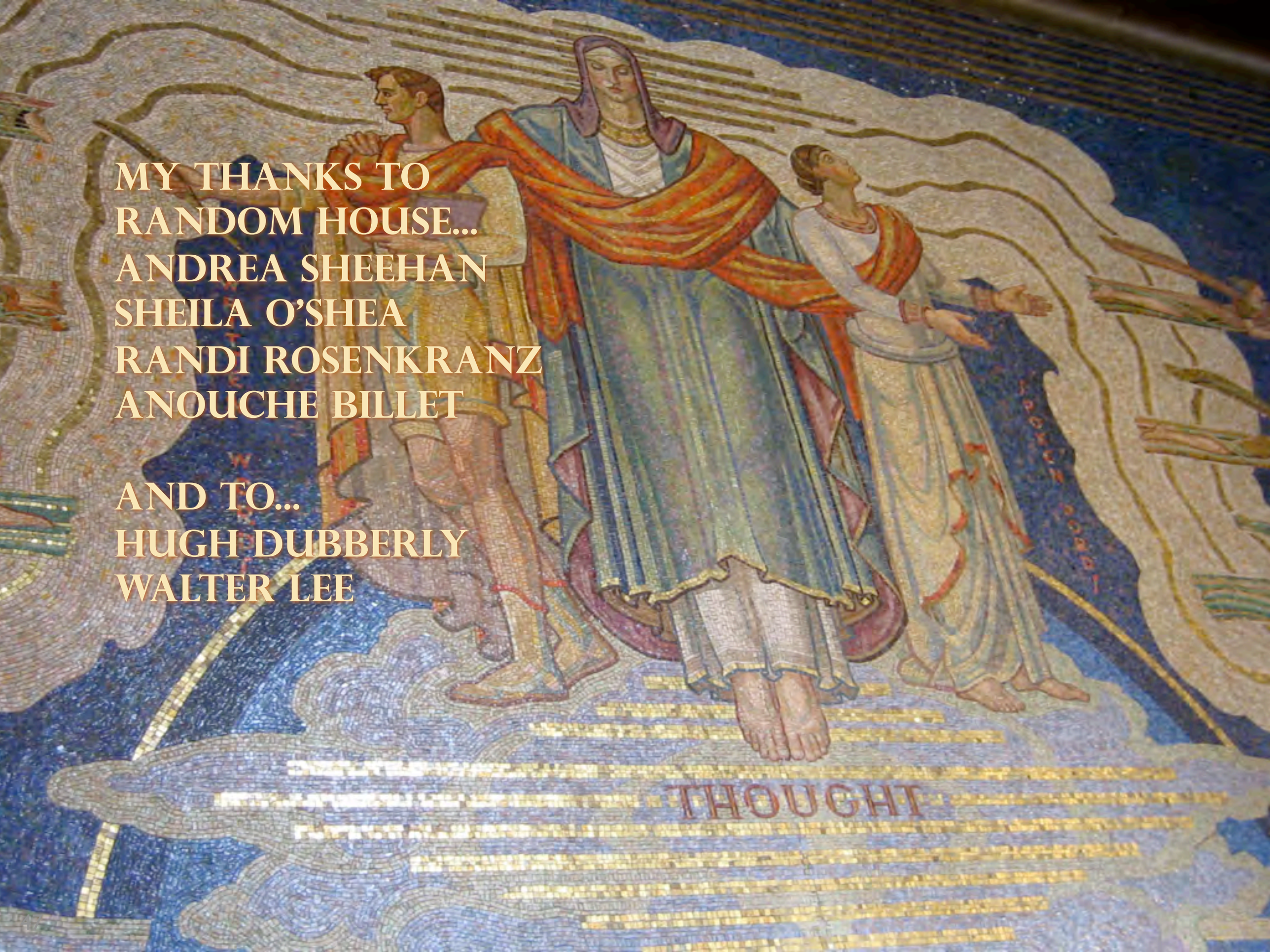
- SPEAKING
- WRITING
- PRINTING
- READING

✳COMPUTING

RE-IMAGINING

ENABLING CONVERSATIONS...
FOR ENACTING THE CONTENT...
DIRECTED BY A READER...
WHO PARTICIPATES AS IF FACE-TO-FACE...
FOR A NEW KIND OF MEANING-MAKING.

INTELLIGENCE
AWAKENING
MANKIND
BARRY
FAULKNER
1933
THOUGHT



MY THANKS TO
RANDOM HOUSE...
ANDREA SHEEHAN
SHEILA O'SHEA
RANDI ROSENKRANZ
ANOUCHE BILLET

AND TO...
HUGH DUBBERLY
WALTER LEE

FROM PAGE TO PARTICIPATION: RE-IMAGINING PUBLISHING IN THE AGE OF CONVERSATION

paul@pangaro.com

CADENCE OF REVOLUTIONS

ROLE OF MACHINES	Industrial Revolution	Internet Revolution	Conversation Revolution
extend + enhance ...	muscles	nervous system	collaboration
create wealth by lowering cost of ...	doing physical work	lowering uncertainty	new classes of meaning-making
	1750—1850	1955—1995	2010—??