world of minds

Charles Leadbeater - We-think

Opinions
- negative ones
  - can't be implemented into work next morning
  - C.L. doesn't always get to the point
  - only offers society illusionary models

Boulders and Pebbles
- Boulders
  - are big
  - Old situation
    - 'Big media companies'
      - high entry barrier
        - high fixed costs
        - industrial relations
        - regulation
        - limited spectrum
        - newcomers could be seen from a long way off
    - newer boulders
      - Channel 4
      - Rupert Murdoch moved production of his newspapers
      - merger of Granada and LWT
        - ITV
    - Media was boulder business
      - running boulders
      - reorganising them
      - refinancing them
      - regulating them
- Pebbles
  - are small
    - often don't offer investors big returns
    - can be 'finely shaped'
      - like specialist production companies
  - There are lot's of small pebbles
  - a post on a blog
  - a Youtube video
  - 'beach of pebbles'
    - Google
    - YouTube
    - Facebook
    - MySpace
    - deal in pebbles
- containers
  - are the beaches op pebbles
  - look like boulders from far
  - appear to be lot's of pebbles when viewed from up close
- 'Beach combers'
  - create value
    - you might spot patterns or links in the pebbles
    - by bringing pebbles together

Mass of individuals
- 'Free for all collaboration'
  - doesn't work
- everyone should be who they are
- without:
  - specialties
  - talents
  - skills
  - the community won't work
- contributions need to be organized
  - but not by a strict type of management
  - else they can't
    - connect
    - combine
    - grow
    - to create something robust, reliable

Charles Leadbeater
- succesful author
- former
  - advisor to Tony Blair
  - editor at:
    - Financial Times
    - The Independent
- Books:
  - A Piece of the Action
  - Living on Thin Air
  - The Independents
  - Personalisation Through Participation
  - Up the Down Escalator
  - The Pro-Am Revolution
    - Leadbeater and Paul Miller
  - We-think
- personal website
  - www. charlesleadbeater .net
- We-think
  - early draft was published online
    - free for everyone to:
      - comment on
      - criticize
      - make suggestions
      - etc.
    - 'some where sceptical, most where supportive'
    - 4 minute Youtube video as well
  - release version
    - 2008
    - C.L. incorporated some of the opinions

We-think
- a social collaborative process
- the internet grows
  - and continues to grow
- when people get involved and collaborate
  - good things can happen
- perfect examples
  - Wikipedia
    - contributions of numerous people worldwide
    - everyone has direct access to it
  - Linux
  - We-think
- a culture in which more people than ever can:
  - participate
  - share
  - collaborate
  - Ideas and information
- key of organizing ideas of future society
  - is **participation**, rather than
    - consumtion
    - producten

The start
- one or more people should start
- sharing
  - an idea
  - a source code
  - (research) findings
  - etc
- ideas
  - come from the community as a whole
  - not individuals
  - "You are what you share"