From Paper to Persona:

Managing Privacy and Information Overload; Sustaining Journalism in the Attention Age

Aug. 4, 2011
NAM – Branson, Mo.
Bill Densmore
RJI Consulting Fellow
http://www.papertopersona.org
A warning/apology

Idea overflow, these are core:

1. A new relationship with users/readers
2. Getting paid: An “easy pass” network
3. Help! It’s complicated; but doable
4. And . . . it matters
Why it matters

• National/world sharing network for notices, classifieds, news, marketing

• Reduced reliance on print

• A role for press associations marketers, aggregators and managers of service
A 60-minute speed agenda --

• Origins of Information Valet Project
• What’s the Reynolds Journalism Institute
• Trust / identity / privacy / commerce matter
• A challenge / opportunity – the “ITA”
• Reality test: RJI and the New England Common

Then . . . 15 minutes . . .

• Conversation huddles (5) / discussion (10)
Quick background

A long road for us all

• Ex-AP, trade publishing, owned Mass. weeklies
• In 1994 saw a “train wreck coming”
• Access to info from anywhere – no longer print
• Too early to make the market
• Mass market advertising seen as the sole answer

What to do . . .
Sales, MGP, JTM, InfoValet / market ready
Origins of InfoValet

MediaGiraffe Project

“Find and spotlight people making innovative, sustainable use of media to foster participatory democracy and community.”

• Profiles database
• Convenings as Journalism That Matters
• Facilitating “news literacy”
The Media Giraffe Project mission

Submitted by Bill Densmore on Sun, 09/14/2008 - 17:52.

in About MGP

Innovation for democracy; standing above the crowd

THE MISSION

The Media Giraffe Project (MGP) mission is to foster participatory democracy and community. We do so by discovering and celebrating above-the-crowd individuals making innovative, sustainable use of media. They use fresh, effective tools and approaches that empower and inform citizens.

By focusing on media role models, our website, conference, planned book, film, curricula, and workshops, we:

- Celebrate and support innovation in both traditional and emerging media.
- Help citizens find and support -- as both consumers and creators -- media that informs civic dialog and aids open, participatory government.

THE PROBLEM
Richard Anderson
Founder
VillageSoup.com
Camden, ME
http://www.villagesoup.com
richard@villagesoup.com
87 Elm St. Suite 104-A
Camden, ME 04843
Work: 207-236-8468

Summary:
pioneering web-only site in Maine/now
Barry Parr
Coastsider -- Barry Parr
Montara, CA
http://www.coastsider.com
bp@mediasavvy.com
P.O. Box 0551
Montara, CA 94037
Work: 415-466-0454
Joel Kramer
Editor and CEO
MinnPost
Minneapolis, MN
http://www.minnpost.com
info@minnpost.com
900 6th Avenue S.E.
Suite 220
Minneapolis, MN 55414

"One of the things we say to people, and it does resonate around town here, is that high..."
Adrian Holovaty
Developer
Everyblock.com
Chicago, IL
http://www.everyblock.com
http://projects.washingtonpost.com/congress/
http://www.chicagocrime.org
web@holovaty.com
Chicago, IL 60600
### Media Giraffe Prospect List

Showing #1-15 of 355 records.

For details on a Giraffe prospect, click on the name field.

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Journalists convening with tech, librarians, citizens, teachers
What lead to InfoValet Project?

- Result of problem observations
- Publishers losing touch with readers
- Advertising disconnecting from journalism
- Inability to make money sharing users/content
Key meeting at MIT -- 2007

Mit-gathering-short

Sustaining democracy / sustaining journalism: A discussion

Consider this premise: To sustain democracy and journalism, the Internet needs a user-focused system for sharing identity, exchanging and settling value (including payments) for information (text, video, music, game plays, other entertainment, advertising views etc.) One challenge might be to create a system that can be ubiquitous yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should to be massively distributed and – in some fashion – might ideally be collaboratively owned.

To consider this need, eleven individuals representing technology, entrepreneurship, academic, social theory and publishing convened on short notice for a half-day discussion on Tues., June 19, 2007 at the Comparative Media Studies offices at MIT in Cambridge, Mass. The meeting was called by Bill Densmore, hosted by MIT Prof. Henry Jenkins, and co-convened by Geneva Overholser and Tom Stites. This wiki page is a report on the discussion and apparent consensus at the meeting, as heard by Bill Densmore. The names of those attending, and expressing interest, appear at the end of the report. Fellow participants are invited to edit this wiki page.

GO NOW TO FULL REPORT

Convenors:

Henry Jenkins (MIT now USC)
Geneva Overholser (Missouri-USC)
Bill Densmore (MGP-UMass)
MIT SUMMARY – the idea

“During the June 19, 2007 discussion, a consensus emerged. For journalism -- and some forms of entertainment -- to grow or be sustained into the digital age, the Internet must support three functions.”

• User-centric authentication

• Value exchange for viewing or using content

• Combine authentication, value exchange for intellectual-property sharing
Proposal to RJI -- 2008

THE PROPOSAL

BUILDING THE INFORMATION VALET ECONOMY:
Sustaining news and information through a shared-user network

A research proposal for the
Donald W. Reynolds Journalism Institute,
August, 2008-May-2009

By Bill Densmore
April 21, 2008

To sustain an information valet economy — and along with it both participatory democracy and journalism — the next-generation Internet needs a user-focused system for sharing identity, and for exchanging and settling value for digital information.

This system should provide payments for the sharing of text, video, music, game plays, entertainment, advertising views, etc., across the Internet. It could, for example, manage background payments for newspaper content that is repurposed for advertising gain by bloggers.

Excerpting "The State of the Media, 2007": Finding an economic model

The Project for Excellence in Journalism produces an exhaustive annual report entitled "The State of the News Media". The 2007 report includes this statement:

The evidence is mounting that the news industry must become more aggressive about developing a new economic model. The signs are clearer that advertising works differently online than in older media. Finding out about goods and services on the Web is an activity unto itself, like using the yellow pages, and less a byproduct of getting news, such as seeing a car ad during a newscast. The consequence is that advertisers may not need journalism as they once did, particularly online. Already the predictions of advertising growth on the Web are
Proposal to RJI -- 2008

“To sustain an information valet economy -- and along with it both participatory democracy and journalism -- the next generation Internet needs a user-focused system for sharing identity, and for exchanging and settling value for digital information.”
RJI Facilities
RJI Media Accelerator

- Business Development Incubator
- Provide Business Mentors
- Host Innovation Pitch Slams

Freeq – Peter Meng – streaming classifieds
How RJI helped InfoValet

PROCESS STEP ONE: Gather ideas

• The Dec. 3-5, 2008 convening

• More than 50 people attended
• TEXT/VIDEO: http://www.ivpblueprint.org
• Lead to research, experiments, report
Key insight from 2008 convening

• Citizens are hemorrhaging personal info
• Others are profiting from it
• Citizens need to gain control of that info
• Maybe there’s a role for media companies to help them take it back and profit

-- Elizabeth Osder, Osder Associates, Mizzou grad, ex-Yahoo, NYTimes, Poynter
http://www.osder.com
What’s discussion now about?

• Sustaining journalism
• Making the market for digital info
• Managing, profile, info overload
• Moving beyond silos
• “Easy pass for info”
Four trends

• Mass market ads, journalism unglued
• Abundant info ➔ ➔ Attention Age
• Social networks success / end of silos
• Privacy now front-burner issue
  (National Strategy for Trusted Identities in Cyberspace)
• ‘Persona’ valuable in privacy context
Trends yield these results

• Users go anywhere for information (Doctor)
• Consumers more in charge than ever (copyright)
• Publisher / gatekeeper as one-to-many fading
• Trust and identity new building blocks (privacy)
• Advertising is old – now “advisor-tising”
• Privacy emerges as regulatory issue
• Gatekeeping publishers left out of social stream
The Biggest Overall Change?

The Post-Scarcity Economy* -- Information is abundant. But . . . attention isn’t.

Leading to a few assertions . . .
Hour glass and the cylinder (On side)
End of mass markets

• What comes after publishing, broadcasting?
• Automated, customized, one-to-one
• Share payments for custom info, sponsorships
• From gatekeeper to infovalet
Participation: End of advertising?

- Is marketing one-to-one advertising?
- Vendor-delivered direct: Publisher bylass?
- What is your attention worth? To whom?
- Upending marketing: Project VRM
So where do we go from here?

• The News Social Network
  • Trust
  • Identity
  • Privacy
  • Commerce
News as service -- not product

• Paper merely one delivery system
• Helping user discover, access info from anywhere
• Creating a conversation, community ... network
• Not just about the story; smaller, larger remix
• Convenient, simple access and value exchange
New journalism: Earn trust

• Same as always, new medium
• Focus on individual
• Understand their networks
• Earn their trust
• Then they will ‘eat vegetables’
**Trust**

From gatekeeper to ... “infovalet”?

- Curator, advisor, agent, broker, concierge
- Help find, assemble “atomized” personalized info
- One ups traditional newspaper function
- Missing piece: A way to get paid

- But ... who are the identity infovalets now?
Identity

Infovalet example: Facebook

• “Facebook instant personalization”
• Delivers you ‘persona’ to partners
• You see ads related to your identity
Facebook boosts Groups, unveils Deals

New feature lets users share experiences, save money when shopping

By Jon Swartz
USA TODAY

SAN FRANCISCO — Facebook announced refinements to its social-networking site Tuesday.

The company upgraded its Facebook Groups feature and unveiled Facebook Deals, which is designed to let the site's 500 million users easily share their shopping experiences with one another, and save money in the process. Users can buy the deal with a credit card, share it or like it.

Deals is making its debut in San Francisco, San Diego, Austin, Atlanta and Dallas. (After testing for an unspecified period, it will become available in other cities.)

In November, Facebook introduced a service for check-in deals.

“With this announcement, we’re focusing on bringing people together,” says Facebook’s Emily White. “They can discover daily deals through the experiences of their friends.”

The new service might pit Facebook against Groupon, LivingSocial and Yelp in a bid to tap into the multibillion-dollar market for daily deals online.

But Greg Sterling, senior analyst at Opus Research, sees Facebook Deals going head-to-head with Google’s emerging Offers service.

“Facebook has a huge brand, so this gets its foot in the door with local merchants,” Sterling said.

Despite its breakneck growth, Facebook remains on the prowl for ways to expand its revenue beyond advertising.

Ads accounted for 93% of its revenue last year, or $1.9 billion, according to market researcher eMarketer.

That's expected to dip to 90% in 2011.

Meanwhile, Facebook's update of Groups adds its popular Photo albums and Questions features and greater administrative control to limit who joins groups.

In effect, prospective members require approval before they are added to a group.

The tweaks come just six months after Facebook introduced Groups, a popular feature that has led to the creation of about 50 million groups on the website, where individuals can gather with those of similar interests and chat.

Facebook has discovered through internal research that the most popular types of groups are for family, friends, academics, sports and other topics, such as religion, games and hobbies.

Facebook also unfurled a new social plug-in — the Send button — that lets users share content they discover on the Internet with specific friends via messages and groups, rather than on their Facebook wall.
Identity

Infovalet example: Google+

• Circles helps you build community
• Google learns your cohorts, infers preferences
• You see ads related to your identity
Today’s “identity” ecosystem

Source: http://www.slideshare.net/tkawaja/luma-display-ad-tech-landscape-2010-1231
Identity consequence

The CPM squeeze

Crowded value chain squeezes display margins

And More New Players Are Piling In

Source: http://www.slideshare.net/tkawaja/luma-display-ad-tech-landscape-2010-1231
Privacy

Why it matters

• Merging data
• Health / financial
• No way to fix
• “Trading personas”
• No value to consumer
• Rockefeller -- DNT

Government solution? No . . . but . . .

Source: USA Today, Aug. 4, 2011 / Page C-1
What is “NSTIC”?

Some participants:
- Google
- Microsoft
- Verizon
- Equifax
- Not Facebook
- Not publishers

http://www.nist.gov/nstic/animation.html
SOLUTION / working “hypothesis”

- Rules for ‘infovalets’
- An information-industry collaborative
- Public purpose, private participation
- A point to consider whole system in motion
- Facilitate (not own) shared-user network layered upon the basic Internet
Desirable features?

• Beyond silos – lots of choice
• Own, protect, share demographic, usage data
• Platform for customization, ‘news social network’
• Update advertising role, effectiveness, payment
• Easy sharing, selling, purchasing atomized content
• One ID, one account, one bill
How might it work?

- Enables network access to existing customer “home bases”
- Home base “presents” user to network authentication service
- User access to network sites tracked
- Aggregated settlement of affinity payments
  - Charges for content (text, music, video)
  - Payments for ad views
  - Enables customization / personalization
Hard, but been there

- Google AdSense – microaccounting
- Multiple ad networks
- Amazon Marketplace – multiple vendors
- Visa/MC/ACH – Thousands of banks
- Only difference: Across the web
Information Trust Association

http://www.infotrust.org

A public-benefit entity to lead creation of a free market for digital information. It builds on standards, ensures consumer choice and trust, and enables price and service competition. It is broadly, and openly, governed, with a global perspective. The operations it sanctions first benefit journalism, democracy and freedom, ahead of private interest.

Potential ITA roles?

• Sustain journalism values, principles, purposes
• Establish voluntary privacy, trust, identity standards
• Research, test, commission key technologies
• Sanction protocols for sharing users/content
• Direct multi-site user authentication services
• Enabling consumer choice for commerce, privacy
  * “One account, one bill, one ID, purchase anywhere”
  * But no single owner of all users
What are the results and benefits?

• Enables web-wide microaccounting / subscriptions
• Supports “atomized” content, wholesale/retail pricing
• Broadens “deep web” access; not on web today
• Protects privacy: Anonymous, yet identified users
• Enhanced-CPM, precisely-targeted marketing
• RESULT: Convenient, secure access to valued content
PROPOSED SOLUTION

Revenue options

• Share revenues across network
  • Subscription – channels, packages
  • Per click – or “public radio” (Spot.us/Kachingle)
  • Affinity payments/rewards
  • Commissions and referral fees

• Multiple service/content providers
• Multiple user owners (“InfoValets?”)
But still durable – ADVERTISING

- Rewards for activities, viewing ads, sponsor material
- Example: The Ford Explorer PDF download
- Ad network based on interest not just inference
- Higher CPMs for the news industry
- Consistent with FTC privacy guidelines
Who should act?

- An information-industry collaborative
- Publishers, telcos, Silicon Valley
- Foundations, J-schools, philanthropists
  - See white paper, Page 41 for “aspirational” list
- Nine months to:
  - Establish governance
  - Codify business rules
  - Contract with network operators
Key challenge: Who owns/controls?

• Network creator must be benign

• Or major competitors won’t participate, thus . . .

• Cede entrepreneurial opportunities to operating levels:
  • Content aggregation, packaging, presentation
  • Reward systems / advertising
  • User ‘persona’/personalization service (“InfoValets”)
  • Network authentication / logging
  • Event aggregation (“microaccounting”) / settlement
Create playing field, not plays (or prices)

- NYSE – non-profit until 2008
- Cable Labs
- Underwriters’ Laboratories / BlueTooth Association
- Internet Corp. for Assigned Names & Numbers
- Railroad gauge; power grid AC cycles/second
- Associated Press / Some trade associations
Create playing field, not plays (or prices)

• The story of Dee Hock, Bank of America and Visa


Biggest challenge: Multiple, diverse constituencies

Link to Visa card history -- http://www.cryptosmith.com/archives/842
Proposed ITA structure

- Not-for-profit association, as open as possible
- Staggered board, 27 seats allocated by 7 types
  * Founding members (foundations); publishing members
  * Publishing members; technology members; public members
- Can own for-profit operating entities
- Or contract with existing services
  Such as (not inclusive): Google, JO, Apple, Amazon, AP, Clickshare, News Licensing Group
GETTING REAL

Let’s get out of the clouds

- Bob Kasabian – ANDAC
- RJI Common User-Content Project
- The New England COMMON
- New England newspapers / niche content
- CASR will survey
  - What users want
  - Do they understand?
  - How will editors respond?
  - What about the money?
  - Integration with marketing offers
“WORD FROM SPONSOR”

Technology by Clickshare*

- Founded, 1997 / service from 2001
- Authentication, registration
- Access, metering, subscriptions
- Database integration, payments
- Multiple NE clients
- Test “network transactions” (patent)
- Key: Multiple home bases; aggregation

*Full disclosure: Densmore founder, a shareholder
GETTING REAL

- Personalization – Circulate / CircLabs

Forgot your password? Click here.

Not a Circulate user yet? Click here to create an account.
Small-town residents saddened by prospect of post offices closing

The Columbia Missourian - Wed, 08/03/2011

It's not just a place to lick a stamp, one resident said. The small-town post office is a place where neighbors run into each other, gossip and gain a sense of community.
GETTING REAL

- Personalization – Circulate / CircLabs

Former aide, now Mayor Emanuel, greets Obama
2011-08-03 23:19:19

CHICAGO (AP) — President Barack Obama was greeted in Chicago by a familiar face — his former chief of staff and current Chicago Mayor Rahm Emanuel.

Emanuel waited at the steps of Air Force One after it landed in Chicago on a sunny Wednesday evening. The mayor shook hands with some of his former White House colleagues as he waited for the president.

After Obama bounded down the stairs, he shook Emanuel’s hand, then gave him a hug. They chatted as they walked across the tarmac to greet a crowd waiting nearby.

Emanuel left the White House last fall to run for mayor.

Advocates file 31 petitions for 2012 Mass. ballot
2011-08-03 22:23:23

BOSTON (AP) — With the next general election more than a year away, activists across Massachusetts are already pushing for ballot questions that would allow voters to weigh in on dozens of issues, including whether to eliminate a key provision of the state’s 2006 landmark health care law.

A total of 31 initiative petitions were filed with the state Attorney General’s Office Wednesday, the deadline for the proposals to be approved by the office. The petitions also include calls for changes to the ways teachers are considered for jobs and a repeal of part of a law aimed at preventing domestic violence.

Massachusetts Citizens for Life, an anti-abortion group, filed a petition that would end the individual mandate that requires virtually everyone in the state have health insurance or face tax penalties.
GETTING REAL

- Social curation by Sociative

Food price spikes — Oxfam America

In the last year, international food prices have reached record peaks. In many countries, high food prices have contributed to unrest, instability, violence and increasing inequality and poverty. While volatile food prices impact everyone, the impacts vary across the globe with the poorest and most vulnerable people often getting the shortest end of the stick.

To shed more light on the impacts of food price spikes, Oxfam has created an interactive map of Food Price Volatility Pressure Points. This map shows the impacts of price spikes in some of the countries where food prices have complicated the lives of poor people and offers a chance to take action on to help address price volatility.

The map shows areas that are highly vulnerable ...

Study: Climate change imperils Himalayan glaciers - Green House ...

Study: Climate change imperils Himalayan glaciers - Green House - USA TODAY.com

Timberland keeps stretching with Ambitious 2015 CSR Goals

Timberland unveiled new 2015 sustainability goals today that in some ways look a lot like the company’s 2010 goals.

Ex-Soldiers Recruited by U.S. Utilities for Clean Energy Jobs

America's electric power industry is angling to get some of the 200,000 troops that return annually from active duty to take on the hevy of jobs ...
End of talk, now to listen

Tonight presentation will be at:

“Paper to Persona” is available from:
Or http://www.papertopersona.org

Bill Densmore
Densmorew@rjionline.org
http://www.papertopersona.org
BRAIN STORMING

FIVE MINUTES

• What about this make sense?
• What will foster needed collaboration?
• Will papers experiment?
• Will they share users and content?
• What’s the best next step?

THEN Q&A FOR 10 MINUTES
One way it could work

http://web.missouri.edu/~bowera/infovalet.html