

HERE COMES EVERYBODY

The Power of Organizing Without Organizations

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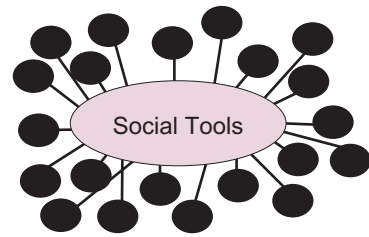
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MAIN IDEA

Groups of people are incredibly hard to organize. That's why until now, only large corporations could generally afford to buy the tools and build the infrastructure which were required to sync the joint efforts of lots of people. That's about to change. For effectively the first time in history, a whole bevy of new social tools are coming to prominence which make it easy for groups to collaborate and take collective action.

What this means for commerce is the environment in which the game of business is played has changed. You need to find ways to make these new social tools work for you rather than against you. Doing so will be an ongoing challenge, but if you ignore these tools, you run the risk of missing out on some interesting commercial opportunities.

"We are living in the middle of a remarkable increase in our ability to share, to cooperate with one another, and to take collective action, all outside the framework of our traditional institutions and organizations. Though many of these social tools were first adopted by computer scientists and workers in high-tech industries, they have spread beyond academic and corporate settings. Their effects are going to be widespread and momentous."
– Clay Shirky



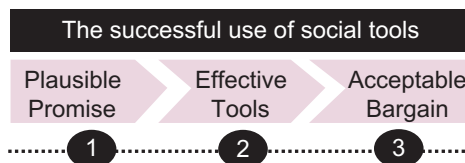
<p style="text-align: center;">1</p> <p style="text-align: center;">Sharing</p> <p>Groups are complex entities but the new generation of social tools are well suited to the demands of building and then maintaining strong groups. The act of sharing anchors the community.</p> <p style="text-align: center;">Page 2</p>	<p style="text-align: center;">2</p> <p style="text-align: center;">Everyone is in the media business</p> <p>New tools have removed all barriers and bottlenecks to publishing. This has resulted in the mass amateurization of publishing as a whole.</p> <p style="text-align: center;">Page 2</p>	<p style="text-align: center;">3</p> <p style="text-align: center;">Publish first, filter later</p> <p>Publishing and personal communication now mesh together. Most filtering now tends to happen post publication, not before as in previous generations.</p> <p style="text-align: center;">Page 3</p>
<p style="text-align: center;">4</p> <p style="text-align: center;">Collaborative production</p> <p>New tools allow large groups to collaborate by providing nonfinancial motivations. Differing levels of contribution are welcomed and utilized.</p> <p style="text-align: center;">Page 3</p>	<p style="text-align: center;">5</p> <p style="text-align: center;">Collective action</p> <p>Organizing effective collection action is difficult but the new tools shine in this area. This provides interesting challenges for society's institutions.</p> <p style="text-align: center;">Page 4</p>	<p style="text-align: center;">6</p> <p style="text-align: center;">Faster and faster</p> <p>The speed of group actions is increasing rather than decreasing. This generates some new and interesting dynamics.</p> <p style="text-align: center;">Page 4</p>
<p style="text-align: center;">7</p> <p style="text-align: center;">Social dilemmas</p> <p>The bulk of the social dilemmas will never be solved. The new social tools work just as well for negative forces as they do for positive social forces.</p> <p style="text-align: center;">Page 5</p>	<p style="text-align: center;">8</p> <p style="text-align: center;">Tools and the shrinking world</p> <p>Small groups are a lot different to large groups in many ways. Social networking works because it underlines and boosts these connections.</p> <p style="text-align: center;">Page 5</p>	<p style="text-align: center;">9</p> <p style="text-align: center;">Failure for free</p> <p>Publish-then-filter generates lots of junk. To cut through the clutter, people rely on social networking and the new social tools these networks provide.</p> <p style="text-align: center;">Page 6</p>

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The promise of the new social tools

There is no set formula or recipe for success in the era of social networking. All you can say is every great system which works will be a unique blend of three different factors:

- *A plausible promise* – the basic “why” someone should contribute to the group.
 - *An effective tool or set of tools* – a toolbox which will best help people realize the promise.
 - *An acceptable bargain with users* – a good fit for the promise and the tools which enables everyone to participate.
- Taken together, these three factors will be useful in understanding why successful groups succeed and why the less successful entities end up spinning their wheels and never quite seem to get anywhere noteworthy.



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