

the next ten years.

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it is “officially” the past...

- large mailing lists of people you’ve met at the bar and are willing [/mandated to?] share data with
- web-portals you can share data via a wiki
- web-portals you can download a pdf from
- web-portals you can download structured data from (with/with-out an actual API)

it is “officially” the past...

- trust is controlled by how much the group is willing to share with itself
- the larger the group, the lower the overall trust measure
- there are hard ceilings to data-sharing in this model
- these are all problems we have today

what social networks have re-taught us.

- build your platform so data-hubs can grow organically within your “social graph” (or org)
- allow those hubs to be self-selective to whom they will share what types of data to (not everyone is created equal)

social network #fail

- they do not allow their hubs to inter-operate with other networks (and therefore other hubs...)
- AOL made IM easy, Jabber re-invented it and took it over (till everyone moved to fb)
- we saw this movie play out over the last decade+... Prodigy is no longer with us.. :(

the next ten years

- yes, this is a ten year problem
- AOL didn't "realize" they were a "media company" till the early to mid 2000's
- it took that long for the browser market to solve this "federation" problem and gain adoption.
- it took that long for web2 to take hold

the next ten years

- teh Facebook is a social platform for connecting you with your friends
- the LinkedIn is a social platform for connecting you with your friends who have \$\$ and would be dumb enough to hire someone like you
- the google plus is a social platform for security peeps who have no desire for Facebook's shenanigans

the next ten years

- the APWVG is a social platform for connecting e-crime researchers
- the US-CERT is a social platform for connecting .gov with each-other and private industry
- the REN-ISAC is a social platform for connecting edu's with other edu's

the next ten years

- what happens if there was a google+ feature that allowed you to specifically share something with a target group?
- what happens if you could dump structured +encrypted data in that sharing window (ever played with scrambls?)?
- what happens if there was an API into that platform...?

with technology like this

- why does the (REN-ISAC|APWVG|FIRST|
etc) need to exist at all?

where we fail

- most [international] information sharing communities are great aggregators of internally shared information
- most cross-hub action happens by those who are in many communities
- it seems like we're actually just inhibiting the data-sharing process (we add no value, we're just in the way).

you should be thinking...

- if you're not already doing automated data-sharing, why not?
- should you be focused on designing a new standard? or evolving something that already works?
- what does your architecture look like in ten years if you're standardizing around XML or JSON (or even Protocol Buffers)?

you should be thinking...

- yourself as a platform for trusted relationship building (reads: do you have a bar night at your cons?)
- how to enable your community to individually share data with the rest of the world, not just with itself
- is your business model focused on sharing data? or facilitating relationships..?

the new Science of Networks

- people are hubs
- the should be enabled as such

solve problems, don't invent them

- what tools exist to help solve this problem?
- are your partners thinking in terms of big data?
- are you thinking in terms of big data?