

Wireless Diplomatic Planet.Net

The Semantic Web and Social Networks

The most disruptive change in the financial markets between the 20th century and the 21st century is the equalization of access to information that is possible in the digital age of blogs, wireless and streaming data feeds.

Not that everyone, everywhere has access to everything immediately, but realistically there is so much data collected – prompted and robotic – that you can transact and see the real time event activity, historical activity, commentary on anything and anyone involved, user surveys and evaluations, suppliers and inventories, pricing, logistics and suggestions on what you should do next – all at the same time and in a sleekly visual and entertaining manner.

Think of it as your own 3-D virtual Wii room, filled with gadgets, with your personal soundtrack playing. Point to this, pull that, enlarge an image, flip the pages – conference in your client, sign the contract which activates the shipping invoices and billing – as if it can read your mind and anticipate your needs.

The next Web realm – the Semantic Web - is supposed to do this contextual mapping and linkage and delivery of relevancy automatically. I may be myopic on understanding how all of that works. To me that all boils down to super charged channel hopping. Not only will you need a Mega-TV Guide, you also need an intelligent agent that translates between who and what you are and your needs and that Mega-TV Guide.

Therein may be the secret of Social Networking. Social means interaction. With the Semantic Web and data linkage, information discovery (think: Search) and information integration (think: Real-time Report of What I Want) you access better what the community knows. There is the downside of not getting the outliers of information that you may be looking for – after all the Semantic Web agent that is writing the Reports for you is learning from everyone's use of that linked data. It may be a lot like Family Feud – you get the 100 people surveyed answers – and none of the “wrong” answers that lack ranking. If you need more depth or a different perspective, then you will have to pick a more independent, more aberrant Semantic agent that will go past the average, normal answers.

Your basic Social Network will be your personal virtual work-room – your “portable-non-work-office”. You then will need a Social Network that is your business “work-office”, and a Social Network that is your Religious House of Worship, and a Social Network that is your Sports Stadium, and a Social Network that is your Concert Venue, and a Social Network that is your Political Action Committee, etc.

You start with the Social Network System and then you and “it” customize, grow and add Social Networks – add players and tools and each Social Network updates and evolves – prompted and robotic.

In the near future, Microsoft Vista as an operating system packaged onto a device will give way to a Network Access Device and your Social Network System on some USB-like plug-in that each person owns and customizes. Call that Social Network System their “Bubble”. They access the nearest Device and open their “Bubble” on that Device (PC, laptop, iPod, etc.). They then activate/enter whichever of their personalized Social Network realms they need at that moment. They can clock-in to their job, check what their children had for lunch on their Children's School Social Network, plan dinner on their Food Shopping Social Network and start the water boiling on the stove using their Home Management Social Network.

Hmm... Portable. Personalized. I heard all of that last decade didn't I?

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Send your responses to:
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