



Disintermediation, Dematerialization, Disaggregation and other Disruptions

History of Information 103
Geoff Nunberg

April 20, 2010





Eve of disruption





Eve of disruption

Congressman blames U.S. unemployment crisis on iPad

By Jason D. O'Grady | April 18, 2011, 1:23pm PDT

Summary

In the rambling manifesto Jackson claims that the iPad is responsible for killing thousands of American publishing and retail jobs. He claims that Americans are losing their jobs to workers in China.

Topics

Apple iPad, Congressman, Unemployment, Corporate Communications, Marketing, Jason D. O'Grady

Blogger Info

Jason D. O'Grady



This video is completely over the top. In it U.S. Representative Jesse Jackson Jr. (D-IL) blasts Apple and Steve Jobs.

Would you sign my Kindle? App allows authors to hold eBook signings from anywhere in world

By DAILY MAIL REPORTER
Last updated at 3:22 PM on 18th April 2011

Comments (8) | Add to My Stories

With the rise of the eBook and demise of the High Street bookstore, author book signings had been at risk of going into decline.

But a new electronic book app is offering readers the chance to get their virtual books signed by their favourite authors without them having to resort to writing on the outside of their Kindle or iPad cases.

The Autography application allows fans to have the signature of their favourite writers added to the inside page of their eBooks.



Why iPad app developer Inking will make textbooks as we know them obsolete

Posted March 24, 2011 7:00pm by Kyle Ripley | Tags: iPad, Inking, Education, Textbooks, developers

Apps mentioned:

Recommend 8 people recommend this. Be the first of your friends. Buzz up!

Recently, iPad textbook startup **Inking** received financial backing from McGraw-Hill and Pearson--two of the largest names in the world of textbook publishing. Inking is producing "textbooks. Now maturing features." How does this affect you? I'm glad you asked.

It always seems futile to start on this note, but I see no other choice. When the iPad launched, some of my friends and colleagues were among the first to discuss it. I had very serious (and animated) discussions with them about the future uses and accessibility of the iPad. Here we are at the beginning of a new age of technology. Right now, the book is commonplace. But why carry a backpack full of textbooks and notebooks when you can carry an





Eve of disruption

Book Ruling Cuts Options for Google

By CLAIRE CAIN MILLER
Published: March 23, 2011

SAN FRANCISCO — Now that a judge has curtailed Google's ambitions to create a giant digital bookstore and library, the company is left with few appealing options.

Add to **latimes.com**

Creating a digital public library without Google's money

Google's settlement with authors and publishers has been tossed out, shining a spotlight on copyright law. Maybe we shouldn't entrust that kind of project to a corporation anyway.

Google & the Future of Books

Robert Darnton

E-MAIL SINGLE PAGE PRINT SHARE

Read: NOW LATER

1 2 3 →

How can we navigate through the information landscape that is only beginning to come into view? The question is more urgent than ever following the recent settlement between Google and the authors and publishers who were suing it for alleged breach of copyright. For the last four years, Google has been digitizing millions of books, including many covered by copyright, from the collections of major



Mimmo Capone

The newly restored reference room of the library at the American Academy in Rome

Google books google jeanneney library Search Books

Google and the myth of universal knowledge: a view from Europe By Jean-Noël Jeanneney

19 Reviews Write review About this book

Result 1 of 3 in this book for google jeanneney library - Previous Next View all

AND THE MYTH OF UNIVERSAL KNOWLEDGE

Jean-Noël Jeanneney
TRANSLATED BY TERESA LAVENDER FAGAN

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Itinerary, 4/20

Consequences of the Internet:

6 D's... and a 7th

Disintermediation: Eliminating the middleman

Dematerialization and the future of the book

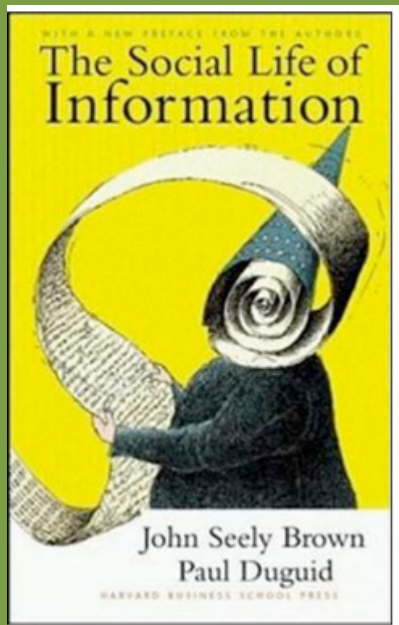
What future for newspapers & news?

Disaggregation: things fall apart

A crisis in scholarly publishing



6 D's and a 7th



Brown and Duguid's six D's

(Demassification)

Decentralization (PD 4/27)

Denationalization (GN 4/22)

Despacialization (PD 4/27)

Disintermediation

Disaggregation

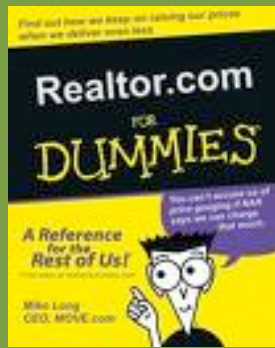
And one more...

Dematerialization

The confluence of technological, legal, social, and market factors...



The Internet as Disintermediator





"Cutting Out the Middleman"



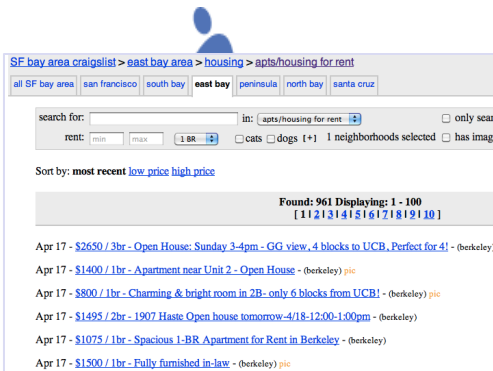
E-commerce is dominant or major channel

Downloadable products (software, mp3's, pornography)

Travel/event tickets/etc.

Public records





"Cutting Out the Middleman"

Successful partial disintermediation

- Books (new & used)
- Some electronics & photo
- Some apparel (c. 10-15%)
- Rental real estate
- Used automobiles
- "Stuff"





Disintermediating Commerce

Transactional disintermediation

Retail stocks & investment products (though transactions are online)

Groceries

Limited or niche disintermediation

Real estate for sale

New automobiles

Pet food

... but price information etc. is disintermediated in all markets



Dematerialization of Informational Goods

Outlook grim for Postal Service as revenue ebbs

Carolyn Lochhead, Chronicle Washington Bureau
Monday, April 19, 2010

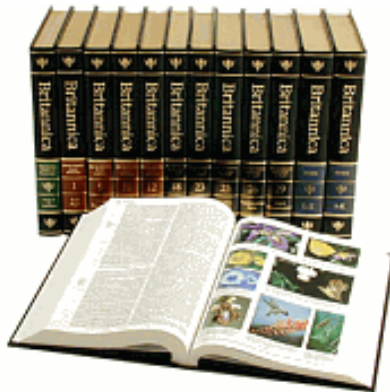
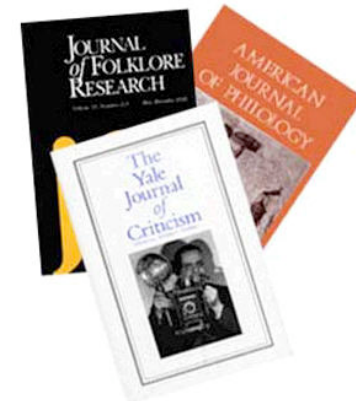
PRINT E-MAIL SHARE COMMENTS (202) FONT | SIZE: -

(04-19) 04:00 PDT Washington -- The same forces that have battered newspaper and book publishing industries are aimed at the U.S. Postal Service, threatening much more than the Saturday mail.

MORE NEWS

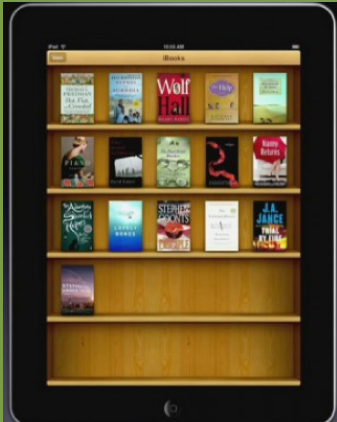
Adachi may look at thousands of

Postmaster General John Pott last week that the Postal Servi





Displacing Old Forms





Books? Where we're going we don't *need* books



A clash of fetishisms

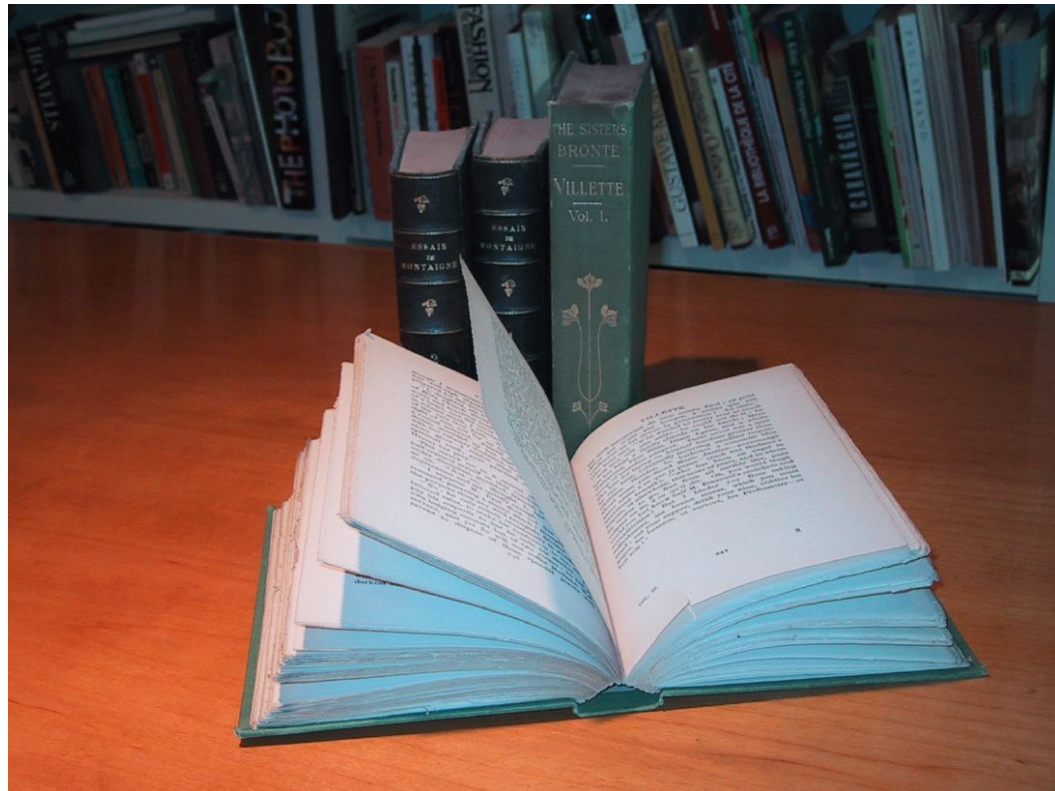
"Nobody is going to sit down and read a novel on a twitchy little screen. Ever." — E. Annie Proulx

"Paper is just an object that [some] information has been sprayed onto in the past..." — Ted Nelson

In the future, physical books will be of interest mainly to those "addicted to the look and feel of tree flakes encased in dead cow tree flakes encased in dead cow"
William Mitchell, Dean of the School of Architecture, MIT

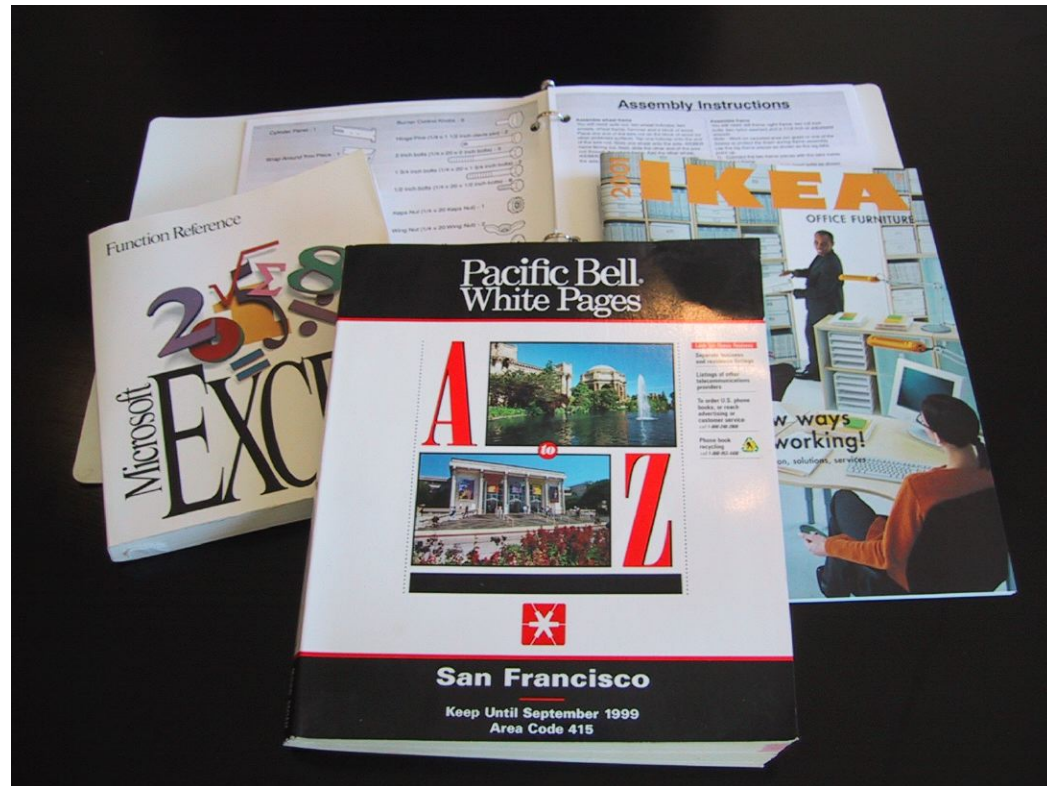


. . . The Book





books...





... and the books we actually read





Sorting out the affordances of new technologies

Material features of documents enable:

Characteristic modes of interacting with documents

Symbolic & iconic roles of documents

Social practices that determine use & interpretation of documents



"Twitchy little screens" and the future of the book

This is a story about the future of reading.

With Microsoft Reader, the future of reading is clear.

2000 Microsoft Reader debuts

2009 E-books begin to outsell paper

2016 Last print newspaper

2019 Paper books remain popular among collectors...

2020 Dictionary definition of *book* changes



Beyond "twitchy little screens"

Material limits as features: the fixity of representation, interaction with the body



"My readers... will see in the tell-tale compression of the pages before them, that we are all hastening together to perfect felicity."

Jane Austen, in the final chapter of *Northanger Abbey*



A necessary choice?





Does the future belong to e-books?



Ebook sales

2008: 53m

2009: 140m

2010 (est): 500m

Jan., 2011 Amazon announces ebook sales exceed paperbacks.

But ebooks still account for only 10-15% of trade market



Assignment

...Twentieth-century publishers generally performed several tasks: they have been gatekeepers who selected the most authoritative or readable works; they have been editors who checked, edited, and corrected manuscripts; they have handled production and design of volumes and overseen printing; they have marketed books, helping them to find their appropriate audience; they have distributed books to bookstores; and they have handled publicity and advertising.

In a digital world, is it necessary to have a separate firm or organization to perform these functions? If so, do you see a continuing role for publishers in some of these functions, or can they be undertaken by someone else? Be sure to make *specific* reference to the discussion in Auletta's article of the roles of publishers and how they are now being questioned.



Assignment

Much of what we read, what books we decide to actually purchase or pursue we hear about through word of mouth; book clubs, word of mouth, reviews in magazines or newspapers, and other social mediums tend to push us toward what we read. While publishers are helpful in their ability to get pieces of writing off the ground and into the hands (or computer screens) of consumers, their roles as publicists and marketers are dwindling as we become increasingly connected through the internet. There is, however, one aspect of publishing that Auletta discusses that I find indispensable--book advances... -Baily



Assignment

I still think there is a need for separate firms ... to act as a "gatekeeper" and support for authors, but probably not to the same extent as it was, say, in the 1980s. The consolidation of publishing houses ... was accomplished partly in response to the rise of retail outlets like Barnes and Noble, but also to provide the same kind of services to authors only available through bigger (networked) companies. ... Amazon, Google and Apple will thus take these functions from publishers, and make the market more efficient--Umberto Eco states that there are "too many books" in bookstores, and he may be correct. ... Trisha



Assignment

I really do not see a need for publishers.... It really seems that a better technology came along maybe not to replace but definitely to make a primary resource....It just seems that publisher companies embarked on a business that they want to hold onto , but it is being washed away by the practicality that e-books can offer. For instance it was mentioned in the article that the publishers had a "lunch culture" and that such a culture was not understood by companies such as Google ,Amazon , and Apple whose marketing techniques relies on procedural probabilistic inference. The article also mentions that these latter companies have no experience with how to market or how to recruit editors. I believe such thing can be easily fixable... Edgardo



Assignment

Even without considering e-books, I think publishing companies in their current form will soon be a thing of the past. Nearly everything that they do can be done by the authors, or by smaller companies, for far less money. ...They are more often than not unskilled editors, as I have not read a book in years in which I did not find at least one typo. Also, even with programs as common as Microsoft Word, people are capable of formatting their own work. As far as production and design, inexpensive companies such as lulu.com provide a cheap solution for self-publication of both physical and digital books. As for marketing, having published a book myself, I know first-hand that most publishers are terrible at this unless paid a premium above and beyond their 50% cut. The public has become increasingly adept at marketing on its own... Samantha



A Case in Point: Dictionaries and Encyclopedias





Affordances of the online encyclopedia

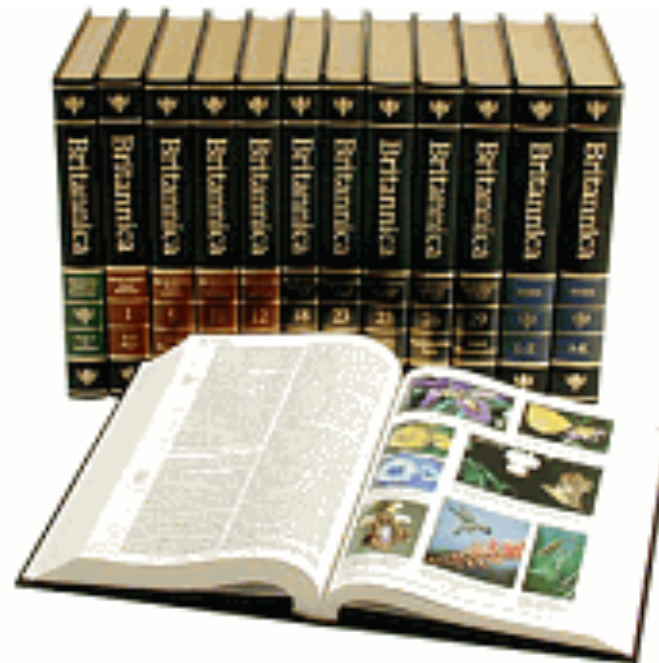


Online form enables

- updating,
- easy search,
- linking to other articles & sites
- animations, multimedia, etc.



Features of the print encyclopedia



The Book as Furniture



Affordances of online Dictionaries

The screenshot shows the Merriam-Webster Online Dictionary interface. At the top, there's a navigation bar with 'Merriam-Webster OnLine' and search options like 'Dictionary', 'Thesaurus', 'Spanish/English', and 'Medical'. The main content area displays the word 'dictionary' with its pronunciation, function as a noun, and etymology. It lists four numbered definitions: 1. a reference source in print or electronic form... 2. a reference book listing alphabetically terms... 3. a reference book giving for words of one language equivalents in another... 4. a computerized list... There are also advertisements for TransUnion, Experian, and Equifax on the left side.



The screenshot shows the Oxford English Dictionary website. The header includes 'Oxford English Dictionary', a search bar with 'dictionary' entered, and a 'Find Words?' button. The main content area is titled 'dictionary' and includes a 'SECOND EDITION 198' label. A list of related terms is on the left, with 'dictionary' highlighted. The main definition is under the heading '1. a.' and describes a book dealing with individual words of a language. It includes sub-definitions for 'dictionary', 'diction', 'dictional', etc. There are also tabs for 'Pronunciation', 'Etymology', 'Quotations', and 'Date chart'. The text discusses the history of dictionaries, mentioning Joannes de Garlandia and Peter Berchorius.

Facilitates search, interaction with other applications, dynamic definition, corpus interaction, etc.



Presence of the Print Dictionary





Will newspapers go under?



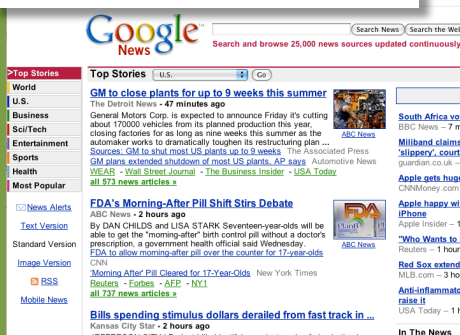
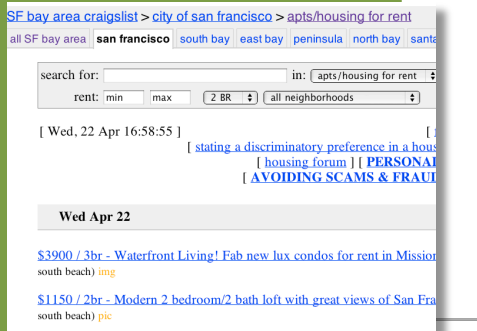


A Perfect Storm for the "Old Media"

Craigslist etc. divert classified advertising
News aggregators, blogs & online sources
capture audience

National sources displace local sources online
("Last man standing")

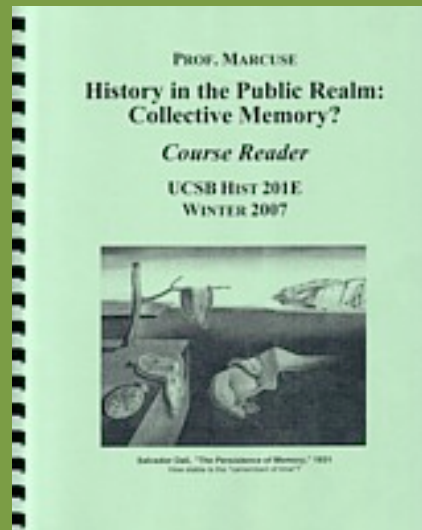
Increased competition lowers ad rates



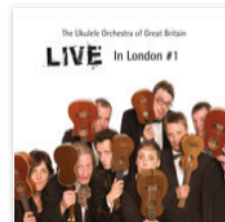


The Disaggregation of Content

Unbundling the modularities imposed by physical packaging of informational goods.



Music > Rock > The Ukulele Orchestra of Great Britain



\$11.99 Buy Album

Genre: Rock
Released: Oct 01, 2008
© The Ukulele Orchestra of Great Britain



Top The Ukulele Or...

Songs Albums

1. The Good, the Bad and th...

2. Life on Mars (simultaneou...

Live in London #1 (Live)

▲	Name	Time	Popularity	Price
1	Running Wild	<input type="button" value="CLEAR"/> 3:20	■■■■■■■■■■	\$1.29 BUY ▾
2	Born to be Wild	<input type="button" value="CLEAR"/> 3:19	■■■■■■■■■■	\$1.29 BUY ▾
3	Misirlou	<input type="button" value="CLEAR"/> 3:44	■■■■■■■■■■	\$1.29 BUY ▾
4	Life on Mars (simultaneous segue)	<input type="button" value="CLEAR"/> 3:47	■■■■■■■■■■	\$1.29 BUY ▾
5	Anarchy in the UK	<input type="button" value="CLEAR"/> 3:36	■■■■■■■■■■	\$1.29 BUY ▾
6	Hot Tamales (They're Red Hot)	<input type="button" value="CLEAR"/> 4:23	■■■■■■■■■■	\$1.29 BUY ▾
7	Teenage Dirtbag	<input type="button" value="CLEAR"/> 4:10	■■■■■■■■■■	\$1.29 BUY ▾
8	Pinball Wizard	<input type="button" value="CLEAR"/> 2:33	■■■■■■■■■■	\$1.29 BUY ▾
9	In a Monastery Garden	<input type="button" value="CLEAR"/> 3:43	■■■■■■■■■■	\$1.29 BUY ▾
10	Yes Sir, I Can Boogie	<input type="button" value="CLEAR"/> 2:26	■■■■■■■■■■	\$1.29 BUY ▾
11	Satellite of Love	<input type="button" value="CLEAR"/> 3:25	■■■■■■■■■■	\$1.29 BUY ▾
12	Wuthering Heights	<input type="button" value="CLEAR"/> 3:26	■■■■■■■■■■	\$1.29 BUY ▾
13	Whistling Bach	<input type="button" value="CLEAR"/> 1:46	■■■■■■■■■■	\$1.29 BUY ▾
14	Sex and Drugs and Rock and Roll	<input type="button" value="CLEAR"/> 3:03	■■■■■■■■■■	\$1.29 BUY ▾
15	Melange	<input type="button" value="CLEAR"/> 3:14	■■■■■■■■■■	\$1.29 BUY ▾

End of the newspaper?



"The newspaper model - putting text on paper - is becoming a dinosaur; much like the horse and buggy disappeared when the automobile came on the scene."



End of the newspaper?

The Subway Fold

The New York Times subway fold. It's the hallmark of a true New Yorker – up there with the cab-hailing whistle and ordering your coffee “regulah.” Simply follow the instructions below and please, stand clear of the closing doors ...



1) Fold the newspaper in half, lengthwise, and create a crease down the middle fold.



1) Fold again, horizontally, creating quadrants.



3) Flip and fold, as necessary, to read each portion of the page.



4) To jump to the continuation of an article, turn to the continuation page.



5) Fold continuation in half, lengthwise.



6) To read stories that fall in the center sections ...



7) Fold back over, creating two lengthwise portions ...



8) Then fold again into four parts.



The Future of News



2008: "Free" newspaper readership exceeds paid readership

"We don't have a crisis of audience. We have a crisis of revenue."

"People are used to reading everything on the net for free, and that's going to have to change," Rupert Murdoch, 4/6/09





Where Americans get their news

Local TV station: 78%

National network: 73%

Online sources: 54%

Radio news: 50%

Local newspaper: 50%

National newspaper: 17%

Online news users are wealthier, younger, better educated, whiter than other Internet users or general population, and far more likely to have broadband & wireless access.

(Pew survey, 2010)



The Disaggregation of Content

Specialized sites displace newspapers as sources of information about sports, business, entertainment, weather, listings, opinion, etc.

Personalization: the daily "me"





The Disaggregation of Content



Nick Denton

The rise of "pay per view journalism"

Stories are "naked little creatures that have to go out into the world to stand and fight on their own." Gabriel Snyder, *Newsweek*

GAWKER 1,303,429 views, 10/28/10 01:50 PM

EXCLUSIVE **I Had a One-Night Stand With Christine O'Donnell**
Anonymous — Three years ago this week, an intoxicated Christine O'Donnell showed up at apartment of a 25-year-old Philadelphian and ended up spending the night in his bed. Here is his story—and photos—of his escapade with the would-be Delaware senator.

279 DRS

259 DRS

1 Guy from *Glee* Has 'Poop and Feces All Over My Bed'

2 *Game of Thrones* May Be the Best Soap Opera on TV

3 This Is What Happens When You Tickle a Baby Penguin

4 Which Reality Star Used to Be a Call Girl?

279 Sarah Palin Has Met Her Ultimate Enemy

259 The American Economy Is Collapsing Some More Today



Gawker "Big Board"



The Disaggregation of Content



Nick Denton

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Like

THE MEDIA EQUATION
Taylor Momsen Did Not Write This Headline
 By DAVID CARR
 Published: May 16, 2010

Don't know who Taylor Momsen is? Neither do I, beyond that she is

- 1 Guy from *Glee* Has 'Poop and All Over My Bed'
- 2 *Game of Thrones* May Be the Best Soap Opera on TV
- 3 This Is What Happens When You Tickle a Baby Penguin
- 4 Which Reality Star Used to Be a Call Girl?

279 DRS Sarah Palin Has Met Her Ultimate Enemy

259 DRS The American Economy Is Collapsing Some More Today



The Disaggregation of Content

Not that the principle is new...

WIN A 50G FORTUNE TODAY!

NEW YORK POST METRO TODAY'S RADAR

THURSDAY, MARCH 13, 1986 39 cents

HEADLESS BODY IN TOPLESS BAR



Gunman forces woman to decapitate tavern owner
PAGE THREE

SENATE OKAYS PREZ'S PICK FOR ARMS CONTROL
PAGE FIVE

Koch plans to hire 1,000 more cops
PAGE THREE

Taken kickin' and screamin'
An angry James Freddie Starr refers to 1986 as a particularly bad year for him. Starr, 42, is the headliner in a new comedy show, "Freddie Starr and the Comedy Show," which is scheduled to air on the new cable channel, HBO, on March 14. Starr, who has been in the business since 1968, is scheduled to perform at the Grand Concourse Ballroom in Manhattan on March 14. Starr, who has been in the business since 1968, is scheduled to perform at the Grand Concourse Ballroom in Manhattan on March 14.

TAXING DAY FOR 1 MILLION IN N.Y.
PAGE SEVEN

THE Sun £50,000 BINGO Lucky numbers are on Page 18

Thursday, March 13, 1986 18p TODAY'S TV IS ON PAGE 14

FREDDIE STARR ATE MY HAMSTER



Comic put a live pet in sandwich, says beauty

EXCLUSIVE by DICK SAUTY

ZANY comic Freddie Starr put a live hamster in a sandwich and ATE it, model girl Lea La Salle claimed yesterday.

She said: "I was sickened and horrified. He killed my pet."

"It's something I'll never forget. He put a hamster in a sandwich."

Starr, 42, is the headliner in a new comedy show, "Freddie Starr and the Comedy Show," which is scheduled to air on the new cable channel, HBO, on March 14. Starr, who has been in the business since 1968, is scheduled to perform at the Grand Concourse Ballroom in Manhattan on March 14.

JEWEL IN MY CROWN
by MARCEL BUNZEN
The star whose daughter...
Viva prince's rare daughter

SELLERS GIRL IS CHARGED

The Future of News

Economic models for digital newspapers or news gathering:

advertising

"pay wall" (WSJ) or

"freemium" (NYT until recently)

pay-per-view via microcredit

monthly "all you can read" for group of publishers à la cable packages

"tax" on ISP fees

Subsidized by foundations & universities

"Last man standing"



Donate About Us Contact Steal Our Stories Reporting Network

Receive our to

E-mail

Zip Code optional

Sections ▾ Quick Links: Blog Magnetar New Orleans Cops Gas Drilling Bailout Guide Stimulus Calif. Nurses Loan M

Latest Reporting

 **Unions Take Fire at Bill to Revamp Calif. Health Care Oversight**
Unions representing California nurses are attacking parts of a bill that would overhaul the state's system for disciplining health workers accused of misconduct.

Other Major Banks Did Deals Similar to Goldman's
Goldman Sachs is being sued for fraud by the SEC for allegedly misleading investors about a deal that Goldman helped structure and sell. As we reported at ProPublica, many other major investment banks were doing a similar thing.

GE's Safety Team Urged Company to Restrict Drug
GE Healthcare ignored the advice of its own safety experts to "proactively" restrict the use of its imaging drug, Omnicam.

JUSTICE

Top Washington Lawyer, Holder Friend to Be Next Deputy Attorney General
by Dafna Linzer, ProPublica - April 19, 2010 4:57 pm EDT

The Obama administration is preparing to announce the nomination of James M. Cole



Ongoing Investigations

Strained by Katrina, Hospital Faced Deadly Choices
A two-year investigation reveals what happened to some patients who died at Memorial Medical Center after Katrina.

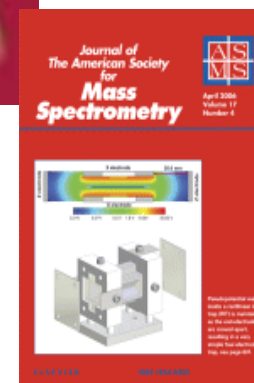
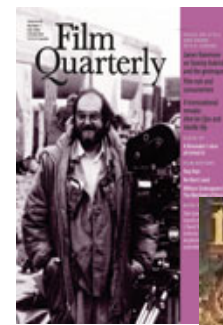
Investigations Elsewhere

Top Goldman Leaders Said to Have Overseen SEC Probes Other Soured Deals - The Wall St
Straining the FHA's umbrella - The Washington
Secret prison revealed in Baghdad - Los Ange
Ore. Treasury Officers Repaid for Free Meals
Nursing Homes Received Millions While Cutti

More stories | E-mail suggestions



The crisis of scholarly publishing





The crisis of scholarly publishing

Journals should be easier than books to move to digital distribution

Easy to read online or print out articles

Production uses templates

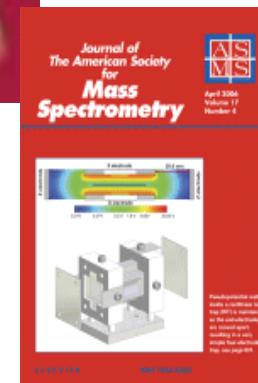
Predictable print runs

Appeal to general disciplinary community

One-time purchase decisions

Lower marketing costs per sale

Each annual renewal adds value





But university libraries are being squeezed

Journal publishers: the last colonialists?

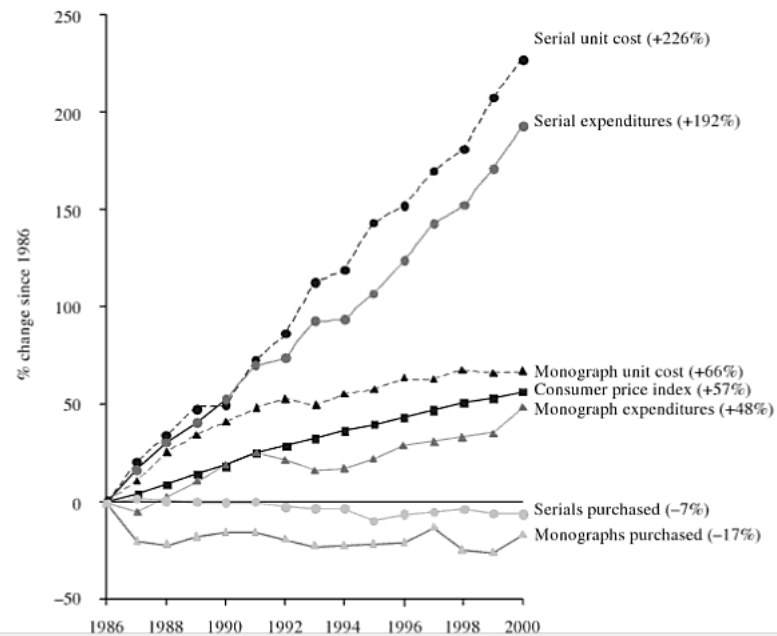


Figure 4.4 Mono-graph and serial costs in ARL libraries, 1986–2000



The crisis of scholarly publishing

New models of subscription:
UC Berkeley – "a Springer-Verlag university"
Disaggregation of contents
Why don't scholars self-publish?



KRISTA THOMPSON

The Evidence of Things Not Photographed: Slavery and Historical Memory in the British West Indies

SLAVERY AND THE BIRTH OF APPRENTICESHIP came to an end in the British West Indies in 1838, the year photography was developed. The insight of slavery occurred as the new medium literally came to light. Superficially, the two moments would seem unrelated: they would seem to be two events falling in separate historical foci. Slavery's occurrence outside the purview of photography would, however, profoundly inform how the pre-emancipation era in the British Empire was reproduced, remembered, or willfully forgotten. If, as photographic historian Alan Trachtenberg points out, "historical knowledge declares its true value by its photographability," what impact would photography's development at the end of slavery have on the production of history in the African diaspora within the British West Indies specifically? How would the fact of slavery in Britain's colonies accrue its historical valence without photography as firsthand witness?



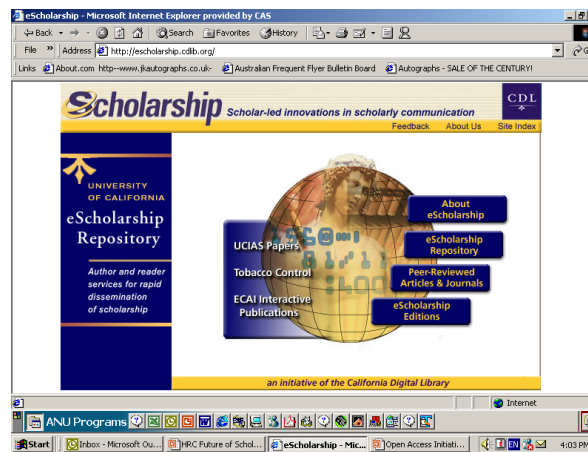
sketch 1904. Postcard.

Despite this absence of photographs dating from the pre-emancipation era, and perhaps because of the intimate relationship between the camera and the production of modern forms of historical knowledge, some historians of the Anglophone Caribbean have drawn on photographs—albeit images from the late nineteenth century—to give slavery historical form in their accounts. It is this use of photographic archives to represent slavery in the West Indies in popular and scholarly accounts that I investigate in this essay. How does the employment of photographs that date from almost a century after emancipation dramatically transform the visual imagination of slavery in the Anglophone Caribbean? How does photography elude or

retain themselves on other contemporary accounts of this period? Why do they do so? They do so, I argue, because I would like to think that, in reality, would have been disavowed respect, the complex of the present, the nostalgic, the population appear on the ground-eating

ABSTRACT: Slavery and apprenticeship came to an end in the British West Indies in 1838, the year photography was developed. The insight of slavery occurred as the new medium literally came to light. Superficially, the two moments would seem unrelated: they would seem to be two events falling in separate historical foci. Slavery's occurrence outside the purview of photography would, however, profoundly inform how the pre-emancipation era in the British Empire was reproduced, remembered, or willfully forgotten. If, as photographic historian Alan Trachtenberg points out, "historical knowledge declares its true value by its photographability," what impact would photography's development at the end of slavery have on the production of history in the African diaspora within the British West Indies specifically? How would the fact of slavery in Britain's colonies accrue its historical valence without photography as firsthand witness? Despite this absence of photographs dating from the pre-emancipation era, and perhaps because of the intimate relationship between the camera and the production of modern forms of historical knowledge, some historians of the Anglophone Caribbean have drawn on photographs—albeit images from the late nineteenth century—to give slavery historical form in their accounts. It is this use of photographic archives to represent slavery in the West Indies in popular and scholarly accounts that I investigate in this essay. How does the employment of photographs that date from almost a century after emancipation dramatically transform the visual imagination of slavery in the Anglophone Caribbean? How does photography elude or retain themselves on other contemporary accounts of this period? Why do they do so? They do so, I argue, because I would like to think that, in reality, would have been disavowed respect, the complex of the present, the nostalgic, the population appear on the ground-eating

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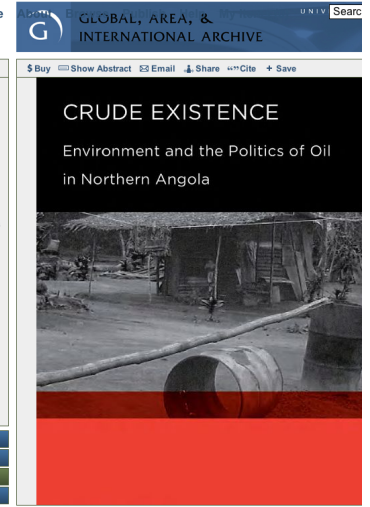


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