

Disintermediation, Dematerialization, Disaggregation Disruption



History of Information 103
Geoff Nunberg

May 2, 2013



Eve of disruption

Borders Bookstore,
Chicago, April 20112





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 rousing 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 Communication, Marketing, Jason D. O'Grady

Blogger In Jason D. O'Grady

Jesse Jackson Jr. Blames The iPad For Killing 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.

The new eBook 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 the book.

The app also allows fans to have the signature of their favourite writers on the page of their eBooks.

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

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

Apps mentioned:

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

Recently, iPad textbook startup Inklings received financial backing from McGraw-Hill and Pearson--two of the largest names in the world of textbook publishing. Now, the app is available on the iPad. How will it affect you? I'm not sure.

In a note, but I see that, some of the things (and animated) are uses and the beginning of the book is a backpack full of books that can carry an

theguardian

News US World Sports Comment Culture Business Money

Culture Books Books blog

books

Previous

Blog home

The digital truths traditional publishers don't want to hear

The choices offered by digital publishing can only be good news for writers, says Barry Eisler. So why are traditional publishers so angry?



Still the centre of the universe? ... detail from Andea Cellario's print Harmonia Macrocosmica showing the Ptolemaic description of the heavens, with the Earth at the middle of creation. Photograph: Enzo and Paolo Ragazzini / Corbis

"Why do you need to go to Barnes & Noble? Buy an iPad and download your newspaper, download your book, download your magazine."





Eve of disruption

Book Ruling Cuts Options for Google

By CLARE 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**

Go to **Creating a digital public library without Google's money**

allies 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



Wikimedia Commons

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





Itinerary, 5/2

Consequences of the Internet:

6 D's...

Disintermediation: Eliminating the middleman

What future for newspapers & news?

Disaggregation: things fall apart

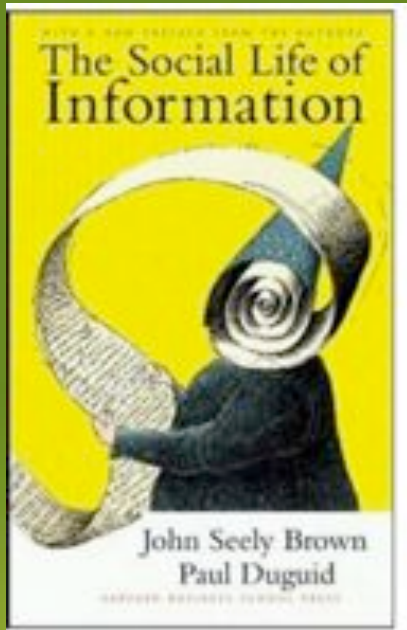
Dematerialization and the future of the book

A crisis in scholarly publishing

Valediction...



6 D's and a 7th



Brown and Duguid's six D's

(Demassification)

Decentralization (PD 4/23)

Denationalization (GN 4/30)

Despatialization (PD 4/23)

Disintermediation

Disaggregation

And one more...

Dematerialization

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



The Internet as Disintermediator



"Cutting Out the Middleman"



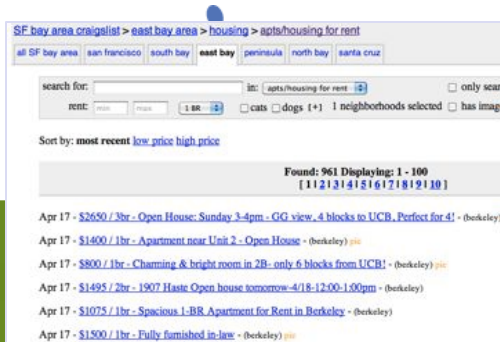
E-commerce is dominant or major channel

Downloadable products (software, mp3's, pornography)

Travel/event tickets/etc.

Public records





"Cutting Out the Middleman"

Successful partial disintermediation

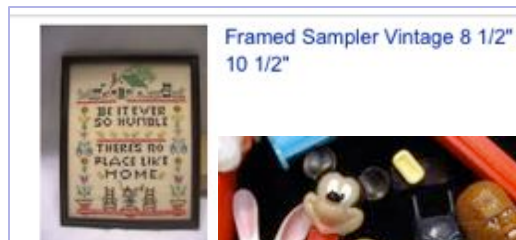
- Books (new & used)
- Some electronics & photo
- Some apparel (c. 10-15%)
- Rental real estate
- Used automobiles

"Stuff"



DELL™

ebay
Motors™





Disintermediating Commerce

Transactional disintermediation

Retail stocks & investment products (though transactions are online)

Groceries

Limited or niche disintermediation

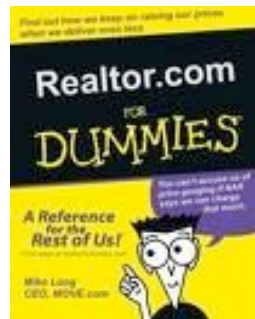
Real estate for sale

New automobiles

Pet food

Furniture

... 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 newspaper and book publishing industries are aimed at the U.S. 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





WHO KILLED THE POSTAL SERVICE?



Outlook grim for Postal Service as revenue ebbs

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

PRINT E-MAIL SHARE COMMENTS (22) FONT SIZE

(04-19) 04:00 PDT Washington -- The same forces that have weakened newspaper and book publishing industries are aimed at the U.S. Postal Service.

The Economist

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World politics Business & finance Economics Science & technology Culture The World

The Post Office

Neither snow nor rain

Nor heat nor gloom of night stays these couriers. But the internet will

Aug 20th 2011 | LOS ANGELES | from the print edition

Like 241 Tweet 19

Figure 2: USPS First-Class Mail Volume (1970-2010)

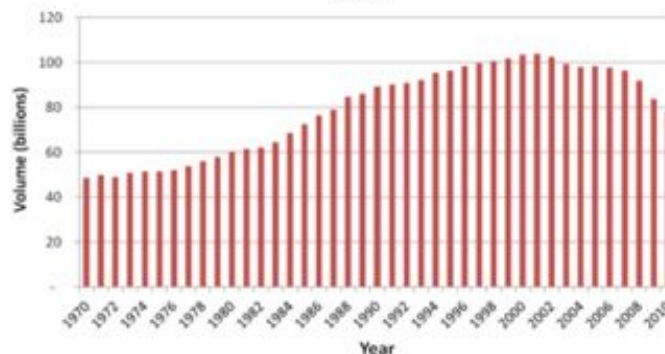
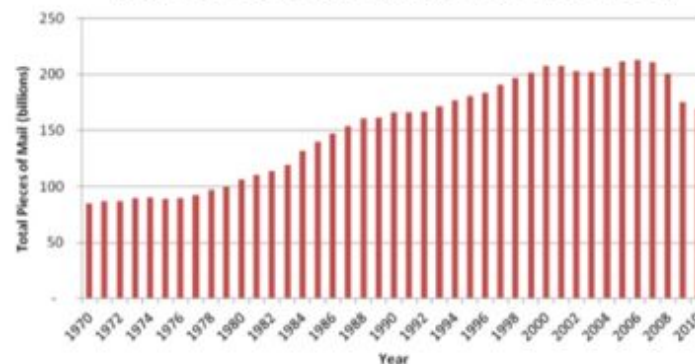


Figure 1: USPS Overall Mail Volume (1970-2010)



The Internet?
Labor costs?
Congress?



WHO KILLED THE POSTAL SERVICE?

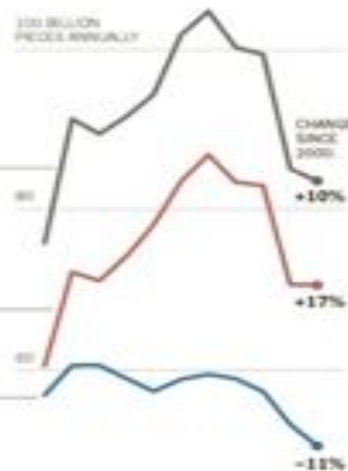


U.S. Mail, by the Piece ...

Here is a tally of items delivered by the Postal Service to American households. On average, more than 320,000 pieces of mail were processed per minute last year.

TOTAL ADVERTISING MAIL

The great bulk of postal volume; in decline even before the recession.



MASS MAIL ADVERTISING

Growth of high-volume commercial "standard mail" is the Postal Service's great hope for survival.



TOTAL FIRST-CLASS MAIL

This continues to erode, as people turn to electronic means to pay bills and write letters. About 15 percent of advertising mail is print first class — that, too, is falling.



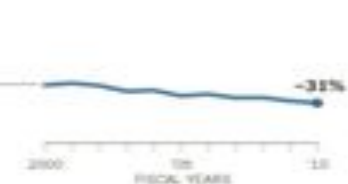
FIRST-CLASS MAIL: TRANSACTIONS

Bills, credit card statements, orders. Once people switch to electronic transactions, they rarely return to mail.



FIRST-CLASS MAIL: PERSONAL

This small segment — letters and greeting cards — is shrinking relentlessly.



The Internet?
Labor costs?
Congress?



Will newspapers go under?





End of the newspaper?



THE NEWS BUSINESS

OUT OF PRINT

The death and life of the American newspaper.

BY ERIC ALTERMAN

MARCH 31, 2009

The American newspaper has been around for approximately three hundred years. Benjamin Harris's spirited *Public Occurrences, Both Foreign and Domestick* managed just one issue, in 1690, before the Massachusetts authorities closed it down. Harris had suggested a politically incorrect hard line on Indian removal and shocked local sensibilities by reporting that the King of



"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."

SHARE f in

« Previous McArdle | Next McArdle »

EMAIL PRINT

This is the End of the Newspaper Business

OCT 26 2009, 4:10 PM ET

The New York Times

March 17, 2010

L.H.T. OP-ED CONTRIBUTOR

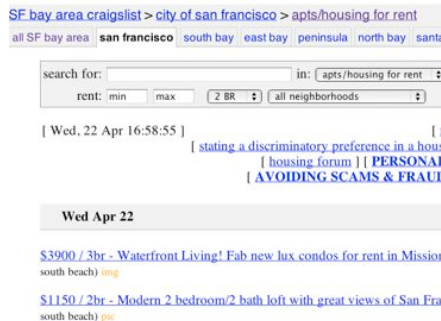
The End of Newspapers?

By MARIE BÉNILDE

Journalists are now in the same situation as steel workers in the 1970s: They are destined to disappear, but they don't know it.



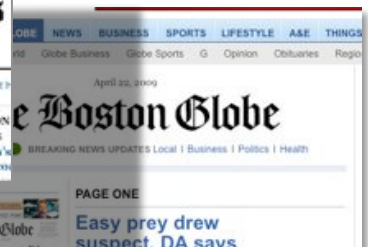
A Perfect Storm for the Old Media



Craigslist etc. divert classified advertising

News aggregators, blogs & online sources capture audience

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



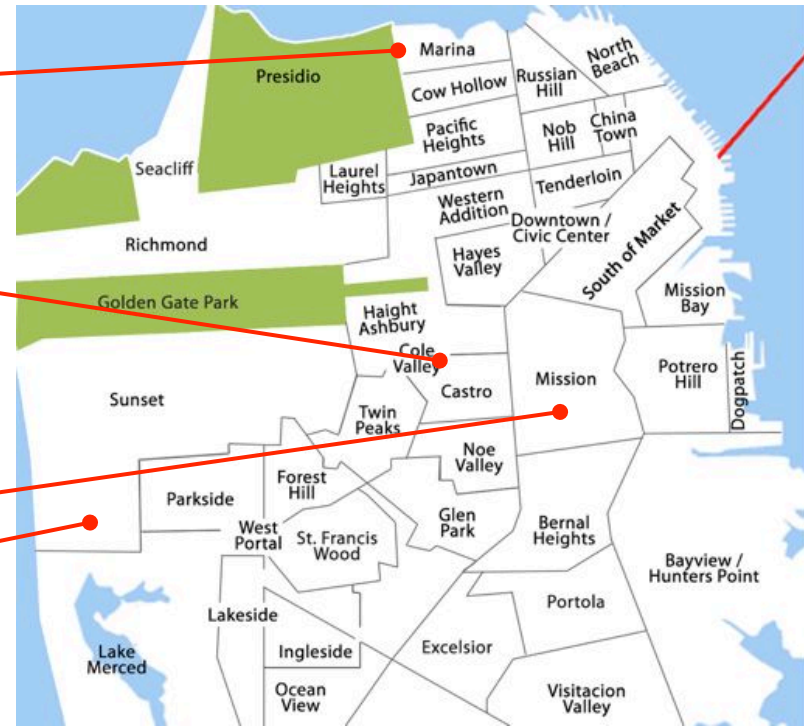
A Perfect Storm for the "Old Media"



Birmingham Metro
(orig. Daily News)
1st UK freesheet 1984

Competition from circulars, free dailies and weeklies (since 1950's)

Increased online competition lowers ad rates





The abyss?

BBC NEWS | News Sport Weather Travel TV

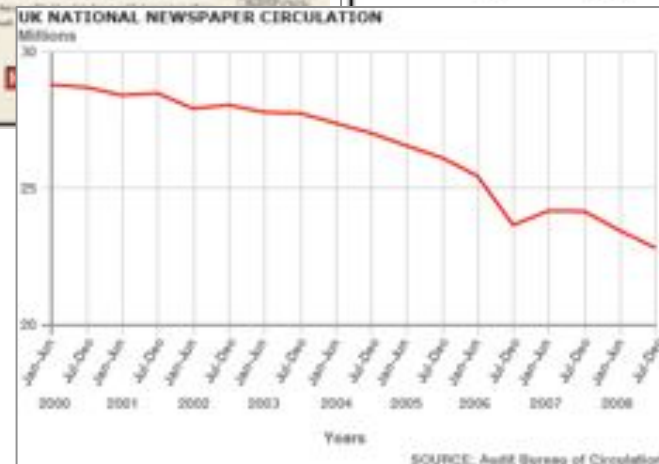
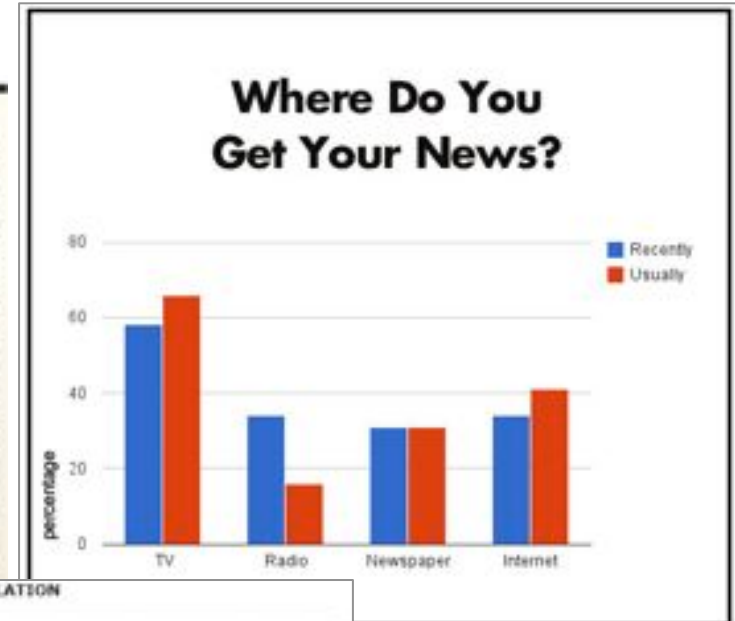
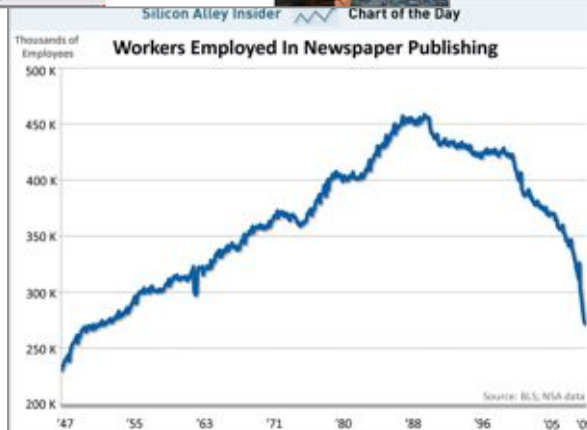
Page last updated at 14:18 GMT, Monday, 23 March 2009

News Front Page

Daily Mail group cuts 1,000 jobs

The Daily Mail and General Trust (DMGT) is to cut 1,000 jobs as the advertising slump continues to hurt newspapers.

Silicon Alley Insider | **Chart of the Day**





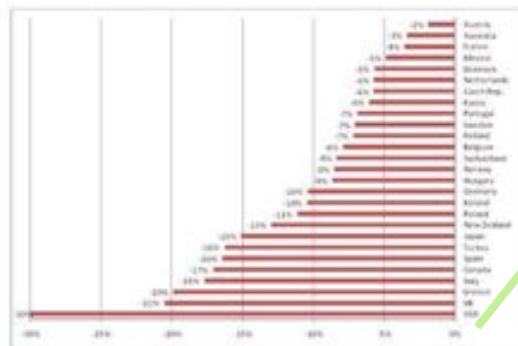
Dire Predictions

Date of extinction

2017

2018

2029



Drop in newspaper circulation





The affordances of everyday things

Affordance



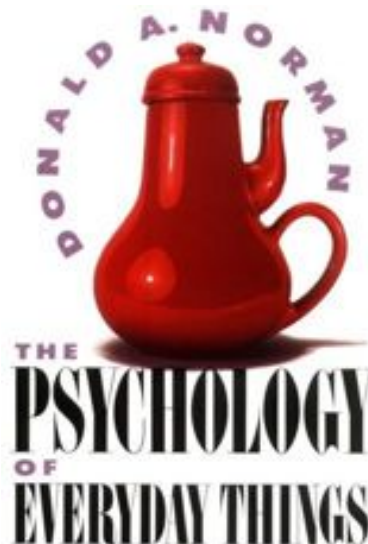
Picture closed apple unibody MacBook Pro

Fine line

Dint in the aluminium frame

Affordances: the only irregularity on the plain front of the notebook invites the user to place a finger. A gentle push opens the top part of the notebook like a clamshell. (The fine line strokes curiosity to find out if the object can get divided into 2 parts.)

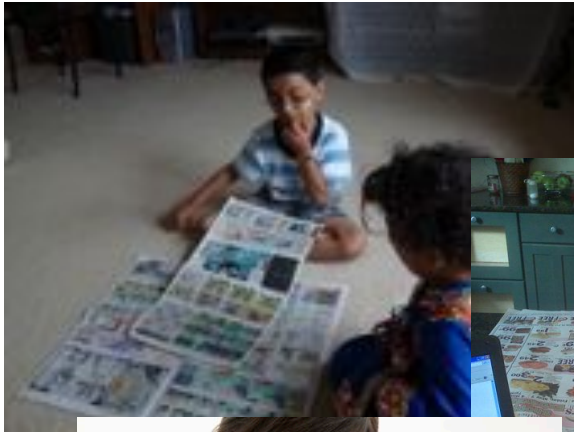
Affordances: "action possibilities" latent in the environment



J. J. Gibson



The affordances of newspapers





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



The affordances of newspapers



BLD017160 [RF] © www.viasaphotos.com

Spot the Out-of-Towner



The affordances of newspapers



BLD017160 [RF] © www.visualphotos.com

Spot the Out-of-Towner



The affordances of newspapers



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.



2) Fold open, 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%

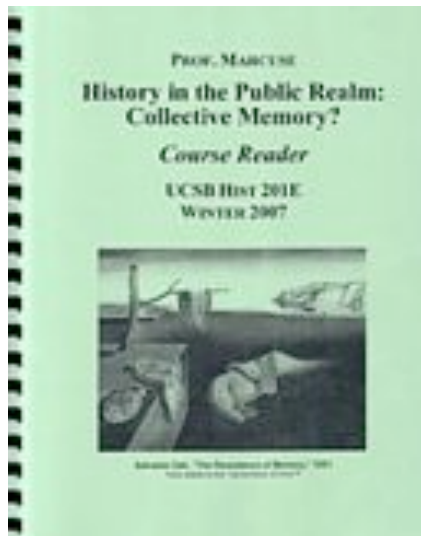
Online news users are wealthier, younger, better educated, whiter than other Internet users or general population, and far more likely to have broadband & wireless access.

(Pew survey, 2010)



The Disaggregation of Content

Unbundling the modularities imposed by physical packaging of informational goods.



Music > Rock > The Ukulele Orchestra of Great Britain

LIVE In London #1 (Live)

 \$11.99 Buy Album

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

CLEAN LYRICS

Top The Ukulele Or...

Songs Albums

1. The Good, the Bad and the Ugly
2. Life on Mars (simultaneous segue)

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



The Disaggregation of Content

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

Personalization: the daily "me"



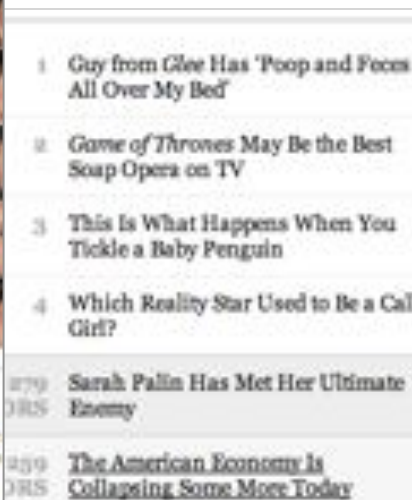


The Disaggregation of Content



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 "Big Board"



The Disaggregation of Content

Not that the principle is new...





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

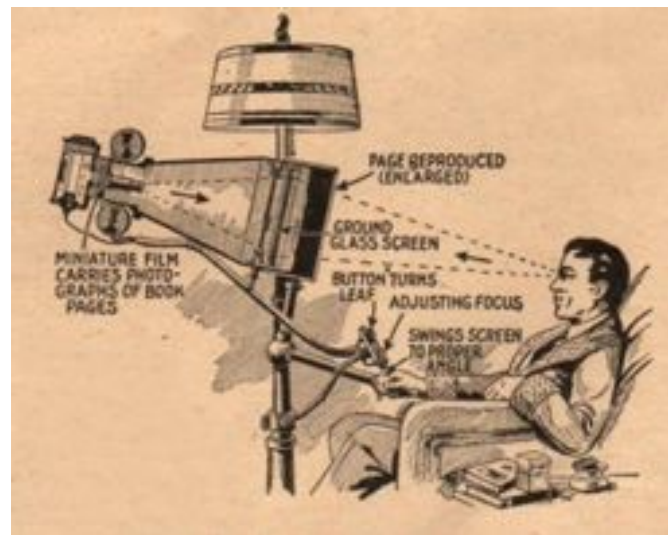
Subsidized by foundations & universities

"Last man standing"





What future for the book?





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

A clash of fetichisms

"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



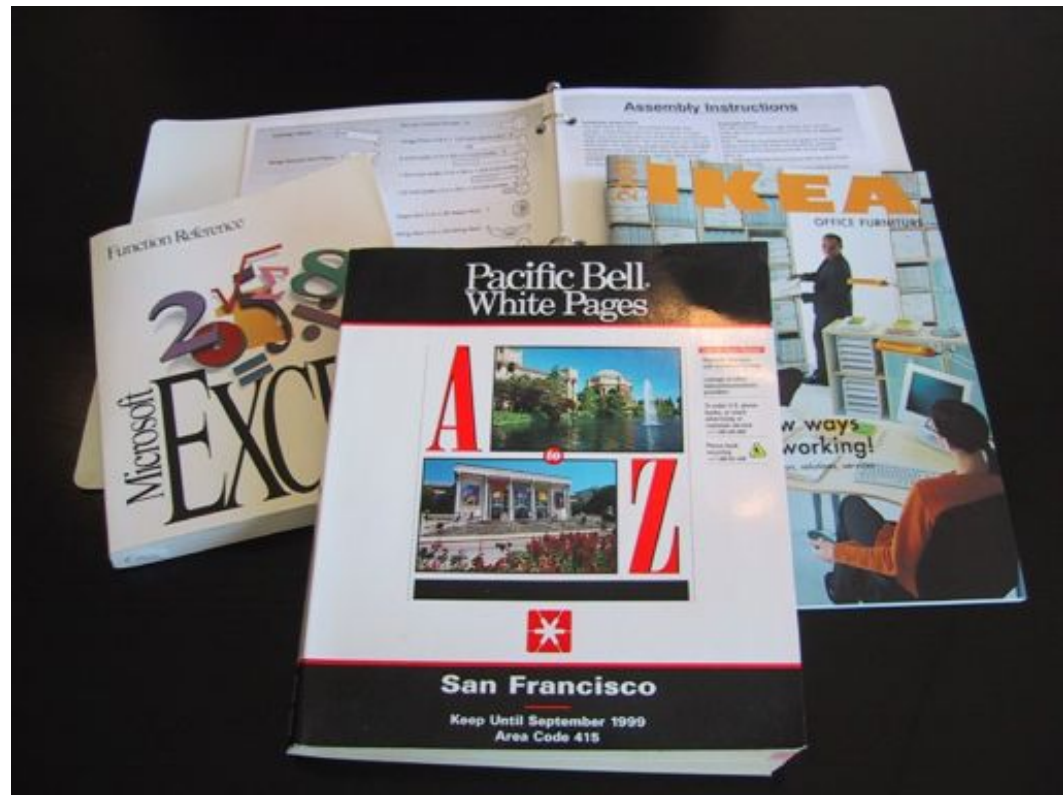


. . . THE BOOK





books. . .





... and the books we actually read





"Twitchy little screens" and the future of the book



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



"Twitchy little screens" and the future of the book



2000 Microsoft Reader debuts

2009 E-books begin to outsell paper

2016 Last print newspaper

2020 Dictionary definition of *book* changes

2019 Paper books remain popular among collectors...

A piece of history is gone – Microsoft Reader to be discontinued

August 15, 2011 | 9:57 am

AAAAAAA

Posted in: ereaders, Paul Biba

Tags: ereader, Microsoft, microsoft reader



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."

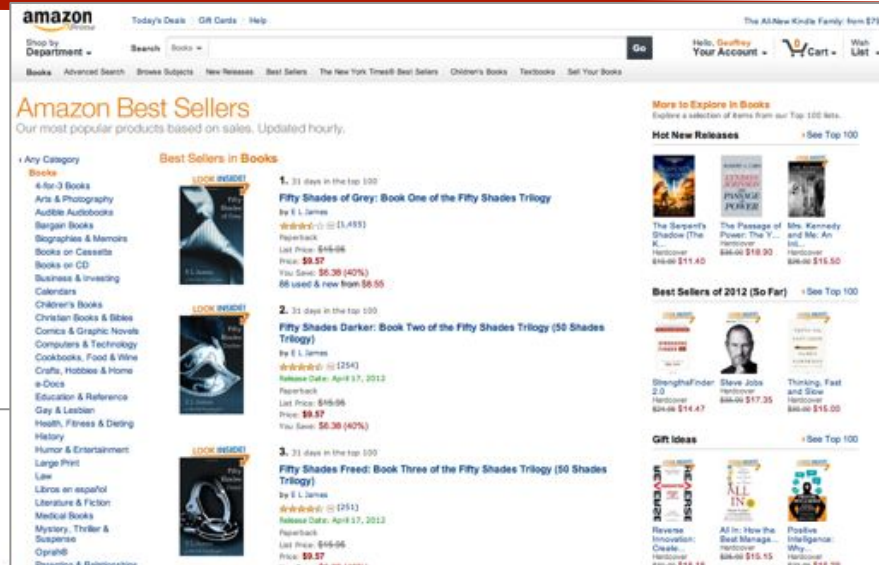
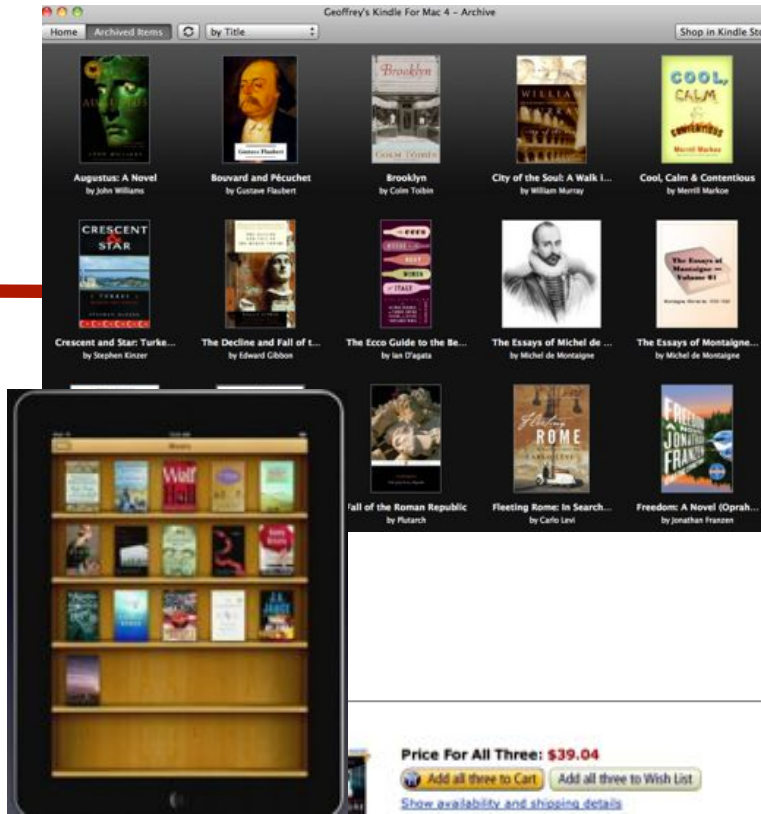
Jane Austen, in the final chapter of *Northanger Abbey*



The Epigraphic Book



The Epigraphic Book



What's lost & gained online?
Bookstores as showrooms...



Book of the Future... or the present?

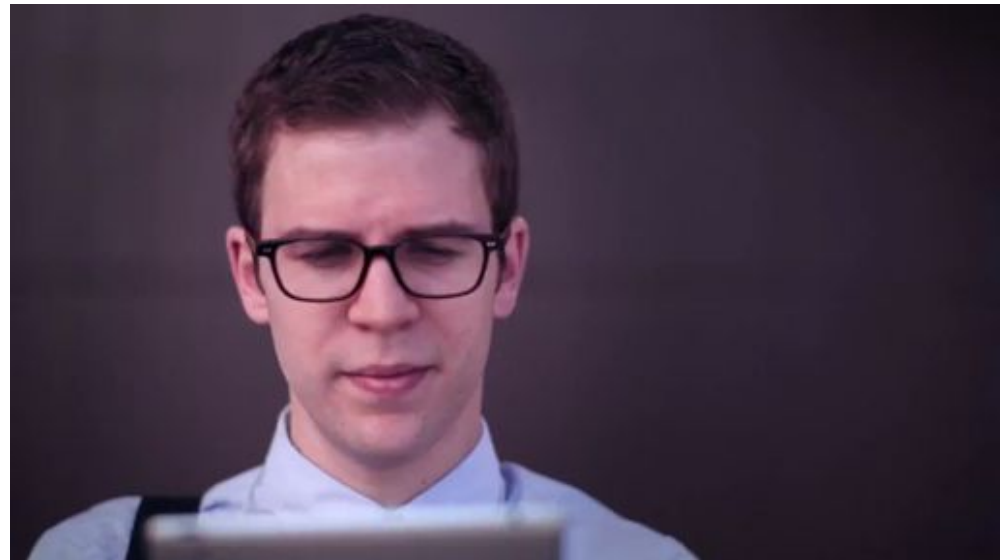
THE FUTURE OF BOOKS.

BY JAMES WARNER

♦ ♦ ♦ ♦

2020: All Books Will Be Cross-Platform and Interactive.

Future "books" will be bundled with soundtracks, musical leitmotifs, 3-D graphics, and streaming video. They'll be enhanced with social bookmarking, online dating, and alerts from geo-networking apps whenever someone in your locality purchases the same book as you— anything so you don't have to actually read the thing. Authors will do their own marketing, the reader will be responsible for distribution, the wisdom of crowds will take care of the editing, and the invisible hand of the market will perform the actual writing (if any). Writers will respond either by going viral or by going feral.



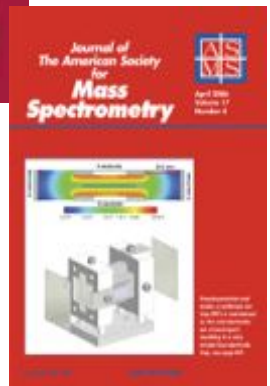


A choice we have to make?





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?

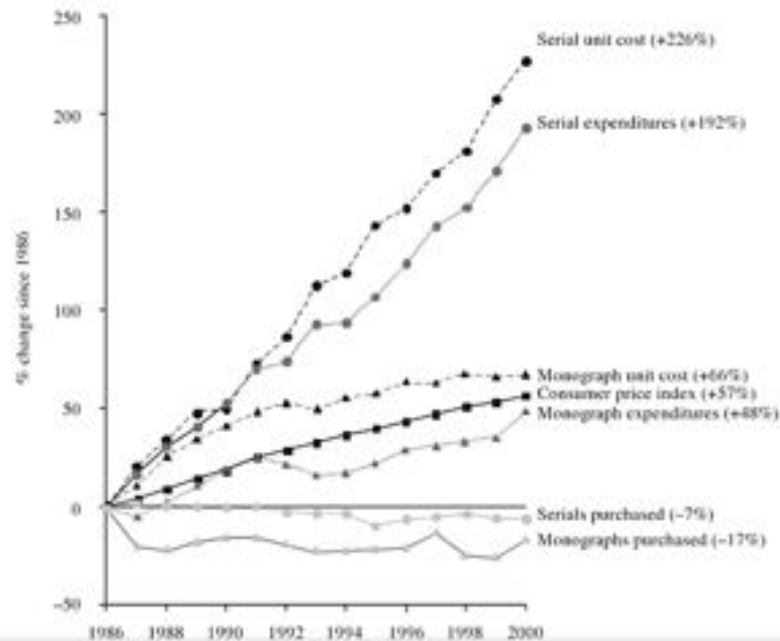


Figure 4.4 Monograph and serial costs in ARL libraries, 1986–2000



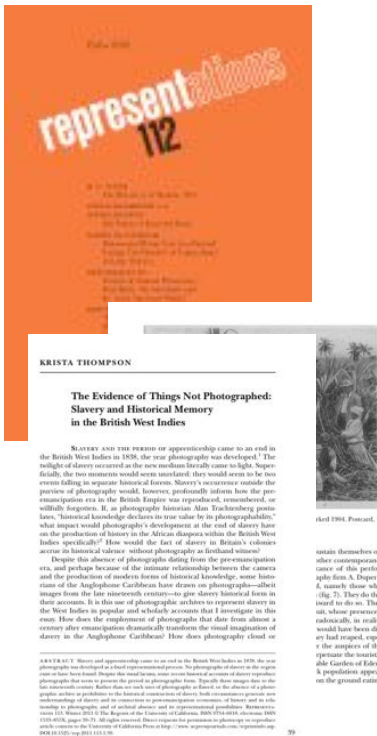
The crisis of scholarly publishing

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 MANSOON OR apprenticeship came to an end in the British West Indies in 1838, the year photography was developed. The twilight 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 forms. Slavery's recurrence outside the purview of photography would, however, profoundly inform how the pre-emancipation era in the British Empire was reproduced, remembered, or wilfully forgotten. It is a photographic historian Alex 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 value, without photography as firsthand witness?

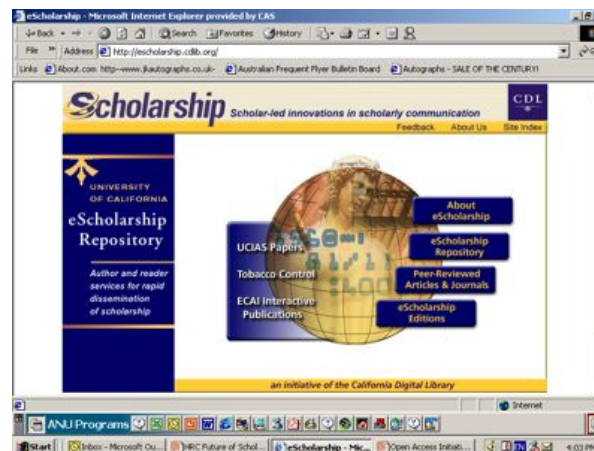
Despite the absence of photographs dating from the pre-emancipation era, and perhaps because of the unusual relationship between the camera and the production of modern forms of historical knowledge, some historians of the Anglophone Caribbean have drawn on photographs—often images from the late nineteenth century—to give slavery historical form in their accounts. It is the 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 extend or



Alfred Dyer, Portland.

contain themselves on other contemporary accounts of this period—photographs from the nineteenth century—those who (fig. 7). They do this in order to do so. They are, whose presence I subscribe, in reality would have been discredited, despite the auspices of the gentleman the Institute of the Garden of Eden, a population appear on the ground rating

ABSTRACT: Slavery and apprenticeship came to an end in the British West Indies in 1838, the year photography was developed. The twilight 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 forms. Slavery's recurrence outside the purview of photography would, however, profoundly inform how the pre-emancipation era in the British Empire was reproduced, remembered, or wilfully forgotten. It is a photographic historian Alex 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 value, without photography as firsthand witness?



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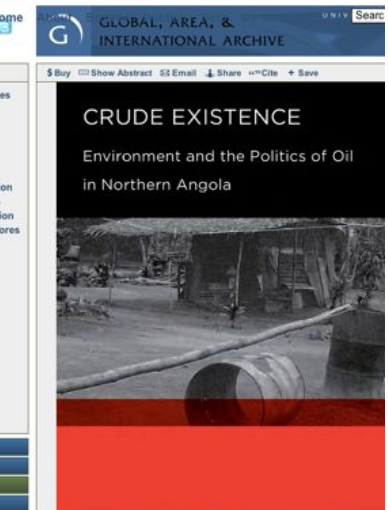
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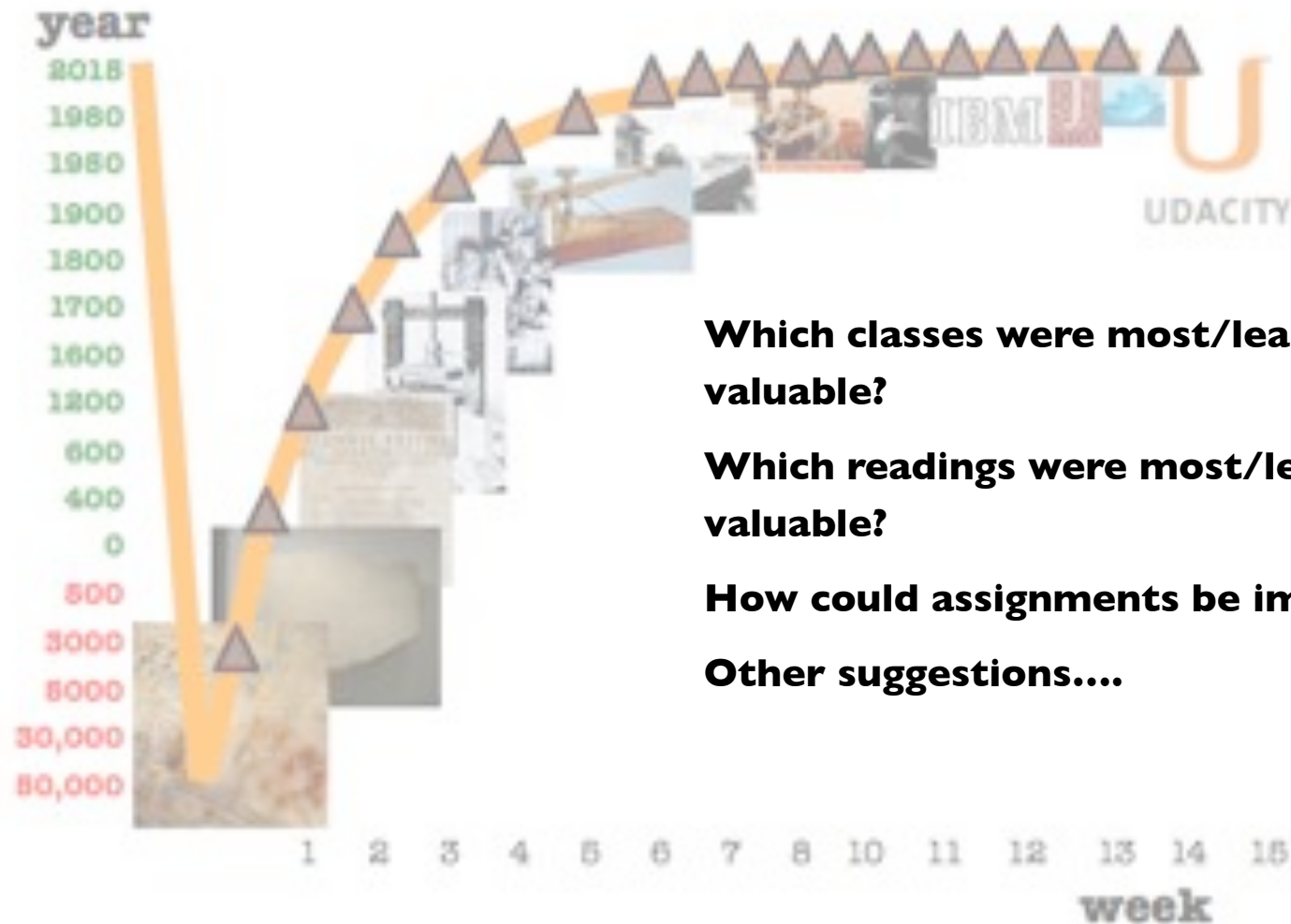
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Looking Backwards



Which classes were most/least valuable?

Which readings were most/least valuable?

How could assignments be improved?

Other suggestions....



Good-bye and good luck

