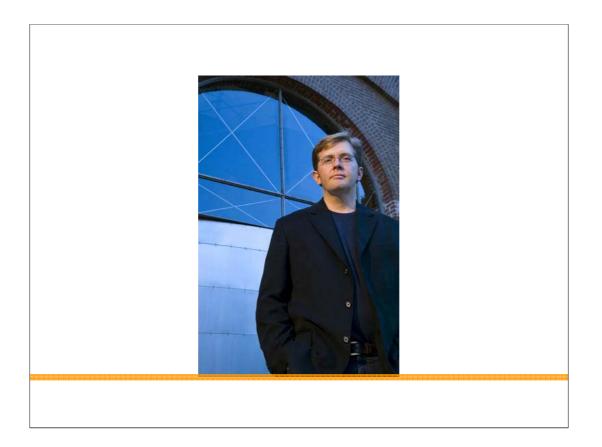
Everything is miscellaneous

David Weinberger Ph.D. self@evident.com Harvard Berkman Center for Internet & Society April 4, 2008 Topic Maps Oslo



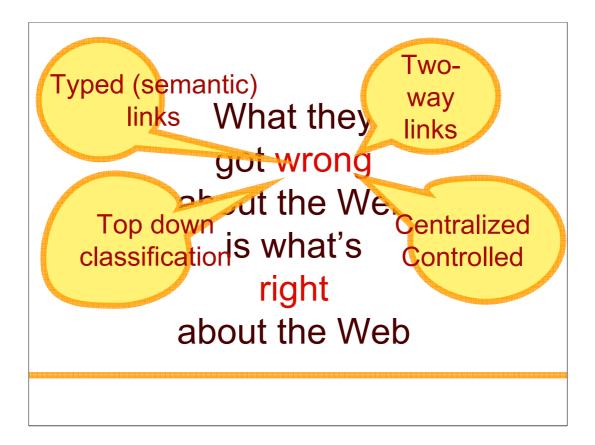
I very much eenjoyed Alex's excellent keynote yesterday. It's good to remember that ideas have histories For one thing, it keeps us humble. But I want to disagree with him a bit, although in a way I strongly suspect he actually agrees with.



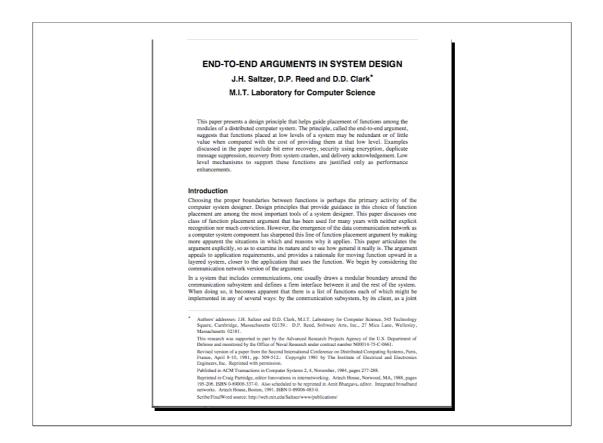
Alex pointed to Paul Otlet, Vannevar Bush, Ted Nelson and even Sir Tim Berners Lee'as Enquire project as having precursor ideas about the Web, some of which were better than the Web that actually came to be.



But, what was better about the web that these folks envisioned actually would have kept the Web from existing.



They saw typed links, two way links, with top down classification and centralized control. Ted Nelson's Xanadu, for example, required a central registry to achieve the two way links and to enable authors to ahve economic control over their works.



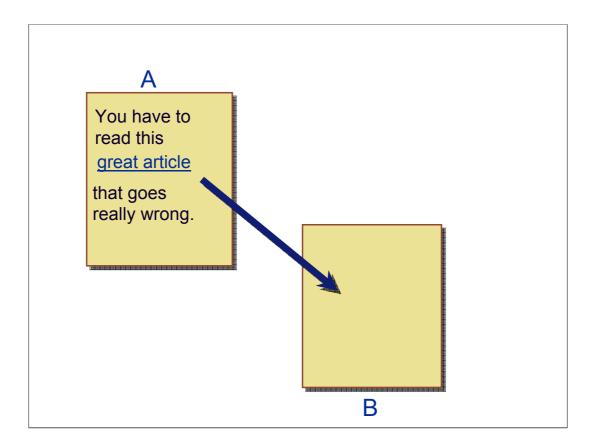
The Internet as we know it had a foundational moment in 1981 with the publication of the end to end argument, by Saltzer, Reed and Clark. It argued, counterintuitively, that the best network would have the fewest possible services built into it.



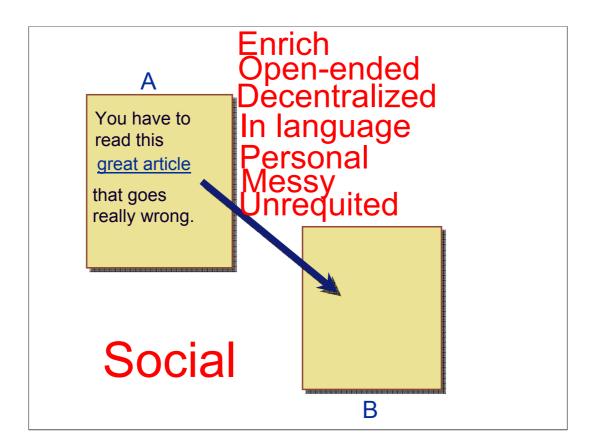
end to end keeps services out of the center. Instead of building in search, for example, which you can anticipate everyone on the Net is going to want, you keep it out of the center. As a result, You get Google. But, you get other search engines. Most important, you get innovation and freedom as network properties, because you don't anticipate what people need. Thus, no typed links.



Thus, no typed links built in. The architecture of the Web has links as a built-in service, but the typing happens on the edge.



Not only does this make hyperlinks so easy to use. It also means the typing is done in language.



Hyperlinks enrich...etc. They bring much more meaning.



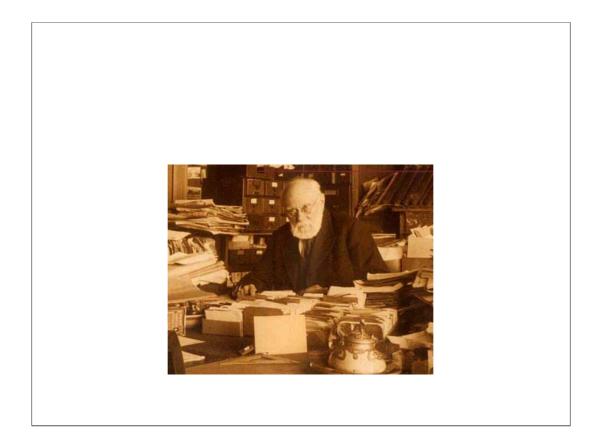
These are typed links.



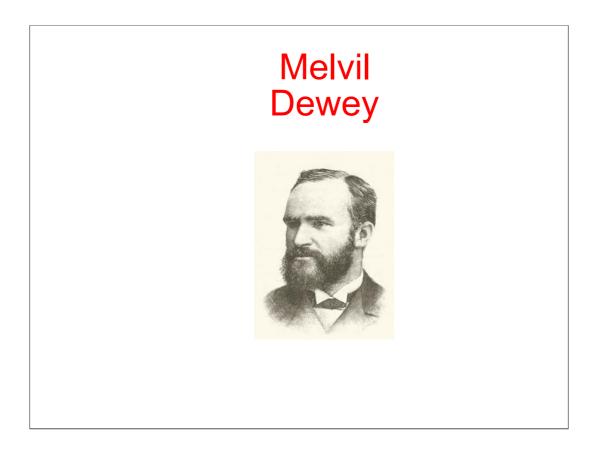
The openness and ease of the Web leads to abundance...including an abundance of meaning.



we get an abundance of good and an abundance of bad. We';ve tended to focus on how to protect citizens from the bad, but if an abundance of crap is worrying, abundance of good is terrrifying.



For example, the fact that ten years later, they've only catalogued a tenth of Otlet's library indicates the problem with abundance. The old methods don't scale.



The problem is that our old methods don't scale.

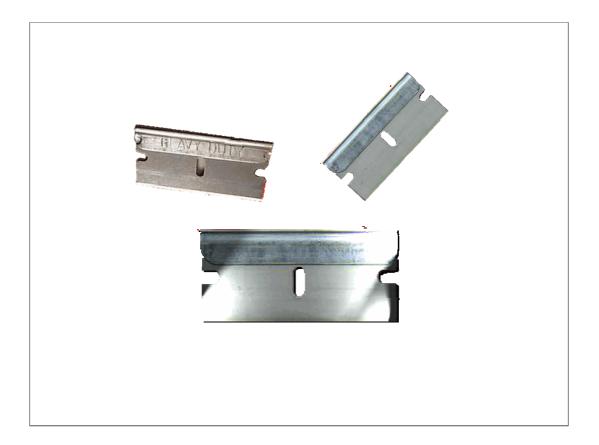
100 Philosophy & psychology		
101 Theory of philosophy		
102 Miscellany of philosophy		
103 Dictionaries of philosophy		
104 Not assigned or no longer us	ed	
105 Serial publications of philosop	ohy	
106 Organizations of philosophy		
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137 Divinatory graphology		
138 Physiognomy		
139 Phrenology		
140 Specific philosophical schools	5	
141 Idealism & related systems		

207 Education, research in Christianity
208 Kinds of persons in Christianity
209 History & geography of Christianity
210 Natural theology
211 Concepts of God
212 Existence, attributes of God
213 Creation
214 Theodicy
214 Theodicy
215 Science & religion
216 Good & evil
217 Not assigned or no longer used
218 Humankind
219 Not assigned or no longer used
220 Bible
221 Old Testament
222 Historical books of Old Testament
223 Poetic books of Old Testament
224 Prophetic books of Old Testament
225 New Testament
226 Gospels & Acts
227 Epistles
228 Revelation (Apocalypse)
229 Apocrypha & pseudepigrapha
230 Christian theology
231 God
232 Jesus Christ & his family
233 Humankind
234 Salvation (Soteriology) & grace
235 Spiritual beings
236 Eschatology
237 Not assigned or no longer used
238 Creeds & catechisms
239 Apologetics & polemics
240 Christian moral & devotional theology
241 Moral theology
242 Devotional literature
243 Evangelistic writings for individuals
244 Not assigned or no longer used
245 Texts of hymns 246 Use of art in Christianity 290
246 Use of art in Christianity
247 Church furnishings & articles
248 Christian experience, practice, life
249 Christian observances in family life
250 Christian orders & local church
251 Preaching (Homiletics)
252 Texts of sermons
253 Pastoral office (Pastoral theology)

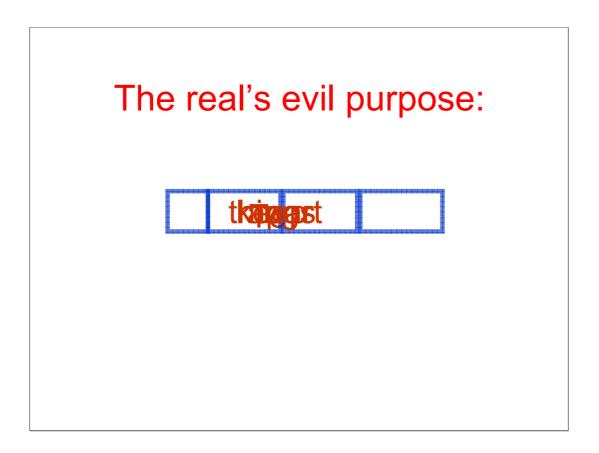
296 Judaism 297 Islam & religions originating in it 295 Zoroastrianism



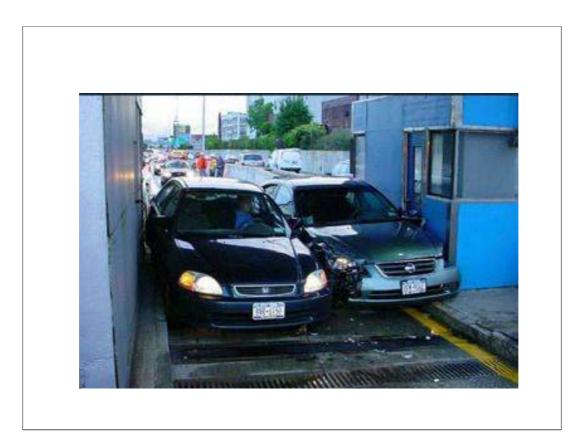
4 Religions of Indic Origin 294.3 Buddhism



Why hasn't it been fixed? Because we don't agree.



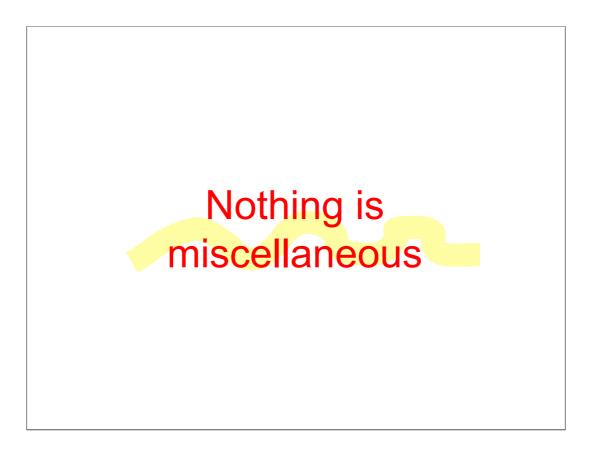
The problem is that we don't agree but we've had to make single choices. We have to give everything it's place because reality's evil purpose is in fact to make sure that every thing is in a place and no two things are in the same place at the same time...



No matter how hard we try



When everything has its place, place takes on political significance – limited space, and a single order. Somebody has to decide what goes in the space 2/3s of a meter square, and where it goes. Those who decide what is worth our attention and how important is have authority and power. Usually they do a good job. The limitations of the real gives rise to politics, power and authority.



Take a step back to look at why we're able to organize our world. Because, although everything is miscellaneous, we never let it stay that way. We can't. We have to classify and categorize.

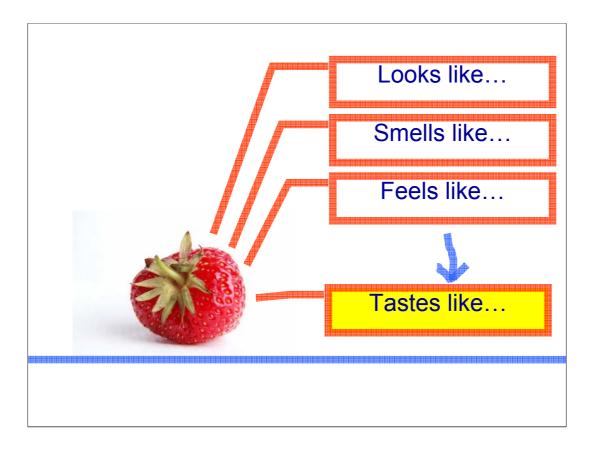


Classification puts like next to like.

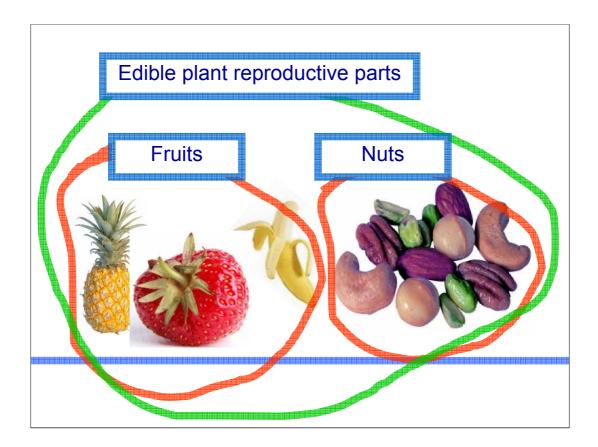


Classification puts like next to like. Of course, we get to choose what trait we're comparing. So, at one moment we may put the curry powder with the oregano because they're both flavorings, and at the next we might put it with hot things or Indian things.

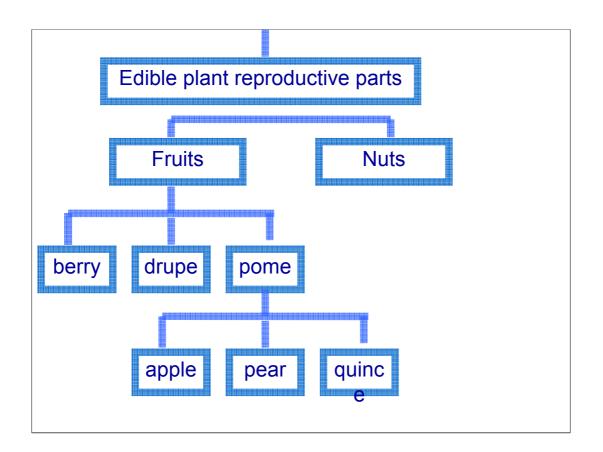
Not much is riding on where we put the curry. It's really just a matter of convenience.



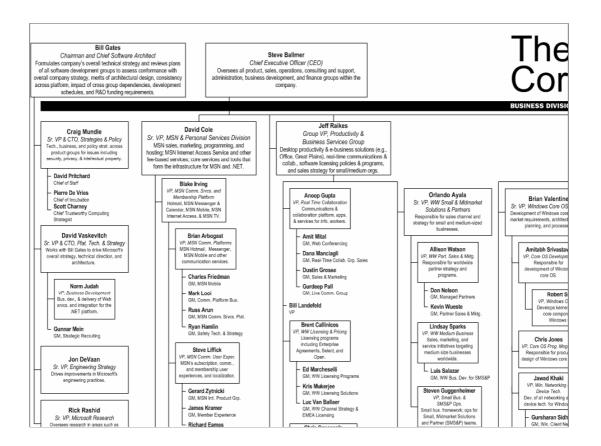
Classif is possible because if an object looks like other strawberries, smells like them, and feels like them, it's a good guess that it's also going to taste like them and be digestible like them. There are a number of ways that can go wrong, but usually we don't end up picking pieces of wax fruit from out of our teeth.



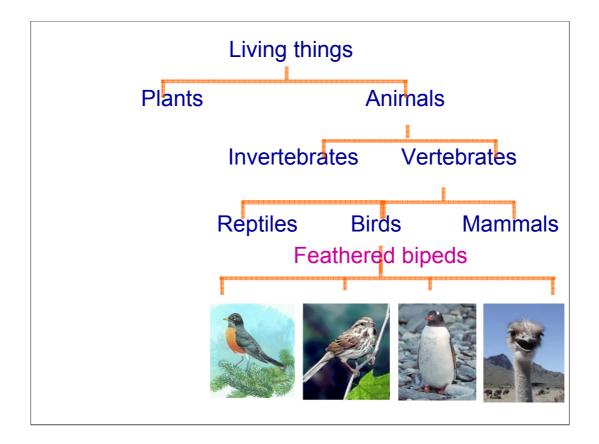
Words put like next to like, but taxonomies go further. They find an order among those clusters of likeness.



In a perfect taxonomy, everything being taxonomized has its place. The places themselves are nested hierarchically: an apple is a type of pome, which is a type of fruit, a type of plant, a type of living thing, a type of thing.



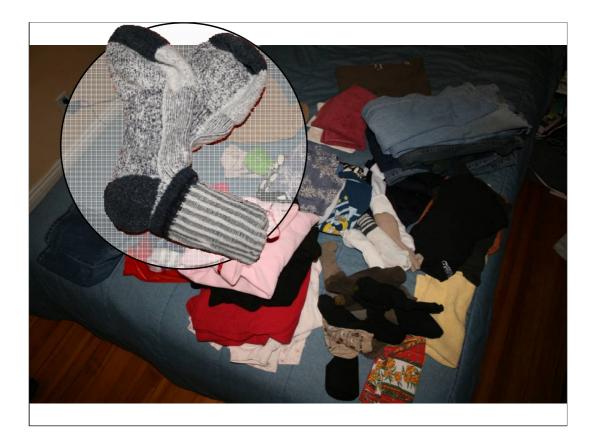
We really like this way of organizing. It's strongly typed, where the links only have one meaning.

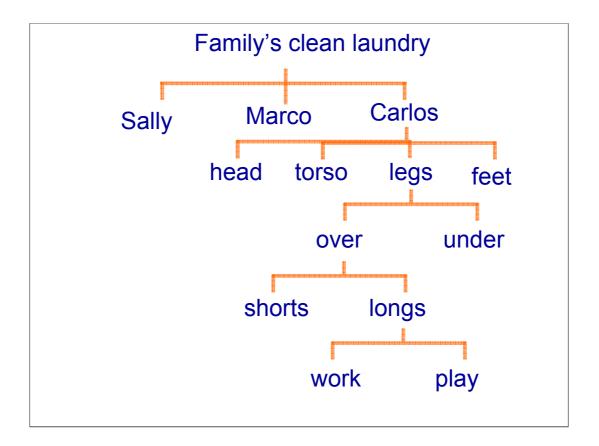


We've defined things by their place in the taxonomy. Everything has just one place. And everything has a clear definition. We've thought that this is how the universe itself is ordered, and that our figuring out the order was figuring out the universe.



But here's where that form of order actually comes from.





Trace the history of lumps and splits and a tree of laundry emerges. Aristotle's system is bound by the limitations inherent in the physical. Everything has to go in a place. And it can only go in one place, which means there's only a single principle by which we sort any one branch.



Topology of order shaped by paper. Idea that there is a single way of ordering.



Here's a framing



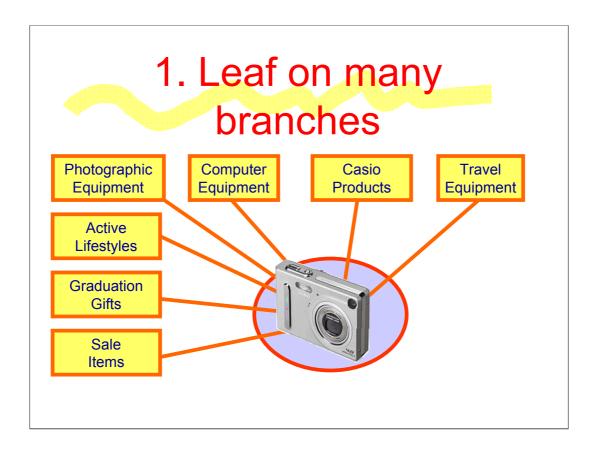
First order: Organize the objects themselves.



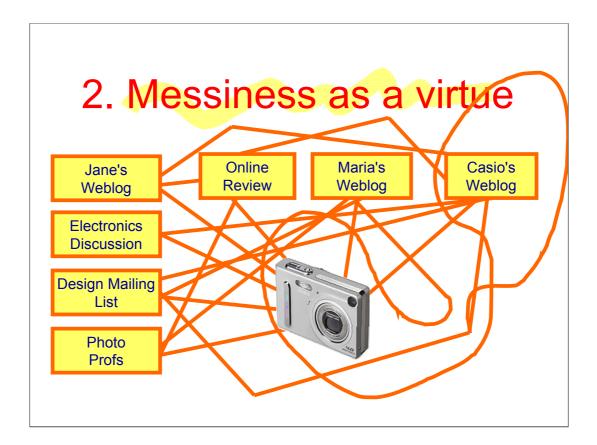
Have to reduce the data



Now we're digitizing everything. It's a third order of order in which the content and the metadata are both digitized. And this changes the basics.



First, you can file things in as many categories as you'd like.



Neatness is a limitation we don't need any more.



We are used to the idea that there's a difference between data and metadata.



Everything now is metadata. Get it all back. Huge messy arrays



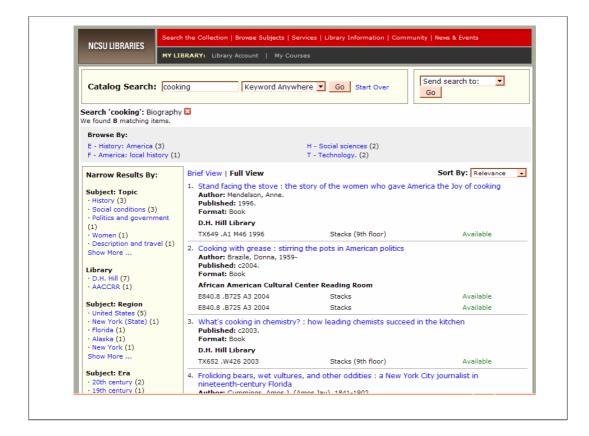
Got smarter



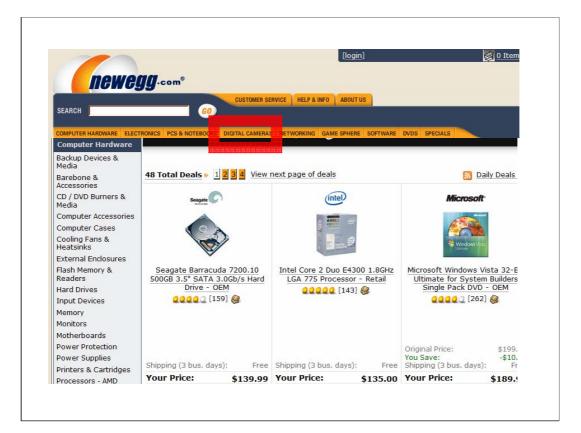
This, by the way, has serious consequences for what we consider to be the most basic carrier of ideas, since books are based around the idea that knowledge is to be contained, not exploded into links.

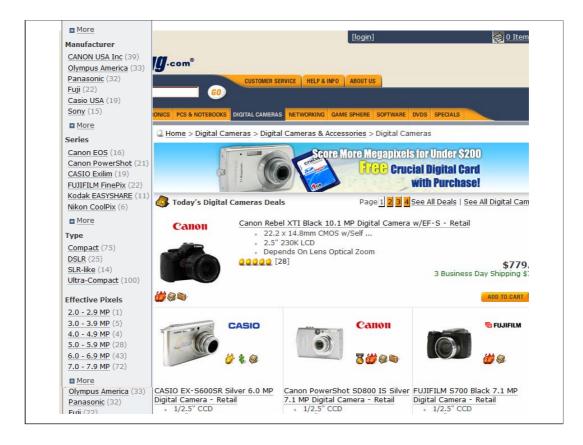


Third: Users own the organization of information.



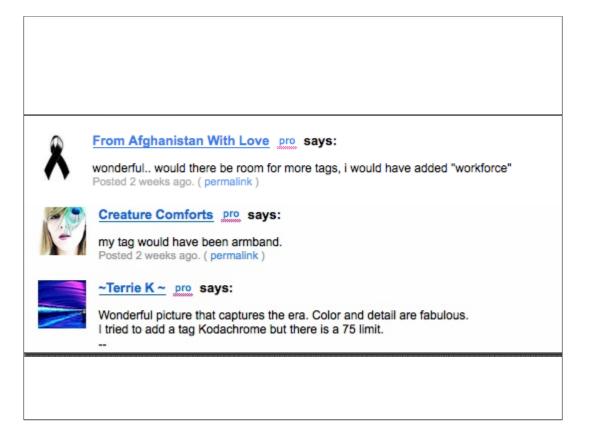
Faceted example - north carolina state





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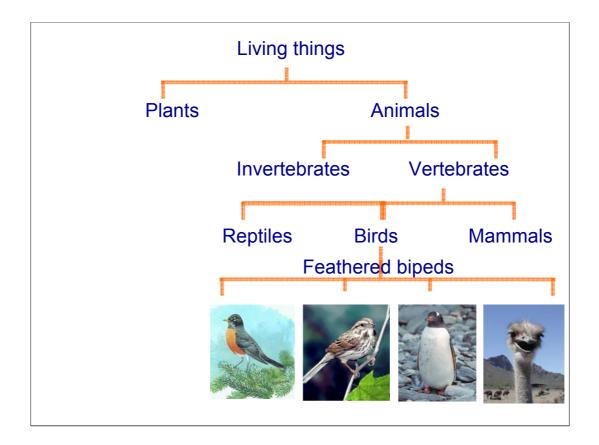
Example of messiness adding info. The library of congress recently posted 3,000 photos from its collection at flickr because taxonomists can't keep up, it unleashed the abundance. They post the official metadata, but people contribute unexpected tags. They annotate the photo itself and conversations happen there.



Discussion springs up. Back and forth. Variety of topics. LC jumps in. This is what's happened to the neat world of information, carefully arranged, in one place at a time. Mess but useful. Enabling mess enables info to be added and found.



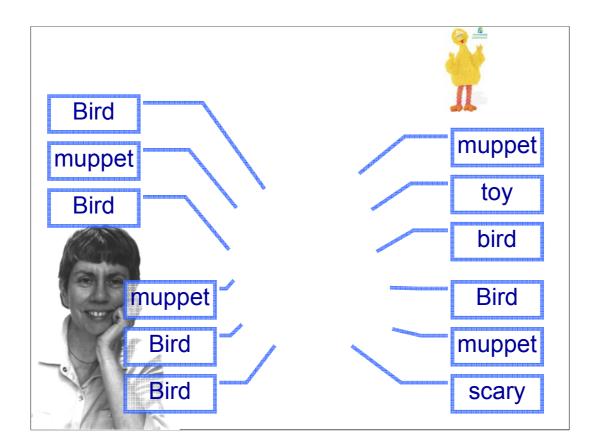
In two parts



We think things have definitions, that we know them through their definitions, and that those definitions are—or should be—clear and unambiguous.



Unfortunately, that's not the way we work. Eleanor Rosch, at UC Berkeley, in the 1970s gathered the empirical evidence that we humans don't actually work the way the philosophers thought. We do not categorize, even at the level of using words, on the basis of definitions. We often cannot even articulate the definitions of words we are perfectly comfortable with. Rather, we generally learn concepts through prototype examples. Our parents point to a robin and say, "Birdie! Look at the birdie." The robin becomes a prototype of a bird, and we assimilate other animals to the bird category if they are like the robin. But they may be like a robin in various, unarticulated ways.



Tags capture this ambiguity. They don't insist on things being in one category. Something can be 73% in one and 56% in another.



I can't tell you everything about my children. If I could, something would be wrong with our relationship.

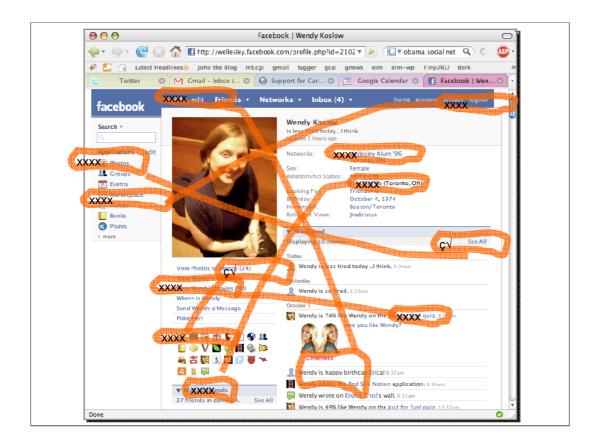


If everything about a character can be expressed by saying she's the dumb blonde or the wisecracking sidekick, the character has failed.

So, I can't tell you everything about my children. But here's what our relationship looks like to Facebook, when my son friended me.

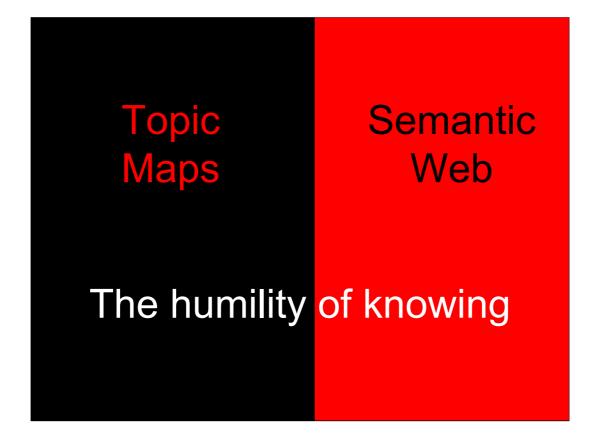
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This is a poor beginning. But it's just the beginning.



Facebook becomes useful as more and more messy connections are added. Much of what matters there is what's not said, what's implied by relationships or norms, what's left out... as with all human relationships.

The solution to the information mess (Prepare for disappointment.)

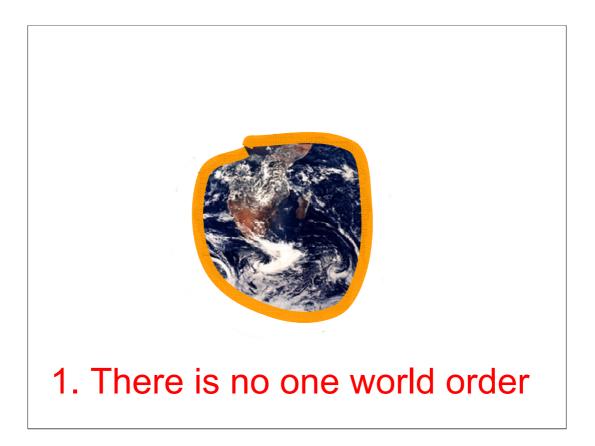


Who wins? Topic Maps are better able to represent humanunderstandable, fuzzy knowledge. Semantic Web presents logically actionable info. But the real winner is humility

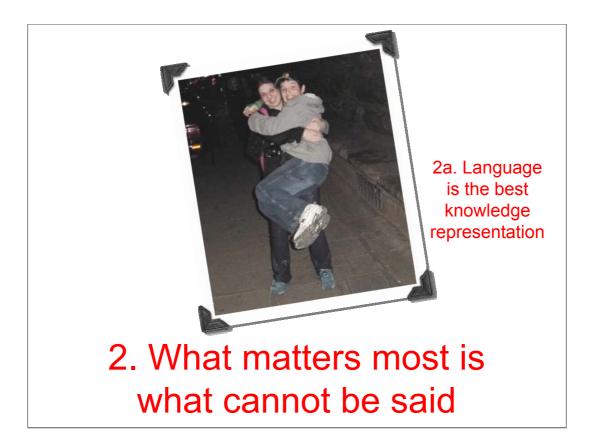




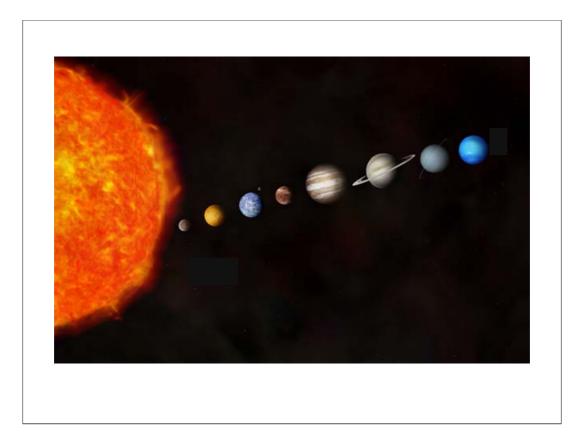
There is no one map...



of the world. The world appears to us according to our culture and our interests. We get to choose the likenesses that lets us see the orders of our world.



What matters most is what is Complex, unspoken, fuzzy.



There is no one world order.



We therefore need every tool for seeing the world



We can only do this together. This is a social task and a never ending one since it also creates our shared social world.

