

UNIVERSIDAD
NACIONAL
DE COLOMBIA

**Cátedra
Pedro Nel Gómez:**
Mindset innovador a
prueba de futuro

PROYECTO CULTURAL, CIENTÍFICO Y COLECTIVO DE NACIÓN



Cátedra
Pedro Nel Gómez:
Mindset innovador a
prueba de futuro

Docente:

Ingeniero administrador
Juan David Correa Toro

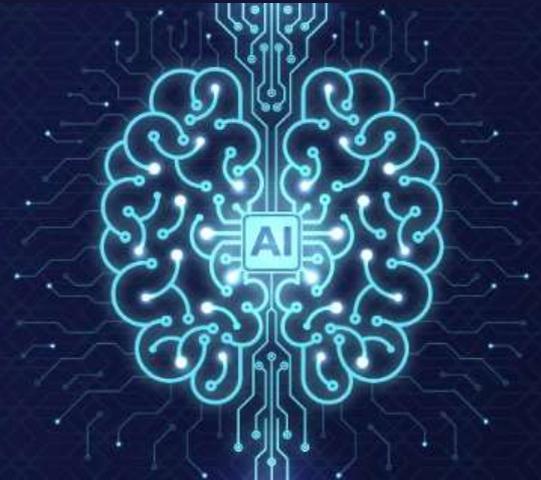


Código: 3011073 - asignatura de Libre Elección de 3 créditos

Sacándole provecho a las **tecnologías exponenciales** parte 4:

Internet: la gran maravilla de nuestros tiempos: **la revolución social de la web**

**Cátedra
Pedro Nel Gómez:
Mindset innovador a
prueba de futuro**



Agenda

- El contexto.
- Los resultados.
- Una guerra.
- El triunfo de la usabilidad.
- De ladrillos a bits.
- El inicio de una revolución.
- Algunos logros de esta era.
- La revolución social de la web.
- Principios activos.
- Cambios generados.
- El nuevo mundo que se abrió



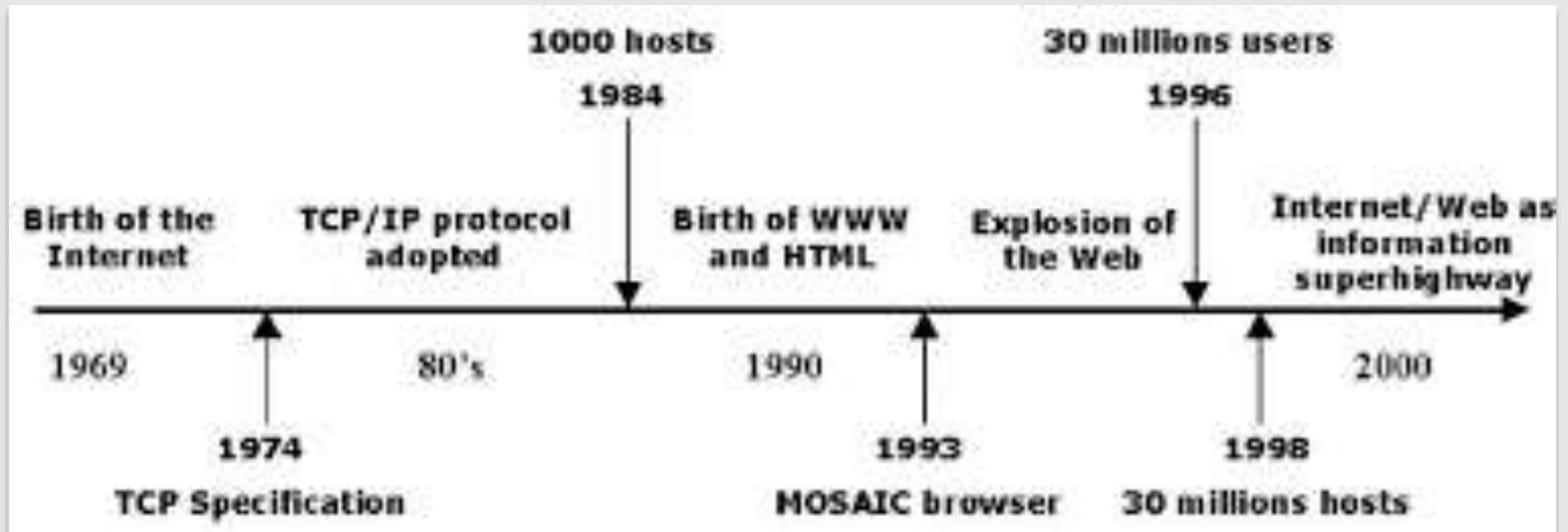
WHY

HOW

WHAT

El contexto

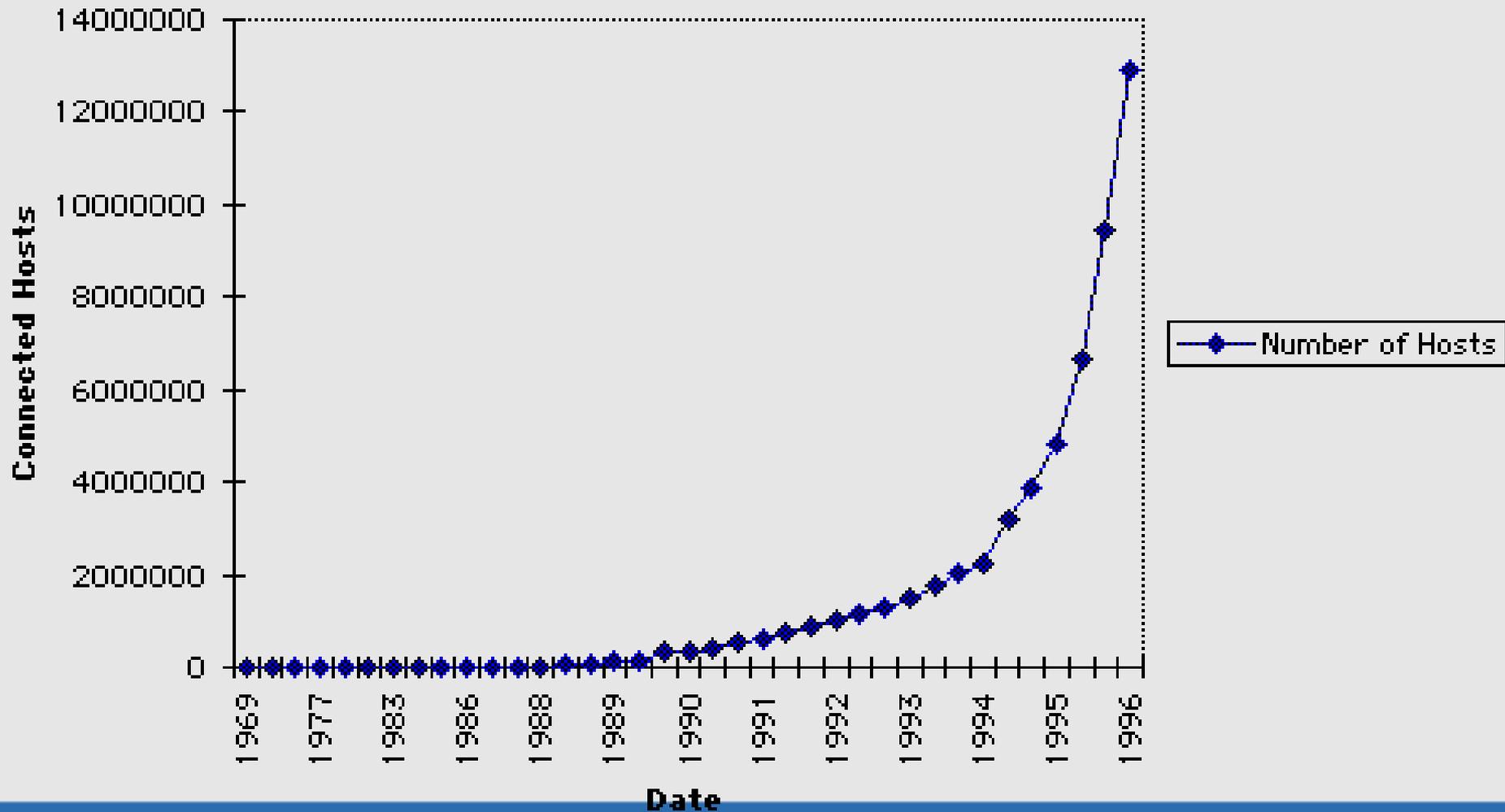
Esto ya había quedado atrás



**WELCOME
TO THE
WORLD WIDE WEB**



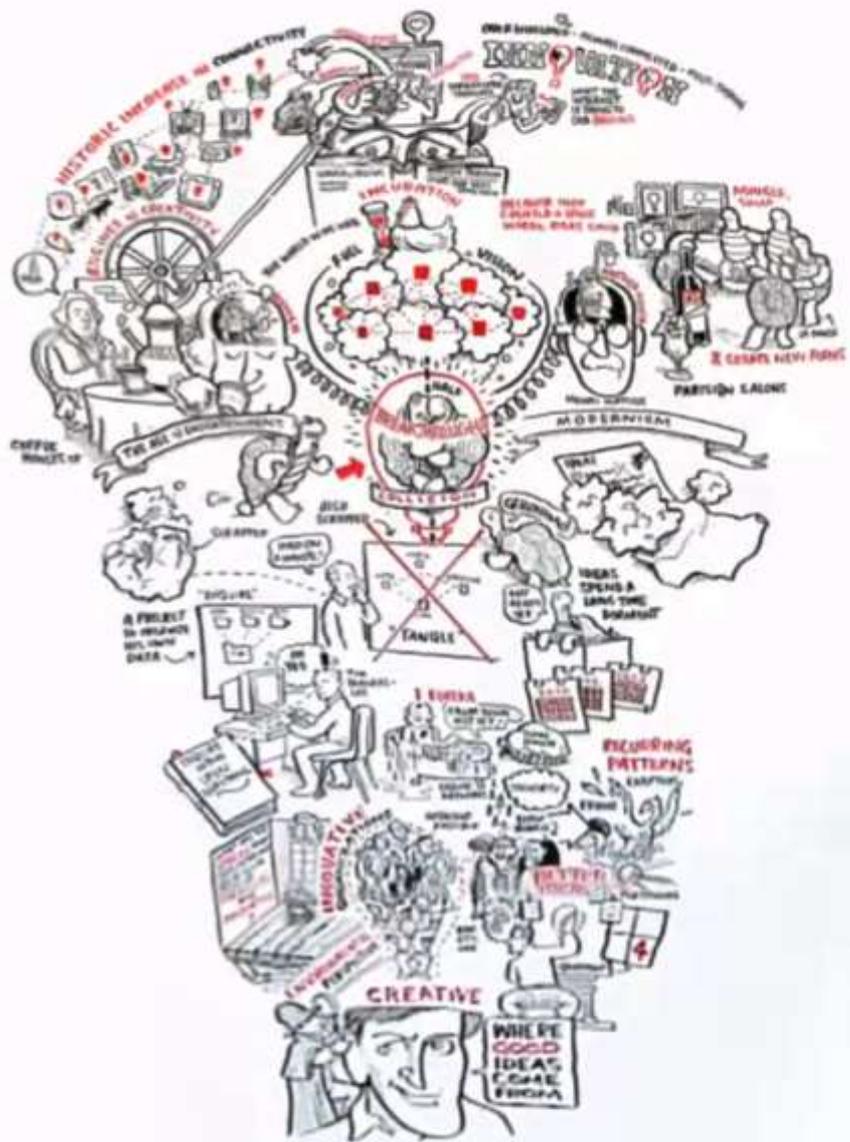
Internet Hosts – Growth in Numbers



Un escenario que tiene **mucho**
que ver



La suerte favorece a las mentes conectadas



**STEVEN
JOHNSON**

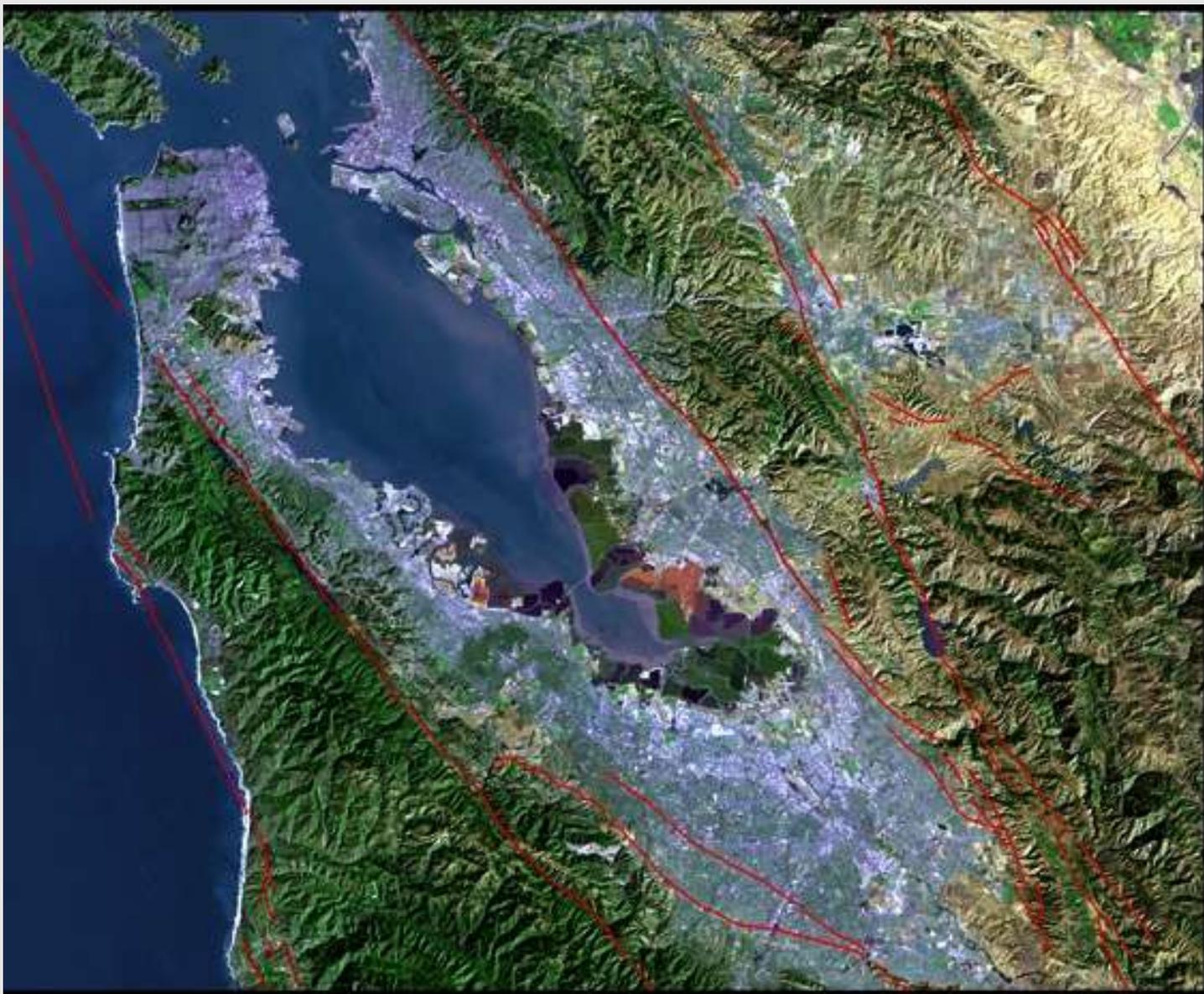
STEVEN JOHNSON

WHERE GOOD IDEAS COME FROM

THE NATURAL HISTORY OF INNOVATION

FROM THE BESTSELLING
AUTHOR OF *EVERYTHING
BAD IS GOOD FOR YOU*
AND *THE INVENTION
OF AIR*





```
##### on: [mailto:#####]  
##### on the text  
#####  
#####  
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SILICON VALLEY

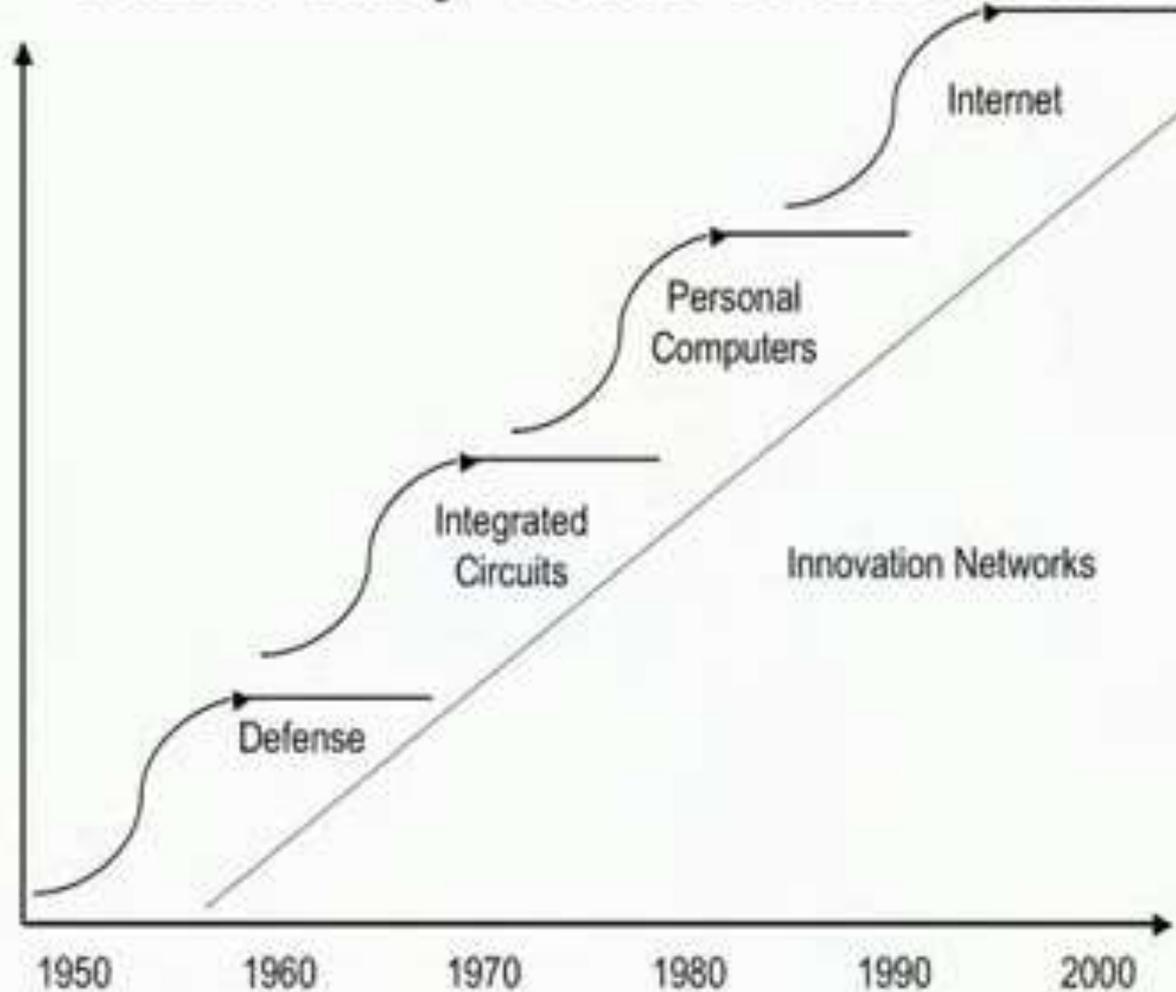


San Francisco

Silicon Valley



Silicon Valley - Waves of Innovation



SILICON VALLEY



social mediaville

BIOTECHBORO

South San Francisco

The biotech industry was born here. Or was it spliced?



San Francisco's South of Market neighborhood

The young, hip and creative help the geeks at the hot social media companies.



Software City

Redwood City

Thanks to heavyweights Oracle and Electronic Arts, this is a programmers' haven.



FACTORY TOWN

Fremont

Where companies manufacture things.



VENTURE LAND

Sand Hill Road in Menlo Park

The world headquarters of the VC industry.



the incubator

Palo Alto

Students and professors wander off the Stanford campus, hatch their companies -- and move on.

Startup Central

Mountain View

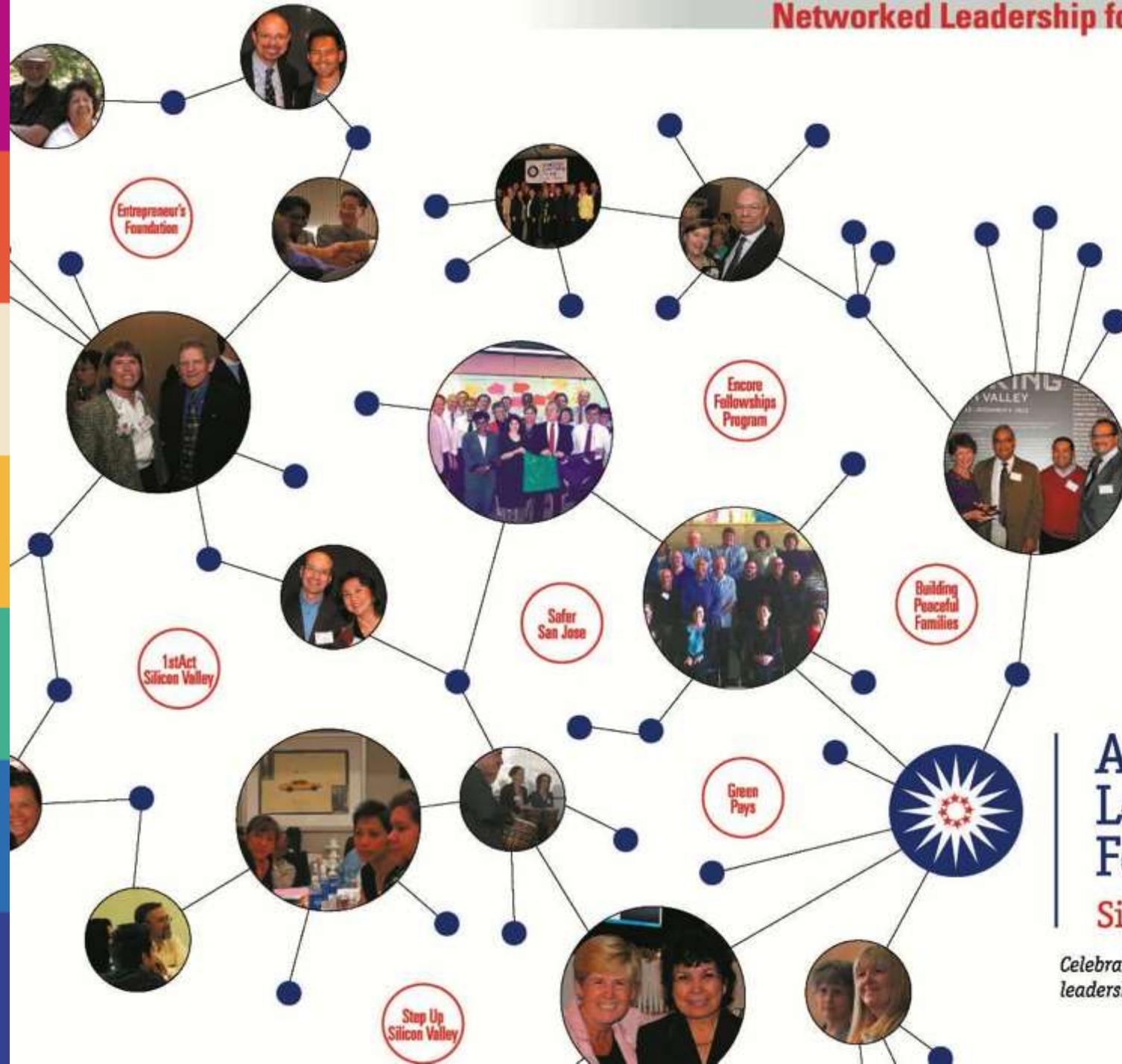
Young companies flock here, partly to be near that big search engine company.

Sprawl City

North San Jose and Santa Clara

When companies hit middle age and want to loosen their belts a little, they settle here.





**American
Leadership
Forum**
Silicon Valley

*Celebrating 25 years of networked
leadership for the common good*



San Francisco



Golden Gate Bridge

Bay Bridge



The University of California Berkeley

Oakland

Oakland Airport

PACIFIC OCEAN



San Francisco Intl. Airport



Hayward

CALIFORNIA STATE UNIVERSITY EAST BAY



Half Moon Bay



Google

YAHOO!



Apple Inc.



Newark

Fremont



OHLONE COLLEGE

Silicon Valley



Santa Clara

San Jose



San Jose State UNIVERSITY



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Loading none but First-Class Vessels and Regularly Dispatching the greatest number.

THE SELKIND NEW OUT-AND-OUT CLIPPER SHIP



CALIFORNIA

HENRY BARREN, Commander, AT PIER 13 EAST RIVER.

This elegant Clipper Ship was built expressly for this trade by Samuel Hall, Esq., of East Boston, the builder of the celebrated Clippers "SCYLLA," "FLAMINGO," "JOHN CLYDE," and others. She will fully equal them in speed! Unusually prompt dispatch and a very quick stop may be relied upon. Engagements should be completed at once.

Agents in New York,
BROOKS, BROWN, SMITH & CO.

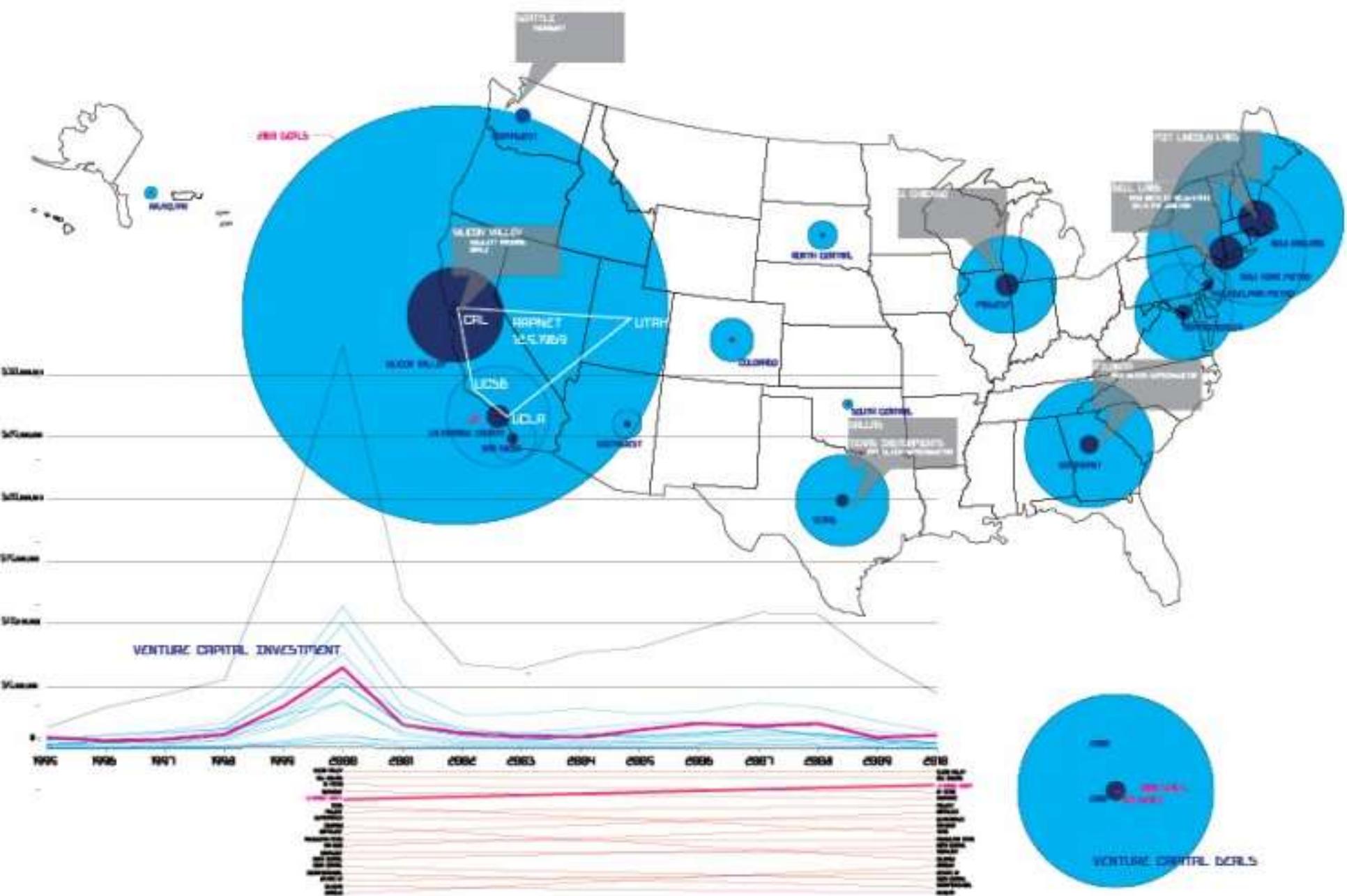
RANDOLPH M. COOLEY, 89 Wall Street, Tontine Building.

PRINTED & CO. NEW YORK

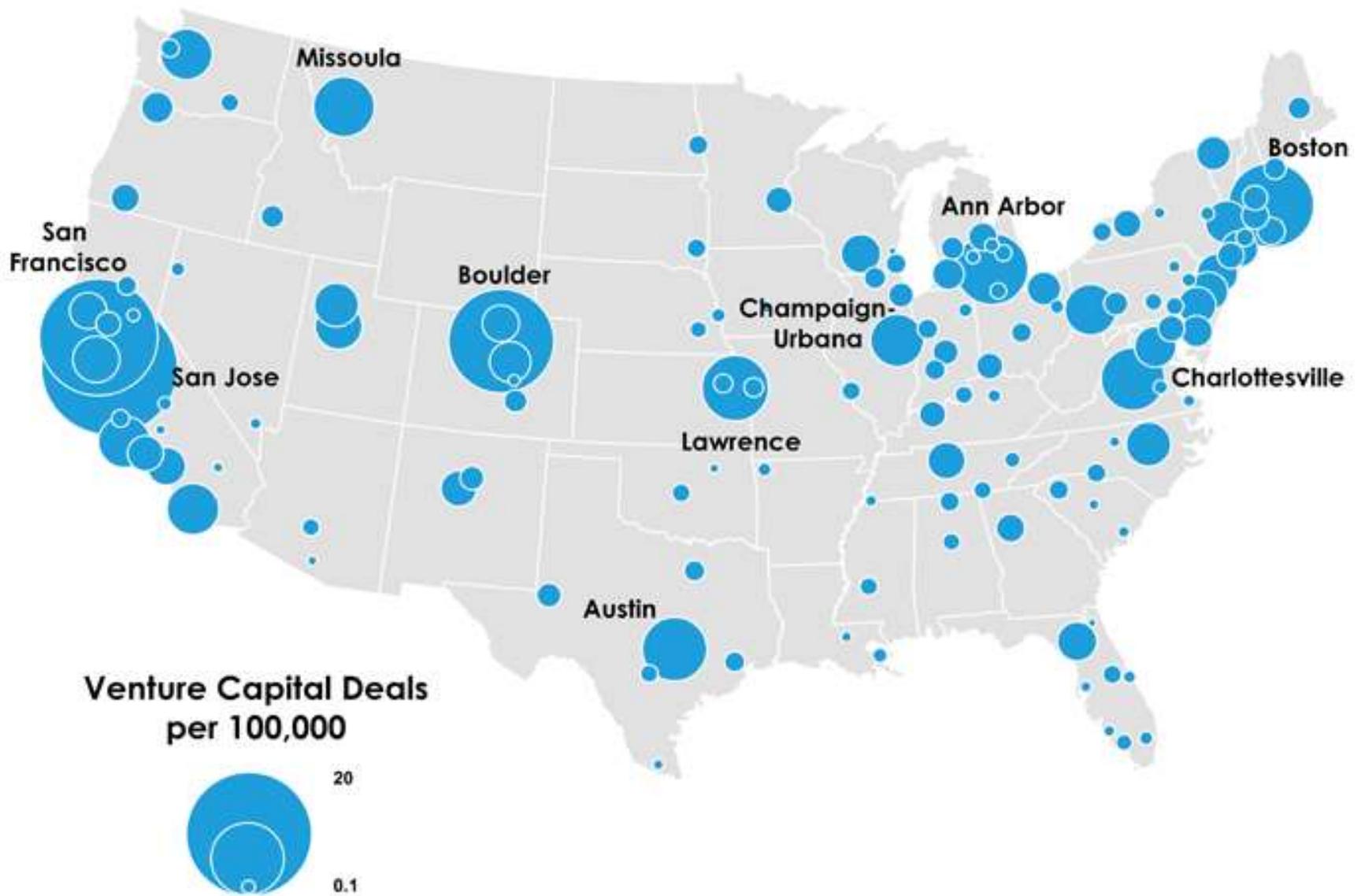
CALIFORNIA GOLD RUSH 1849



USA
33



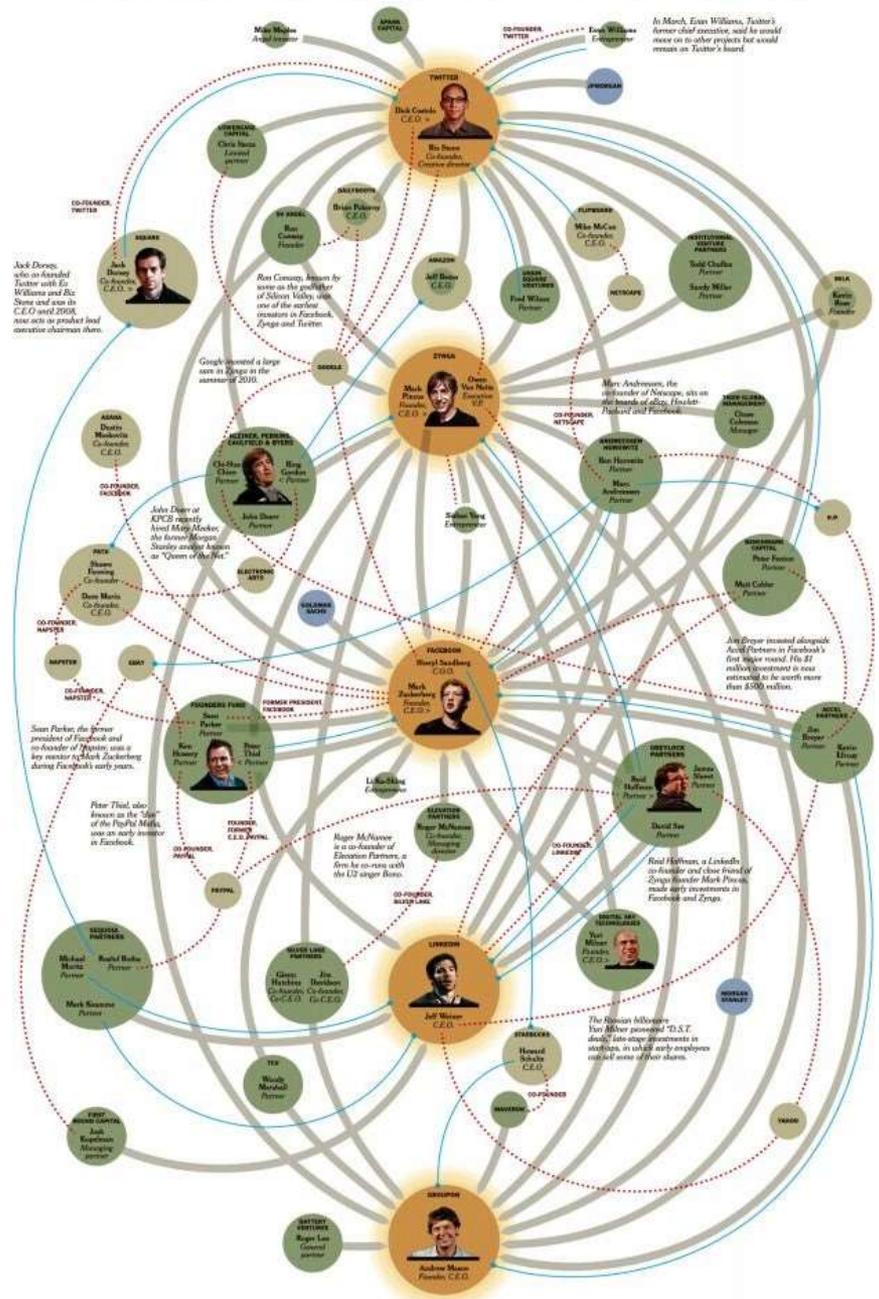
Inversiones de capital de riesgo



Inversiones de capital de riesgo

The Money Network

● Five leading social web start-ups
 ● Other companies
 ● Venture capital firms and individual investors
 ● Banks
 — Investments
 — Board memberships
 - - - Former positions



In March, Evan Williams, Twitter's former chief executive, said he would make an IPO but would remain on Twitter's board.

John Doerr invested alongside Andy Frisman at Facebook's first major round. His \$1 million investment is now estimated to be worth more than \$200 million.

Sean Parker, the former president of Facebook and co-founder of Playmate, was a key mentor to Mark Zuckerberg during Facebook's early years.

Peter Thiel, also known as the "Silicon of the Pacific Northwest," was an early investor in Facebook.

The Silicon Valley VC firm Sequoia Capital, which invested in Amazon, is now a major shareholder in Amazon.

greylockpartners.

LinkedIn

CLARIUM

facebook

slide

Founder, Slide (acquired by Google)

Co-founder and Executive Chairman, LinkedIn
Partner, Greylock



FOUNDERS FUND

Managing Partner, Founders Fund
President, Clarium Capital
Board Director, Facebook

SPACEX

Founder and CEO, SpaceX
Co-founder and CEO, Tesla

TESLA

Reid Hoffman
Executive VP

Peter Thiel
Co-founder, CEO

Square

COO, Square
Investor, YouTube, Geni,
LinkedIn, Yelp

Max Levchin
Co-founder, CTO

Elon Musk
Co-founder, Director

Keith Rabois
Executive VP,
Business Development

President, Kiva

KIVA

Premal Shah
Product Manager

Steve Chen
Engineer

YouTube

Co-founder, YouTube

Russel Simmons
Engineer

Co-founder, Yelp

yelp

Jeremy Stoppelman
VP Engineering

Jawed Karim
Engineer

YouTube

Co-founder, YouTube

Co-founder and CEO, Yelp

Roslor Botha
CFO

Dave McClure
Director of Marketing

David Sacks
COO

Co-founder, YouTube

Managing Partner,
Sequoia Capital

SEQUOIA CAPITAL

Managing Partner,
Sequoia Capital

Advisor, Kiva
Founding Partner,
500 Startups

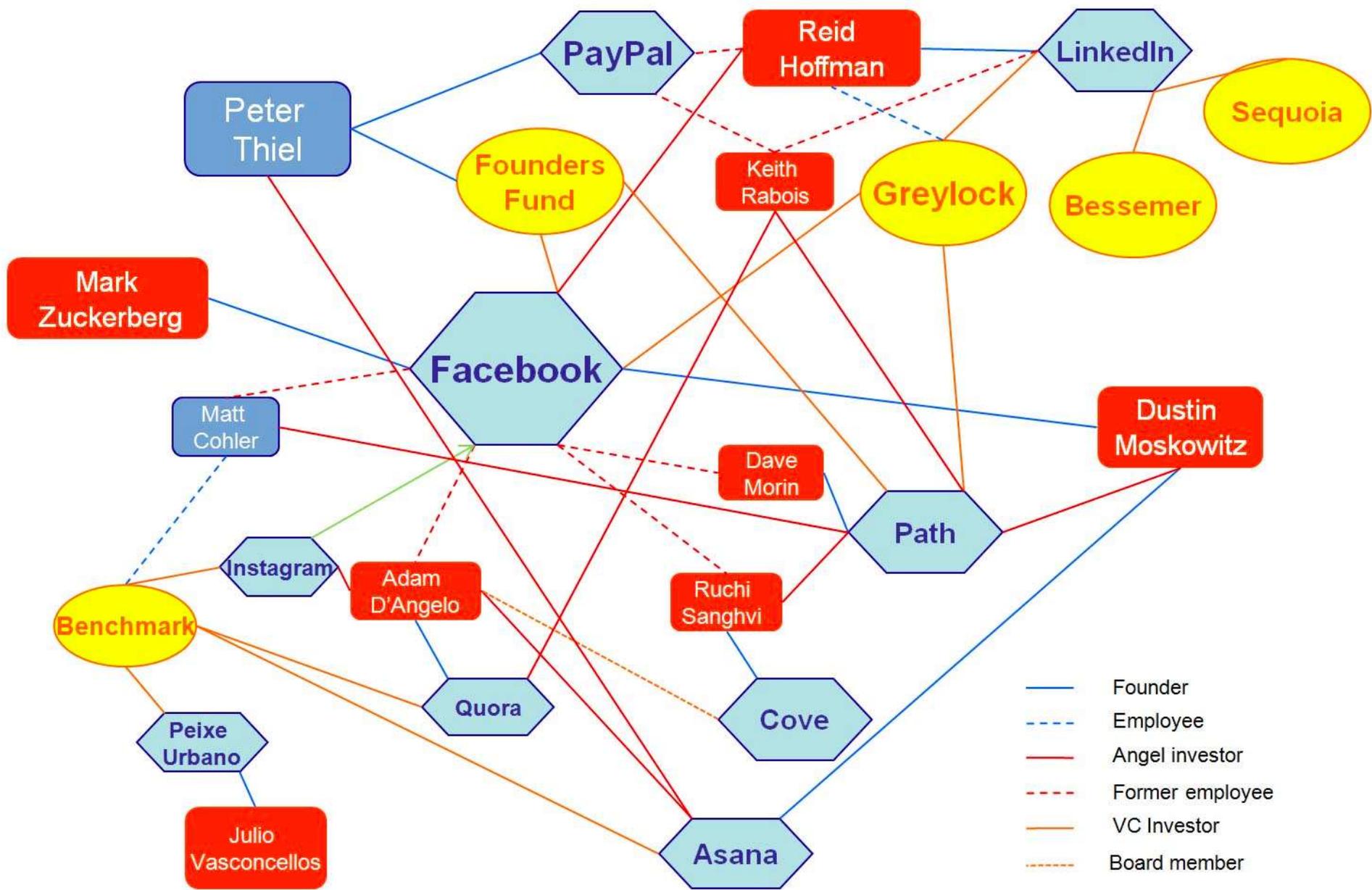
Co-founder and CEO, Yammer
Chairman, Geni

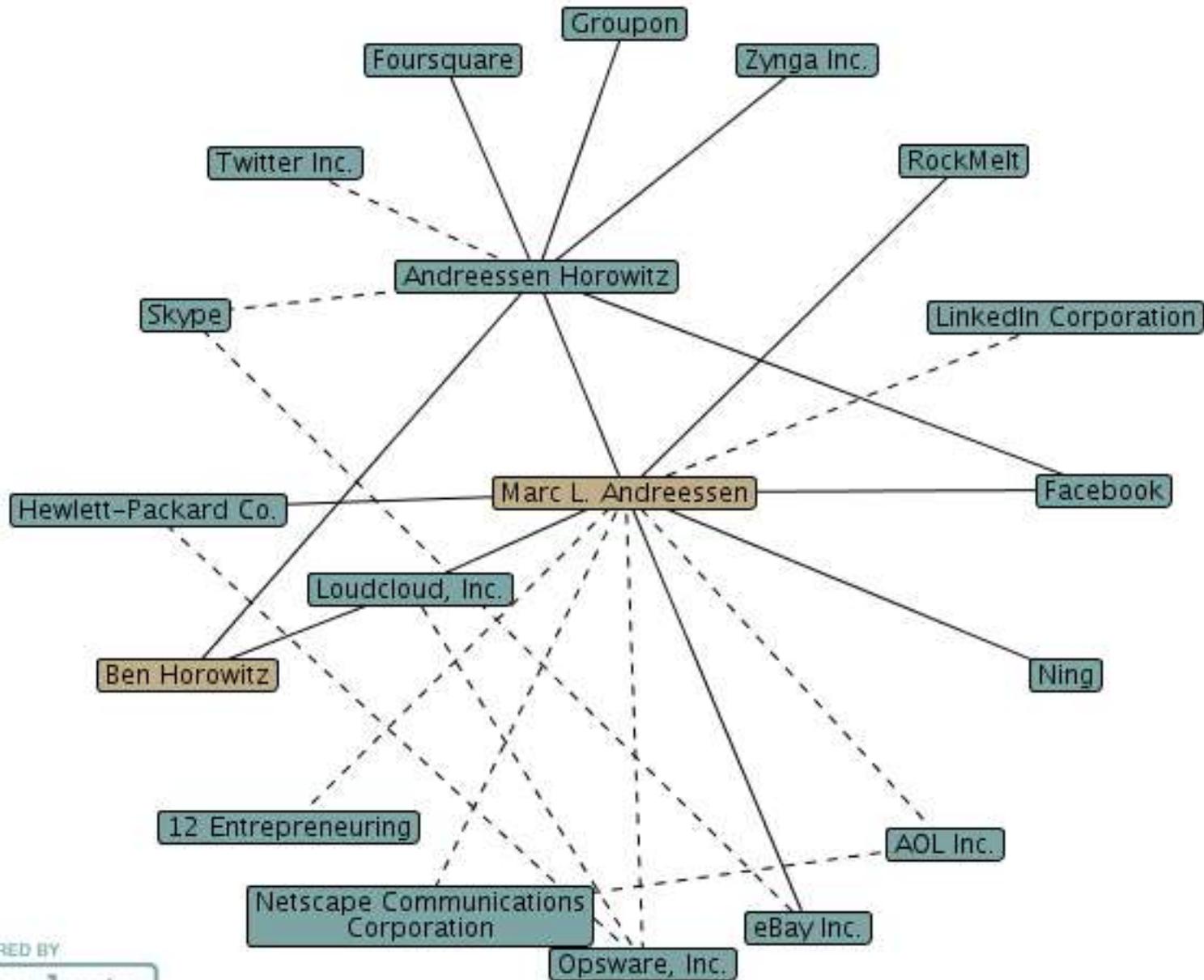
yammer

Co-founder and CEO, Yammer
Chairman, Geni

500
STARTUPS

Geni





TV VIOLENCE AND SEX:
Will the V Chip Help?

TIME

THE GOLDEN GEEKS

They invent. They start companies. And the stock market has made them **INSTANTAIRES**. Who are they? How do they live? And what do they mean for America's future?



Netscape's
Marc Andreessen

Marc
Andreessen

WIRED

A photograph of Marek Andriessen, a man with a shaved head, wearing a dark suit jacket over a light-colored shirt. He is smiling slightly and looking directly at the camera. The background is a solid red color.

THE MAN WHO MAKES THE FUTURE

Marek Andriessen invented the browser.

He was first to the cloud.

He's the most influential VC in Silicon Valley.

Here's what he sees on the horizon.

How Google
Experiments
on You
20

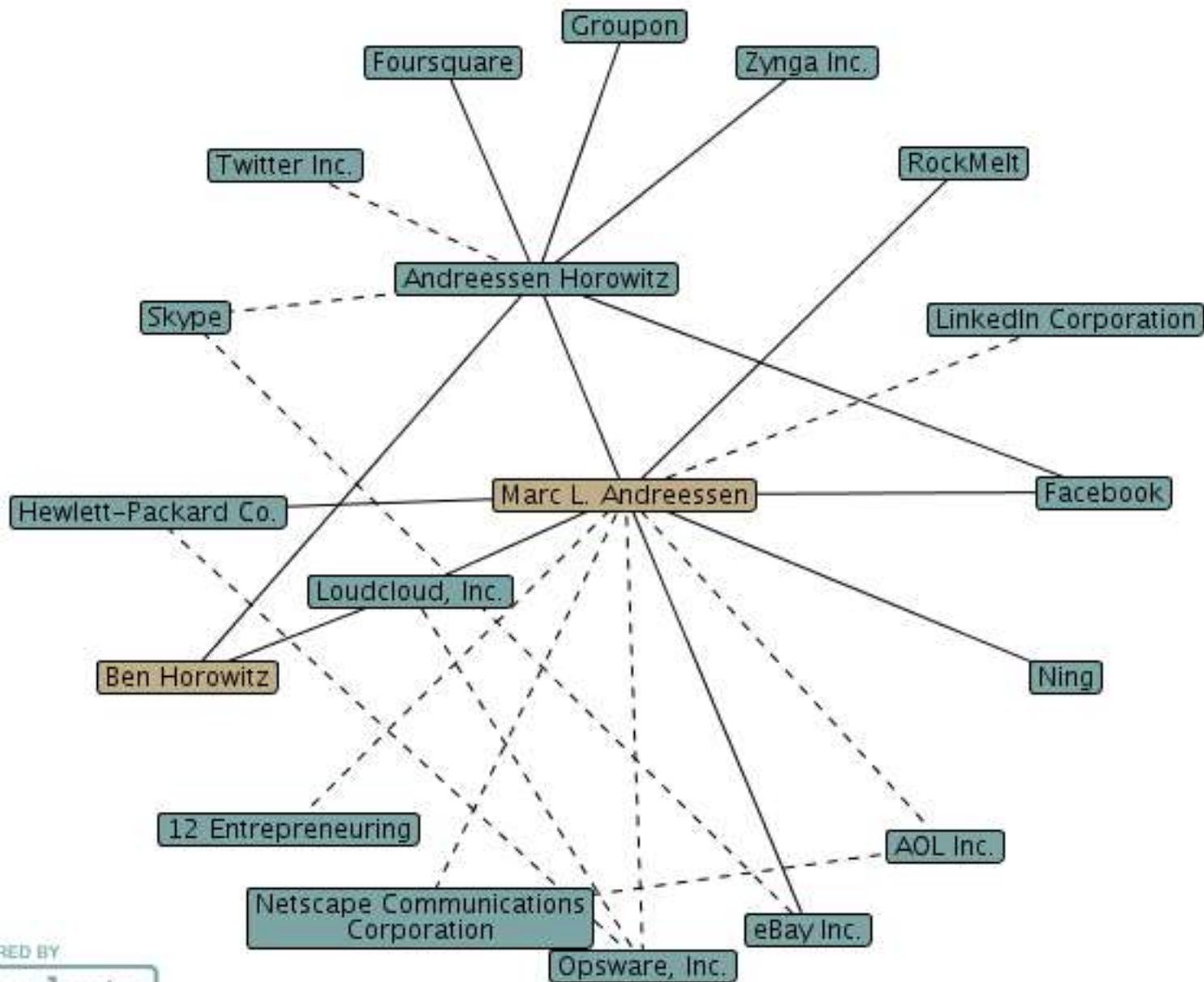
How Weston
Taken On
The Muggers
28

The Stalking
of a Pop
Superstar
36

What Your
Klout Score
Really Means
44

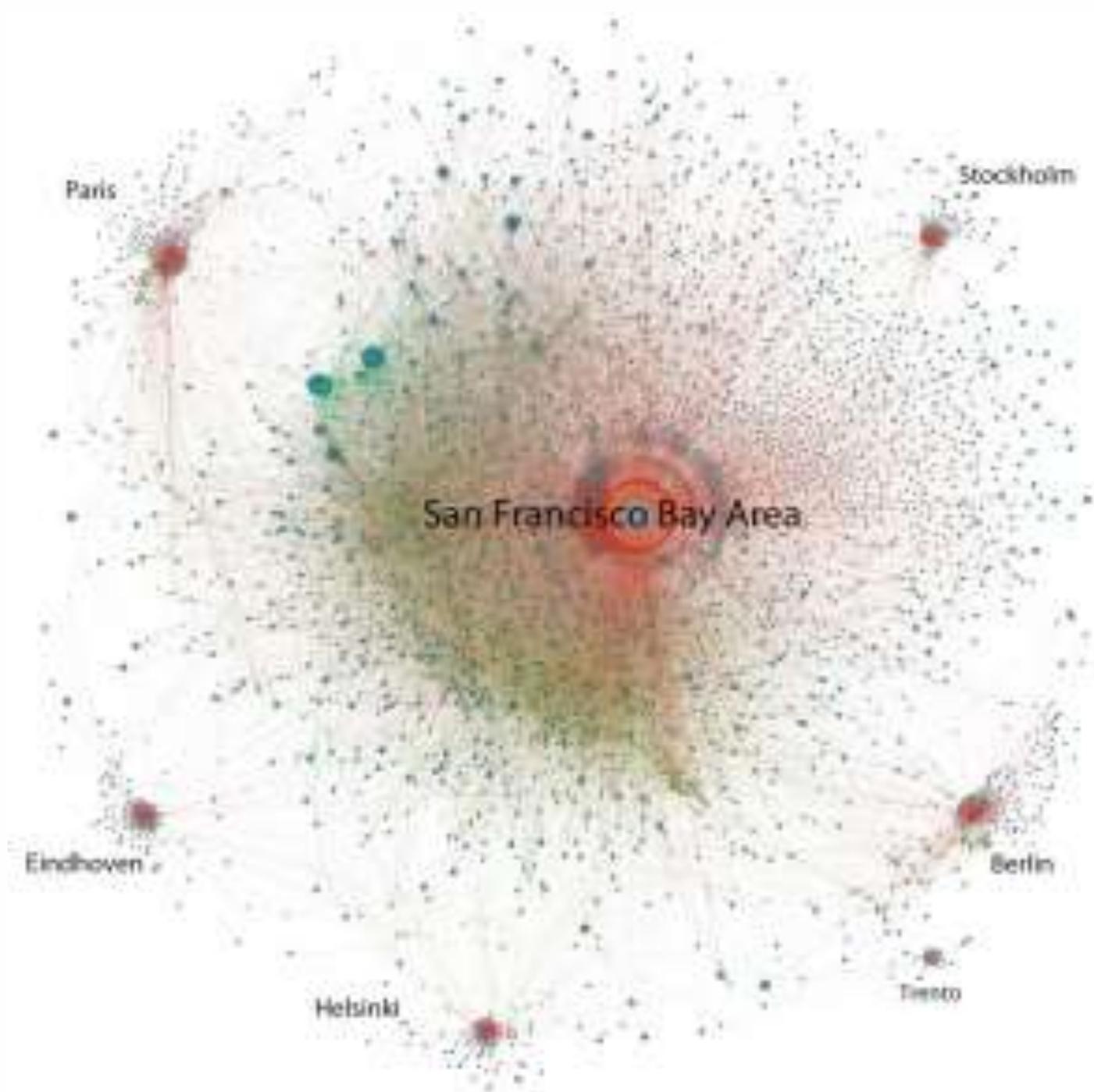
Headphones
& Outdoor
Gear Tested
& Rated
52

7 WAYS TO SPOT
THE NEXT BIG THING



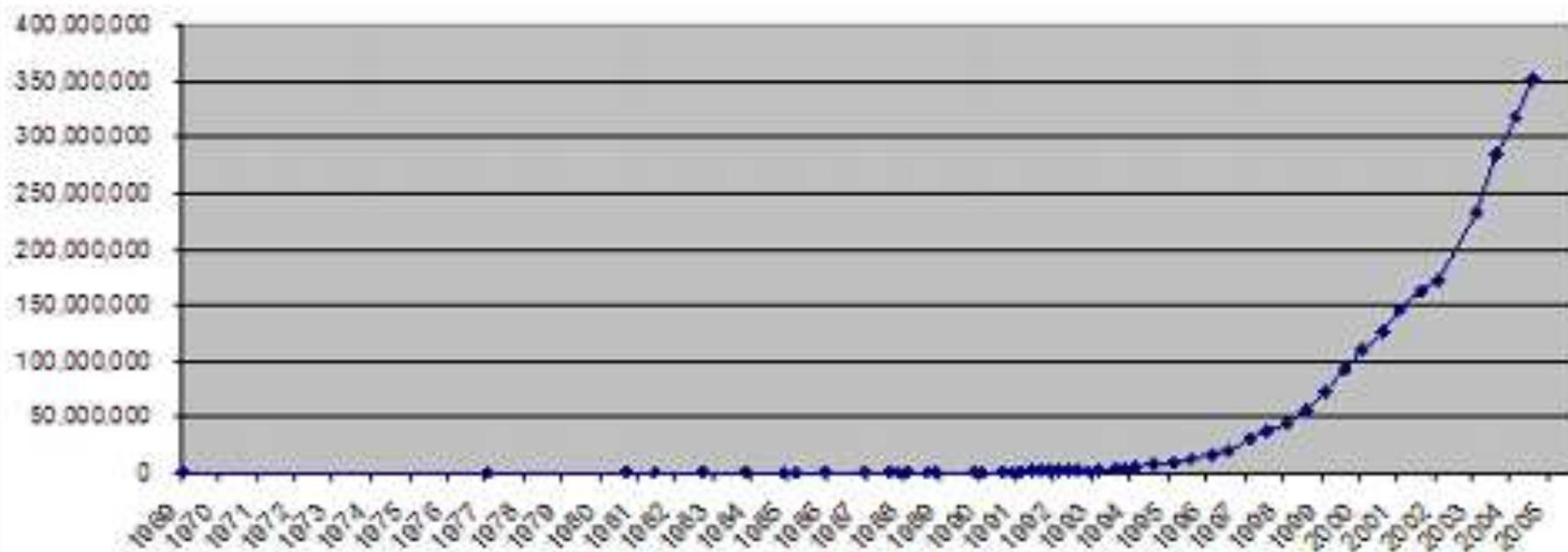
POWERED BY

Muckety



LOS **resultados**

Figure 1. Growth of the Number of Internet Hosts



Number of websites (1990 - 2008)

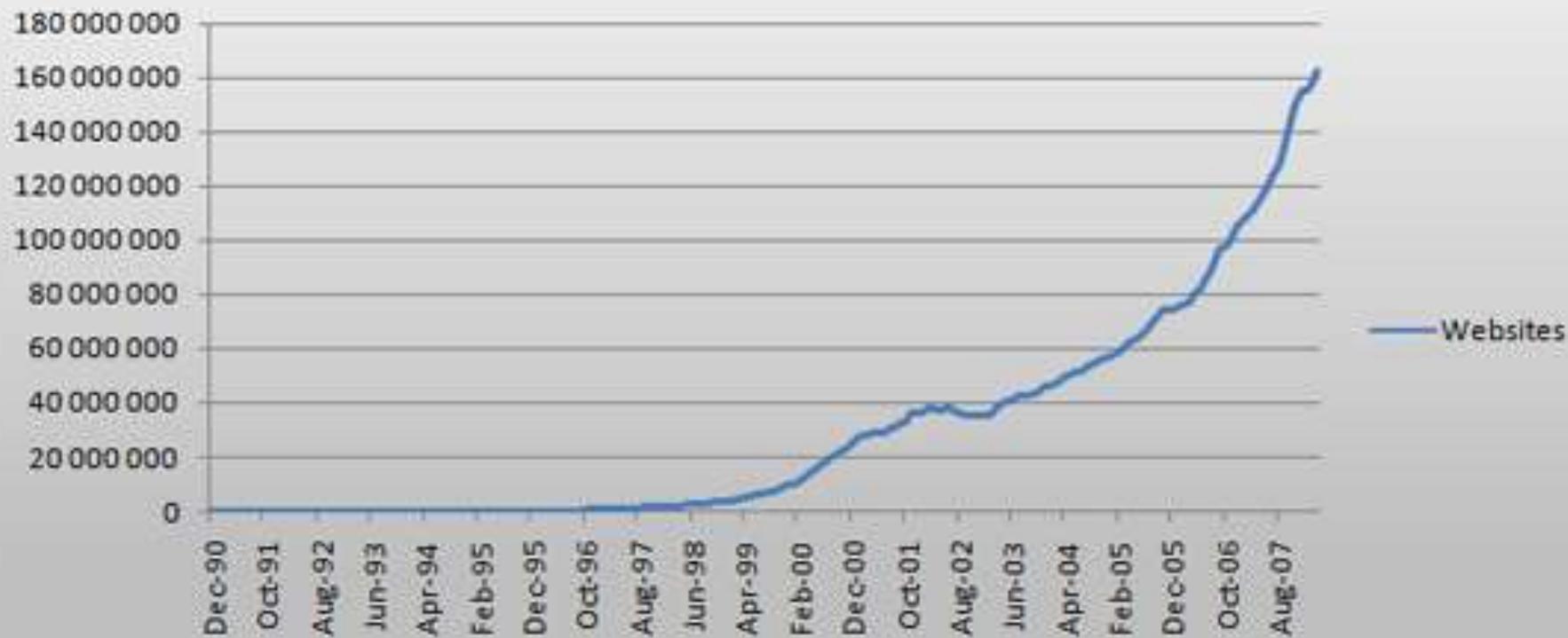
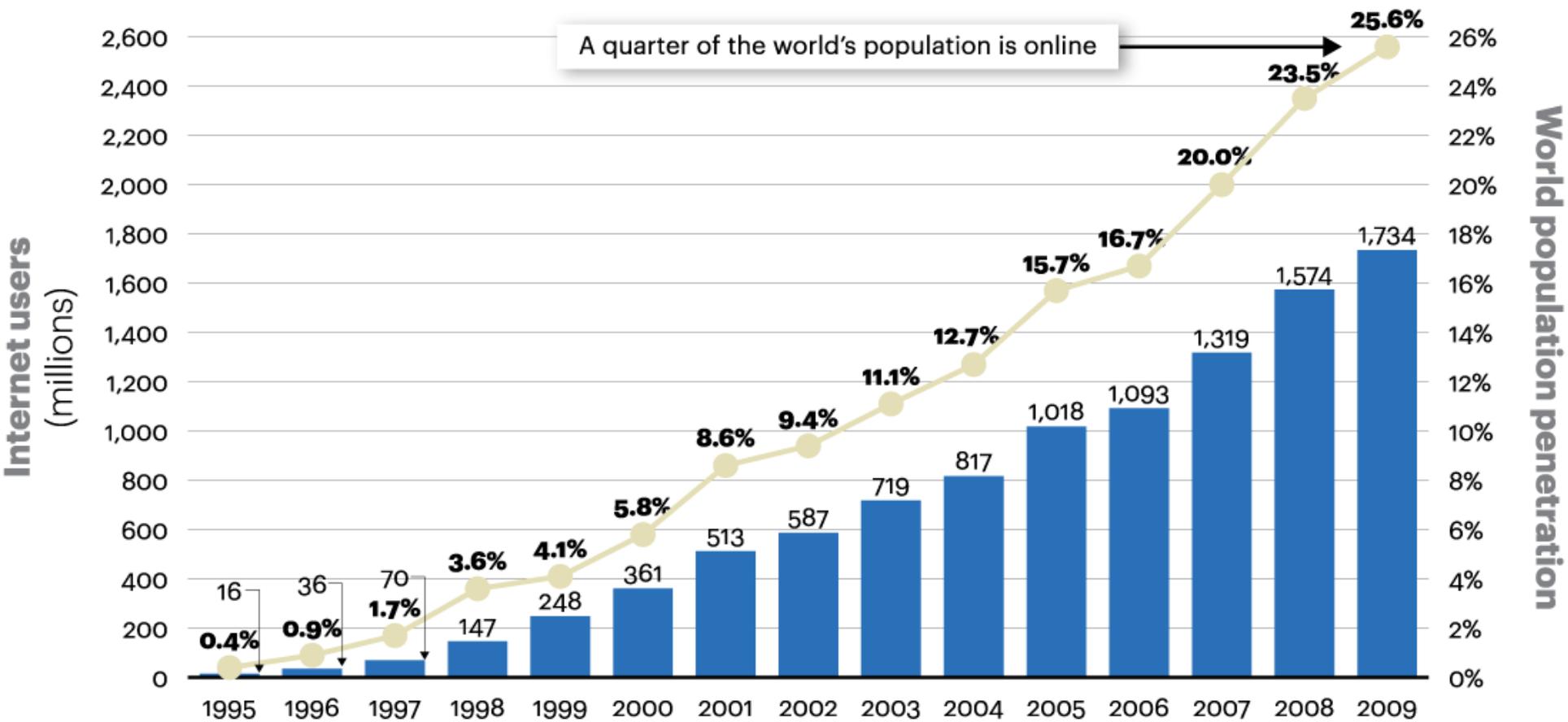


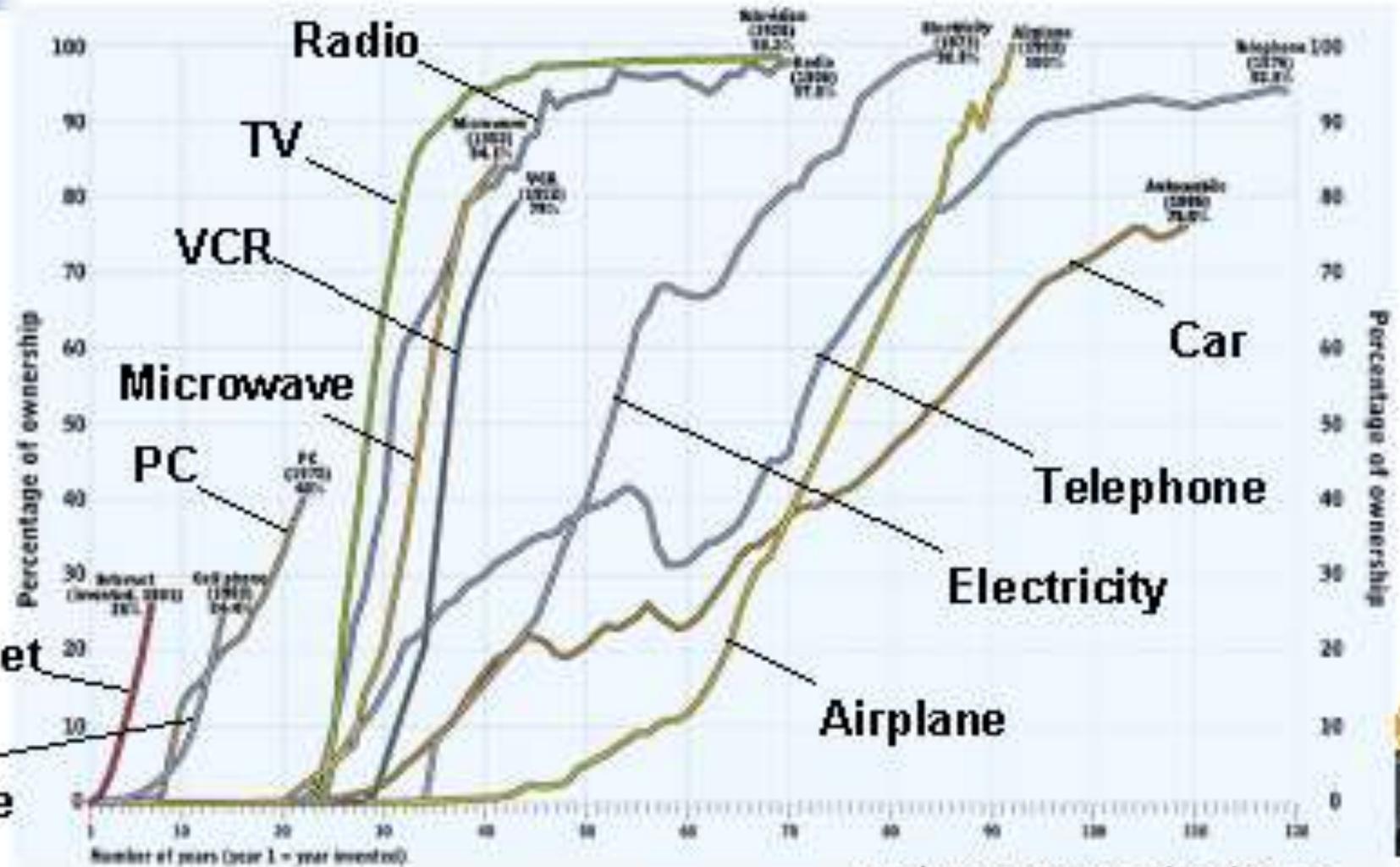
Figure 1

Global Internet users and penetration rate (1995-2009)



Sources: Nielsen, ITU; A.T. Kearney analysis

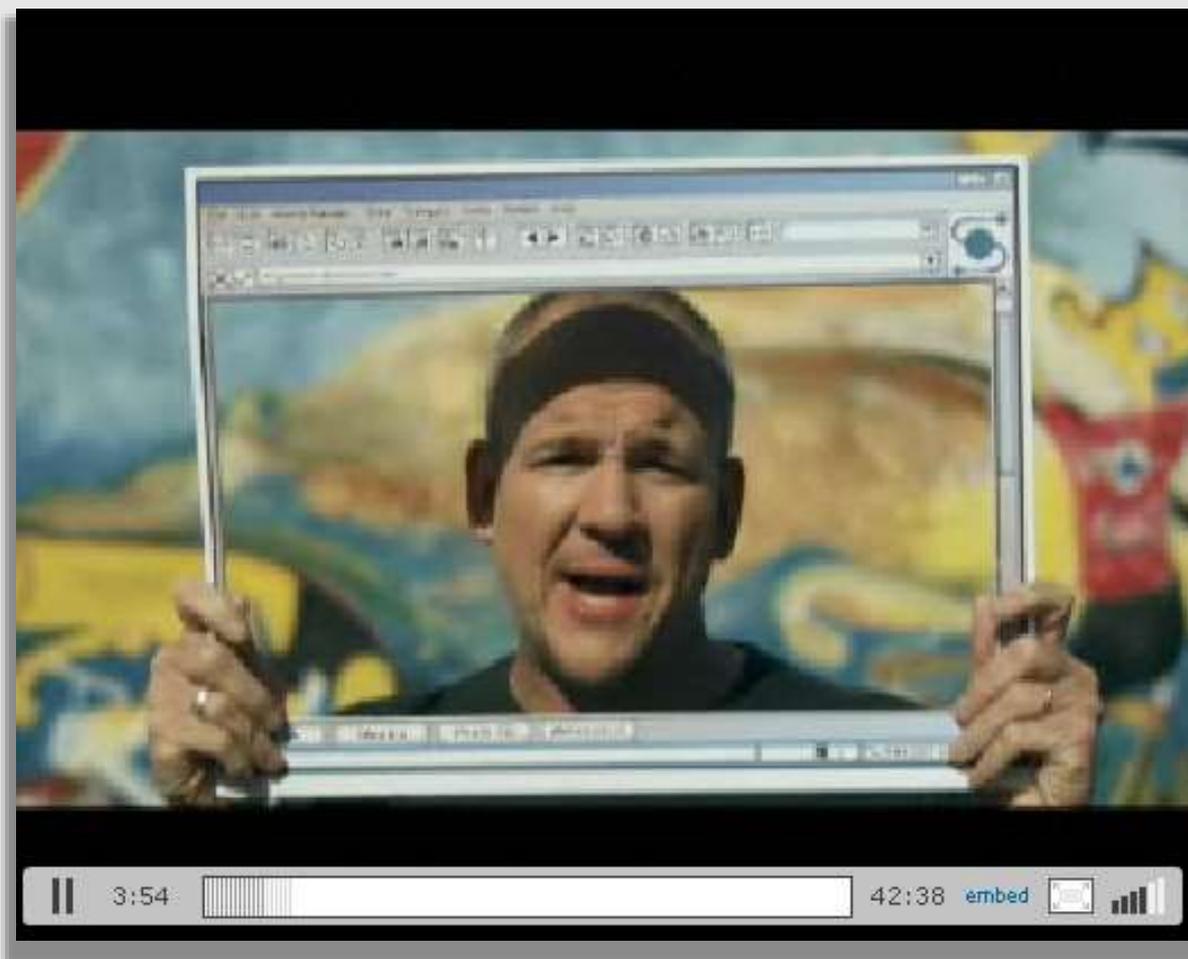
Adopción de tecnología



Forbes Magazine July 7th, 1997



Las historias detrás de
estos fenómenos **son**
apasionantes



https://bit.ly/HI_DC



https://en.wikipedia.org/wiki/John_Heilemann

A close-up photograph of a hand moving a black chess piece on a checkered board. The hand is positioned at the top left, with the thumb and index finger gripping a black pawn. The chessboard is in the foreground, showing a grid of light and dark squares. Other chess pieces are visible in the background, slightly out of focus. A dark blue rectangular box is overlaid on the image, containing the text "Una guerra" in white.

Una **guerra**



<https://www.youtube.com/watch?v=n1TcL4qItVo>

GEEK WARS

NERD WARS

WIRED

Tale Spin

Chasing the
Greatest Net
Myth Ever

Think or Sink

Merck PARC's
Big Brain on the
Future of R&D

What a Gas!

The New Business
of Superblimps

PLUS:

How Mining
Chromite Can
Bury Instead's
Petal Pig.
and more ...

Meet Marc Andreessen

**He's 29 and leading the red-hot
Valley startup Loudcloud**

This kid could really go places



APRIL 11, 1982

117c

TIME

COMPUTER SOFTWARE

The Magic Inside the Machine



Microsoft
Boss
Bill Gates



THE PRESIDENT'S
NEW CHALLENGE
FOR THE
NEW YEAR

MIENTRAS TANTO

ArgentoCapo2014



EN COMPU MUNDO HI PER MEGARED





JUNE 11, 1984

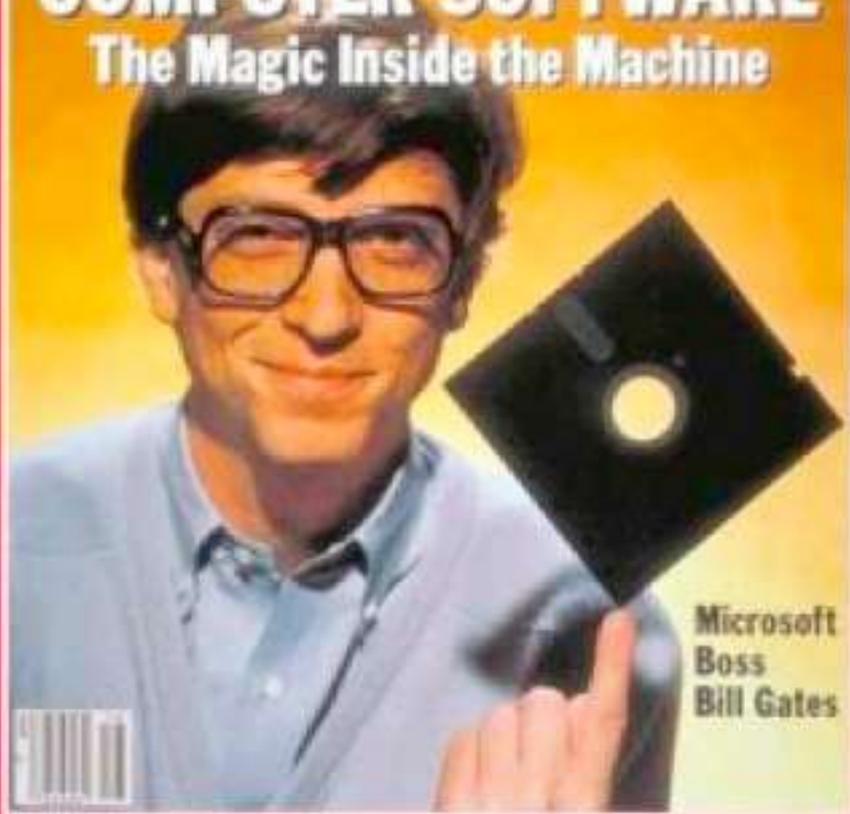
TIME

COMPUTER SOFTWARE

The Magic Inside the Machine



THE PRESIDENT'S
NEW POLICY
ON
NARCOTICS



Microsoft
Boss
Bill Gates



TV VIOLENCE AND SEX:
Will the V Chip Help?

TIME

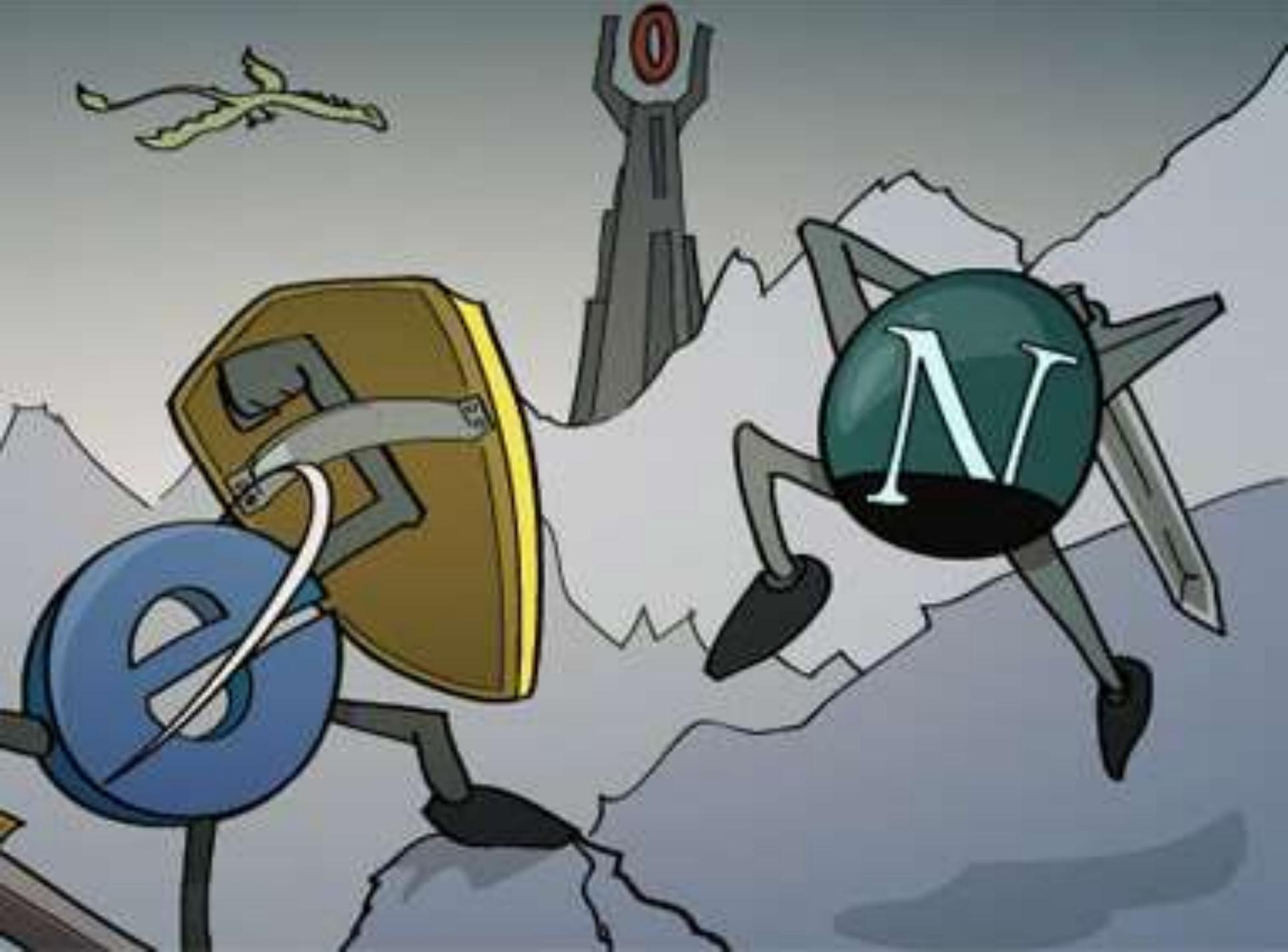
THE GOLDEN GEEKS

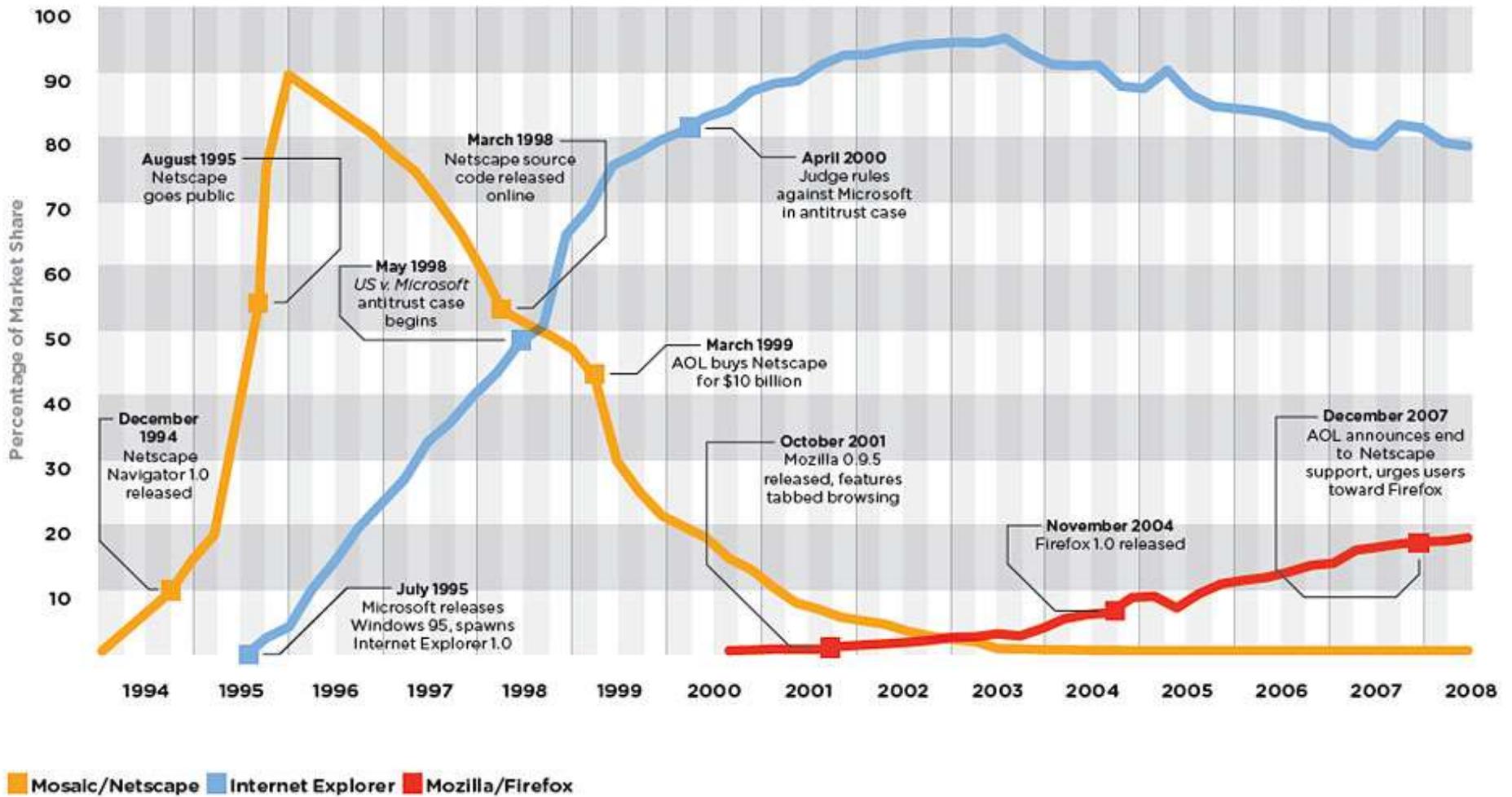
They invent. They start companies. And the stock market has made them **millionaires**. Who are they? How do they live? And what do they mean for America's future?



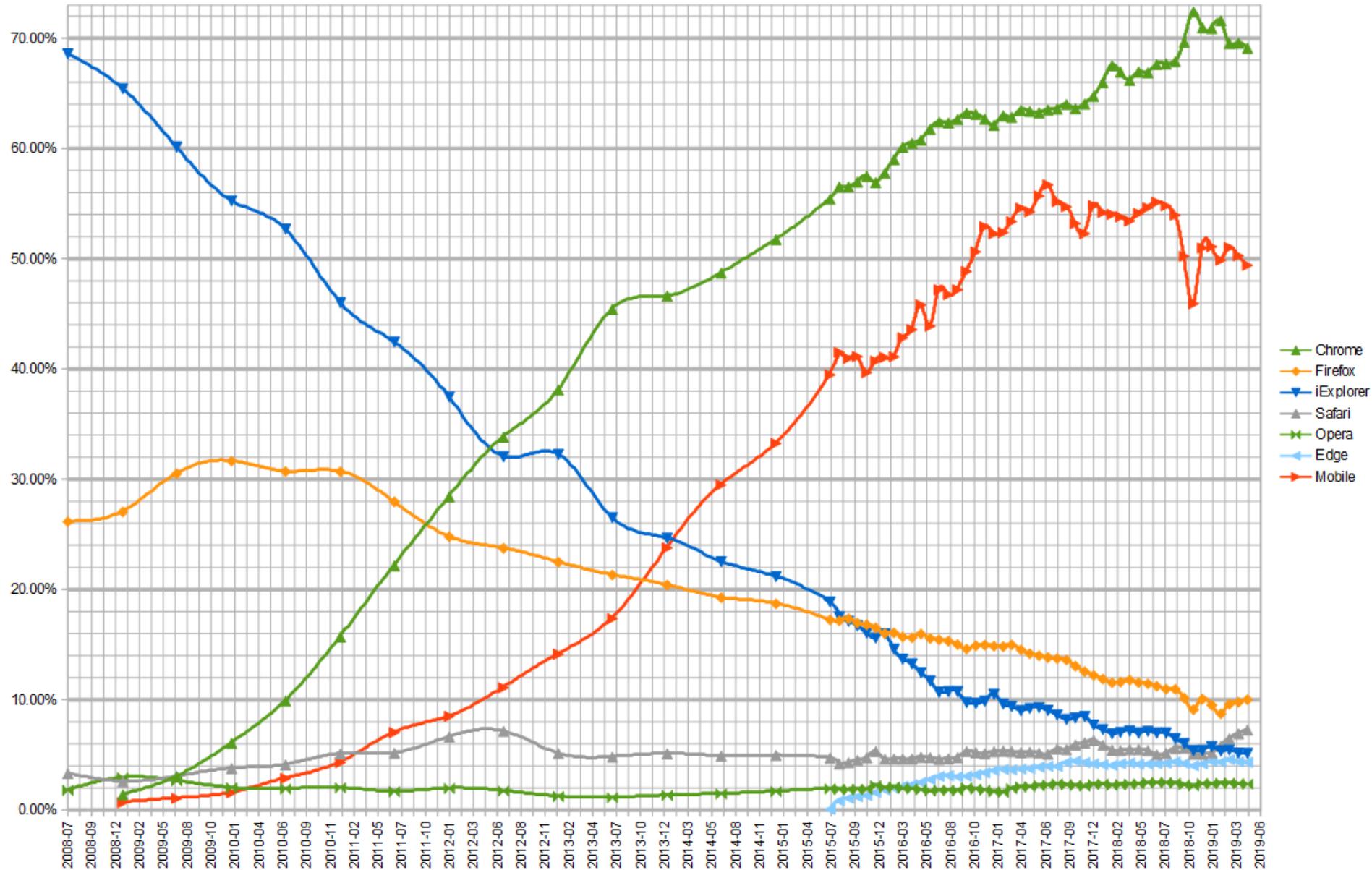
Network's
Mark Anderson







Usage share of browsers (source StatCounter)



A cartoon illustration of a man with brown hair, wearing a light blue shirt and dark pants, sitting at a desk with a laptop. He has a speech bubble above him that says "Easy!". The background is a teal circle.

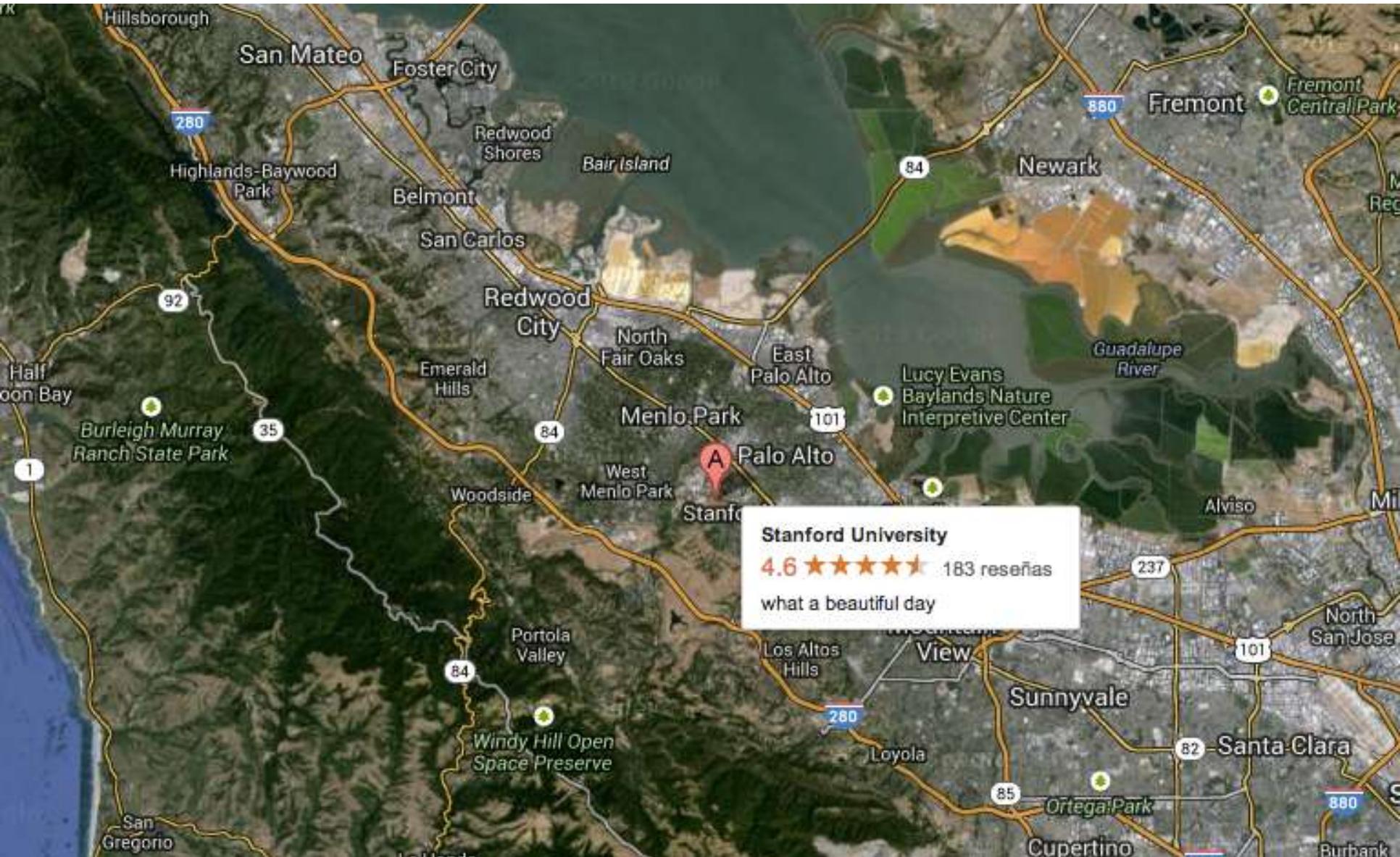
Easy!

El triunfo de la **usabilidad**



<https://www.youtube.com/watch?v=ue-e1hs7BY4>

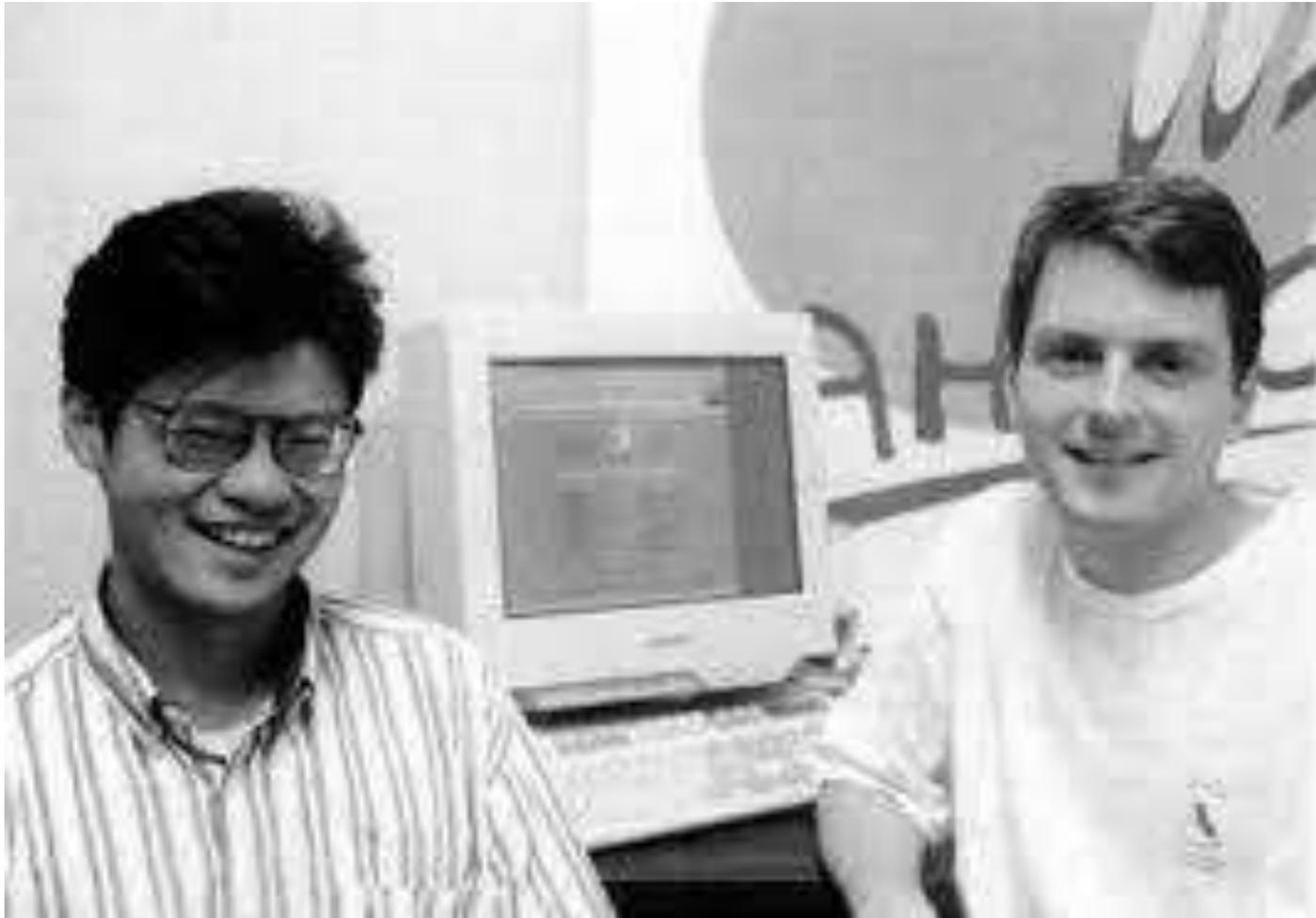




Stanford University

4.6 ★★★★★ 183 reseñas

what a beautiful day



Jerry **Yang** - David **Filo**

Yahoo - A Guide to WWW

[[What's New?](#) | [What's Cool?](#) | [What's Popular?](#) | [Stats](#) | [A Random Link](#)]

[Y Top](#) | [Up](#) | [Search](#) | [Mail](#) | [Add](#) | [Help](#)

- [Art\(466\)](#) NEW
- [Business\(6426\)](#) NEW
- [Computers\(2609\)](#) NEW
- [Economy\(743\)](#) NEW
- [Education\(1487\)](#) NEW
- [Entertainment\(6199\)](#) NEW
- [Environment and Nature\(193\)](#) NEW
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- [Humanities\(163\)](#) NEW
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- [News\(185\)](#)
- [Politics\(148\)](#) NEW
- [Reference\(474\)](#) NEW
- [Regional Information\(2606\)](#) NEW
- [Science\(2634\)](#) NEW
- [Social Science\(93\)](#) NEW
- [Society and Culture\(648\)](#) NEW

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yahoo@akebono.stanford.edu

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Jerry Yang - David Filo



Michael **Moritz**

SEQUOIA 

<https://startuptalky.com/sequoia-success-story/>

Yahoo

1994-1995







Personalize



Finance



Shop

YAHOO!



Email



Messenger



Help

Get your web address - secure a domain, build a website, get custom email, or open an online store

Search

• advanced search
• most popular

New! [Yahoo! Travel Hotel Guide](#) - 80,000 properties worldwide

Shop [Auctions](#), [Autos](#), [Classifieds](#), [Real Estate](#), [Shopping](#), [Travel](#)

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Connect [Chat](#), [GeoCities](#), [Greetings](#), [Groups](#), [Mail](#), [Messenger](#), [Mobile](#)

Organize [Addresses](#), [Briefcase](#), [Calendar](#), [My Yahoo!](#), [PayDirect](#), [Photos](#)

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Yahoo! Games

Destroy the blocks before it's too late.

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Personal Assistant

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In The News

12:13am, Thu Aug 15

- [United Airlines warns bankruptcy possible](#)
- [Texas executes Mexican despite protests](#)
- [Floods leave 98 dead across Europe](#)
- [AOL says it may have overstated revenues](#)
- [Study: Apes lack gene that aids speech](#)
- [MLB - Nets sign Rogers - NFL preseason](#)

[News](#) - [Weather](#) - [Sports](#) - [Stock Quotes](#)

Shopping

- [Sneak Peak at Gap TV](#)



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Millions of people who want to meet you.

I'm a [Woman](#) seeking a [Man](#)

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Web Site Directory - Sites

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[Cou](#)

Computers & Internet

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So

[Peop](#)



[Personalize your page!](#)

Choose: [Content](#) | [Layout](#) | [Colors](#)

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My Stuff: [Hide It](#)

Today on Excite:

- [Golf with Jack Nicklaus](#)
- Poll: [School Shootings?](#)
- [Cannes Highlights](#)
- **Win!** [A Cool Convertible](#)

Friday, May 22, 5:39PM ET

Search and Channels

Search

[Search Tips](#)

[Power Search](#)

[Make it all go away with a great book.](#)

[Autos](#)

[Business & Investing](#)

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[Maps](#) | [Product Finder](#) | [Shareware](#) | [Email Lookup](#) | [Reference](#)



Larry **Page** – Sergey **Brin**



$$-5(x+1)$$
$$(4x - (2 - 5y + 2x) + 2y) = 10$$

$$\frac{(x-1)}{6} = \frac{(x+5)}{5}$$

$$5x + 32 = 0$$



Actual PageRank Model

$$W_j = (1 - d) + d \sum_{i=1, i \neq j}^N l_{i,j} \frac{W_i}{n_i}$$

- Calculated using iterative method
- Makes graph fully connected
- d parameter approximates “random surfer” path lengths
- Personalization and Spam

Google!

Search the web using Google!

10 results ▾

Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

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[Stanford Search](#) [Linux Search](#)

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REFLECT

Google!



David **Cheriton**



Andy **Bechtolsheim**



Un garaje



Susan **Wojcicki**

<http://www.forbes.com/profile/susan-wojcicki/>



Idealab – Bill **Gross**

overture 

Information Materials
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S.com

Piercing-Ear & Body

EXPERT INK
185-78 Hwy Byp W. Jasper
2069 Forestdale Blvd Forestdale

Pipe Bending & Fabricating

Capisco Industries Old 78 W Hwy Sumiton

Pipe Lining & Coating

Consolidated Pipe Specialty Coating Division
Green Dr Davis

Pistols

Sea Guns & Gunsmiths

ALABAMA STATE SYMBOLS

- Yellow Hammer
- "Alabama"
- Southern Pine
- Carnation
- Pecan
- Blacking Horse
- Large Mouth Bass
- Red-Bellied Turtle
- Iron Horse
- Autumn

PICKLE SEPTIC TANK & PLUMBING

2249 Broadview Dr
3337 Cherrybrook Dr Forestdale

RHOADES PLUMBING & ROOFING

Gardendale
Roto-Rooter Plumbers
The Masters Plumbing
The Masters Plumbing Agency

RHOADES PLUMBING
Gardendale
Video Instruction

The image shows the Google AdWords logo. The word "Google" is written in its signature multi-colored font (blue, red, yellow, blue, green, red) with a slight 3D effect and shadow. Below the "Google" text, the word "AdWords" is written in a dark grey, sans-serif font. The "AdWords" text is positioned such that it appears to be integrated with the bottom of the "Google" text, specifically under the "g" and "l" characters.

Google™
AdWords

JUEZ

DEMANDA





Don't be evil



Alan Perlman Foto Associates / NASDAQ, 2004

Google





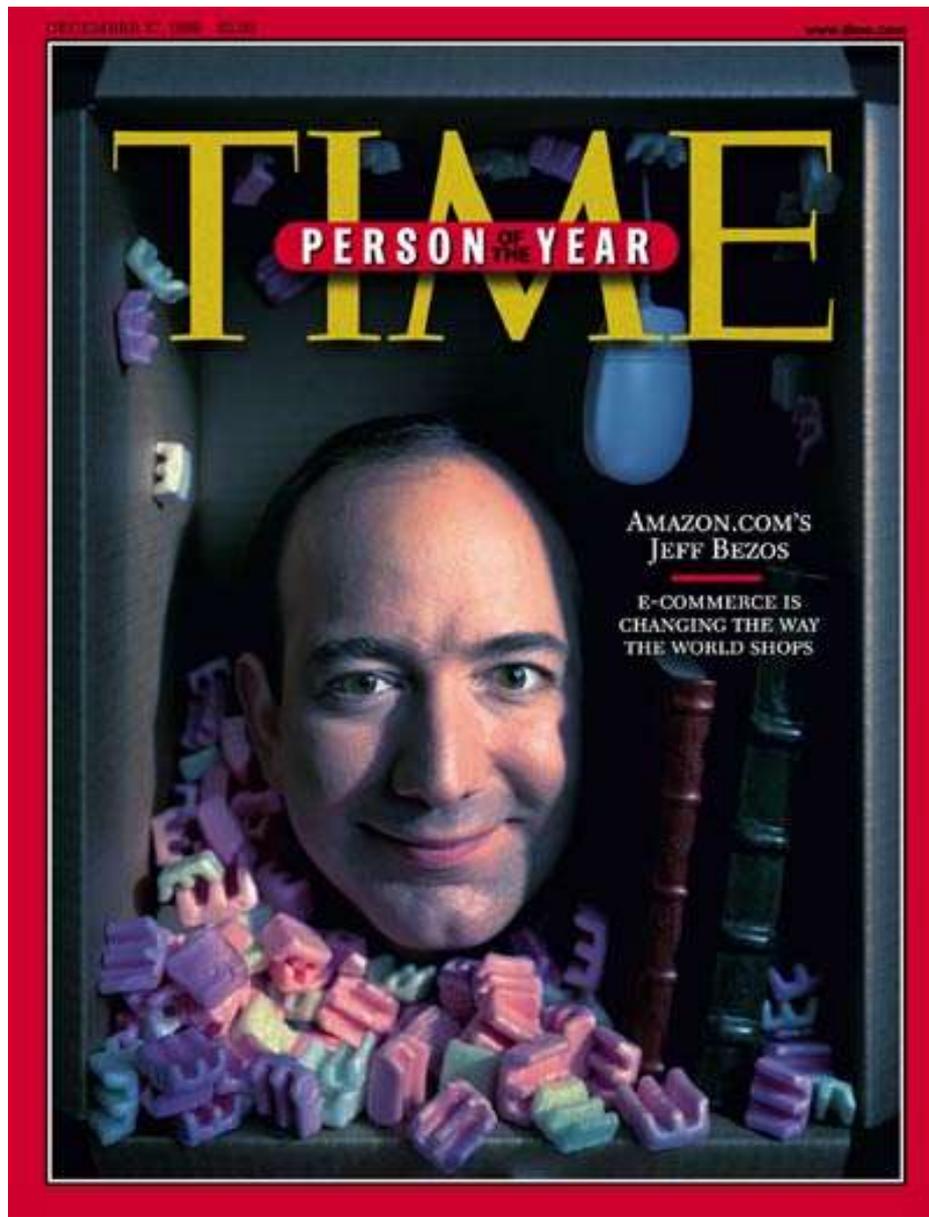
A close-up photograph of a brick wall. The bricks are reddish-brown with some variations in color and texture. A dark blue horizontal band is superimposed across the middle of the image, containing the text "De ladrillos a **bits**" in white. The word "bits" is in a bold, sans-serif font, while the rest of the text is in a regular, sans-serif font.

De ladrillos a **bits**



La historia de Internet - Amazon y Ebay - El auge del comercio ele...

<https://www.youtube.com/watch?v=grDLcZupdU0>



Jeffrey P. Bezos



Pierre Omidyar

ebay

amazon.com

A photograph of a large crowd of people at a protest or rally during sunset. The sky is a vibrant orange and yellow, with the sun low on the horizon. In the foreground, the silhouettes of many people are visible, with their arms raised in the air, some making peace signs. The overall atmosphere is one of collective action and energy.

El inicio de una
revolución

El poder popular



The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo with 'CO' next to it. To the right is a search bar and a 'Subir video' button. Below the logo is a 'GUÍA' link. The video frame shows a man in a dark jacket speaking in a crowded, dimly lit room, possibly a bar or club. A 'Discovery' logo is visible in the background. A watermark 'www.5moresaVoip.com' is overlaid on the bottom right of the video. The video player controls at the bottom show a pause button, a volume icon, and a progress bar at 0:29 / 42:37. Below the video frame is the title: 'La Historia de la Internet - Capitulo 4 Poder popular, inicio myspace...'

[\(27\) "La verdadera historia de la Internet" - Cap. 4: Poder Popular - YouTube](#)



POP ROCK VINYL

NEW VINYL FINAL SALE

JAZZ

POP ROCK

NEW VINYL FINAL SALE

JAZZ

POP/ROCK

USED VINYL FINAL SALE

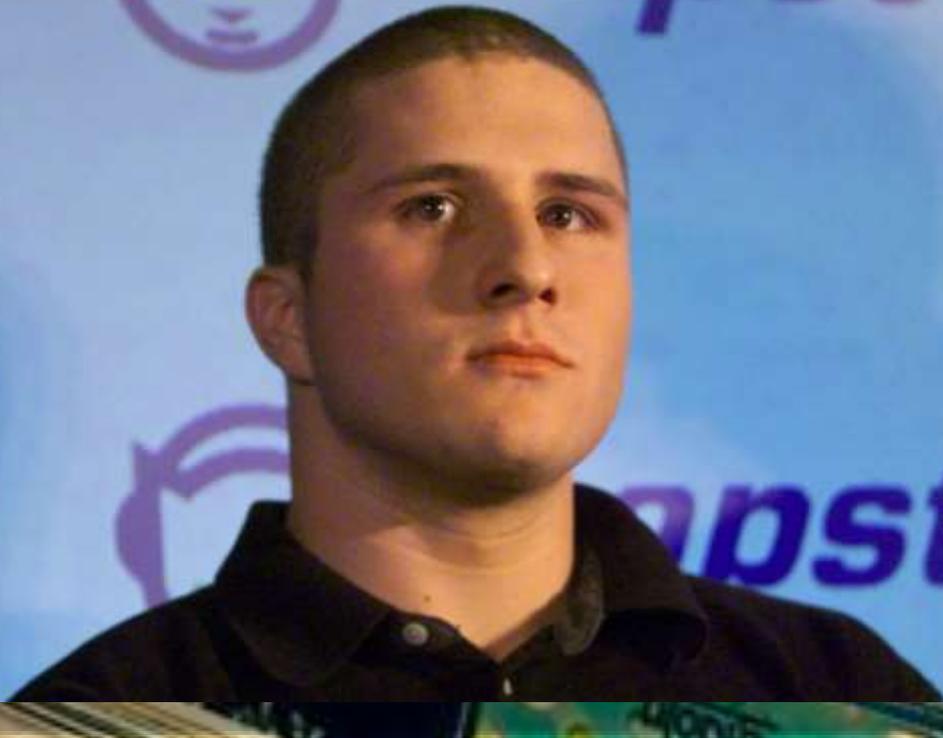
USED VINYL FINAL SALE

USED VINYL FINAL SALE

USED VINYL FINAL SALE







Shawn **Flanning**



Shawn **Flanning** - Sean **Parker**

UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA

WORLD HEAVYWEIGHT CHAMPIONSHIP ★ 15 ROUNDS

METALLICA & DR. DRE

REIGNING RECORDING INDUSTRY CHAMPIONS

-VS-

NAPSTER

ONLINE DIGITAL FILE SHARING CHALLENGERS

**ONLY ONE
WILL SURVIVE**



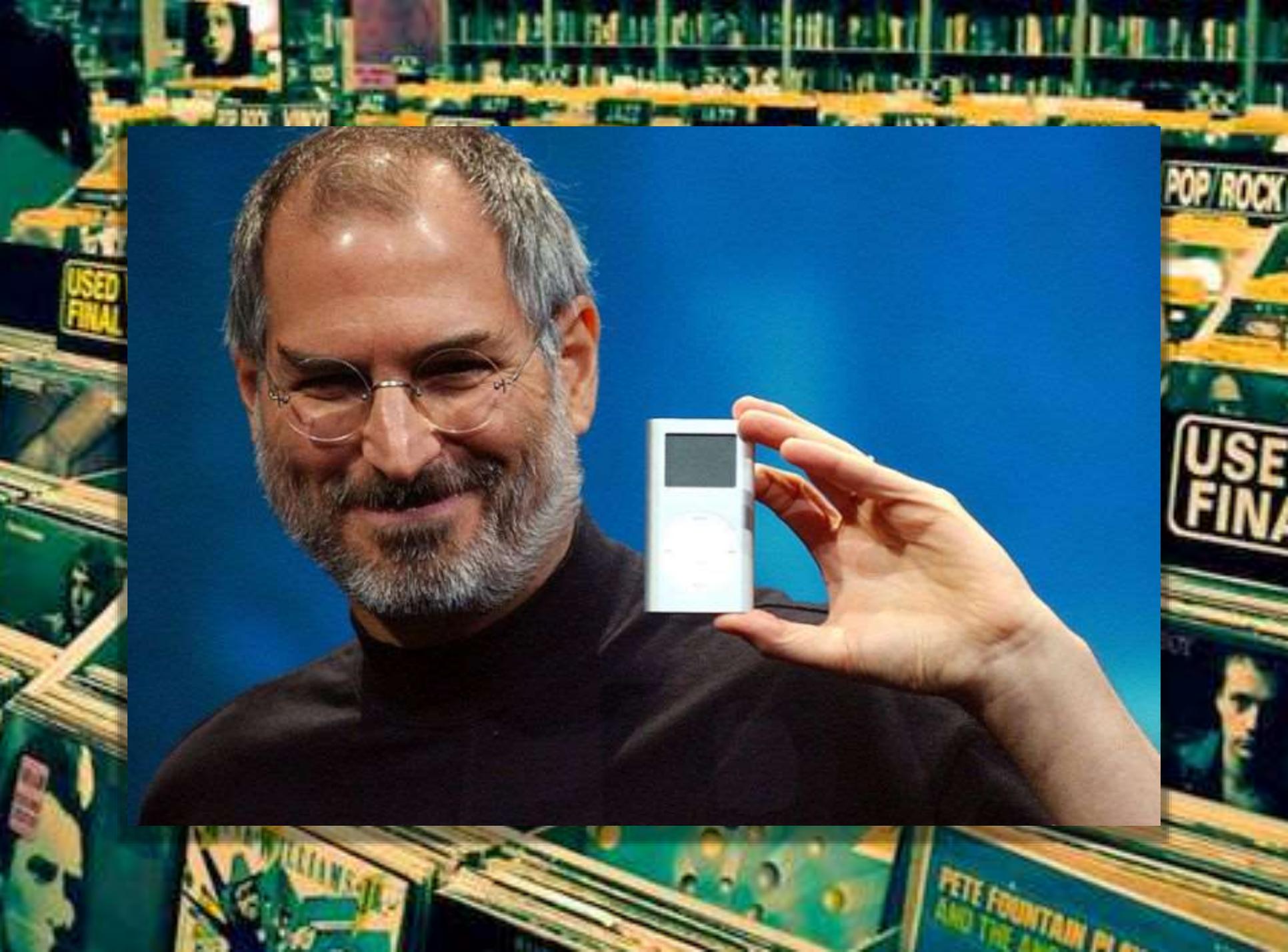
SHAWN FANNING ★ SEAN PARKER



LARS ULRICH ★ DR. DRE

★★★ \$94 MILLION AT STAKE ★ ASSETS WILL BE LIQUIDATED ★★★







iTunes







Daniel **Ek**



NETFLIX

PELÍCULAS Y SERIES ILIMITADAS

UNIRTE AHORA

N SERIE

PLAYLIST

Playlist

2022 | 16+ | 1 temporada | Series dramáticas

En este relato convertido en ficción, un empresario tecnológico sueco y sus socios se proponen revolucionar la industria musical con una plataforma de streaming legal.

Protagonistas: Edvin Endre, Christian Hillborg, Ulf Stenberg



<https://www.netflix.com/co/title/81186296>



Fin de la **historia**



Hay otras **muchas**



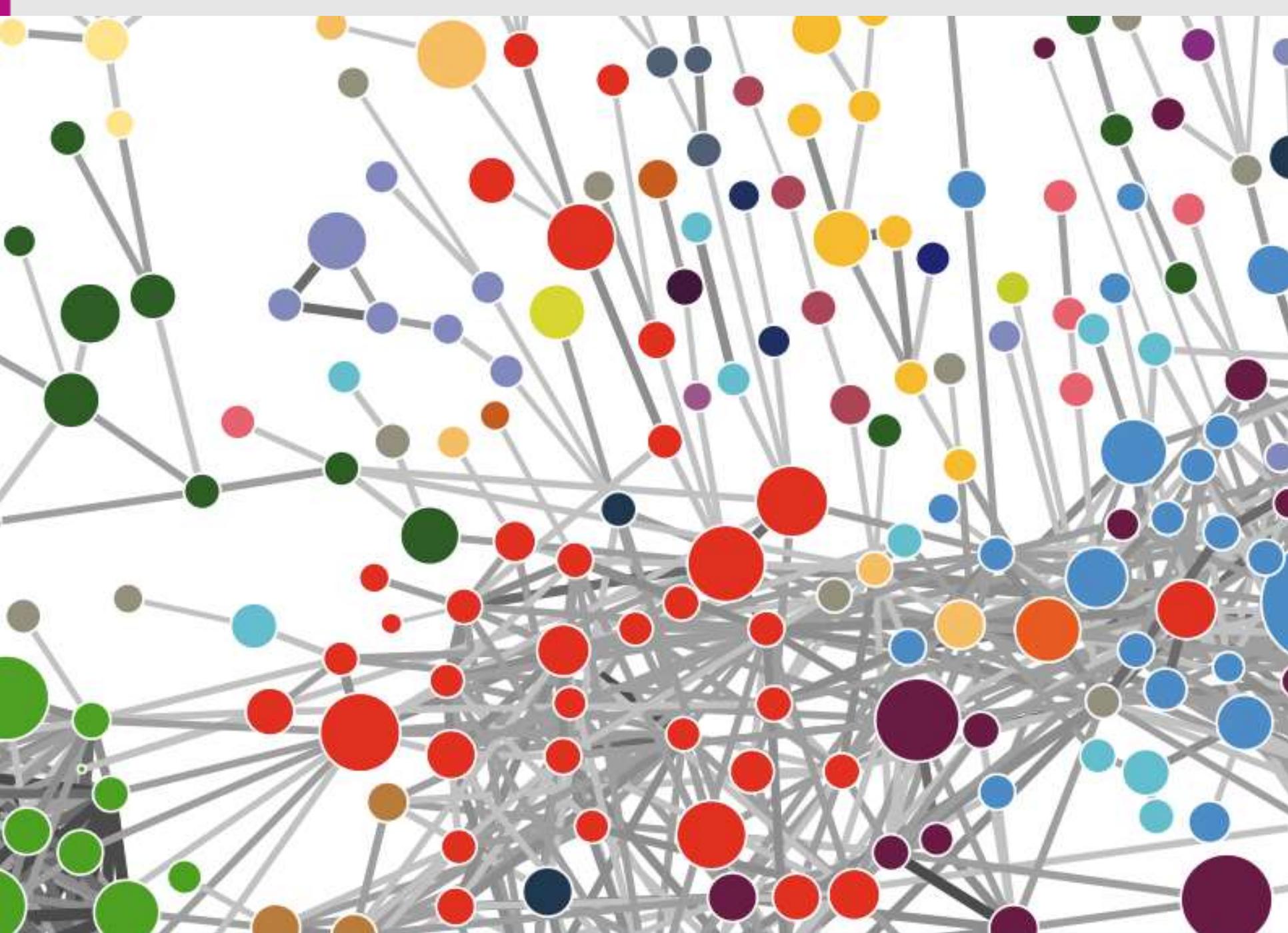
Y muchas **más por descubrirse**

A silhouette of a person in a business suit running across a rocky ledge at sunset. The sun is low on the horizon, creating a bright orange and yellow glow. The sky transitions from orange near the horizon to a deep blue at the top. The person is captured in mid-stride, moving from left to right.

Algunos logros **de esta era**



Conexión a gran escala

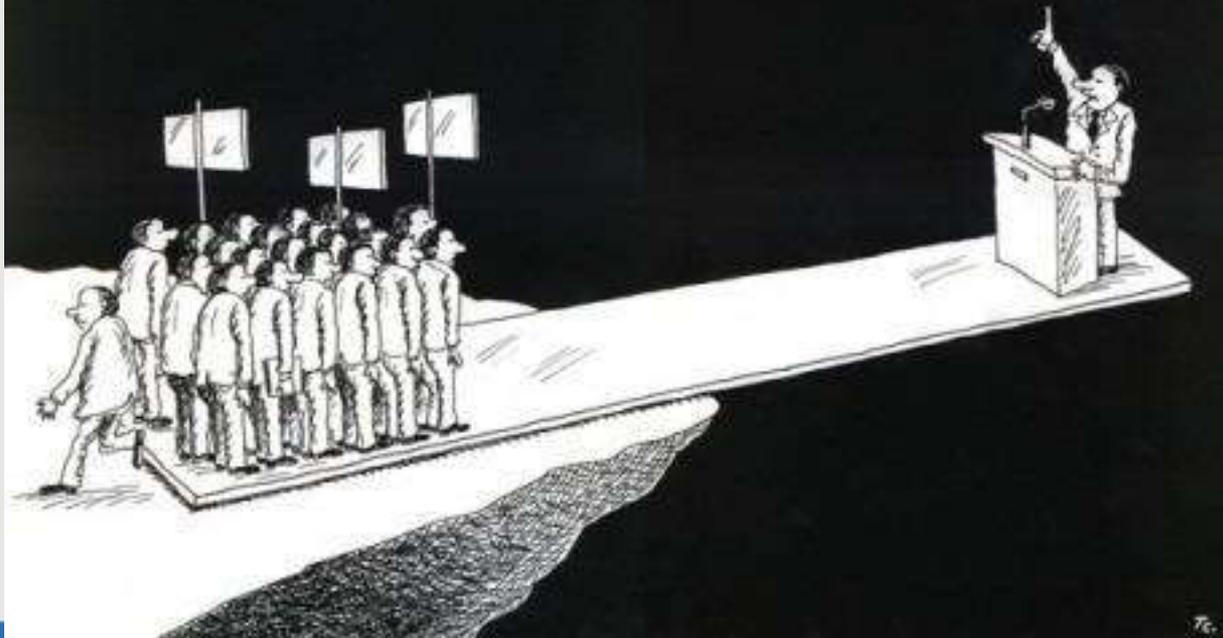




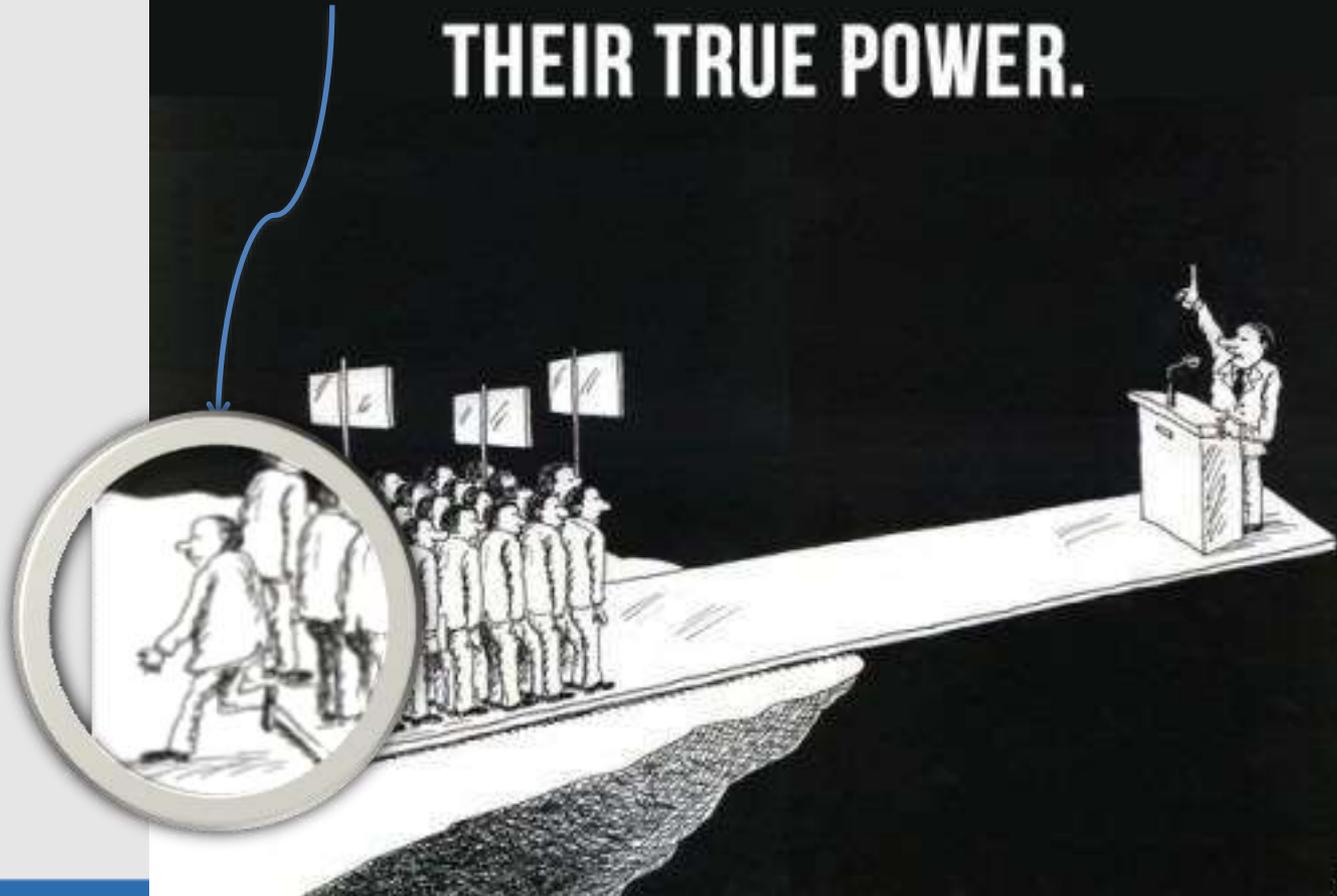
A close-up photograph of a pregnant woman wearing a vibrant red long-sleeved top. She is holding a white rectangular sign in front of her belly with both hands. The sign has the handwritten text "I have a voice" in black ink. The background is a soft, out-of-focus outdoor setting.

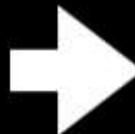
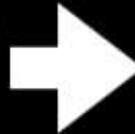
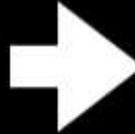
I have a voice

**THE PEOPLE DON'T KNOW
THEIR TRUE POWER.**



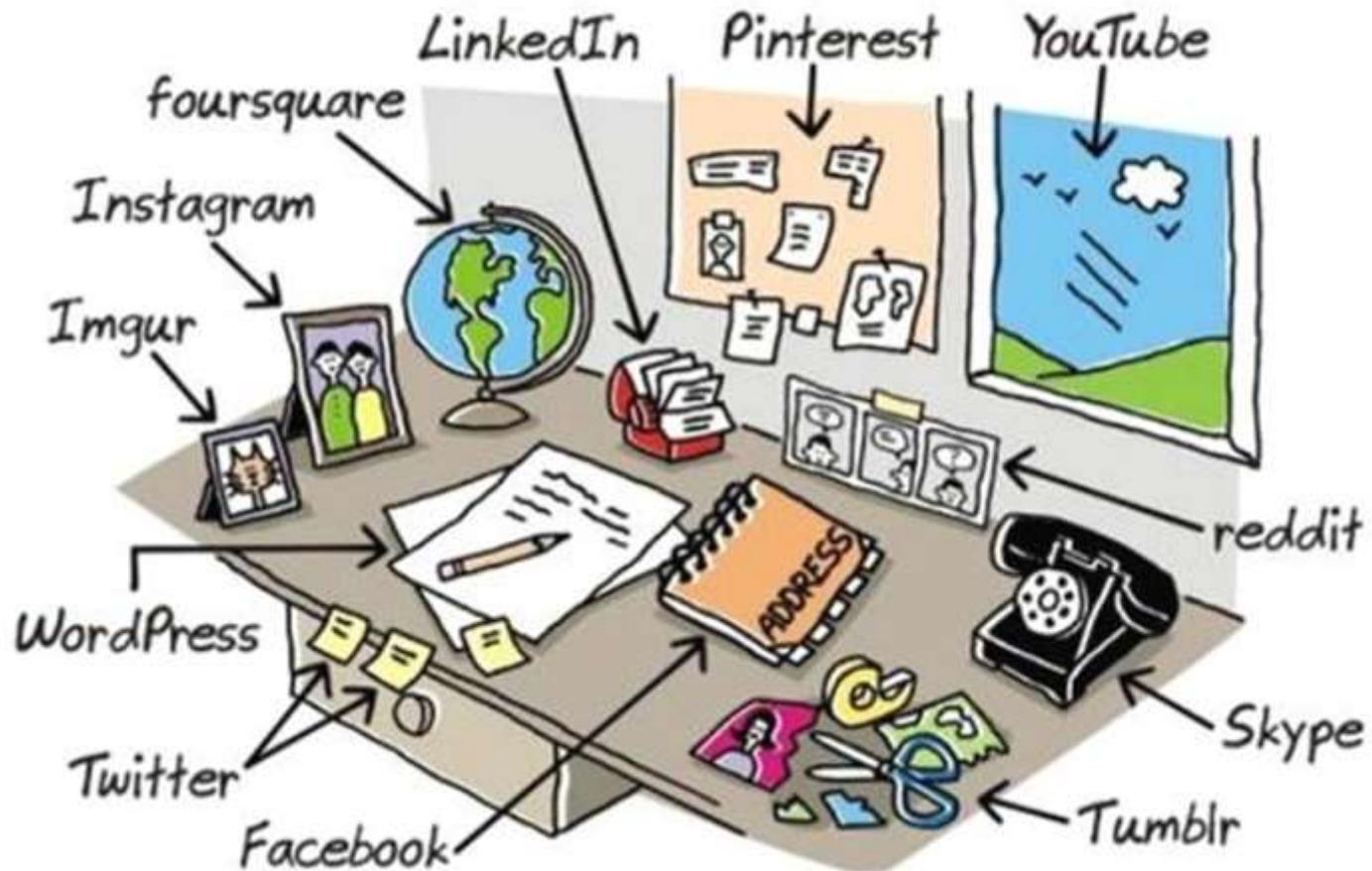
**SOME PEOPLE REALLY KNOW
THEIR TRUE POWER.**





Disrupción

vintage social networking





El efecto Facebook





La información digital crece más del doble cada dos años

Elisabeth Rojas | 3/08/2011 | 0 comentarios

 Me gusta

 Tweet

11

 +1

0



Information Explosion & Cloud Storage

A Forecast of Consumer Generated Digital Content and Its Impact on Business

By the Numbers: A Comparison of Storage Capacities

16 Gigabytes
One Fully Loaded iPad



Users are Creating their own content more and more everyday.

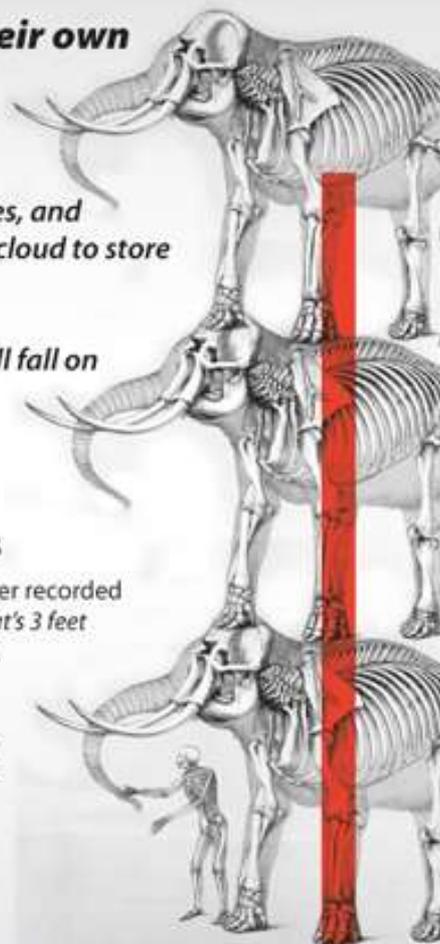
With the advent of Web 2.0 sites, and SaaS users have turned to the cloud to store a great deal of UGC.

Ultimately, the costs of this will fall on the enterprise.

1 Terabyte
62.5 Fully Loaded iPads

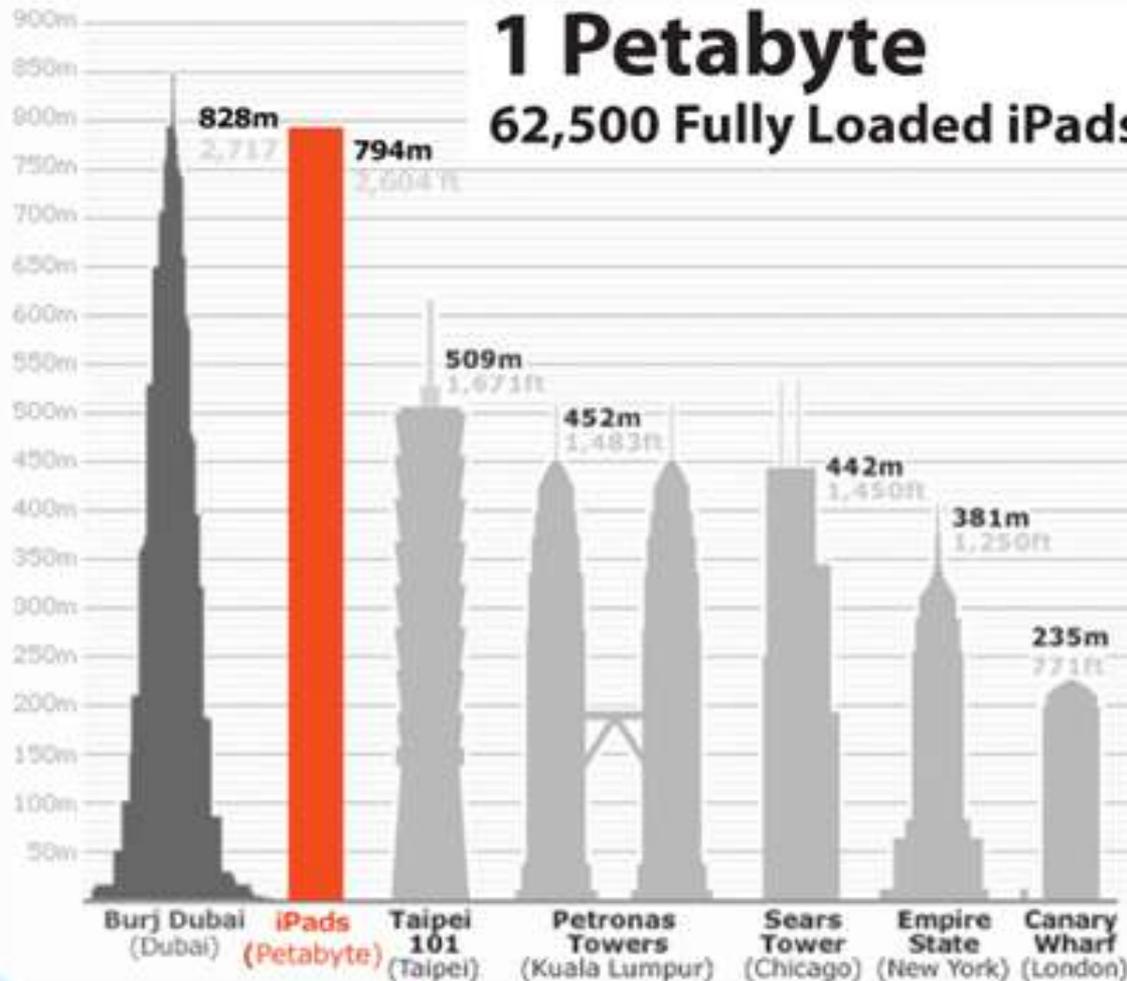
The largest african bush elephant ever recorded had a shoulder height of 13 feet, that's 3 feet taller than the average male elephant.

Placed flat on each other, the stack of iPads would be as tall as 2 and a half of the tallest elephants ever recorded.



FUENTE: <http://wikibon.org/blog/cloud-storage/>

1 Petabyte 62,500 Fully Loaded iPads



Placed flat on each other the stack would be twice the height of the Empire State building, and almost as tall as the worlds tallest building.

Fun Fact

The entire rendering of Avatar reportedly requires over 1 Petabyte of storage space according to BBC's Clickbits, which is the equivalent of 500 harddrives of 2TB each.

That's equal to a 32 year long MP3 file.

FUENTE: <http://wikibon.org/blog/cloud-storage/>

1.2 Zettabytes

Estimated amount of Data in the Digital Universe for 2010.

75 Billion Fully Loaded iPads

The iStack would cover Wembley Stadium's field and reach approximately 339 miles into the sky.

The stack would consist of more than 75 Billion iPads - with a retail value of \$37.4 Trillion

Which is equal to about 44% of the entire world's GDP \$84.7 Trillion. (according to 2009 data)



FUENTE: <http://wikibon.org/blog/cloud-storage/>

La información explotó

1.8
ZETTABYTES

(1.8 trillion gigabytes) of information
will be created and replicated in 2011-
and growing fast (it has grown by a factor of 9 in just five years)

FUENTE <http://www.emc.com/collateral/about/news/idc-emc-digital-universe-2011-infographic.pdf>

Gracias a

A crowd of people at a concert with their hands raised against a sunset background. The scene is filled with energy and movement, with many hands reaching up towards the bright, glowing sun. The overall atmosphere is one of celebration and collective joy.

La **revolución social** de la web

Que fue una **revolución profunda** y a **gran escala**



Con fundamentos **importantes**

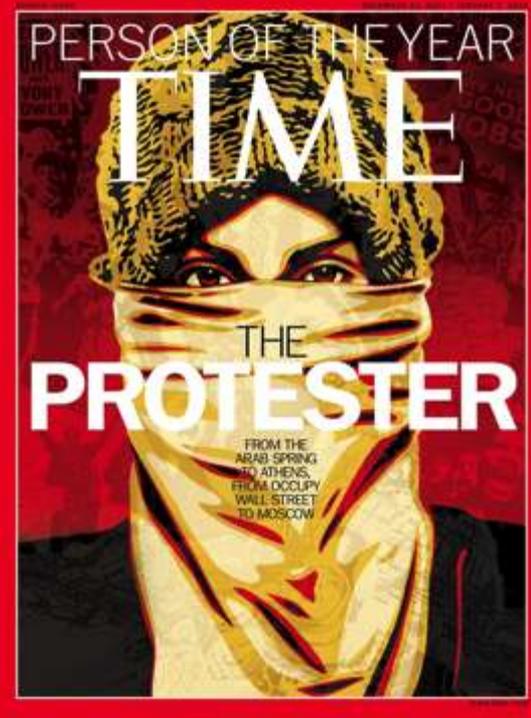


Internet: El nuevo campo de batalla

Revolución basada en **principios activos**

Cambios **generacionales, culturales** y en la forma de **comunicarnos**

El nuevo campo de batalla la nueva gran herramienta política



Tim Berners-Lee: “**This is for everyone**”



Tim Berners-Lee

@timberners_lee



This is for everyone #london2012 #oneweb #openingceremony
@webfoundation @w3c

27 Jul 12

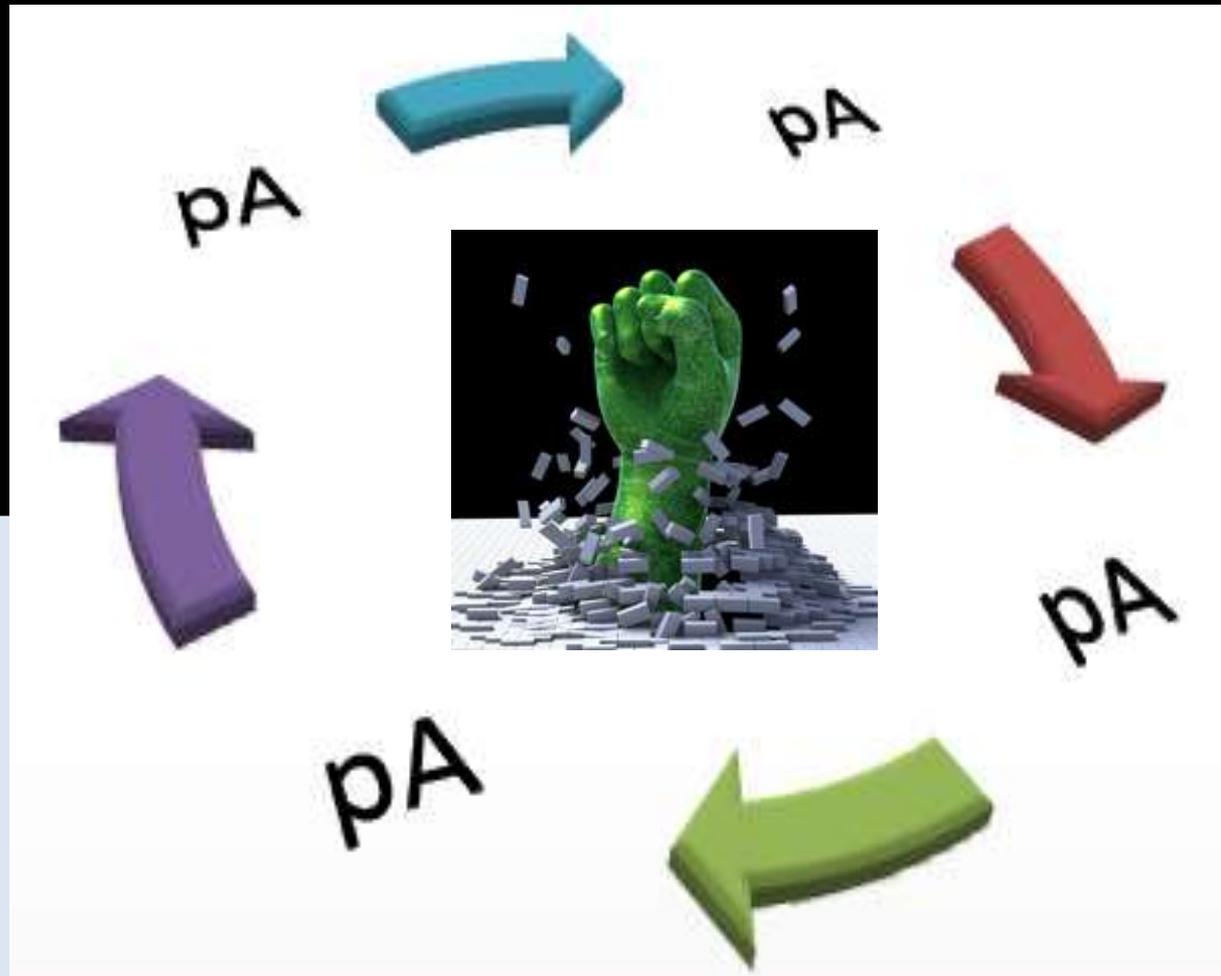
← Reply ↕ Retweet ★ Favorite

<http://bit.ly/R069cz>

(R)evolución que se fundamentó en **principios activos**



En un sistema de **principios activos**





Tim O'Reilly 2005: <http://oreilly.com/web2/archive/what-is-web-20.html>

Principios **activos**



Construcción de la **inteligencia colectiva**



La riqueza está en **los datos**,
en **los contenidos**, en **las conversaciones**



Quienes comprendieron esto **crearon / consolidaron imperios**



La riqueza está en **los datos**,
en **los contenidos**, en **las conversaciones**

Y SU LADO **OSCURO**





ALIBABA

IBM

GOOGLE

MICROSOFT

LOS NUEVE GIGANTES

AMAZON

FACEBOOK

TENCENT

BAIJU

APPLE

Cómo las grandes tecnológicas amenazan al futuro de la humanidad

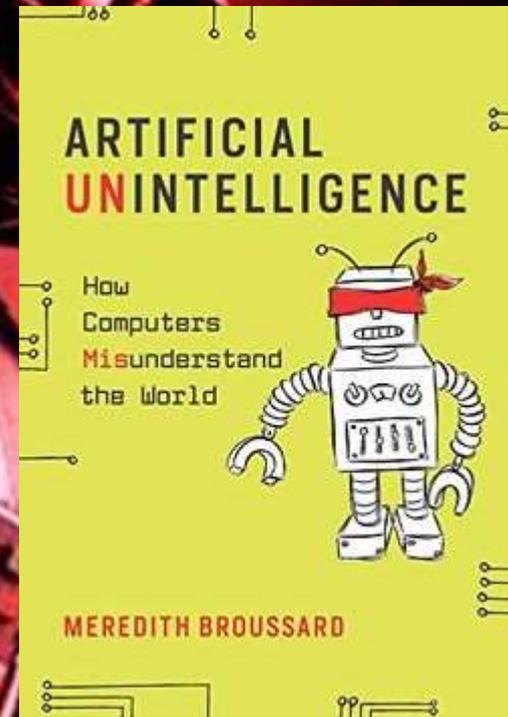
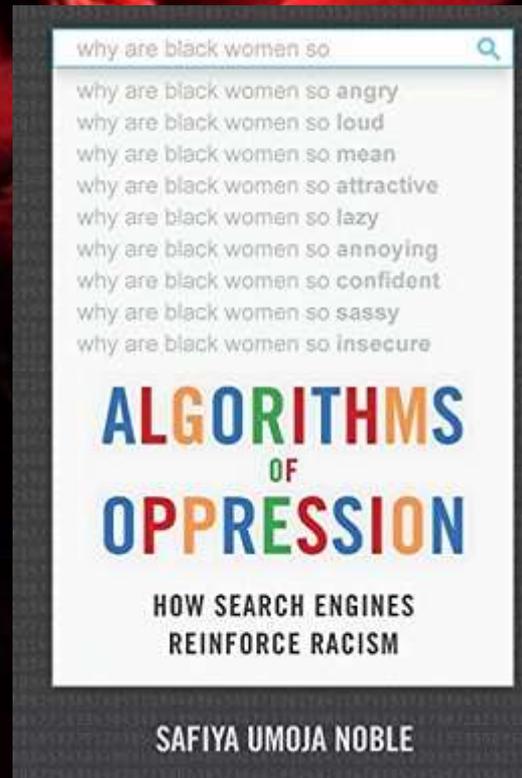
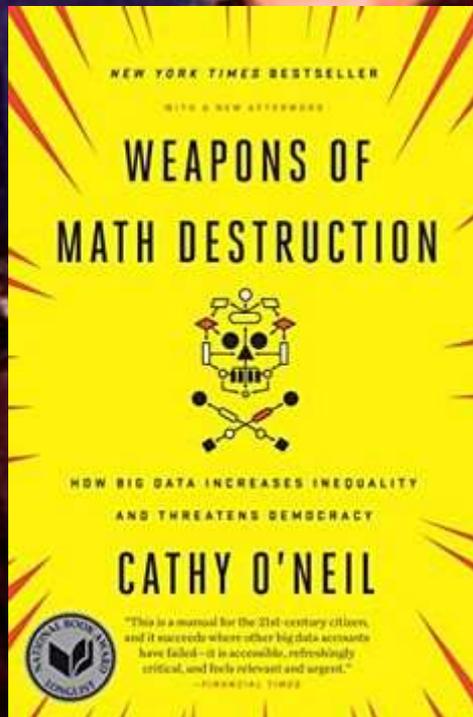
AMY WEBB





The Big Nine





La web como verdadero entorno de **interacción social**



¿Existirá un lado **oscuro**?



Arquitectura centrada en el usuario: ¡ Hay un nuevo rey !



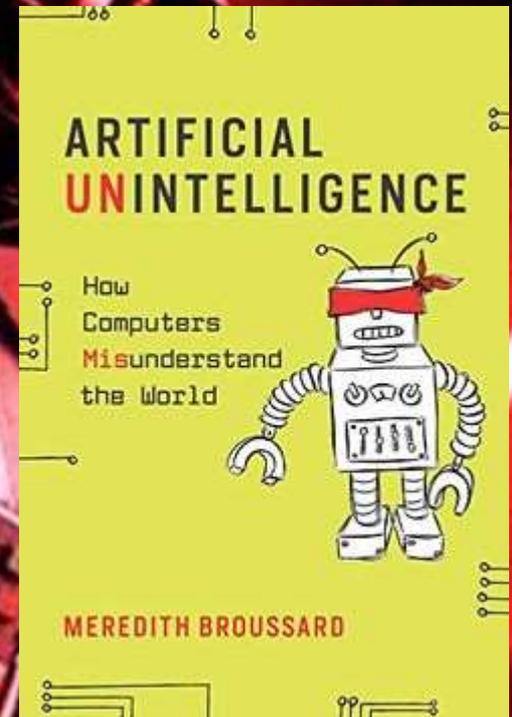
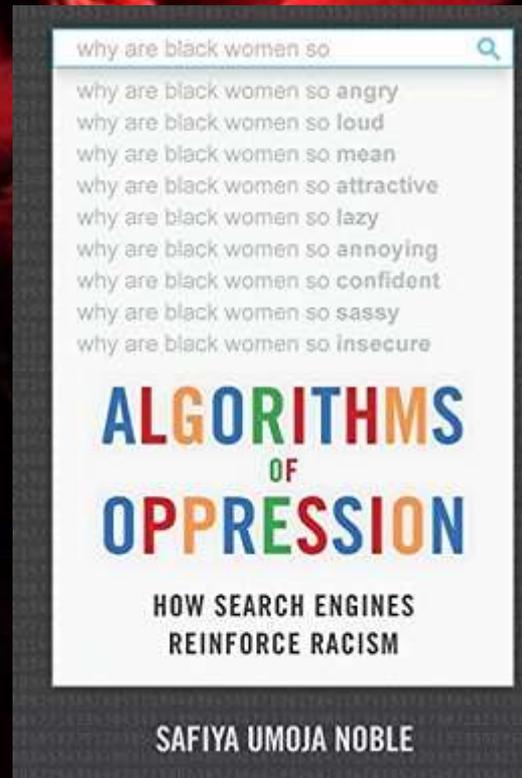
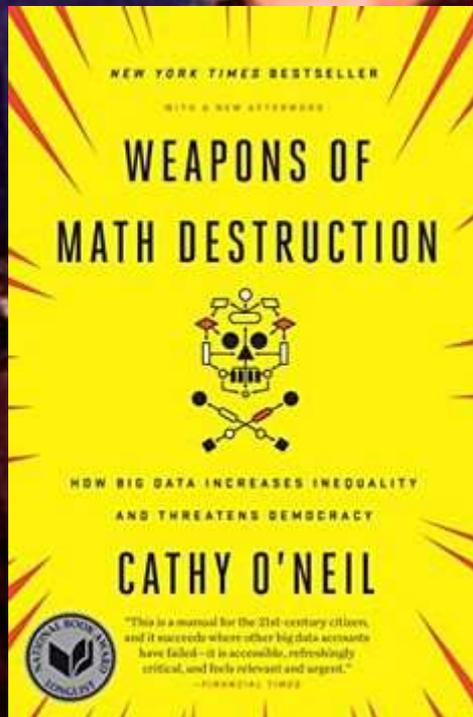
iii Hay un nuevo rey !!!



Arquitectura centrada en el usuario: **¡ Hay un nuevo rey !**

Y TAMBIÉN UN LADO **OSCURO**





Estos principios crearon un **sistema**,
un **ecosistema** que **revolucionó** innumerables
ámbitos del acontecer humano

Algunos cambios que **se**
generaron

Los cambios generacionales son **profundos**



Los cambios generacionales son profundos



High school has changed.
But she hasn't.

Los cambios
generacionales son
profundos

Rebel Wilson

Senior Year

NETFLIX | MAY 13



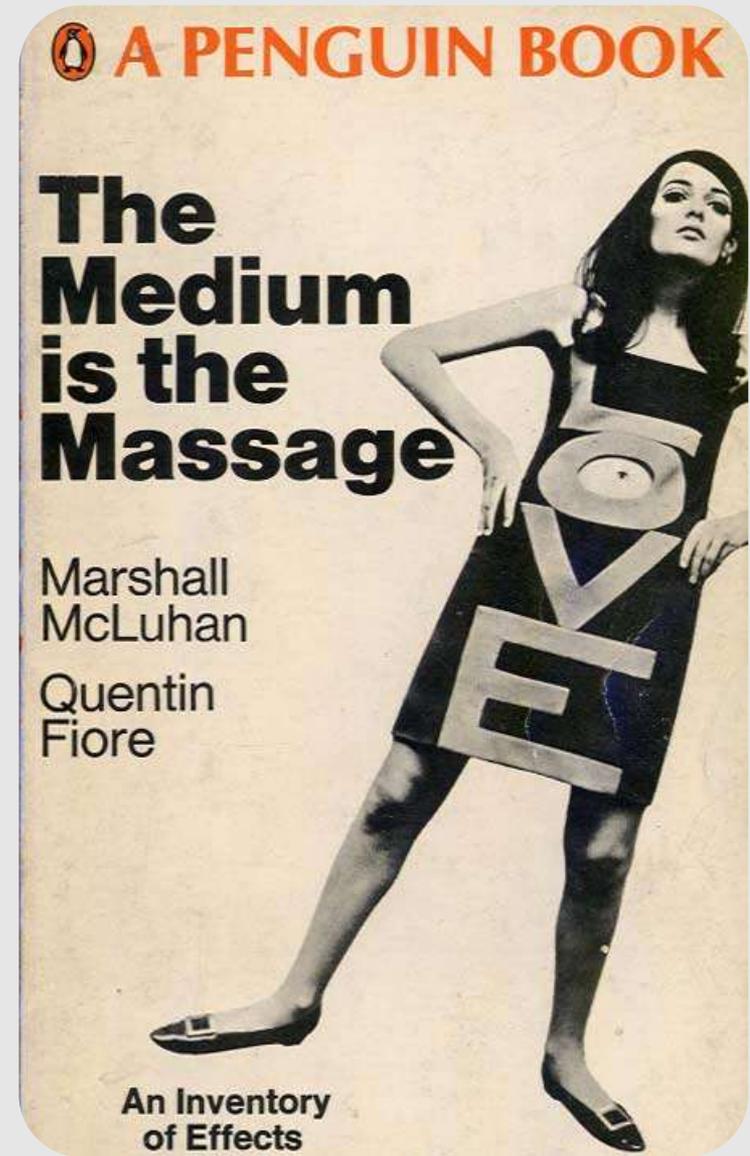
Conocimiento generacional – Conocimiento de medios



EMIGRANTES DIGITALES

NATIVOS DIGITALES

Conocimiento de medios:
Fundamental



Recapitulando

Una **generación
emergente** utilizó
internet para
**conectar,
empoderar, facilitar
y romper cosas**



La **explosión**
informativa lograda,
representó
una **enorme** y **nueva**
riqueza para quienes
la aprovecharon

El nuevo mundo que se **abrió**



Un mundo en donde pasaron cosas como...

El arte se **transformó**

Amanda Palmer y su campaña en Kickstarter: “Este es el futuro de la música”

Raul Estrada hace 4 meses

+1 8

Me gusta 34

Twitter 172

15



24,883

backers

\$1,192,793

pledged of \$100,000 goal

La ciencia encontró nuevas técnicas (crowdsolving)



19:51:51 GMT

foldit BETA
Solve Puzzles for Science

[PUZZLES](#) [BLOG](#) [FEEDBACK](#) [GROUPS](#) [FORUM](#) [PLAYERS](#) [WIKI](#) [FAQ](#) [RECIPES](#) [ABOUT](#) [CONTESTS](#) [CREDITS](#)

Click to learn how you contribute to science by playing Foldit.

GET STARTED: DOWNLOAD

- Win Beta**
Windows (XP/Vista/7)
- Mac Beta**
OSX (Intel 10.4 or later)
- Linux Beta**
Linux (64-bit)

RECOMMEND FOLDIT

USER LOGIN

Username: *

Password: *

Ciudadanos colaboraron para erradicar el trabajo infantil



Las comunidades digitales florecieron (#BrigadaDigital)



Las comunidades digitales florecieron (#BrigadaDigital)



2° Encuentro Nacional de Comunidades Digitales - Ibagué 2013



@ClaudiaBerbeo

Claudia Berbeo

“Radioaficionados juegan papel clave en situaciones de desastres” -

@MCarolinaHoyosT

<http://bit.ly/9HxNKV>

#AcuerdoProsperidad #OlaInvernal

13 nov vía TweetDeck  Eliminar de favoritos  Retwittear  Responder

La génesis del escuadrón @redsalvavidas de la #brigadadigital



@rosacris

rosacris

Si.... RT @juandacorrea: @ClaudiaBerbeo @MCarolinaHoyosT ahora twitteros pueden ser considerados una nueva generación de "Radio Aficionados"

13 nov vía [TweetDeck](#) [★ Eliminar de favoritos](#) [↻ Retwittear](#) [↩ Responder](#)

A crowd of people at a concert with their hands raised against a sunset background. The scene is filled with energy and passion, with the sun low on the horizon, casting a warm, golden glow over the scene. The silhouettes of the crowd and their raised hands are prominent against the bright sky. A dark blue banner is overlaid across the middle of the image, containing the text "Fue una época **apasionante**".

Fue una época **apasionante**



Sacándole provecho a las **tecnologías exponenciales** parte 3:

Internet: la gran maravilla de nuestros tiempos: **la revolución social de la web**

**Cátedra
Pedro Nel Gómez:
Mindset innovador a
prueba de futuro**

