

Emergent Leadership

#ia09lead





Social Web Strategies

Jon Lebkowsky – Founding Partner

strategies to use the web

- cutting costs
- increasing connection
- developing social capital

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**SOCIAL WEB
STRATEGIES**

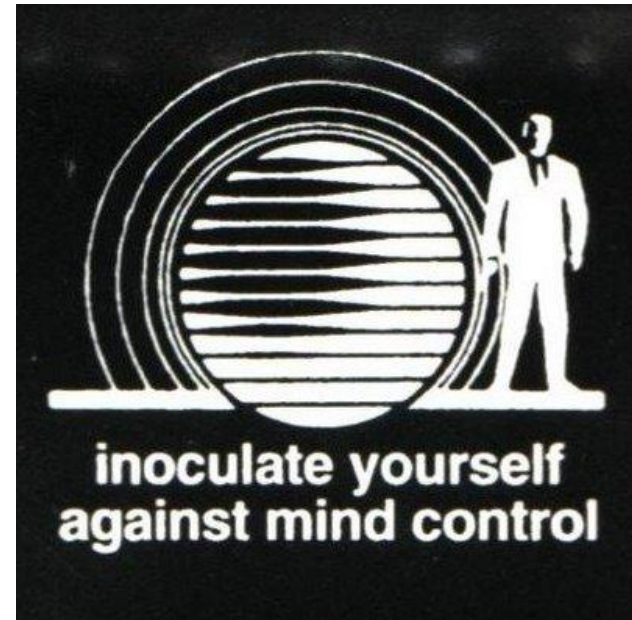




Electronic networks do have an impact on power structures. I would argue that in business, in politics, and within the growing number of non-government organizations formed to influence policy, we are evolving away from traditional top-down organizational structures to information-saturated laterally distributed organizations which are flatter, more distributed, and potentially more inclusive. The change in prevalent organizational structure follows a change in the way information flows.

In 1997 I wrote “Nodal Politics,” an essay that described the impact of the Internet on politics. We were beginning to understand how networks were changing the distribution of information and power. We were at the beginning of a technology-mediated transformation of culture.





Earlier, I was part of one of the first online companies, FringeWare, a commercial endeavor that was also a self-organizing distributed online community. We saw that leaders were everywhere. There were no traditional lines of authority. We followed each other. Members of the company and the community assumed the roles that made sense, for as long as they made sense.





- FREE SPEECH
- INNOVATION
- INTELLECTUAL PROPERTY
- INTERNATIONAL
- PRIVACY

QUICK LINKS

- Warrantless Wiretapping:** EFF is leading lawsuits against AT&T, the Government and Bush Administration officials to stop the warrantless wiretapping.
- Invasive Border Searches:** EFF is lobbying and litigating to stop government seizure of laptops and personal data at the

What Is EFF?

EFF is the leading civil liberties group defending your rights in the digital world.

» About Us

EFF Updates

DEEPLINKS RealDVD Earnest

DEEPLINKS minilinks

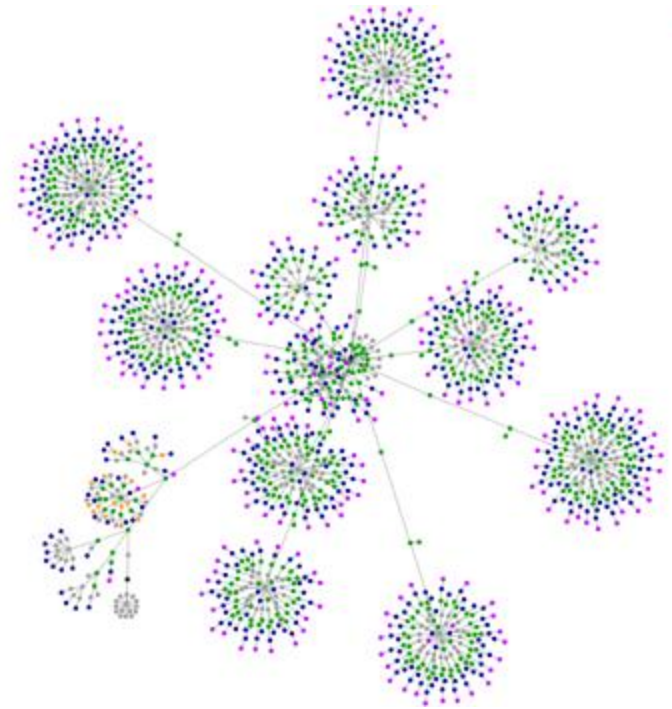
DEEPLINKS Scholars on May 1

DEEPLINKS Testing Y



The Electronic Frontier Foundation was originally going to be a centralized chapters organization, but its board decided centralization was inconsistent with its commitment to networks rather than vertical hierarchies. They didn't want to lead, they wanted to collaborate. They acknowledged that leadership was distributed throughout the network of similar organizations.





Where is the leader in a flock of birds? Who “runs” a network? Who is the “leader” of the Internet? In a network context, leadership can emerge when and where it’s needed.

Joi's Wiki has moved to a new SocialText wiki

1. [Emergent Democracy](#)
 1. [Democracy](#)
 1. [Competition of ideas](#)
 2. [Critical debate and freedom of speech](#)
 3. [The commons\[5\]](#)
 4. [Privacy](#)
 5. [Polling and direct democracy](#)
 2. [Emergence](#)
 3. [Weblogs and emergence](#)
 4. [The Power Law](#)
 5. [Mayfield's Ecosystem](#)
 6. [The Strength of Weak Ties](#)
 7. [Trust](#)
 8. [The toolmakers](#)
 9. [Where are we today?](#)
 10. [End Notes](#)
 11. [Contributions and Edits](#)

Emergent Democracy

Mostly by Joichi Ito

Mostly by Joichi Ito

Edited by Jon Lebkowsky

Version 3.2

Preface

Joi Ito wanted to explore the possibility that the web could be more democratic. In thinking about “emergent democracy,” we had to consider the question of leadership, which we also saw as “emergent.”



Weblogs and Emergent Democracy



Today

- Media and communications are “pull” and omnidirectional.
- Blogs, social networks, online discussions, messaging systems (Twitter) are common and widely adopted.
- We’re seeing a democratization of knowledge. Organization is peer to peer, rather than top-down. Organization and leadership emerge from within this information ecology.





e-patients.net
because health professionals can't do it alone

acor.org
Association of Cancer Online Resources

The free online lifeline for everyone affected by cancer & related disorders

Google Image Result for http://www.laughingbone.com

Home Dictionary Help Site Map

Find a mailing list Search

HOME ABOUT E-PATIENTS.NET

found on the net

Medicine Goes Digital: Special Report from the Economist

17 Apr 2009
It couldn't have been published at a better time! The economist has a new special report on health care and technology. It states: "The convergence of biology and engineering is turning health care into an ...
Read more... »

Participatory Democracy, Participatory Medicine

17 Apr 2009

Mobile could be a game-changer who get in the game.

by Susannah Fox on April 23, 2009

Original title: Health 2.0 meets Ix: Susanna

Here are my prepared remarks for the "Nav Delivery System" segment at the Health 2.0 lines I added to respond to other themes brc in bold)

"Is Health IT the answer? Only if it h
What a powerful statement about the
lives. Ideo's interviews uncovered tre
the national phone surveys conducte
Project

WELCOME

Association of Cancer Online Resources

ACOR is a unique collection of online communities designed to provide timely and accurate information in a supportive environment.

ACOR offers access to 159 mailing lists that provide support, information, and community to everyone affected by cancer and related disorders.

- ▶ MAILING LISTS
 - ▶ ONLINE COMMUNITIES
- ▶ SUPPORT & RESOURCES
 - ▶ COPING WITH CANCER
- ▶ TYPES OF CANCER
 - ▶ AN A-TO-Z LIST
- ▶ TREATMENT OPTIONS
 - ▶ CURRENT TREATMENTS
- ▶ CLINICAL TRIALS
 - ▶ EXPERIMENTAL TREATMENTS
- ▶ PUBLICATIONS
 - ▶ CANCER-RELATED BOOKS
- ▶ PARTNERSHIPS
 - ▶ ALLIANCES & FRIENDS
- ▶ HELP ACOR
 - ▶ DONATIONS & VOLUNTEERS

News

Statins may exert influence on prostate cancer growth by reducing inflammation
Cholesterol-lowering drugs called statins may reduce inflammation in prostate tumors, possibly hindering cancer growth, according to a study ...
Apr 26, 2009
[Full Story]

What's New

Please join us in a town-hall conversation about health care reform. With your help we'll provide effective feedback to the new administration!

Example: Participatory Medicine... "a new model of medical care, based on the development of a team that includes the [e-patient](#), patient groups & specialized social networks, the entire care team, and clinical researchers in a collaborative relationship of mutual respect." (Wikipedia)



In participatory medicine, physicians work as peers with their patients, and patients become more knowledgeable about their conditions – often more knowledgeable than the physicians that are responsible for their treatment. The physician, formerly in the lead, is now part of a team, and the team includes the informed, social media-savvy patient.



What is coworking?

August 25, 2008

CoCreate City: A coworking space gives independent companies that would usually work out of their home, to cut out overhead, a place to call their office.

Conjunctured is the very first Austin coworking space. We're a growing community of like-minded professionals who have grown tired of working alone and crave the vibe of working in a collaborative and creative space. We'd love to meet you!

What happens when independent freelancers organize collaborative workspaces?



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INTERACTIVE
AUSTIN 2009
How Social Media Can
Enhance Enterprise Profitability



What's happening to broadcast (push) media?

What's happening to broadcast media is also happening to companies. The conversations are increasingly “out of control,” and potentially valuable.

Hincliffe said “The network route around non-participants. What happens when the boss is a “non-participant.”

How do you lead in this context?





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