

## Natural Innovation



IT training requirements in today's world  
Mitra Ardrion - 28 Sept 2004

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## Background

- Worked on early online communities
  - GreenNet(85) and APC (89) (model for Pegasus)
- Worked on early days of internet
  - Gopher& WAIS (90) HTTP & URLs (93), AOL(94) VRML(96).
- Consult occasionally to internet community companies
- Just back from 6 weeks in US visiting net pioneers

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## Target audience

- Knowledge workers
- Managers
- Professionals
- Admin, Clerical, Secretarial
- Writers, Marketing, etc etc
- General business skills

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## Competitive world

- US is better equipped and trained
- India is MUCH cheaper
- We are as far behind as ever,
  - but world more competitive
- Free Trade?
- Australia Risk averse in a riskier world
- Compliance oriented in an action oriented world

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## US comparison & directions

- Net totally integrated
- MP3 from net via 802.11 on home stereo
- Net availability
- Use of email v. postal/fax
- Runs on Linux (Servers)
- Moving to Macs (users)
- We don't have broadband here!

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## World is Changing

- Information is out of date quickly
- Static information usually out of date
- Training - especially packages -out of date

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## IT focus will change

- IT as a means of communication
- IT for staying informed
- IT for publishing

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## Training Requirements

- Contractors rather than Employees
- Quality of training key
- Up to date
- Ability to learn and communicate
- Short Courses
  - available as and when required

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## Accreditation irrelevant

- Can you do it
- OR can you learn how to do it quickly

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## Communication in an always-on world

- IM - AOL/iChat; MSN; Yahoo; Fire
- VoIP - Skype; Vonage;
- Combination of IM & VoIP
- Effective use of email
- Social Networking: Orkut / Tribe

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## Publishing

- not websites
  - (text not changed by designers!)
  - Trend away from Flashy websites to meaningful content
- Mailing Lists
- Blogs
- CMS
- Wikis

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## Rest of day

- Will look at each technology
- As a consumer
- And(where relevant) as a publisher
- Will have time in the lab

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## IM

- Look at iChat
- Fire - multisystem

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## MSN

- Downloadable
- Setup and use accounts
- Add each other as buddies
- Show voice

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## VoIP Skype

- Downloadable
- Setup and use accounts
- Add each other as buddies
- Show skype-out

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## IM / VoIP: Compare and contrast

	AIM	iChat	Yahoo	MSN	ICQ	Skype	Fire
Platform	Mac/PC	Mac	Mac/PC	Mac/PC	Mac/PC	Mac/PC	Mac
Audio	PC only	Yes	No	PC only	?	Yes	No
Video	?	Yes	Yes	?	?	No	No
Obtrusive Ads	Yes	No	No	No	?	No	No
Group	?	Yes	Yes	No	Yes	PC only	?
Outcalls	No	No	No	No	No	Yes	No
	Works with iChat	Works with AIM					Works with all others

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## Fire

- Multi-system chat

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## Vonage

- Phone device
- SIP compatible
- Incoming & Outgoing
- Effectively US only

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## Email

- Probably the most important business tool
- Selecting email services and clients
- Advanced usage

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## Selecting your email

- Web based v. offline
- Secure v. Microsoft
- ISP and employer independent

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## Effective use of email

- Folders
- Filtering
- Replying - to all, including
- Etiquette
  - Forwarding
- Attachments & Viruses

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## Email: Spam

- Setting up
- Checking filtered for false positives
- Whitelists

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## Social Networking

- Who, not What, you Know
- Lists of friends
- Friends of Friends

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## Orkut in depth

- Sign up
- Add each other as buddies
- See how forums interact with Social Networks

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## Competitors

- Care2 - topic specific
- Tribe - groups
- LinkedIn - trusted intros

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## Staying Informed

- Mailing Lists / Forums
- RSS
- Blogs

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## Mailing Lists / Forums

- Show Yahoo lists.
- Show searching in Yahoo

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## Mailing Lists

- Creating your own mailing list on Yahoo
- Configuring it e.g. moderation

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## Alternatives

- PhpBB
- Mailman

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## Selection criteria

- Send and receive by email
- Automatic handling of bounces
- Spam filtering
- RSS
- Attachments
- Advertising

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## RSS

- How it works - the theory
- Download and install FeedException
- Explore 3-pane structure
- Typical usage, refresh / scan / click to browser
- Understand OPML
- Show Rojo

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## Advanced RSS

- Searches - technorati,
- feedster

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## Blogs

- Overview
- Demonstrate my blog
- Joi Ito's blog
- Repeat search and see a blog

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## Blogs

- The phenomena (10,000 in Iran)
- Publishing to a blog - using NN Lite
- Creating a blog on blogger

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## Advanced blogging,

- Configuring templates etc
- Typekey
- Technorati

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## Wiki

- Wikipedia
- TikiWiki - wikicode
- SeedWiki - HTML / wysiwyg

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### CMS

- Manage web pages via the web
- Try at [OpenSourceCMS.org](http://OpenSourceCMS.org)

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### Watch for convergence

- Google: Blogs; RSS search
- Yahoo: IM; Mailing Lists;/Forum; Aggregator
- Orkut (owned by google) Social Networking; Forum

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