Beyond Data: Building a Web of Needs

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Tim Berners-Lee, James Hendler, Ora Lassila, 2001 (paraphrased):

Tell your agent what you need, and it will arrange everything for you.
Tim Berners-Lee, 2009 (literally):

„Raw data now!“
Tell your agent what you need
Tell
your search engine
what you need
Tell your e-commerce site what you need
Tell your hotel search engine what you need
Tell

your social network

what you need
Tell
your classifieds portal
what you need
Tell the Web what you need
...so:

1. Say what you need
   ... and give it a URI

2. Expect to be contacted
MATCHER
MATCHER

MATCH

CONNECT
Not only for buying and selling
Solving what you can’t solve on your own
http://bit.ly/10ntJUi
Matching Service

Owner Application

WON node

WON node

Owner Application

Owner Application

Owner Applications

Owner Applications

Owner Applications
Need Protocol
Communication protocols
Matching
Description
language for
needs
User Interaction Design
Challenges:

Many.
You can help.

➔ open infrastructure
➔ open source

github.com/researchstudio-sat/webofneeds/

http://www.flickr.com/photos/atoach/5151500399
http://github.com/researchstudio-sat/webofneeds
http://bit.ly/10ntJUi

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