

# **E-Business, Tribal Cultures and Consumer Wellbeing**

## **By Tiffany Shlain**

### **This presentation will cover the following:**

- Identify the impact of e-business to individuals, workplaces, communities and populations worldwide.
- Describe the different cultures created and sustained in the information technology highway.
- Learn best practices in information technology while addressing consumer wellbeing.

### **Outline of Lecture:**

#### **1. Background**

- The Webby Awards:
  - Mission: Now in it's sixth year of recognizing best practices with the internet.
- The International Academy of Digital Arts and Sciences:
  - 270 judges – members of The Academy – worldwide make the selection.
  - Each year our nominees create a snapshot of the evolution in Web development, design and consumer's adaptation.

#### **2. History of the Web**

- The Web in relation to other communication systems
- Where we are today in web usage
- What are the ramifications when the usage number continues to grow?
- Similarities to the current Internet's to the time of the Renaissance.

#### **3. The Impact of the Web on individuals, workplaces, communities and populations worldwide**

- Attributes of The Web's Online Culture
  - Relation to Space
  - Communication
  - Connection
  - Access
  - Common language of HTML. •Interactivity
  - Compartmentalization of information
  - Search Capabilities
  - Multitasking
  - Information Gathering
  - Sense of Territory
  - Size Doesn't Matter
  - Anonymity
  - International
  - Hyperlinks

#### **4. Trends in Web Development since it's inception to today:**

- 1994 -1997 websites- simple and light ("I link, Therefore I am" Phase)
  - Individuals posting pages
  - Linking to each other
  - Unbounded space

- 1998 - Bells and whistles (“Look At Me” Phase)
  - Tables, graphics and frames – became more complicated
  - People finally had options and they began to use them
  
- 1999 – Stickiness (“Stay With Me” Phase)
  - Commerce – goal became to keep people
  - Created Boundaries became the walls of the site
  - Developer became responsible for the \*entire experience
  - Unsustainable
  - Companies founded on this model began to collapse – are collapsing
  
- 2000 – Redistribution of weight (“We’re In This Together Phase”)
  - There is a movement towards user-sustained and generated content
  - Community
  - User posted content
  - Peer to Peer Sites
  
- 2001 – Return to the Roots (Let’s Get Back to Why We Fell In Love in the First Place” Phase)
  - 60% of our nominees this year have missions above and beyond commerce. This reminds us that the Internet is about so much more than .com, it is about .gov, .net, .edu as well.
  - If you do want to do commerce on the web, you have to establish trust with the user. You need to establish trust from same levels of trust you need to establish in the real world.
    - Public Space= Website
    - Social Space= Bulletin Board
    - Personal Space=Emails
    - Build trust from the Public, to the social to the personal
  
- Looking towards the future

## 5. Best Practices:

### Judging Criteria for Webby Awards

1. Content
2. Structure & navigation
3. Visual design
4. Interactivity
5. Functionality
6. Overall experience

### To succeed online, draw from the original strengths of the internet

1. Sharing
2. Connecting
3. Communicating
4. Accessing