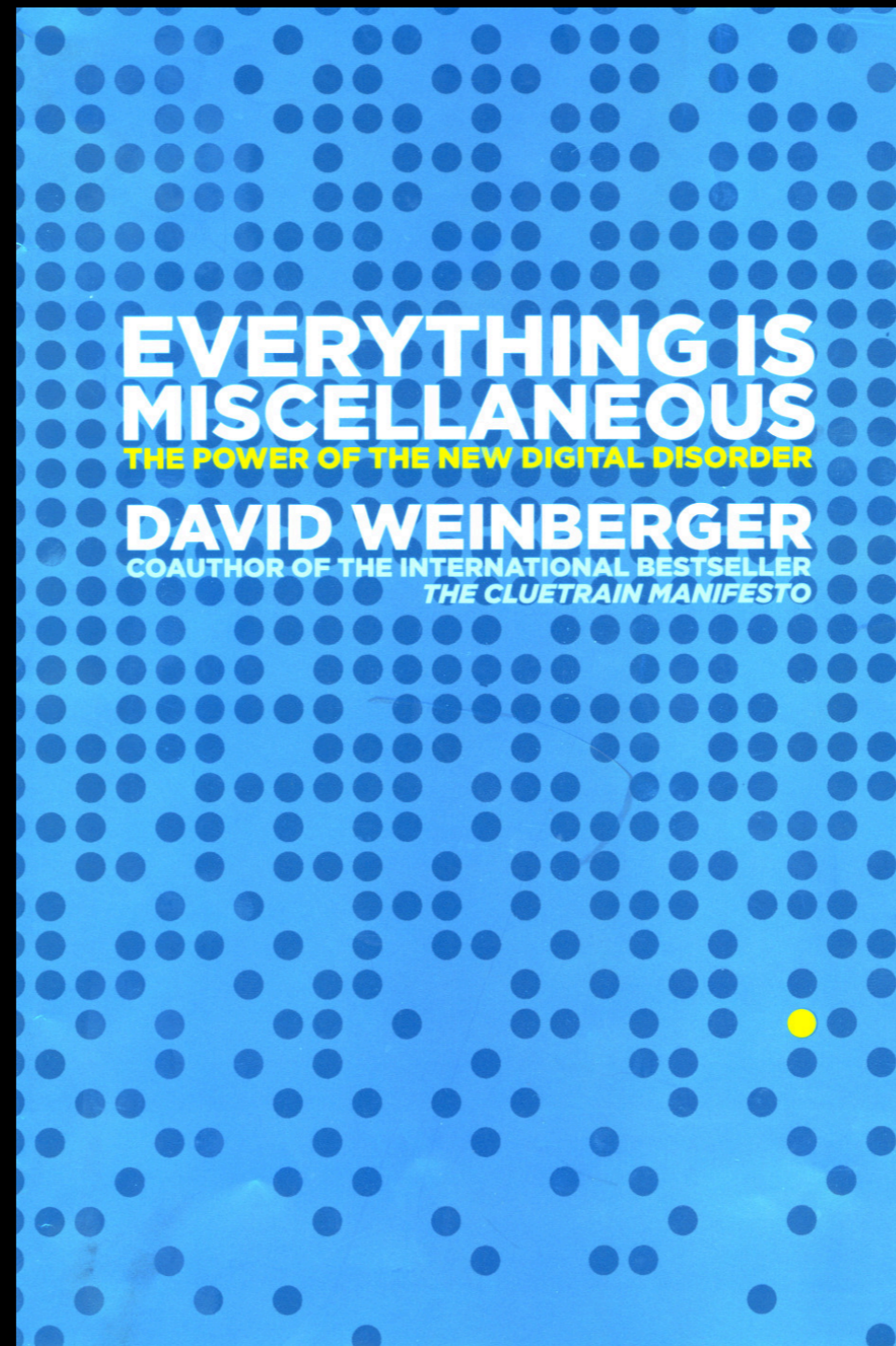


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*Vse je različno*

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*David Weinberger, "Everything is Miscellaneous", Henry Holt & Company Inc, May 2007*

# Osnovna sporočila

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- ▶ *Zakoni uporabe stvari se spremenijo, ko stvari postanejo digitalne*
- ▶ *Filtriraj na poti iz in ne na poti v*
- ▶ *Kategorizacija nima prihodnosti*
- ▶ *Samo s pristopom od spodaj navzgor lahko obvladujemo stvari*



# Nekaj samoumevnih stvari

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- ▶ V fizičnem svetu so nekatere stvari bolj blizu kot druge
- ▶ Fizične stvari so lahko samo na enem mestu hkrati
- ▶ Fizični prostor je samo en
- ▶ Fizične sposobnosti ljudi so omejene
- ▶ Organiziranost mora biti urejena

# Analogija iz glasbene industrije

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*‘For decades we've been buying albums. We thought it was for artistic reasons, but it was really because the economics of the physical world required it: Bundling songs into long-playing albums lowered the production, marketing, and distribution costs ... As soon as music went digital, we learned that the natural unit of music is the track.’*

- ▶ Kakšne so naloge založniške hiše?
  - Marketing
  - Poišče / Filtrira
  - Izdela fizični izdelek
  - Distribucija fizičnega izdelka



# In ko izdelek postane digitalen

- ▶ Uporabniki
  - distribuirajo, delijo
- ▶ Glasbeniki
  - izdelajo poceni, prodajajo direktno
- ▶ Socialni servisi pomagajo filtrirati
  - Facebook, MySpace, ...
- ▶ Posledica
  - Založniških hiš ne potrebujemo več.





# Pomembnost kategorij

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- ▶ Kategorije so pomembne v fizičnem svetu
  - “We invest so much time in making sure our world isn’t miscellaneous in part because disorder is inefficient”
  - “We’ve been raised as experts at keeping our physical environment well ordered, but our homespun ways of maintaining order are going to break”
- ▶ Obseg spremeni stvari
- ▶ Zaključek
  - “The solution to the overabundance of information is more information”



# Stvari so lahko na več mestih hkrati

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- ▶ prva generacija
  - posnemamo fizični svet, dokumente spravimo v mape
- ▶ druga generacija
  - uporabimo več ključnih besed za opis datotek in iskanje
  
- ▶ Ista stvar je lahko na več mestih hkrati.
- ▶ Knjižnice - knjige so lahko le v eni kategoriji





# Organiziranost organiziranosti

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- ▶ prva stopnja organiziranosti
  - organizirati moramo objekte same
- ▶ druga stopnja organiziranosti
  - materialni zapis informacij o dejanskem objektu, npr. katalog
- ▶ tretja stopnja organiziranosti
  - digitalno, vsebina in podatki o njej

*“We have entire industries built on the fact that the paper order severely limits how things can be organised. Museums, educational curricula, newspapers, the travel industry, and television schedules are all based on the assumption that in the 2nd order world we need experts to go through information, ideas, and knowledge and put them neatly away”*



# Amazon v primerjavi knjižnico

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Dewey sistem  
klasifikacije



Različni sistemi urejanja  
in razvrščanja

Idealne klasifikacije ni



Lastna klasifikacija

Fizične omejitve



Ni omejitev

Učenje sistema



Sistem se uči o vas

# Nova klasifikacija

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*“Classification is a power struggle – it is political – because the first two orders of order require that there be a winner”*

- ▶ Označevanje (Tagging)
  - uporaba ključnih besed
- ▶ Folksonomije (Folksonomies)
  - taksonimija od spodaj navzgor
- ▶ Podatkovno rudarjenje (Data mining)
  - med stvarimi poiščemo povezave

# Nova strategija

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- ▶ Filtriraj na poti ven, ne na poti v
- ▶ Postavi list na čim več vej
- ▶ Vse je metapodatek in vse je lahko oznaka
- ▶ Prepusti kontrolo



# Video

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▶ Everything is Miscellaneous

- David Weinberger

- <http://www.youtube.com/watch?v=x3wOhXsjPYM>

▶ Information R/evolution

- Michael Wesch

- <http://www.youtube.com/watch?v=-4CV05HyAbM>