

1\_begin  
dnfehren  
SI658  
11-2-2009



2\_author bio

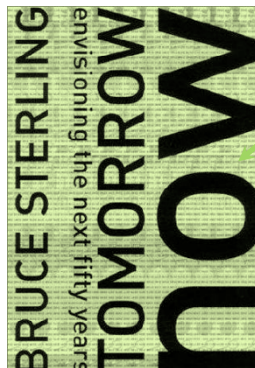
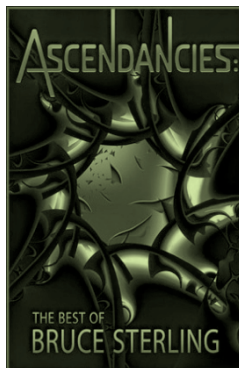
# Bruce Sterling

writing since the 1970's

“design fiction”

futurist  
technophile

sustainability



## technosocial transformation

**Artifacts** are made and used by **Hunters and Farmers**

?  $\xrightarrow{\sim 2.5 \text{ million years}}$  1500's

**Machines** are made and used by **Customers**

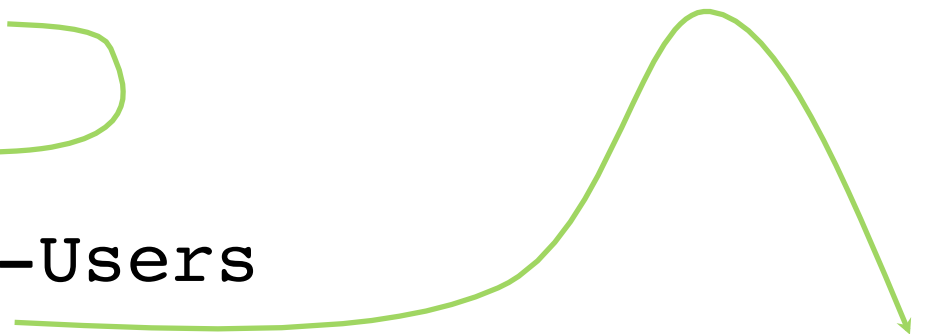
1500's  $\xrightarrow{\sim 400 \text{ years}}$  World War I

**Products** are made for use by **Consumers**

World War I  $\xrightarrow{\sim 70 \text{ years}}$  1989

**Gizmos** are made for use by **End-Users**

1989  $\xrightarrow{\sim 45 \text{ years}}$  2035



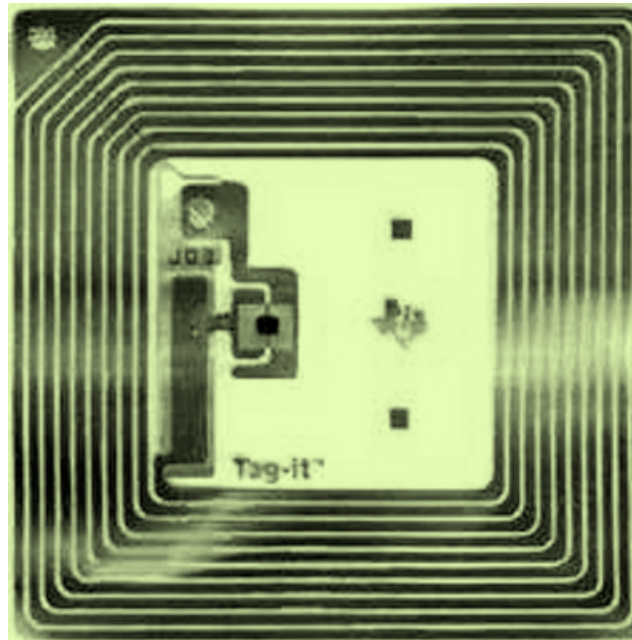
4\_the next step

## spimes and the “Internet of things”

RFID tags

tags will create a network

spime info stored in vast searchable databases



5\_spimes mean

you can know everything

about anything

anywhere

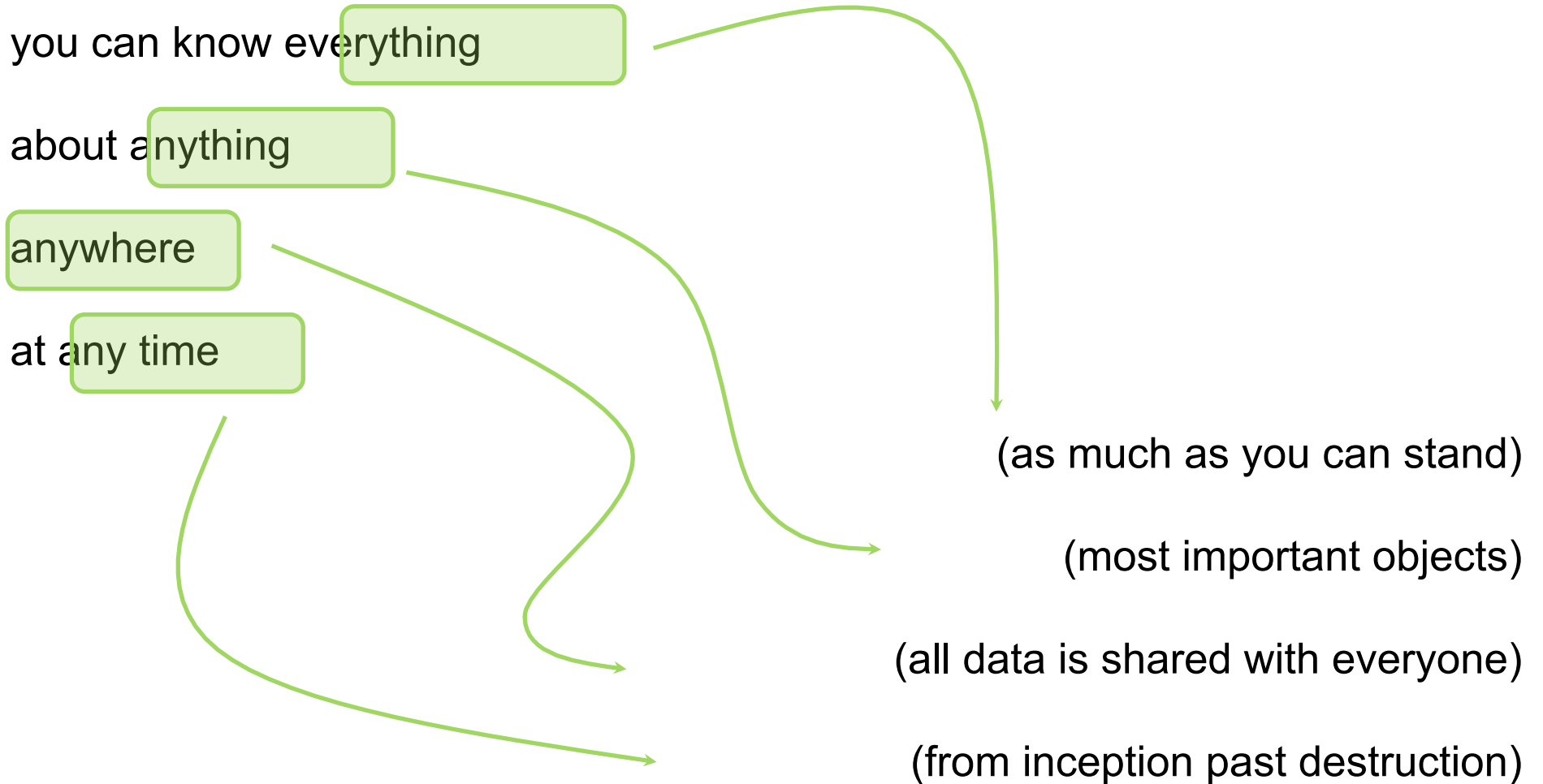
at any time

(as much as you can stand)

(most important objects)

(all data is shared with everyone)

(from inception past destruction)



6\_problem

does this matter for IA?

no navigation, classification, organization, etc

are we going to build the infrastructure?

how good are we handling the information on the present Internet?

what if its all just fiction?

maybe it doesn't

7\_here's why

## the book is a love letter to design

design history, notable figures

he connects with the design community



♫\_the world

he is convinced  
**DESIGN**  
will save the world

look past the speculation and there are useful lessons

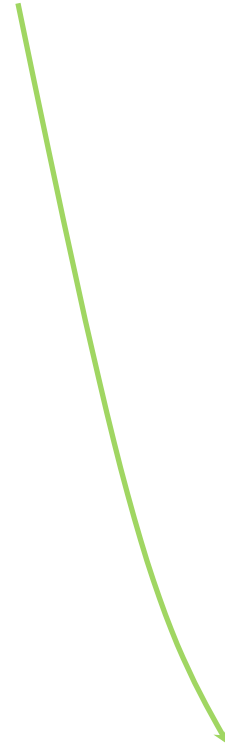


# cognitive load and opportunity cost


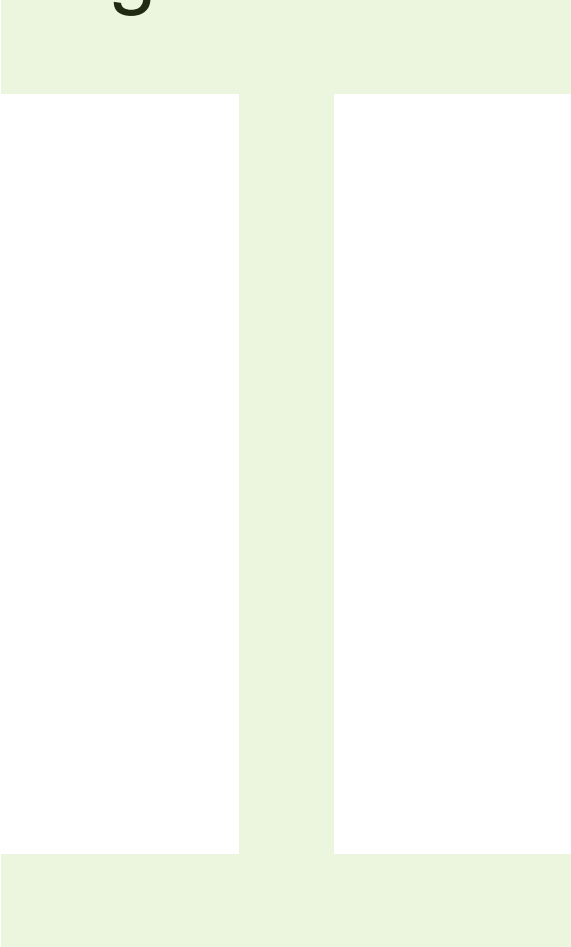
always a trade off

attention and energy are finite

demands will only grow



## cognitive load and opportunity cost



IA should reduce CL and OC  
of users

“representative design”

# learn from past mistakes. or else


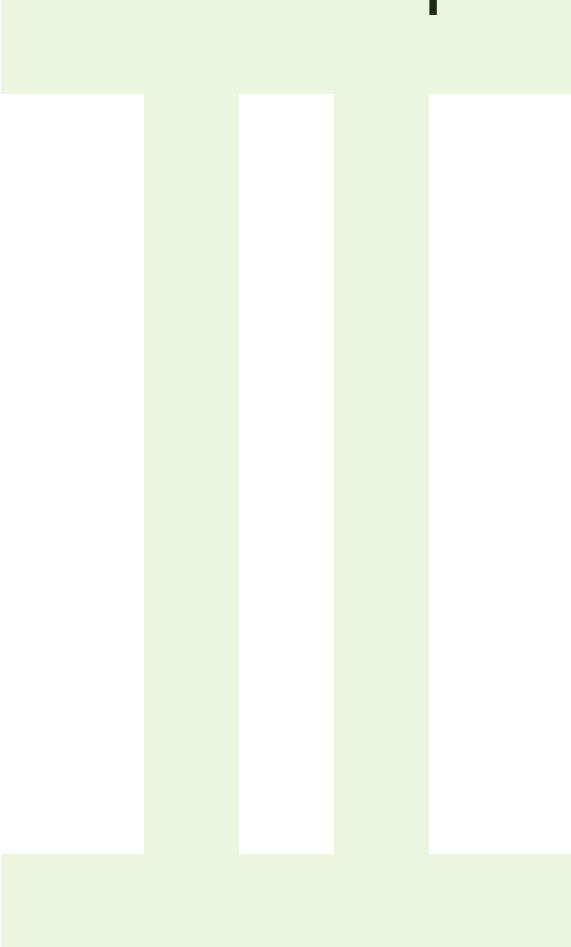


rapid prototyping

don't underestimate serendipity

deeply searchable data aids problem solving

learn from past mistakes. or else



today's bad idea can save you  
tomorrow

useful sites will account for user  
histories

# Most Advanced Yet Acceptable\*

technological capability and societal  
understanding

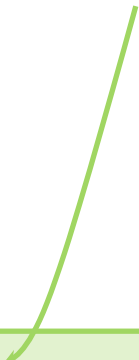
can go wrong both ways

too advanced, no one uses it

too acceptable, no one cares

14\_maya2

## Most Advanced Yet Acceptable



find a balance

back up glamour with real ideas

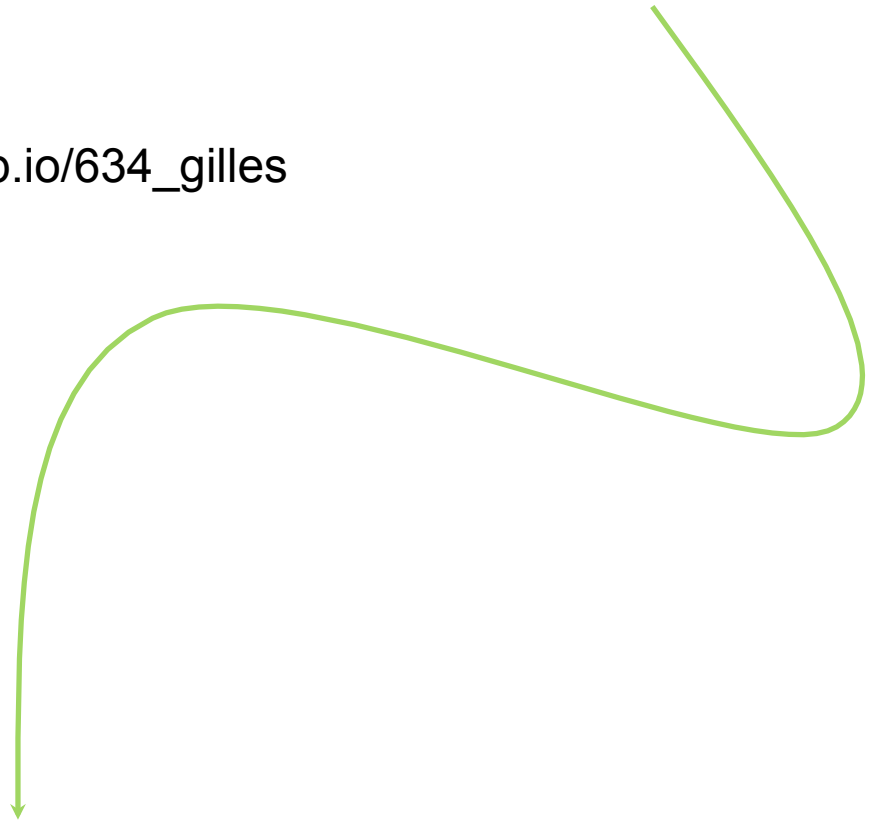
can't live only in your head or only in  
the market

# 25 questions for any design project\*


Wim Gilles, 1950's

procedure to consider a product and develop improvements

\*d/l at [http://drop.io/634\\_gilles](http://drop.io/634_gilles)



## 25 questions for any design project\*



any design has many layers of  
consideration

Opportunities to improve come from  
many places



17\_my take

## parting thoughts...

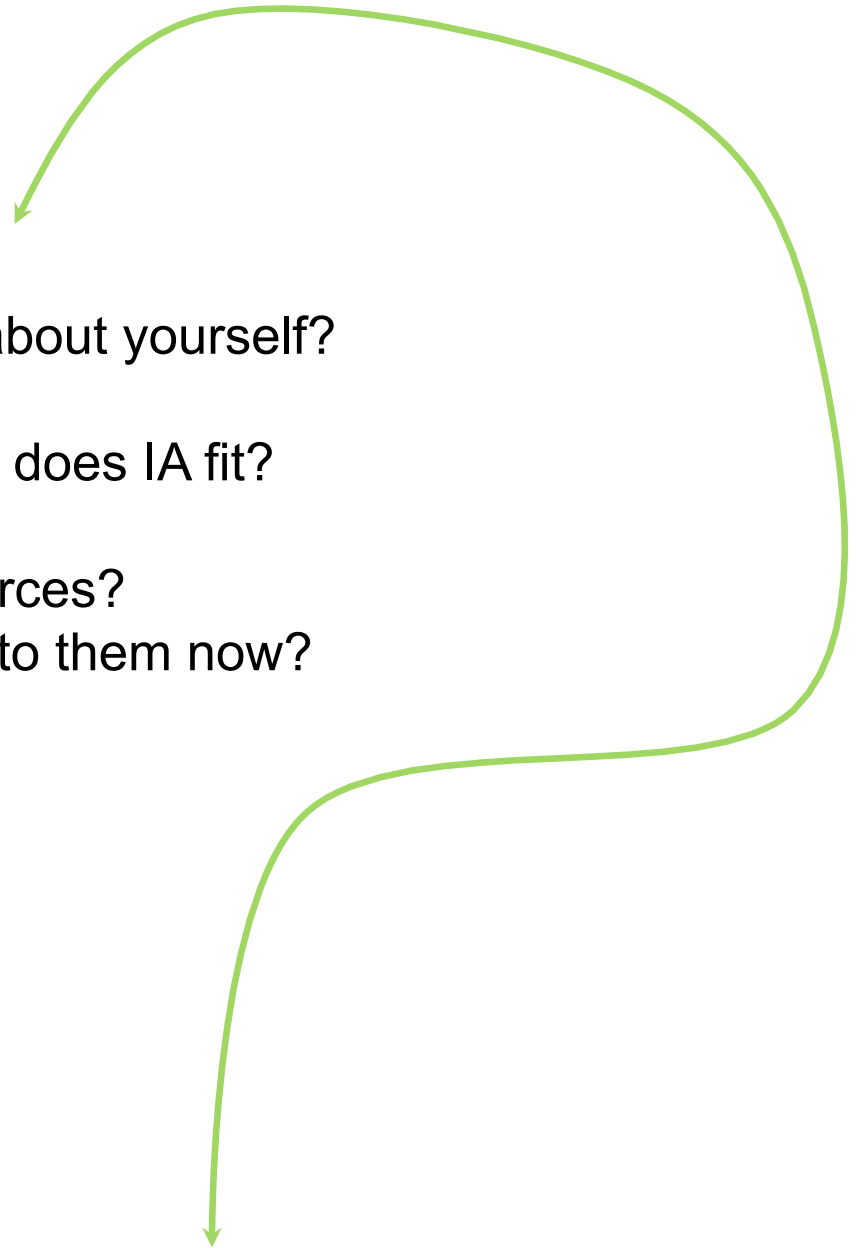
what if we are the spimes?

how much data do you generate about yourself?

Sterling's future only needs search, where does IA fit?

attention and energy as sustainable resources?

are we doing permanent damage to them now?



18\_the end

thanks



any questions?