

Il Percorso dell'innovazione.



Anomalies, Web 2.0 & Innovation

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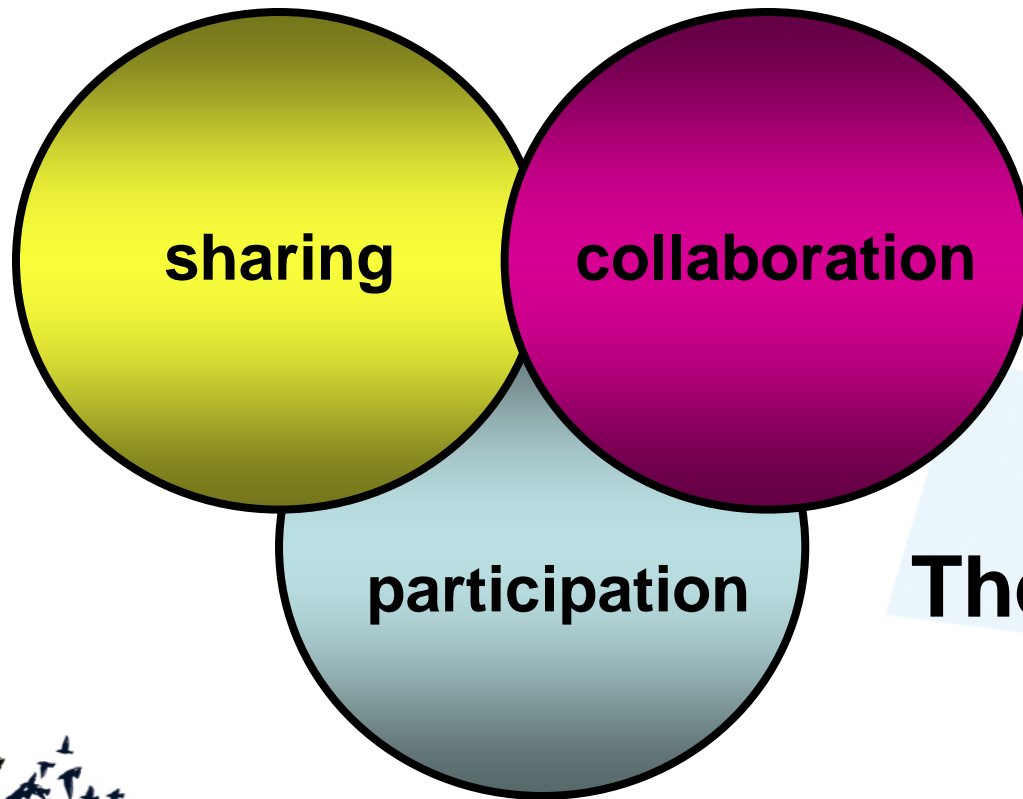
Some labels...

- Intellectual Capital Management
- Collaboration Tools
- Knowledge Sharing
- Social Tagging
- ...





Some concepts behind these labels...



The Knowledge Sphere

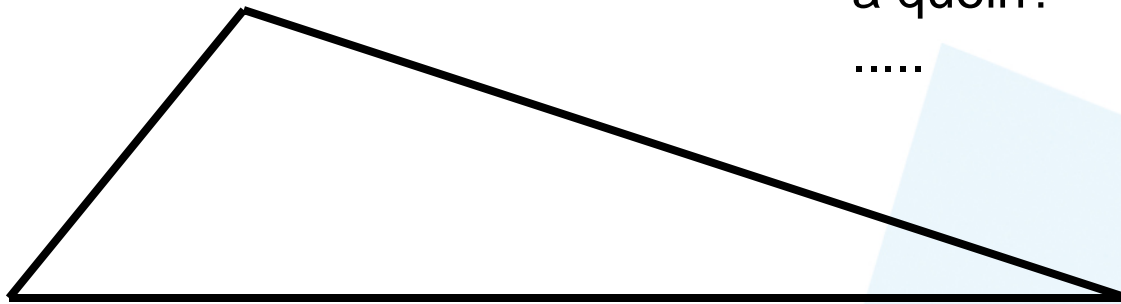




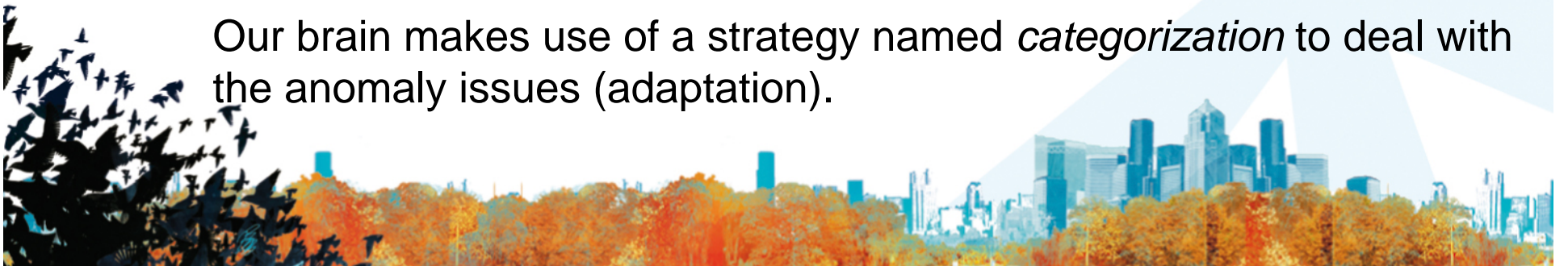
Knowledge & Biases

a triangular hole?
a geometrical pattern?
an upside-down triangle?
the half of a parallalogramm?
an arrow?
a mountain?
a quoin?

.....



Our brain makes use of a strategy named *categorization* to deal with the anomaly issues (adaptation).





Strangers and anomalies

- Indifference
- Exclusion
- Accomodation
- Opportunism

Euler's Theorem

$$V - E + F = 2$$

- Primitive exception barring
- Monster's barring
- Monster's adjustment
- Dialectical strategy





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Learn to see with eyes undimmed by precedent!



**Is there any relationship between anomalies,
Web 2.0 & innovation?**





Web 2.0: Il Web come piattaforma architeturale

- Web 1.0 – the informative web
- Web 2.0 – the participative web



**Web 2.0 Viral Effect:
yet anomalies make the difference!!!**





Anomalies

- Anomalies do not grow inside folksonomies.
- They need to bring value for surviving.
- It's not just disagreeing for being disagreeable: it's disagreeing in order to build something out of the differences.
- Commercially speaking, it's not just disagreeing for being disagreeable: it's disagreeing for getting something valuable for free that once was expensive.





Some final remarks

Freedom of expression doesn't mean automatically escaping from the current "Weltanschauung".

...and if it is true that Web 2.0 enables knowledge sharing and participation, it is true as well that today we are not able to assess how much it can support a "flatlandia" way of thinking.

Thinking open therefore includes also thinking about tools that support anomalies, counterexamples, analogical reasoning, new ways of looking at the reality and at the future.





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THANKS

