

After the dotcom bubble: has nothing changed?

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THE EARLY ENTHOUSIASM: "Fraternite, Egalite, Liberte"

- the death of distance
- the abolition of scale: power to the SMEs
- the death of hierarchy
- the birth of a virtual world

THE EARLY REALITY

- ready access to unprecedented amounts of information
- the birth of multiple threads of global conversations and the re-inforcement of many value communities: the peer to peer revolution
- incredible amounts of innovation
- new social and communicative practices

THE DOTCOM BUBBLE: WHAT WAS IT?

- a way to create new value by overcoming barriers of tradition: rapid promotion and trials of young managers and concepts
- an invasion of the civic internet by commercial forces intend on a quick buck
- the ensuing collective hysteria of casino capitalism
- an overestimation of the independence of the virtual from the physical
- a typical capitalistic cycle of overproduction

WHAT WE LEARNED?

- that institutions always use technologies for their own ends
that the basic economic laws of the capitalist system are still there
- that the law of unintended consequences fully applies and that change will come from complex mixtures of the real and the virtual
- that the technological is political

THE SHIFT TO INFORMATIONAL CAPITALISM WILL STILL HAPPEN

- the speeding up of change
- the further commercialisation of our mental life and cultural lifeworld
- the shift to non-material production
- time intensification

WHAT IS HAPPENING IN COMPANIES

- - deep internet-based intercompany re-engineering
- towards an experience economy?
- speed-based competition and the struggle against zero-time
- permanent connectivity

THE SURVIVAL OF THE INDIVIDUAL AND HIS COMMUNITIES

- "What was natural becomes volitional: cultural conservatism becomes a radical statement" (Rifkin paraphrased)
- stress and burnout as key issues
- from traditional to intentional communities
- the new luxury: to disconnect as much as you can

WHAT DOES IT MEAN FOR LIBRARIES

- defend your books
- defend your libraries as physical spaces of community
- defend your human services and beware of the digital divide
- embrace but humanise the virtual
- find the optimal click and mortar mixes

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