



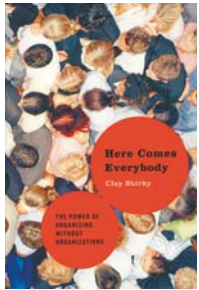
## Clay Shirky

Writer, Consultant, and Teacher on New Media and the Internet

TOPIC: Technology/Media

SUBTOPICS: The Future; Innovation; Business Strategy; Marketing and Sales; Ethics and Culture

### BIG IDEA



#### Here Comes Everybody

In his highly acclaimed book, *Here Comes Everybody*, Clay explores how organizations and industries are being upended by open networks, collaboration and user appropriation of content product and dissemination.

Ten years ago, the big realization was a perceptual migration from atoms to bits, from the world of the physical to the world of information. Now, another kind of digital revolution is taking hold. Networked tools are allowing groups to form and collaborate without any of the traditional friction that comes from managing the efforts of multitudes. We're witnessing the migration from an information economy based on the work

of the individual mind to new forms of collective intelligence and collective effort, which represents a fundamental change in the way our society—is structured. Clay illustrates these fundamental forces at work, and how they will change the world's organizations and, ultimately, ourselves.

#### Failure for (Near) Free

In the emerging world of web-based collaboration and experimentation, organizations are learning that loosely coordinated groups may be the best way to work on large, complicated undertakings. Collaborative networks are changing the face of the media and entertainment, outsourcing, and all technology-based industries. Clay shows how these networks have significant and irreversible advantages over traditional business organizations, and what companies can do to capitalize on them.

## BIOGRAPHY

Clay is a provocative new voice on all things Internet: economics and culture, media and community, and the open source movement. He divides his time between consulting, teaching, and writing on the social and economic effects of Internet technologies. His consulting practice is focused on the way network technologies provide new ways for groups to get things done, including collaboration tools, social networks, peer-to-peer sharing, collaborative filtering, and Open Source development.

In addition to his consulting work, Clay is an adjunct professor in NYU's graduate Interactive Telecommunications Program (ITP), where he teaches courses on the interrelated effects of social and technological network topology—how our networks shape culture and vice-versa. Prior to his appointment at NYU, Clay was a partner at The Accelerator Group, an investment firm focused on early-stage companies.

Formerly, he was the chief technology officer of the NYC-based Web media and design firm Site Specific, where he created the company's media tracking database and server log analysis software. Site Specific was later acquired by CKS Group, where Clay was promoted to VP Technology, Eastern Region.

Clay has written extensively about the Internet since 1996. His recent book, *Here Comes Everybody*, explores the effects of open networks, collaboration and user created and disseminated

content on organizations and industries. Over the years, he has had regular columns in *Business 2.0*, *FEED*, *OpenP2P.com* and *ACM Net\_Worker*, and his writings have appeared in *The New York Times*, *The Wall Street Journal*, the *Harvard Business Review*, *Wired*, *Release 1.0*, *Computerworld*, and *IEEE Computer*. He has been interviewed by *Slashdot*, *Red Herring*, *Media Life*, and *The Economist's Ebusiness Forum*. *Time Magazine* featured him with other futurists in a fall 2005 story entitled "What's Next."

Clay frequently speaks on emerging technologies at a variety of forums and organizations, including TED Global, PC Forum, the Internet Society, the Department of Defense, the BBC, the American Museum of the Moving Image, the Highlands Forum, the Economist Group, Storewidth, the World Technology Network, and several O'Reilly conferences on Peer-to-Peer, Open Source, and Emerging Technology.

Clay's writings are archived at [www.shirky.com](http://www.shirky.com), and he also maintains a blog on his book at [www.herecomeseverybody.org](http://www.herecomeseverybody.org).