Discussion

Post-Web 2.0 and Looking for Reason Why IT Venture Doesn't Grow Up in Japan

Takashi Iida, JFSC Special Advisor

Web 2.0 is described in detail in Ref. [1]. The reference was introduced at the Space Japan Review (SJR) editorial committee in May 2006. After the discussion in the editorial committee, an article of SJR is described [2]. Web 2.0 is developed on the basis of a search action by Google, and Tim O'Reilly named it.

It was natural to think what is the post-Web 2.0. It is interested whether the post- Web 2.0 becomes Web 3.0 or other kind of web. According to the article of the Nikkei Shimbun in the end of 2008, four services were enumerated as future keys related to Web 3.0: (1)Social networking service, (2)On-line game, (3)Information sharing called as Wiki, and (4)Video service [3]. In addition, according to Ref. [4], Tim O'Reilly himself, a godfather of Web 2.0, does not like the name of Web 3.0, and he suggests three items as a new technology trend succeeded to Web 2.0: (1)Intelligent network terminal based on the development of sensor technology, (2)Flows from PC to mobile, and (3)Semantic Web (computer can understand meaning of information from Web that is an aggregate of only words). However, it does not always seem that all of these 4 items become things called as post-Web 2.0 now. Rather it is thought that movement of Facebook becomes a big flow afterward Web 2.0. Because Facebook is a closed network whose data flowing in it are not caught by a search of Web 2.0. In this conjunction, since a book review [5] triggered me to read Ref. [6] recently, I describe its summary and at the same time I would like to investigate the reason why an IT venture is not brought up in Japan about the latter half part of the title of this article. In addition, according to Ref. [6], I would like to describe that activity of JFSC is related to this theme because the space development performed important contribution for prosperity of an IT venture such as Google and Apple.

The content of Ref. [6] is slightly difficult for me, but it seems to be the almost following things:

- A peculiar thought and policy of the founder are buried in all of services such as Google, Apple, Facebook, Twitter, etc. that we usually use casually and their basic concepts are different in a design at all, but are developed based on accumulation with consistency as describing below.
    - Words to Stanford university students by Steven Paul Jobs, Founder of Apple: "Stay hungry. Stay foolish."
    - Company policy by Sergey Brin, Founder of Google: "Don't be wicked"
    - Design by Mark Elliot Zuckerberg, Founder of Facebook, starts from Vergilius's Aeneis. Single-line historical view such as "Rome of eternity" drawn on there is a growth model of Facebook.
- American nature of mind
    - Alexis-Charles-Henri Clrel de Tocqueville, French politics thinker: As for the American, nature of mind to form a social group voluntarily is built-in in American society.
    - According to Gilles Deleuze, French philosopher (for example, refer to Ref. [7]), America is a group comprising diversity and variability and holds the dynamics converting a group into inside. It accords with counter culture and social network.
- Two aspects of network science:
    - Internet and a characteristic of computer, a connection with complex system science, and sharing awareness of issues with cybernetics.
    - Close relationship with network structure, graph structure, human network, sociology and anthropology, and structuralism anthropology by Claude Lévi-Strauss (for example, refer to Ref. [8]).
- Two influential thinkers
    - Stewart Brand: Took a system theoretic idea and published Whole Earth Catalog (WEC). Norbert Wiener (for example, refer to Ref. [9]) who was the founder of cybernetics influenced Brand, and the people, who desired sustainable community earnestly, promoted an appearance of individual power by software technology. A viewpoint of this

Whole Earth (global) supported imagination of technology development and reformation of society.

- ➢ Gregory Bateson: The world assumed to be one as ecosystem, and he was detonated by Wiener's cybernetics. He called all the things that have structure of feedback in man machine system as "Crea Tula" (something alife) and called the thing which drifted in feedback as "information". He defined it as "Differences create differences". It is understood that human and machine are connected through a current network.
- A way of global thought
  - ➢ Google's application such as Google Earth and Google Ocean
  - ➢ Facebook forms a virtual space colony.
- The total IT technology development has been assured by the aim of "space development". It is easy to understand a difference of a basic design if Web is observed from global point of view. A question "what is a human being" that asked repeatedly made the root of Web thought.
- A dream of space development is all starting point
  - ➢ Both PC and Web are by-products of this dream
  - ➢ Even Cloud Computing, too.

By the way, it is left the reason why IT ventures did not grow up in Japan. I remember that Mr. Hiroshige Seko, Member of the Diet of the Liberal Democratic Party in his address at the Postal Ceremony several years ago pointed out to need consider the reason why IT ventures such as Google do not grow up in Japan. I imagined at that time that his greeting aimed to solve the problem of the system in Japan, because it was said that a venture could not recover if he made a blunder once. However, it was described that network related ventures were brought up, based on accumulation of the IT technology that inherited from philosophy of Gilles Deleuze and Norbert Wiener in a university of the eastern part in the U.S., and in addition, systematic accumulation such as Brand and Bateson and, besides, from a generous atmosphere of Silicon Valley. Moreover, to found and support the Silicon Valley was the space development of the U.S. From mentioned above, I recognized that the reason why IT ventures have not grown up is because full-scale space development had not been performed as well as systematic accumulation little exists in our country. What do you think?

References (All in Japanese except Ref. [2])
[1] Mochio Umeda: "Web Evolution Theory –True Revolution Ahead", Chikuma Shobo, 2006.
[2] Takashi Iida: "[Space Japan Opinion] Web 2.0 and Satellite Communications Technology", Space Japan Review, No.50, Dec./Jan., 2006/2007.
[3] "'Web 2.0' Spread business chance   Discussion; 'Looking for post Web 2.0 society'", Nikkei Shimbun, Nov. 6, 2008.
[4] Kazuichi Sekiguchi: "Does Web 3.0 come?   Asking to a world innovator #4   Mr. O'Reilly   Intelligent computer, Mobile terminal and Grasping human location", Nikkei Industry Newspaper, Jan. 8, 2008.
[5] Tamaki Saito: "[Book Review] Web X Social X America   Imagination of <Global age> Author=Junichi Ikeda   What is the fundamental question of Web thought?", Asahi Shimbun, June 5, 2011.
[6] Junichi Ikeda: "Web X Social X America   Imagination of <Global age>", Kodansha modern new book, 2011.
[7] Gilles Deleuze and Felix Guattari, translated by Hirosuke Ichikura: "Capitalism and schizothymia   Anti Oedipus", Kawade Publishing Co., 1986.
[8] Claude Levy = Straws, translated by Yasuo Ohashi: "Thought of Nature", Misuzu Publishing Co., 1976.
[9] Norbert Wiener, translated by Yasuo Shizume: "How was Cybernetics created?", Misuzu Publishing Co., 1956.