



Are You Ready for **Content 4.0**?

The Shape of Things to Come
and how to prepare for it



GHOSTYX.COM

ENGINEERING CONTENT

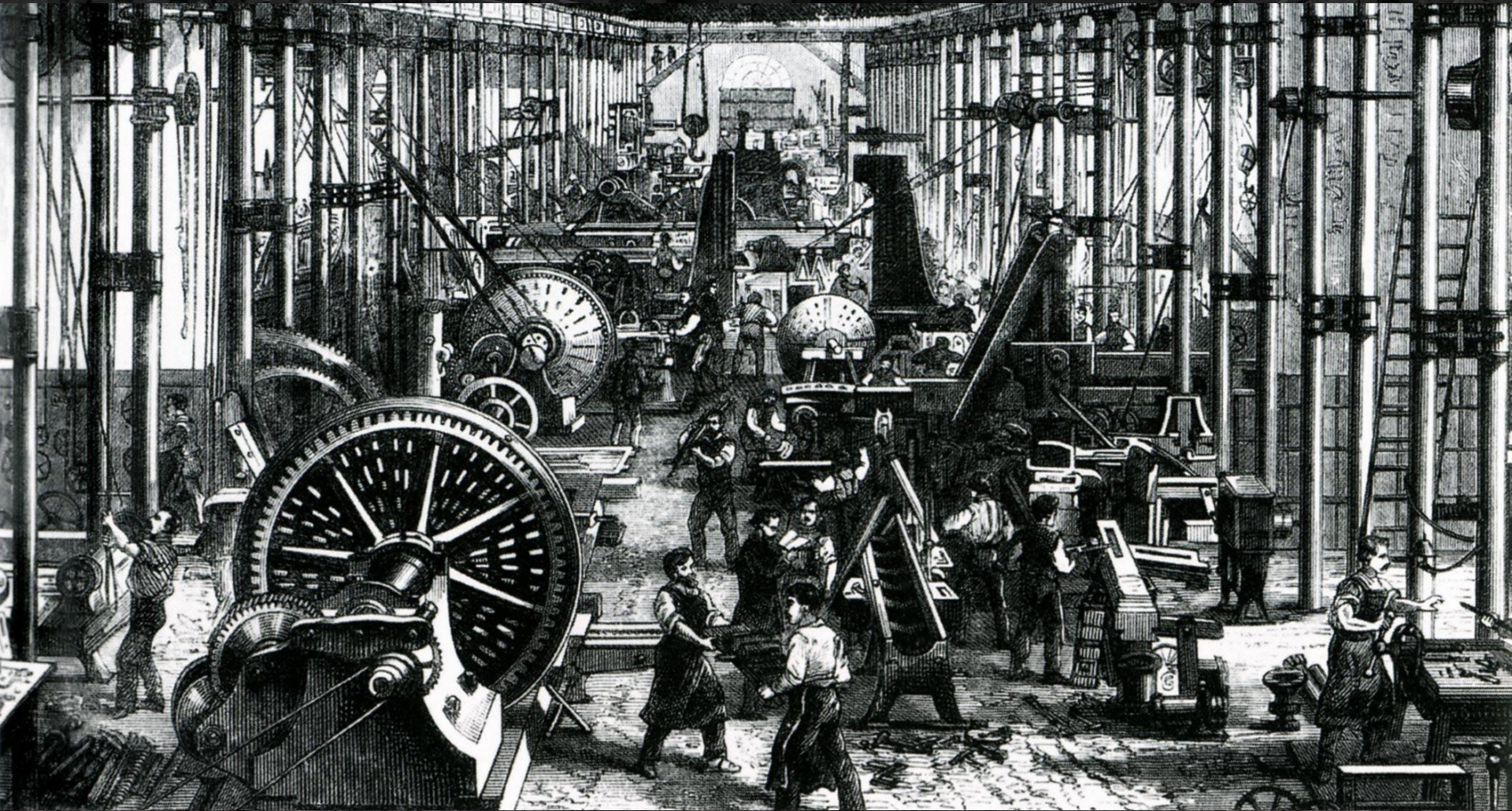
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Gnostyx Research Inc.

The Road to Content 4.0

- ⚙ Industry 1.0 to 4.0
- ⚙ Web 1.0 to 4.0
- ⚙ Content 1.0 to 4.0
- ⚙ Implications



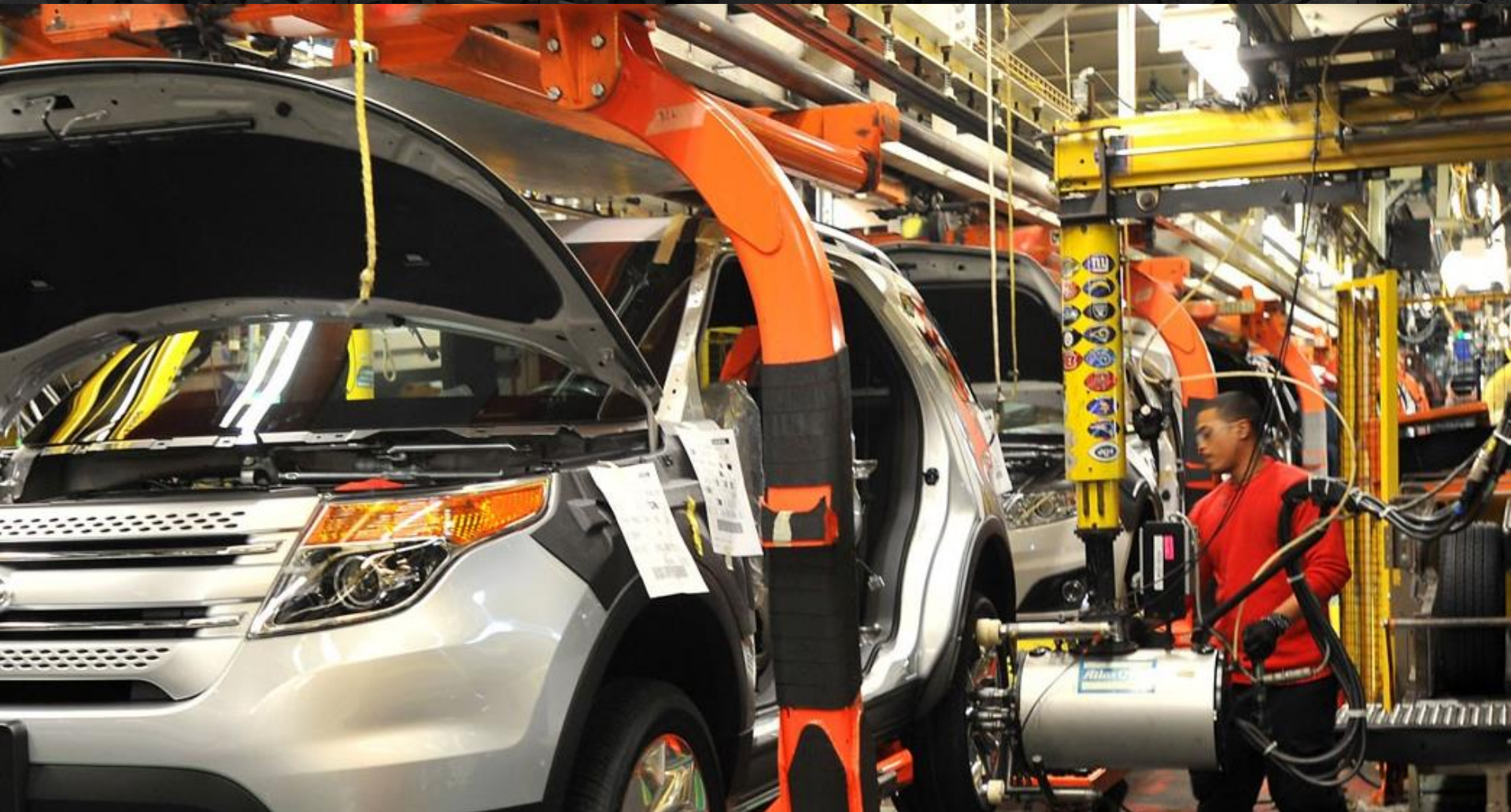
Industry 1.0 – Division of Labor & Water/Steam Power



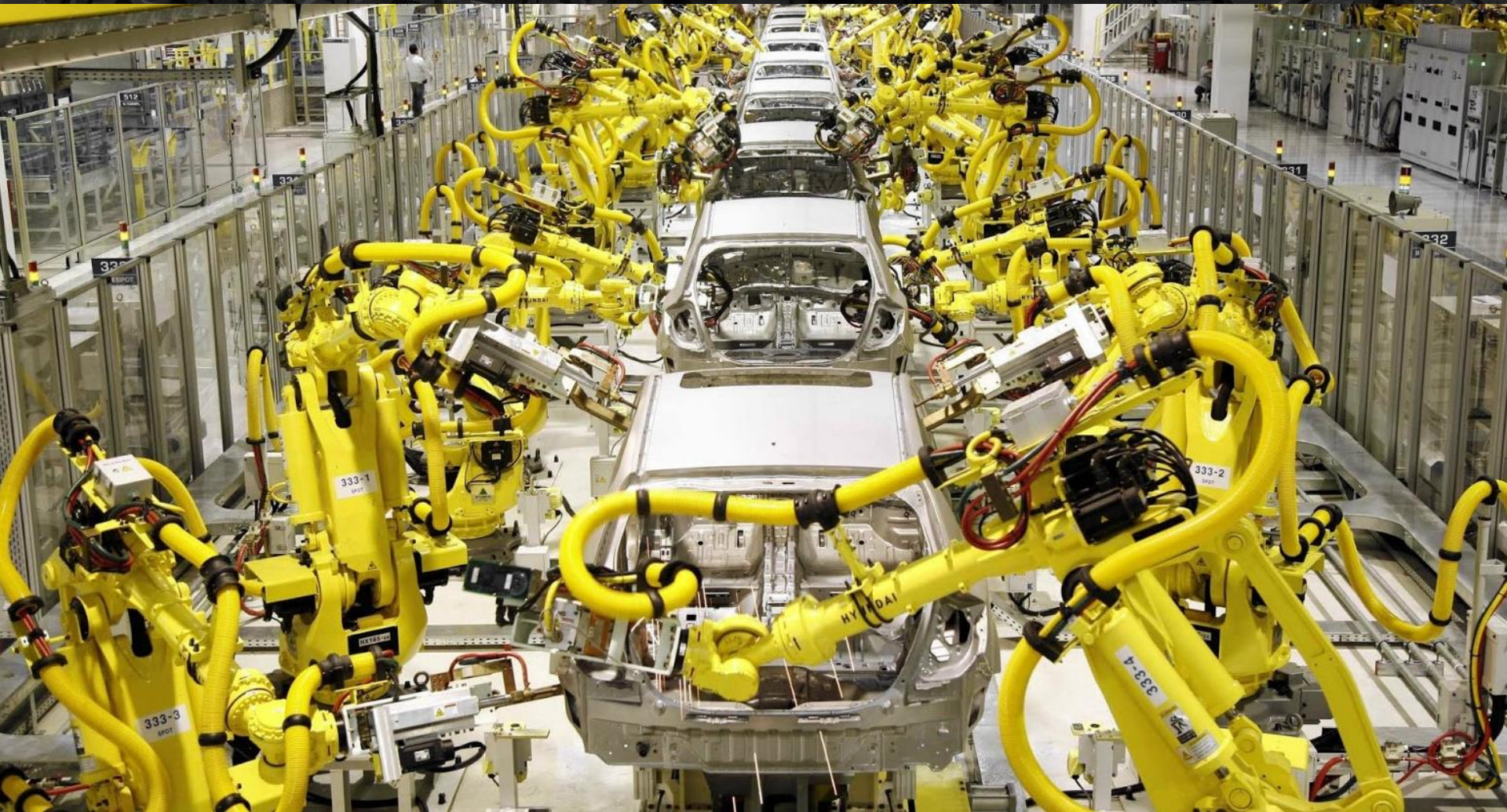
Industry 2.0 – Assembly Line & Scientific Management



Industry 3.0 – Computer Aided Manufacturing

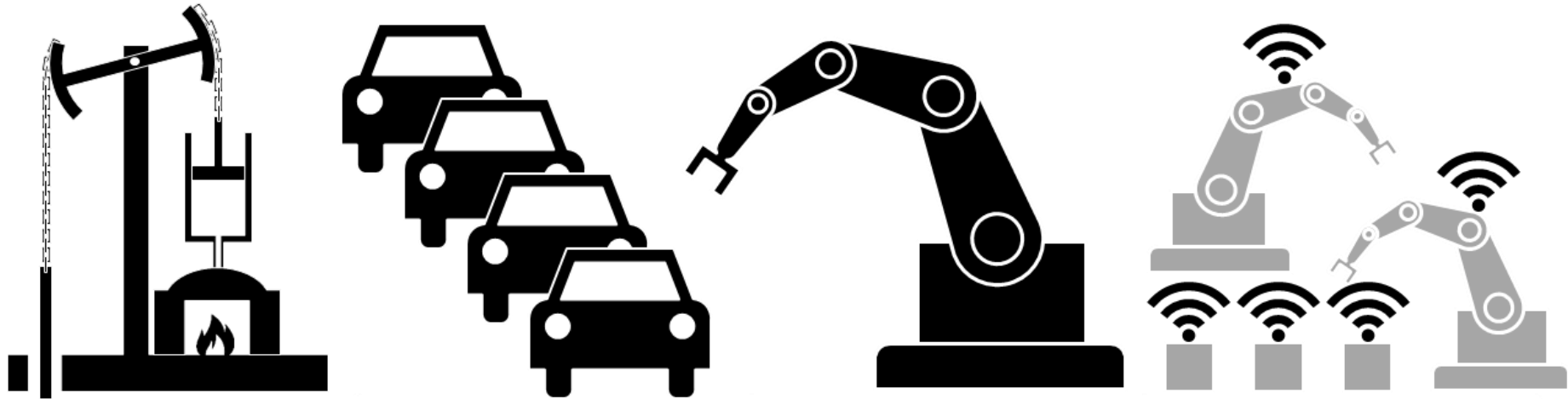


Industry 4.0 – Intelligent Manufacturing & Smart Parts



The Steps to Industry 4.0

Recap



1st

2nd

3rd

4th

Mechanization,
water power, steam
power

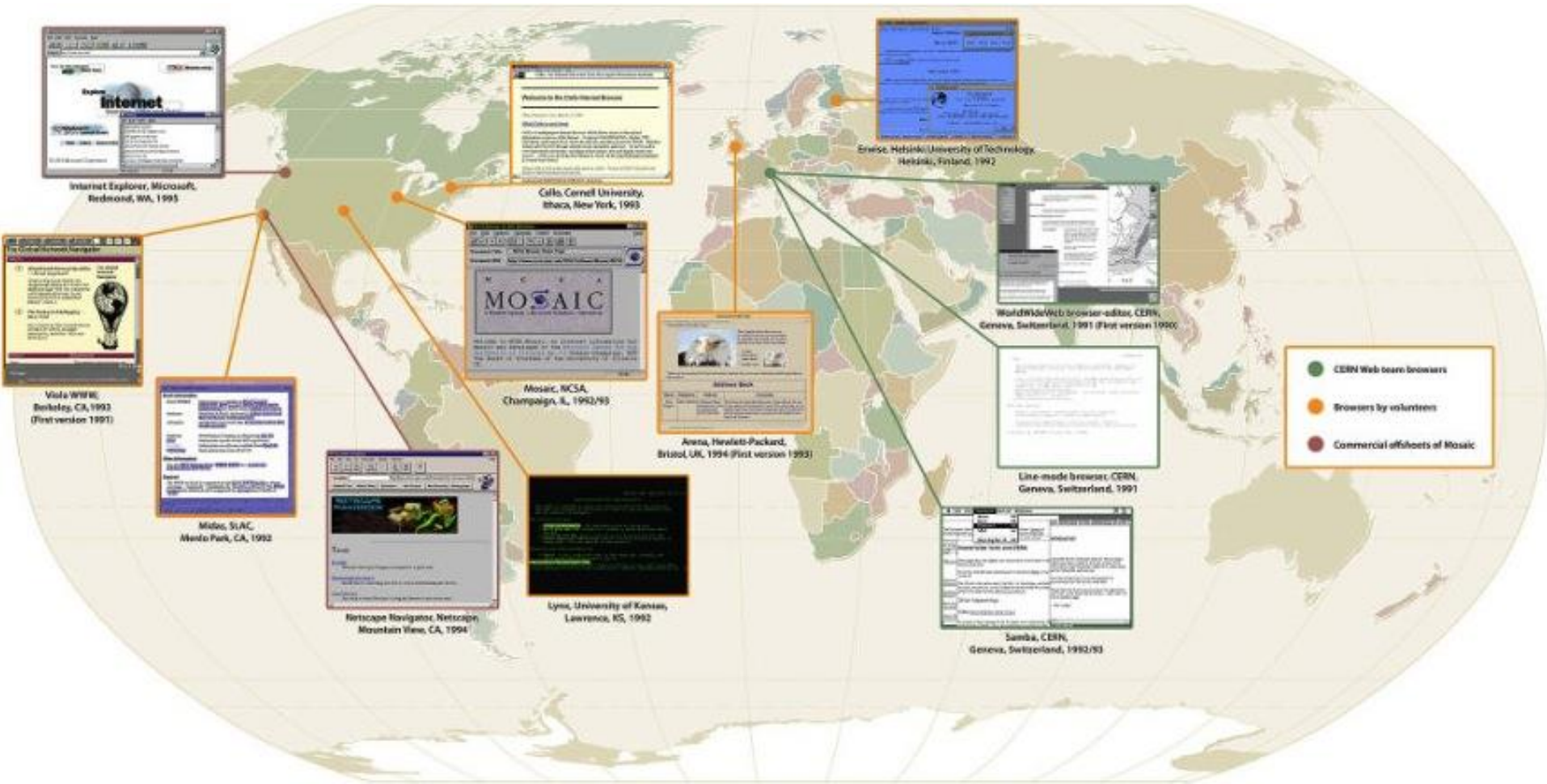
Mass production,
assembly line,
electricity

Computer and
automation

Cyber Physical
Systems

Source: www.allaboutlean.com

Web 1.0 – Connecting Information Sources



Web 2.0 – Connecting People



Web 3.0 – Connecting Knowledge

Semantic Web



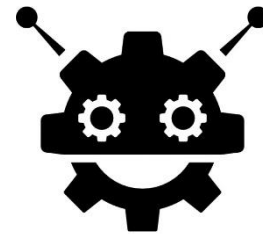
Web 4.0 – Connecting Intelligent Agents

THE INTERNET OF THINGS

Increasing Intelligence of Individual Entities (Agents)

Increasing Knowledge Connectivity & Reasoning

<p>Artificial Intelligence</p> <p>Web 3.0</p> <p>Ontologies Semantic Search</p> <p>Taxonomies</p>	<p>Natural Language Processing Agent Networks</p> <p>Web 4.0</p> <p>Semantic Recommendation Semantic Enterprise</p>
<p>Search Engines Portals</p> <p>Web 1.0</p> <p>Web Pages Web Sites</p>	<p>Wikis Multi-User Gaming</p> <p>Web 2.0</p> <p>Blogs Social Media</p>



Adapted from Source:
 Nova Spivak,
 John Breslin,
 Mills Davis -
Semantic Web Report 2008

Increasing Social Connectivity & Engagement



Content 1.0 – Content & Format are One

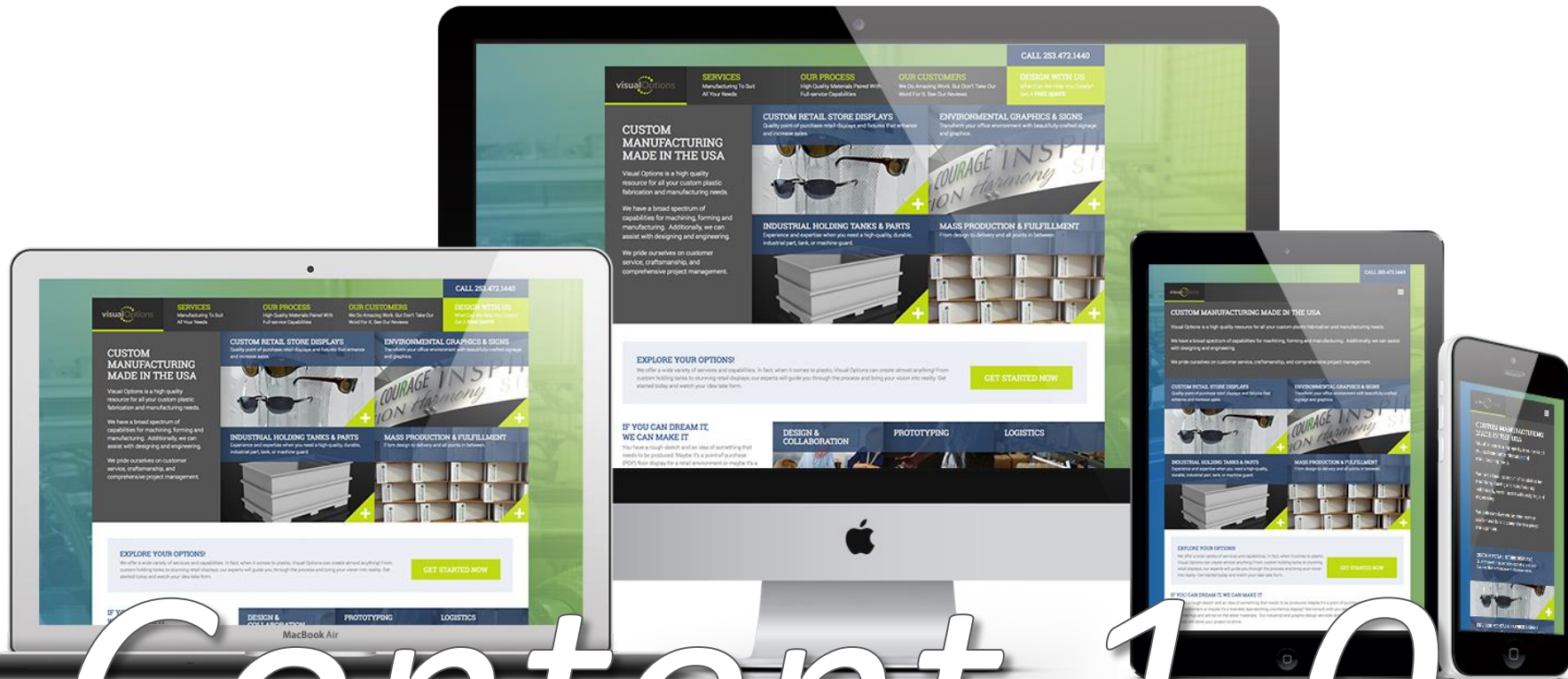


Content 1.0

Content 1.0 – Applies to Traditional Publishing

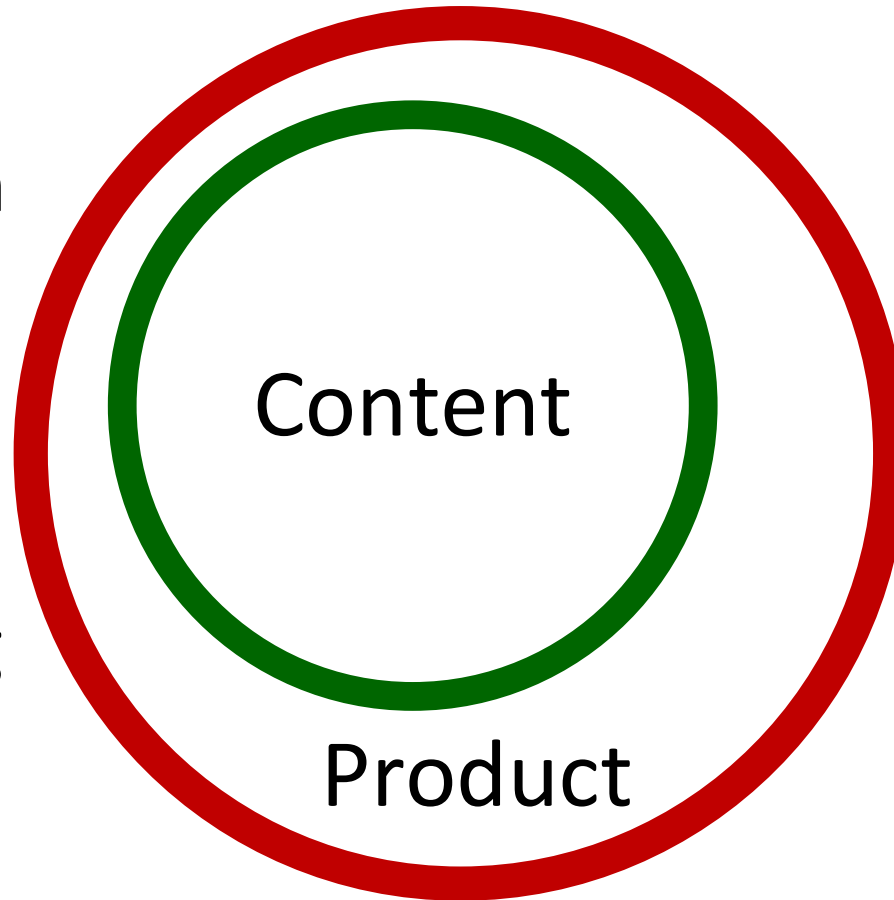
Content 1.0

Content 1.0 – Applies to Most Web / Mobile Sites



Content 1.0 – Output Focused

No separation between the content and the information product being published



Content 1.0

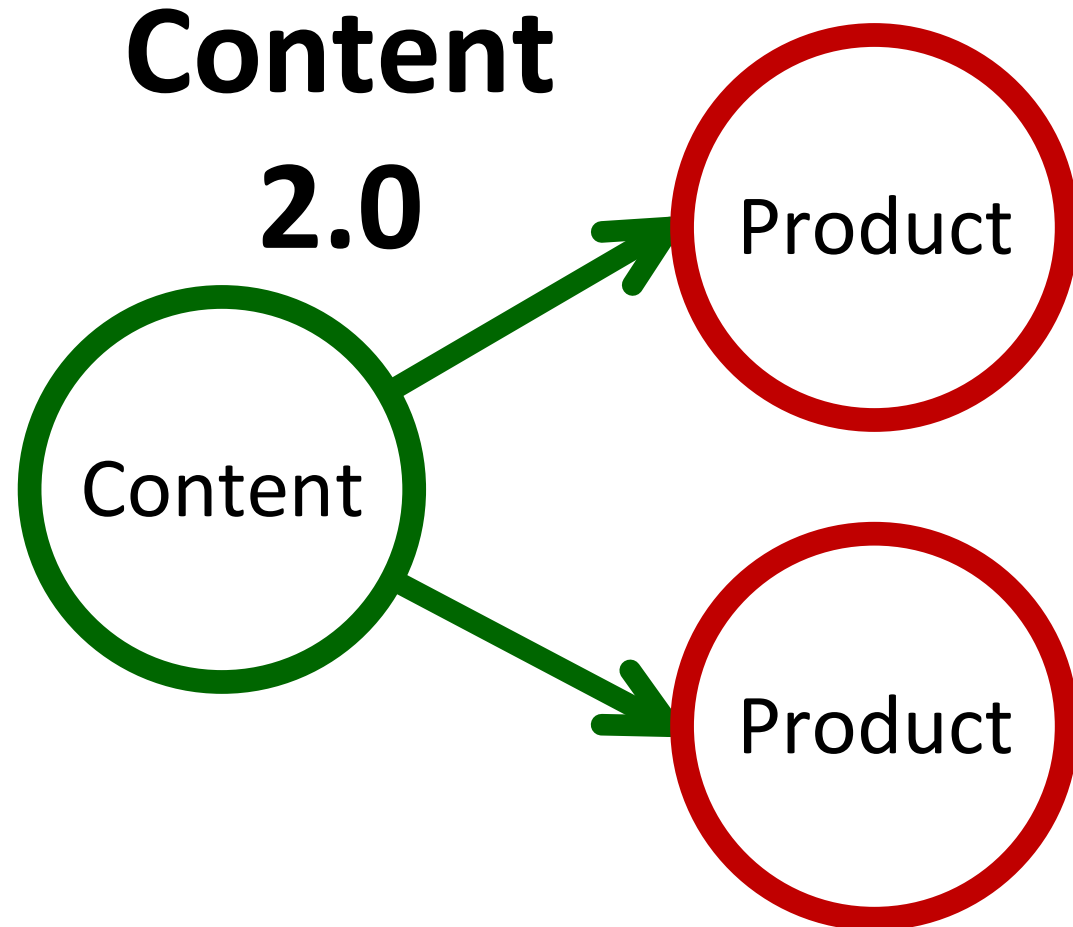
Content 2.0 – The Separation of Content & Format

Content 2.0

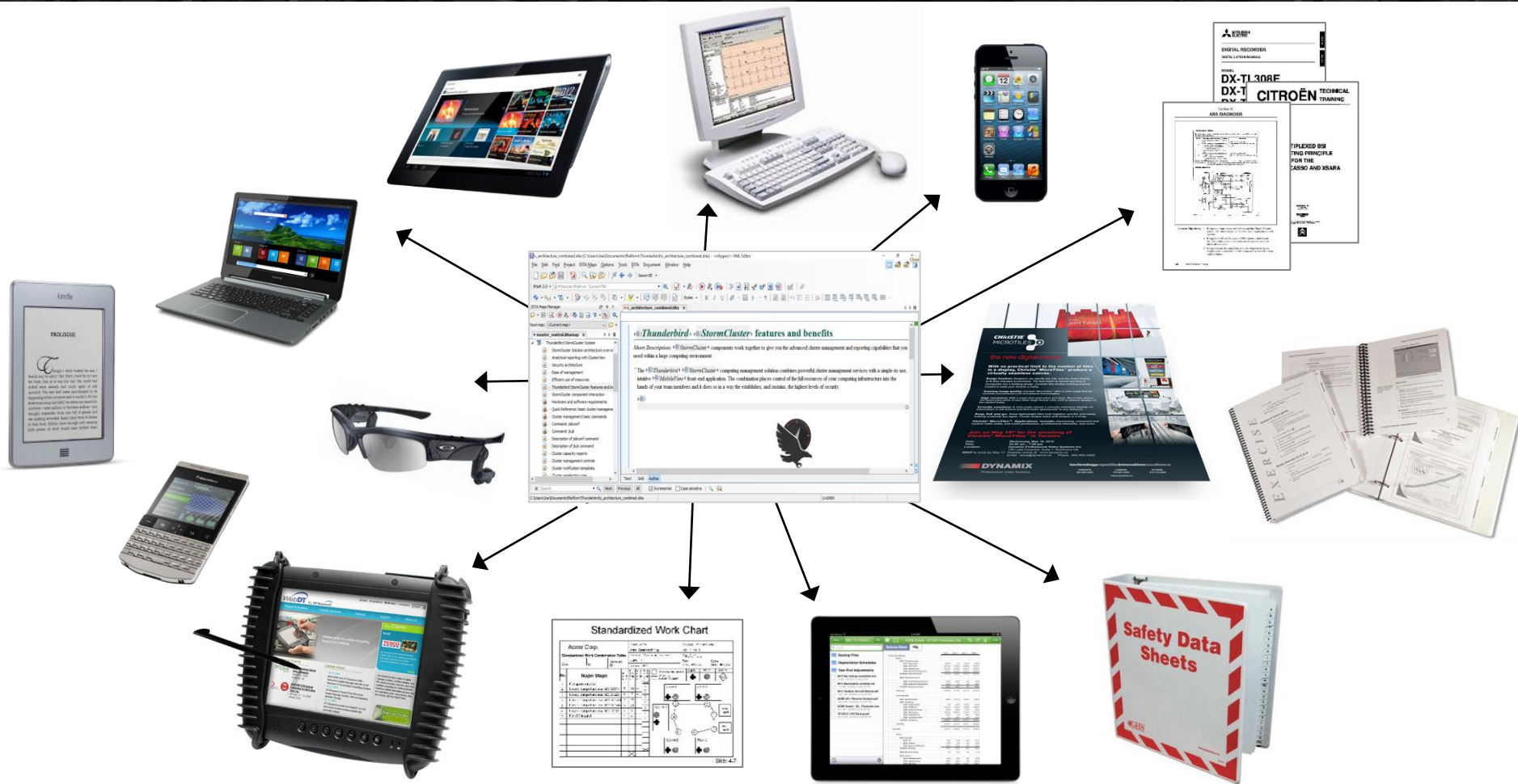


Content 2.0 – Content Managed as Content

Content is separated from format & it is used to produce two or more information products



Content 2.0 – Single Source Publishing



Content 3.0 – “Integrated” Content



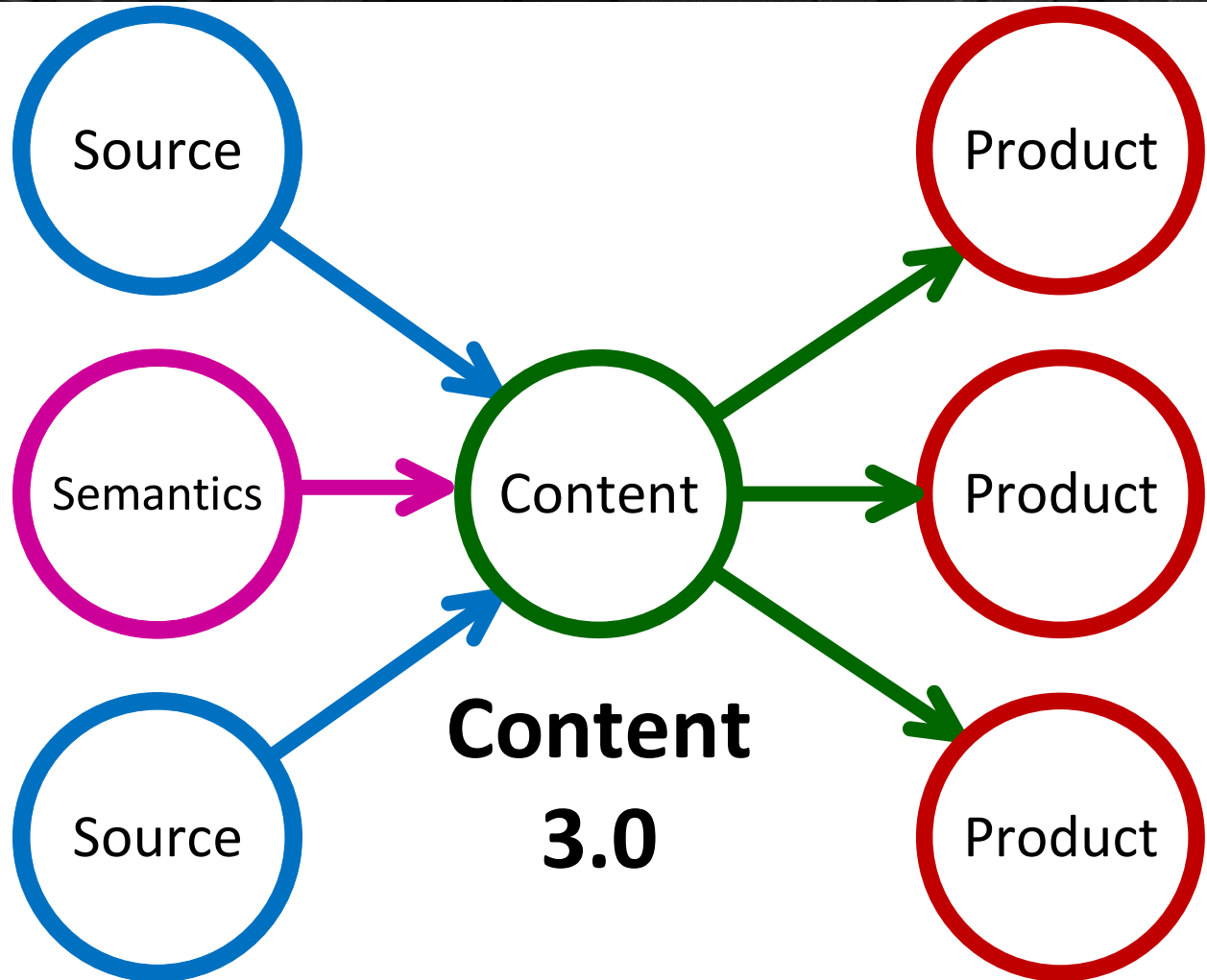
Content 3.0

Content 3.0 – Connecting the Content Dots

Multiple
authoritative
sources

Shared
semantics

Numerous
information
events



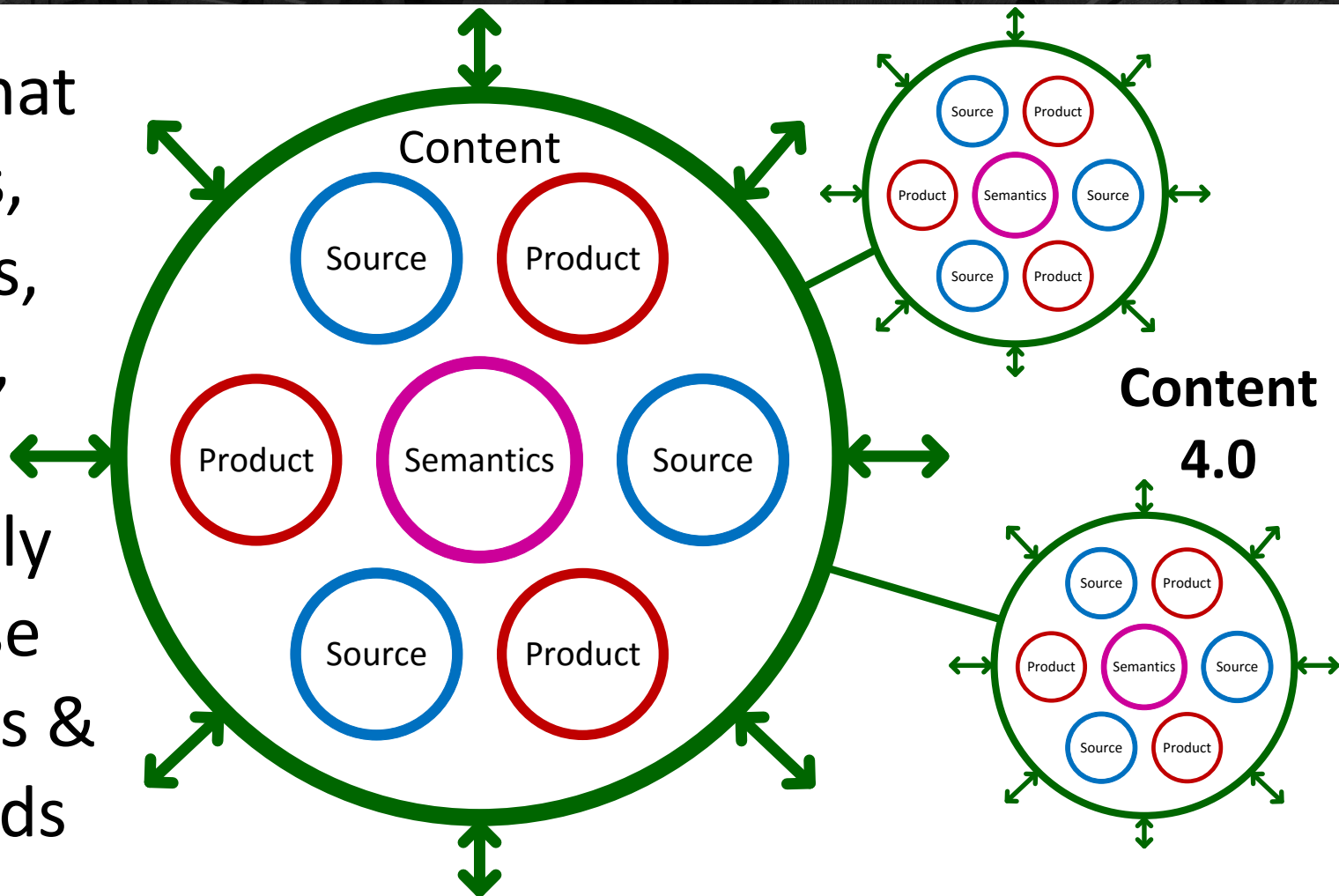
Content 4.0 – Smart Content



Content 4.0

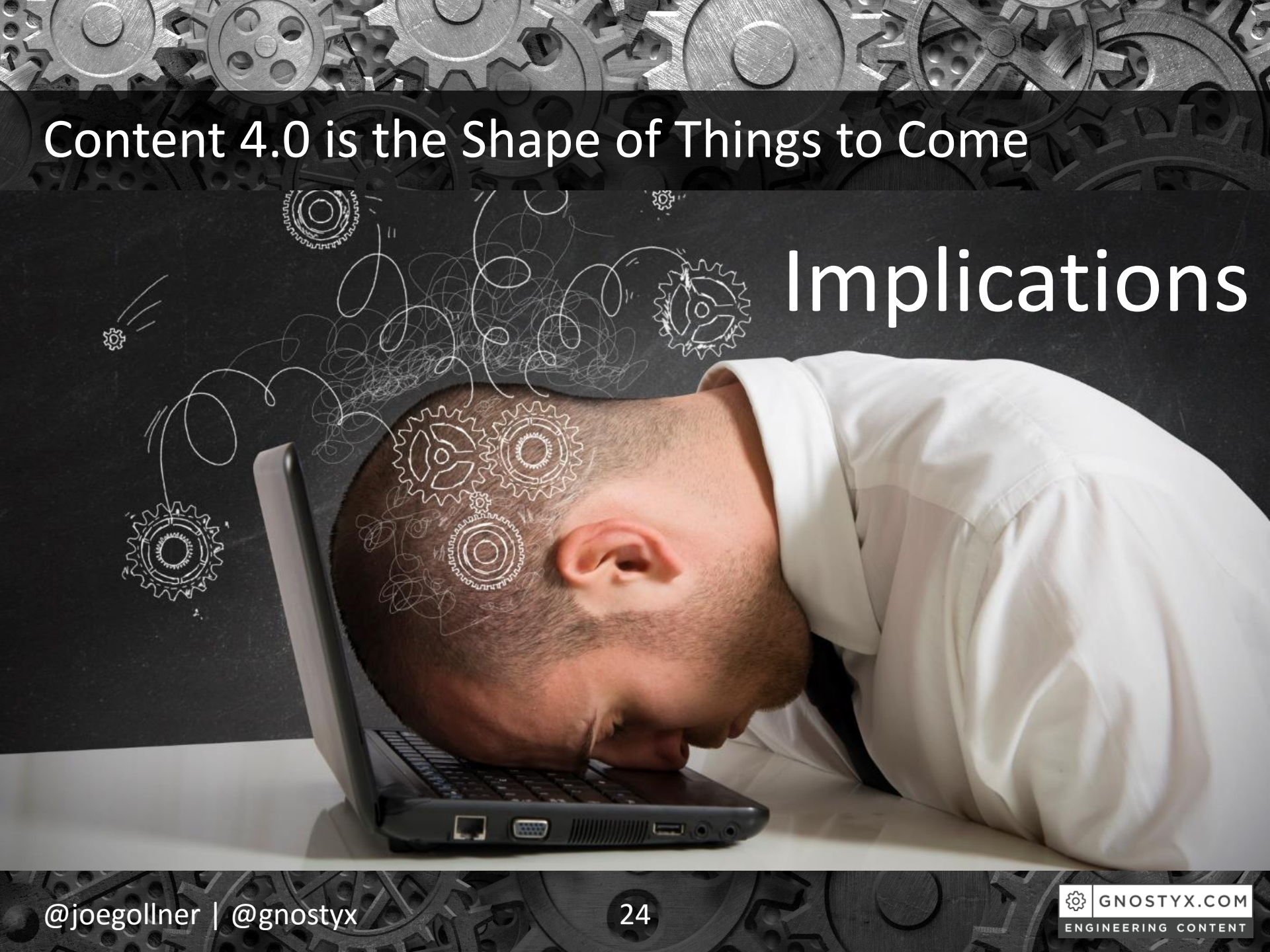
Content 4.0 – Self-Assembling & Self-Rendering

Content that
assembles,
transforms,
& renders,
dynamically
in response
to contexts &
agent needs



Content 4.0 is the Shape of Things to Come

Implications



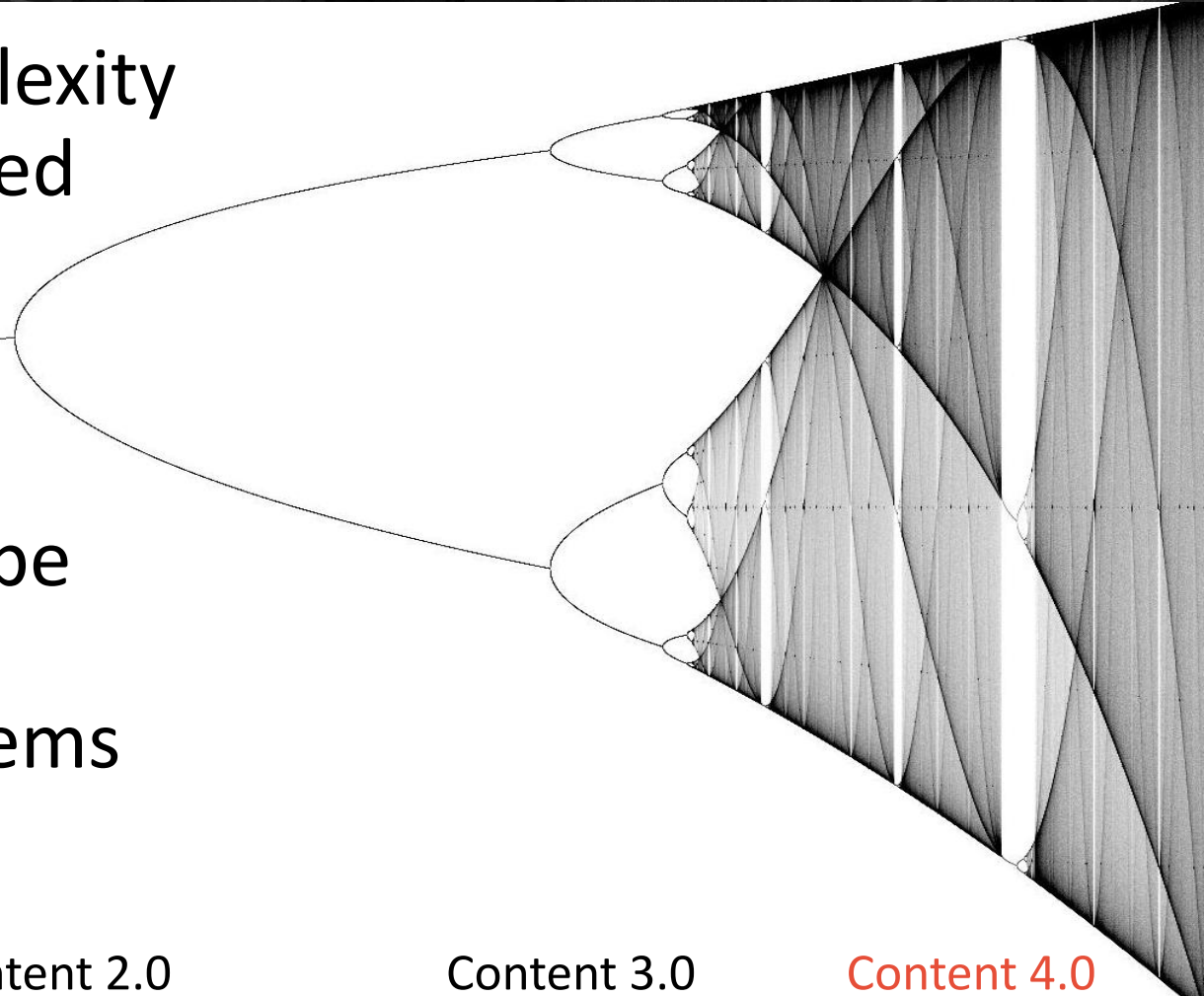
Inescapable Trends in Technical Communication

- ⚙️ Content becomes much more **precise**
- ⚙️ Content design becomes one part in a total **system**
- ⚙️ Content creation becomes more **technical**
- ⚙️ Content management becomes more **complex**



Implications of Content 4.0 – The Complexity Curve

- ⚙ Escalating complexity cannot be avoided
- ⚙ Complexity can be managed within engineered systems



Content 1.0

Content 2.0

Content 3.0

Content 4.0

Collaboration at the Heart of Content Management

- ⚙️ We are headed in the right direction
- ⚙️ There are engineering precedents to follow
- ⚙️ The burden of complexity can be shared & managed
- ⚙️ Together we can meet the challenge of **Content 4.0**



Closing Thought – **Content 4.0** is already here...

The future is
already here...
it's just not
very evenly
distributed
- William Gibson

