

Dynamic Decision Tools Catalog and Community of Practice

Aka...Are you building Moai?

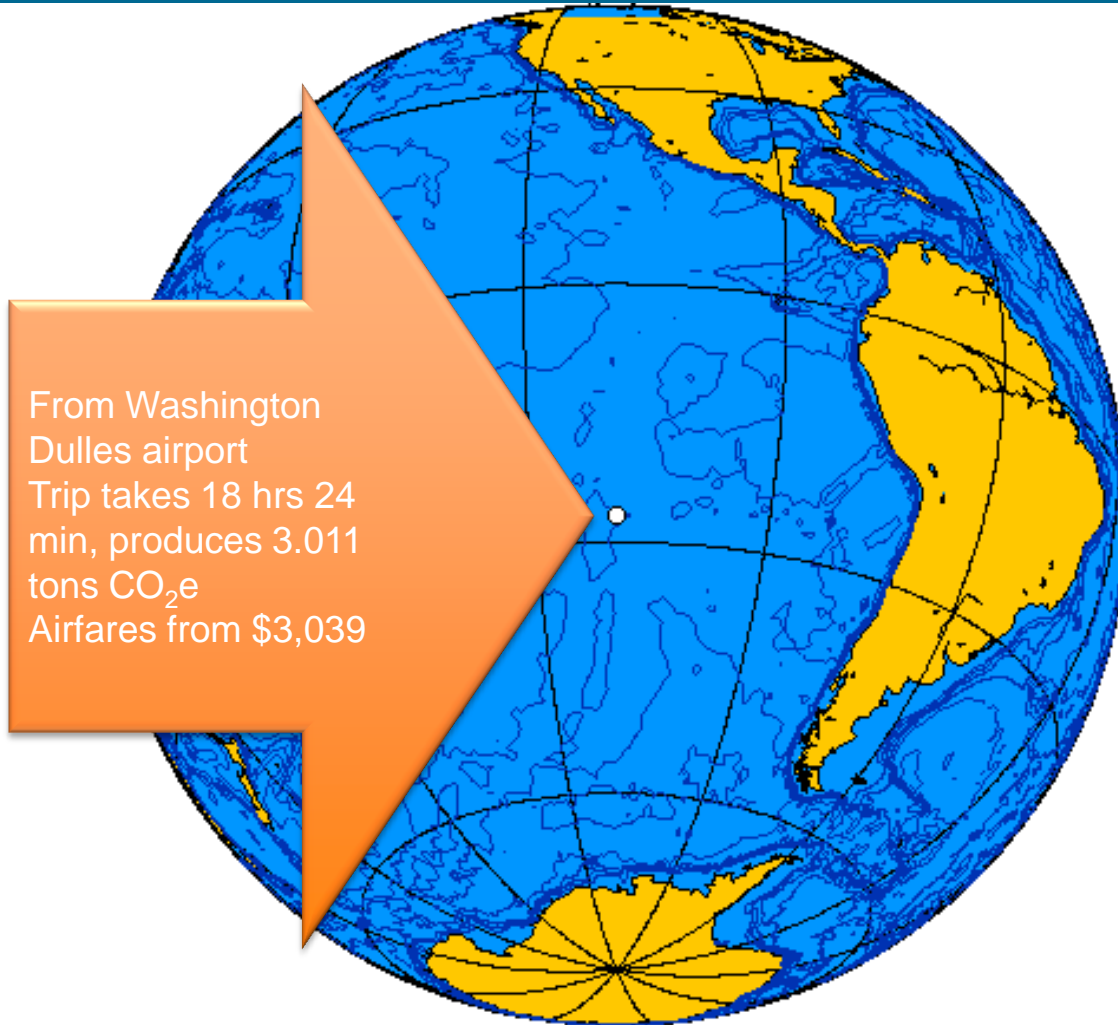
by
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US Department of Energy
Office of Energy Efficiency and Renewable Energy

ESIP Energy and Climate Cluster Workshop
January 4-5, 2012, Washington, DC

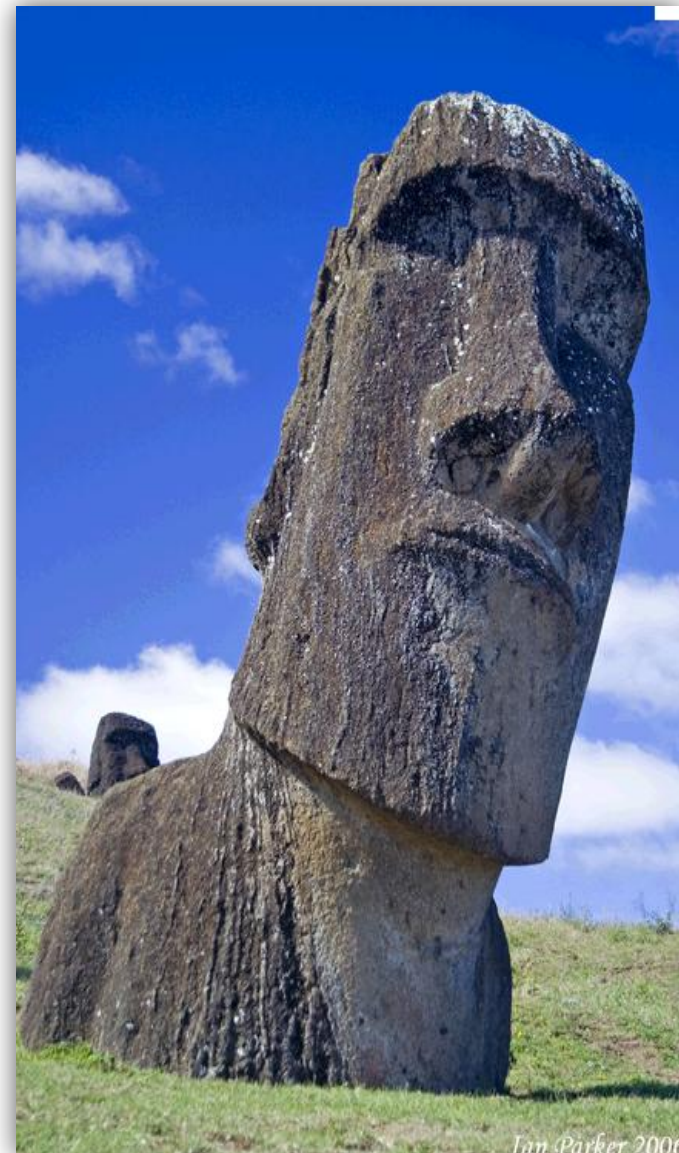
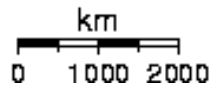
What we build today

1. What the continued development of single destination sites means for those individuals, groups or Agencies attempting to assess the risks associated with energy related projects.
2. Why we need to build open source, transparent and highly distributable solution sets;
3. What value we can derive from the use of distribution accelerators like OpenEI and Data.Gov and;

What is a Moai and Where Exactly is Easter Island?



Its closest inhabited neighbor is Pitcairn Island, 2075km to the west,
with fewer than 100 inhabitants.



What's your budget?

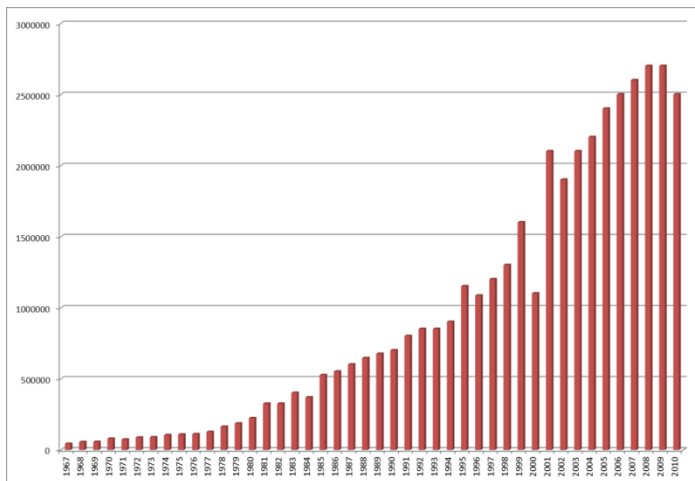
The Obligatory Equation

COST PER VISIT

_____ = Average Cost per Visit



Rising Costs of Super Bowl Ad's
1967 - 2010



Does anyone have
\$2.5 million for a
Super Bowl ad?



Banner Ad's are Cheap and Effective...Right?



You are 475.28 times more likely to survive a plane crash than you are to click on a banner ad

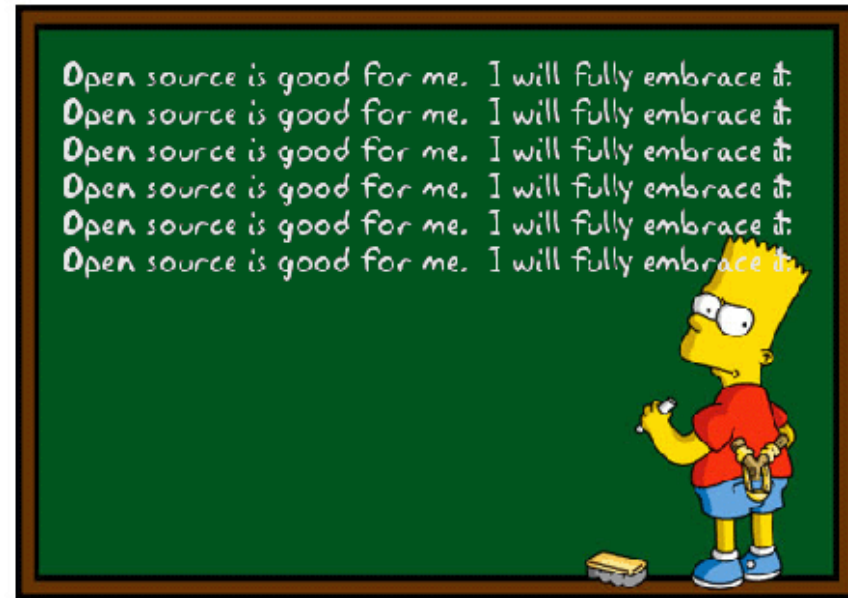
SOLVE media

What we need to build

1. What the continued development of single destination sites based on the outdated theory of “If I build it they will come” means for those individuals, groups or Agencies attempting to assess the risks associated with energy related projects.
2. **Why we need to build open source, transparent and highly distributable solution sets;**
3. What value we can derive from the use of distribution accelerators like OpenEI and Data.Gov and;

OPEN SOURCE DEFINITION

- Free Redistribution
- Source Code
- Derived Works
- Integrity of the Author's Source Code
- No Discrimination Against Persons or Groups
- No Discrimination Against Fields of Endeavor
- Distribution of License
- License Must Not be Specific to a Product
- License Must Not Restrict Other Software
- License Must be Technology Neutral



Text Source: www.opensource.org/docs/osd

Image Source: <http://brajeshwar.com/2010/open-source-may-the-source-be-with-you/>

Mobile by the numbers.....

- **There are 5.3 billion mobile subscribers (that's 77 percent of the world's population).** *
- Half a billion people accessed mobile Internet worldwide in 2009. *
- Over 300,000 mobile apps have been developed in three years. Apps have been downloaded 10.9 billion times. * 1.2 billion apps were downloaded in the last week of December 2012**
- Usage is expected to double within five years as mobile overtakes the PC as the most popular way to get on the Web*
- Smart phone units sold will surpass PC units in 2012 – *Morgan Stanley – June 2010**
- Smartphone units sold actually surpassed PC units...in Q4 2010 – *IDC Worldwide Quarterly Tracker – Jan 2011* -- 100 million units sold in Q4 2010 vs. 92 million PC's. *

76.8 MILLION PEOPLE
USE SMARTPHONES
IN THE **U.S.A.**



1 IN 3
PEOPLE



Source: *mobithinking.com/mobile-marketing-tools/latest-mobile-stats
**<http://www.bbc.co.uk/news/technology-16391730>
Image source: <http://www.bondgrp.com/blog/mobile-phones-amazing-growth/>

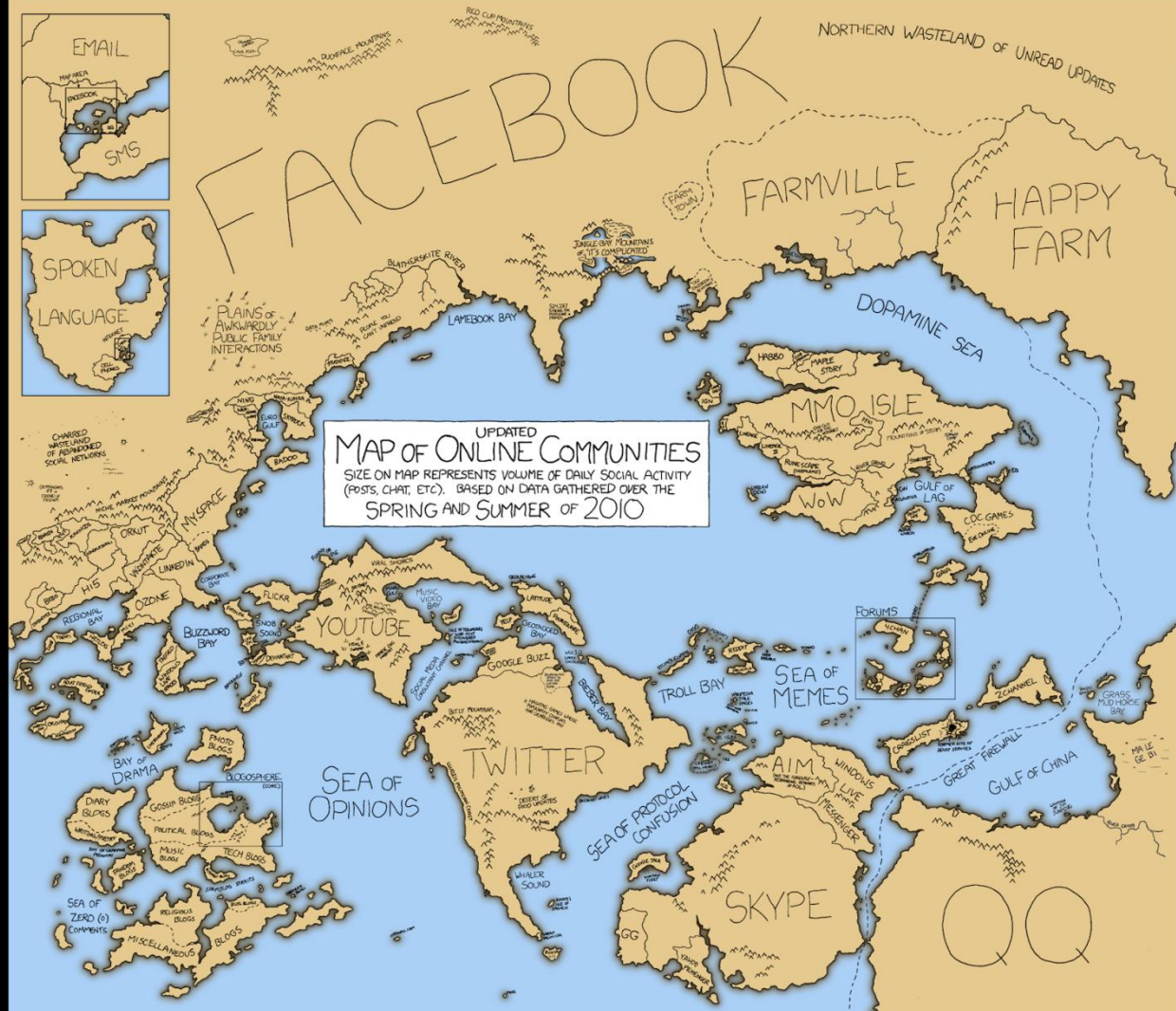
Where we need to build our Content

1. What the continued development of single destination sites based on the outdated theory of “If I build it they will come” means for those individuals, groups or Agencies attempting to assess the risks associated with energy related projects.
2. Why we need to build open source, transparent and highly distributable solution sets;
3. What value we can derive from the use online communities and distribution accelerators like OpenEI and Data.Gov;

Facebook Statistics

With over **500 million users**, Facebook is now used by **1 in every 13 people on earth**, with over 250 million of them (over 50%) who log in every day. The average user still has about 130 friends, but that should expand in 2011. Over **700 Billion minutes a month are spent on Facebook**, 20 million applications are installed per day and over 250 million people interact with Facebook from outside the official website on a monthly basis, across 2 million websites. **Over 200 million people access Facebook via their mobile phone.** 48% of young people said they now get their news through Facebook. Meanwhile, in just 20 minutes on Facebook over 1 million links are shared, 2 million friend requests are accepted and almost 3 million messages are sent.

Source: <http://www.digitalbuzzblog.com/facebook-statistics-stats-facts-2011/>

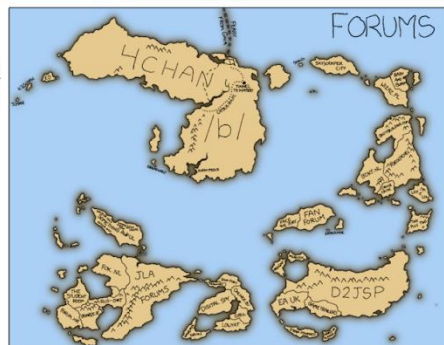


ABOUT THIS MAP

COMMUNITIES RISE AND FALL, AND TOTAL MEMBERSHIP NUMBERS ARE NO LONGER A GOOD MEASURE OF A COMMUNITY'S CURRENT SIZE AND HEALTH. THIS UPDATED MAP USES SIZE TO REPRESENT TOTAL SOCIAL ACTIVITY IN A COMMUNITY—THAT IS, HOW MUCH TALKING, PLAYING, SHARING, OR OTHER SOCIALIZING HAPPENS THERE. THIS MEANT SOME COMPARING OF APPLES AND ORANGES, BUT I DID MY BEST AND TRIED TO BE CONSISTENT.

ESTIMATES ARE BASED ON THE BEST NUMBERS I COULD FIND, BUT INVOLVED A GREAT DEAL OF GUESSTWORK, STATISTICAL INFERENCE, RANDOM SAMPLING, NONRANDOM SAMPLING, A 20,000-CELL SPREADSHEET, EMAILING, CARDING, TEA-LEAF READING, GOAT SACRIFICES, AND GUT INSTINCT (I.E. MAKING THINGS UP).

SOURCES OF DATA INCLUDE GOOGLE AND BING, WIKIPEDIA, ALEXA, BG-SERVICES.COM, STUMBUPON, WORDPRESS, AKSMET, EVERY WEBSITE, STATISTICS PAGE I COULD FIND, PRESS RELEASES, NEWS ARTICLES, AND INDIVIDUAL SITE EMPLOYEES. THANKS IN PARTICULAR TO FOLKS AT LAST.FM, LIVEJOURNAL, REDDIT, AND THE NEW YORK TIMES, AS WELL AS SYSADMINS AT A NUMBER OF SITES WHO SHARED STATISTICS ON CONDITION OF ANONYMITY.





About Open Energy Information (OpenEI) is a knowledge sharing online community dedicated energy resources from around the world...

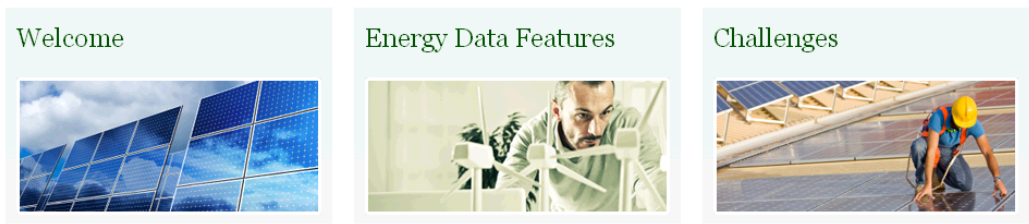
800 Datasets
15 Active Gateways
5 Apps/Gadgets
1,500 Maps
3,000 Registered Users
55,000 pages of content

Share this page on Facebook, Twitter, etc. Latest News: 5 December 2011 Venture Capital funding in solar...



359 data sets
5 mobile apps
34 maps
6 Challenges

WELCOME TO ENERGY.DATA.GOV where data and insight are combined to facilitate public discussion and awareness of our Nation's energy activities...



Energy.data.gov is a new open government initiative to increase awareness of and deepen insights into our Nation's energy performance. An early focus of Energy.data.gov is on energy use in homes and buildings... To maximize opportunities for education and entrepreneurship across a diverse set of energy subjects...

We need to build... Most people make Apps for

- Apps for knowledge
Apps for streaming
Apps for learning
Apps for home improvement
Apps for assessment
Apps for measurement
Apps for business development
Apps to do your job
Apps for builders
Apps for scientists
Apps for legislators
Apps for job seekers
Apps for investors
Apps for analysts
Apps for journalists

Build Less Moai

NOT Open Source
NOT Distributable
NOT Understood
Resource Intensive



And More Outriggers

Open Source
Highly Distributable
Easy to Build
Low Cost

