BookSprints

The Death of the Reader

The transition from Reader to Collaborative Knowledge Producer

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What is a Reader?...

A person with knowledge needs.

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What is a Reader?...

~~Someone that consumes what Publishers make.~~

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Waiting...

Readers with knowledge needs wait...
for knowledge artifacts to be produced and delivered.

This is what we call Publishing.

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Collaborative Knowledge Production

Readers do not have to wait for the delivery of knowledge.
Readers can work together to meet their own knowledge needs.

This is what we call Collaborative Knowledge Production (CKP).

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Collaborative Knowledge Production

Readers producing their own knowledge.

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Collaborative Spectrum

There is a spectrum of Collaborative Knowledge Production.
It spans from the weak (eg. Crowd Sourcing)
to the strong (eg. Book Sprints).

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Weak CKP is...

→ eg. Crowd Sourcing
→ Passive
→ Co-ordination through technological framework
→ Little or no human co-ordination
→ Isolated producers
→ Small contributions
→ No shared vision

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Strong CKP is...

→ Active
→ Technical framework is an enabler
→ Strong human facilitation
→ Intensely connected contributors
→ Large contributions
→ Shared vision
→ eg. Book Sprints

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For CKP to work we must...

Learn the mechanics of the collaborative spectrum.

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An Example of Strong CKP. Open Oil.

Meet Johnny West...founder of NGO Open Oil

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Open Oil CKP.

Johnny needs a book as an outreach and education tool that will open the process of oil and gas contract negotiations to the lay reader.

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Open Oil CKP

Meet Jay Park QC
Managing Partner at Park Energy Law and Petroleum Regimes Advisory

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Jays' CV

Jay Park has practised oil and gas law since 1980 and is chair of Norton Rose's global resources practice. Based in their Calgary office, Mr. Park leads a team of international energy lawyers. He has represented oil and gas producers, consumers, marketers, pipeline companies and local distribution companies, governments, banks and investors. His practice has included oil and gas asset acquisitions and divestments, share acquisitions and divestments involving oil and gas companies, advising on production sharing agreements, concession agreements, product marketing, gas sales and purchase contracts, pipeline transportation matters, oil and gas pipeline asset dispositions, drafting of legislation and regulations, oil and gas regulatory hearings, and joint venture and participation agreements.

In over 27 years of practice, Mr. Park has conducted oil and gas transactions and joint ventures, and negotiated, drafted and provided advice in respect of numerous oil and gas agreements and laws, principally in Canada, but also in Albania, Algeria, Azerbaijan, Brazil, Brunei, Cambodia, China, Colombia, Egypt, Equatorial Guinea, France, India, Indonesia, Iran, Iraq, Kazakhstan, Kenya, Kuwait, Lebanon, Libya, Mexico, Niger, Nigeria, Oman, Pakistan, Peru, Russia, Saudi Arabia, Somalia, Sudan, Thailand, Trinidad, Ukraine, UK, USA, Vietnam, Venezuela and Yemen. He has experience representing both investors and states and has assisted governments and state oil companies in the design or amendment of petroleum regimes in eight countries, whose total resources comprise 49% of world oil reserves and 33% of world gas reserves.

Mr. Park is actively involved in legal education and training. **He is the instructor of the "International Petroleum Transactions" course at the Faculty of Law of the University of Calgary.** He co-instructs the five-day training course, "World Legal Systems and Contracts for Oil & Gas," which is held semi-annually in London. He also co-instructs the five-day courses, "Global Gas Transportation and Marketing" and "International Petroleum Joint Ventures," which are presented annually in London and other locations.

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Open Oil CKP.

Jay needs a textbook so he can teach
“International Petroleum Transactions”
at the University of Calgary.

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And there are others...

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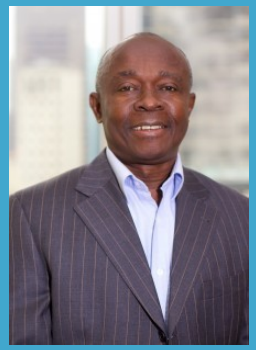
Open Oil CKP.

Peter Eigen
Founder of Transparency International and founding chair of EITI

Cindy Kroon
The World Bank Institute



Herbert M'cleod
Advisor to the government of Sierra Leone

Susan Maples
Office of the Legal Adviser to Liberian President Ellen Johnson Sirleaf

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Geoff Peters
Corporate counsel for multinational oil companies

Nadine Stiller
German agency for international cooperation GIZ

Lynn Turyatemba
NGO International Alert in Uganda

Sebastian Winkler
Director Europe for Global Footprint Network

Nurlan Mustafayev
Legal advisor to Azerbaijan's state oil company

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They all need a book about how to read and understand Oil Contracts for:

In-house Training & Induction
As a research resource
Advocacy
Teaching
Increasing transparency
Get a better deal for oil companies
Get a better deal for government
Get a better deal for the people

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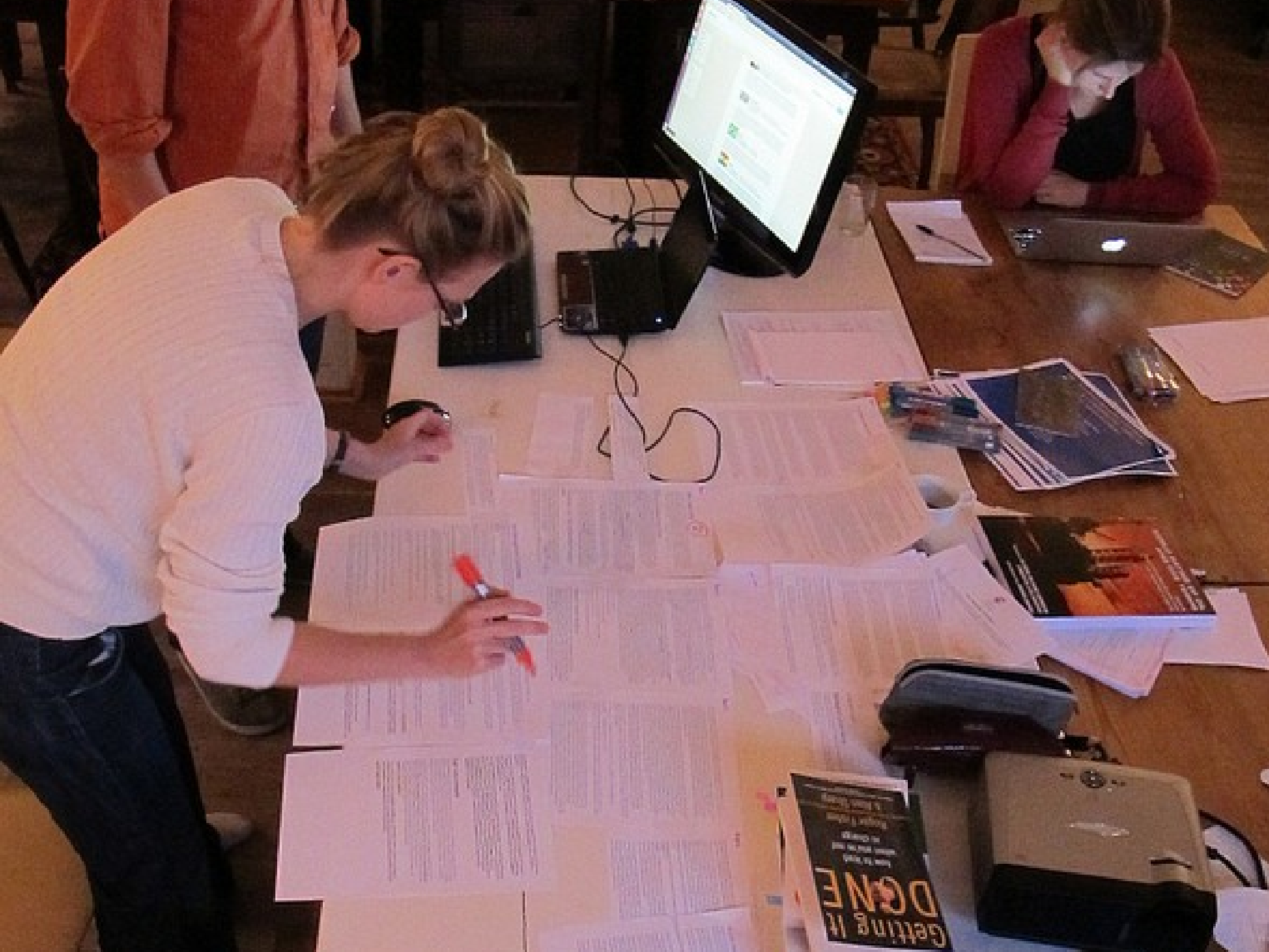
So...in a small castle in Germany...

They don't wait for the publishers. They make the book themselves...

The readers produce their own knowledge by
strong Collaborative Knowledge Production methods
(in this case a Book Sprint).

300 KSPRINT
YAY!


Getting it
DONE

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So...in a small castle in Germany...

They make a book.

Conceptualized
Written.
Illustrated.
Proofed.
Sent to Printer.
EPUB produced.
MOBI Produced.
Screen PDF Produced.

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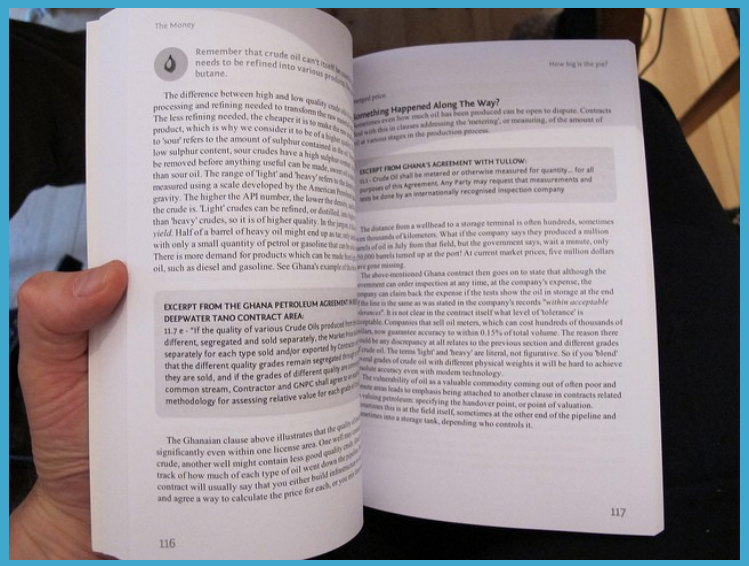
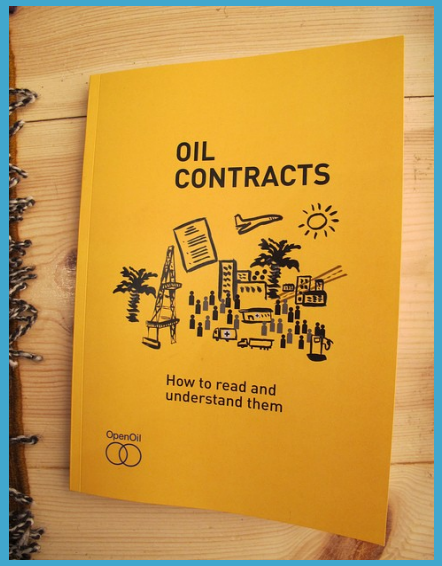
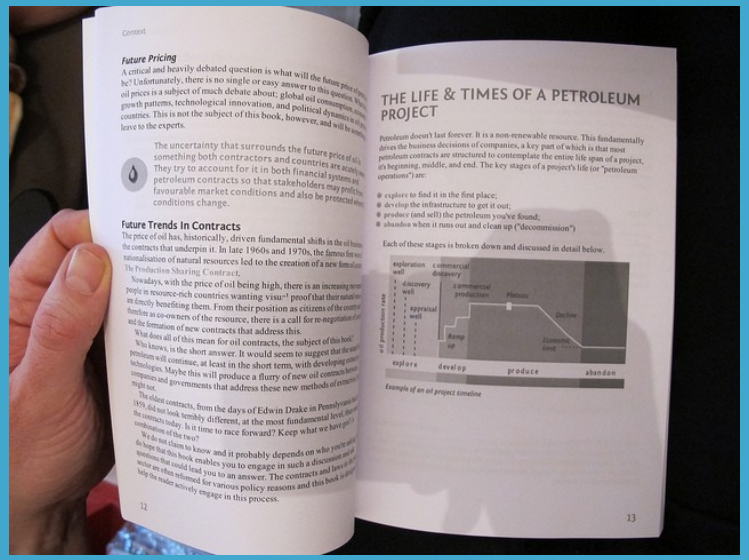
In 5 Days







BookSprints

And its successful

49,800 downloads
Translated to French, Spanish, Arabic, Bahasa
Second Book Sprint planned for Mining Contracts (December)
2 more localization Book Sprints (early 2014)
Used for teaching, outreach etc
Used by [unnamed oil company] for Induction

Used by people like Peter Ogbobine, legal director of Nigerias' Extractive Industries Transparency Initiative

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Reader → Collaborative Knowledge Producer

~~Someone that consumes what Publishers make.~~

Someone with knowledge needs.

~~Someone that waits for knowledge to be delivered.~~

Someone that produces the knowledge they need.

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