



# Future of the Net Anarchy or Cable TV?

Information Rights Week  
April 10, 2000

FUTURE OF THE NET



OR CABLETV?



OR CABLETV?

# Information In The 21<sup>st</sup> Century?

“The business is a simple one. Hiro gets information. It may be gossip, videotape, audiotape, a fragment of a computer disk, a xerox of a document. It can even be a joke based on the latest highly publicized disaster.

He uploads it to the CIC database - the Library, formerly the Library of Congress, but no one calls it that anymore. Most people are not entirely clear on what the word "congress" means. And even the word "library" is getting hazy. It used to be a place full of books, mostly old ones. Then they began to include videotapes, records, and magazines. Then all of the information got converted into machine-readable form, which is to say, ones and zeroes. And as the number of media grew, the material became more up to date, and the methods for searching the Library became more and more sophisticated, it approached the point where there was no substantive difference between the Library of Congress and the Central Intelligence Agency. Fortuitously, this happened just as the government was falling apart anyway. So they merged and kicked out a big fat stock offering.

Millions of other CIC stringers are uploading millions of other fragments at the same time. CIC's clients, mostly large corporations and Sovereigns, rifle through the Library looking for useful information, and if they find a use for something that Hiro put into it, Hiro gets paid.”

*Snow Crash.* Neal Stephenson, 1992.



## Prior To The Net

- Communication and information distribution were tightly controlled and expensive
- Culture industries controlled what we consumed
- Information bits moved at the speed of paper production and physical mail
- Little knowledge of those outside our local communities



# What The Net Did

- Made everyone and anyone a
  - Viewer/Buyer
  - Publisher/Seller
  - Hacker/Thief
  - Doctor/Professor
- Made information a commodity **and** a right
- Created instantaneous communication capabilities on a global scale



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# What The Net Means

- Information no longer observes borders or party lines – “Information wants to be free”...<sup>1</sup>
- First time citizens control the flow of information
- The good the bad and the ugly have equal say
- Old rules of commerce no longer apply
- Largest collection of eyeballs and wallets ever

*<sup>1</sup>The Economy of Ideas: A framework for patents and copyrights in the Digital Age. (Everything you know about intellectual property is wrong.)*  
John Parry Barlow, Wired (2.03). 1994.



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# What The Net Will Mean

- Require the user to make up their own mind
  - User must be more critical than ever before
  - User must determine own security
  - User must understand the implications of their action
- Require us to rethink what it means to be a member of the global community



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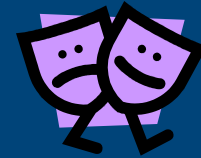
Bertelsmann



# \$contents\$







# communicate





# The Net As Change Agent

- Net Paradigm Shift will be profound
- The Net continues to push the envelope, particularly where commerce/freedom at stake
- Witness success of Stephen King short story
- **Napster** is an example of eCommerce battle
- **Third Voice** is an example of eFreedom battle



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# Edge Of The Wedge - Napster

- Music club on the web
  - Allows members to search for and trade MP3 files on each others hard drive (over 500 GB of music)
  - Napster team created the app and gets users together, does not actually store the music
  - Music industry currently trying to squash it
- Others are looking at similar products



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# Bad And Good - Napster

- Hackers destroying legitimate music industry
  - Why pay \$24 for a CD anymore?
  - Napsterites are pirates – hurting musicians most
- Basic concept could revolutionize info sharing
  - Local area network gone global
  - Scientists version for sharing genome research



## Edge Of The Wedge – Third Voice

- Anarchy plugin application for browser
- Allows private & public notes to be added
  - Notes are related to individual bits of text
  - Creator has no control
  - Some creators not even aware notes there
- Impact on moral rights? Economic rights?
- Unfortunately threatening to status quo



Internet Explorer window titled "Welcome To The White House - Internet Explorer provided by @Hom...". The address bar shows "http://www.whitehouse.gov/". The main content area displays:

# Welcome to the White House


[President Clinton's Trip to South Asia](#)

[Women's History Month](#)

[The President & Vice President:](#)  
Their accomplishments, their families, and how to send them electronic mail --

[Commonly Requested Federal Services:](#)  
Direct access to Federal Services  
[- Census 2000](#)  
[- Twenty Things You Can Do and Learn on U.S. Government Web Sites](#)

The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a toolbar with buttons for Back, Forward, Stop, Refresh, Home, Favorites, History, Print, SurfSaver, and Radio, and a status bar at the bottom showing the Internet icon.



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AGGREGATED NOTES

- The "Character" Thing
- hehe
- Depleted Uranium
- someone call this mmc (the mos
- Hi Billy!
- the pres
- Their accomplishments, their f
- Re: Lonely Guy?
- abba zabba zoo
- Re: oxymoron: us morality

more...

- Re: oxymoron: US morality
- Re: oxymoron: us morality
- Everyone!
- re: oxymoron: us morality
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Welcome To The White House - Internet Explorer provided by @Hom...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Favorites History Print SurfSaver Radio

Address <http://www.whitehouse.gov/> Go Links Flyswat Off

## Women's History Month

### The President & Vice President:

**PICK** The "Character" Thing  
by petert 6 15

Can you think of one thing or ideal for which Bill would willingly sacrifice is life? Certainly not his wife, his office, his party or his country. Not his religious beliefs or in defense of some principle. Do you think maybe for Chelsea?

Like this note? [Email](#) it to a friend.

← Vote Now!

### Tours:

Past Presidents and First Families,

### Commonly Requested Federal Services:

Direct access to Federal Services

- [-Census 2000](#)
- [-Twenty Things You Can Do and Learn on U.S. Government Web Sites](#)

### What's New:

What's happening at the White House

- [-Restoring Natural Quiet to the Grand Canyon](#)
- [-Education and Sharing Day Proclamation](#)
- [-Taking Action to Strengthen America's Energy Security](#)

Internet



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## Bad And Good – Third Voice

- Cyber Graffiti Artists and Trespassers
  - Polluting the Net with unintended content
  - Anyone can comment on site - subversive/negative
  - Infringes copyright and space of sites
- Citizens with digital freedom of speech balloons
  - Allows open and free discussion/commentary
  - Anyone can take part or not take part
  - Powerful educational/research/community tool



# What Should The Net Become?

What It Is Today...

Unregulated, unfettered, unmediated, unusual, un...



# How Can We Keep The Net Ours?

- Maintain an awareness of the issues
  - How is The Net used in Homes? Schools? Business? Government? Media?
  - Don't let hype overrule what's right
- Exercise your Information Rights and insist on their preservation
  - No one group should **control** The Net
  - Speak up when rights are threatened



“Humankind is either on its way to the stars, or hurtling out of a high-rise window to the street and mumbling, ‘So far, so good.’”

*Why Things Bite Back : Technology and the Revenge of Unintended Consequences.* Edward Tenner, 1997.



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## Sites

- Electronic Frontier Foundation ([eff.org/](http://eff.org/))
- Third Voice ([thirdvoice.com](http://thirdvoice.com))
- Say No To Third Voice ([saynotothirdvoice.com](http://saynotothirdvoice.com))
- The Other Dead Media ([wired.com](http://wired.com))
- The Economy of Ideas ([wired.com](http://wired.com))
- Ditherati ([ditherati.com](http://ditherati.com))