

COMPUTERS AND THE INTERNET, PART 2

8/10/11

History of Information

Agenda

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- Overview and discussion of contemporary computer & Internet issues
- Group presentation: Advertising & Internet
- Class evaluation forms

- Last office hour 1 – 2pm today, South Hall
- All assignments have been graded, make sure that you received your grades

Final Exam

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- Yes, we do assume an understanding of concepts and issues of the first part of the course
- No, the readings of the first part of the course are not required for the final exam

- Same as midterm
 - ▣ 90 minutes, starts at 10:10am
 - ▣ 10 MC, 3 SA questions, 1 Essay question
 - ▣ Bring a blue/green book!

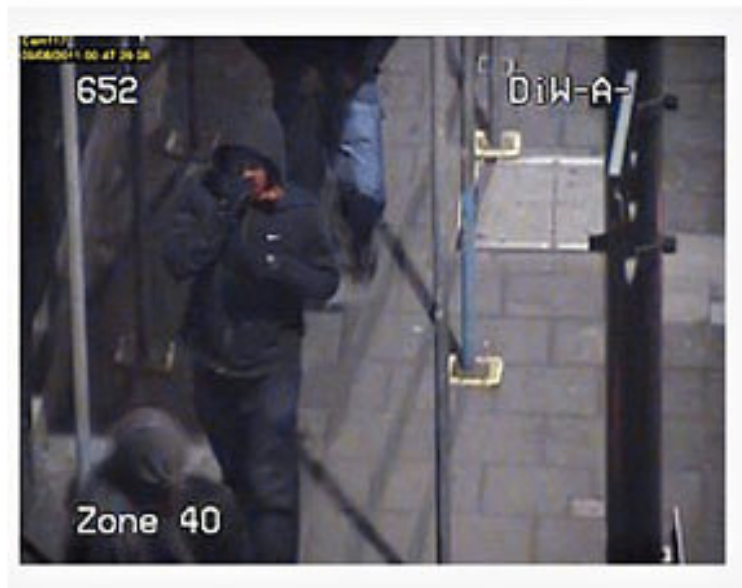
Web 2.0?: Operation Withern

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August 9, 2011, 2:23 PM

London Police Use Flickr to Identify Looters

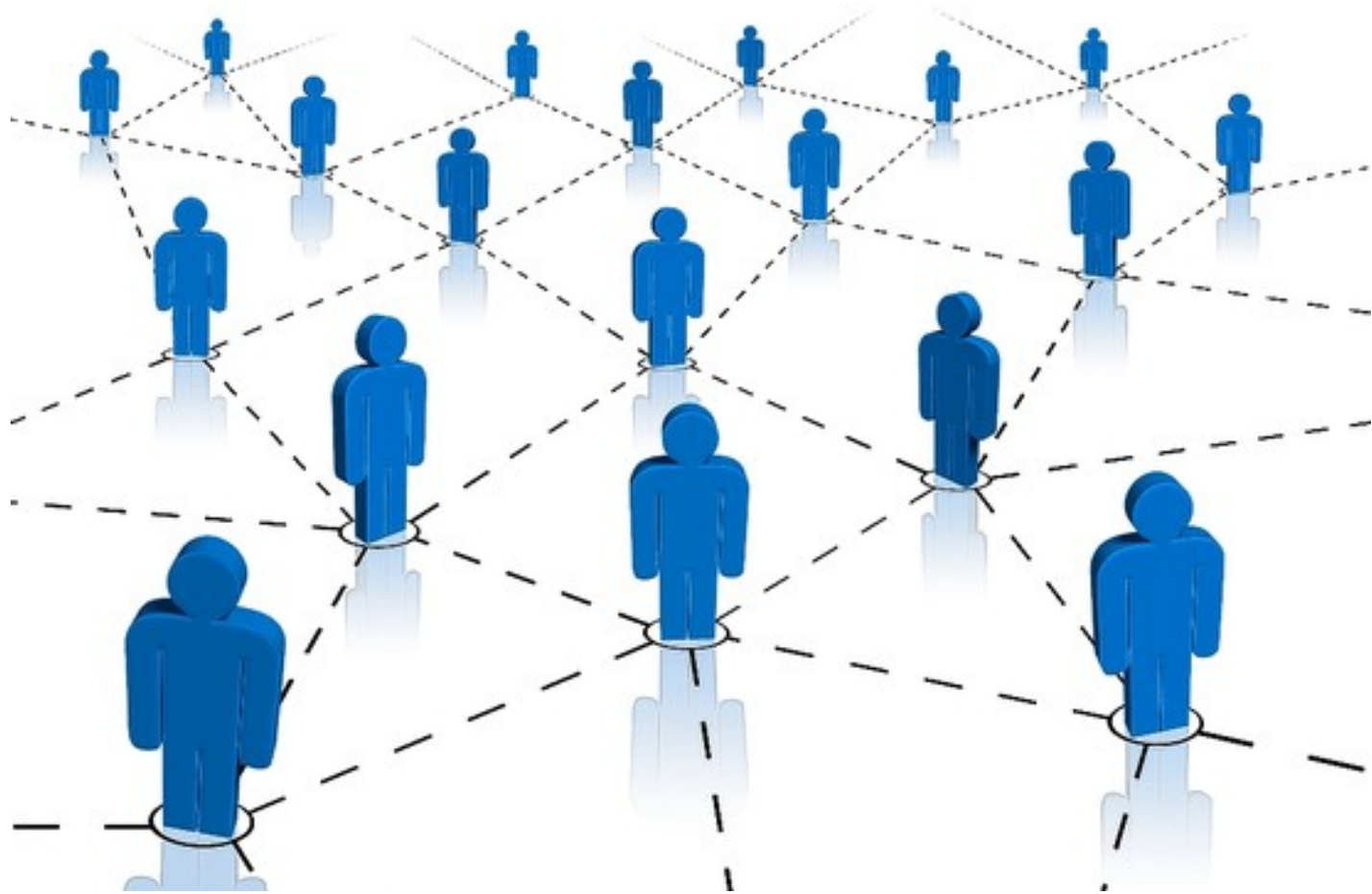
By JENNA WORTHAM



Photos of alleged looters were posted to Flickr as part of Operation Withern.

Social Networks/Socializing

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Headlines

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Social Networks Can't Replace Socializing

Google+ has made a splash, but we may be reaching the limits of online sharing

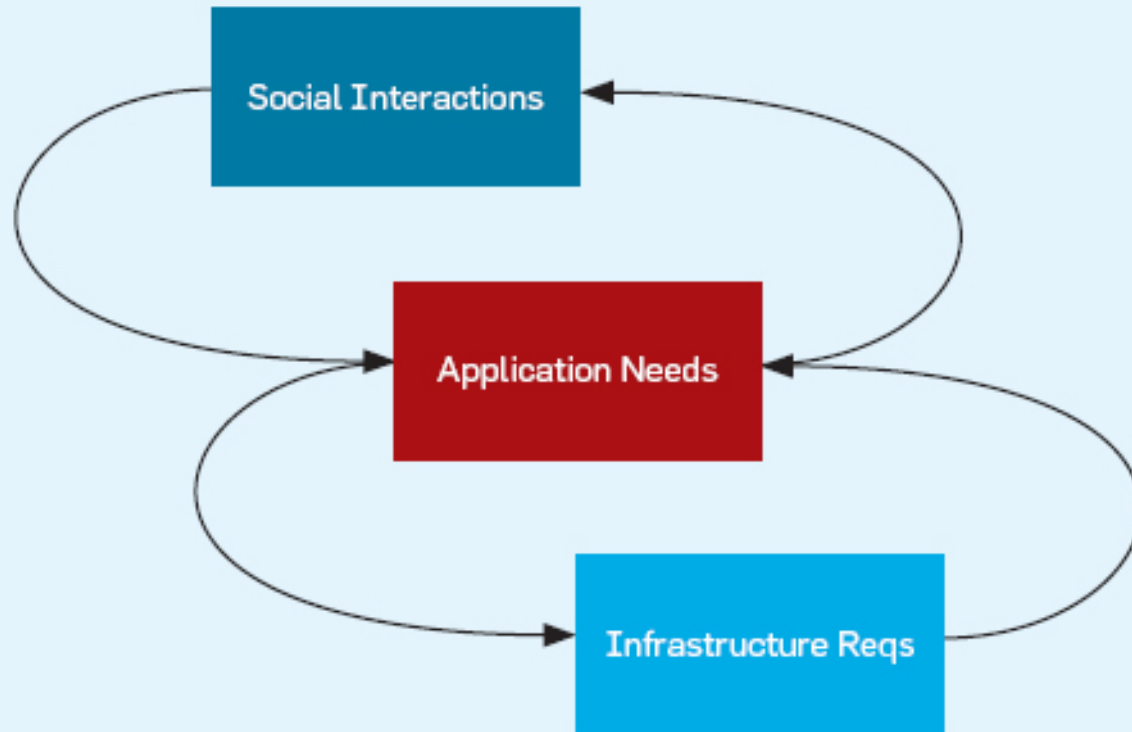
There's a long history of such claims [for tech displacing social interaction], and none of them has panned out.

First there was the telephone, which was supposed to reduce demand for communication in person. The same was said of faxes and then email. In the late 1990s, when dot-com fever was at its peak, many technology enthusiasts predicted that cities would soon become obsolete, since we no longer needed to share sidewalks and cafes. Cheap bandwidth would mean the end of expensive office space.

But the data show that the opposite has occurred: Cities and face-to-face interaction have become even more valuable.

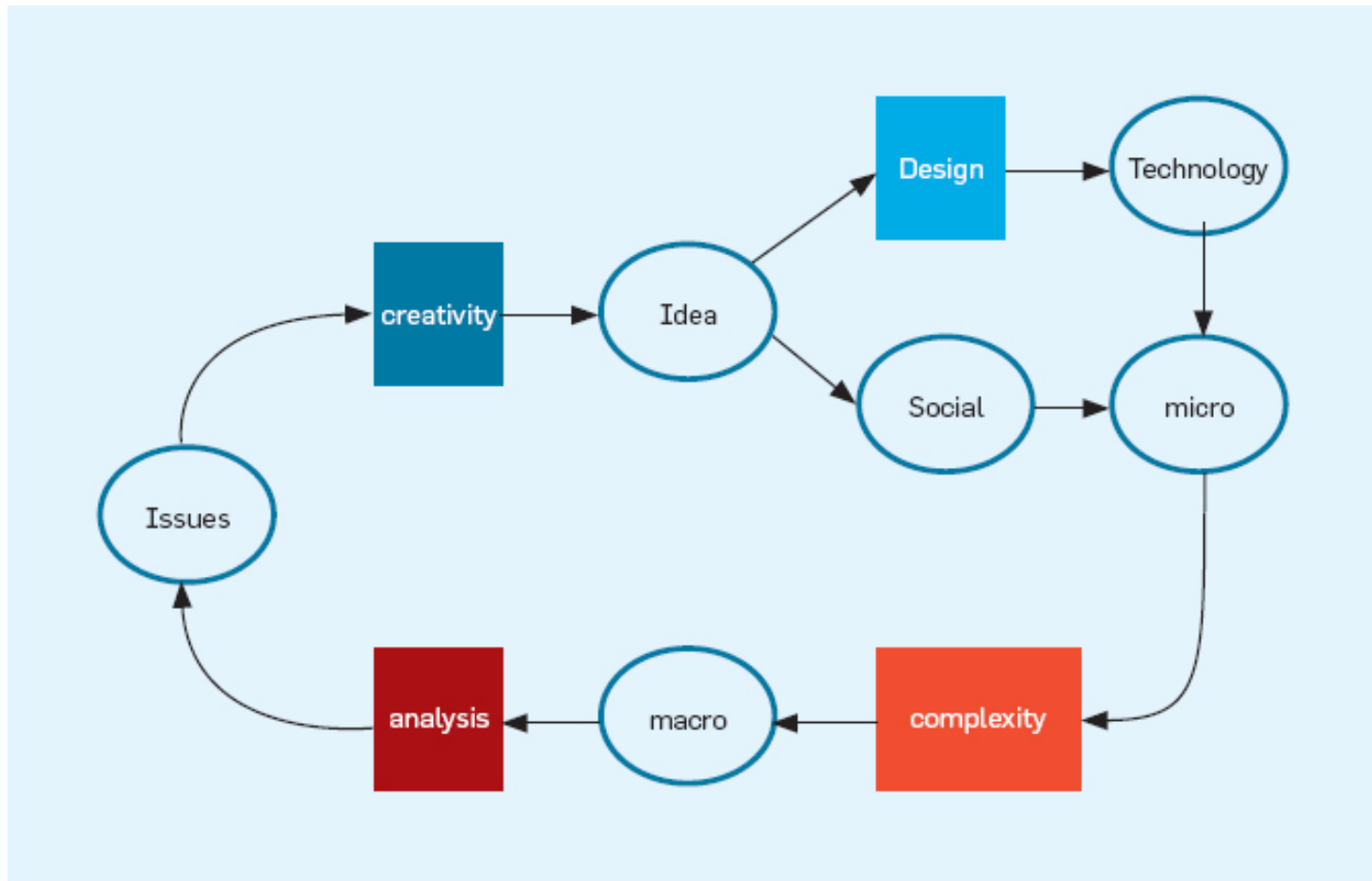
Web Science

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Web Science

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Evolution of the Web

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- Internet allowed programs to communicate without concern for network of cables
- Web allowed interconnected documents without concern for details of the computers storing and exchanging them
 - ▣ Web 2.0
- Semantic Web will allow referral to objects without concern for the underlying documents in which these things, abstract and concrete, are described (Web 3.0)

- Not just Data, but Linked Data
 - ▣ Web's content today is designed for humans to read, not for computer programs to manipulate meaningfully

Net neutrality

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- Internet or Internet 'Light'
- Why restrict?
- Issue of two-tier system



Google

NET NEUTRALITY



verizon

- Issue of FCC powers for Net Neutrality regulation.

Wireless

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- Recommendations resulting from Verizon/Google meetings – mobile different from home broadband?
- Chile becomes first country to guarantee net neutrality
- The Netherlands first European country to guarantee *mobile* net neutrality

Src: <http://www.nytimes.com/2011/06/23/technology/23neutral.html>

Copyright, open source

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Relationship between copyright and innovation:

- Notion that they are in opposition to one another.
- This isn't always the case: legitimate interest to protect integrity of work.
- IP law can also be used in retaliation: example of Android OS (retaliatory patents filed by competitors)

Copyright Digital Data, and Networked Environments

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- “Copyright has, of course, evolved to deal with new technologies in the past. Photography, sound recordings, and broadcasting have all posed some challenge for copyright law and theory, for both technological reasons and for reasons having to do with evolving notions about what “authorship” was. Yet, copyright law--sometimes supplemented or supplanted by neighboring rights legislation--is generally thought to have survived these new technologies. Even though copyright's adaptation to these technologies sometimes required adoption of some “sui generis” (of its own kind) rules, previous new technologies have not threatened the viability of the core concepts of copyright law. Those who believe that copyright law will evolve without serious difficulty in the new digital environment look to this historical experience as a source of reassurance about copyright's potential to evolve to deal with digital networked environments.”—Pam Samuelson

IP Policy Lever: Fair Use

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- “However, fair use and fair dealing doctrines may be increasingly useful as flexible instruments with which to balance the interests of authors in the continued fixity of their works and the interests of owners of copies of copyrighted works who may want to take advantage of digital tools to enjoy the plasticity of works in the digital medium, just as it will to deal with other situations arising in digital networked environments, such as making noncommercial copies of some copyrighted texts distributed on the Net.”

Personalization

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- Customization
- Better experiences
- Relevant content

Personalization & Politics

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The Filter Bubble

What [redacted] the [redacted]
[redacted]
[redacted] Internet [redacted]
[redacted]
[redacted] Is [redacted]
[redacted]
[redacted] Hiding [redacted]
[redacted]
[redacted] From [redacted]
[redacted]
[redacted] You [redacted]

Eli Pariser

Personalization & Politics

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- “Democracy really requires this idea of discourse, of people hearing different ideas and responding to them and thinking about them. And, you know, I come back to this famous Daniel Patrick Moynihan quote where he says, you know, “Everybody is entitled to their own opinions, but not their own facts.” It’s increasingly possible to live in an online world in which you do have your own facts. And you google “climate change,” and you get the climate change links for you, and you don’t actually get exposed necessarily—you don’t even know what the alternate arguments are.”-The Filter Bubble