questions
exams
essays

suggestions

on the media
keyboard signatures

http://www.onthemedia.org/transcripts/2010/02/26/03

advertising archive

http://historyproject.ucdavis.edu/ic/collection/marchand/Advertising/
sidebar: technology changes behavior?

goodheart's law
"any observed statistical regularity will tend to collapse once pressure is placed upon it for control purposes"

Charles Goodhart,
"Monetary Relationships," 1975

productivity
production
unemployment
amount of information
sidebar: technology changes behavior?

"moral hazard"
tracing clicks
rescuing banks
painkillers
car safety
sidebar: technology changes behavior?

"moral hazard"
tracing clicks
rescuing banks
painkillers
car safety

Google's Clicks Not as Profitable
The search powerhouse’s second-quarter earnings increased 19%, but investors got spooked by a drop in revenue per click

By Aaron Ricadela
overview

why advertising?

advertising and infrastructure

information and advertising

what's new?
why advertising

does advertising belong in a history of information class?
why advertising?

my answers

a. detaching information from time & technology  
   *cp: public sphere intelligence*

b. pushing at technology  
   *cp: intelligence pornography*

c. raising issues of reliability, trustworthiness ...
my answers

d. topicality

-advertising &

the public sphere
why advertising?

my answers

e. topicality

-advertising &

public sphere

They Pay for Cable, Music and Extra Bags. How About News?

By RICHARD PEREZ-PENA and TIM ARANGO
Published: April 7, 2009

Just a year ago, most media companies believed the formula for Internet success was to offer free content, build an audience and rake in advertising dollars. Now, with the recession battering advertising online, in print and on television, media executives are contemplating a tougher trick: making the consumer pay.

Publishers like Hearst Newspapers, The New York Times and Time Inc, are drawing up plans for possible Internet fees. Jeffrey L. Bewkes, Time Warner’s chief executive, is promoting a plan called “TV Everywhere,” to offer consumers a vast array of television online, provided they are paying cable TV customers. And Rupert Murdoch, who once vowed to make The Wall Street Journal’s Web site free, is now an evangelist for charging readers.
why advertising?

my answers

e. topicality

-advertising &

information infrastructure
information infrastructure

who clicks?
Google
YouTube
information infrastructure

who clicks?

Google

YouTube

Analysts Estimate YouTube's Losses At $470M This Year

By Doug Caverly - Fri, 04/03/2009 - 14:39

Can't overcome bandwidth costs, content licensing

It's been about two and a half years since Google bought YouTube for $1.65 billion, and according to a new report from Credit Suisse, Google's not going to stop paying for that decision anytime soon. YouTube might lose in the neighborhood of $470 million in 2009.

The math is pretty simple. Credit Suisse analysts Spencer Wang and Kenneth Sena believe YouTube will generate around $240 million in revenue this year. However, various expenses could add up to roughly $711 million. Do some subtraction, and you're looking at a negative number.
information infrastructure

skin in the game
information infrastructure

More than 7 million students use Google Apps.

Empower your school with our free email and collaboration tools.

Gmail, Calendar, Docs and more.

Google Apps Education Edition offers a free (and ad-free) set of customizable tools that enable faculty, staff and students to work together and learn more effectively.
information infrastructure
Why Firefox's future lies in Google's hands

Firefox has just turned five, and it's doubtful anybody outside of Redmond begrudges Mozilla's celebrations. The open-source browser now accounts for 25% of the global market, according to figures from Net Applications, and has brought a radical rethink in what we expect from a browser.

However, as Mozilla blows out the birthday cake candles, it might also be reflecting on the curse of getting what you wish for. Its success has forced rivals to raise their game, and the past two years have seen Microsoft, Apple and Opera close the features gap significantly.

"They've been forced to improve their browsers, and they have resources at their disposal that Mozilla doesn't," said Rob Enderle, principal analyst at the Enderle Group. "It was a different ball game when it was Mozilla against Microsoft, everybody was on its side. Now that there are alternatives, it's going to be harder."

Not least because of Google, which with the release of Chrome now stands as both benefactor and rival to Mozilla. Google is the default homepage when Firefox first opens, and the default search engine when users type something into the "awesome bar". The deal, which runs until 2011, was worth $66 million to Mozilla in 2007, accounting for 88% of the foundation's revenues that year (the last year for which it had published accounts). But now Google is a competitor as well as a partner, is it really wise for Mozilla to be so dependent on the search giant?
information infrastructure

great books
Google Reaches Books Deal With Italy

By CHRISTOPHER EMSDEN

ROME—Google Inc. on Wednesday said it will scan ancient Italian literary texts ranging from Galileo Galilei to herbal medicine manuals as part of the Internet company's first publishing partnership with a national government.

The deal involves digitizing up to one million books held in the National Libraries in Rome and Florence.

Google has similar arrangements for out-of-copyright books with Oxford University, Madrid's Complutense University and the Bavarian state museum, but Wednesday marked what Nikesh Arora, Google's President of Global Sales Operations and Business Development, called a "groundbreaking" deal with a national government, and evidence that his company is eager to counter the Internet becoming "overly Anglo-Saxon."
Neither Google nor its business model are trees that grow to the sky.

Advertising is a bubble. If that’s a true statement, Google is a bubble too. And if that’s true, many of the goods we take for granted on the Web are at risk. Let’s run down some evidence.

Google has more than a million servers. The company is notoriously silent on the exact number, but I was told by a Google official that it was headed toward a million in the next couple years—and that was seven years ago. For a peek at the future, Jeff Dean of Google gave a presentation at an ACM workshop in October 2009, outlining “Spanner”, a “storage and computation system that spans all our data centers”. His “design goals” slide described...
failure impossible?
information issues

information & advertising

economists' view
- informing people
 'the efficient market hypothesis'
- helping consumers satisfy their needs
- linking consumers with products
informing?

torches of freedom

Easter Parade, 1929
advertising, pr & propaganda

Edward Bernays, 1891-1995

1913, Committee on Public Information

Propaganda, 1928
Engineering of Consent, 1955
Biography of an Idea, 1965

Proctor & Gamble
United Fruit Company
American Tobacco
Dodge Motors

Sigmund Freud
1856-1939

Edward Bernays
1891-1995
informing?

creating desires or anxieties?
informing?

creating desires or anxieties?
informing?

creating desires or anxieties?
informing?

creating desires or anxieties?
informing?

creating desires or anxieties?
“The case is likely to proceed quickly,” Floyd Abrams, a constitutional lawyer who is representing the Lorillard Tobacco Company, said in a phone interview on Monday. “Tobacco is a legal product for adults, and the Supreme Court has said that the industry has an interest which the First Amendment protects to communicate information about its products, and adults have the right to receive that information.”
beyond informing?

James Vicary's subliminal experiments, 1957

worries ahead

"by A.D. 2000 ... depth manipulation of the psychological variety will seem amusingly old-fashioned. By then, perhaps the biophysicists will take over with "biocontrol," which is depth persuasion carried to its ultimate. ... Planes, missiles, and machine tools already are guided by electronics, and the human brain--being essentially a digital computer--can be too."

--Vance Packard, *Hidden Persuaders*, 1957
beyond informing?

James Vicary
1915-1977

The Hidden Persuaders
Vance Packard

"Market research is now a key component of almost every commercial enterprise. Accurate estimation of consumer demand and preference is vital for the success of new products, product re-launches and the range of related sales activities including sales promotions, packaging design, point-of-sale displays and advertising strategies. Because so much of our thought occurs in the unconscious, traditional research methods that mine the surface are likely to miss many of the factors that influence consumer behaviour. Bridging the gap between mind and behaviour is thus one of the key challenges that face marketers today. Cognitive neuroscience now offers us a means to bridge that gap."

Michael Brammer, BSc (Biochem), PhD Chairman, Neurosense Limited

--Vance Packard, Hidden Persuaders, 1957
linking consumers & products?

“The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea ... that successful corporations must primarily produce brands, as opposed to products?”

--Naomi Klein, No Logo
linking consumers & products?

“The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea ... that successful corporations must primarily produce brands, as opposed to products?”

--Naomi Klein, No Logo

“the consumer dictates to the companies ... simplify choice, guarantee quality ... ultimate accountable institution”

--Economist (review of No Logo)
a suspect relationship?

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

Herbert Hoover
a suspect relationship

**London Gazette**

1666 June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. **This is to notifie once and for all, that we will not charge the Gazette with Advertisements**, unless they be matter of State.
Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elaboratory.

London Gazette, 1678
a suspect relationship

"No Advertisement was ever admitted to it, tho earnest Application was made for it ... It made its own way into the World"

John Oldmixon, writing about *The Medley*, launched in 1710.

[it survived for 45 issues]
"All the public papers now on foot depend on advertisements."

-- Defoe, Review, 1705
“to inform the world where they may be furnished with almost everything that is necessary for life. If a man has pains in his head, colics in his bowels, or spots in his clothes, he may here meet with proper cures and remedies. If a man would recover a wife or a horse that is stole on strayed; if he wants new sermons, electuaries, ass’s milk, or anything else, either for his body or his mind”

--Steele, 1710
Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to Brooke and Hellier. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health

--Steele, Spectator, Friday April 25, 1712
Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulterations, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to ahve our Portugal Trade restor'd again. 

Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Prt .. you shall hear them cry -- thus, A Quart of Brook and Hellier-Score.

--Defoe, Review 1711
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"1754, the [Daily Advertiser] appeared in the format which was to be the standard for the English newspaper until The Times added a fifth column in 1808. Hence the Daily Advertiser may fairly be regarded as the first modern newspaper -- Morison
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Magazines Blur Line Between Ad and Article

If the separation between magazines' editorial and advertising sides was once a gulf, it is now diminished to the size of a sidewalk crack.

Recent issues of Entertainment Weekly, Esquire, Time, People, ESPN the Magazine, Scholastic Parent & Child and other magazines have woven in advertisers in new ways, some going as far as putting ads on their covers.

In a medium like television, a partnership with advertisers is nothing surprising — look at how often plastic bags and containers from Glad are featured on "Top Chef."

But in magazines, the editorial and advertising sides have stayed distinct, largely because of the American Society of Magazine Editors. The society hands out the annual National Magazine Awards, and its guidelines govern how editorial content and advertising should be kept separate. Cover ads are
Should we ban certain types of advertising?

The Guardian, Monday 17 November 2008 00.01 GMT

Article history

Types of advertising readers and users feel GNM should refuse to carry.

There is an ongoing debate at GNM about whether it is right to refuse certain types of advertising for products that are particularly damaging to society and the environment. Our columnist George Monbiot has criticised newspapers for failing to ban adverts that “make the destruction of the biosphere seem socially acceptable”.

Alan Rusbridger, editor in chief of the Guardian and Observer, argues that our journalism matters more than the advertising and as "long as the journalism is free and we allow George Monbiot to criticise us, and we feel free to criticise the people who advertise, that is more important than the advertising."
a suspect relationship

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits".

--Hugh Gaitskell, Labour MP, 1951

Hugh Gaitskell 1906-1963
"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."
—John Reith, director general of the BBC (1923–1939), 1954
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—John Reith, director general of the BBC (1923–1939), 1954

"Radio, as a new medium, enabled politicians, ... to resist the pressure of newspapers"

Harold Innis, Empire & Communications, 1950
"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. This causes search engine technology to remain largely a black art and to be advertising oriented. ... we have a strong goal to push more development and understanding into the academic realm."
a suspect relationship

"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. This causes search engine technology to remain largely a black art and to be advertising oriented. ... we have a strong goal to push more development and understanding into the academic realm."
so what's new?

forever young, forever anxious

For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from Aesclyptöe

Roman face cream, c. 50AD
New Scientist, July 2003
technological shift

1475[?] print to England

1477: the pyes of salisbury

William Caxton
1415?-1492
advertising in newspapers before 1700
books 42%
medicines 6%

1700 - 1710
medicines 42%

Walker "Advertising in London Newspapers"
"[T]hose who owned the newspapers were often involved in the distribution and sometimes the ownership of the brands concerned ... the [medicine] trade ... enjoyed an intimate relationship with the London publishing trade ... booksellers acted as agents for proprietary medicines. ... newspaper owned brands ... sellers of branded medicines more than any other ... developed the techniques of print advertising ... woodcut .. display typefaces, testimonials, endorsements, claims of royal and aristocratic patronage, and knocking copy."

Styles, "Product Innovation" 2000
The drink called Coffee (which is very wholsom and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, and many others) ...
"The trade of advertising is now so near perfection that it is not easy to propose any improvement".

--Samuel Johnson, 1759
"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic".

--Samuel Johnson, 1761
A DIALOGUE BETWEEN A MERCHANT AND HIS BLACK SERVANT

M. SCIPIO

S. What you please to ave, Massa?

M. Yesterday you did not perform your office properly. You tore the skin from my face .... ...

S. A, Massa, if I am continued in your service, dat will be ample reward for Scipio; bring good news to you of Packwood's new invention dat will move tings with a touch:

No wonder Packwood's Strops occasion a fuss
By their value, they are undersold;
A most generous public acknowledges thus
All their weight they are well worth in gold
Aunt Jemima's Frozen Pancake Batter
For Aunt Jemima's that taste just great!
No measurin', no mixin', just real easy fixin',
Three minutes from package to plate.

Aunt Jemima 1903

logos were tailored to evoke folksiness
--Klein

authencicity
marketing innovations?

- lifestyle
- product placement
- the wedgwood store
- courting royalty
- going global
- "class emulation"
- self-service
- free postage
- marking
- puffing
- & "anti puffado"
marketing innovations?

- lifestyle
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- "anti puffado"
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lifestyle
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the wedgwood store
courting royalty
going global
"class emulation"
self-service
free postage
marking
puffing
& "anti puffado"
marketing innovations?

First daughters Malia and Sasha Obama wear J. Crew; retailer's Web site goes down

BY AMY DILUNA
DAILY NEWS STAFF WRITER
Updated Tuesday, January 29th 2009, 7:33 PM

Budding style stars Malia and Sasha Obama are proving to be fashion loyalists.

For the past two days, the girls have worn head-to-toe outfits from Crewcuts, the kids line from J.Crew that boasts "designer details" and couture touches on its mini-me separates.

The retailer's Web site, www.jcrew.com, was down for about a half hour on Inauguration Day as...
new technology

Illustrated London News

May 1842
new opportunity
continuity or change?
pears pair

Andrew Pears & Thomas J. Barrat
pears pair

Andrew Pears & Thomas J. Barrat
pears pair

Andrew Pears & Thomas J. Barrat
"no space: the branded world"
from catalog to community

1862: Homestead Act
1888: Sears Watch Co. catalog
1896: Rural delivery
[USPO: catalogs: "aids in the dissemination of knowledge"]
1893: Sears, Roebuck & Co, catalog
1897: first color catalog
1908: catalog homes: 
    *Book of Modern Homes and Building Plans*
    25 tons, 30,000 parts
1908-1940: 100,000 homes sold
1968: the whole earth catalog
1903: telephone advertising

1909: telephone newspaper

"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"
"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

*Telephony*, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

*Rochester, Union & Advertiser*, 1909
newer yet

1919 broadcasting begins in the Netherlands
for eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclpyote
new media - old anxieties

Woodbury
forever young
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aescliptoe
new media

Ivory
new media

Ivory
end of an era?
new media (again)

From: Laurence Canter - view profile  Not yet rated
Date: Tue, Apr 12 1994 12:49 am   show actions

Green Card Lottery 1994 May Be The Last One!
The Deadline has been announced.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan G. Simpson introduced a bill into the U. S. Congress which could end any future lotteries. The 1994 Lottery is scheduled to take place soon, but it may be the very last one.

Persons born in most countries qualify, many for first time.

The only countries not qualifying are: Mexico; India; P.R. China; Taiwan; Philippines; North Korea; Canada; United Kingdom (except Northern Ireland); Jamaica; Dominican Republic; El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. NO JOB IS REQUIRED.

There is a strict June deadline. The time to start is now!

For free information via Email, send request to c_a@indirect.com
Facebook Advertising
Reach your exact audience and connect real customers to your business.

2. Targeting

Location:
- United States
- Worldwide
- By State/Province
- By City

Age:
- 13-17
- 18-24
- 25-34
- 35-44
- 45+

Connect with Real People
- Reach over 175,000,000 active Facebook users.
- Attach social actions to your ads to increase relevancy.
- Create demand for your product with relevant ads.

Create Your Facebook Ad
- Quickly create image and text-based ads.
- Precisely target by age, gender, location, and more.
- Choose to pay per click (CPC) or impression (CPM).

Optimize Your Ads
- Track your progress with real-time reporting.
- Gain insight about who’s clicking on your ad.
- Make modifications to maximize your results.
and again

Approval by a Blogger May Please a Sponsor

Colleen Padilla, who runs the ClassyMommy.com blog, with her children, Mackenzie and Kyle.

By PRADNYA JOSHI
Published: July 12, 2009

Colleen Padilla, a 33-year-old mother of two who lives in suburban Philadelphia, has reviewed nearly 1,500 products, including baby clothes, microwave dinners and the Nintendo Wii, on her popular Web site ClassyMommy.com. Her site attracts 60,000 unique visitors every month, and Ms. Padilla attracts something else: free items from companies eager to promote their products.
Bernays and backlash

"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it,"

"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind."
backlash

conspicuous consumption:  
Thorstein Veblen,  
*Theory of the Leisure Class* (1899)

muckraking  
Samuel Hopkins Adams,  
*The Great American Fraud* (1906);  
*The Clarion* (1914)

subliminal advertising  
Vance Packard  
*The Hidden Persuaders* (1957)

culture jamming  
Naomi Klein  
*No Logo* (2000)
jamming
public service jamming

Harvard Medical Students Rebel Against Big Pharma Ties

Two hundred Harvard Medical School students are confronting the school's administration, demanding an end to pharmaceutical industry influence in the classroom.
Week 9

16 Mar: Information as property

Required reading:

- "An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned." Available here
- U.S. Constitution Article 1. Section 8, Clause 8.

Additional material:

- Primary Sources on Copyright, 1450-1900

18 Mar: MIDTERM