



The Internet: Social Effects

History of Information 103
Geoff Nunberg
(by way of pd)

April 21, 2011

Hypertext creator says structure of World Wide Web 'completely wrong'

Ted Nelson claims 'traditional' IT industry, calls Microsoft, Apple, Linux 'exactly the same'




Lisa Banks (CIO) | 15 April, 2011 13:21 | Comments 14 | Like 153

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Ted Nelson claims the structure of the Web is too complex and not a visual as it could be. [By Dgles (Own work) [CC-BY-SA-3.0 (www.creativecommons.org/licenses/by-sa/3.0) or GFDL (www.gnu.org/copyleft/fdl.html)], via Wikimedia Commons]

The creator of hypertext has criticised the design of the World Wide Web, saying that Tim Berners-Lee's creation is "completely wrong", and that Windows, Macintosh and Linux have "exactly the same" approach to computing.

aob

Sir Tim Berners-Lee complains of extreme views on Twitter

Sir Tim Berners-Lee, the inventor of the web, has complained that debates on Twitter tend to be dominated by extreme views.



Sir Tim was speaking at an event in Oxford Photo: GEOFF PUGH

3:34PM BST 18 Apr 2011

7 Comments

In a speech at the launch of the British office of W3C, the organisation that sets technical standards for the web, he challenged the audience as to whether it could be possible to design a system for more reasoned discourse online.

Sir Tim, who has almost 44,000 followers but is a more irregular Twitter user than many famous web figures, used "net neutrality" as an example of how debate can become polarised on the microblogging platform.

He has campaigned on the issue, arguing that ISPs should not be allowed to charge big websites for better service than smaller ones and networks should treat all web traffic equally.

Sir Tim's comments about Twitter are not the first time he has criticised social media services. Last year he took aim at Facebook for the way it assumes ownership of data about its users so it cannot be used elsewhere on the web.

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IN TECHNOLOGY



More Twitpics from space



New to Twitter in 2010



Twitpics from space

aob

heard before

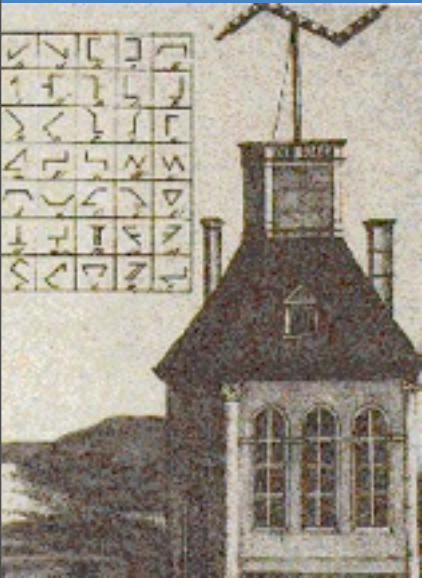
"at bottom, this invention might suffice to make possible the **establishment of democracy among a large population ... no reason why it would not be possible for all the citizens of France to communicate their will ...** in such a way that this communication might be considered instantaneous."

heard before

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Alexandre Vandermond, 1795

heard before



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Alexandre Vandermond, 1795



"Making a better
machine cannot make
men better."

Emile Zola
La Bête Humaine, 1890

and moral progress

"facilitating Human Intercourse and producing Harmony
among Men and Nations ... [I]t may be regarded as
an important element in Moral Progress"
-- *Daily Chronicle* [Cincinnati] 1847

"the hand of progress beckons
a rivet is loosened from the chains of the oppressed"
--*Commercial and Financial Chronicle*, 1865.

"the great chain that will bring all civilized nations into
instantaneous communication...the most potent of all the means of
civilization, and the most effective in breaking down the barriers
of evil prejudice and custom" --*Hunt's Merchants' Magazine*, 1868

- Marshall, J. B. "Industrial Organization, Continued. The Concentration of Industries in Particular Localities," book IV chapter X (section iv.x.1-15), in *Principles of Economics*. London, Macmillan & Co.
- Cairncross, Frances. 2001. Preface and "Trendspotter's Guide to New Communications" pp ix – xvii in *The Death of Distance: How the Communications Revolution is Changing the World*. Harvard Business School Press.

Social Effects of the Internet

Cairncross's determined trendspotting

1. Death of distance
2. Fate of Location
3. Improved Connections
4. Increased Mobility
5. More Customized Networks
6. Deluge of Information
7. Increased Value of Brand
8. More Minnows, more Giants
9. More Competition
10. Increased Value of Niches
11. Communities of Practices
12. Loose-Knit Corporation Culture
13. Openness
14. Manufacturers as Service Providers
15. Inversion of Home and Office
16. Proliferation of Ideas
17. Decline of National Authority
18. Loss of Privacy
19. Global Premium for Skills
20. Rebirth of Cities
21. Rise of English
22. Communities of Culture
23. A New Trust
24. People as Scarce Resource
25. Global Peace



Social Life in a Virtual World

22. Communities of Culture

17. Decline of National Authority



The Internet: Social Consequences

Does the internet build communities or fragment them?



The Internet: Social Consequences

Does the internet build communities or fragment them?

Yes.



Social Life in a Virtual World



Predictions that Internet/Web will decentralize authority & permit ground-up social & political organization and the development of "virtual communities"

Cf the "virtual corporation," "smart mobs," moveon.org, etc., which are said to facilitate direct democracy



The Rise of “Virtual Communities,” I

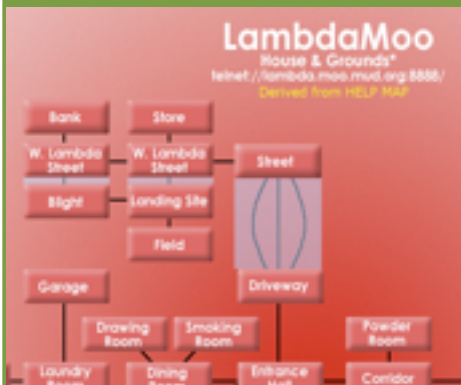


1978-79: Early MUDS (Multi-User Dungeons) enable players of text-adventure games to interact & team up.

1979 > Early BBS's (Bulletin Board services) allow users to connect via modem to a common server & post messages.

1980: USENET is conceived as “poor man’s ARPANET” to allow users to exchange email & software.

1990: First MOOs [“MUD Object Oriented”] created at Xerox Palo Alto Research center. Permits participants to create objects, rooms, etc.





The Rise of “Virtual Communities,” II

1985: Stewart Brand & Larry Brilliant found the BBS The Well (Whole Earth 'Lectronic Link), which becomes an influential “virtual community” providing email, forums, etc.

WELL participants go on to found Craigslist, Electronic Frontier Foundation, Salon.com, etc.

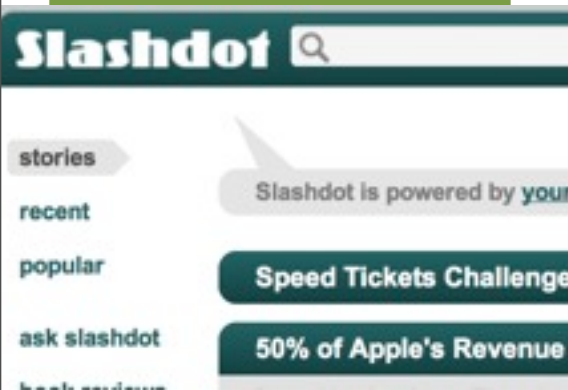
1986: Matchmaker dating service begun as text-based BBS, adding to groups like soc.singles, etc. By 2003, US Web-based online dating services draw 40m annual visitors.

1995 Craig Newmark founds Craigslist in San Francisco for posting of local events; by 2000, expanded to 9 cities.





The Beginnings of Social Networking Sites



1997: Slashdot created to provide user-generated "News for nerds." Becomes wildly popular antecedent of blogs.

1997 Sixdegrees.com founded, social networking site that achieved 1m members and anticipated Friendster, MySpace, LinkedIn & Facebook etc.



Political organization online



1998 Moveon.org founded to militate for moving past Clinton impeachment hearings. In 2003, becomes important channel for opposition to Iraq war, major source of funding for antiwar candidates.

2002 Meetup.com founded to facilitate offline meeting and networking of interest groups. During buildup to campaign, it becomes an important source of grassroots political organization for Howard Dean campaign, later for Kerry & Edwards.



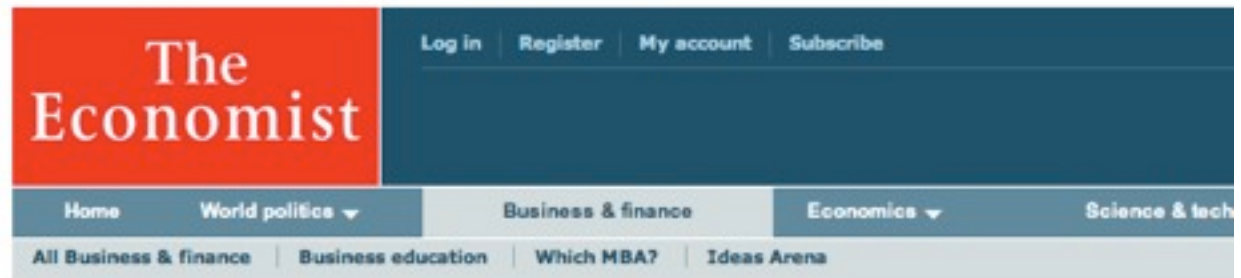
The Triumph of Social Networks

Launch Dates of Major Social Network Sites



2003: myspace founded, rapidly becomes largest soc. networking site. Complaints about stalking, exploitation, spam, etc. lead some schools to block site.

2003: Second Life launched by Linden Labs.



Virtual online worlds

Living a Second Life

A Californian firm has built a virtual online world like no other. Its population is growing and its economy is thriving. Now politicians and advertisers are visiting

Sep 28th 2006 | SAN FRANCISCO | from the print edition



PETER YELLOWLEES, a professor of psychiatry at the University of California, Davis, has been teaching about schizophrenia for 20 years, but says that he was never really able to explain to his students just how their patients suffer. So he went online, downloaded some free software and entered Second Life.



The Triumph of Social Networks

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2003: Second Life launched by Linden Labs.

2004: Facebook launched by Harvard undergrad Mark Zuckerberg, extended to other colleges, high schools, & general public. By 2010, claims 500m members worldwide.

2008: Helped by Facebook co-founder Chris Hughes, Obama campaign's use of new media ("MyBo") enables it to raise \$200m by end of primary season and recruit numerous volunteers.



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Launch Dates of Major Social Network Sites





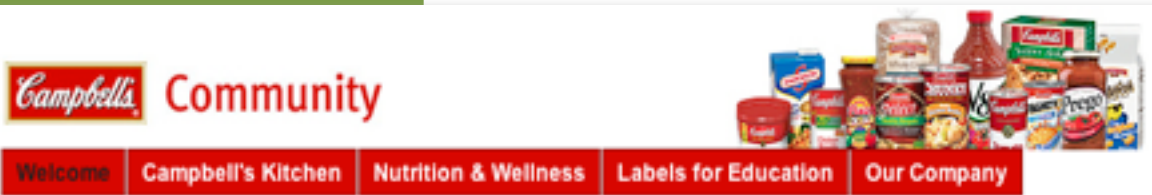
The complications of "community"



“Community” usually implies rich interaction around common interests

Online interaction creates or strengthens groups organized around significant common interests; e.g., sexual orientation, political activism, diseases...

But "community" is also used for almost any kind of group formed online... so long as it's judged positive





Varieties of Online Community

high-school alums
Book History list
MeetUp
leukemia dl

Relation of online media to social groups

Supports Amplifies /extends Transforms Creates





Reinforcing Social Divisions



education and equality

Paul Willis, *Learning to Labor: How working class kids get working class jobs* (New York: Columbia University Press, 1977)

Penelope Eckert, *Jocks and Burnouts: Social Categories and Identity in the High School* (New York: Teachers College Press, 1989)



Stratification of social space

What distinguishes adoption of MySpace and Facebook among American teens is not cleanly about race or class, ... The division can be seen through the lens of taste and aesthetics, two value-laden elements that are deeply entwined with race and class. It can also be seen through the network structures of teen friendship, which are also directly connected to race and class. And it can be seen through the language that teens – and adults – use to describe these sites....

danah boyd



Social wars

Cheesy or creative; classy or boring?

'MySpace is for the riff-raff and Facebook is for the landed gentry.'

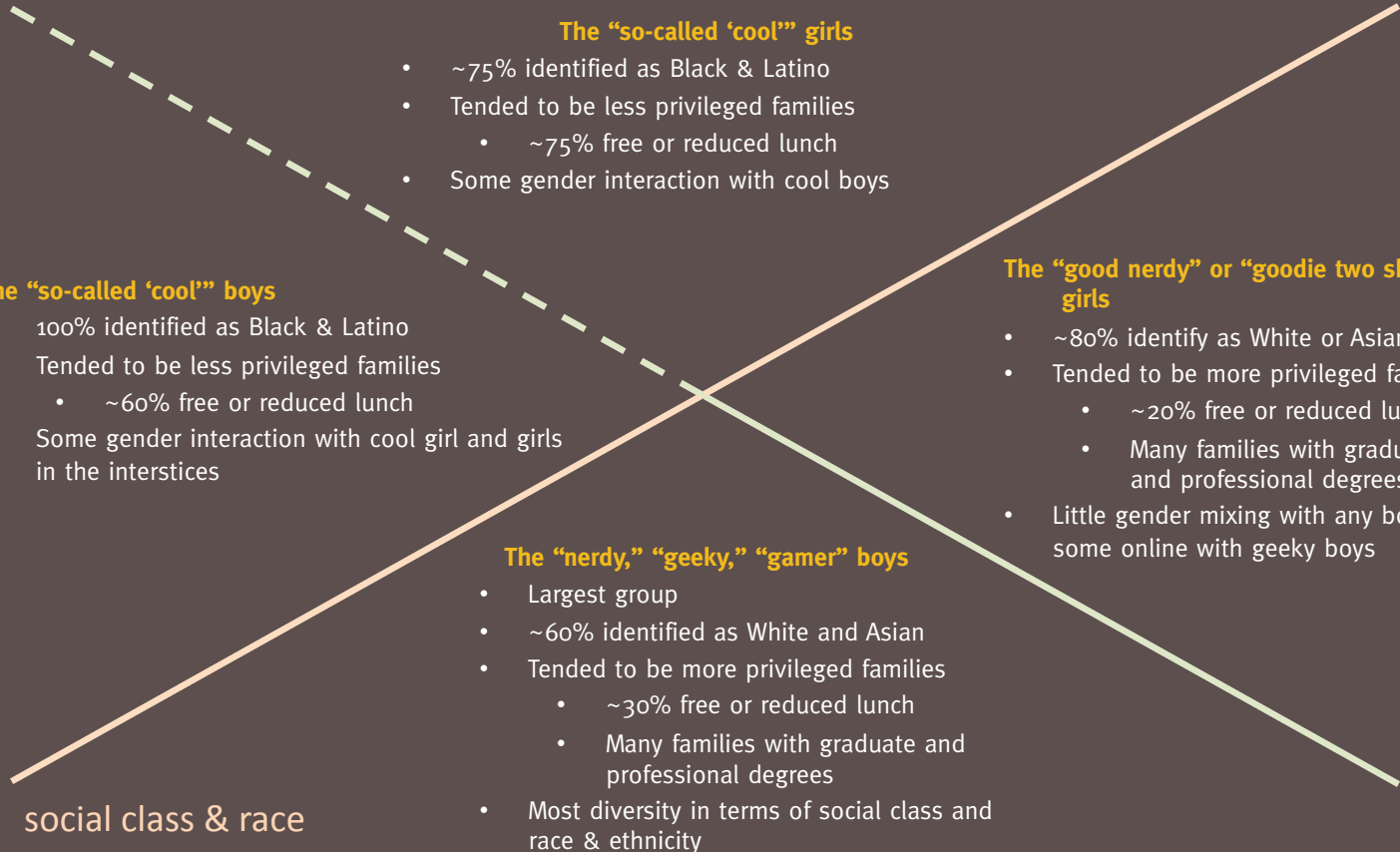
'MySpace just seems like the other side of the tracks.'

Do social media always reproduce offline categories?



Social Topography

gender

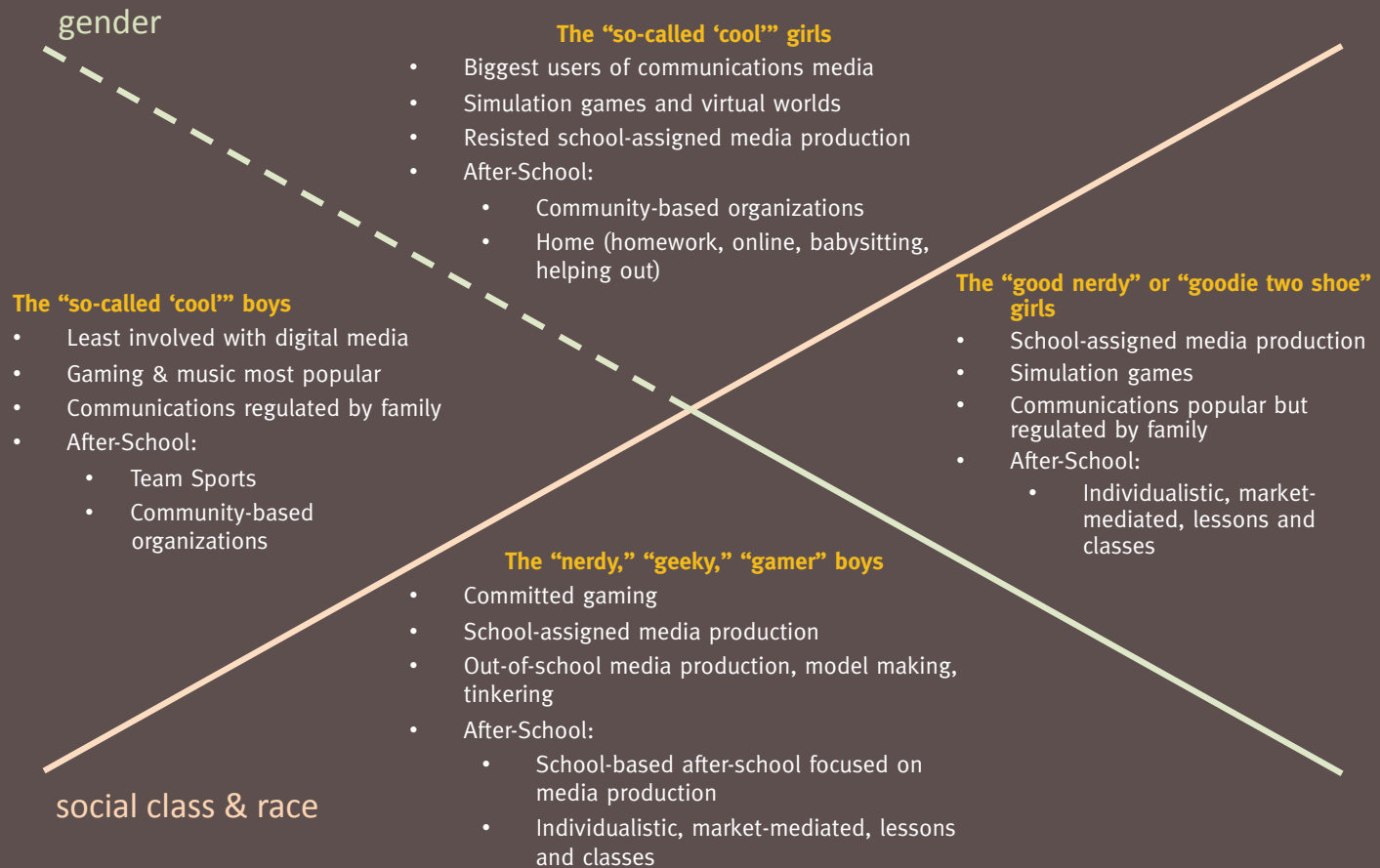


social class & race

Christo Sims, School of Information

Hofl-Community 23

Media Practices



Christo Sims, School of Information

Hofl-Community 24



Does the Internet Unify Community?

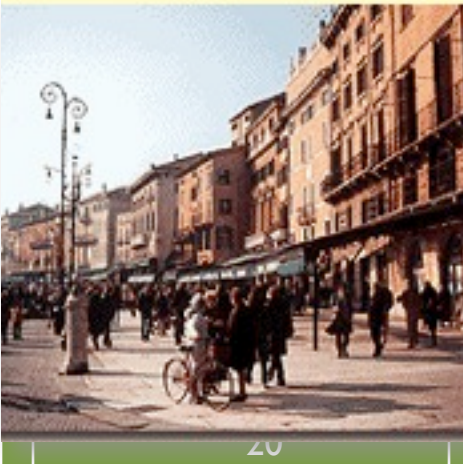


The Internet as a Public Space



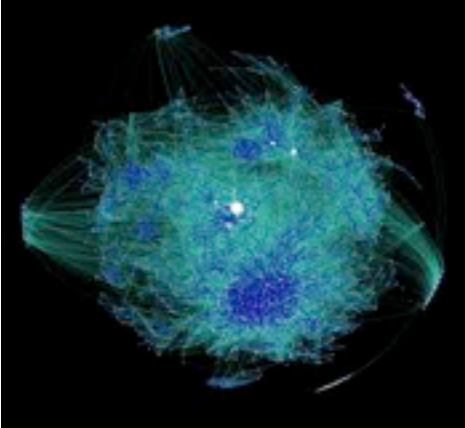
"The new electronic independence recreates the world in the image of a global village." Marshall McLuhan

"The power of elites to determine what [is] news via a tightly controlled dissemination system [has been] shattered. The ability and authority to distribute text are now truly democratized" Hugh Hewitt





Is the Internet a Community?



Visualization of the
blogosphere

Cf. James F. Moore (Berkman Center), on "the global consciousness of the second superpower":

The Internet and other interactive media continue to penetrate more and more deeply all world society...The collective power of texting, blogging, instant messaging, and email across millions of actors cannot be overestimated. Like a mind constituted of millions of inter-networked neurons, the social movement is capable of astonishingly rapid and sometimes subtle community consciousness and action... the emergent democracy of the second superpower is alive with touching and being touched by each other, as the community works to create wisdom and to take action....



Is the Internet a Community?

Social implications of 'cyberspace', 'the infosphere' etc.

A Declaration of the Independence of Cyberspace

Governments of the Industrial World, you weary giants of flesh and steel, I come from Cyberspace, the new home of Mind. On behalf of the future, I ask you of the past to leave us alone....You have no sovereignty where we gather.

...I declare the global social space we are building to be naturally independent of the tyrannies you seek to impose on us. ...

...You have not engaged in our great and gathering conversation, nor did you create the wealth of our marketplaces. You do not know our culture, our ethics, or the unwritten codes that already provide our society more order than could be obtained by any of your impositions.

John Perry Barlow, Electronic Frontier Foundation, 1996





Claims about online political discourse

The internet

Broadens access to information

Broadens the opportunity to speak.

Increases the number of information sources, bypassing media "gatekeepers" or official censors.

Offers information about a wider range of topics, and more information and opinion on any given topic.

Provides more reliable ways of checking or interpreting information, and gives citizens more opportunity to verify information



Claims about online political discourse

The internet

Restricts the exchange of information and opinion to a more closed, like-minded group (silo effect)

Exposes people to more information that is misleading, inaccurate, extreme, inflammatory, etc.;

Eliminates the guidance that the traditional media provided.

Widens the divisions between the informed and ill-informed sectors of the public.



Polarization of Political Discourse



Polarization and the "Siloing" of Political Discourse



Online discourse facilitates "siloing" of political discourse...

But siloing has independent offline roots

Polarization of political language on the Internet mirrors polarization of elite/activist views and the increasing importance of elective associations (geographical, occupational)

Number of Americans living in landslide counties:

1976: 26%

2008: 48%



lest we forget

Forum: Political diversity lacking on college campuses

By **RICHARD E. REDDING** - Athens Banner-Herald
Published Tuesday, November 02, 2010

Last month, 18 million college students returned to school - to those hotbeds of debate about the crucial issues of the day, right? But not so fast. A major new study on the campus climate for viewpoint diversity - surveying 24,000 U.S. students and published by the American Association of University Professors - found otherwise.

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Only a third of college students felt that their professors made learning about different views a priority. In fact, most did not think it entirely safe to hold unpopular opinions on campus. Since more seniors felt this way than freshmen, it appears that the college experience makes students less comfortable about exploring and voicing diverse opinions.

This lack of intellectual diversity at our nation's colleges and universities should be a concern to all of us. It means that our future leaders in industry, government and science are receiving a one-sided education that leaves them ill-equipped, as the report explains, to work "across differences to tackle challenges and create solutions." It also limits the phenomena studied, questions asked and solutions proposed by professors who, as the main producers of research and development in this country, fuel our innovative edge.



Ruptured Discourses

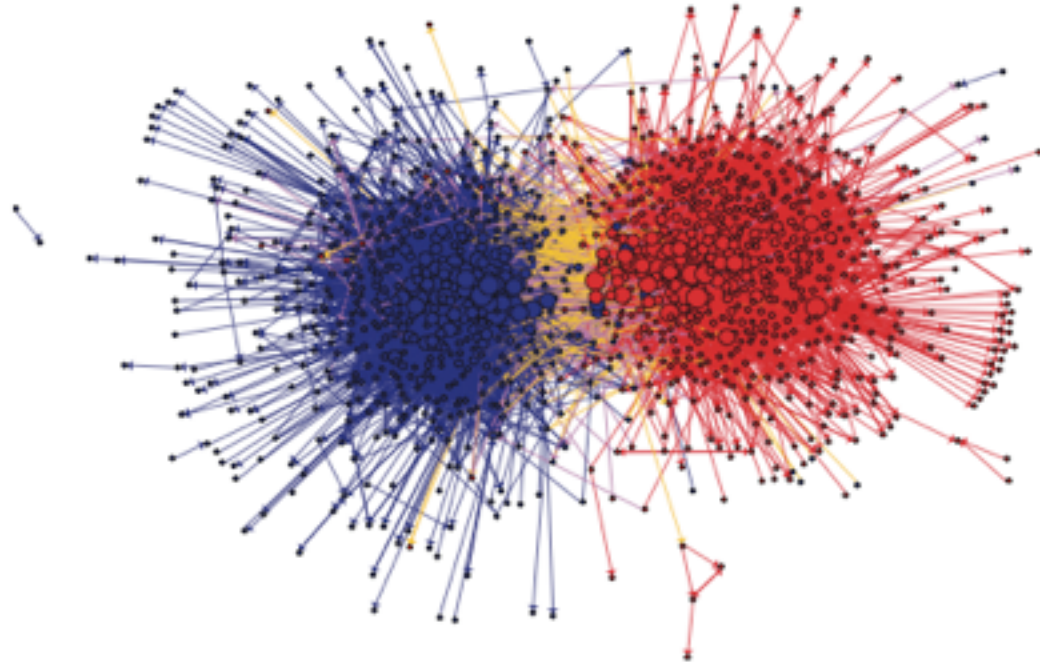


Figure 1: Community structure of political blogs (expanded set), shown using utilizing a GEM layout [11] in the GUESS[3] visualization and analysis tool. The colors reflect political orientation, red for conservative, and blue for liberal. Orange links go from liberal to conservative, and purple ones from conservative to liberal. The size of each blog reflects the number of other blogs that link to it.

Lada Adamic & Nathalie Glance, 2005, "Divided They Blog"



traffic is also polarized

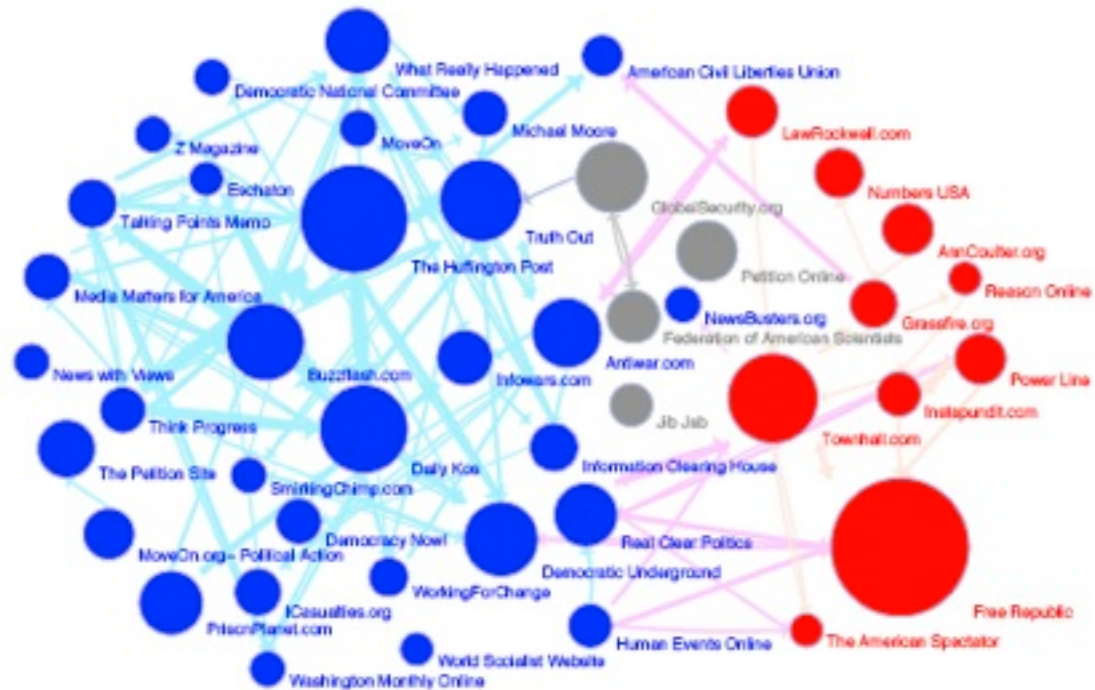


Figure 4.4: This figure maps traffic among the top 50 political Websites, as of May 2006. Liberal- or Democratic-leaning sites are in blue; conservative- or Republican-leaning sites are in red. Self-declared neutral or nonpartisan sites are in gray.



Ruptured Discourses

Table 3.2
Links to Allies and Adversaries, 2006

<i>Political orientation</i>	<i>Links to opposition</i>	<i>No links to opposition</i>	<i>Links to like-minded sites</i>	<i>No links to like-minded sites</i>	<i>Total sites</i>
Republican	3	7	7	3	10
Democrats	5	5	5	5	10
Conservative	3	13	16	0	14
Liberal	6	8	13	1	14
All	17	32	41	9	50

From Cass Sunstein, Republic.com 2.0



Polarization by gender?

Rank	Blog	Male readership (%)
1.	<i>DailyKos.com</i>	47%
2.	Instapundit	59%
3.	<i>Eschaton (Atrios)</i>	52%
4.	Michelle Malkin	57%
5.	<i>Crooks and liars</i>	32%
6.	Little Green Footballs	89%
7.	Powerline	74%
8.	RedState.org	68%
9.	<i>Wonkette</i>	46%
10.	Andrew Sullivan	53%
11.	<i>Kevin Drum</i>	55%
12.	Hugh Hewitt	80%

Sites with highest pct of male readers
tend to be conservative



Distribution by age

Rank	Blog	18-34	35-44	45-54	55+
1.	DailyKos.com	34%	13%	29%	24%
2.	Instapundit	29%	22%	20%	29%
3.	Eschaton (Atrios)	26%	29%	31%	14%
4.	Michelle Malkin	19%	29%	19%	33%
5.	Crooks and liars	29%	16%	30%	26%
6.	Little Green Footballs	26%	22%	20%	32%
7.	Powerline	21%	16%	24%	40%
8.	RedState.org	29%	26%	26%	20%
9.	Wonkette	28%	19%	41%	12%
10.	Andrew Sullivan	31%	34%	12%	13%
11.	Kevin Drum	22%	24%	23%	30%
12.	Hugh Hewitt	31%	23%	25%	21%
	Average	27%	23%	25%	25%

Table 6.2: The table presents Hitwise data on the age of visitors to prominent political blogs, as of October 2005. Because of rounding, each row may not add up to exactly 100 percent. The central finding here is that blogger readership is not just limited to the young. On average, half of the readership to these blogs comes from those 45 and older.



Participation in online political discourse





Participation in online political discourse

Does the net level the informational playing field?

Initially, those with access tend to be younger, college-educated, male, white...

Curves of access are flattening...

	Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Gen. Ages 65-73	G.I. Gen. Age 74+	All online adults Age 18+
% who go online	95	86	81	76	58	30	79

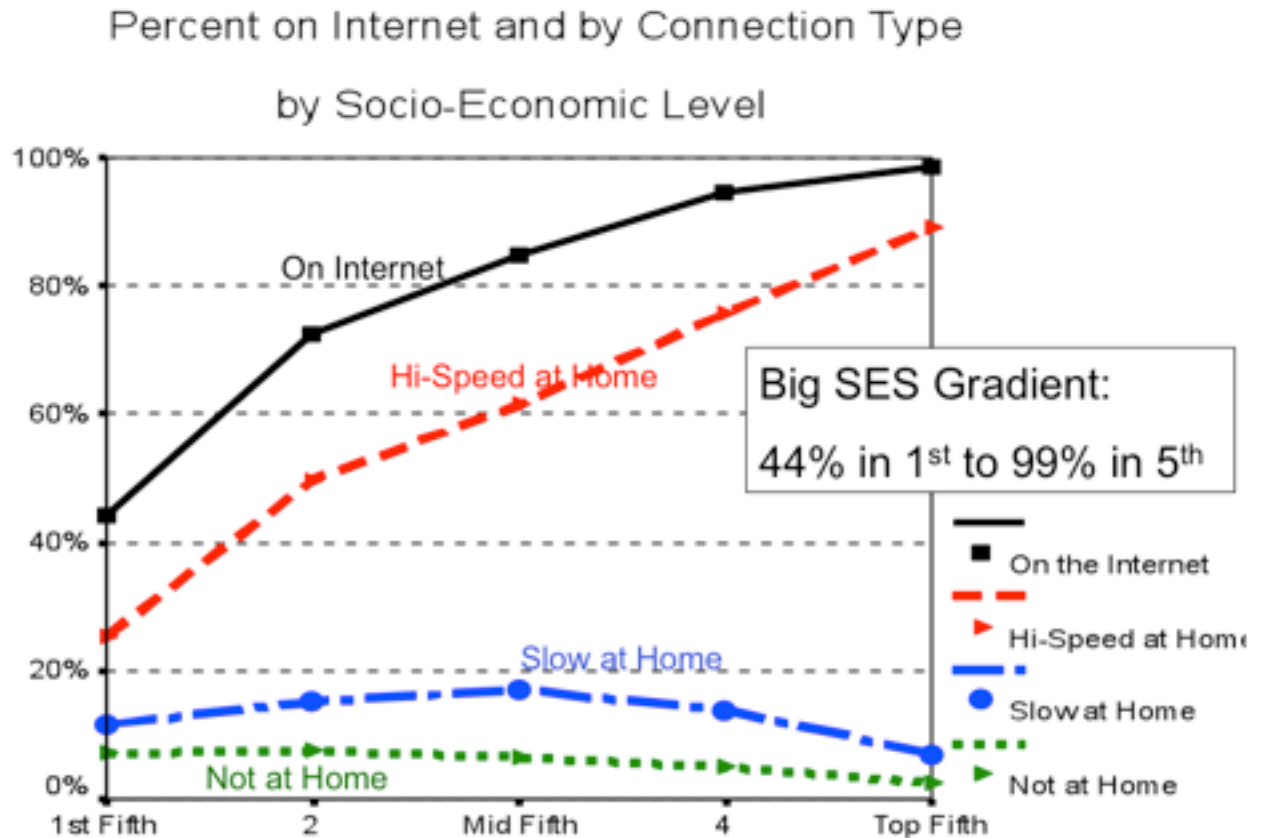
(Pew report "Generations 2010")

Note: total use is still far smaller than for other media.

But how much does access/daily use predict political engagement?



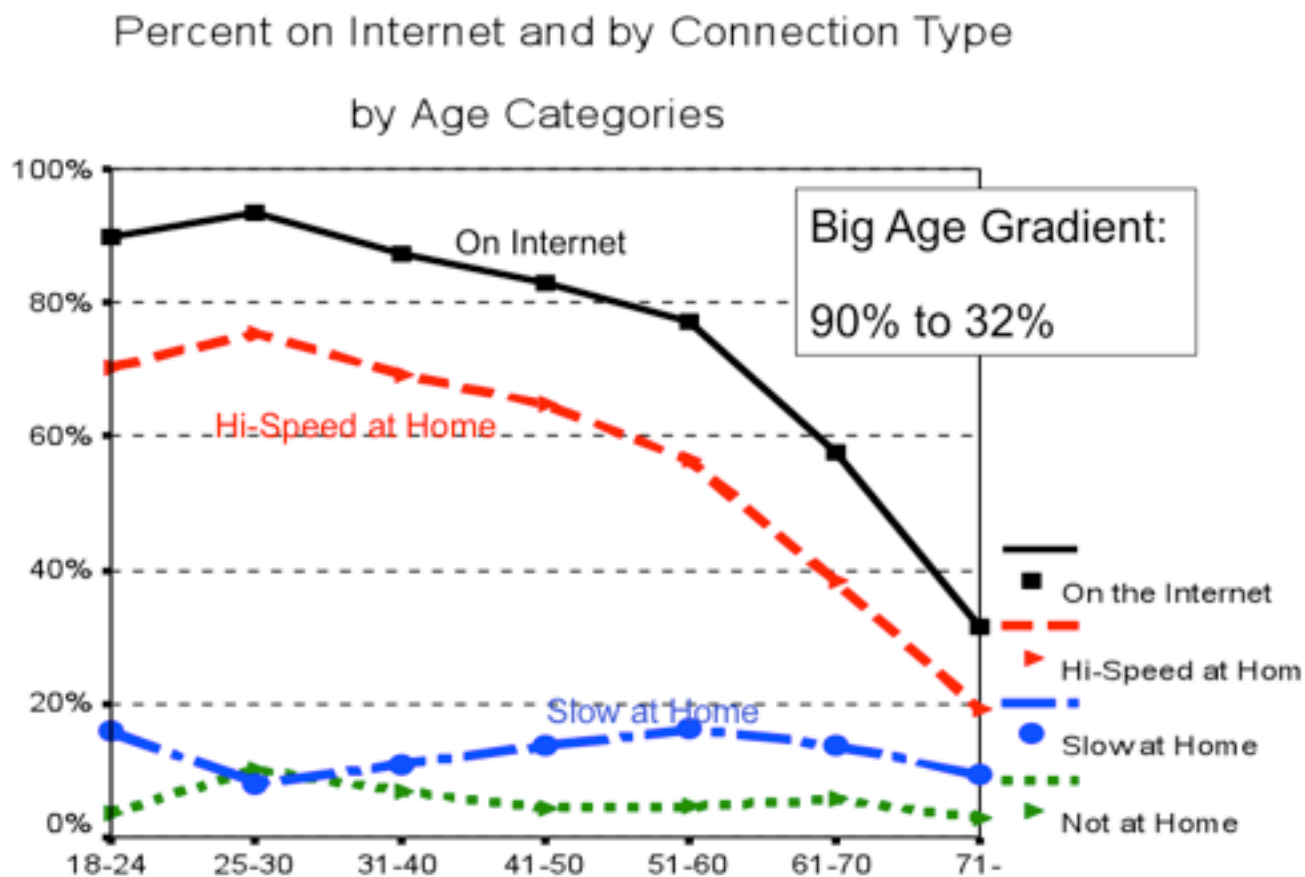
Political Participation Online



Courtesy of Henry Brady



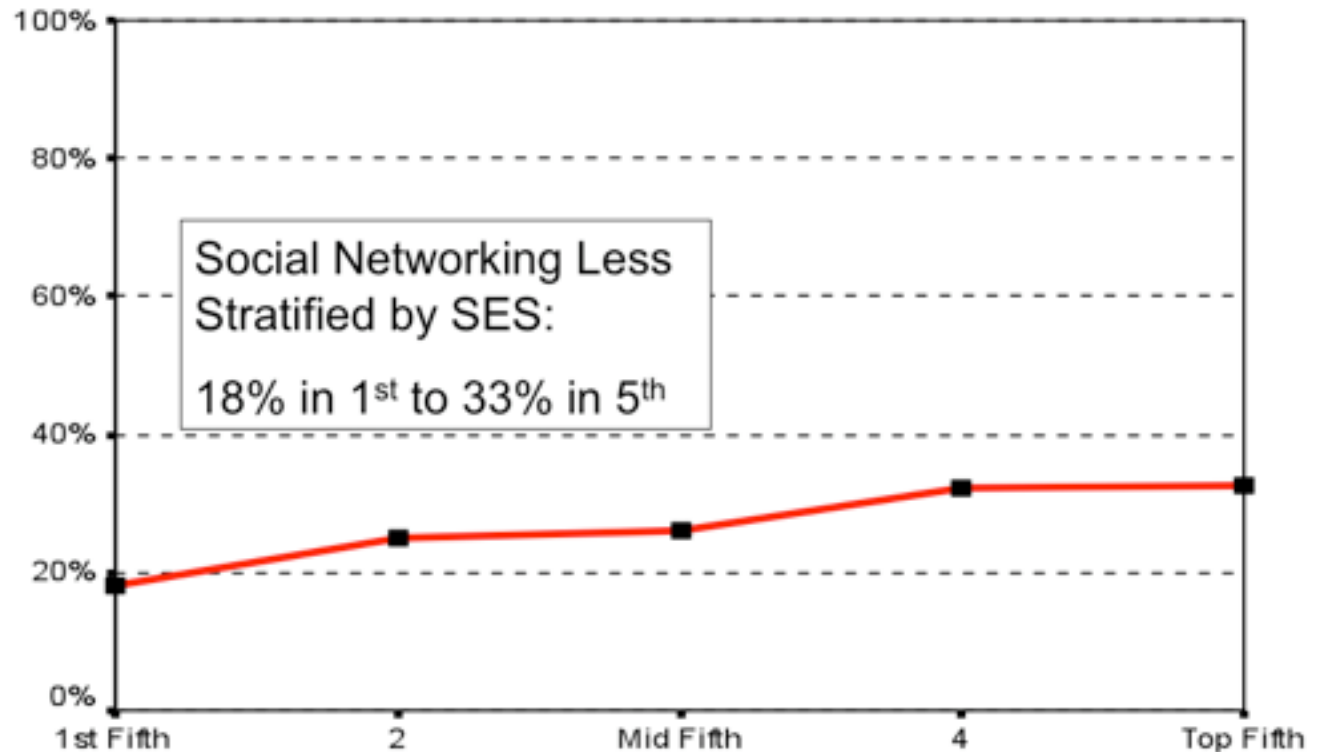
Reinforcing Social Divisions





Political Participation Online

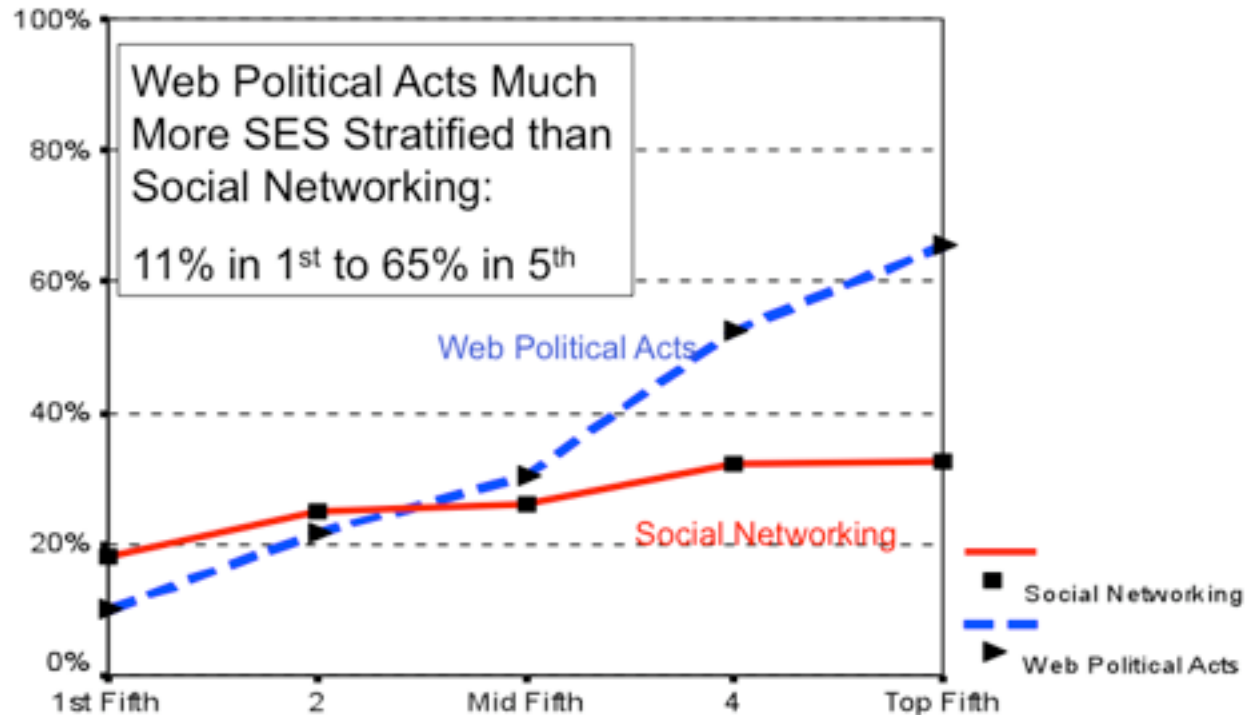
Percent Using Social Networking Sites
by Socio-Economic Level





Political Participation Online

Percent Web Political Acts and Social Networking
by Socio-Economic Level





Political Participation Online

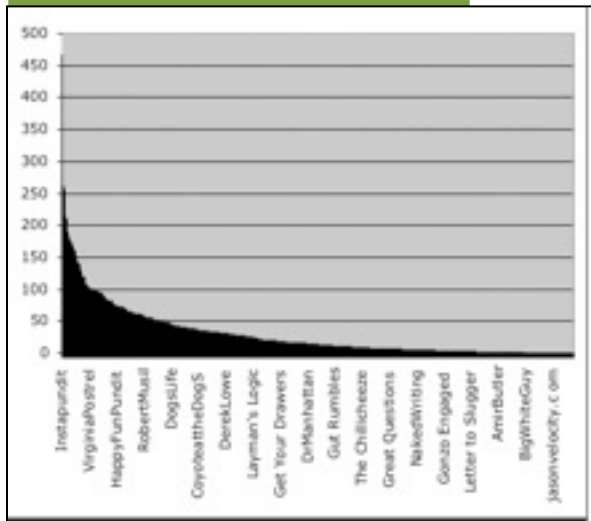
"Winner take all" effects: Zipf's Law distributions

(note: Most influential bloggers are journalists etc.)

Internet doesn't level political participation or access to political information within society...

But it may broaden participation & information flow among political classes...

And does facilitate lateral connections & organization





One World Language?



The Internationalization of the Web

Initial prevalence of English on the Web

1997 -- Nunberg & Schuetze survey of 2.3 million pages from Web crawl: 85 percent of content is in English, including about 35 percent of content in non-English speaking domains.

Eng. Most common in N. Europe, less-developed nations

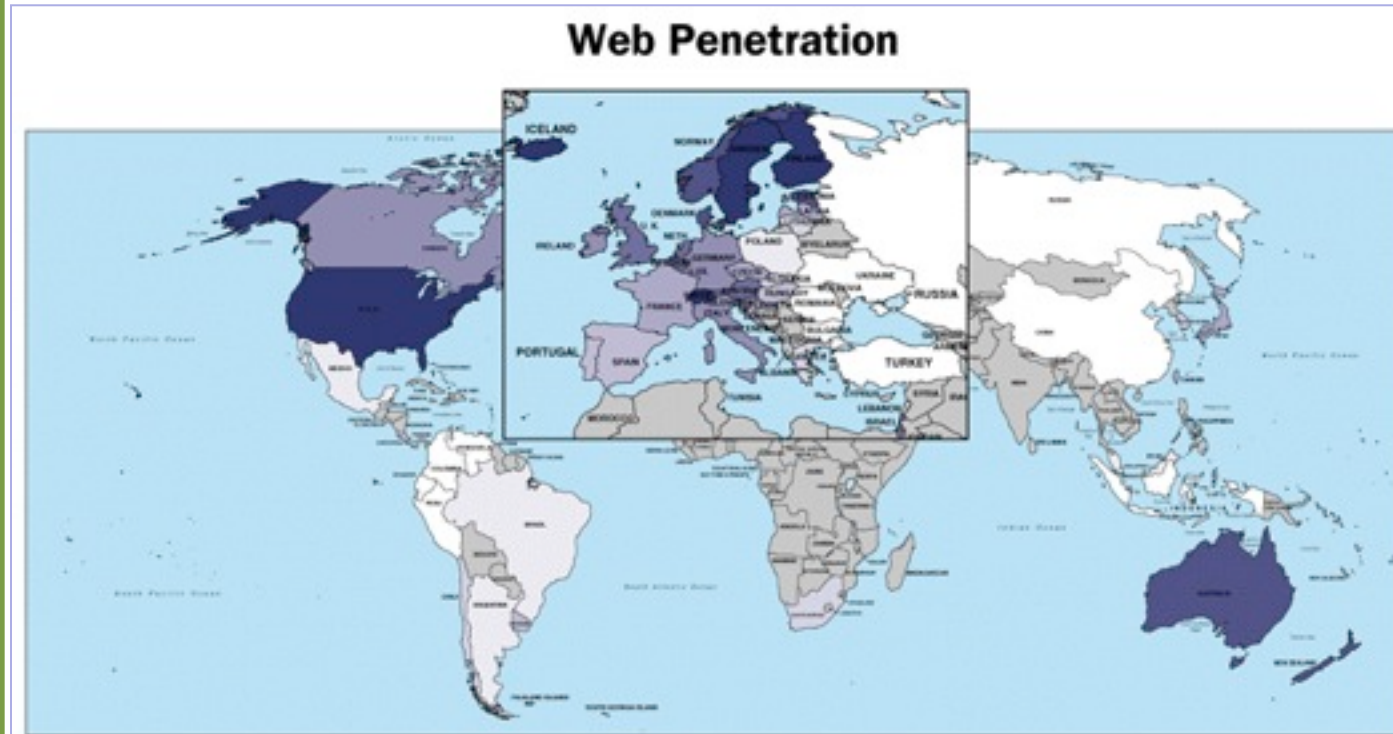
2000: Jack Xu Excite@Home; survey of around 600 million pages: 72% are in English



The Internationalization of the Web

Relative size of Eng-speaking population in developed world

Cf. Web penetration, 1997





Fears of English Hegemony...

“The Web is the ultimate act of intellectual colonialism.” Director of Russian ISP, 1999

“Nearly 70 per cent of the world's Web sites are in English, at times crowding out voices and views.” Kofi Annan, 12-Jan-04



Fears of English Hegemony...



Once again, we see the risk of a crushing American domination in defining the idea that subsequent generations will form of the world. The criteria for choosing [the books in the Google print collection] will be strongly marked by the Anglo-Saxon point of view. It would be detestable if one found in the English and American databases only narratives and interpretations [about the French Revolution] that were biased in multiple ways -- the valliant British aristocrats triumphing over the bloody Jacobins, the guillotine blotting out the rights of man.

-- Jean-Noël Jeanneney, Director, Bibliothèque Nationale de France,



And Anglophone Triumphalism...

The Internet is "a great force for the Anglification of the planet."

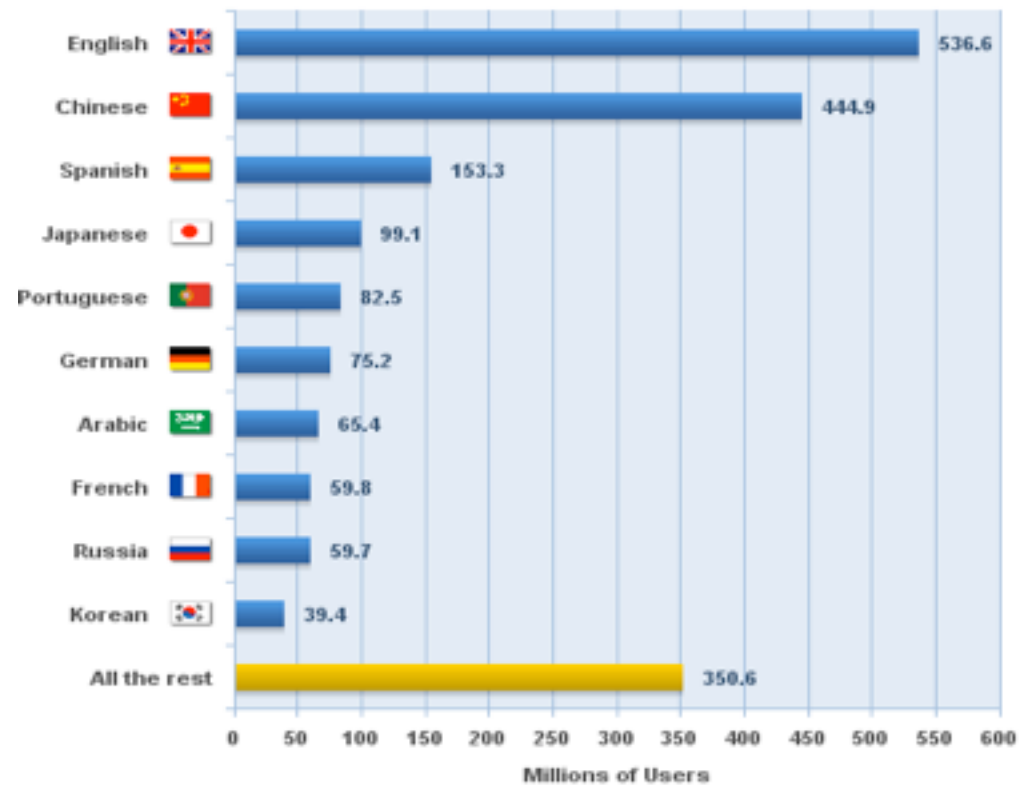
"[Thanks to the Internet,] English will be the native language of a majority of the world by some time in the next century." Editor, *The Futurist*

"There is no retreat from English as the world language; no retreat from and English-speaking world." Sridath Ramphal, chairman of Commission on Global Governance, 1996



Growth of Other Languages on the Web

**Top Ten Languages in the Internet
2010 - in millions of users**



Source: Internet World Stats - www.internetworldstats.com/stats7.htm
Estimated Internet users are 1,966,514,816 on June 30, 2010
Copyright © 2000 - 2010, Miniwatts Marketing Group



Internet Penetration Moves toward Equalization...

Penetration increases most sharply in Africa, Middle East, Latin America...

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2009 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2009	Users % of Table
Africa	991,002,342	4,514,400	86,217,900	8.7 %	1,809.8 %	4.8 %
Asia	3,808,070,503	114,304,000	764,435,900	20.1 %	568.8 %	42.4 %
Europe	803,850,858	105,096,093	425,773,571	53.0 %	305.1 %	23.6 %
Middle East	202,687,005	3,284,800	58,309,546	28.8 %	1,675.1 %	3.2 %
North America	340,831,831	108,096,800	259,561,000	76.2 %	140.1 %	14.4 %
Latin America/Caribbean	586,662,468	18,068,919	186,922,050	31.9 %	934.5 %	10.4 %
Oceania / Australia	34,700,201	7,620,480	21,110,490	60.8 %	177.0 %	1.2 %
WORLD TOTAL	6,767,805,208	360,985,492	1,802,330,457	26.6 %	399.3 %	100.0 %



Space for Smaller

Web encourages the spread of English....
And maintenance and spread of smaller national, regional, and ethnic languages
Connects linguistic diasporas...

Музеј 25. мај Борнеаса 6
Glavna nagrada VW Golf VI !

ПОЛИТИКА ONLINE

ПОЧЕТИК О НАМА ИМПРЕСИУМ ОГЛАШАВАЊЕ АРХИВА СЕР. LAT

ВЕСТИ БАН КИМУН ИМЕНОВАО НОВОГ ШЕФА БЕЗБЕДНОСТИ

У петак се очекује решење око штрафа
Пут у ЕУ нема везе са Роскосмосом
Од недеље радом на Коридору 19

СВЕТ
ПОЛИТИКА
ДРУШТВО
ТЕМА ДАНА

ПОГЛЕДИ
Владимир Ткачев
ЕКОНОМИЈА
ХРОНИКА
СПОРТ
КУЛТУРА

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ЕКОНОМИЈА
Јужни ток кроз Србију – 400 километара

Создање стартерев | Претходна верзија сайта

Жахон

Информационно агенство при МИД РУ

Новые

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May 1st, 2009

HELP: וועבזייטן, ארטיקל, תמונה, פאג, אונטערזייטן

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פֿאַרווערטס

25 אפריל 2010, 06:41

הויפט-נייט: וואָס וועט זיין די ברירה?

נגעגעבן וואָרן זיך בעלוייט, צוזאמען מיט די ישראל' און געבוירענע פֿון דער ייִדישער מדינה. ווי אַ ייִד אַרבייטע אים מיט דעם שטעלן שטיקל שוין אַלער אַליין, ווי דער גורל פֿון געהערן צו איין פֿאַלק מיט אַ געשיכטע. די רעגירונג פֿון ישראל, נישט וויכטיק שער פֿאַרזיכער, איז קיין מאָל נישט געבליבן אַ גורל פֿון די יידן אין די תּלֿאָות — צי זאל עס זיין געזענעם ראַטן פֿאַרזאָרן, אָדער איז אַנדערע זינט איבער אַ קאָמפּיוטער.

אַלס פֿון דער פֿאַטאַגראַפֿיקע דוּשאָן ראַט (ניריאַרק)

עס קומט אויף ייִדיש אַנטקעגנזעצן אין ניו יארק. דער פֿאַטאַגראַפֿיקע דוּשאָן ראַט פֿון דער ניו יארק אַרענאָ פֿאַרזאָרן, אָדער מיט אַרד ראַפּאָרט, אָדער מיט בילדן, כאַפּט זי אַפֿ די

Dijous 7 de maig del 2009

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Рубрики

Главная новость 25 апреля 2010, 06:41

25.04.2010 12:48 | **Политика**
Новые возможности сотрудничества
Президент Республики Узбекистан Ислам Каримов по приглашению Президента Российской Федерации Дмитрия Медведева 19-20 апреля посетил Россию с официальным визитом.

24.04.2010 12:15 | **Культура**
О Навои как об общем достоянии
«Круглый стол» «Алишер Навои – классик восточной литературы» прошел в Институте археологии и этнографии Академии наук Туркменистана.

24.04.2010 12:09 | **Культура**
Не нуждается в переводе



Lower-Casing the internet?



"Effective with this sentence, Wired News will no longer capitalize the "I" in internet. At the same time, Web becomes web and Net becomes net. Why? The simple answer is because there is no earthly reason to capitalize any of these words. Actually, there never was... a change in our house style was necessary to put into perspective what the internet is: another medium for delivering and receiving information. That it transformed human communication is beyond dispute. But no more so than moveable type did in its day. Or the radio. Or television." *Wired*, 8/16/04



Social Effects of the Internet

The Internet potentially amplifies and enhances all forms of social organization
... But doesn't eliminate basic conflicts and oppositions...

Week 15

26 Apr: Social implications of the internet II

Required reading:

- **Marshall, Alfred. 1920. "Industrial Organization, Continued. The Concentration of Industries in Particular Localities,"** book IV chapter X (section iv.x.1-15), in *Principles of Economics*. London, Macmillan & Co.
- **Cairncross, Frances . 2001. Preface and "Trendspotter's Guide to New Communications"** pp ix – xvii in *The Death of Distance: How the Communications Revolution is Changing our Lives*. Boston: Harvard Business School Press.

28 Apr: Virtual Pollution

coming up

last assignment

In the reading, after looking at the "localization of industry," Marshall writes "Every cheapening of the means of communication, every new facility for the free interchange of ideas ... alters the action of the forces which tend to localize industries." How has this claim withstood the development of our "modern means of communication"?