Social Implications - I

mysteries of the region

History of Information

April 23, 2013
**exam**

May 15
11:30 - 2:30
155 Kroeber

**study sessions**

Tues May 7 & Thurs May 9 (reading week)
9:30-11:00
155 Kroeber
To begin, developers cannot sell ads in apps, collect user data for ads, share data with ad companies or distribute apps elsewhere. They cannot charge people to buy apps or virtual goods or services within them.

Many developers said they expected Google to eventually allow them to sell apps and ads. But Sarah Rotman Epps, an analyst at Forrester who studies wearable computing, said Google was smart to limit advertising at first.

---

good timing?
16 April 2013 Last updated at 10:38 ET

Google Glass: No advertising allowed, developers told

Developers working on apps for Google’s smart glasses have been told they will not be allowed to place advertising within the device’s display.

The newly-published terms and conditions for developers working on Glass also prohibit companies charging for apps.

The glasses, which have a five megapixel camera and voice-activated controls, have started to be shipped.
SACRAMENTO — Silicon Valley tech firms, banks and other powerful industries are mounting a quiet but forceful campaign to kill an Internet privacy bill that would give California consumers the right to know how their personal information is being used.

A recent letter signed by 15 companies and trade groups — including TechAmerica, which represents Google, Facebook, Microsoft and other technology companies — demanded that the measure’s author, Assemblywoman Bonnie Lowenthal, D-Long Beach, drop her bill. They complain it would open up businesses to an avalanche of requests from individuals as well as costly lawsuits.

The National Digital Public Library Is Launched!

Robert Darnton

The Digital Public Library of America, to be launched on April 18, is a project to make the holdings of America’s research libraries, archives, and museums available to all Americans—and eventually to everyone in the world—online and free of charge. How is that possible? In order to answer that question, I would like to describe the first steps and immediate future of the DPLA. But before going into detail, I think it important to stand back and take a broad view of how such an ambitious undertaking fits into the development of what we commonly call an information society.
Facebook Provides Near-Real-Time PUE Data for Its Data Centers

by Mark Hachman | April 18, 2013

Want to know how efficiently Facebook is consuming water and power? You can check for yourself now.

Forest City, NC Data Center

Dashboard: PUE & WUE

Next update: 43 seconds

1.10
Power Usage Effectiveness (PUE)

0.12
Water Usage Effectiveness (WUE)

60%
Humidity (Outdoors)

76°
Temperature (Outdoors)
There's something mysterious happening in Iowa—a massive data center is going up, thought to be the home of a next-generation facility from Apple, Google, or another major provider.

The Planning and Zoning Commission of Altoona, a suburb of Des Moines, has approved a 25 percent bump in the proposed size of the three buildings scheduled for construction on the site. The mysterious company has expanded its building plans by nearly 300,000 square feet, for a total of 1.4 million square feet, reported the Des Moines Register.

To put this so-called “Project Catapult” in context, Facebook's Prineville datacenter (as planned in 2010) totaled just over 300,000 square feet—even after the social network announced plans to double the facility’s size. Apple’s own facility in Prineville, which will be powered exclusively by renewable energy sources, will total about 338,000 square feet. And Apple's Maiden, N.C. facility, one of the largest privately owned data facilities, covers 500,000 square feet and cost about $1 billion. Compare that to the...

Mysterious “Project Catapult” Grows Bigger

Facebook revealed as company behind $1.5 billion Altoona project
looking back

... over 15 weeks
(and 300 years)
overview

- revolution at last
- theory & data
- local problems
- information issues
- a little learning

Social implications

- Distance is dead
- Location still matters
- Dist & Loc work together
- Saying the same thing
- Not a revolution
- Both miss the mark

Tuesday, April 23, 2013
overview

social implications

revolution at last

theory & data

local problems

information issues

a little learning

Tuesday, April 23, 2013
"the revolution begins at last"

"This has been predicted before ..."
300 years (or 23 classes)

"Ye Gods, annihilate but space and time,  
And make two lovers happy."

1728
Claude Chappe (1763-1805)

revolutionary ideas

"The establishment of the telegraph is ... the best response to the publicists who think that France is too large to form a Republic. The telegraph shortens distances and, in a way, brings an immense population together at a single point."

--Claude Chappe, 1793
"Parvenu à la suite de travaux longs et pénibles à trouver, enfin, un art nouveau regardé comme impossible par beaucoup des Savans, une route nouvelle va fournir devant les efforts de l'homme, les distances vont disparaître et les extrémités du Monde se rapprocher."
"It is not visionary to suppose that it would not be long ere the whole surface of this country would be channelled for those nerves which are to diffuse, with the speed of thought, a knowledge of all that is occurring throughout the land; making one neighborhood of the while country."

Morse to Congress, 1838
"A line of telegraph ... from London to Kurrachee, and from thence to every part of India, ... intelligence and commands be daily and hourly communicated with the speed of lightening ... in this virtual annihilation of time and space in the communications between England and her distant possessions will be more than realised"

--Blackwood's Edinburgh Magazine, 1857
still going

sea to shining sea

"the almost complete annihilation of time and space between the distant antipodal points of the American continent ... produced by the construction of the Pacific Railroad"

-- John Wesley Clampitt, *Echoes from the Rocky Mountains*, 1888
"When the line-of-sight telegraph was invented, as well as the telegraph and the telephone, among other inventions, writers claimed that finally time and distance would come to an end."

--Melanie Cebula

"Someday we will build up a world telephone system, making necessary to all peoples the use of a common language or common understanding of languages, which will join all the people of the earth into one brotherhood. There will be heard throughout the earth a great voice coming out of the ether which will proclaim, 'Peace on earth, good will towards men.'"

--John J. Carty, AT&T, 1891
"Electric circuitry has overthrown the regime of 'time' and 'space' and pours upon us instantly and continuously concerns of all other men. It has reconstituted dialogue on a global scale. Its message is Total Change, ending psychic, social, economic, and political parochialism... Ours is a brand-new world of allatonceness. 'Time' has ceased, 'space' has vanished. We now live in a global village... a simultaneous happening."

--Mcluhan et al., Medium is the Massage, 1967
"the revolution begins at last"

"This has been predicted before; the difference now is that it is actually starting to happen"
which century?
1. **The Death of Distance.** Distance will no longer decide the cost of communicating electronically. Indeed, once investment has been made in a communications network, in buying a computer or telephone, or in setting up a Web site, the additional cost of sending or receiving an extra piece of information will be virtually zero.

2. **The Fate of Location.** Companies will be free to locate many screen-based activities wherever they can find the best bargain on skills and productivity. Developing countries will increasingly perform on-line services – including monitoring security screens, inputting data from forms, running help-lines, and writing software code – and sell them to the rich industrial countries that generally produce such services domestically.

3. **Improved Connections.** Most people on earth will eventually have access to networks that are all interactive and broadband. The Internet will continue to exist in its present form, but will also carry many other services, including telephone and television.

4. **Increased Mobility.** Every form of communication will be available for mobile or remote use.

5. **More Customized Networks.** The huge capacity of networks will enable individuals to order “content for one”: that is, individual consumers will receive (or send) exactly what they want to receive (or send), when and where they want it.

6. **A Deluge of Information.** Because people’s capacity to absorb new information will not increase, they will need filters to sift, process, and edit it.

7. **Increased Value of Brand.** Companies will want ways to push their information ahead of their competitors’. One of the most effective will be branding. What’s hot – whether a product, a personality, a sporting event, or the latest financial data – will attract the greatest rewards.

8. **More Minnows, More Giants.** Many of the costs of starting a new business will fall and companies will more easily buy in services. So small companies will start up more readily, offering services that, in the past, only giants had the scale and scope to provide. If they can back creativity with competence and speed, they will compete effectively with larger firms. At the same time, communication amplifies the strength of brands and the power of networks. In industries where networks matter, concentration will increase.

9. **More Competition.** More companies and customers will have access to accurate price information. In addition, some entry barriers will fall. The result will be greater competition in many markets, resulting in “profitless prosperity”: it will be easier to find buyers, but harder to make fat margins.
going to happen fast

"What I meet, over and over again, as I travel around, is that the essential human condition is optimistic – in every one of these places. They may or may not have reasonable governments, but the people are the same as us...

"It's [the world coming online] going to happen very fast. It's going to happen in countries which don't have the same principles that we in America have from the British legal system – around law and privacy and those sorts of things. All sorts of crazy stuff is going to happen. Human societies can't change that fast without both good and negative implications." --Eric Schmidt
<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Distance is dead</td>
<td>12%</td>
</tr>
<tr>
<td>Location still matters</td>
<td>28%</td>
</tr>
<tr>
<td>D&amp;L work together</td>
<td>24%</td>
</tr>
<tr>
<td>Saying the same</td>
<td>20%</td>
</tr>
<tr>
<td>Not a revolution</td>
<td>12%</td>
</tr>
<tr>
<td>Both miss the mark</td>
<td>2%</td>
</tr>
</tbody>
</table>
principled explanation?

"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."

--Alfred Marshall, 
*Principles of Economics*, 1920

I don't think that Marshal's claims for localization hold true in this day and age.

--Hurshal Patel
management problems

economic explanations
make or buy
hierarchy or market
decided by
transaction costs vs management costs
"Human behavior disrupts the best laid organizational plans and thwarts the cleanness of the logical relationships found in the structure"

--William Scott,
"Organization Theory" 1951

"Whenever I see a fellow look as if he was thinking, I say that's mutiny".
"Changes like the telephone and the telegraph which tend to reduce the cost of organising spatially will tend to increase the size of the firm. All changes which improve managerial technique will tend to increase the size of the firm."

--Ronald Coase,
"The Nature of the Firm," 1937
High-Tech Factories Built to Be Engines of Innovation

SCHENECTADY, N.Y. — The Obama administration has long heralded the potential of American factories to offer good, stable middle-class jobs in an economy that desperately needs them. But experts say there might be another advantage to expanding manufacturing in the United States: a more innovative economy.

A growing chorus of economists, engineers and business leaders are warning that the evisceration of the manufacturing work force over the last 30 years might not have scarred just Detroit and the Rust Belt. It might have dimmed the country’s capacity to innovate and stunted the prospects for long-term growth.

“In sector after sector, we’ve lost our innovation edge because we don’t produce goods here anymore,” said Mitzi Montoya, dean of the college of technology and innovation at Arizona State University.
The Insourcing Boom

After years of offshore production, General Electric is moving much of its far-flung appliance-manufacturing operations back home. It is not alone. An exploration of the startling, sustainable, just-getting-started return of industry to the United States.

CHARLES FISHMAN | NOV 28 2012, 8:51 PM ET

So a funny thing happened to the GeoSpring on the way from the cheap Chinese factory to the expensive Kentucky factory: The material cost went down. The labor required to make it went down. The quality went up. Even the energy efficiency went up.

GE wasn’t just able to hold the retail sticker to the “China price.” It beat that price by nearly 20 percent. The China-made GeoSpring retailed for $1,599. The Louisville-made GeoSpring retails for $1,299.
In 2010, 13.4 million people worked at least one day at home per week—an increase of over 4 million people (35 percent) in the last decade.

<table>
<thead>
<tr>
<th>Year</th>
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<tr>
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<tr>
<td>1970</td>
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</tr>
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<td>1980</td>
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<td>1999</td>
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</tr>
<tr>
<td>2005</td>
<td>0.039</td>
</tr>
<tr>
<td>2010</td>
<td>0.043</td>
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Will Yahoo Increase Productivity by Banning People From Working at Home?

By CLAIRE CAIN MILLER

When Marissa Mayer swooped into Yahoo last year, she tried to make it a more desirable place to work, adding perks like free food and smartphones.

But for some employees, that spirit changed last week, when the company issued a new policy requiring all employees to report to work at Yahoo offices and not remotely, according to a report published by All Things D, a tech blog. In a memo, the company said it wanted to increase collaboration and momentum.
“Perhaps someday the desk worker fed up with traffic jams in the city will do his job at a computer input-output station at home: If he wants to see documents from company files, he punches his keyboard and they appear on his display screen. ... To dictate a letter, he punches up his secretary, at her office desk or at her terminal in her home. She’ll type it on her keyboard—and the text will emerge in the downtown office, to go into the files and into the mail. Or she’ll send electronic impulses directly to the company addressed—into their computer....

---National Geographic, 1970
more complications

if distance is dead ...

... why are they here?
bringing it all back home?

"Look at silicon valley, look at shopping malls, look at recruiting at college campuses - employees, customers, and employees alike still benefit from localization, even if there are other options afar." --Kathryn Bender

"The reverse of this can be observed through the de facto localization of the software industry in the Silicon Valley. ... people still flock from around the world to work at some of the prestigious software companies located in Northern California and even people who wish to begin startups seek to learn from the culture and experience that is to be found in the area." --Asif Dhanani

"It is no accident that high-tech start-ups are concentrated in areas like the Silicon Valley which have a high density of college-educated professionals." --Devan Lai

"Firstly, talent and ideas are much like resources and are still bound by the physical limitations of space" --Wook Lee
"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."


**at the centre ...**

... of cheapening communication
10. Increased Value of Niches. The power of the computer to search, identify, and classify people according to similar needs and tastes will create sustainable markets for many niche products. One of the most valuable improvements will be in the ability of people to locate things that have hitherto been hard to find: from friends with similar tastes to specialized services.

11. Communities of Practice. The horizontal bonds among people performing the same job or speaking the same language in different parts of the world will strengthen. Common interests, experiences, and pursuits, rather than proximity, will bind communities together.

12. The Loose-Knit Corporation. Culture and communications networks, rather than rigid management structures, will hold companies together. Vertically integrated companies that do the costs of dealing with arm’s-length suppliers and partners. Alliances will bond companies together at many levels.

13. Openness as a Strategy. Loyalty, trust, and open communications will reshape the nature of supplier and customer contacts. Suppliers will draw directly on their customers’ databases, working as closely and seamlessly as an in-house supplier does now. Customers will be able to manage and track their orders through the production process.

14. Manufacturers as Service Providers. Companies will tailor their products more precisely to a customer’s tastes and needs. Some will retain lasting links with their products: car companies, for instance, will continue electronically to track, monitor, and learn about their vehicles throughout the product’s life cycle. New opportunities to build links with customers will emerge as a result.

15. The Inversion of Home and Office. The line between home and work will blur. People will increasingly work from home and shop from work. The office will become a place for the social aspects of work such as networking, brainstorming, lunching, and gossiping. More people will work on the move: from their cars, from hotel rooms, from airport departure lounges. Home design will change: new homes will routinely have home offices.

16. The Proliferation of Ideas. New ideas and information will travel faster to the remotest corners of the world. Developing countries will acquire more rapidly access to the industrial world’s knowledge and ideas. That will help many developing countries to grow more quickly and even to narrow the gap with the rich world.

17. The Decline of National Authority. Governments will find national legislation and censorship inadequate for regulating the flow of information on the Internet. In the electronic village, there will be little true privacy - and little unsolved crime.

18. Loss of Privacy. Protecting privacy will be difficult, as it was in the villages of past centuries. Governments and companies will easily monitor people’s movements. Machines will recognize physical attributes such as a voice or fingerprint. Civil libertarians will worry, but others will rationalize the loss as a fair exchange for the reduction of crime, including fraud and illegal immigration. In the electronic village, there will be little true privacy – and little unsolved crime.

19. A Global Premium for Skills. Pay differentials will continue to widen, as companies fight for the scarce talents of well educated workers. Managerial and professional jobs will be less vulnerable to competition from automation than jobs requiring relatively little skill. In addition, the Internet enhances the value of creative use of information. On-line recruitment will make the job market more global and efficient. As a result, highly skilled people will earn broadly similar amounts, wherever they live in the world.

20. Rebirth of Cities. As individuals spend less time in the office, and more time working from home or on the road, cities will change from concentrations of office employment to centers of entertainment and culture. They will become places where people congregate to visit museums and galleries, attend live performances of all kinds, participate in civic events, and dine in good restaurants. Some will use low-cost communications to stem the flight from the countryside by providing rural areas with better medical services, jobs, education, and entertainment.
overview

a little learning

information issues

local problems

theory & data

revolution at last

social implications
"The accumulation of many large manufacturing establishments in the same district has a tendency to bring together purchasers or their agents from great distances, and thus to cause the institution of a public mart or exchange. This contributes to diffuse information relative to the supply of raw materials, and the state of demand for their produce, with which it is necessary manufacturers should be well acquainted. The very circumstance of collecting periodically, at one place, a large number both of those who supply the market and of those who require its produce, tends strongly to check the accidental fluctuations to which a small market is always subject, as well as to render the average of the prices much more uniform."

--Charles Babbage
"When an industry has thus chosen a locality for itself, it is likely
to stay there long: so great are the advantages which people following
the same skilled trade get from near neighbourhood to one another. The
mysteries of the trade become no mysteries; but are as it were in the
air, and children learn many of them unconsciously. Good work is
rightly appreciated, inventions and improvements in machinery, in
processes and the general organization of the business have their
merits promptly discussed: if one man starts a new idea, it is taken up
by others and combined with suggestions of their own; and thus it
becomes the source of further new ideas. And presently subsidiary
trades grow up in the neighbourhood, supplying it with implements and
materials, organizing its traffic, and in many ways conducing to the
economy of its material."
working knowledge ...

... moves in mysterious ways
the "sticky" or "leaky" problem
"If only HP Knew what HP knows ..."

Lew Platt, CEO Hewlett-Packard

trade secrets and enticement
du Pont's battles
Catherine Fisk, Working Knowledge, 2009
what moves?

goods or people?

Every cheapening of the means of communication ... alters the action of the forces which tend to localize industries. Speaking generally we must say that a lowering of tariffs, or of freights for the transport of goods, tends to make each locality buy more largely from a distance what it requires; and thus tends to concentrate particular industries in special localities: but on the other hand everything that increases people's readiness to migrate from one place to another tends to bring skilled artisans to ply their crafts near to the consumers who will purchase their wares. These two opposing tendencies are well illustrated by the recent history of the English people.
local "mysteries"

east vs west
distant mysteries

north v south

CODING PLACES
Software Practice in a South American City

Yuri Takhteyev
spreading the word

The New Argonauts
Regional Advantage in a Global Economy

AnnaLee Saxenian
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Tuesday, April 23, 2013
"[For Marshall] globalization, and the concomitant rise of machine labor, is accompanied by shifts in the labor market that favor local industries and services (see his discussion on the increase in government labor, education, domestic services, etc).

--Mondee Lu

that's why they are here

... but why are we here?
birth of an idea?

"The time will come, and in less than ten years, when children in the public schools will be taught practically everything by moving pictures. Certainly they will never be obliged to read history again ... everything except the three Rs, the arts, and probably the mental sciences can be taught this way--physiology, chemistry, biology, botany, physics, and history in all its branches."

alternatives?

"The people's University of the Air will have a greater student body than all of our universities put together."

--Alfred N Goldsmith, RCA,

Radio Broadcast 1922
"But though books are easily procured, yet, even in this age of information, there are thousands in the lower classes that cannot read. Besides, it is a well-known truth, that the same precepts inculcated by a living instructor, adorned by a proper oratory, enforced by a serious and authoritative manner, produce a powerful effect, not to be experienced in solitary retirement."

-- Vicesimus Knox,

*Essays Moral and Literary*, 1778
second thoughts?

"[The] general tendency of those institutions [ie universities] is rather favourable to the diffusion of ignorance, idleness, vice, and infidelity

"... an education ... depends not on local circumstances, but ... may be pursued in any place, where tutors and books are not deficient.

"... as books are now multiplied, and men able to afford instruction dispersed all over the kingdom, it is evident that the principal cause of establishing universities in an age when both books and instructors were scarce, no longer subsists. Let them therefore be reformed, and rendered really useful to the community or let them be deserted."
distant antecedents?

university extension
19c London to the world

Open University (1969)
early morning television
going digital

PLATO

(Programmed Logic for Automated Teaching Operations)

"One can predict that in a few more years, millions of schoolchildren will have the personal services of a tutor as well-informed as Aristotle."

going global

the "mega universities"

(John Daniels)

Indira Gandhi (New Delhi) : 3.5 million

Allama Iqbal (Islamabad) : 1.8 million

Islamic Azad (Tehran) : 1.5 million

Andolou University (Turkey): 1.04 million

Bangladesh National: 800,000

"The people's University of the Air will have a greater student body than all of our universities put together." --RCA, 1932
"open" again

* Arizona State University
* College of Eastern Utah
* Dixie State College of Utah
* Johns Hopkins Bloomberg School of Public Health
* Kaplan Higher Education
* Massachusetts Institute of Technology
* Michigan State University
* Open Institute of law, Int.
* Tufts University
* UC Berkeley
* University of Alaska Fairbanks
* University of California, Irvine
* University of Massachusetts Boston
* University of Michigan
* University of Notre Dame
* University of Utah
* University of Wisconsin- Eau Claire
* Utah State University
* Utah Valley State College
* Weber State University
* Western Governors University
* Wheelock College

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www.ocwconsortium.org
Clay Shirky is a big thinker, and I read him because he's consistently worth reading. But he's not always right – and his thinking (and the flaws in it) is typical of the unquestioning enthusiasm of many thinkers today about technology and higher education. In his recent piece on "Napster, Udacity, and the Academy," for example, Shirky is not only guardedly optimistic about the ways that MOOCs and online education will transform higher education, but he takes for granted that they will, that there is no alternative. Just as in sharing turned the music industry on its head, he predicts and will be with digital teaching. And as predictably anticipates that "we" in academe will stick our head in the inevitable – as the music industry did with "screw this up as badly as the music people did,' shared by many in the "disruption" school of thought education.

Two Cheers for Web U!
other alternatives

Information C103, 001 - Spring 2013
GEOFFREY D. NUNBERG, PAUL DUGUID

History of Information - This course explores the history of information and associated technologies, uncovering why we think of ours as "the information age." We will select moments in the evolution of production, recording, and storage from the earliest writing systems to the world of Short Message Service (SMS) and blogs. read more
more alternatives
small planet?

Grandfather: Well, I finally finished my doctoral thesis.

Woman: Way to go, Gramps.

Grandfather: Did my research at Indiana University.

Woman: Indiana?

Grandfather: Yup. IBM took the school's library...and digitized it. So I could access it over the Internet.

She cocks her ear to take this all in.

Grandfather: You know...it's a great time to be alive.

Tag: IBM. Solutions for a small planet.
forgotten factors?

institutions vs technologies
libraries vs ebooks

kinds of distance
geographical
social

disciplines or discipline?
Stephen Cameron, "The nonequivalence of high school equivalents," 1993

signalling
'Badges' Earned Online Pose Challenge to Traditional College Diplomas

By Jeffrey R. Young

The spread of a seemingly playful alternative to traditional diplomas, inspired by Boy Scout achievement patches and video-game power-ups, suggests that the standard certification system no longer works in today's fast-changing job market.

Educational upstarts across the Web are adopting systems of "badges" to certify skills and abilities. If scouting focuses on outdoorsy skills like tying knots, these badges denote areas employers might look for, like mentorship or digital video editing. Many of the new digital badges are easy to attain—intentionally so—to keep students motivated, while others signal mastery of fine-grained skills that are not formally recognized in a traditional classroom.

At the free online-education provider Khan Academy, for instance, students get a "Great Listener" badge for watching 30 minutes of videos from its collection of thousands of short educational clips. With enough of those badges, paired with badges earned for passing standardized tests administered on the site, users can earn the distinction of "Master of Algebra" or other "Challenge
Let us consider the matter in this way: If the wise man or any other man wants to distinguish the true physician from the false, how will he proceed?

.... He will consider whether what [the physician] says is true, and whether what he does is right, in relation to health and disease?

... But can any one attain the knowledge of either unless he have a knowledge of medicine?

... No one at all, it would seem, except the physician can have this knowledge; and therefore not the wise man; he would have to be a physician as well as a wise man. --Plato, *Charmides*
“New products are associated with old brand names. This matters to prospective consumers because of the proviso that:

“Doctors, lawyers, and barbers, the high school diploma, the baccalaureate degree, the Ph.D., even the Nobel Prize, education and labor markets themselves have their own ‘brand names’

before you graduate

25 Apr: Big Data

Guest Lecture: Doug Cutting

Required Readings:


next week

30 Apr:

Social Implications of the Internet (Part 2)

Required Readings


boyd writes: "In some senses, the division in the perception and use of MySpace and Facebook seems obvious given that we know that online environments are a reflection of everyday life. Yet, the fact that such statements are controversial highlights a widespread techno-utopian belief that the internet will once and for all eradicate inequality and social divisions."

In a different context, Zadie Smith writes: "Shouldn’t we struggle against Facebook? ... Poking, because that’s what shy boys do to girls they are scared to talk to. Preoccupied with personal trivia, because Mark Zuckerberg thinks the exchange of personal trivia is what “friendship” is. A Mark Zuckerberg Production indeed! We were going to live online. It was going to be extraordinary. Yet what kind of living is this? Step back from your Facebook Wall for a moment: Doesn’t it, suddenly, look a little ridiculous? Your life in this format?

On the whole, would you say that your social networking experience is more like an extension of your everyday life, as boyd suggests, or that it’s a bleached or distorted version of it? Make specific reference to Boyd and or Smith’s arguments."