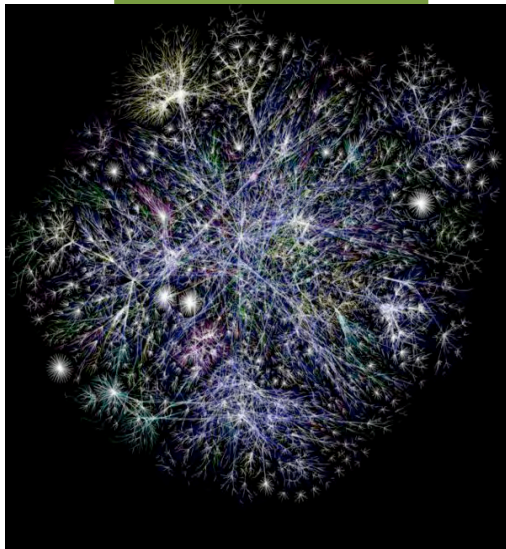




UC Berkeley School of Information



# The Advent of the Internet

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SIMS 103  
History of Information  
Dec. 3, 2007  
Geoff Nunberg



## A Convergence of Causes

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Technological developments

Policy choices

Economic forces

Infrastructure

e.g. Web presumes large number of pc's in place

Social responses



# The Technological Bases of the Web

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Communications protocols/Packet switching  
Physical Networks  
Addressing system  
Hypertext transfer protocols  
Browsers/ Graphical browsers  
Indexing & search  
Broadband



# Technological Beginnings: 60s & 70s



1969: ARPA (Advanced Research Projects Agency of DOD) (later DARPA) creates Arpanet, linking time-sharing computers at four research sites by telephone lines. Net makes use of packet-switching, rather than circuit switching, as with phone communication at the time.

1971: File Transfer Protocol (FTP) permits easy exchange of files between sites.

1974 Bob Kahn and Vin Cerf ("Father of the Internet") demonstrate Transfer Control Protocol, which enables machines to route & assemble data packets.

1974: Ethernet developed at Xerox Palo Alto Research Center (PARC), allowing communication among machines on local networks.





## Internet Development:80s

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1980's: NSF funds national backbone to connect computer research centers. Other gov't-funded networks (BITNET, CSNET) emerge

1980's: Commercial networks begin to emerge

1983: Domain Name System (DNS) introduced to keep up with growing number of hosts, introduces domain names .com, .gov, .mil, .edu, etc.

Late 1980's: First Internet Service Providers emerge

1989: Australia, UK, Germany, Italy, etc. join Internet



## Internet Development:90s

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1990: ARPANET shuts down

1991: NSF removes all restrictions on commercial use of Internet

1992: Internet Society (ISOC) formed, assumes responsibility for fixing standards through the Internet Engineering Task Force (IETF), by now a voluntary organization

1995: NSF discontinues support of infrastructure

1998: Internet Corporaation for Assigned Names and Numbers (ICANN) established to oversee assignment of domain names and IP addresses, formerly under control of US government. But Bush administration indicates intent to retain control in 2005.



# The Origins of Email

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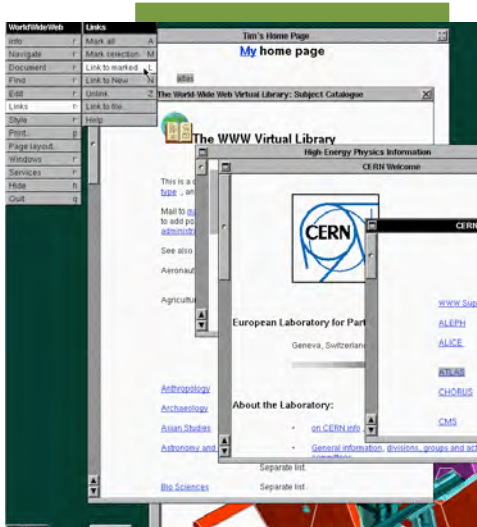
1971: First network email program created by Ray Tomlinson at Bolt, Beranek & Newman (BBN), with "USER@hostname.domain" addressing system. First message sent between 2 machines that are side-by-side.

But most email is restricted to proprietary networks until 1988, when MCI mail is linked to the Internet





# The Emergence of the WWW



1945: Vannevar Bush writes "As We May Think" in *The Atlantic*; envisions Memex machine to follow links between documents on microfiche

1965: Ted Nelson coins the term "hypertext" to describe "compound documents" formed by links among documents

1990: Tim Berners-Lee of CERN coins the term "World Wide Web"; develops HTTP protocol for transmitting hypertext documents between clients and servers and first Web browser making use of hypertext links.

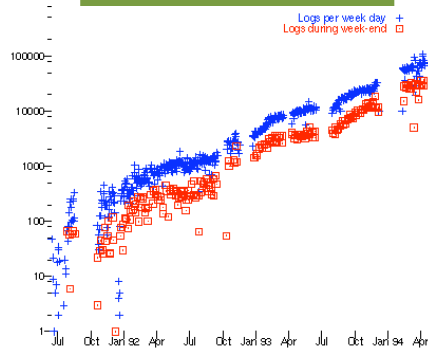
Ca. 1990-: Pay-based online services like AOL, CompuServe, and Prodigy market connectivity + proprietary content (games, chat rooms, e-commerce, instant messaging etc.) to users unfamiliar with computers, first for hourly and then for monthly fee. By 1998, AOL has 15m. members.





# The Growth of the WWW

---



1993: Mark Andreessen's Mosaic browser released by NCSA, which runs on Windows and permits easy integration of graphics in Web pages.

CERN announces that W3 technology will be available free to everyone.

1994: Over 200 HTTP servers; traffic on CERN server has grown 1000-fold since first launched. From the mid-90s on, Internet use roughly doubles every year.

1994: Andreessen, now in private sector, releases Netscape Navigator browser.

1995: Microsoft releases Internet Explorer bundled with Windows 95 to compete with Netscape, which rapidly loses market share. Win95 also bundles dial-up software to make connection easy.

1995 AOL makes Internet available to all subscribers

# The Addition of Search



The LYCOS logo in a bold, white, sans-serif font with a slight 3D effect, set against a green rectangular background.



The YAHOO! logo in a bold, red, stylized font with a black outline, set against a black rectangular background.

The altavista logo, featuring a red stylized 'A' shape above the word 'altavista' in a blue, lowercase, sans-serif font.



1991: Gopher, developed at U. Minnesota, creates searchable index of FTP sites

1994: Infoseek and Lycos search engines launched.

Jerry Yang and David Filo introduce Yahoo!, a directory of Web sites.

1995: AltaVista launched by DEC; company regards it as showpiece for its hardware

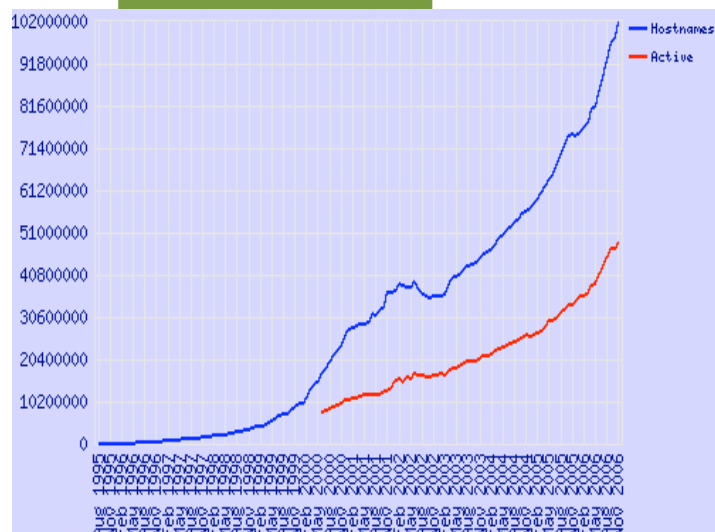
1997 Larry Page and Sergey Brin launch Google, which makes use of Page Rank algorithm to rank pages according to popularity.

1998: Goto.com (later Overture, later Yahoo! Search) introduces pay-per-click advertising



## The Web Takes Off

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1994-2005: Internet use increases rapidly, driven by email, E-commerce, news & information, pornography & gambling. By 2005 there are an estimated 100m Web sites.

~2000- Growth of broadband enables exchange of audio & video content; blogs and social networking sites proliferate, etc.

2005: 68 percent of American adults and 90 percent of American teenagers have used the Internet.



# The Internationalization of the Web

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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



## Fears of English Hegemony...

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“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



## 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*



## The Polyglot Web

---

Proportion of English is dropping sharply, aided by widespread adoption of unicode, first developed in 1991 to enable rendering of non-Roman writing systems

Relatively slower growth in N.America, Europe as opposed to Latin America, East Asia

Relative proportion of English is dropping in non-English-speaking domains as usage widens



# Growth of Other Languages on the Web

**Top Ten Languages Used in the Web**

( Number of Internet Users by Language )

TOP TEN LANGUAGES IN THE INTERNET	% of all Internet Users	Internet Users by Language	Internet Penetration by Language	Internet Growth for Language ( 2000 - 2006 )	World Population 2006 Estimate for the Language
<a href="#">English</a>	29.7 %	322,600,837	28.7 %	135.2 %	1,125,664,397
<a href="#">Chinese</a>	13.3 %	144,301,513	10.8 %	346.7 %	1,340,767,863
<a href="#">Japanese</a>	7.9 %	86,300,000	67.2 %	83.3 %	128,389,000
<a href="#">Spanish</a>	7.5 %	81,729,671	18.7 %	231.1 %	437,502,257
<a href="#">German</a>	5.4 %	58,854,682	61.3 %	113.2 %	95,982,043
<a href="#">French</a>	4.6 %	49,660,498	13.0 %	307.1 %	381,193,149
<a href="#">Portuguese</a>	3.1 %	34,064,760	14.8 %	349.6 %	230,846,275
<a href="#">Korean</a>	3.1 %	32,372,000	45.8 %	78.0 %	73,945,860
<a href="#">Italian</a>	2.7 %	28,870,000	48.8 %	118.7 %	59,115,261
<a href="#">Russian</a>	2.2 %	23,700,000	16.5 %	664.5 %	143,682,757
<b>TOP TEN LANGUAGES</b>	<b>79.5 %</b>	<b>863,981,961</b>	<b>21.5 %</b>	<b>166.7 %</b>	<b>4,017,088,863</b>
Rest of World Languages	20.5 %	222,268,942	9.0 %	500.0 %	2,482,608,197
<b>WORLD TOTAL</b>	<b>100.0 %</b>	<b>1,086,250,903</b>	<b>16.7 %</b>	<b>200.9 %</b>	<b>6,499,697,060</b>





## The Polyglot Web

---

Clear that proportion of English is dropping  
Relatively slower growth in N.America, Europe  
as opposed to Latin America, East Asia

Relative proportion of English is dropping in  
non-English-speaking domains

... But the *perception* of English dominance  
persists

One reason: English still by far the most widely  
used single language...



## Millenarian Visions

---

### Predictions that Internet/Web will:

- Ensure the dominance of English as a world language

- Dematerialize online content ("end of the book")

- "Disintermediate" commerce & discourse (eliminate the middleman, like retailers & wholesalers)

- Decentralize authority & permit ground-up social & political organization.

- Destabilize the "old media"



## Millenarian Visions

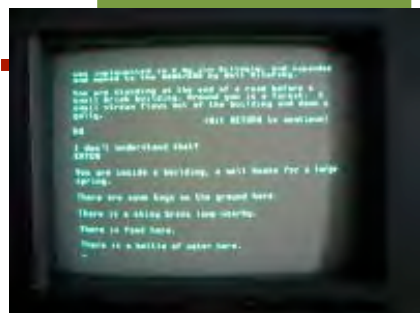


Predictions that Internet/Web will decentralize authority & permit ground-up social & political organization and the development of "virtual communities"

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.

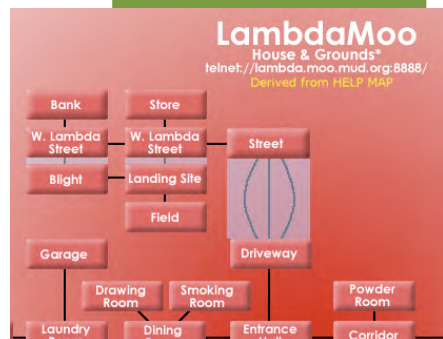
Later, MOOs (MUD Object Oriented), developed at Xerox PARC, provide model for online collaboration & interaction. Many of these offer online chat.

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.

Introduction of hierarchically organized newsgroups facilitates general discussion on various topics.

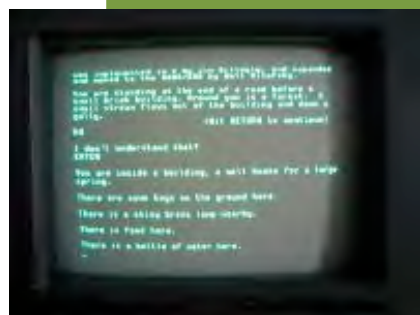
Gives rise to terms like FAQ, spam, & trolling -- origins of internet etiquette.





# 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 Rise of “Virtual Communities,” III



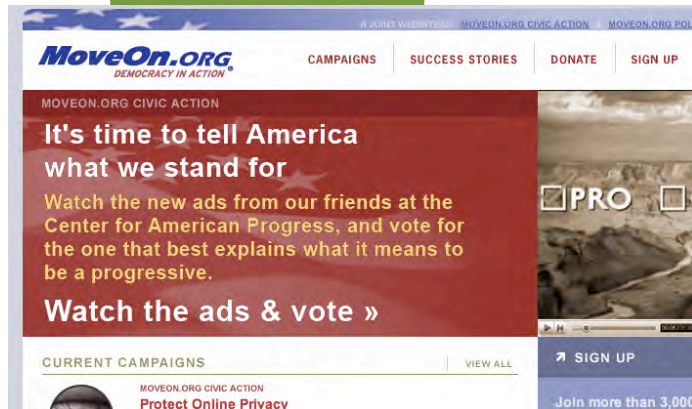
1997: Slashdot created to provide user-generated “News for nerds.” Becomes wildly popular antecedent of blogs.

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





# The Rise of “Virtual Communities,” III



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



2003: myspace founded, rapidly becomes largest soc. networking site. Complaints about stalking, exploitation, spam, etc. lead some schools to block site. 2005: bought by News Corp for \$580m.

2003: Second Life launched by Linden Labs.

2004: Facebook launched by Harvard undergrad Mark Zuckerberg, extended to other colleges, high schools, & general public. BY 2007, claims 60m members.





# The complications of “community”

---

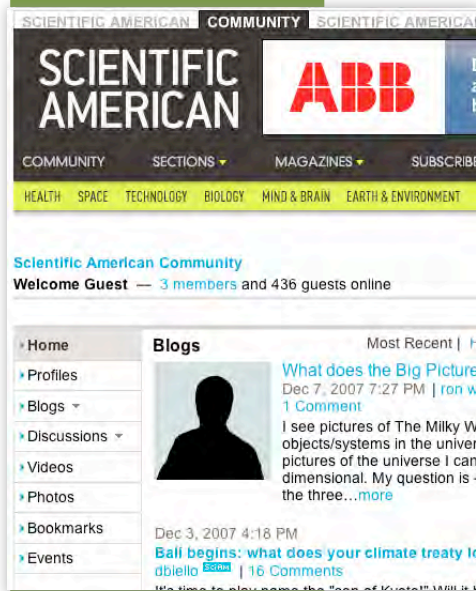
“Community” usually implies rich interaction around common interests

Note: “Community” always implies positive evaluation

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



# The complications of "community"



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





# Varieties of Online Community

---

Relation of online media to social groups

Supports

Amplifies /extends

Transforms

Creates





## Is the Internet a Community?

---

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



## Spatializations of Electronic Discourse

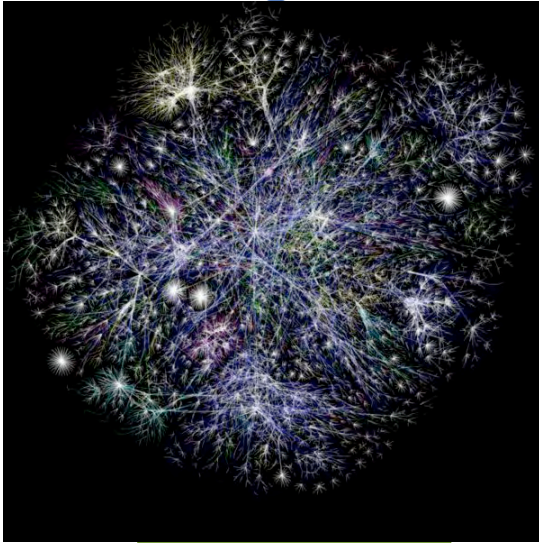
---

Electronic discourse supports multiple spatializations... unconstrained by material form of documents or mode of distribution...

People talk about the Web in terms of different -- and sometimes inconsistent -- spatial models, with different implications

# Spatial Models of Electronic Discourse: "Cyberspace"

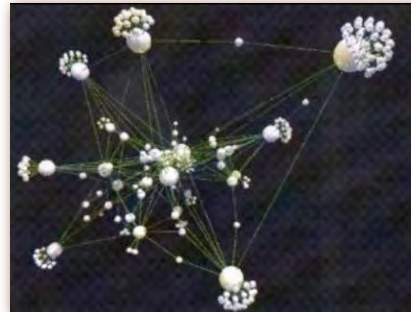
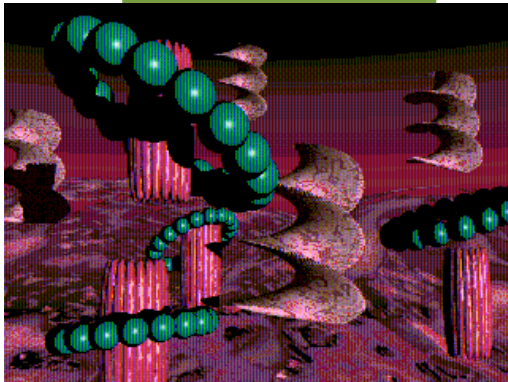
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## The New Jerusalem, ca. 1992

Cyberspace: A world in which the global traffic of knowledge, secrets, measurements, indicators, and alter-human agency takes on form: sights, sounds, presences never seen on the surface of the earth blossoming in a vast electronic night. . . . From vast databases that constitute the culture's deposited wealth, every document is available, every recording is playable, and every picture is viewable. The realm of pure information, filling like a lake.

— Michael Benedikt, Introduction to Cyberspace, MIT Press, 1991





# Visualizing Cyberspace

## Double Space

by Graham Burchell

Cyber space – rather like real space,  
but without stars or moons.

It's warmer – a tang of electricity and  
a nose of new plastic hangs in the void.

It's a space more graphite than black;  
a perfect emptiness riddled with energy

where the occasional line of hypertext,  
scrambled into glyphic goo

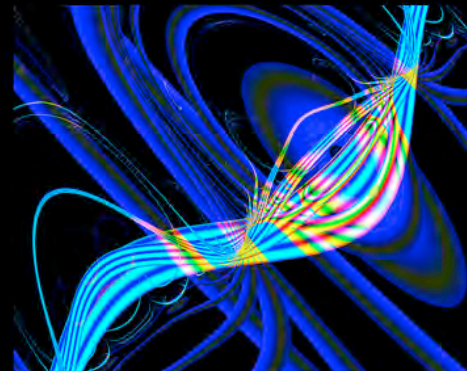
may stream into view with a rush  
of non-existent air, as a train, a tailed comet

hauling a long poem or snippet of prose  
along invisible band-width.

Mutated phish with murderous teeth  
burp bubbles of sewer gas

sounding bubble you, bubble you, bubble you  
into the cosmos of no depths or shallows.

In that same space, cookies rotate slowly  
like lost cells in an ocean,







# The Internet as a Public Space

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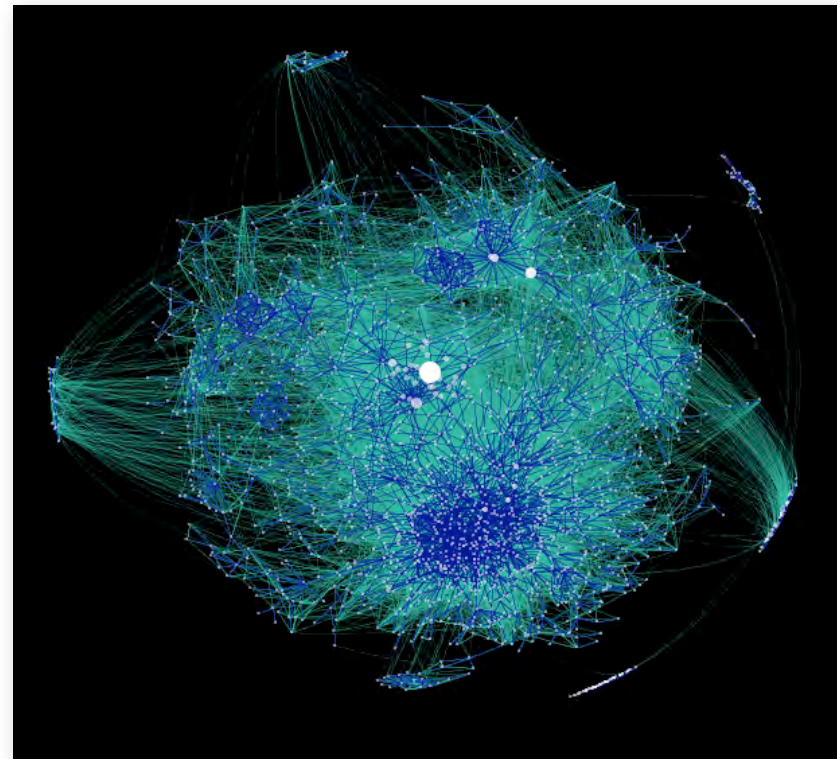
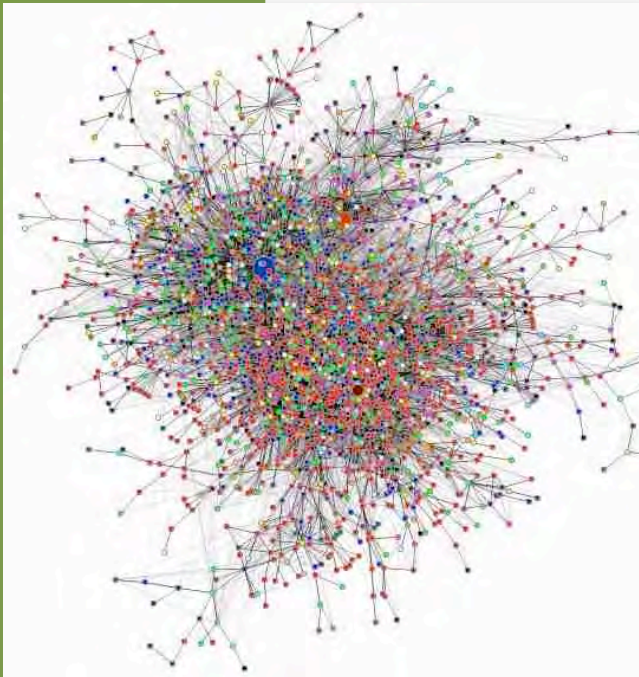






# The Internet as Public Space: Visualizing the "Blogosphere"

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# The Emergence of "The Collective Mind"

---

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....

*Should "Internet" be capitalized?*



## Cyberspace: The Morning After



### The virtual Bowery

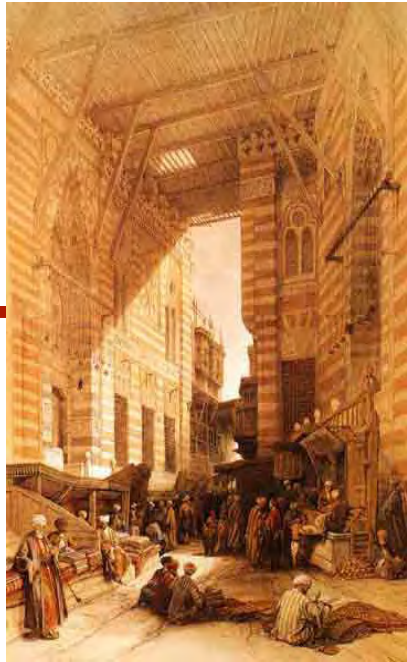
[The Internet is] a place where crime is rampant and every twisted urge can be satisfied.

Thousands of virtual streets are lined with casinos, porn shops, and drug dealers. Scam artists and terrorists skulk behind seemingly lawful Web sites. And cops wander through once in a while, mostly looking lost. It's the Strip in Las Vegas, the Red Light district in Amsterdam, and New York's Times Square at its worst, all rolled into one -- and all easily accessible from your living room couch.

"The Underground Web," *Business Week*, 9/2/02



# The Internet as an Inner City



The virtual rialto



## The Internet as Public Space

---

### **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 are not welcome among us. 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



# Search and the Conception of Web Community

---

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. ...But, Google looks at considerably more than the sheer volume of votes, or links a page receives; for example, it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." Using these and other factors, Google provides its views on pages' relative importance.

<http://www.google.com/technology/>



# When Google Supports the Notion of Internet Community



[Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

Web Images Groups Directory News

Searched the web for **ford**.

## [Official Ford Site](#)

[www.forddirect.com](http://www.forddirect.com) Get Fast Quotes on Ford Car & Truck Customize Options - Find a Dealer

## [Ford Cash Rebates](#)

[BuyingAdvice.com](http://BuyingAdvice.com) Learn how to pay 1,400 below dealer cost for your next Ford.

Category: [Recreation](#) > [Autos](#) > [Makes and Models](#) > [Ford](#)

News: [Motorsport: Ford out in front](#) - New Zealand Herald - 6 hours ago  
[As expected, TJ Ford announces he'll enter NBA draft](#) - Austin American Statesman - May 1, 2003  
Try Google News: [Search news for ford](#) or [browse the latest headlines](#)

## [Ford Motor Company](#)

Description: [Official site.](#)

Category: [Recreation](#) > [Autos](#) > [Makes and Models](#) > [Ford Motor Company](#)

[www.ford.com/](http://www.ford.com/) - 2k - [Cached](#) - [Similar pages](#) - [Stock quotes: F](#)

## [Ford Motor Company Home Page](#)

The corporate website for Ford Motor Company and its vehicle (car and truck) and service brands, featuring investor, career, news and media information. ...

[www.ford.com/en/default.htm](http://www.ford.com/en/default.htm) - 14k - [Cached](#) - [Similar pages](#)

[ More results from [www.ford.com](http://www.ford.com) ]

## [Ford Foundation](#)

FAQs Policies Site Map Search For Grant Seekers Newsroom photograph by Eli Reichmany, photograph by Antonio Mani, Vilho Vië Are Our mission ...

Description: The foundation's goals are to strengthen democratic values, reduce poverty and injustice, promote...

Category: [Society](#) > [Philanthropy](#) > [Grants](#) > [Grant-Making Foundations](#)

[www.fordfound.org/](http://www.fordfound.org/) - 12k - [Cached](#) - [Similar pages](#)

## [Ford Deutschland](#)

Browserdetection You will be forwarded in a few seconds.

If the automatic forward doesnt work please click here

Description: Konzerngeschichte, Modelle und Zubehör, Gebrauchtwagensuche und Händlerdatenbank.

Category: [World](#) > [Deutsch](#) > [Freizeit](#) > [Auto](#) > [Marken](#) > [Ford](#)

[www.ford.de/](http://www.ford.de/) - 2k - [Cached](#) - [Similar pages](#)

## [Ford Vehicles: Home](#)

Research Shop Own News From Main Street to mountain trails, Ford has engineered a way to get you there and back with confidence and in amazing comfort. ...

Description: Official site for Ford's cars and minivans, trucks, and SUVs. Includes in-depth information about...

Category: [Recreation](#) > [Autos](#) > [Makes and Models](#) > [Ford](#)

[www.fordvehicles.com/](http://www.fordvehicles.com/) - 25k - [Cached](#) - [Similar pages](#)

## [Ford Vehicles: SUVs Showroom](#)

... Find out why a Ford Racing victory at the speedway means more advanced technology

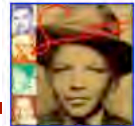
## Page 1 results:

Ford Motor Company  
Ford Foundation  
Ford Mustang  
Ford Foundation  
Gerald Ford  
Henry Ford  
Harold Ford Jr.  
Betty Ford Center  
Ford's Theater

Web Images Video News Maps Gmail more ▼ yeedenn@gmail.com | Web His

Google  Search [Advanced Search](#)  
[Preferences](#)

Web Music Books Results 1 - 50 of about 529,000 for [sinatra discography](#)



#### Sinatra

By: [Frank Sinatra](#)

Including: I've Got the World on a String, My Kind of Town, Goin' Out of My Head, and more...

[More music results for sinatra discography »](#)

#### [Chronological list of singles and albums recorded by Frank Sinatra ...](#)

Where a song is listed as (by X), or (instrumental), **Sinatra** does not feature. Number indicates highest chart position on combined Billboard charts. ...

[en.wikipedia.org/wiki/Chronological\\_list\\_of\\_singles\\_and\\_albums\\_recorded\\_by\\_Frank\\_Sinatra](#) - 90k -

[Cached](#) - [Similar pages](#) - [Note this](#)

#### [Frank Sinatra Discography](#)

Find the best Frank **Sinatra Discography** on the Internet.

[www.starpulse.com/Music/Sinatra\\_Frank/Discography/Index/P3150/1/](#) - 41k -

[Cached](#) - [Similar pages](#) - [Note this](#)

#### [Nancy Sinatra Discography](#)

Find the best Nancy **Sinatra Discography** on the Internet.

[www.starpulse.com/Music/Sinatra\\_Nancy/Discography/Index/P14258/1/](#) - 25k -

[Cached](#) - [Similar pages](#) - [Note this](#)

#### [Frank Sinatra Sessionography](#)

I like Frank **Sinatra's** music - who doesn't! I used Brian, my **discography** ... A real **Sinatra discography** is a tremendous undertaking that I am not up to. ...

[home.earthlink.net/~steveja7/Frank.html](#) - 5k - [Cached](#) - [Similar pages](#) - [Note this](#)

#### [Frank Sinatra : Discography : Rolling Stone](#)

Frank **Sinatra** music review, the latest videos, photos and music news about your favorite artists.

[www.rollingstone.com/artists/franksinatra/discography](#) - 186k -

[Cached](#) - [Similar pages](#) - [Note this](#)

#### [Frank Sinatra Discography and Music at CD Universe](#)

Low prices on Frank **Sinatra discography** of music at CD Universe, with top rated service, Frank **Sinatra** songs, **discography**, biography, cover art pictures, ...

[www.cduniverse.com/search/xx/music/artist/Sinatra,+Frank/a/Frank+Sinatra.htm](#) - 17k -

[Cached](#) - [Similar pages](#) - [Note this](#)

# When rankings "Work"

... Or Google returns the views  
of the generally validated  
subcommunity





## When Google "Fails"

Search on "9/11 intercept fighters "stand down":  
What is going wrong?

### [911Timeline.net - 9/11 Censorship In America](#)

... from the 8:52 take-off to the time they reached the WTC at 9:11. ... The two or three USAF F-16 **fighters** ordered from Langley to **intercept** American Airlines ...  
[www.911timeline.net/censorship.htm](#) - 12k - [Cached](#) - [Similar pages](#)

### [911Timeline.net - The Most Comprehensive Minute By Minute ...](#)

... between 9:03 and 9:26 to **intercept** American Airlines ... 66) 9:11 am: The two F-15 Eagles from Otis Air ... vectored to Washington DC Why were these **fighters** headed to ...  
[www.911timeline.net/](#) - 101k - [Cached](#) - [Similar pages](#)  
[ [More results from www.911timeline.net](#) ]

### [The Stand Down That Is Not Acknowledged, 2 July 2002](#)

... less than credible, but a plane can **intercept** even without ... saying that half the scramble-ready **fighters** were taken off readiness three days before 9/11? ...  
[www.ratical.org/ratville/JFK/JohnJudge/standdownNA.html](#) - 6k - [Cached](#) - [Similar pages](#)

### [Pt. 12: Broadening Our Perspectives of 9/11 - min-by-min Timeline](#)

... and that a "NORAD spokesman, said its **fighters** routinely **intercept** aircraft" (Boston ... the standard operating procedures were not adhered to on 9-11. ...  
[www.ratical.org/ratville/CAH/AOPot911p12.html](#) - 68k - [Cached](#) - [Similar pages](#)  
[ [More results from www.ratical.org](#) ]

### [Were Stand-Down Intercept Orders Given On Morning Of 9/11?](#)

... to make the decision to shoot **down** flight 77 on 9-11-01. ... Corps Major Mike] Snyder, the NORAD spokesman, said its **fighters** routinely **intercept** aircraft ...  
[www.rense.com/general17/werestanddown.htm](#) - 31k - [Cached](#) - [Similar pages](#)

### [NORAD 9/11 Stand Down Math by Mark Elsis](#)

NORAD 9/11 **Stand Down** Math. ... Wednesday, September 11, 2002 NORAD'S Response Times ( Official ) **Fighters** Were 8 ... of their top speed in trying to **intercept** UA 175. ...  
[www.mycountryrightorwrong.net/NORAD911StandDownMath.htm](#) - 9k - [Cached](#) - [Similar pages](#)

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## A search-engine breakdown?

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Why is the “jew” result disturbing?

Is the search engine doing “the right thing”?

Where does the problem lie?

Assumptions about:

Algorithms & intentionality

How Google's algorithms work

What a high Google ranking means

How the Web is organized...



## Lower-Casing the Internet?

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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

(Cf "the Shire," "the Coast")

(Cf also earlier capitalization of "the Radio" and "the Cinema.")