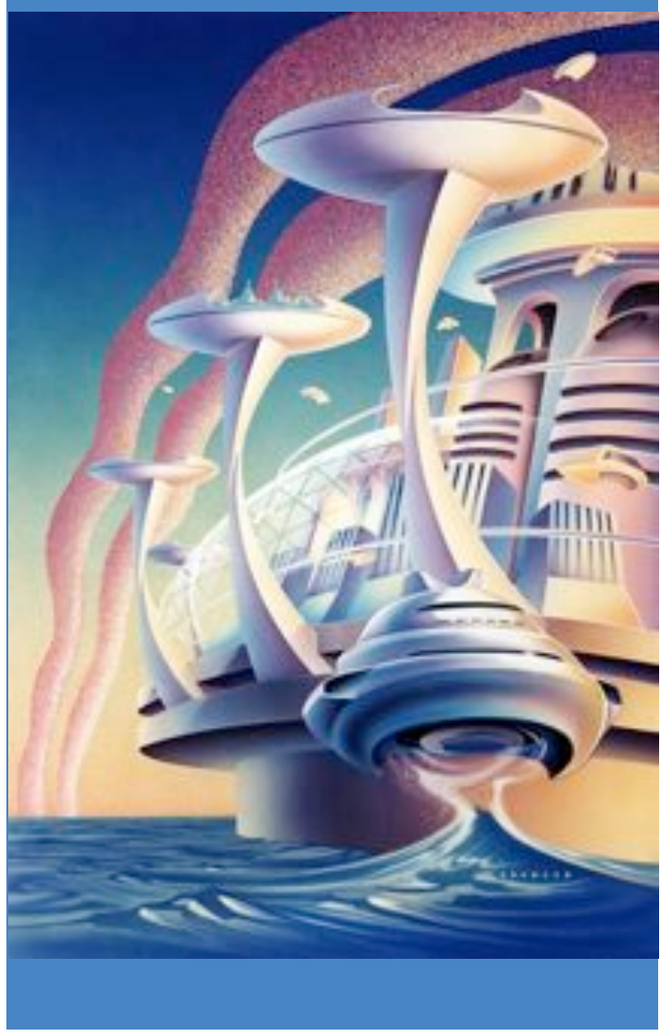
social implications of the internet (I)



the 'death of distance'

where will we live, work, and learn?

in the global village, stupid!

determinism once more

... this age of ours ... when the pulsations of electricity vibrate and throb around this earth, uniting nations as one family by those powerful yet sensitive bonds wrought by science and riveted by man's quenchless thirst for still higher and better achievements.

Morris S. Wise, *Trade-marks and Trade-mark Law*, 1898

"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.**"

Marshall Mcluhan et al., *Medium is the Massage,* 1967

determinism again

"If the presence of electricity can be made visible in any desired part of the circuit, I see no reason why intelligence may not be instantaneously transmitted by electricity to any distance."

--Samuel Morse

"the cost of communicating ideas ... is now distance-free"

--Frances Cairncross

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

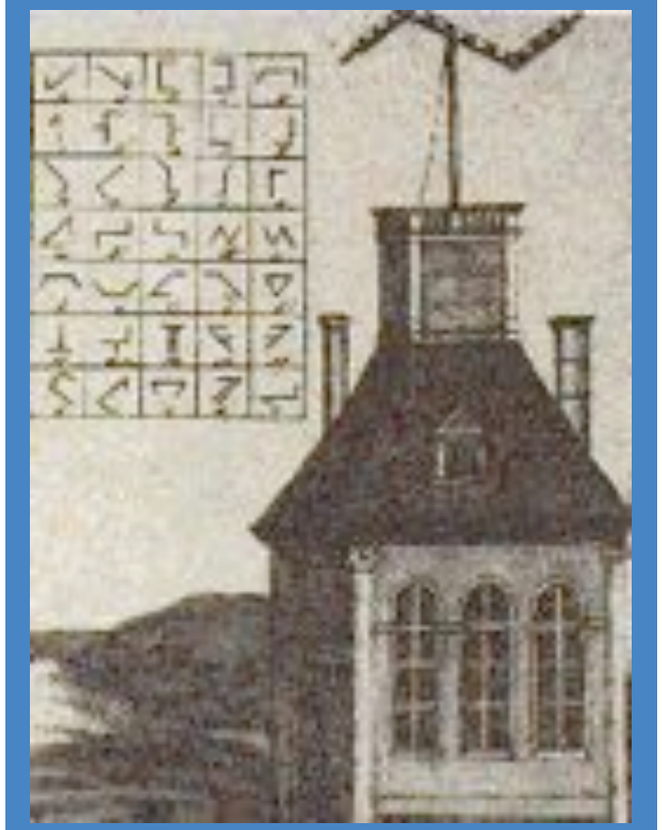
improved connections

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

Imagine a magical device that could boost entrepreneurship and economic activity, provide an alternative to bad roads and unreliable postal services, widen farmers' access to markets, and allow swift and secure transfers of money. Now stop imagining: the device in question is the mobile phone. — *The Economist*, July 2005

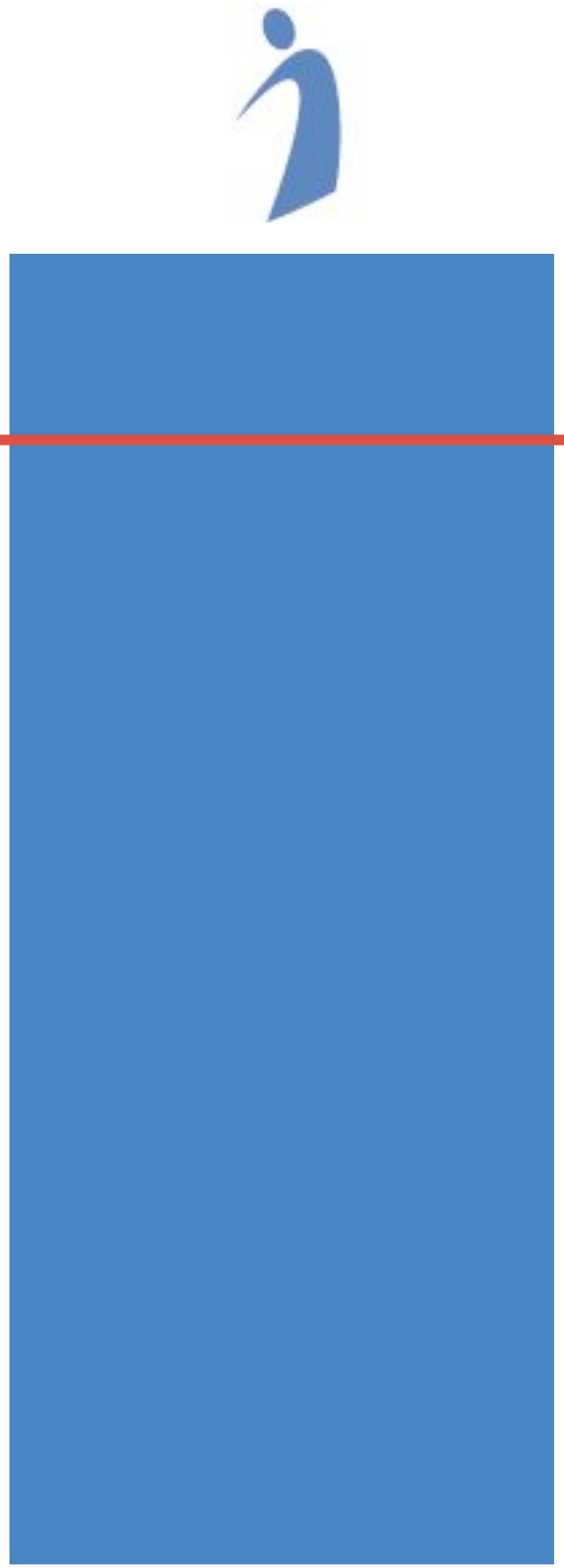
The idea gap, --Paul Romer

national unity



"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

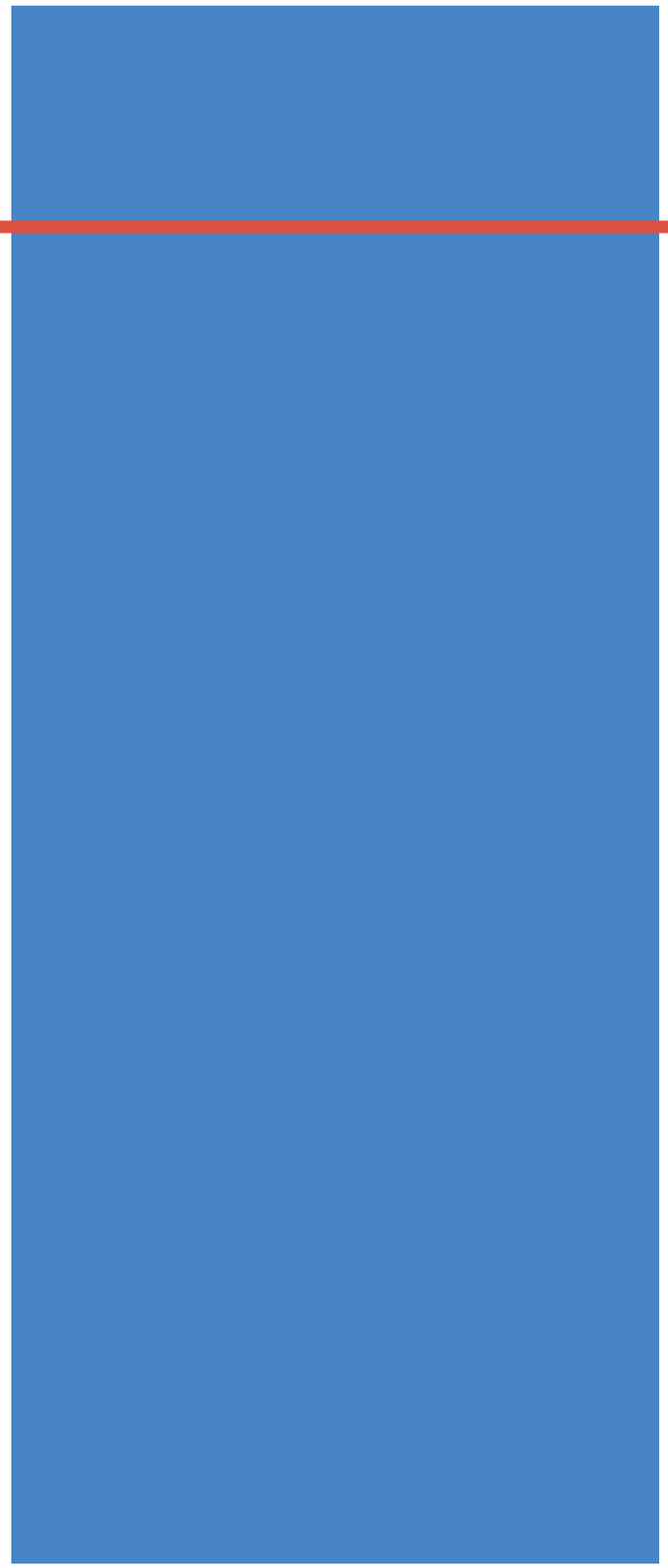
"at bottom, this invention might suffice to make possible the **establishment of democracy among a large population ... no reason why it would not be possible for all the citizens of France to communicate their will ...** in such a way that this communication might be considered instantaneous."--Alexandre Vandermond, 1795



single pulse

"Tomorrow the hearts of the civilized world will beat in a single pulse, and from that time forth forevermore the continental divisions of the earth will, in a measure, lose those conditions of time and distance which now mark their relations. ... The Atlantic has dried up and we become in reality as well as wish, one country."

Times



global peace

"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

"the hand of progress beckons .... a rivet is loosened from the chains of the oppressed"

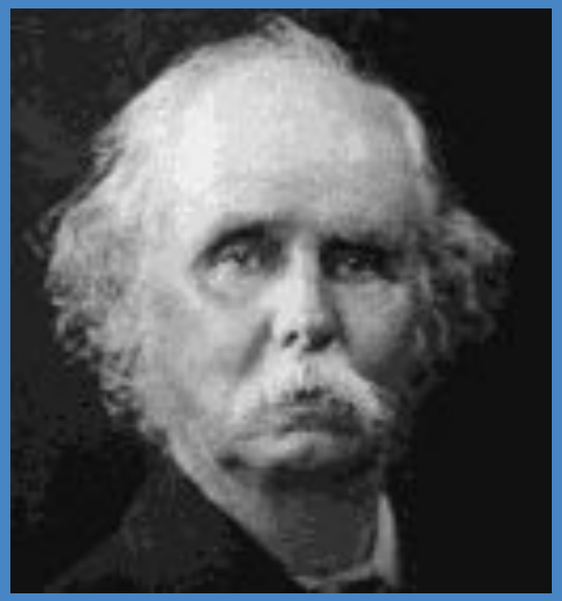
Commercial and Financial Chronicle, 1865

keeping distance alive

Charles Babbage
1791-1871

"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

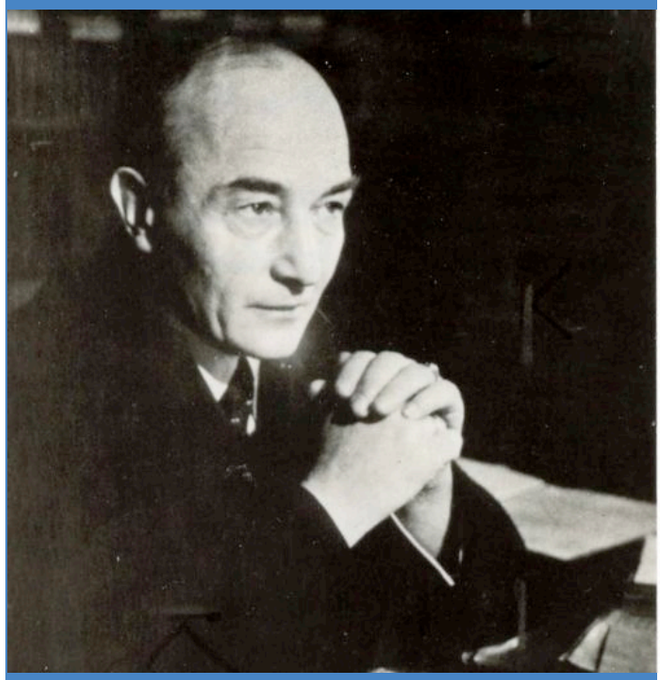
Marshall's *localization*



Alfred Marshall
1842-1924

> In an early stage of civilization every place had to depend on its own resources for most of the heavy wares which it consumed;
>
> Consequently the lighter and more expensive articles of dress and personal adornment, together with spices and some kinds of metal implements used by all classes, and many other things for the special use of the rich, often came from astonishing distances.
>
> This elementary localization of industry gradually prepared the way for many of the modern developments of division of labour

divisions of labor



Robert Musil
1880-1942

the super-American city

"Air and earth form an ant-hill, veined by channels of traffic, rising storey upon storey. Overhead-trains, overground-trains, underground-trains, pneumatic express-mails ... chains of motor vehicles. ... Each person has nothing but quite definite tasks. The various professions are concentrated at definite places. ... Amusements are concentrated in other parts of the city. And elsewhere again are the towers to which one returns and finds wife, family, gramophone, and soul. Tension and relaxation, activity and love are meticulously kept separate. ... And man needs no more for his happiness ... Besides, zoology makes it clear that a sum of reduced individuals may very well form a totality of genius."
--Robert Musil, *A Man without Qualities* c. 1920s

NYT, 1931

amusements

ELECTRICAL ENTERTAINMENT: A GLIMPSE INTO THE FUTURE

Dr. Goldsmith of the Radio Corporation Predicts an Instrument Which at a Touch of the Fingers Will Bring to the Home Scenes and Sound, Color Symphonies, or a Keyboard for Self-Created Music

By DR. ALFRED N. GOLDSMITH,
Vice President and General Engineer, Radio Corporation of America.

IT would not be astonishing if, within the next 500 years, "radio" (in a legitimately expanded use of the term) came to mean the same thing as "entertainment." Some may regard this as an over-bold assertion. Yet an open-minded study of the nature of electrical entertainment—and this is what we really mean by "radio" in the probable broad usage of the future—has capabilities an extensive and agencies so powerful at its disposal that entertainment and radio may come to mean the same thing.

Today, with some branches of electrical entertainment in their infancy and others not yet born, it is difficult for the public and the artists to gauge the significance of the trend in that direction. The ultra-specialist, concentrating on one particular form of electrical entertainment device (such as a radio receiver), is likely to see only his corner of the field. The broad significance of electrical entertainment may well elude him.

Musicians, artists, actors and composers of the present are accustomed to the forms of mechanical, visual and audible entertainment with which the public is now provided. They, too, are specialists and have devoted their lives to the mastery of an instrument or a technique. Not unnaturally they view with some apprehension the mere idea of a revolution in the methods and instrumentalities of entertainment. Electricity is a strange and foreign force, and only those musicians who have won success and fame in the fields of broadcasting and phonograph record production are likely to view with sympathy a tendency toward the superseding of present forms of entertainment by electrical entertainment.

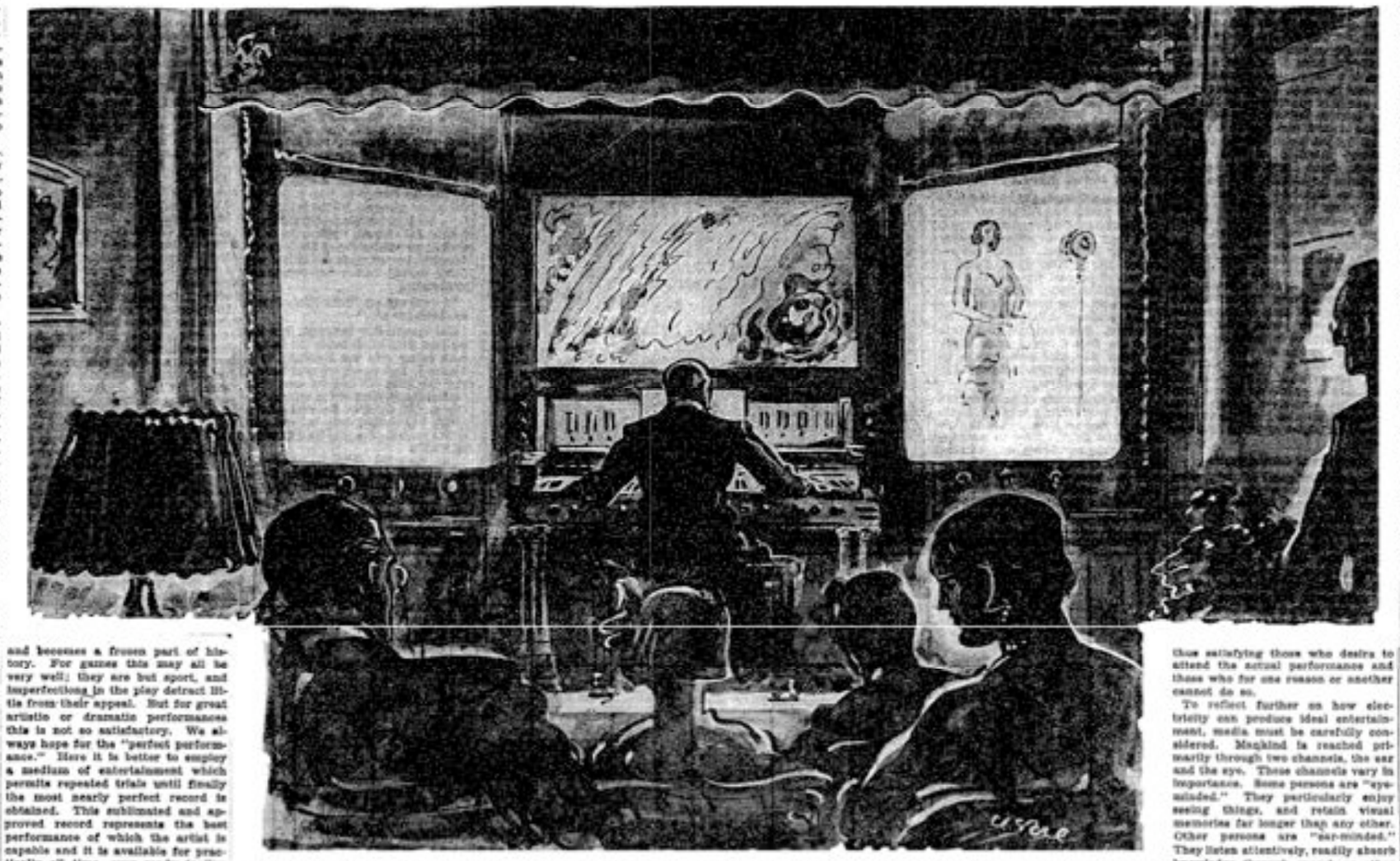
The Rôle of Radio.

Yet time brings the answer to most problems and silences the unwarranted objections, and there are extremely powerful reasons for the belief that time is the ally of what is broadly called electrical entertainment, of which radio is the greatest present exponent. Perhaps a brief analysis of the functions of entertainment and the requirements of an ideal plan will show clearly why electrical entertainment necessarily holds the key to the future.

In contriving entertainment material, human psychology must always be kept in mind. Mankind lives not only in the present but also, in a manner of speaking, in the past. We desire to see and to hear not only that which is happening but also that which has happened and, except through the magic of its recreation, is gone forever. We need to see the past either as it happened or as we like to imagine it happened—and becomes a frozen part of history. For games this may all be very well; they are but sport, and imperfections in the play detract little from their appeal. But for great artistic or dramatic performances this is not so satisfactory. We always hope for the "perfect performance." Here it is better to employ a medium of entertainment which permits repeated trials until finally the most nearly perfect record is obtained. This sublimated and approved record represents the best performance of which the artist is capable and it is available for practically all time, ever ready to live again at a touch of the finger on the controlling switch.

Annihilating Distance.

There is another fundamental need,



The Home "Electrical Entertainer" of 1981, as Visualized by Dr. Alfred N. Goldsmith. On the Left Is a Panel Upon Which Home Talking Motion Pictures Are Cast From Behind the Screen. In the Centre Is an Electrical Music Machine, Combined With a Color-Organ, Which Casts Weird Images on the Centre Screen as the Music Is Produced With a Keyboard Similar to That of a Modern Theatre Organ. Television, Which Will Always Accompany Radio Broadcasting, Plays Over the Right-Hand Screen When the Radio Set Is Turned On.

those satisfying those who desire to attend the actual performance and those who for one reason or another cannot do so.

To reflect further on how electricity can produce ideal entertainment, media must be carefully considered. Mankind is reached primarily through two channels, the ear and the eye. These channels vary in importance. Some persons are "eye-minded." They particularly enjoy seeing things, and retain visual memories far longer than any other. Other persons are "ear-minded." They listen attentively, readily absorb knowledge through speech or other sounds, and remember others by the sounds of their voices or what they have said. Look back into the important moments of your own life. Do you remember a sight, or a sound,

ciate the program. The ideal type of home for the "lookatener" will be both sound-proofed and darkened. Of course, we do not actually need so extreme and peculiar a type of residence for this purpose, because the "lookatener" will demand that the television picture be bright enough to be seen under ordinary home conditions and that the sounds will be loud enough to be appreciated in normally quiet surroundings.

Paralleling the combined television and telephone radio program, we find a form of record for either the home or the theatre which produces similar effects, namely, the sound motion picture. The success of this form of entertainment in the theatre is a clear indication of what may be expected when it becomes available also for the home on a simple and economic basis.

Electrical Instruments.

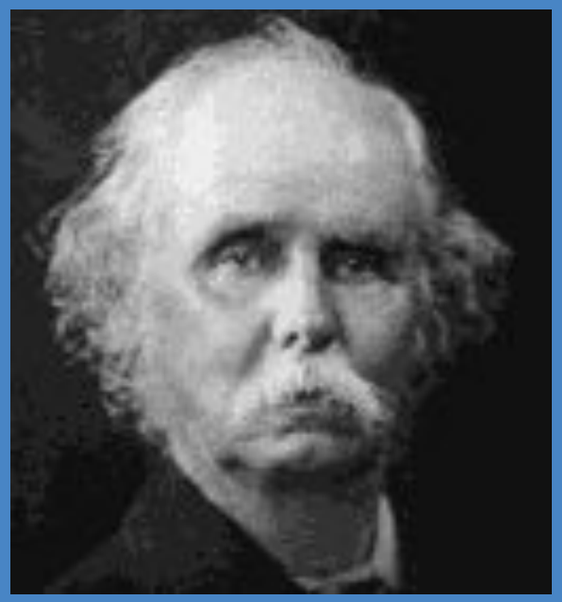
A small group of electrical musical instruments have appeared on the market within the last few years, both in the United States and in Europe. Many more forms, some of extreme ingenuity, exist in the laboratories and promise the production of extremely flexible, readily controlled, and exquisitely toned instruments. The forms in which the public has as yet seen them are necessarily only beginnings, yet they indicate only some of the possibilities of such instruments. As the years pass they will be further developed. Great composers will begin to write music specially suited to them and capable of fully utilizing their astounding possibilities of tone quality, volume, flexibility of control, and pitch. And, finally, virtuoso performers on these instruments will then spring up and render masterpieces which have been composed for them. But that is far in the future.

The electric control of mobile color is also foreshadowed in a number of home and auditorium instruments which have already been demonstrated. Examples of these are the Clavilux of Thomas Wilfred and the Coloreum of the General Electric Company. The interplay of moving nebulous forms of color, sometimes softly shaded and sometimes blazing in almost harsh brilliancy, is extraordinarily attractive. Some enjoy viewing such displays without accompanying music; others prefer music and color at the same time. These color symphonies, as they might be termed, can either be produced in a pre-determined fashion from records, or by an individual performance by the artist, or through a combination of these methods.

A New Art.

Here again electricity brings a new art. It is conceivable that mobile color will be as definite and widely appreciated a form of art in the centuries to come as music is

work and learning



Alfred Marshall
1842-1924

Many various causes have led to the localization of industries; but the chief causes have been physical conditions

Another chief cause has been the patronage of a court.

These immigrants taught us how to weave woollen and worsted stuffs, though for a long time we sent our cloths to the Netherlands to be fulled and dyed. They taught us how to cure herrings, how to manufacture silk, how to make lace, glass, and paper, and to provide for many other of our wants

But how did these immigrants learn their skill?

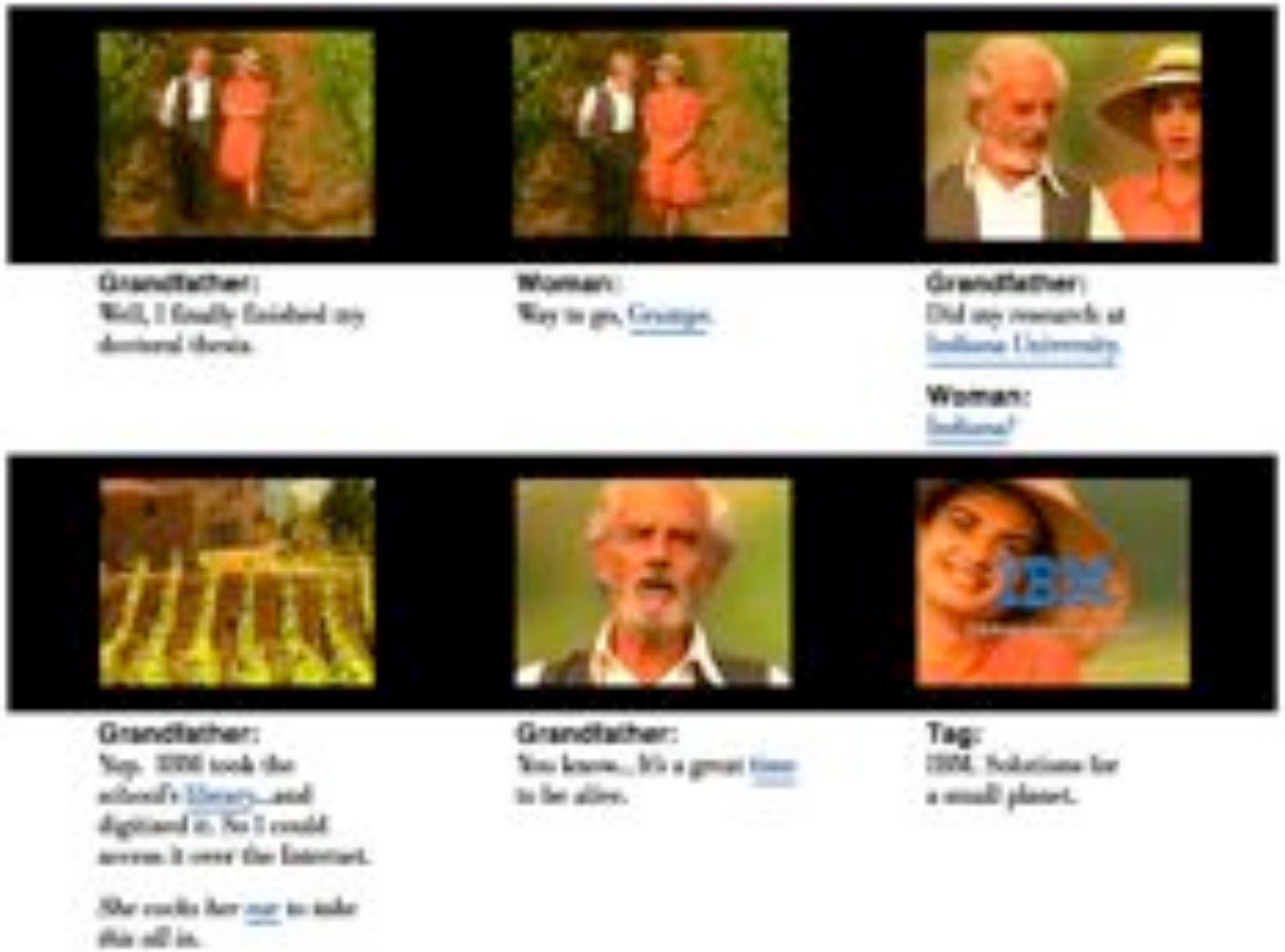
mysteries of the trade

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.

end of localization?

> 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

information & the *villagio*



distance education

Sinclair Lewis
1842-1924

"The University of Winnemac ... [has] twelve thousand students; beside this prodigy Oxford is a tiny theological school and Harvard a select college for young gentlemen. The University has a baseball field under glass; its buildings are measured by the mile; it hires hundreds of young Doctors of Philosophy to give rapid instruction in Sanskrit, navigation, accountancy, spectacle-fitting, sanitary engineering, Provençal poetry, tariff schedules, rutabaga-growing, motor-car designing, the history of Voronezh, the style of Matthew Arnold, the diagnosis of *myohypertrophia kymoparalytica,* and department store advertising. Its president is the best money-raiser, the best after-dinner speaker in the United States; and Winnemac was the first school in the world to conduct its extension courses by radio."

--Sinclair Lewis, *Arrowsmith*

the end of the university?

The New York Times

Israeli Entrepreneur Plans a Free Global University That Will Be Online Only

we can make a free university for students all over the world, anyone who speaks English and has an Internet connection

January 26, 2009

a "stagnant" sector --William Baumol

against stagnation

Alvin Toffler

Peter Drucker

John Chambers

info-education

"We sometimes view distance education too narrowly, as merely a way to save money. We should expand our vision ...

... and look for opportunities to make money."

Western Governor's University

PLATO

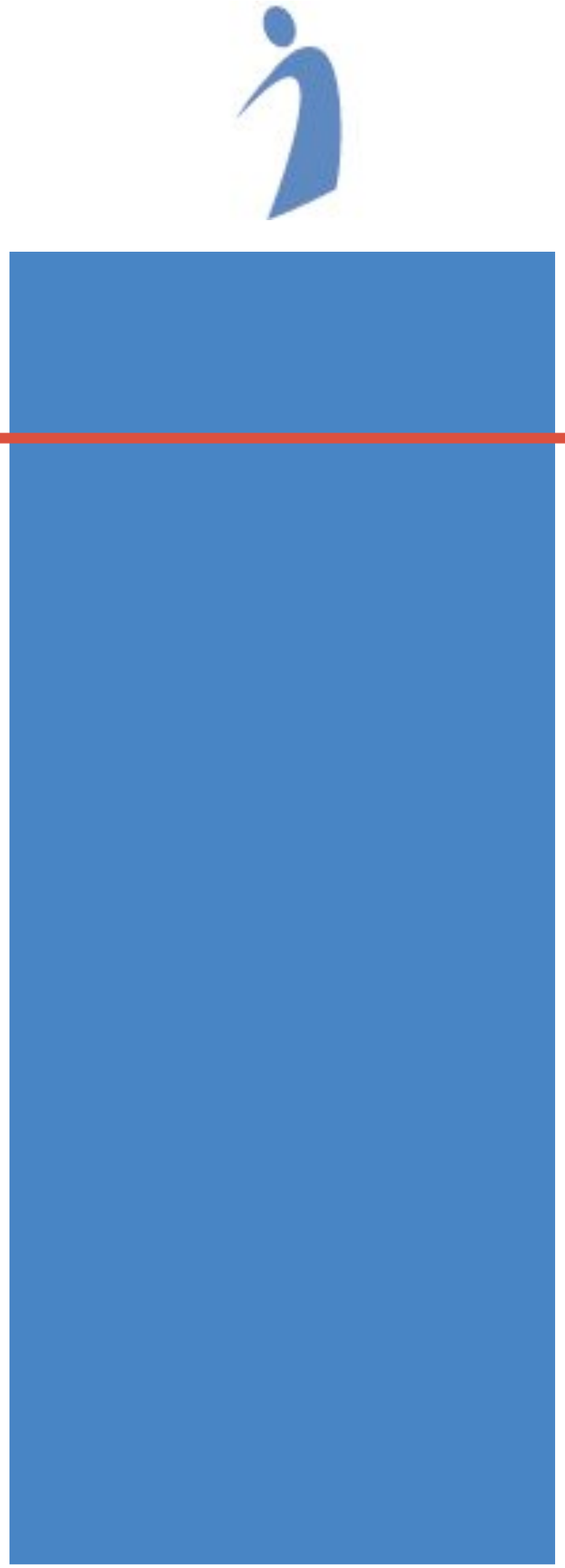
(Programmed Logic for Automated Teaching Operations)

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."

Patrick Suppes, *Scientific American*, 1966.

Open University

early morning television



kinds of distance

extension courses

correspondence degrees

the Open University

Allama Iqbal Open University
Anadolu University
Athabasca University
Bangladesh Open University
China Central Radio & TV University
City College of San Francisco
Fern University in Hagen
Indira Gandhi National Open University
Indonesian Open Learning University
Instituto Tecnológico Autónomo de México
Payame Noor University
Korea National Open University
Sukhothai Thammathirat Open University
The Open University, U.K.
Universidad Nacional de Educacion a Distancia
University of Maryland University College
University of South Africa
University of Phoenix
Universidad Nacional Autonoma de Mexico
Shanghai TV University

going global

the mega universities

Indira Gandhi (New Delhi) : 2 million

Allama Iqbal (Islamabad) : 1.8 million

Islamic Azad (Tehran) : 1.3 million

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* Tufts University
* UC Berkeley
* University of Alaska Fairbanks
* University of California, Irvine
* University of Massachusetts Boston
* University of Michigan
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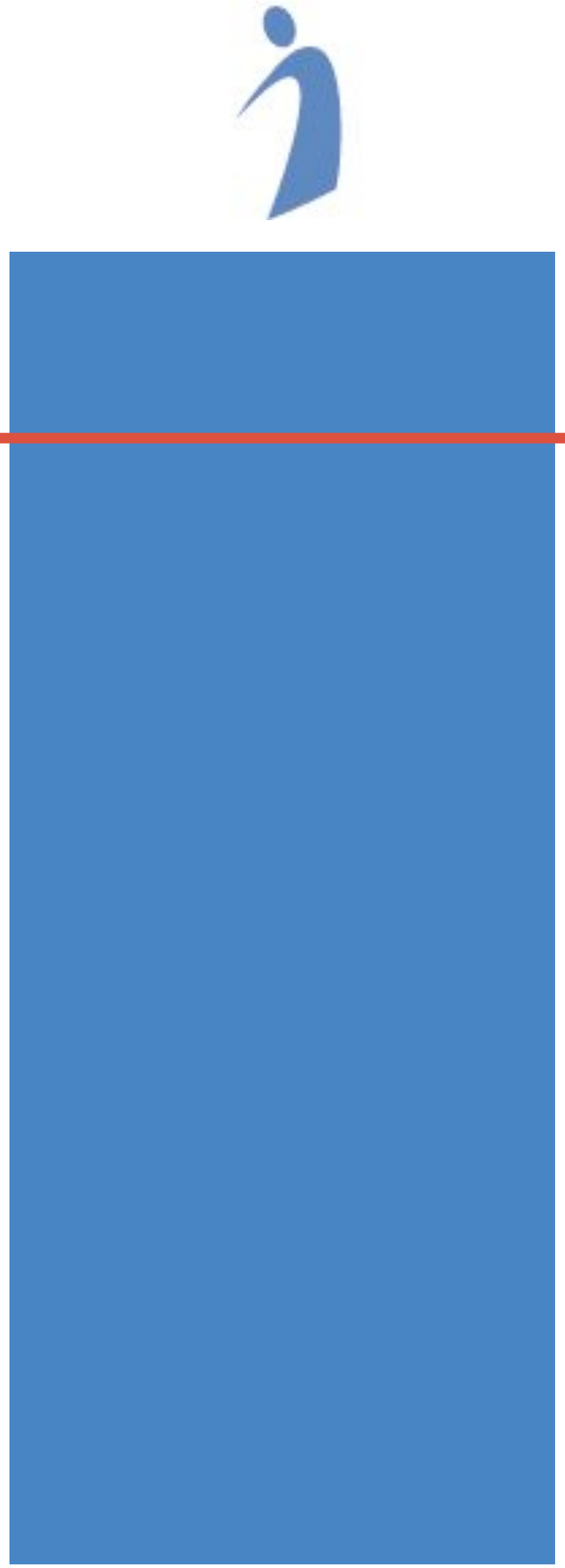
* University of Utah
* University of Wisconsin- Eau Claire
* Utah State University
* Utah Valley State College
* Weber State University
* Western Governors University
* Wheelock College



endism: 103

dodgy definitions

dodging definitions

looking back

looking forward

the temptations of determinism