



storage & search

revolution at last?

April 16, 2013



(with thanks to Bryan)

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U.S. News

Martyl Langsdorf, artist who designed Doomsday Clock, dies

 Recommend

6

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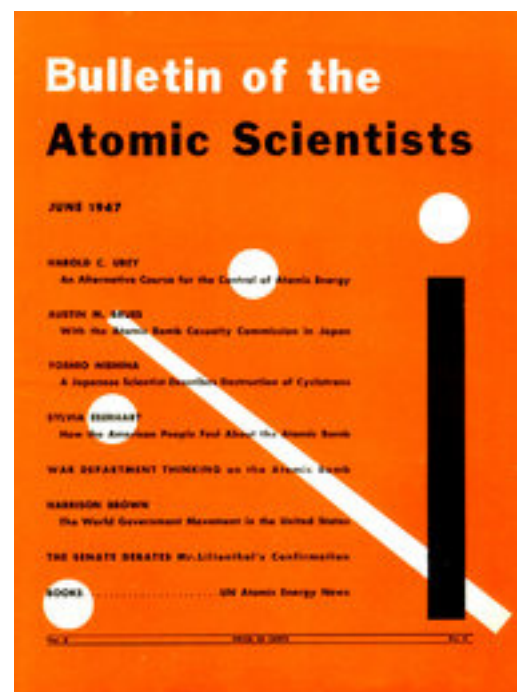
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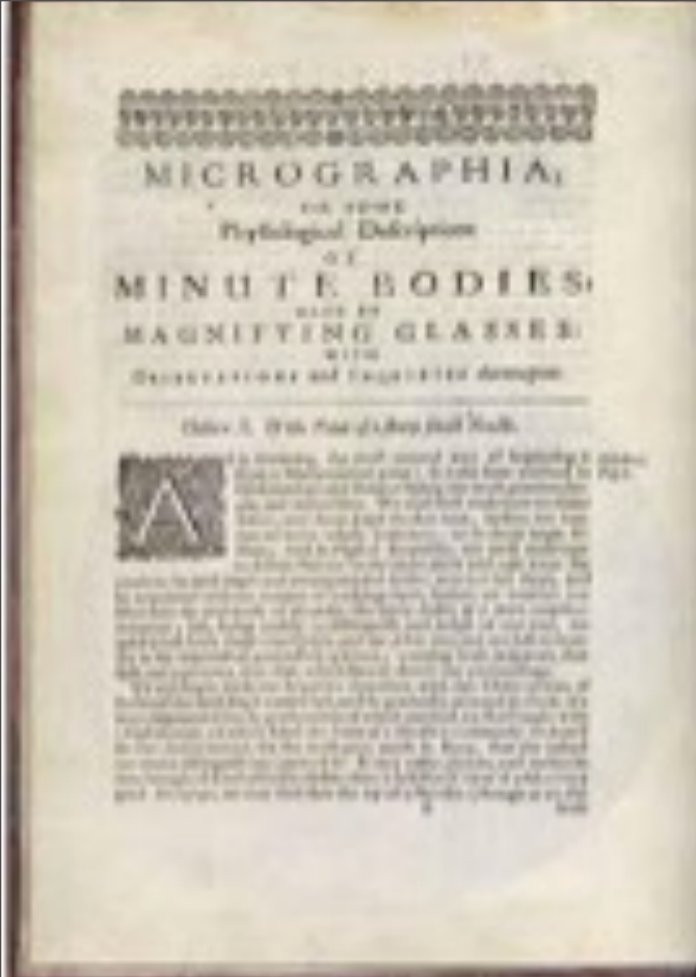
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5

 (1) |  | 



3_store 2



elsewhere

good advice

**"A Peculiar Facility for
Imagining: Visual Strategies
in the early Royal Society"**

April 16, 5:30pm in Houghton's
Edison and Newman Room

This lecture will examine scientific illustrated books by early fellows of the Royal Society of London (and their European counterparts) published in the 1660s and 70s. Making the printed book the focus of attention shows that different ways of using images is dependent as much on the circumstances of production as on the author's scientific message. **Robert Boyle hoped that readers with 'any peculiar facility for imagining' would not need images; his friends advised him otherwise.**



Queen Beatrix leads celebrations of Treaty of Utrecht (Photos)

ROYALS | APRIL 11, 2013 | BY: MEGAN KNIGHT | + Subscribe



aob

unbalanced accounts

300th anniversary of the Treaty of Utrecht

War of the Spanish Succession (1701-1713)

(aka: Queen Anne's War)

gaining: Annapolis, Newfoundland, Hudson Bay

balancing nations

Treaty of Utrecht, 1713

War of the Spanish Succession

the commercial treaty

free trade with France; control of the *assiento*

the balance of trade

mercantilism and national interest

losing: free trade, long-term peace?



Robert Harley
cent to power,
1711
all from grace
1714

fair use?

Mr Moore's spleen
& 'human ingenuity'

United States Patent 4,438,032
Golde, et al. March 20, 1984

Unique T-lymphocyte line and products derived therefrom

Abstract

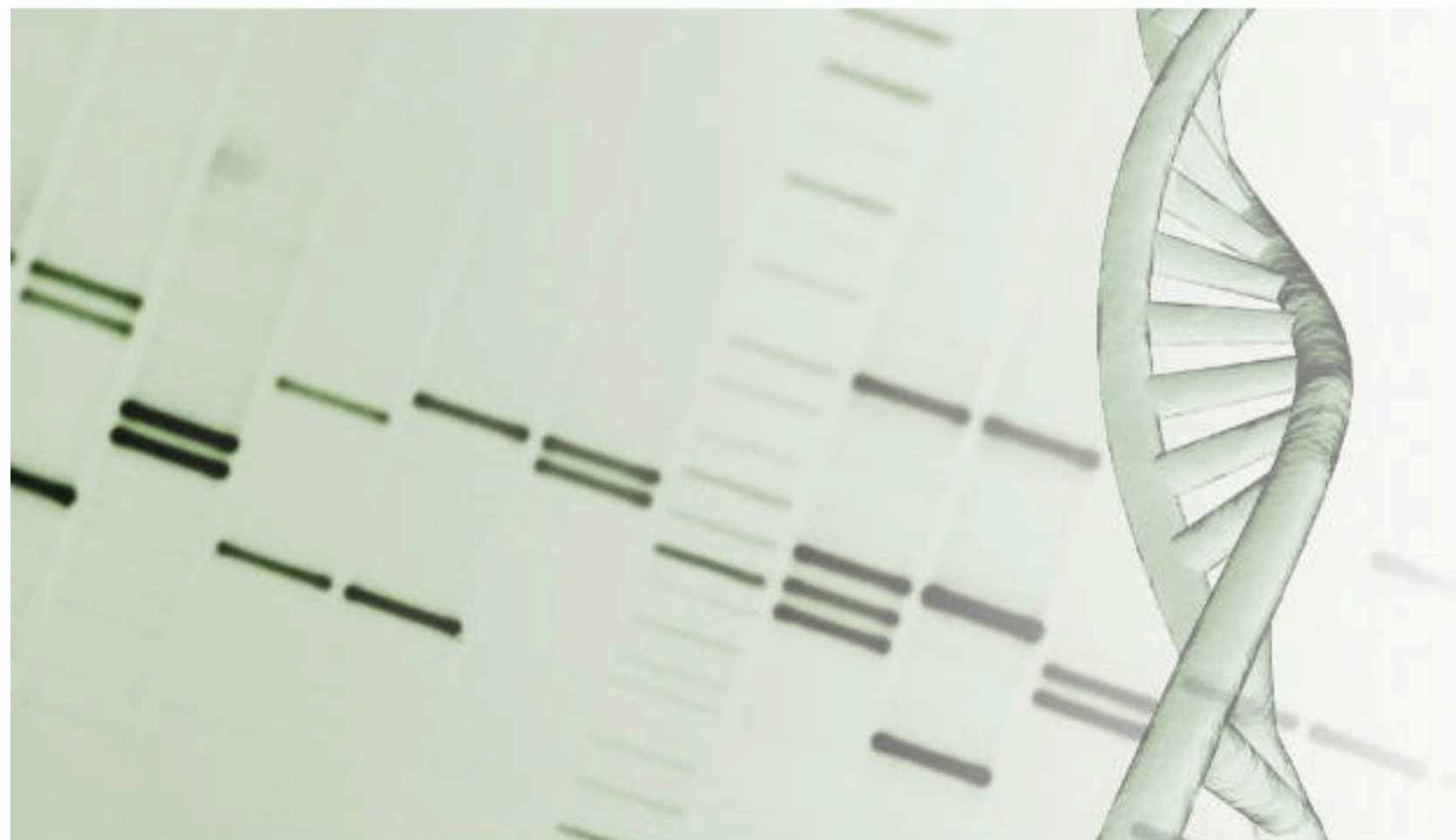
Human T-lymphoblast cell line, Proteinaceous products produced therefrom, messenger RNA and DNA expressing the proteinaceous products. A human T-lymphoblast cell line (Mo) maintained as a continuous culture constitutively produces proteins, including immune interferon, neutrophil migration inhibition factor, granulocyte-macrophage colony-stimulating activity and erythroid-potentiating activity, as well as other proteins produced by T-cells.

Inventors: Golde; David W. (Los Angeles, CA); Quan; Shirley G. (Los Angeles, CA)
Assigned: The Regents of the University of California (Berkeley, CA)
Appl. No.: 06/456,177
Filed: January 5, 1983

aob

Justices at odds over patents for human genes

By **Bill Mears**, CNN Supreme Court Producer
updated 5:26 PM EDT, Mon April 15, 2013



The Supreme Court is mulling whether the government should allow patents for human genes.

where are we?





from past to future

Bush's record:

extending, storing, consulting

"A record if it is to be useful to science, must be continuously extended, it must be stored and above all it must be consulted."

& indexing

"Our ineptitude in getting at the record is largely caused by the artificiality of systems of indexing."



Ted Nelson



Tim Berners-Lee
CERN

not the first?

A FUTURIST PRECEDENT

In 1937, H. G. Wells anticipated Vannevar Bush's 1945 vision of a "memex." Wells wrote even more clearly about the possibility of indexing everything, and what that would mean for civilization:

There is no practical obstacle whatever now to the creation of an efficient index to all human knowledge, ideas and achievements, to the creation, that is, of a complete planetary memory for all mankind. And not simply an index; the direct reproduction of the thing itself can be summoned to any properly prepared spot. ... This in itself is a fact of tremendous significance. It foreshadows a real intellectual unification of our race. The whole human memory can be, and probably in a short time will be, made accessible to every individual. ... This is no remote dream, no fantasy.

--Hal Abelson, Ken Ledeen, Harry Lewis,

Blown to Bits, 2008

23-Hof113_Store 9



"[T]he library of the future." --J.R. Licklider, 1965

--Frances Cairncross, *The Death of Distance*, 1997

"[T]he web is a global library produced by millions of people" --Yochai Benkler, *The Wealth of Networks*, 2006

--Abelson, et al., *Blown to Bits*, 2008

"Most of the world's information is not online. It's offline,
in books, on shelves." --Google representative, 2009



the right model?



"The Internet is a library with all the books on the floor."

--*Librarian's Guide to Cyber Space*



libraries are ...

collections

"the collection of data and observations,into the general body of the common record"

or selections?

"the prime action of use is selection ... and here we are halting indeed."

ambitions

Alexandrian fixation

"These Libraries in a few years, will be full and compleat, being furnished, not only with all the valuable and usefull Old Books in any Art of Science, but also with all the valuable New Books, so soon as every they are heard of or seen in the World."

--James Kirkwood, *An Overture for Founding and Maintaining of Bibliothecks in Every Paroch Throughout This Kingdom*, 1699

... and obligations

preservation

*An Overture for Founding and **Maintaining** ...*

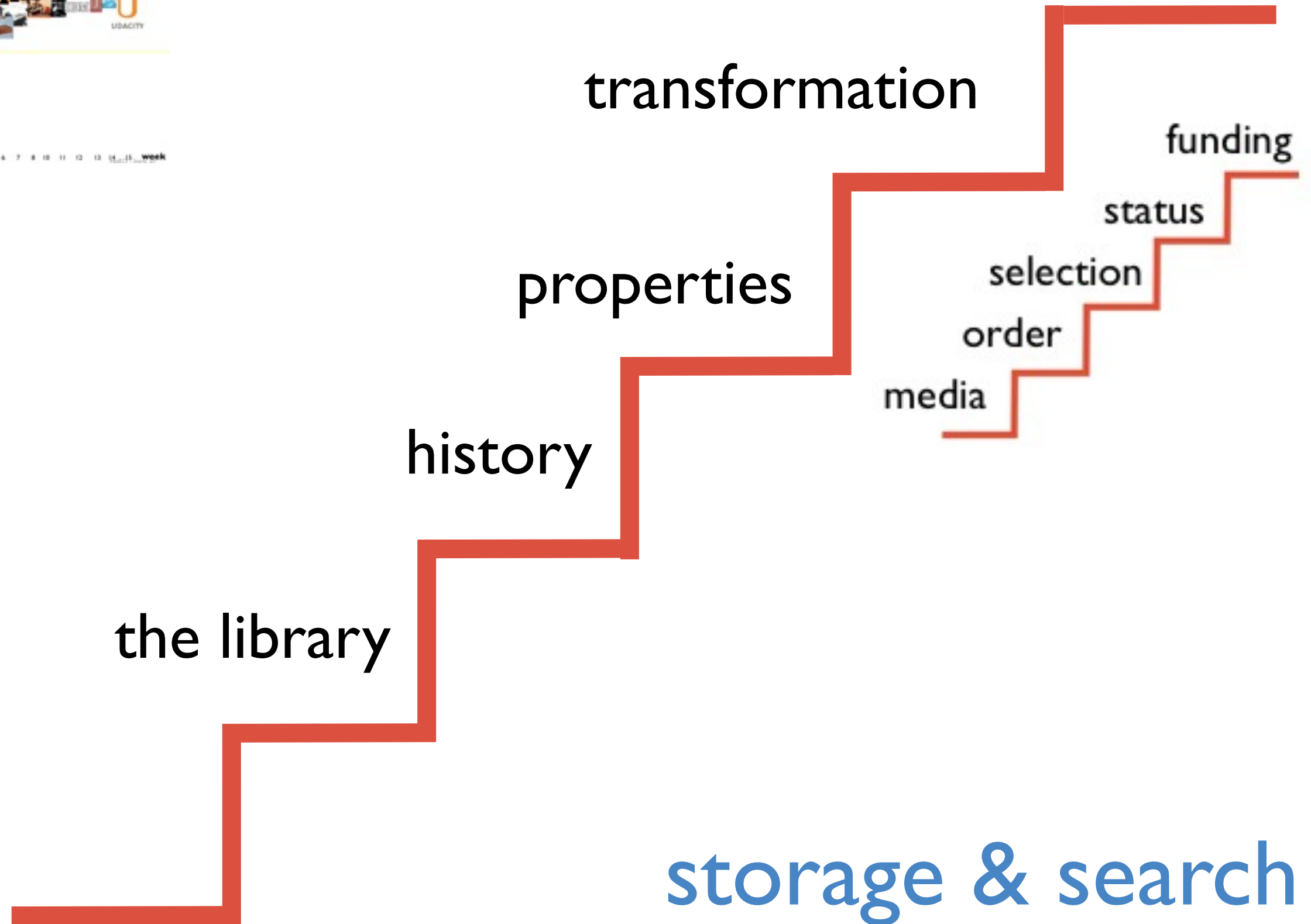
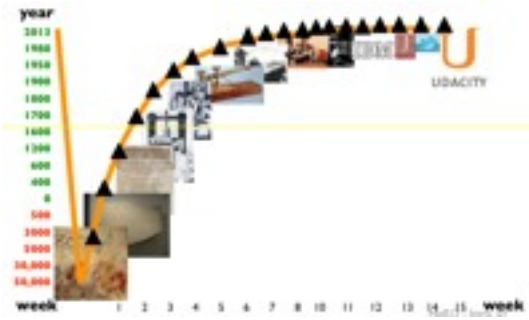
organization

"to organize the world's information"

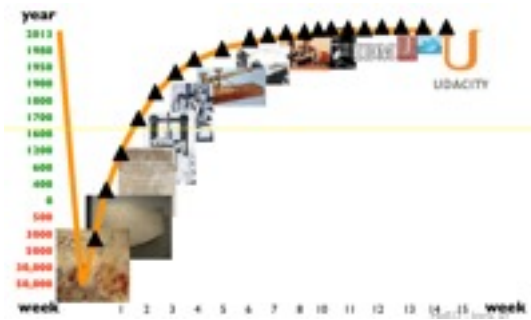
access

& funding

overview



overview



transformation

properties

history

the library

storage & search

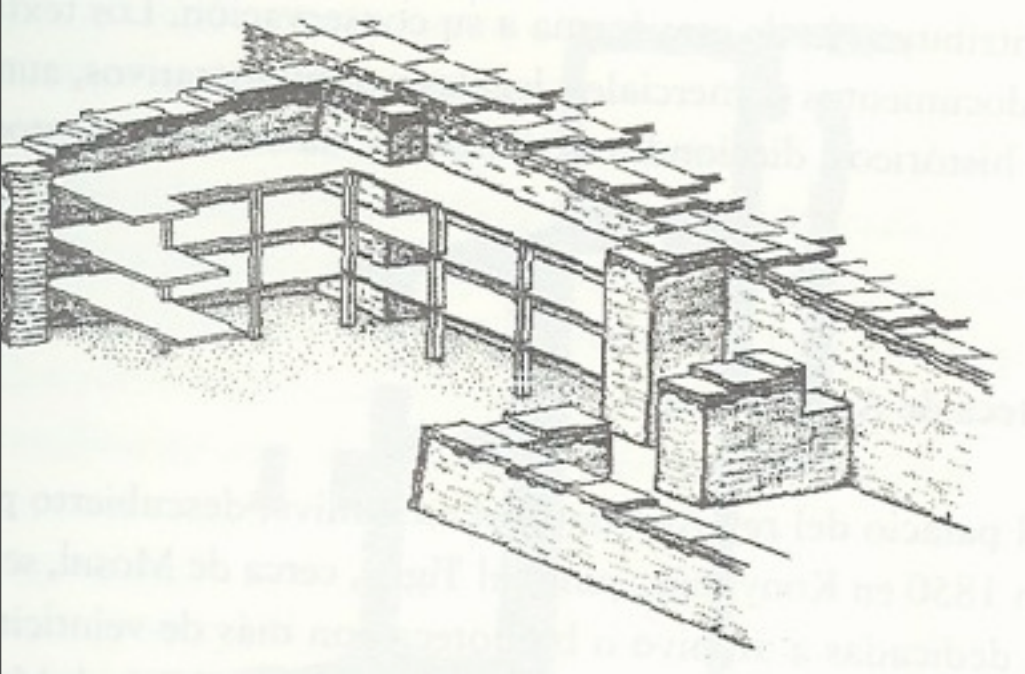


Oracle Bones
Anyang, c1100 bce

"as early as the second millennium BCE the Chinese had ... means of organizing and storing their written records."

--Helliwell, 1998

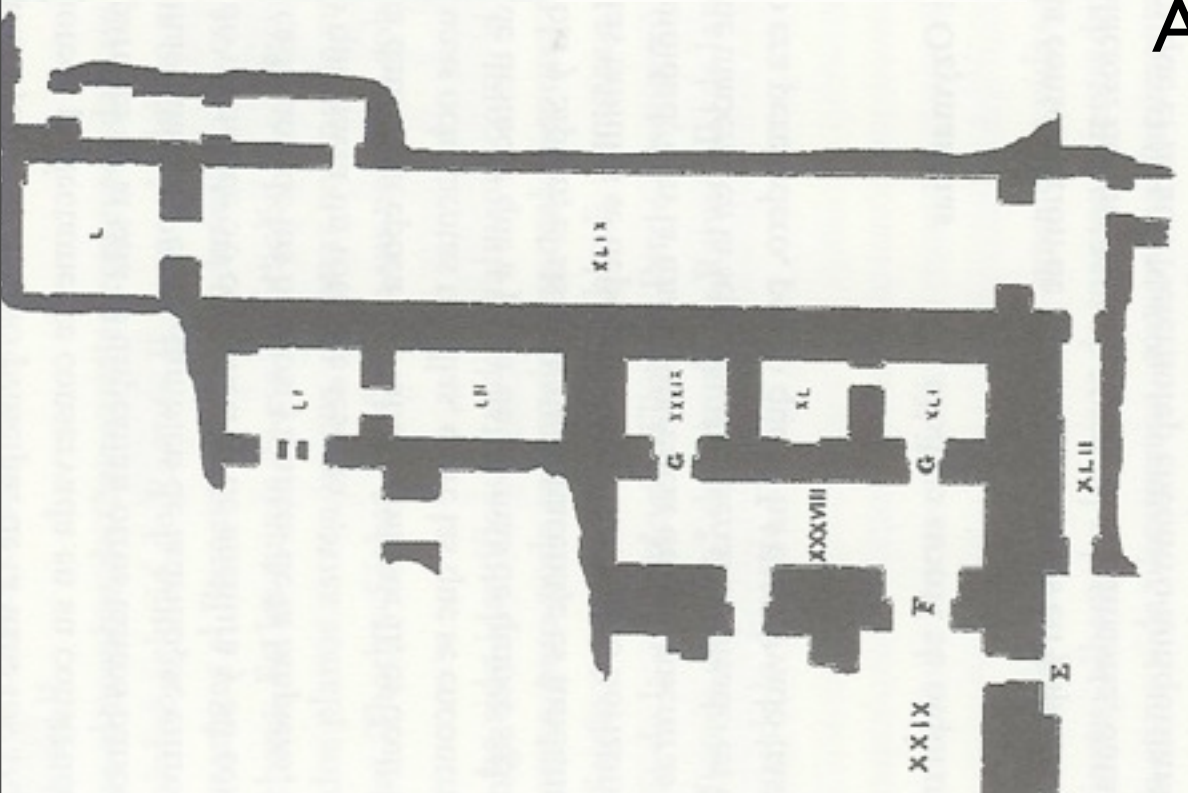
stored writings



Ebla (Syria) c 2250 bce

Babylon (Iraq) c 1790 bce, 15,000 tablets
Hammurabi

Nineveh (Iraq) c. 650 bce, 31,000 tablets
Ashurbanipal; destroyed 612 bce



what's stored

a distinction of significance?

Ebla: accounts, lists, etc.

Nineveh: *Gilgamesh*

"see the travails of Gilgamesh, all that
he went through"





Ptolemy I
368–282



Ptolemy II
308–246



Ptolemy III
284–222

the archetype

Alexandria

"[T]he Ptolomies "sought to make their capital the cultural center of the Greek world ... what they couldn't buy...commandeered...confiscated"

--Casson, *Libraries of the Ancient World*, 2000

a "public" library c. 300 b.c.e

490,000 in main library ; 42,800 in "daughter"

"Anthony gave the 200,000 books in the library of Pergamum ... as a gift."



Islam

Bayt al-Hikma, Baghdad, 9th century ("The House of Wisdom")

"Whoever wanted was at liberty to copy any book he wished to copy, or whoever required to read a certain book could do so."

--James Thompson, *The Medieval Library*, 1939

mathematics, astronomy, medicine, chemistry, zoology,
geography

a mandate to translate



Europe

religious foundations

Humbert de Romanis (c1194-1277)

dry, well ventilated, ample shelving, subject categories, catalogue, titles on spines; up to date, selling old and duplicates to buy new; regular hours; "reference" book chained, others portable; loans recorded

Registrum Anglie de Libris Doctorum et Auctorum (13th cent)

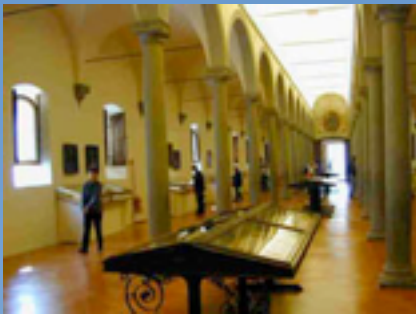
Trithemius (15 - 16th cent)

Mazarin (17th cent)





state libraries



Paris (Charles V, 1338-1380)

Florence (Cosimo de Medici, 1389-1464)

Vatican (15th century)

Escorial (16th century)



palace to museum to library to ...



British museum (dept of printed books), 1753

Old Royal Library (Geo II, acquired 1757)

"the British Museum ... adding to each at the public expense, those articles that are wanting ... by purchasing all the books of character ... They might be classed in centuries, according to the dates of their publication, and catalogues printed of them and the manuscripts... a complete apparatus of a course of mathematics, mechanics, and experimental philosophy."

--Tobias Smollett, *Humphrey Clinker*, 1771

King's Library (Geo III, 65,000 vols acquired 1823)





CAPTURE AND BURNING OF WASHINGTON BY THE BRITISH, IN 1814.



LoC

1800 - library, c. 3,000 books

1814 - destruction

"I learn from the newspapers that the vandalism of our enemy has triumphed over science as well as the arts" -- Jefferson

1815 sale of Jefferson's library

6,487 books; \$23,950

1851 fire destroys 35,000 books

1897 Thomas Jefferson building



for the public

smaller scale

Cheetham, England, 1653
(first public library)

Cranston Library, Reigate 1701
(first public lending library)

Coffee-House libraries, 18th century

"Few, indeed, but crowned and mitred heads ... were able to procure a number of books sufficient to merit the appellation of a Library; and even the boasted libraries of princes and prelates, were such, as are now easily exceeded by every private collection."



19th century

Beijing libraries and bun shops

Mudie's Select Library

Mechanics subscription libraries

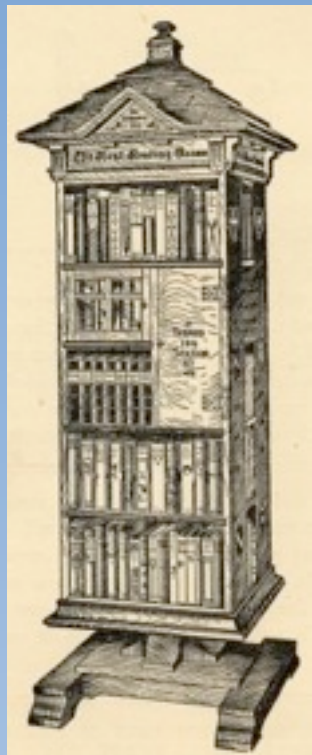
Tabard Inn 5 ¢ Booklover's Library

bibliothekswesens

1953 rental libraries: 600 million circulations
(20 times the circulation of public libraries)



Mechanic's Institute, SF



Tabard Inn bookcase

pressed in clay?

time-binding

He came a far road, was weary, found peace,
and set all his labours on tablets of stone

...

See the tablet box of cedar,

Release its clasp of bronze

Lift the lid of its secret

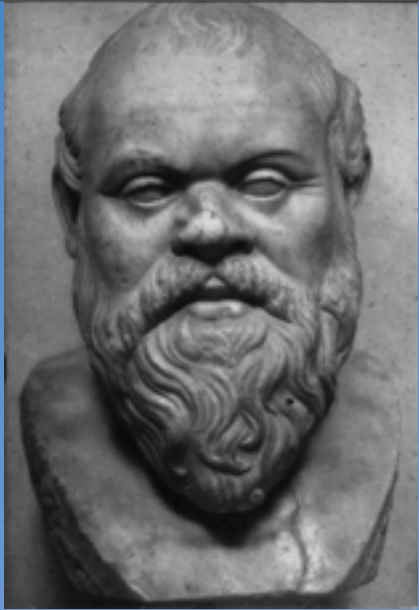
Pick up the tablet of lapis lazuli and read out
the travails of Gilgamesh, all that he went through

--*Gilgamesh*, 3000 bce

[trans Andrew George

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new technologies

Lyceum [Greece]

(Aristotle)

Pergamum

[Turkey]

(c 197 bce)

200,000 scrolls

Alexandria

430,000 volumes



another revolution

questions of preservation

1145, Roger of Sicily ordered all charters on paper to be copied to parchment then destroyed

1248, paper accepted by the notaries of Languedoc

enduring suspicion

"The written word on parchment will last a thousand years. The printed word is on paper. How long will it last? The most you can expect of a book of paper to survive is two hundred years. Only time will tell."

different techniques

different tactics

time-binding to space-binding

(261)

Cup 19

Anno Octavo

Annæ Reginae.

An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned.



Whereas Printers, Booksellers, and other Persons have of late frequently taken the Liberty of Printing, Reprinting, and Publishing, or causing to be Printed, Reprinted, and Published Books, and other Writings, without the Consent of the Authors or Proprietors of such Books and Writings, to their very great Detriment, and too often to the Ruin of them and their Families: For Preventing therefore such Practices for the future, and for the

Encouragement of Learned Men to Compose and Write useful Books: May it please Your Majesty, that it may be Enacted, and be it Enacted by the Queen's most Excellent Majesty, by and with the Advice and Consent of the Lords Spiritual and Temporal, and Commons in this present Parliament Assembled, and by the Authority of the same, That from and after the Tenth Day of April, One thousand seven hundred and ten, the Author of any Book or Books already Printed, who hath not Transferred to any other the Copy or Copies of such Book or Books, Share or Shares thereof, or the Bookseller or Booksellers, Printer or Printers, or other Person or Persons, who hath or have Purchased or Acquired the Copy or Copies of any Book or Books, in order to Print or Reprint the same, shall have the sole Right and Liberty of Printing such Book and Books for the Term of One and twenty Years, to Commence from the said Tenth Day of April, and no longer; and that the Author of any Book or Books already Composed and not Printed and Published, or that shall hereafter be Composed, and his Assignee, or Assigns, shall have the sole Liberty of Printing and Reprinting such Book and Books for the Term of Four-

Et t. 2. ten



lockss

order

ordering books

size

alphabetical

Zenodotus c248 bce

subject

Callimachus c240 bce

"μέγα βιβλίον μέγα κακόν"

big catalogues

Conrad Gesner, *Bibliotheca Universalis ... omnium scriptorum in tribus linguis ...* 1545





Edward Gibbon
1737–1794



Melvil Dewey
1851–1931

The British Library
General Catalogue
of Printed Books
to 1975

71
COTTO-CRAAN

cataloguing



1960
Clive Bingley London
K.G. Saar London-München-New York-Paris



systems of classification

Library of Congress

Thomas Jefferson --Denis Diderot -- Francis Bacon

Dewey [Dui] Decimal

Dewey Decimal System

To learn more about what the parts of a book's

Overview

- 000 Generalities
- 100 Philosophy & psychology
- 200 Religion
- 300 Social sciences
- 400 Language
- 500 Natural sciences & mathematics
- 600 Technology (Applied sciences)
- 700 The arts
- 800 Literature & rhetoric
- 900 Geography & history

23-Ho

selection

selection

Alexandria

Aristophanes c195 bce

Aristarchus c153 bce

scholarly editions
editorial commentary



within bounds

"Even for studies, where expenditure is most honorable, [developing libraries] is justifiable only so long as it is kept within bounds. What is the use of having countless books, and libraries whose mere titles their owners can scarcely read through in a whole life time? The mass of them does not instruct but rather burdens the student; and it is much better to surrender yourself to a few authors than to wander through many. Forty thousand books were burned at Alexandria; let someone else praise this library ... as did Titus Livius, who says that it was the most distinguished achievement of the good taste and solicitude of kings. There was no "good taste" or "solicitude" about it, but only learned luxury--no, not even learned, since they had collected the books, not for the sake of learning, but to make a show, just as many who lack even a child's knowledge of letters use books, not as the tools of learning, but as decoration for the dining room." --Seneca, *De Tranquillitate Animi* c. 63

curriculum, *n.*

View as: [Outline](#) | [Full entry](#)

Pronunciation: /kəˈrɪkjʊləm/

Forms: Pl. **curricula.**

Etymology: Latin, = course, career (*lit.* and *fig.*): see above.

A course; *spec.* a regular course of study or training, as at a school or university. (The recognized term in the Scottish Universities.) **curriculum vitae** *n.* the course of one's life; a brief account of one's career.

search, *v.*

View as: [Outline](#) | [Full entry](#)

Text size: [A](#)

Quotations: [Show all](#) | [Hide](#)

Pronunciation: /sɜːtʃ/

Forms: *α.* ME–15 **serch(e, cherche, ME sorche, ME–15 sarche, searche, 15 sarych, scarche, ...** ([Show More](#))

Etymology: < Old French *cerchier* (modern French *chercher*), corresponding to Provençal *cercar*, Italian *cercare* to seek, Spanish *cercar*, Portuguese *cercar* to surround < late Latin *circāre* to go round, < Latin *circus* circle. ([Show Less](#))

I. To explore, examine thoroughly.

encyclopaedia | encyclopedia, *n.*

View as: [Outline](#) | [Full entry](#)

Text size: [A](#)

Quotations: [Show all](#) | [Hid](#)

Pronunciation: /ɛnˌsaɪkləʊˈpiːdrə/

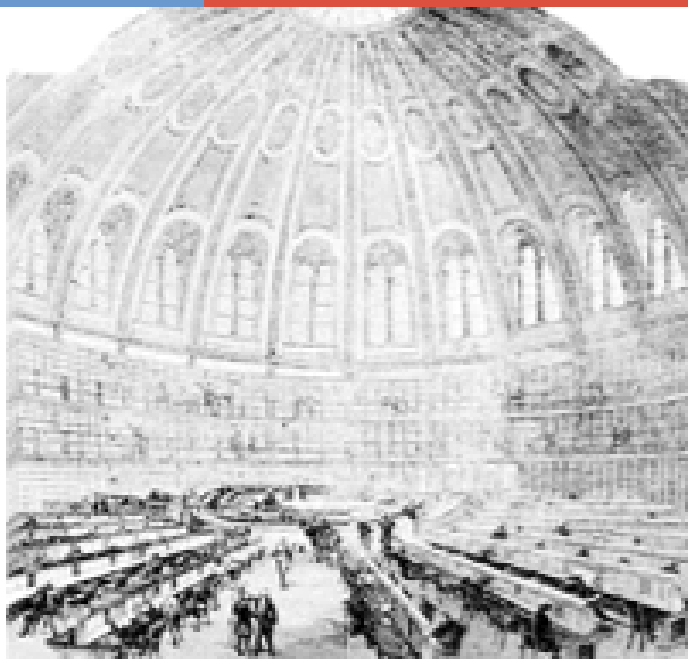
Forms: Also 16 in adapted forms **encyclopaëdie- -y, -pedie, -pedy, -ped(e.**

Etymology: < late Latin *encyclopaedia*, < pseudo-Greek *ἐγκυκλοπαιδεία*, an erroneous form (said to be a false reading) occurring in MSS. of Quintilian, Pliny, and Galen, for *ἐγκύκλιος παιδεία* 'encyclical education', the circle of arts and sciences considered by the Greeks as essential to a liberal education (compare *ENCYCLICAL* *adj.* 1).

The spelling with *æ* has been preserved from becoming obsolete by the fact that many of the works so called have Latin titles, as *Encyclopædia Britannica*,

encircling

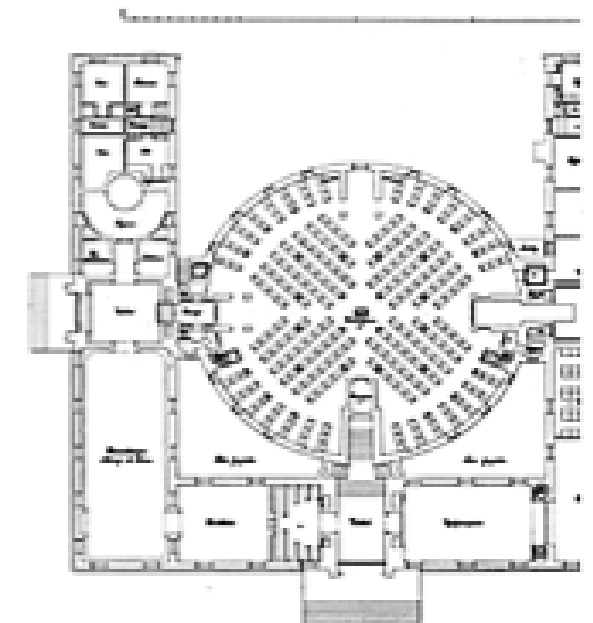
Smirke, British
Museum Reading
Room, 1851



Pelz/Casey Reading Room,
LOC, ca 1898



Labrouste, Bibliothèque
Nationale 1868



Asplund, Stockholm City
Library, 1928

status



status

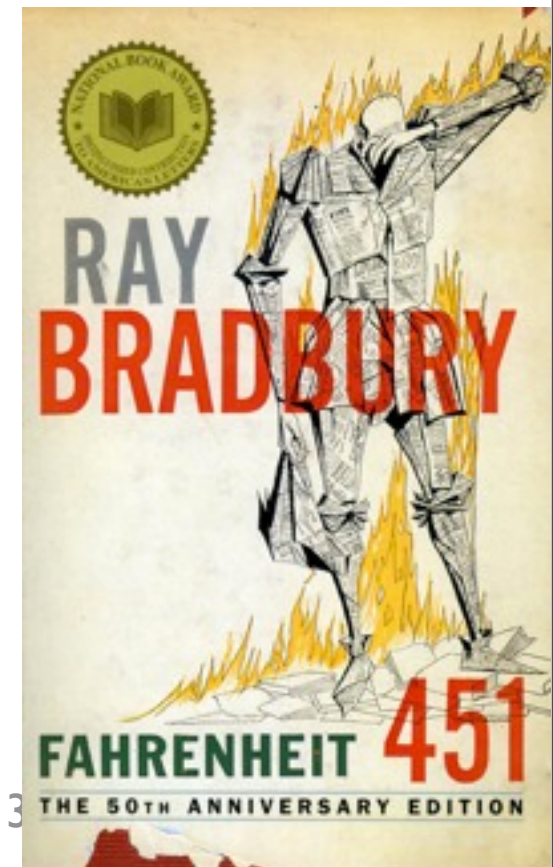
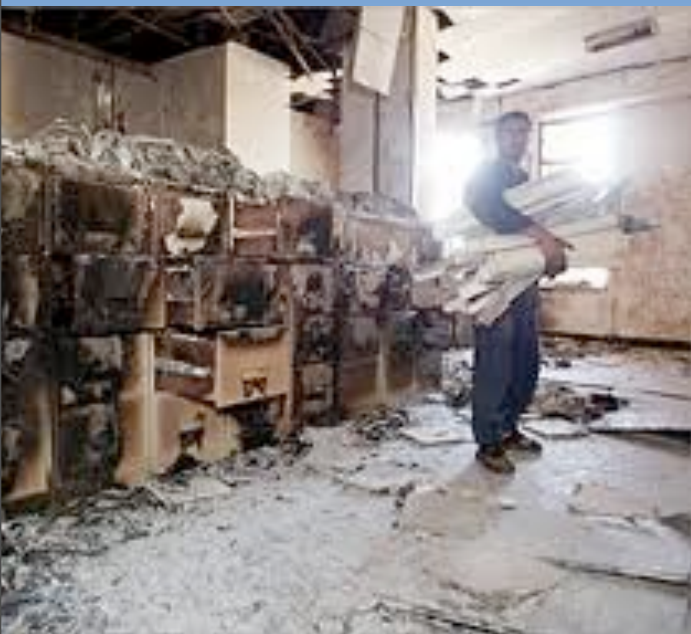
"Libraries are the Memory of Mankind"

--Goethe

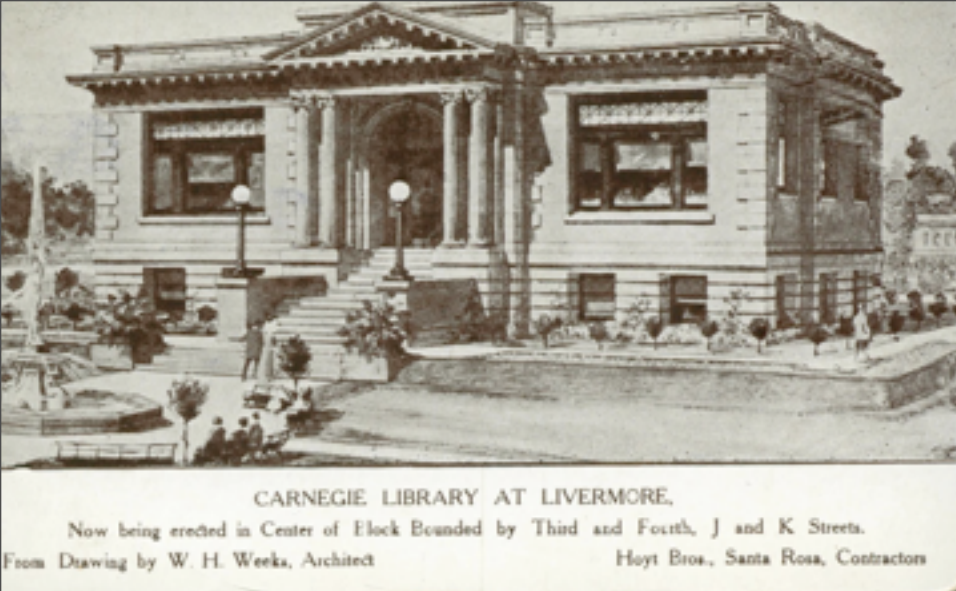
"Reserves against a spiritual winter"

--Yourcenar

Babylon, Pergamum, Alexandria, Tripoli, ...
Sarajevo, Baghdad, Timbuktu ...



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obligations

a public good

acquisition by ...

pillage

deposit

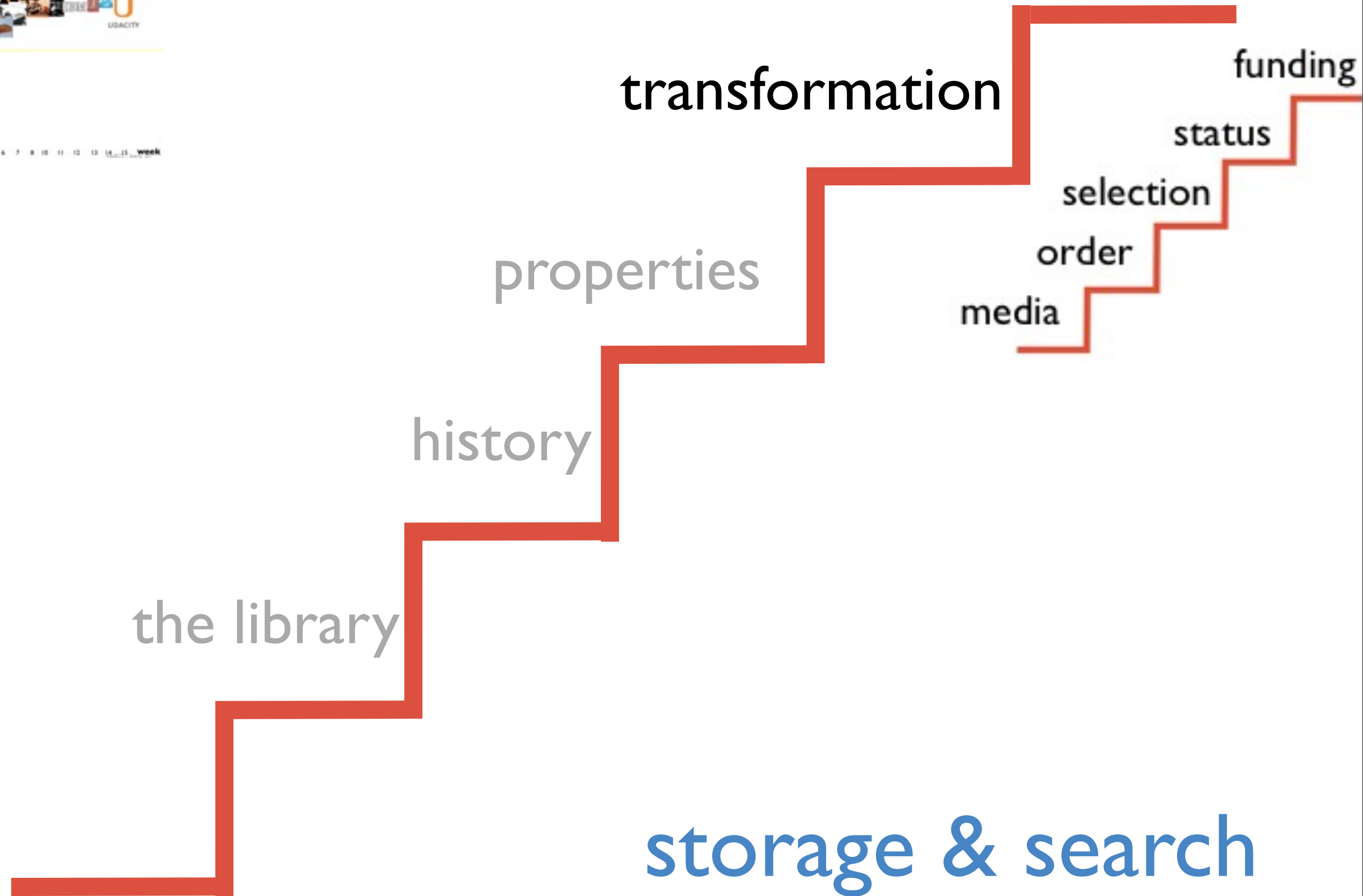
acquisition (LoC)

public funds -- public libraries act (UK 1850)

philanthropy -- (BL, Carnegie libraries)



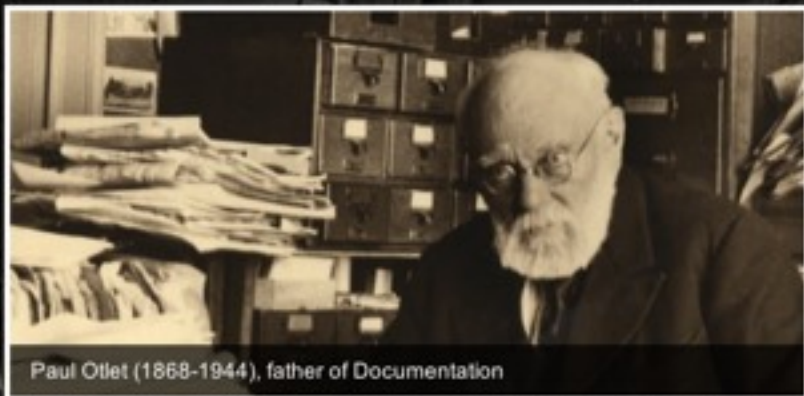
overview



Photography applied to Catalogues of Books.—May not photography be usefully applied to the making of catalogues of large libraries? It would seem no difficult matter to obtain any number of photographs, of any required size, of the title-page of any book. Suppose the plan adopted, that five photographs of each were taken; they may be arranged in five catalogues, as follows:—Era, subject, country, author, title. These being arranged alphabetically, would form five catalogues of a library probably sufficient to meet the wants of all. Any number of additional divisions may be added. By adopting a fixed breadth—say three inches—for the photographs, to be pasted in double columns in folio, interchanges may take place of those unerring slips, and thus librarians aid each other. I throw out this crude idea, in the hope that photographers and librarians may combine to carry it out. ALBERT BLOR, LL.D.
Dublin.

Photographic Copies of Ancient Manuscripts.—Might not photography be well employed in making facsimiles of valuable, rare, and especially of unique ancient manuscripts? If copies of such manuscripts could be multiplied at a moderate price, there are many proprietors of libraries would be glad to enrich them by what, for all purposes of reference, would answer equally well with the originals. A.

[This subject, which has already been touched upon in our columns, has not yet received the attention it deserves. We have now before us a photographic copy of a folio page of a MS. of the fourteenth or fifteenth century, on which are inscribed a number of charters; and, although the copy is reduced so as to be but about 2 inches high and 1½ broad, it is perfectly



Paul Otlet (1868-1944), father of Documentation

Paul Otlet was a Belgian author, entrepreneur, visionary, lawyer and peace activist. He is considered as one of the fathers of information science, a field he called "Documentation". The World Science Festival 2012 in New York recognized him as "the father of the idea of Internet".

Paul Otlet
1868-1924

origins of the internet?

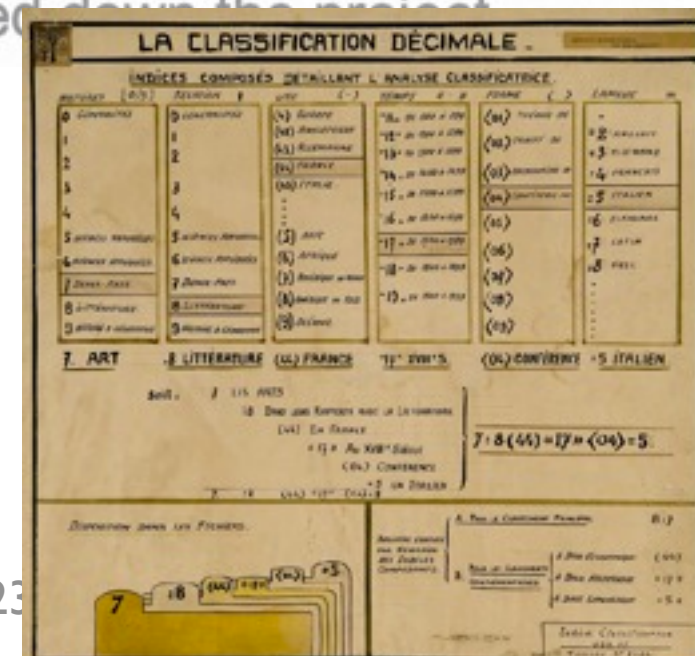
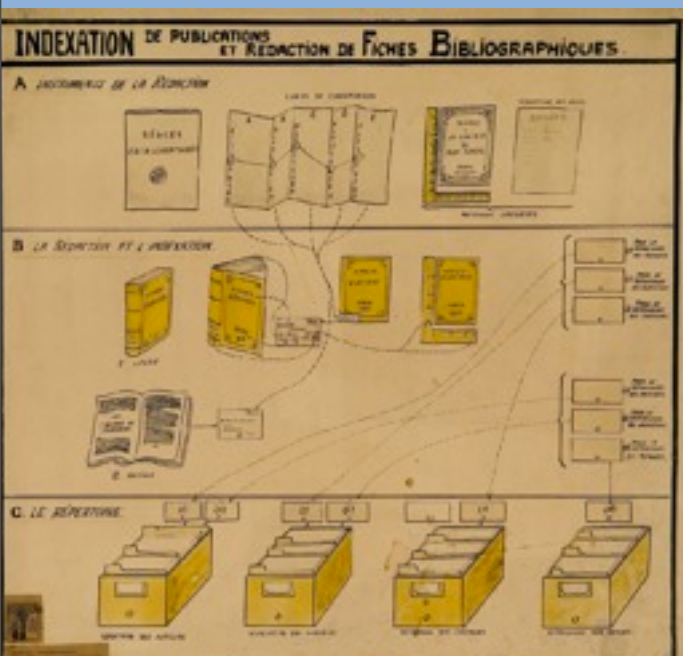
Otlet, documentalism, & the Mundaneum

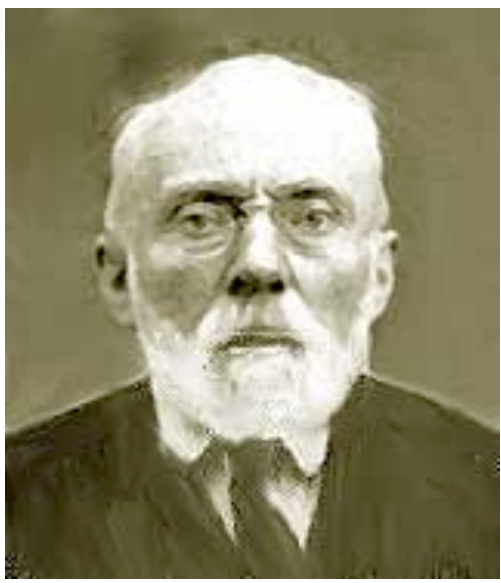
Otlet and La Fontaine aimed to preserve peace by assembling knowledge and making it accessible to the entire world. They built an international documentation center called Mundaneum. They invented the modern library Universal Decimal Classification system. La Fontaine won the Nobel Peace Prize in 1913.

By 1935, their Mundaneum grew to a staggering 16 million cards covering subjects ranging from the history of hunting dogs to finance!

World War II and the death of both founders slowed down the project

google.com/cultural_institute





origins?

collection or selection

The external make-up of a book, its format and the personality of its author are unimportant provided that its substance, its sources of information and its conclusion are preserved and can be made an integral part of the organization of knowledge, an impersonal work, created by the efforts of all ... the ideal ... would be to strip each article or each chapter in a book of whatever is a matter of fine language or repetition or padding and to collect separately on cards whatever is new and adds to knowledge.

--Paul Otlet, *Selected Essays*

antecedents

"When we run over our libraries persuaded of these principles, what havoc must we make? If we take in our hand any volume; of divinity or school metaphysics, for instance, let us ask Does it contain any abstract reasoning concerning quantity or number? No. Does it contain any experimental reasoning concerning matter of fact and existence? No. Commit it to the flames: for it can contain nothing but sophistry and illusion."

--David Hume, *Enquiry ... Understanding*, 1777

media

digital liberation

the age of information

"Information wants to be free"

--Stewart Brand

"filosofar vuol esser libero"

-- Galileo ...

"libertas philosophandi"

--Alcinous, Kepler, ...



from storage to search



1988, WAIS

1990 -- Archie

1992 -- Veronica (Gopher)

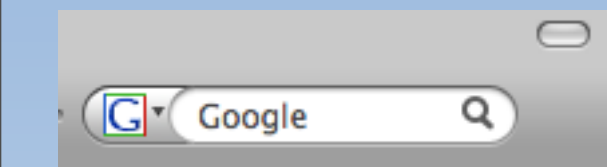
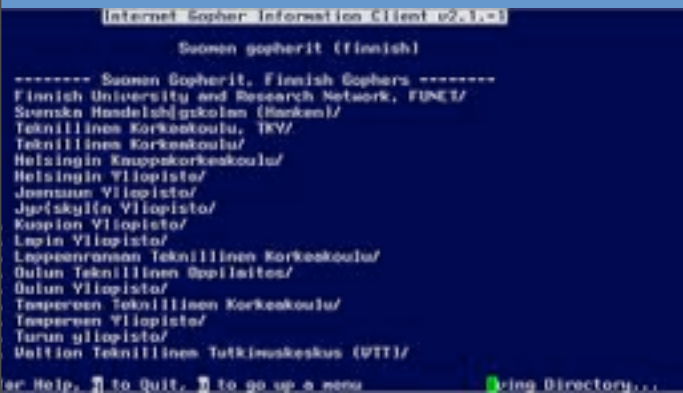
1994 -- Lycos

1995 -- Alta Vista, Yahoo

1996 -- Inktomi

1997 -- Ask Jeeves

1998 -- Overture (aka GoTo.com)



real change?

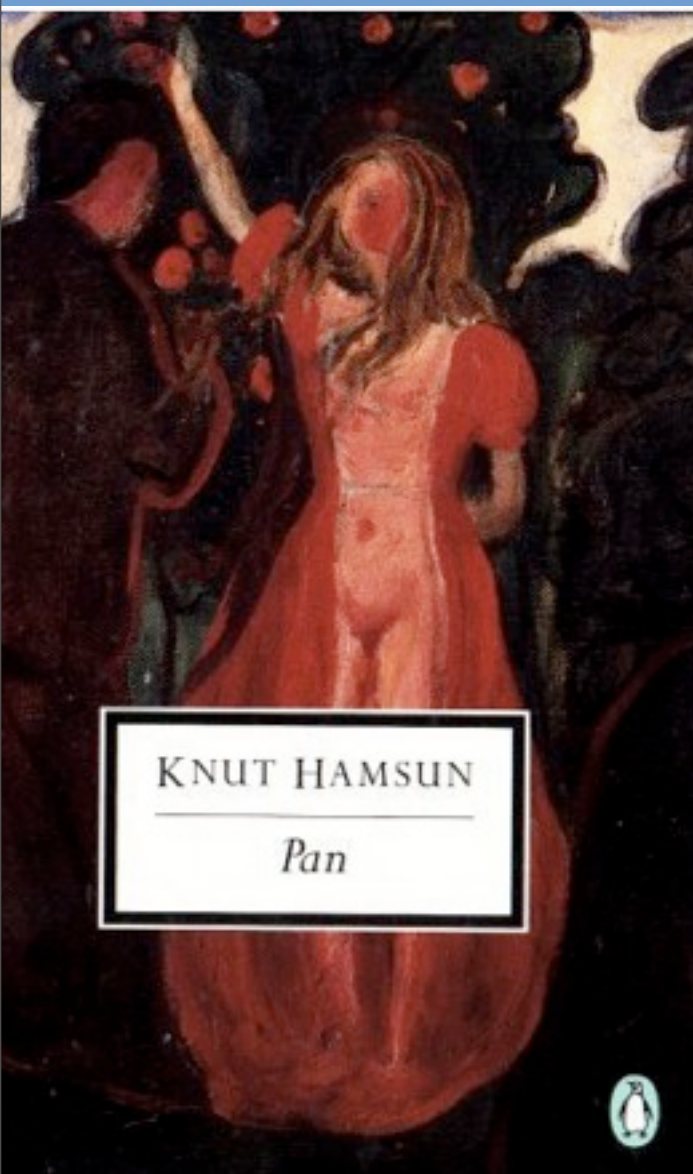
YAHOO!

yet another hierarchical officious oracle

Google™

to organize the world's information

limits to liberation?



The hunter, that's me, and she will give me a sign with her eyes to make me understand. And when she comes my heart understands all, and it no longer beats, it peals. And she is naked under her dress⁷ from head to foot, and I lay my hand upon her.

Tie my shoelace! she says with flaming cheeks. And a little later she whispers directly against my mouth, against my lips, Oh, you're not tying my shoelace, sweetheart, you're not tying . . . not tying my . . .

But the sun dips its disk into the sea and then rises again, red, renewed, as if it has been down to drink. And the air is full of whisperings.

An hour later she says against my mouth, Now I must leave you.

Researching a topic?

Search the latest index of the world's books. Find millions of great books you can preview or read for free.

hamsun Pan

Search Books

[Browse books and magazines »](#)



New! Shop for Books on Google Play

Browse the world's largest eBookstore and start reading today on the web, tablet, phone, or ereader.

[Go to Google Play Now »](#)



Google play

[My library](#)

no probs

hamsun Pan

And the huntsman is myself, and she will give me a glance of her eyes that I may understand. And when she comes, my heart knows all, and no longer beats like a heart, but rings as a bell. I lay my hand on her.

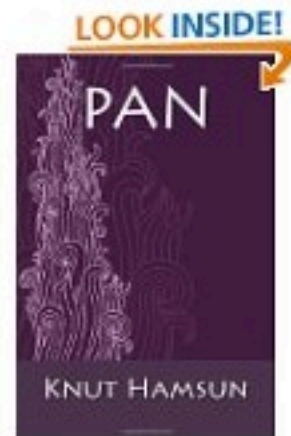
“Tie my shoe-string,” she says, with flushed cheeks. . . .”

The sun dips down into the sea and rises again, red and refreshed, as if it had been to drink. And the air is full of whisperings.

selection

selection

1.



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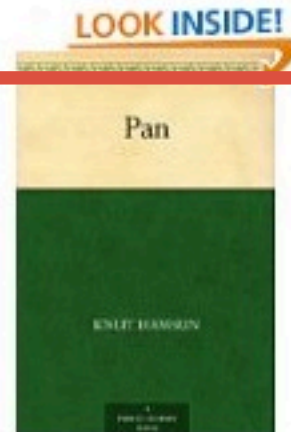
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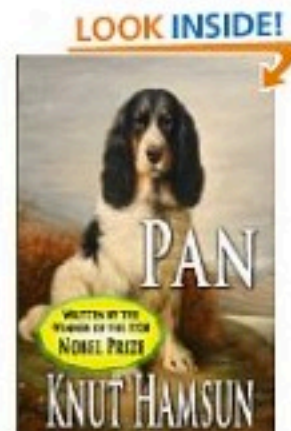
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KNUT HAMSUN

Pan



before my time

The Chronicle Review

Right zone
Opinion & Ideas > The Chronicle Review

E-mail Print Comment (46) Share

August 31, 2009

Google's Book Search: A Disaster for Scholars

By Geoffrey Nunberg

Whether the Google books settlement passes muster with the U.S. District Court and the Justice Department, Google's book search is clearly on track to becoming the world's largest digital library. No less important, it is also almost certain to be the last one. Google's five-year head start and its relationships with libraries and publishers give it an effective monopoly: No competitor will be able to come after it on the same scale. Nor is technology going to lower the cost of entry. Scanning will always be an expensive, labor-intensive project. Of course, 50 or 100 years from now control of the collection may pass from Google to somebody else—Elsevier, Unesco, Wal-Mart. But it's safe to assume that the digitized books that scholars will be working with then will be the very same ones that are sitting on Google's servers today, augmented by the millions of titles published in the interim.

That realization lends a particular urgency to the concerns that people have voiced about the settlement—about pricing, access, and privacy, among other things. But for scholars, it raises another, equally basic question: What assurances do we have that Google will do this right?

Doing it right depends on what exactly "it" is. Google has been something of a shape-shifter in describing the project. The company likes to refer to Google's book search as a "library," but it generally talks about books as just another kind of information resource to be incorporated into Greater Google. As Sergey Brin, co-founder of Google, puts it: "We just feel this is part of our core mission. There is fantastic information in books. Often when I do a search, what is in a book is miles ahead of what I find on a Web site."

Seen in that light, the quality of Google's book search will be measured by how well it supports the familiar activity that we have come to think of as "googling," in tribute to the company's specialty: entering in a string of keywords in an effort to locate specific information, like the dates of the Franco-Prussian War. For those purposes, we don't really care about metadata—the who, what, where, and when provided by a library catalog. It's enough just to find a chunk of a book that answers our needs and barrel into it sideways.

But we're sometimes interested in finding a book for reasons that have nothing to do with the information it contains, and for those purposes googling is not a very efficient way to search. If you're looking for a particular edition of *Leaves of Grass* and simply punch in, "I contain multitudes," that's what you'll get. For those purposes, you want to be able to come in via the book's metadata, the same way you do if you're trying to assemble all the French editions of Rousseau's *Social Contract* published before 1800 or books of Victorian sermons that talk about profanity.

Or you may be interested in books simply as records of the language as it was used in various periods or genres. Not surprisingly, that's what gets linguists and assorted wordniks adrenalinized at the thought of all the big historical corpora that are coming online. But it also raises alluring possibilities for social, political, and intellectual historians and for all the strains of literary philology, old and new. With the vast collection of published books at hand, you can track the way happiness replaced felicity in the 17th century, quantify the rise and fall of propaganda or industrial democracy over the course of the 20th century, or pluck out all the Victorian novels that contain the phrase "gentle reader."



VIRTUAL COMMUNITY: HOMESTEADING ON THE ELECTRONIC FRONTIER

by HOWARD RHEINGOLD - [Computers](#) - 1899

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Do Que É Feito O Pensamento

by STEVEN PINKER - [Psychology](#) - 1899 - 544 pages

Page 411

... no really good.7" Além disso, como ressaltou o linguista

Geoffrey Nunberg,

embora de não imaginar o diálogo How brilliant was it? Verv (Nã



VIDA SOCIAL DA INFORMAÇÃO, A

by JOHN SEELY BROWN, PAUL DUGUID - [Computers](#) - 1899 -

300 pages

Com base em suas experiências profissionais como cientista-chefe e pesquisador-

especialista, os autores avaliam os aspectos em sua busca por



Annual report of the American historical Association - Page 19

[History](#) - 1884

... Berkeley Seized Letters as Legal Evidence in the Paris Revolutionary Tribunal, 1793-1794. Carla Hesse, University of California, ...

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New Jersey history

by New Jersey Historical Society - [History](#) - 1971

... Annalee Saxenian, "In Search of Power: The Organization of Business Interests in Silicon Valley and Route 128," *Economy and Society* 18

Name	Artist	Album
✓ Allegro Con Brio	Ludwig van Beethoven...	Alexander String Qua...
✓ Adagio Affettuoso Ed Ap...	Ludwig van Beethoven...	Alexander String Qua...
✓ Scherzo. Allegro Molto	Ludwig van Beethoven...	Alexander String Qua...
✓ Allegro	Ludwig van Beethoven...	Alexander String Qua...
✓ Allegro	Ludwig van Beethoven...	Alexander String Qua...
✓ Menuetto	Ludwig van Beethoven...	Alexander String Qua...
✓ Andante Cantabile. The...	Ludwig van Beethoven...	Alexander String Qua...
✓ Allegro	Ludwig van Beethoven...	Alexander String Qua...

going open

Name	Artist	Album
✓ String Quartet in E ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in E ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in E ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in E ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in C ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in C ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in C ...	Alexander String Quartet	String Quartets Op.5...
✓ String Quartet in C ...	Alexander String Quartet	String Quartets Op.5...

acernote.

Name	Artist	Album
✓ Op. 18 No. 2 in G Ma...	Allegro	Beethoven String Quar...
✓ Op. 18 No. 2 in G Ma...	Adagio cantabile	Beethoven String Quar...
✓ Op. 18 No. 2 in G Ma...	Scherzo (Allegro) & Trio	Beethoven String Quar...
✓ Op. 18 No. 2 in G Ma...	Allegro molto, quasi ...	Beethoven String Quar...
✓ Op. 18 No. 6 in B- M...	Allegro con brio	Beethoven String Quar...
✓ Op. 18 No. 6 in B- M...	Adagio, ma non troppo	Beethoven String Quar...
✓ Op. 18 No. 6 in B- M...	Scherzo (Allegro) & Trio	Beethoven String Quar...
✓ Op 18 No 6 in B- Major	La malinconia. Adagio...	Beethoven String Quar...

obligations

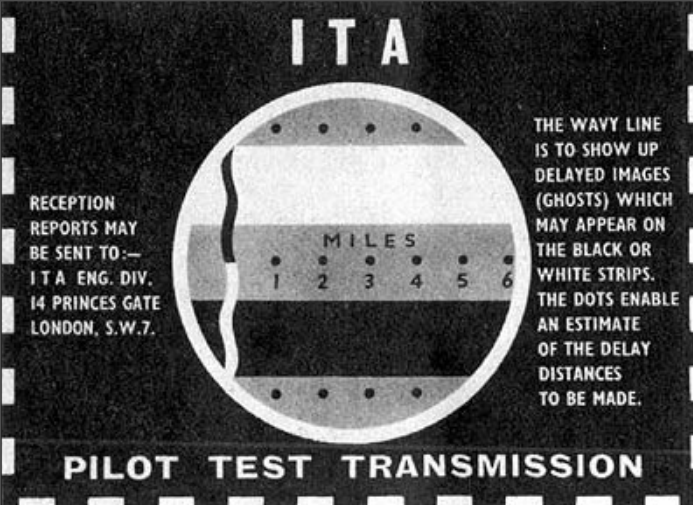
new technologies, old questions

a suspect relation

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

Herbert Hoover, 1922





a plague



John Reith
1889–1971

"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."

--John Reith, director general of
the BBC (1923–1939), 1954

obligations

new media, new concerns?



London Gazette

1666 June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. **This is to notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.**



change of mind

change of subject

Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elabaratory.

London Gazette, 1678

public good

224 *The IDLER.* N^o 40.

N^o 40. *Saturday, January 20.*

THE practice of appending to the narratives of public transactions, more minute and domestic intelligence, and filling the News-papers with advertisements, has grown up by slow degrees to its present state.

GENIUS is shewn only by Invention. The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and Powder were to be sold, was undoubtedly a man of great sagacity, and profound skill in the nature of Man. But when he had once shewn the way, it was easy to follow him; and every man now knows a ready method of informing the Publick of all that he desires to buy or sell, whether his wares be material or intellectual; whether he makes Cloaths, or teaches the Mathematics; whether he be a Tutor that wants a Pupil, or a Pupil that wants a Tutor.

WHAT-

"The trade of advertising is now so near perfection that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question ... Whether they do not sometimes play too wantonly with our passions."

--Samuel Johnson, 1759



Horace Greeley
1811-1872

remuneration

"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one."



Horace Greeley, *New York Tribune*

a suspect relationship



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



all well in the googleplex?

Why I left Google



James Whittaker 13 Mar 2012 10:54 AM

263

RATE 1
★★★★★

Ok, I relent. Everyone wants to know why I left and answering individually isn't scaling so here it is, laid out in its long form. Read a little (I get to the punch line in the 3rd paragraph) or read it all. But a warning in advance: there is no drama here, no tell-all, no former colleagues bashed and nothing more than you couldn't already surmise from what's happening in the press these days surrounding Google and its attitudes toward user privacy and software developers. This is simply a more personal telling.

It wasn't an easy decision to leave Google. During my time there I became fairly passionate about the company. I keynoted four Google Developer Day events, two Google Test Automation Conferences and was a prolific contributor to the Google testing blog. Recruiters often asked me to help sell high priority candidates on the company. No one had to ask me twice to promote Google and no one was more surprised than me when I could no longer do so. In fact, my last three months working for Google was a whirlwind of desperation, trying in vain to get my passion back.

The Google I was passionate about was a technology company that empowered its employees to innovate. The Google I left was an advertising company with a single corporate-mandated focus.

Technically I suppose Google has always been an advertising company, but for the better part of the last three years, it didn't feel like one. Google was an ad company only in the sense that a good TV show is an ad company: having great content attracts advertisers.

Under Eric Schmidt ads were always in the background. Google was run like an innovation factory, empowering employees to be entrepreneurial through founder's awards, peer bonuses and 20% time. Our advertising revenue gave us the headroom to think, innovate and create. Forums like App Engine, Google Labs and open source served as staging grounds for our inventions. The fact that all this was paid for by a cash machine stuffed full of advertising loot was lost on most of us. Maybe the engineers who actually worked on ads felt it, but the rest of us were convinced that Google was a technology company first and foremost; a company that hired smart people and placed a big bet on their ability to innovate.

control or freedom?

"A record if it is to be useful to science must be continuously extended, .. stored .. consulted ... The camera hound ... wears on his forehead a lump little larger than a walnut ... every time [the scientist] looks at something worthy of the record, he trips the shutter

--Vannevar Bush, "As We May Think," 1945



old tradeoffs

Morse paradox

"The record of intelligence is made in a permanent manner

...

Communications are secret to all but the persons for whom they are intended."

--Morse to Congress

library vs search engines

Netflix reversal



obligations

price of freedom?

and should we worry?

"You have zero privacy.... Get over it!"

--Scott McNealy, Sun Microsystems

"If you have something you don't want anyone to know, maybe you shouldn't be doing it in the first place."

--Eric Schmidt, Google

trade secrets?

facebook

Keep me logged in Forgot your password?

Facebook Ads

Reach over 500 million people where they connect and share

Create an Ad

or login to manage existing ads

Overview Case Studies



Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by age and interests
- Test simple image and text ads and use what works



Deepen Your Relationships

- Promote your Facebook Page or website



Control Your Budget

- Set the daily budget you are

control your ...

facebook

Keep me logged in Forgot your password?

Facebook Ads

Reach over 800 million people where they connect and share

Create an Ad

or contact our sales team

Overview Case Studies



Reach Your Target Customers

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?



Advertise on Facebook

Over 1 billion people. We'll help you reach the right ones.

Create an Ad

For free first time setup service

Call 1-800-601-0077 or request a callback

Overview

How it Works

Success Stories

State Bicycle Co.

Luxury Link

Top Questions

Step 1: Build your Facebook Page

Everything on Facebook starts with your Page. Create a Page. It's a simple, free way to communicate with customers.

Step 2: Connect with people

Get people to like your Page. Create several ads and target based on location, demographics and interests.

Step 3: Engage your audience

Post quality updates and promote your posts with ads to engage your customers and their friends. Start now.

radical response?

"For almost all of human history, most of what humans experienced was quickly forgotten. Today, however, retention of digital data is (relatively) easy and cheap. As a consequence, and absent other considerations, we keep rather than delete it. ... I propose that we shift the default when storing personal information back to where it has been for millennia, from remembering forever to forgetting over time."

--Victor Mayer-Schönberger, "Useful Void," 2007

Google launches tool to determine data use after death

Google will allow users to decide what happens to their data after they die or become inactive online, the first major company to deal with the sensitive issue.

The feature applies to email, social network Google Plus and other accounts.

Users can choose to delete data after a set period of time, or pass it on to specific people.

Internet users around the world have expressed concern about what happens to their data after their demise.



The feature applies to Google-run Gmail, Google Plus, YouTube, Picasa and other services

Related Stories

"We hope that this new feature will enable you to plan your digital afterlife - in a way that protects your privacy and security - and make life easier for your loved ones after you're gone," Google said in a [blogpost](#).

California-based Google also owns YouTube, photo-sharing service Picasa and Blogger.

Google said users can opt to have their data deleted after three, six, nine or 12 months of inactivity. Alternatively, certain contacts can be sent data from some or all of their services.

Inactive Account Manager

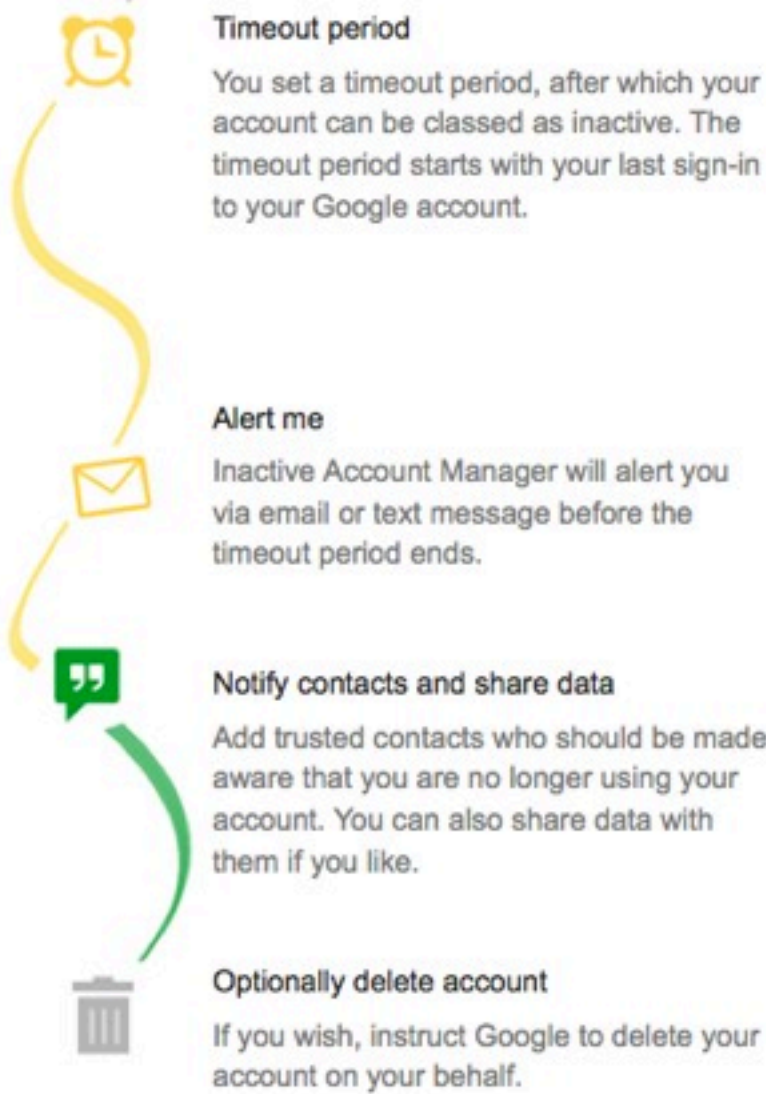
the Mayer-Schönberger defense?

What should happen to your photos, emails and documents when you stop using your account? Google puts you in control.

You might want your data to be shared with a trusted friend or family member, or, you might want your account to be deleted entirely. There are many situations that might prevent you from accessing or using your Google account. Whatever the reason, we give you the option of deciding what happens to your data.

Using Inactive Account Manager, you can decide if and when your account is treated as inactive, what happens with your data and who is notified.

Setup



coming up

18 Apr: Advent of the Internet

Required Readings

- Berners-Lee, Tim. 2000. “info.cern.ch.” Chapters 1-3 in *Weaving the Web*. New York City: HarperCollins.
- Leiner, Barry M., Vinton G. Cerf, David D. Clark, Robert E. Kahn, Leonard Kleinrock, Daniel C. Lynch, Jon Postel, Larry G. Roberts, Stephen Wolff, “A Brief History of the Internet,” *The Internet Society*.

Assignment 10 – Internet Access

Assignment due Tuesday, 4/16 at 8 pm posted on bSpace.

In her recent book *Captive Audience*, the legal scholar Susan Crawford argues that broadband access in America has been hampered by the oligopoly/monopoly of the cable companies. As a result, she says, Americans pay more for slower access than people in other parts of the world, and many people still have no access at all. She concludes that broadband access should be regulated on the model of a public utility such as electric power.

Some have argued that Crawford is wrong: broadband access is not like a public utility, government regulation would be highly costly, strangle service and innovation, and things aren't as bad as Crawford says they are.

Read some material on both sides (see below), and then decide whether, on the whole, you think more government regulation of broadband access is a good or bad idea. Is it appropriate to compare broadband to a public utility? Would deregulation be a better solution? Summarize your view in 3 points, in a total of no more than 350 words.

Once the assignments are in, we're going to ask the class to participate in an in-class debate, calling on a few people to present each side, then voting Oxford debate style. At the top of your assignment, indicate whether you want to opt out from presenting). No extra points, but the presiding spirit of class participation will be hovering close by.

You can find the [introduction to Crawford's book here](#): click "Look Inside" or send yourself a sample at your Kindle, iPad, etc.

Here's NY Times opinion piece by Crawford called "[How to get America Online](#)".

For background on cable regulation, [see Ch 2 of her book here](#) (see Chapter II, pp. 35-63 (some pages missing)).

Time magazine gives a [mostly positive review of Crawford here](#).

Here are two largely critical reviews of Crawford's book:

<http://onforb.es/ZWdv6d>

<http://goo.gl/BQgk4>