

Blogging, Free Speech and the Sharing Economy

Joichi Ito
March 29, 2005

The Internet's Open Standards and Innovation at the Edges

Creative Commons

Connecting people

html

Connecting content

TCP/IP

Creating the network

Ethernet

Connecting computers

The Creative Class

- Anti-establishment, critical thinking and autonomous action
- Self-fulfillment, self-expression and creation
- Sharing, collective action and community
- Learning and openness to innovation

Mind the gap

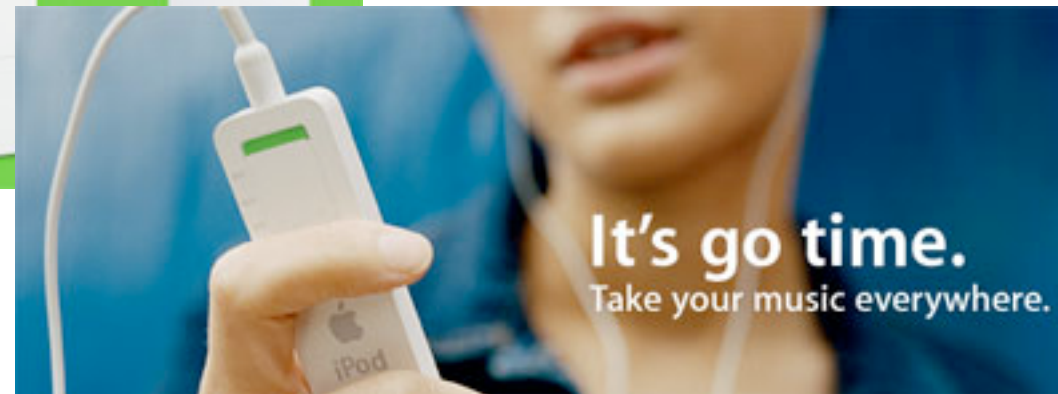
**A Political
Parody**

FIGHT BACK!

**Created By
James E. Saldana**



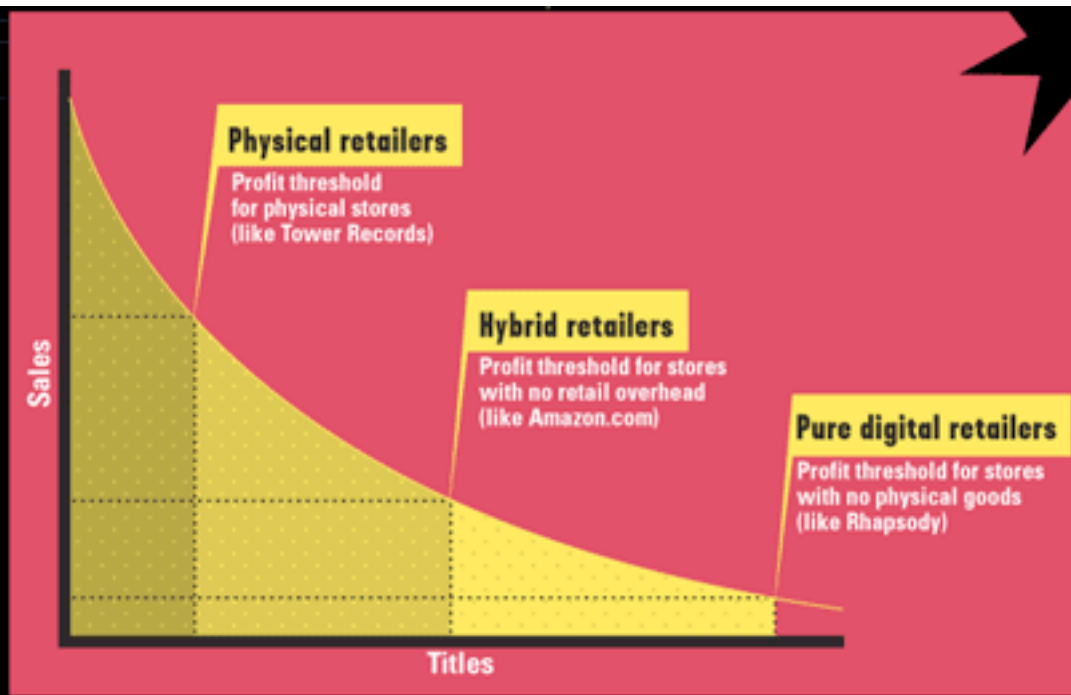
iPod Shuffle



THE BIT PLAYER ADVANTAGE

Beyond bricks and mortar there are two main retail models – one that gets halfway down the Long Tail and another that goes all the way. The first is the familiar hybrid model of Amazon and Netflix, companies that sell physical goods online. Digital catalogs allow them to offer unlimited selection along with search, reviews, and recommendations, while the cost savings of massive warehouses and no walk-in customers greatly expands the number of products they can sell profitably.

Pushing this even further are pure digital services, such as iTunes, which offer the additional savings of delivering their digital goods online at virtually no marginal cost. Since an extra database entry and a few megabytes of storage on a server cost effectively nothing, these retailers have no economic reason not to carry *everything* available.



ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody's more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.



Sources: Erik Brynjolfsson and Jeffrey Hu, MIT, and Michael Smith, Carnegie Mellon; Barnes & Noble; Netflix; RealNetworks

Marketing to the Tail

- Delivery vs Discovery
- File Sharing
- Recommendation Engines / Reviews
- Blogs and word of mouth

Blogs and Citizen Media

The voice of the people

Kryptonite Lock Video

From www.bikeforums.net



Rathergate (1/4)

On September 8, CBS News anchor Dan Rather cited a document, claimed to be a memo type-written in August 1972, as proof that George W. Bush did not fulfill his National Guard duty more than 30 years ago.

CBS said the memo was written by Bush's commanding officer, Lt. Col. Jerry Killian, who died in 1984.

Rathergate (2/4)

TankerKC @ www.freerepublic.com 90 min after start of 60 Minutes II

To: Howlin

WE NEED TO SEE THOSE MEMOS AGAIN!

They are not in the style that we used when I came in to the USAF. They looked like the style and format we started using about 12 years ago (1992). Our signature blocks were left justified, now they are right of center...like the ones they just showed.

Can we get a copy of those memos?

107 posted on 09/08/2004 5:19:00 PM PDT by TankerKC (R.I.P. Spc Trevor A. Win'E American Hero)

Rathergate (3/4)

LittleGreenFootballs.com - *"My Microsoft Word version, typed in 2004, is an exact match for the documents trumpeted by CBS News as 'authentic,' " Johnson wrote, posting images of his creation and the CBS document.*

18 August 1973

Memo to File

SUBJECT: CYA

1. Staudt has obviously pressured Hodges more about Bush. I'm having trouble running interference and doing my job. Harris gave me a message today from Grp regarding Bush's OETR and Staudt is pushing to sugar coat it. Bush wasn't here during rating period and I don't have any feedback from 187th in Alabama. I will not rate. Austin is not happy today either.

2. Harris took the call from Grp today. I'll backdate but won't rate. Harris agrees.

Goodbye Dan



Remix Culture and the Creative Commons

Intellectual Property

- Mickey Mouse was a “remix”
- “fair use” is difficult in practice
- “Creative Property” is a new idea
- “The Commons” is and always has been essential part of creativity




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April 22, 2004

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April 21, 2004

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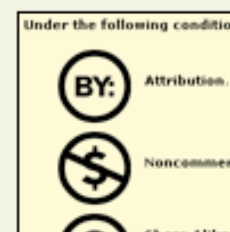
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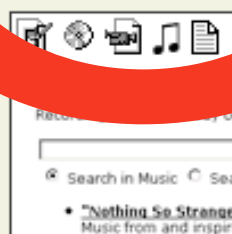
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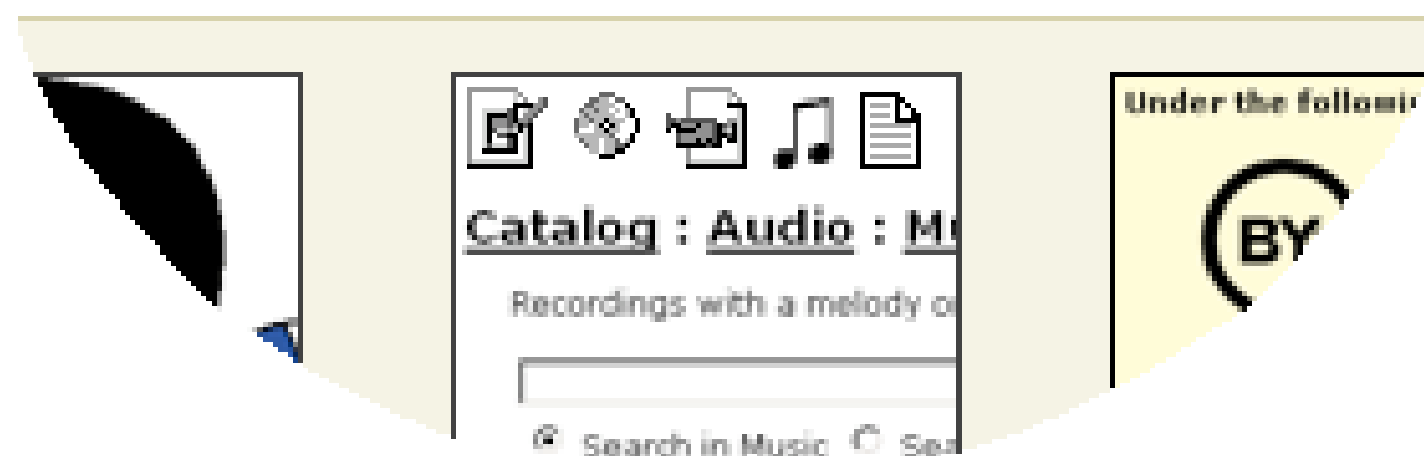
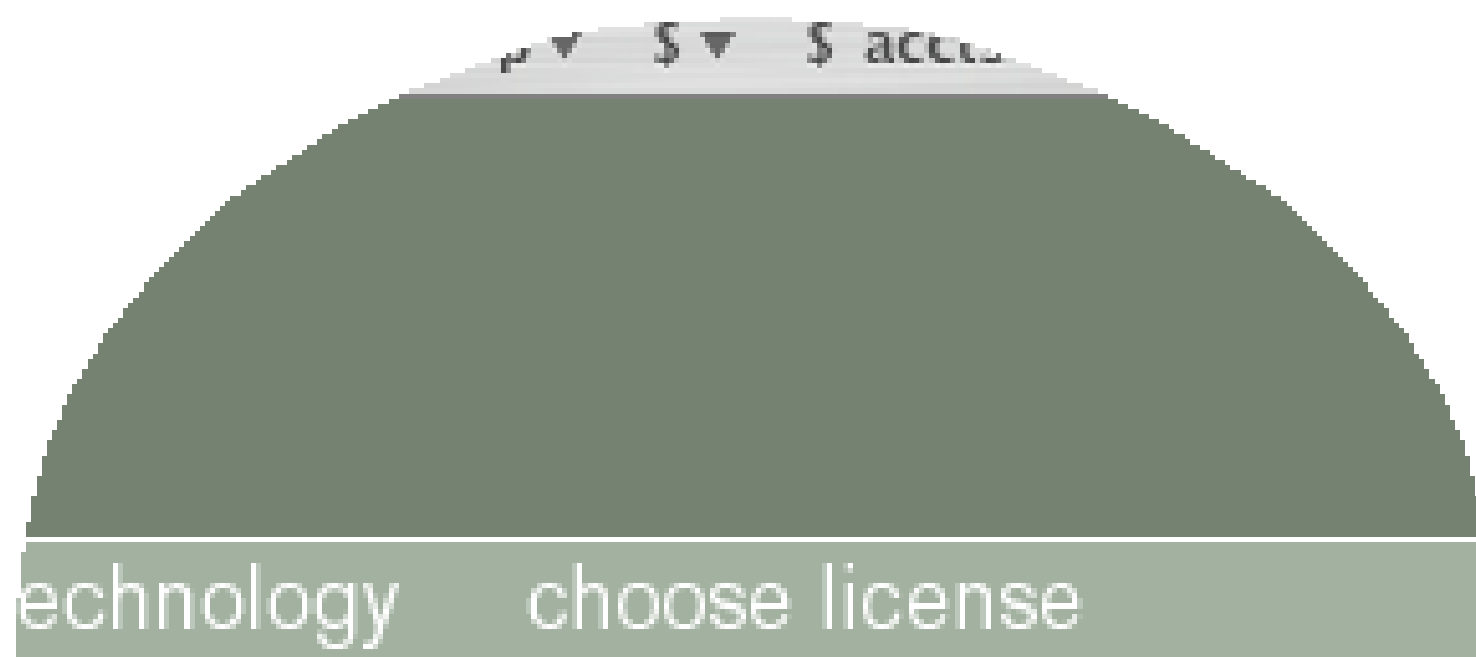
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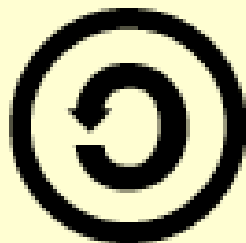
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Podcasting



Musical Podcasting

Joi's remix of Jimmy Wales's talk

Syncing

Remix Culture and Free Speech

The Infrastructure of Democracy

Strengthening the Open Internet for a Safer World

Presented at Club de Madrid March 10, 2005

I. The Internet is a foundation of democratic society in the 21st century, because the core values of the Internet and democracy are so closely aligned.

- 1. The Internet is fundamentally about openness, participation, and freedom of expression for all - increasing the diversity and reach of information and ideas.
- 2. The Internet allows people to communicate and collaborate across borders and belief systems.
- 3. The Internet unites families and cultures in diaspora; it connects people, helping them to form civil societies.
- 4. The Internet can foster economic development by connecting people to information and markets.
- 5. The Internet introduces new ideas and views to those who may be isolated and prone to political violence.
- 6. The Internet is neither above nor below the law. The same legal principles that apply in the physical world also apply to human activities conducted over the Internet.

II. Decentralized systems - the power of many - can combat decentralized foes.

- 1. Terrorist networks are highly decentralized and distributed. A centralized effort by itself cannot effectively fight terrorism.
- 2. Terrorism is everyone's issue. The internet connects everyone. A connected citizenry is the best defense against terrorist propaganda.
- 3. As we saw in the aftermath of the March 11 bombing, response was spontaneous and rapid because the citizens were able to use the Internet to organize themselves.
- 4. As we are seeing in the distributed world of weblogs and other kinds of citizen media, truth emerges best in open conversation among people with divergent views.

III. The best response to abuses of openness is more openness.

- 1. Open, transparent environments are more secure and more stable than closed, opaque ones.
- 2. While Internet services can be interrupted, the Internet as a global system is ultimately resilient to attacks, even sophisticated and widely distributed ones.
- 3. The connectedness of the Internet – people talking with people – counters the divisiveness terrorists are trying to create.
- 4. The openness of the Internet may be exploited by terrorists, but as with democratic governments, openness minimizes the likelihood of terrorist acts and enables effective responses to terrorism.

IV. Well-meaning regulation of the Internet in established democracies could threaten the development of emerging democracies.

- 1. Terrorism cannot destroy the internet, but over-zealous legislation in response to terrorism could. Governments should consider mandating changes to core Internet functionality only with extraordinary caution.
- 2. Some government initiatives that look reasonable in fact violate the basic principles that have made the Internet a success.
- 3. For example, several interests have called for an end to anonymity. This would be highly unlikely to stop determined terrorists, but it would have a chilling effect on political activity and thereby reduce freedom and transparency. Limiting anonymity would have a cascading series of unintended results that would hurt freedom of expression, especially in countries seeking transition to democratic rule.

V. In conclusion we urge those gathered here in Madrid to:

- 1. Embrace the open Internet as a foundation of 21st Century democracy, and a critical tool in the fight against terrorism.
- 2. Recognizing the Internet's value as a critical communications infrastructure, invest to strengthen it against attacks and recover quickly from damage.
- 3. Work to spread access more evenly, aggressively addressing the Digital Divide, and to provide Internet access for all.
- 4. To protect free speech and association, endorse the availability of anonymous communications for all.
- 5. Resist attempts at international governance of the Internet: It can introduce processes that have unintended effects and violate the bottom-up democratic nature of the Net.