IS10 Information & Power UCLA Fall 2016



Agenda

- Housekeeping
- □ Recap
- □ Film and discussion
- □ Group activity



Housekeeping

- □ Next week's class
 - http://www.allsides.com/
- Capstone presentation
 - 20 minutes each?
 - http://registrar.ucla.edu/Registration-Classes/Examinations/Final-Examination-Schedules
- Final paper example topics



Final paper example topics

- Open access and academic journals
- Anonymous and the Patriot Act
- Facebook's privacy policies
- Google and (non-)compliance with the European Union's "Right to be Forgotten"
- The sharing of intelligence data across agencies through "Optic Nerve"
- YouTube as a forum for information-sharing and community building among transgender youth

- Zach Blas' Facial Weaponization Suite as an artistic intervention in surveillance practices
- > The UN's use of biometric technology in refugee registration
- World of Warcraft and racial identity
- The use of Twitter in the #blacklivesmatter activism
- Police dashcam video and racial profiling
- AT&T/Time Warner telecom merger and internet access



Recap

- Social justice is "[t]he ability of all people to fully benefit from economic and social progress and to participate equally in democratic societies." (Bourg, Morales, & Knowles, 2014)
- "The more readings I read in this class, the more faith I lose in every system we have here in America." (IS10 reflection essay, 2016)



Thinking about ownership

"Everyone has a license to speak; it's a question of who gets heard."

~ Aaron Swartz



Division of labor

Commons-based peer production

- Motivational drives
- Social signals
- Network effect

Property- and contract-based models of firms and markets

- Market prices
- Managerial commands



Classification of goods

	Excludable	Non-Excludable
Rival	Private Goods "Typical Goods" (Clothes, Food, Flowers, etc.)	Common Goods "Common Pool Resources" (Mines, Fisheries, Forests, etc.)
Non-Rival	Club Goods "Artificially Scarce Goods" (Cable TV, Private Parks, Cinemas, etc.)	Public Goods "Collective Goods" (Air, News, Sunshine, etc.)

Metaphors

- Education as business
- Interface as desktop
- Internet as "Information Superhighway"



Information Superhighway





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Information Superhighway

This capability will enhance the productivity of work and lead to dramatic improvements in social services, education, and entertainment.

~Council on Competitiveness

A strong commitment to building the national telecommunications and information infrastructure will promote economic growth, aid America's competitiveness, and increase the Nation's standard of living.

> ~Telecommunications and Information Infrastructure and Public Broadcasting Facilities Assistance Act of 1993

 Our government has the responsibility as public trustee to ensure that new communications technologies serve the democratic and social needs of the country.

~Telecommunications Policy Roundtable



Implied economic benefits

- Productivity gains from more efficient and timely access to information
- Opening of new markets for information and entertainment services
 - Mergers and acquisitions among telecommunications and entertainment companies



Implied social benefits

- Better-educated, more informed, and interconnected citizenry
 - Benefits the individual citizen and society as a whole
 - Basis for government investment in public education and public broadcasting
 - Public good?



Does use by one person physically preclude use by others?

Yes No Rival Non-rival Tragedy of Artificial Do laws prohibit access to these goods? Market Goods (e.g., Scarcity (e.g., patented automobiles and meds and knowledge in Yes fishing reels) heads) Let the market allocate Reduce patent monopolies Excludable these goods. and intellectual property rights-share these goods. Public Goods (e.g., **Tragedy of the Commons** national security and (e.g., old growth trees roads that are free) and fish in the seas) No Collect depletion and Designate property rights Non-excludable pollution taxes so that and use cap-auction-trade government can provide to allocate these goods. these goods.

Different types of goods and policies to achieve a sustainable, fair, and efficient economy.



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International License.

Public goods

- Non-rivalrous?
 - Use by one consumer does not decrease the amount that can be enjoyed by other consumers
 - Example: protection of the citizenry by police or military forces
 - Network effects
 - Once a global network is built for one citizen, the cost of adding a second person to that network is negligible
- Non-exclusive?
 - No one is excluded from enjoying the benefits, regardless of whether they've paid for those benefits
 - The information superhighway is a toll road rather than a public highway

International License.

- Login procedure to access the network for user identification and fee assessment
- Costs of information devices and services required to connect and make use of the network



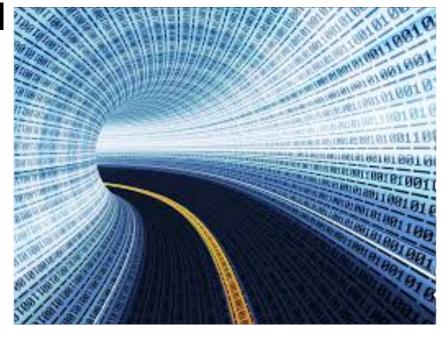
Government options

- Monopolistic environment
 - Demand exceeds supply, so no incentive to cut costs or change business
 - Government can
 - Regulate the industry by requiring universal service to maintain monopoly, like regional phone companies
 - Force competition through antitrust action that breaks up the monopoly to lower rates, like AT&T in 1984
- Competitive environment
 - Government can
 - Subsidize cost to consumer to make the network accessible for more citizens



What's missing?

How do we value the social benefits of the Information Superhighway?





Next week



Common themes

- Uncertainty
- Taxonomy
- Behavior
- Context
- Control

