

# IS10 Information & Power

UCLA Fall 2016

11/01/16



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Diana L. Ascher

# Agenda

- Housekeeping
- Recap
- Film and discussion
- Group activity



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# 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



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# 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



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# 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)



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# Thinking about ownership

*“Everyone has a license to speak; it’s a question of who gets heard.”*

*~ Aaron Swartz*



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# 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



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# Classification of goods



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

# Metaphors

- Education as business
- Interface as desktop
- Internet as “Information Superhighway”



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# 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



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# 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



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# 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?



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**Does use by one person physically preclude use by others?**

**Do laws prohibit access to these goods?**

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

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



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# 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
    - 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



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# 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



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# What's missing?

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



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# Next week

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# Common themes

- Uncertainty
- Taxonomy
- Behavior
- Context
- Control



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