

Breaking up is hard to do: Politics, porn and the press

History of Information 103

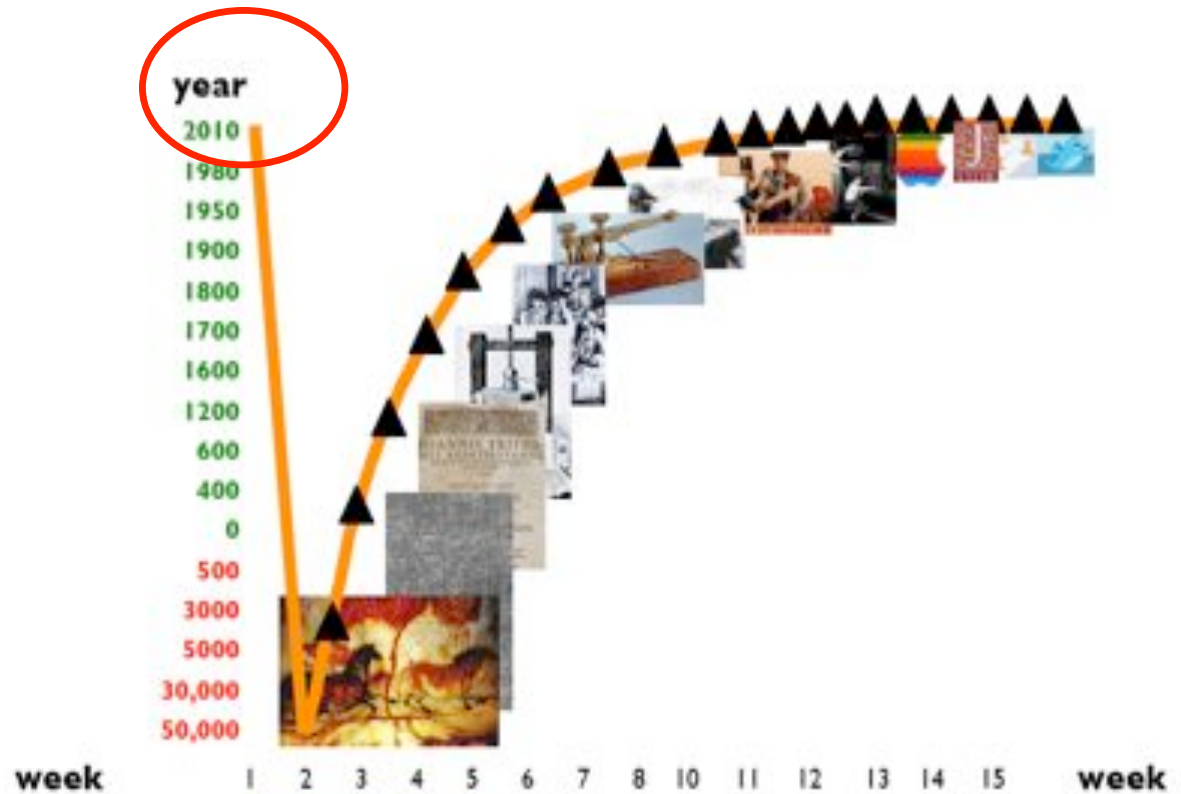
Geoff Nunberg

April 29, 2014





Where We Are





Itinerary Apr. 29

The Big Picture

The Internet and public life

Pollution and porn

Broken boundaries

Future of the book

Why the Internet unprecedented?



The Big Picture



Constraints as resources

The inevitability of unintended consequences

“Any medicine that's strong enough to do you any good is strong enough to do you harm.”

(an iterative process)

Interpenetration of technology, politics, and the social

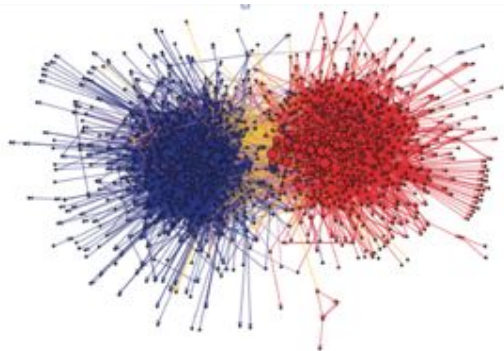


"a vast unintended consequence"



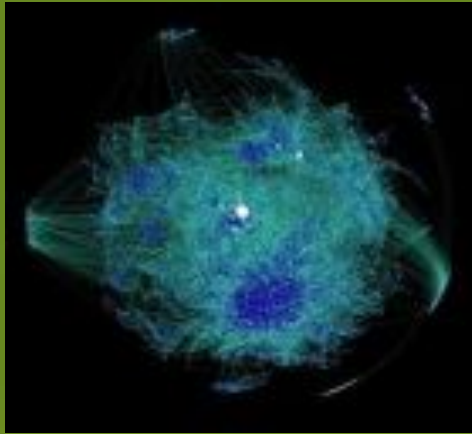
The Internet in Public Life

A new public sphere or the death knell of the old one?





The New Democracy



Visualization of
the blogosphere

The power of elites to determine what [is] news via a tightly controlled dissemination system [has been] shattered. The ability and authority to distribute text are now truly democratized” Hugh Hewitt

The collective power of texting, blogging, instant messaging, and email across millions of actors a mind constituted of millions of inter-networked neurons... capable of astonishingly rapid and sometimes subtle community consciousness and action...

James F. Moore (Berkman Center), on "the global consciousness of the second superpower," March 2003:



Claims about online political discourse

The internet

Broadens access to information

Broadens the opportunity to speak.

Increases the number of information sources, bypassing media "gatekeepers" or official censors.

Offers information about a wider range of topics, and more information and opinion on any given topic.

Provides more reliable ways of checking or interpreting information, and gives citizens more opportunity to verify information



Claims about online political discourse

The internet

Restricts the exchange of information and opinion to a more closed, like-minded group (silo effect)

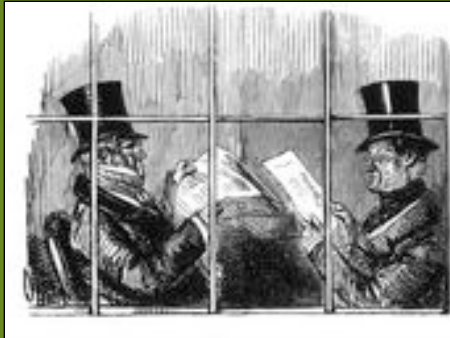
Exposes people to more information that is misleading, inaccurate, extreme, inflammatory, etc.;

Eliminates the guidance that the traditional media provided.

Widens the divisions between the informed and ill-informed sectors of the public.



Polarization and the "Siloing" of Political Discourse



Online discourse facilitates "siloing" of political discourse...

But siloing has independent offline roots

Number of Americans living in landslide counties:

1976: 26%

2008: 48%





Ruptured Discourses



Figure 1: Community structure of political blogs (expanded set), shown using utilizing a GEM layout [31] in the GUESS[3] visualization and analysis tool. The colors reflect political orientation, red for conservative, and blue for liberal. Orange links go from liberal to conservative, and purple ones from conservative to liberal. The size of each blog reflects the number of other blogs that link to it.

Lada Adamic & Nathalie Glance, 2005, "Divided They Blog"



traffic is also polarized

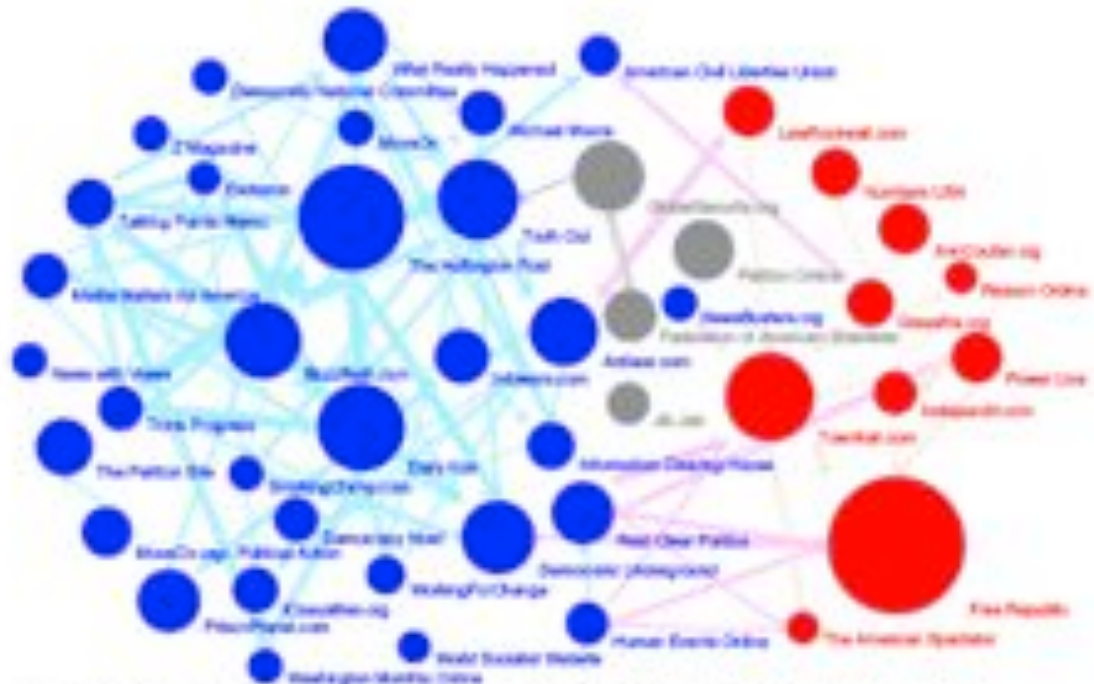


Figure 4.4 This figure maps traffic among the top 50 political Websites, as of May 2006. Liberal- or Democratic-leaning sites are in blue; conservative- or Republican-leaning sites are in red. Self-declared neutral or nonpartisan sites are in gray.



Polarization by gender?

Rank	Blog	Male readership (%)
1.	<i>DailyKos.com</i>	47%
2.	Instapundit	59 %
3.	<i>Eschaton (Atrios)</i>	52%
4.	Michelle Malkin	57 %
5.	<i>Crooks and liars</i>	32%
6.	Little Green Footballs	89%
7.	Powerline	74%
8.	RedState.org	68%
9.	<i>Wonkette</i>	46%
10.	Andrew Sullivan	53%
11.	<i>Kevin Drum</i>	55%
12.	Hugh Hewitt	80%

Sites with highest pct of male readers
tend to be conservative



What we tweet

Republicans	Democrats
pelosi	lgbt
obamacare	suicides
stimulus	homophobia
liberty	veggie
patriots	baggers
taxpayer	rwnj
feds	inequality
taxpayers	wingnuts
trillion	mandela
naacp	argh
socialism	cinema
...	mas
libs	horrifying
leftist	rights
tyranny	hysteria
imam	sexuality
sharia	omfg
gallup	libraries



Effects of the Internet

The Internet potentially amplifies and enhances all forms of social organization

... But can also amplify basic conflicts and oppositions...



Virtual Pollution





Varieties of "Rotten Information"

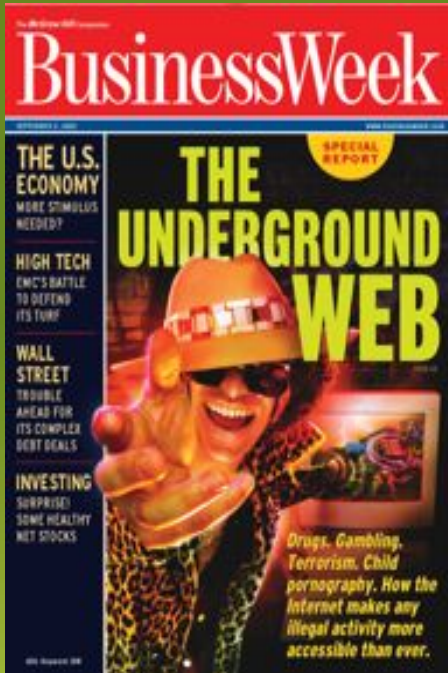
Problems of authenticity: fakes, hoaxes, forgeries, plagiarism, etc.

Problems of quality: reliability and "authoritativeness"

Problems of "pollution": pornography, violence, racism & hate speech, predators, incivility, etc.

Mary Douglas: "Dirt is matter out of place... Dirt then, is never a unique, isolated event. Where there is dirt there is a system. Dirt is the by-product of a systematic ordering and classification of matter, in so far as ordering involves rejecting inappropriate elements."

How to tell pollution from the merely "unacceptable"?





A Racist Hoax

THE FRANKLIN PROPHECY

Recorded by Charles Coteworth Pinckney

Delegate to the Constitutional Convention of 1787

"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the Jews.

"In whatever country Jews have settled in any great number, they have lowered its moral tone; depreciated its commercial integrity; have segregated themselves and have not been assimilated; have sneered at and tried to undermine the Christian religion upon which that nation is founded....

. If you do not exclude them from these United States, in their Constitution, in less than 200 years they will have swarmed here in such great numbers that they will dominate and devour the land and change our form of government...



A Racist Hoax

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"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the Jews.

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. If you do not exclude them from their Constitution, they will swarm here in such numbers as to dominate and devour the land and change our form of government...

"I cannot find a single original source that gives the slightest justification for believing that the Prophecy is anything more than a barefaced forgery. Not a word have I discovered in Franklin's letters and papers expressing any such sentiments against the Jews as are ascribed to him by the Nazis — American and German." Charles Beard, *NY Times*, March 10, 1937.



Pervasiveness of Hate Speech

Google

Web [Show options...](#) Results 1 - 100 of about 1,800 for "protect this young nation from an insidious influence"

[The JEWS who Run Clinton and the USA](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the ...
[www.biblebelievers.org.au/cfile1.htm](#) - [Cached](#) - [Similar](#)

[JewishPost.com - The Franklin Prophecy: An Anti-Semitic Hoax Gets ...](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and penetration. That menace, gentlemen, is the ...
[www.jewishpost.com/...the-franklin-prophecy-an-anti-semitic-hoax-gets-new-life-on-the-internet.html](#) - [Cached](#) - [Similar](#)

[US Founding Fathers' Statements Concerning the Jews](#)
... he declared: "I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. ...
[www.scribd.com/...US-Founding-Fathers-Statements-Concerning-the-Jews](#) - [Cached](#) - [Similar](#)

[The Jews - 100 Facts](#)
Fact #72 (11) — Benjamin Franklin: "I fully agree with General Washington, that we must protect this young nation from an insidious influence and ...
[www.scribd.com/doc/28107776/The-Jews-100-Facts](#) - [Cached](#)

[Show more results from www.scribd.com](#)

[What were 3 factors that led to the holocaust? - Yahoo! Answers](#)
Dec 15, 2009 ... "I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. ...
[answers.yahoo.com](#) : Arts & Humanities : History - [Cached](#) - [Similar](#)

[Americans Wake Up: Zionists & Israel ruling America. | Facebook](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and penetration. That menace, gentlemen, is the ...
[www.facebook.com/group.php?gid=10724185862](#) - [Cached](#)

[The Goldman Probe Is a Smokescreen | Republic Broadcasting Network](#)
... agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the Jews. ...
[republicbroadcasting.org/?p=8165](#) - [Cached](#)

[Juderhass Quotes](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the ...
[www.juderhass.com/resources.html](#) - [Cached](#) - [Similar](#)



Pervasiveness of Hate Speech

Google [protect this young nation]

Web Show options...

[The JEWS who Run Clinton and the USA](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the ...
[www.5b1ebelievers.org.au/cfile1.htm](#) - [Cached](#) - [Similar](#)

[JewishPost.com - The Franklin Prophecy](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. That menace, gentlemen, is the ...
[www.jewishpost.com/...the-franklin-prophecy-and-internet.html](#) - [Cached](#) - [Similar](#)

[US Founding Fathers' Statements Concerning the Jews](#)
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[republicbroadcasting.org/?p=8195](#) - [Cached](#)

[Judenbass Quotes](#)
"I fully agree with General Washington, that we must protect this young nation from an insidious influence and impenetration. The menace, gentlemen, is the ...
[www.judenbass.com/quotes.html](#) - [Cached](#) - [Similar](#)

Try Beta Gasala my talk my preferences my ...

article discussion edit this page

The Call for Participation for Wikimania 2011 released. [Submit your presentations before](#)

The Franklin Prophecy

From Wikipedia, the free encyclopedia

"The Franklin Prophecy", sometimes called "The Franklin Forgery", is an antisemitic speech falsely attributed to Benjamin Franklin, warning

ADL Anti-Defamation League

ADL HOME REGIONAL OFFICES ABOUT

The Franklin "Prophecy"

Modern Anti-Semitic Myth Making

Introduction

The "Prophecy"

The Uses of the "Prophecy"

Documenting a Fraud

This article, which thoroughly documents the history of the tract as the Franklin "Prophecy", appeared almost forty-five years after the 1954 issue of *Facts*, a publication of the Anti-Defamation League. The authors wrote "This 20-year-old anti-Semitic hoax is circulating almost sixty-five years after it was manufactured, the 'Prophecy' a staple of anti-Semitic propaganda. It can be found on a number of websites maintained by haters and hate-groups. The article is, therefore





Google's Explanation

Web

Offensive Search Results

www.google.com/explanation

We're disturbed about these results as well. Please read o

If you recently used Google to search for the word "Jew," you may have seen results that were very disturbing. We assure you that the views expressed by the sites in your results are not in any way endorsed by Google. A site's ranking in Google's search results relies heavily on computer algorithms using thousands of factors to calculate a page's relevance to a given query. Sometimes subtleties of language cause anomalies to appear that cannot be predicted. ...



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What would you tell Google to do?



Why is racist speech a problem?

How concerned should we be about racist speech?

Is there more racist speech than before?...

Or is it just more visible – like bad spelling?



Porn in the Library!!



City libraries say 'checking out' porn protected by First Amendment

By DOUGLAS MONTERO and BOB FREDERICKS

Last Updated: 9:03 AM, April 25, 2011

Posted: 1:54 AM, April 25, 2011

Like 2,583 people like this. Be the first of your friends.

Tweet 203

More Print

Shakespeare's plays, Einstein's theories -- and porn queen Jenna Jameson's steamy on-screen sexcapades.

New Yorkers can take their pick at the city's public libraries, thanks to a policy that gives a the most uncensored access to extreme, hard-core internet smut this side of the old Time Square.

The city's public libraries, under the protection of the First Amendment, are the only place in the city where you can find the most uncensored access to extreme, hard-core internet smut this side of the old Time Square.

"What they're doing is publicly funding an appetite for the most debased fare available," said Catholic League President Bill Donohue. "It's not like a Playboy centerfold anymore -- it's far worse."

HOME ON AIR BLOGS PODCASTS PHOTOS EVENTS & CONTESTS

Internet porn a First Amendment right at Chicago libraries

libraries

Porn on L.A. Library Public Terminals Gets Serious Debate in City Hall

By Dennis Romero, Wed., Apr. 13 2011 @ 7:03AM

Categories: libraries

Share

Like 1

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Dislike

Ah, L.A. City Hall, always tackling the Big Issue. Like cat declawing and an Arizona business boycott that has no teeth.

And now the accidental, over-the-shoulder viewing of internet porn at public libraries is a matter of serious inquiry among city officials.

Yes, this was actually a major topic of discussion at the Arts, Parks, Health and Aging Committee meeting this week.

And what was done about it?

Why nothing, of course.



merrikk_norron

Not an L.A. library branch (but could be)



The profusion of pornography



Whereas pornography was once furtively glimpsed at dimly lighted newsstands or seedy adult theaters, today it is everywhere. It pours in over the Internet, sometimes uninvited, sometimes via eagerly forwarded links...

...In a 2001 poll by the Kaiser Family Foundation, 70% of 15-to 17-year-olds said they had accidentally come across pornography online.

Time, January 19, 2004



Dimensions(?) of the Problem

The Washington Times
Originally published 04:45 a.m., September 29, 2009, updated 07:25 a.m., September 29, 2009
EXCLUSIVE: Porn surfing rampant at U.S. science foundation

Jim McElhatton



Washington Takes Break From Porn Surfing to Bailout Wall Street

by Ann Coulter
04/28/2010

Democrats have decided that in order to prevent Wall Street from starting meltdowns, wrecking the economy and leaving the American taxpayer in a bind, we need to give more oversight authority to the same government employees who have been busy surfing Internet porn as private investors frantically tried to warn

GOP ramps up attacks on SEC over porn surfing

AP Associated Press

Buzz up! 281 votes | Send | Share | Print



By DANIEL WAGNER, AP Business Writer - Fri Apr 23, 12:14 pm ET

WASHINGTON — Republicans are stepping up their criticism of the Securities and Exchange Commission following reports that senior agency staffers spent hours surfing pornographic websites on government-issued computers while they were supposed to be policing the nation's financial system.

"More than 4 million Web sites worldwide show images of children being sexually exploited, said the U.N. investigator on the sale of children, child prostitution and child pornography..."

It is estimated that 100,000 sites contain child pornography."

< 1% of Websites contain porn. Philip B. Stark
UCB, 2006 (100-200m sites in all)

... But what do the numbers really mean?



How Porn Sites are Used : An Exception to "Winner Take All"

Distribution of User Volume Among Sites

<u>% of Sites</u>	<u>% of traffic</u>
	<u>All Sites</u>
.01	32.36
1	55.63
5	74.81
10	82.26
50	94.92

Adamic & Huberman, 2000



How Porn Sites are Used : An Exception to "Winner Take All"

Distribution of User Volume Among Sites

<u>% of Sites</u>	<u>% of traffic</u>	
	<u>All Sites</u>	<u>Porn Sites</u>
.01	32.36	1.4
1	55.63	15.83
5	74.81	41.75
10	82.26	59.29
50	94.92	90.76

Adamic & Huberman, 2000



Responses to Rotten Information

Institutional & organizational adaptations

Social change

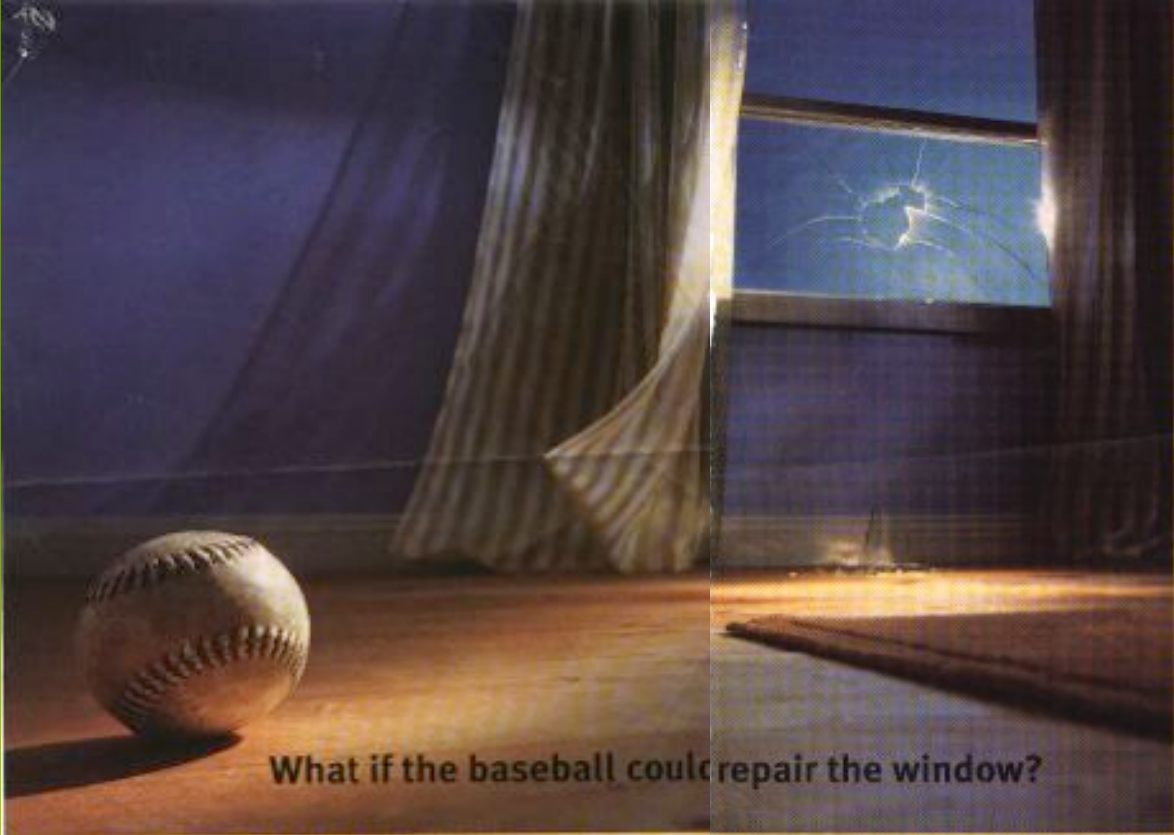
Appeals to market forces

Legislative and legal remedies

Technological solutions



Technology to the rescue?



What if the baseball could repair the window?

The Internet caused the problem. It's only fitting it should also provide the solution.

myCIO.com
Your Chief Internet Officer

myCIO.com is the world's first infrastructure application service provider. Rough translation, it fights Internet-related security problems via the Internet. ■ It gives your business managed protection 24 hours a day, 7 days a week. Protecting from threats such as bots and mal. Anti-virus, security audits, firewalls, VPN, anything you need. ■ Cutting-edge products like WiRm, CyberCops, Gauntlet and POP are customized to your company's exact needs, then managed remotely. ■ Need another reason to select myCIO.com? It brought to you by Network Associates, the world's number one supplier of Internet security software. ■ Visit myCIO.com for a free trial. You'll see.



Filtering Frenzy

RemoteWebGuard
We'll help you help yourself.

April 25, 2011 13:44 ET

Addicts Seek Help as US Internet Porn Addiction Rates Reach Alarming Heights

New Web-Based Services Like RemoteWebGuard Help Addicts by Monitoring Online Behavior and Blocking Tempting Sites



Ad for McAfee's GuardDog software



Legal Solutions

Children's Internet Protection Act:

Passed in 2001 -- 3rd attempt to regulate online porn



Limits of Text Blocking

Text unavailable (imaged, etc.)

Confusion with innocent text

Need to block IP numbers

"Loophole" sites: anonymizer sites, Google cache & images

Inherent trade-offs of precision and recall

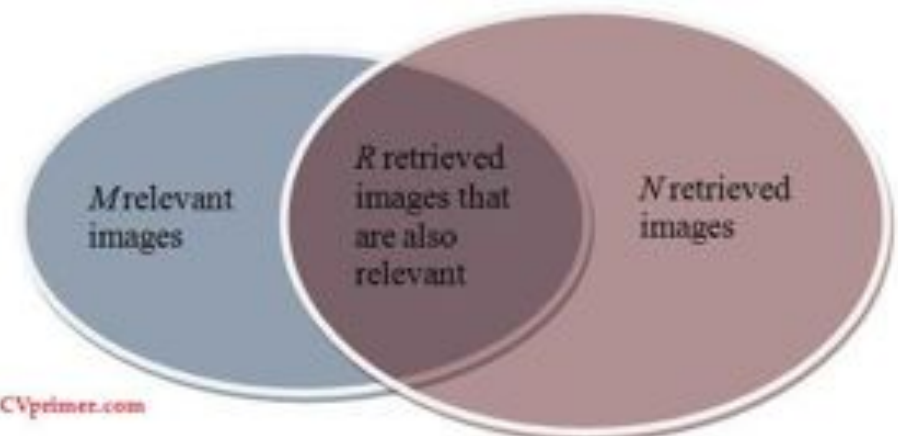


Limits of Text Blocking

Inherent trade-offs of precision and recall



I irrelevant images



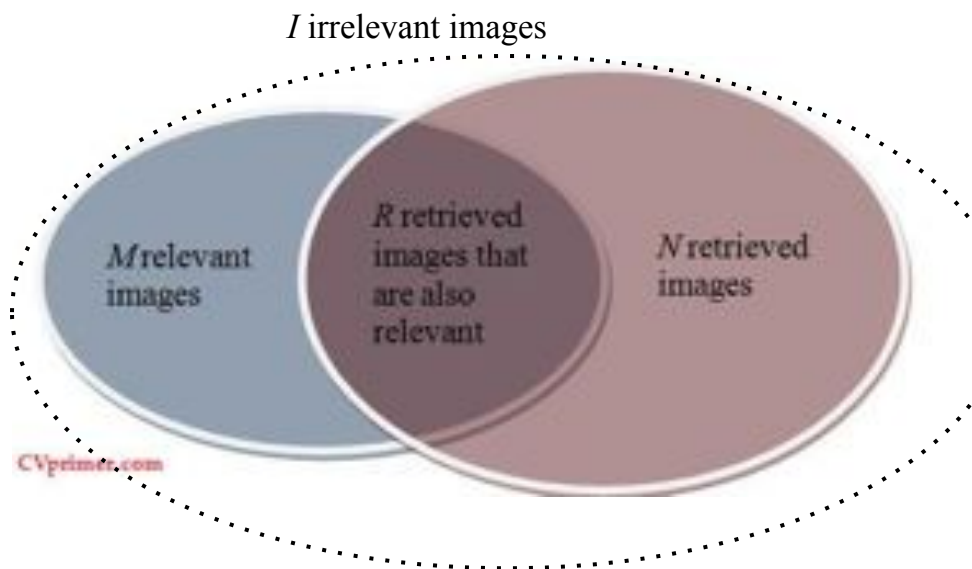
$$\text{Precision} = R/N$$

$$\text{Recall} = R/M$$



Limits of Text Blocking

Inherent trade-offs of precision and recall



$$\text{Precision} = R/N$$

$$\text{Recall} = R/M$$



Limits of Image Classification

Images found "Probably Objectionable" by WIPE (Wavelet Image Pornography Elimination / Detection).





Social, Economic & Institutional Responses to Internet Pornography

Libraries: training and guidance, monitoring of logs, tap-on-the-shoulder policies, privacy screens, etc.


Parental responsibility

“Greenspace” browsers for kids.



Social & Institutional Responses

Even porn can get old...



MMORPG: World of Warcraft Blamed for Porn's Decline

MMORPG's Notes

Porn industry blames \$74m decline on the rise of online dating



About 1 year ago **Stan Schroeder** 12  Like

Facebook and MySpace are Killing Porn?

7  retweet  Share 23  Buzz 0  email  share

Porn Flounders, But Adult Novelty Business Booms

Published: Tuesday, 27 Oct 2009 | 10:47 AM ET

 Text Size

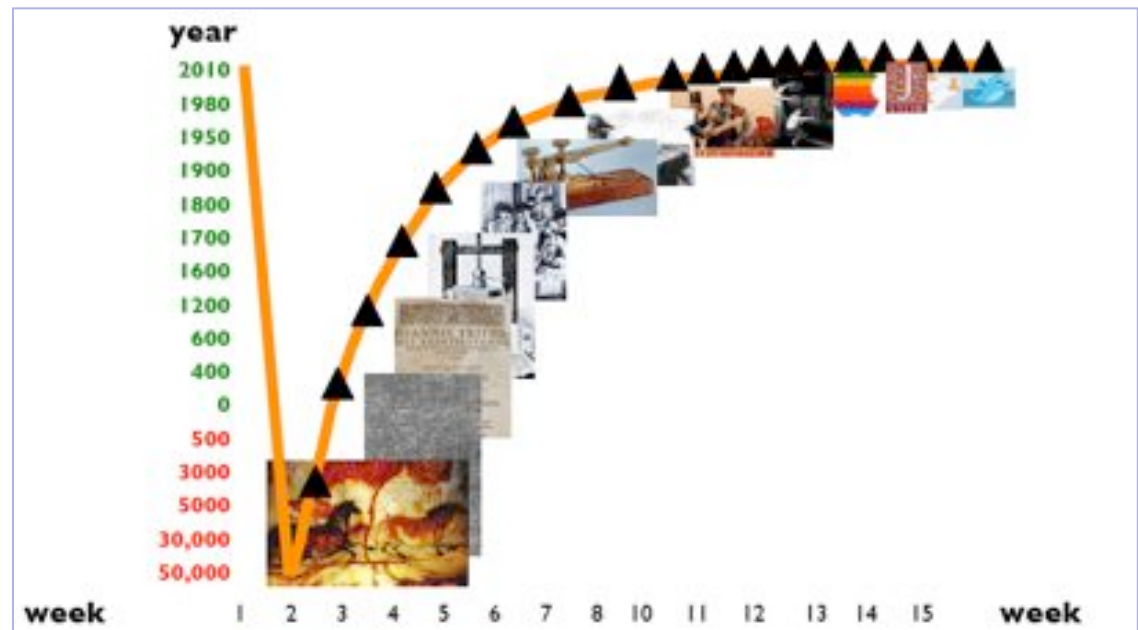


We've been here before

Writing
Print
Telegraph &
telephone
Newspapers
Advertising
Propaganda
Photography
Radio & TV
Computers
Search
Internet...

Where else has technology interacted with social, political, and economic forces to produce outcome?

Where hasn't it?





Eve of disruption

Borders Bookstore,
Chicago, April 2012





6 D's and a 7th

Brown and Duguid's six D's

(Demassification)

Decentralization (PD 4/22)

Denationalization (GN 4/29)

Despatialization (PD 4/22)

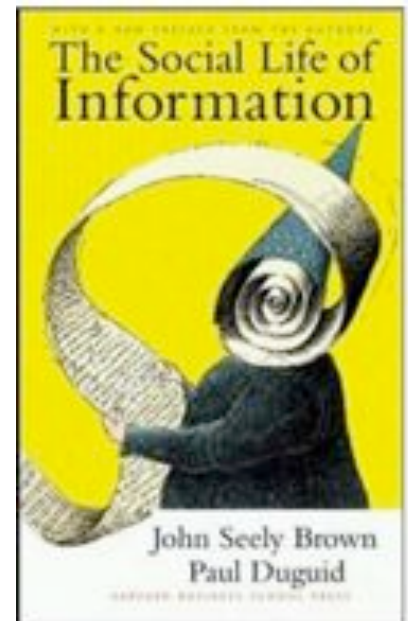
Disintermediation

Disaggregation

And one more...

Dematerialization

The confluence of technological, legal, social, and market factors...





"Cutting Out the Middleman"



E-commerce is dominant or major channel

Downloadable products (software, mp3's, pornography)

Travel/event tickets/etc.

Public records





"Cutting Out the Middleman"

Successful partial disintermediation

Books (new & used)

Some electronics & photo

Some apparel (c. 10-15%)

Rental real estate

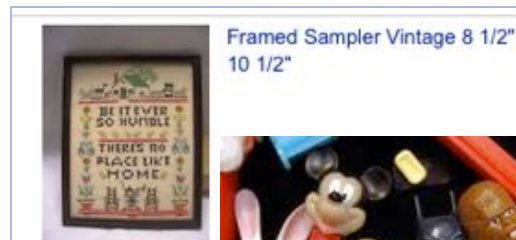
Used automobiles

"Stuff"



DELL™

ebay
Motors™





Disintermediating Commerce

Transactional disintermediation

Retail stocks & investment products (though transactions are online)

Groceries

Limited or niche disintermediation

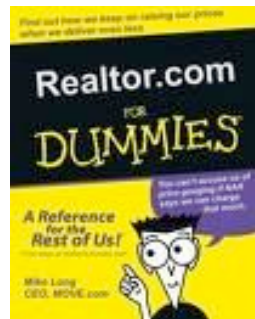
Real estate for sale

New automobiles

Pet food

Furniture

... but price information etc. is disintermediated in all markets





Dematerialization of Informational Goods

Outlook grim for Postal Service as revenue ebbs

Carolyn Lochhead, Chronicle Washington Bureau
Monday, April 19, 2010

PRINT E-MAIL SHARE f COMMENTS (202) FONT SIZE

(04-19) 04:00 PDT Washington -- The same forces that have newspaper and book publishing industries are aimed at the U.S. threatening much more than the Saturday mail.

MORE NEWS

• Adachi may look at thousands of

Postmaster General John Pott
last week that the Postal Servi





Will newspapers go under?





End of the newspaper?



THE NEWS BUSINESS

OUT OF PRINT

The death and life of the American newspaper.

BY ERIC ALTERMAN

MARCH 31, 2009

The American newspaper has been around for approximately three hundred years. Benjamin Harris's spirited *Public Occurrences, Both Foreign and Domestick* managed just one issue, in 1690, before the Massachusetts authorities closed it down. Harris had suggested a politically incorrect hard line on Indian removal and shocked local sensibilities by reporting that the King of



"The newspaper model - putting text on paper - is becoming a dinosaur; much like the horse and buggy disappeared when the automobile came on the scene."

SHARE f in

« Previous McArdle | Next McArdle »

EMAIL PRINT

This is the End of the Newspaper Business

OCT 26 2009, 4:10 PM ET

The New York Times

March 17, 2010

I.H.T. OP-ED CONTRIBUTOR

The End of Newspapers?

By MARIE BÉNILDE

Journalists are now in the same situation as steel workers in the 1970s: They are destined to disappear, but they don't know it.



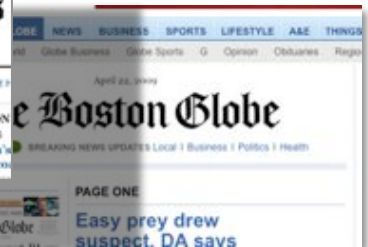
A Perfect Storm for the Old Media



Craigslist etc. divert classified advertising

News aggregators, blogs & online sources capture audience

National sources displace local sources online ("Last man standing")



A Perfect Storm for the "Old Media"

Competition from circulars, free dailies and weeklies (since 1950's)

Increased online competition lowers ad rates



Birmingham Metro
(orig. Daily News)
1st UK freesheet 1984

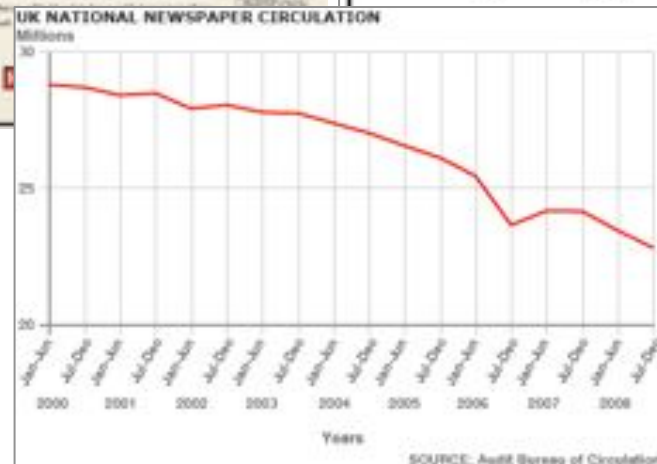
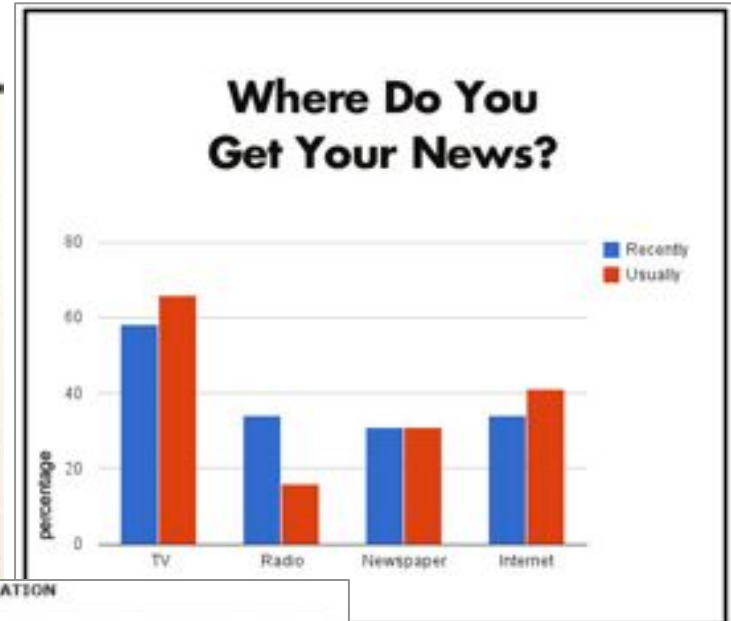
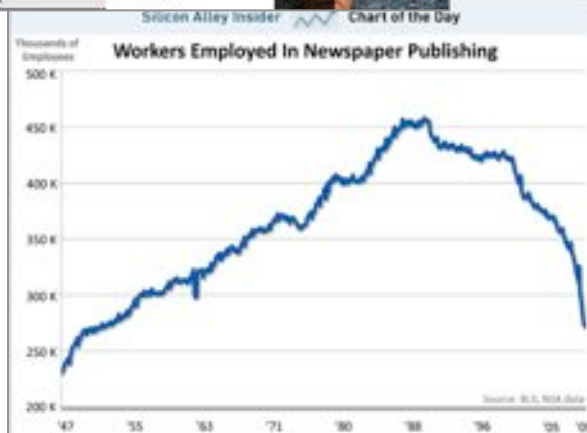


Alternative Weeklies





The abyss?





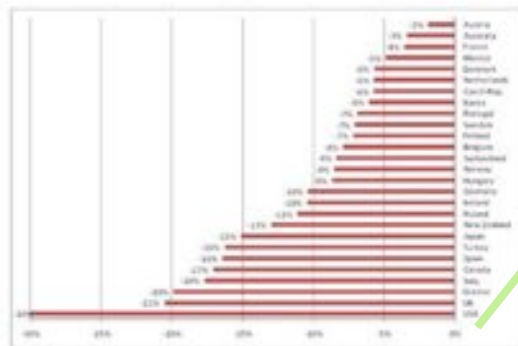
Dire Predictions

Date of extinction

2017

2018

2029



Drop in newspaper circulation





The affordances of everyday things

Affordance



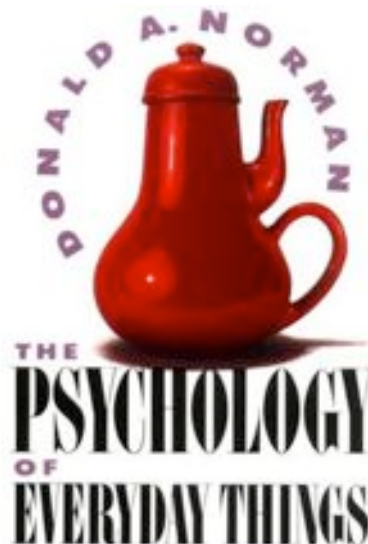
Picture closed apple unibody MacBook Pro

Fine line

Dent in the aluminium frame

Affordances: the only irregularity on the plain front of the notebook invites the user to place a finger. A gentle push opens the top part of the notebook like a clamshell. (The fine line evokes curiosity to find out if the object can get divided into 2 parts.)

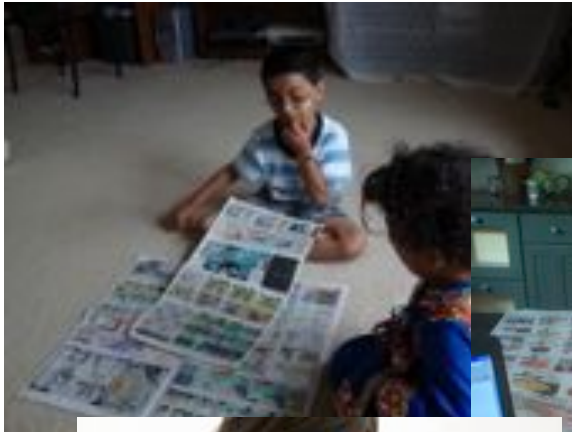
Affordances: "action possibilities" latent in the environment



J. J. Gibson



The affordances of newspapers





Sorting out the affordances of new technologies

Material features of documents enable:

- Characteristic modes of interacting with documents

- Symbolic & iconic roles of documents

- Social practices that determine use & interpretation of documents



The affordances of newspapers



BLD017160 [RF] © www.viasaphotos.com

Spot the Out-of-Towner



The affordances of newspapers



Spot the Out-of-Towner



The affordances of newspapers



The Subway Fold

The New York Times subway fold. It's the hallmark of a true New Yorker – up there with the calculating whistle and ordering your coffee “regalsh.” Simply follow the instructions below and please, stand clear of the closing doors ...



1) Fold the newspaper in half, lengthwise, and create a crease down the middle fold.



2) Fold again, horizontally, creating quadrants.



3) Flip and fold, as necessary, to read each portion of the page.



4) To jump to the continuation of an article, turn to the continuation page.



5) Fold continuation in half, lengthwise.



6) To read stories that fall in the center sections ...



7) Fold back over, creating two lengthwise portions ...



8) Then fold again into four parts.



The Disaggregation of Content

Unbundling the modularities imposed by physical packaging of informational goods.



Music > Rock > The Ukulele Orchestra of Great Britain

LIVE In London #1 (Live)

 \$11.99 Buy Album

Genre: Rock
Released: Oct 01, 2008
© The Ukulele Orchestra of Great Britain

CLEAN LYRICS

Top The Ukulele Or...

Songs Albums

1. The Good, the Bad and the Ugly
2. Life on Mars (simultaneous segue)

#	Name	Time	Popularity	Price
1	Running Wild	3:20		\$1.29 BUY
2	Born to be Wild	3:19		\$1.29 BUY
3	Misirlou	3:44		\$1.29 BUY
4	Life on Mars (simultaneous segue)	3:47		\$1.29 BUY
5	Anarchy in the UK	3:36		\$1.29 BUY
6	Hot Tamales (They're Red Hot)	4:23		\$1.29 BUY
7	Teenage Dirtbag	4:10		\$1.29 BUY
8	Pinball Wizard	2:33		\$1.29 BUY
9	In a Monastery Garden	3:43		\$1.29 BUY
10	Yes Sir, I Can Boogie	2:26		\$1.29 BUY
11	Satellite of Love	3:25		\$1.29 BUY
12	Wuthering Heights	3:26		\$1.29 BUY
13	Whistling Bach	1:46		\$1.29 BUY
14	Sex and Drugs and Rock and Roll	3:03		\$1.29 BUY
15	Meltdown	3:03		\$1.29 BUY



The Disaggregation of Content

Specialized sites displace newspapers as sources of information about sports, business, entertainment, weather, listings, opinion, etc.

Personalization: the daily "me"



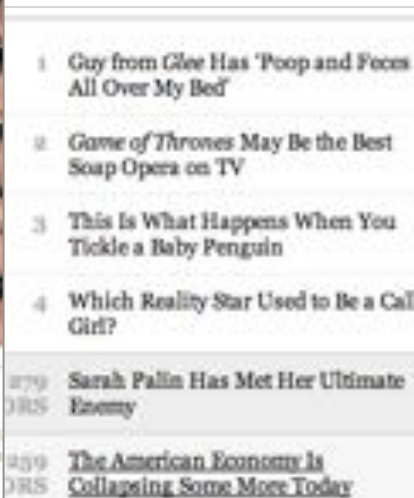


The Disaggregation of Content



The rise of "pay per view journalism"

Stories are "naked little creatures that have to go out into the world to stand and fight on their own." Gabriel Snyder, *Newsweek*



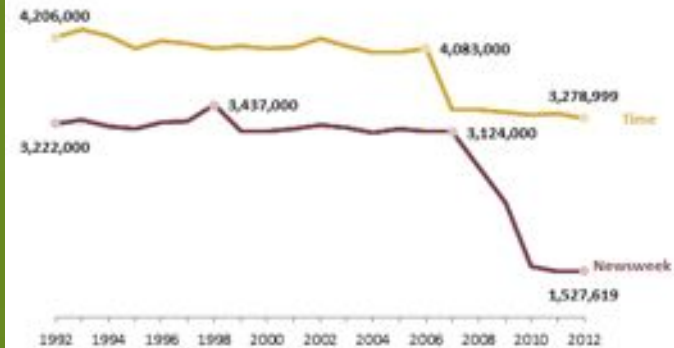
Gawker "Big Board"



Magazines: Not what they were

Time and Newsweek's Overall Circulation Over Time

Average Overall Circulation



Source: Alliance for Audited Media. Snapshot reports for consumer magazines





The Disaggregation of Content

Not that the principle is new...





The Future of News

Economic models for digital newspapers or news gathering:

advertising

"pay wall" (WSJ) or

"freemium" (NYT until recently)

pay-per-view via microcredit

monthly "all you can read" for group of publishers à la cable packages

"tax" on ISP fees

Subsidized by foundations & universities

"Last man standing"





The Future of News



2008: "Free" newspaper readership exceeds paid readership

"We don't have a crisis of audience. We have a crisis of revenue."

"People are used to reading everything on the net for free, and that's going to have to change," Rupert Murdoch, 4/6/09





Where Americans get their news

Local TV station: 78%

National network: 73%

Online sources: 54%

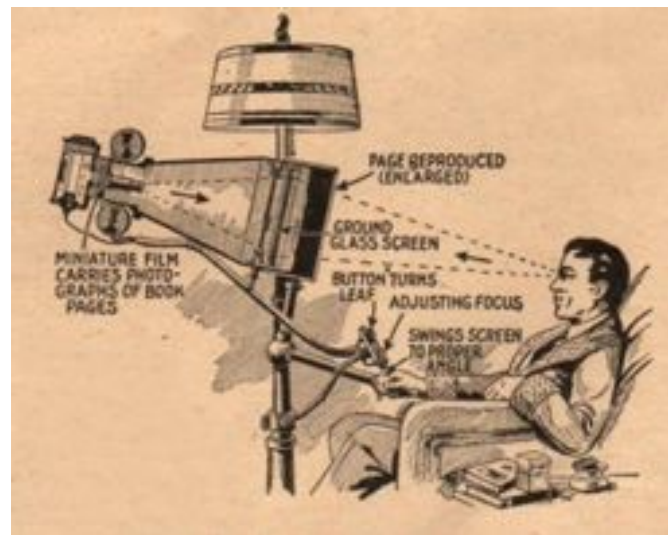
Radio news: 50%

Local newspaper: 50%

National newspaper: 17%



What future for the book?





Books? Where we're going we don't *need* books

A clash of fetichisms

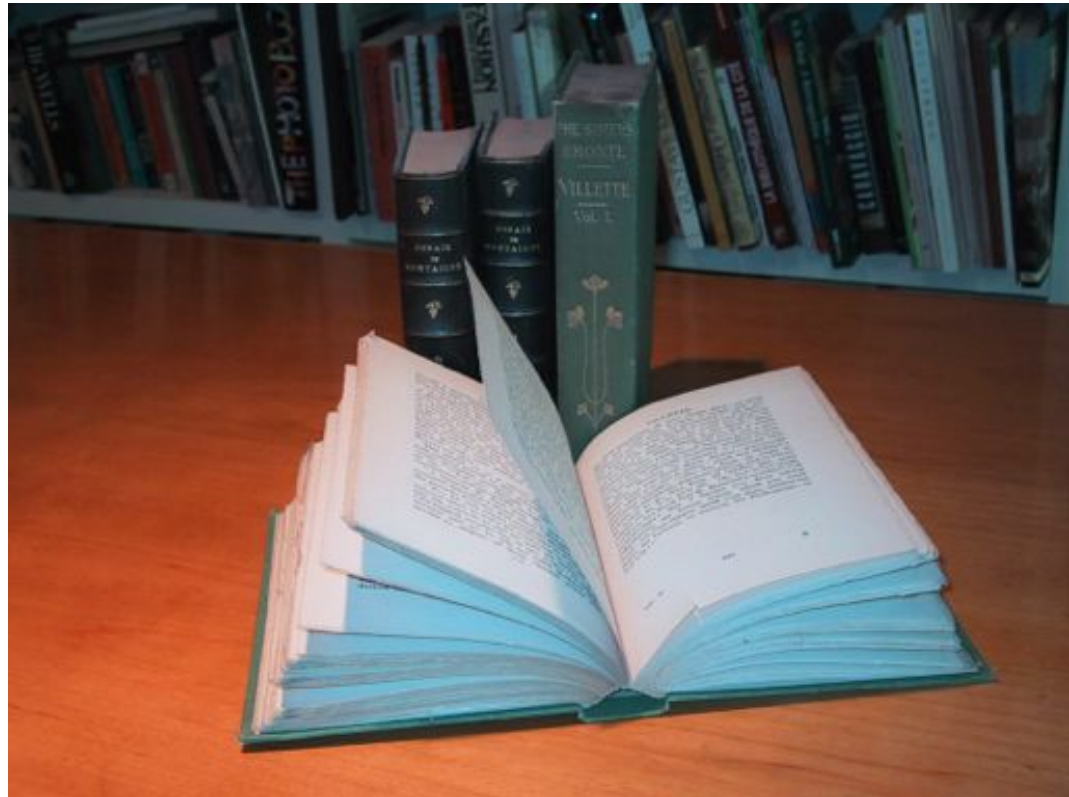
"Nobody is going to sit down and read a novel on a twitchy little screen. Ever." — E. Annie Proulx

In the future, physical books will be of interest mainly to those "addicted to the look and feel of tree flakes encased in dead cow tree flakes encased in dead cow." William Mitchell, Dean of the School of Architecture, MIT



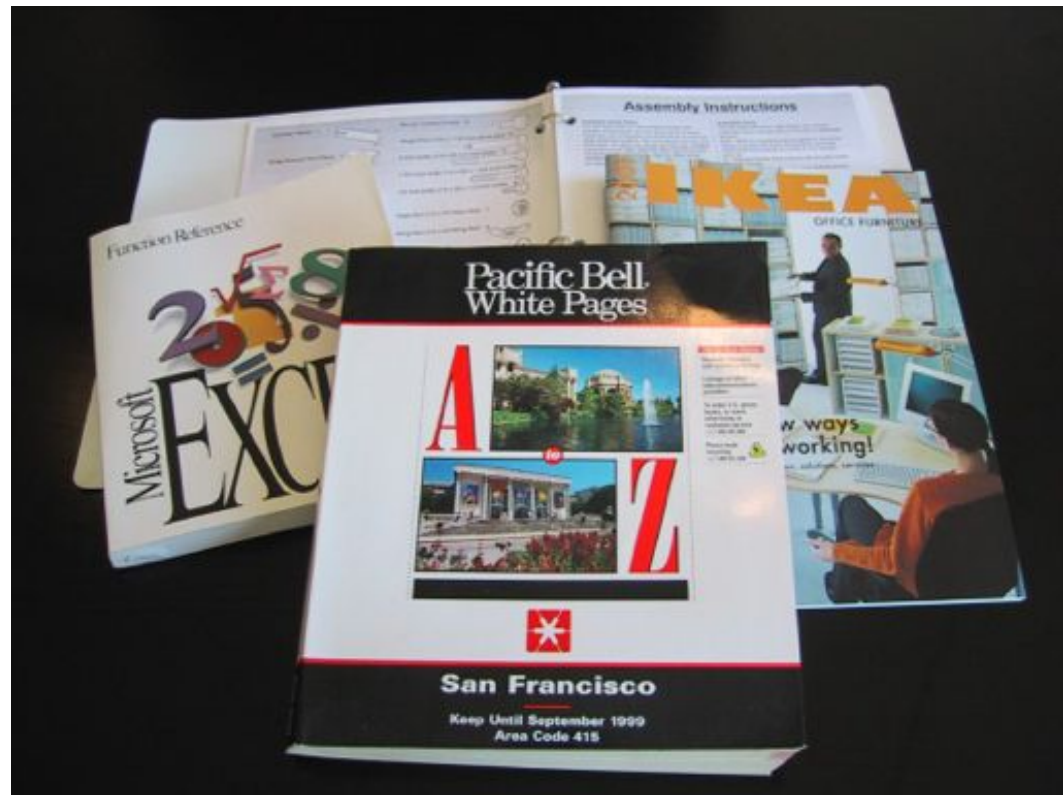


. . . THE BOOK





books. . .





... and the books we actually read





"Twitchy little screens" and the future of the book



2000 Microsoft Reader debuts

2009 E-books begin to outsell paper

2016 Last print newspaper

2019 Paper books remain popular among collectors...

2020 Dictionary definition of *book* changes



"Twitchy little screens" and the future of the book



2000 Microsoft Reader debuts

2009 E-books begin to outsell paper

2016 Last print newspaper

2020 Dictionary definition of *book* changes

2019 Paper books remain popular among collectors...

A piece of history is gone – Microsoft Reader to be discontinued

August 15, 2011 | 9:57 am

▲▲▲▲▲▲▲

Posted in: ereaders, Paul Biba

Tags: ereader, Microsoft, microsoft reader



Beyond "twitchy little screens"



Material limits as features: the fixity of representation, interaction with the body



"My readers... will see in the tell-tale compression of the pages before them, that we are all hastening together to perfect felicity."

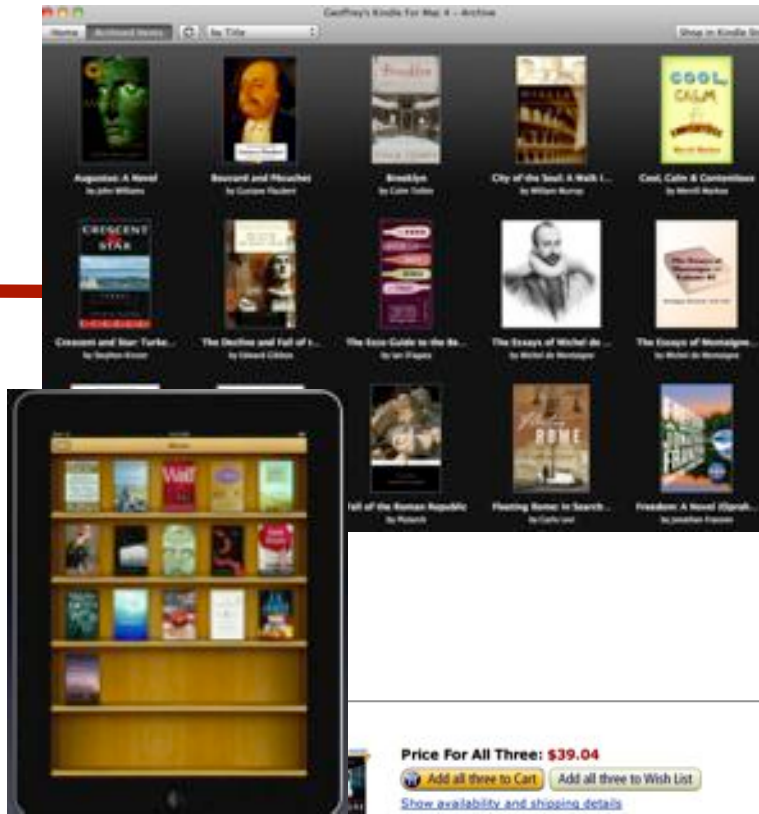
Jane Austen, in the final chapter of *Northanger Abbey*



The Epigraphic Book



The Epigraphic Book



- ✓ **This item:** The Social Life of Information by John Seely Brown Hardcover **\$15.78**
- ✓ Here Comes Everybody: The Power of Organizing Without Organizations by Clay Shirky Paperback **\$10.88**
- ✓ Convergence Culture: Where Old and New Media Collide by Henry Jenkins Paperback **\$12.38**

See a problem with buying these together? [Let us know](#).

Customers Who Bought This Item Also Bought



Editorial Reviews

What's lost & gained online?
Bookstores as showrooms...



Book of the Future...

THE FUTURE OF BOOKS.

BY JAMES WARNER

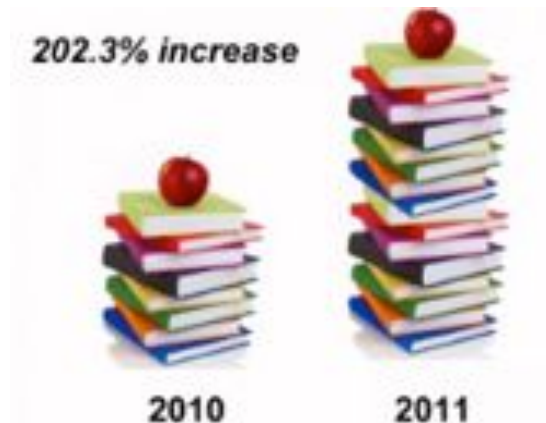
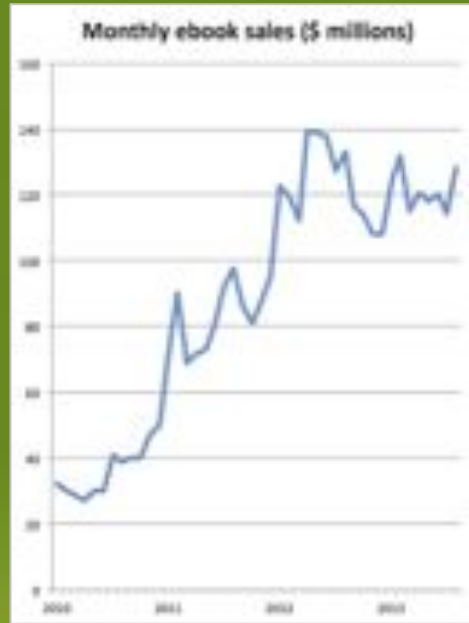
2020: All Books Will Be Cross-Platform and Interactive.

Future "books" will be bundled with soundtracks, musical leitmotifs, 3-D graphics, and streaming video. They'll be enhanced with social bookmarking, online dating, and alerts from geo-networking apps whenever someone in your locality purchases the same book as you— anything so you don't have to actually read the thing. Authors will do their own marketing, the reader will be responsible for distribution, the wisdom of crowds will take care of the editing, and the invisible hand of the market will perform the actual writing (if any). Writers will respond either by going viral or by going feral.





The inevitability of the e-book



Media Decoder

Behind the Scenes, Between the Lines

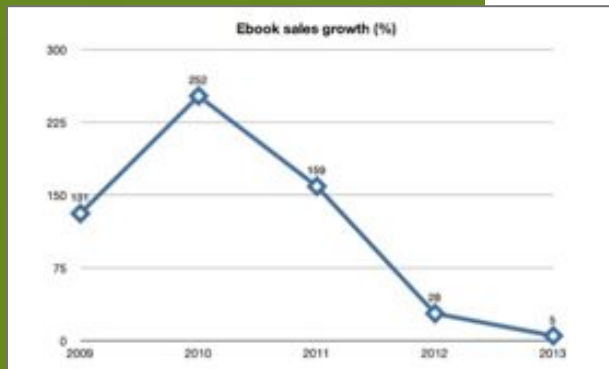
Survey Shows Growing Strength of E-Books

By JULIE BOSMAN JULY 18, 2012, 12:01 AM 18 Comments

E-books continued their surge in popularity last year, surpassing hardcover books and paperbacks to become the dominant format for adult fiction in 2011, according to a survey of publishers released Wednesday.



A choice we have to make?



Rate of growth of
ebook sales,
2009-2013

TECH 11/18/2013 @ 12:37PM | 14,563 views

Hardcover Sales Growth Outpacing Ebooks In 2013

[Comment Now](#) [Follow Comments](#)

There's a book category that's showing big growth in 2013 but it's not ebooks.

Hardcover book sales in the U.S. are up over 10% through the first eight months of 2013, according to the latest numbers from the Association of

ContentForward



July 30, 2013 by Publishing Technology

Year-on-year ebook sales fall for the first time, says Nielsen Research

[New research on worldwide consumption of ebooks from Nielsen suggests that we could be at the end of the period of](#)



A choice we have to make?



The e-book may turn out to be more a complement to the printed book, as audiobooks have long been, rather than an outright substitute.

Nicholas Carr



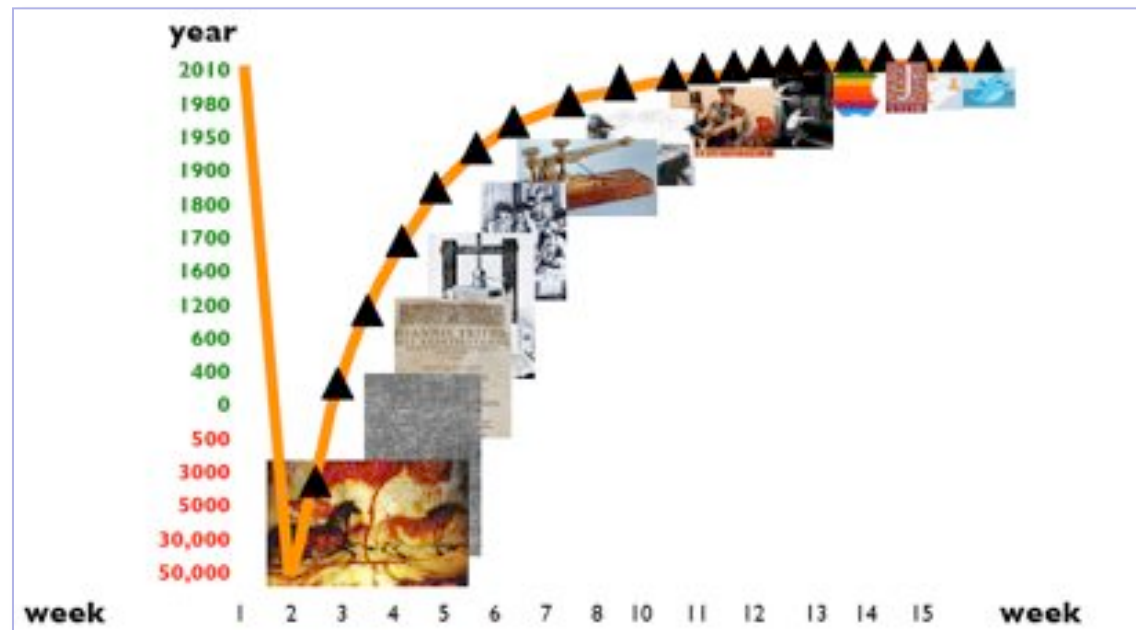


We've been here before

Writing
Print
Telegraph &
telephone
Newspapers
Advertising
Propaganda
Photography
Radio & TV
Computers
Search

Where else has technology interacted with social, political, and economic forces to produce outcome?

Where hasn't it?





Where else has technology interacted with social, political, and economic forces to produce outcome?

Yet isn't there something really
unprecedented about the present?



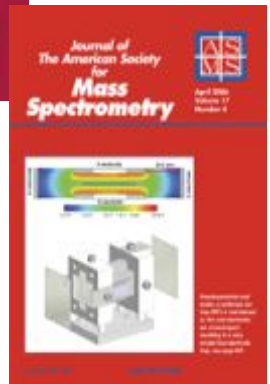


Reading for 5/1

boyd, danah and Alice Marwick. 2011. "Social Privacy in Networked Publics."



The crisis of scholarly publishing





The crisis of scholarly publishing

Journals should be easier than books to move to digital distribution

- Easy to read online or print out articles

- Production uses templates

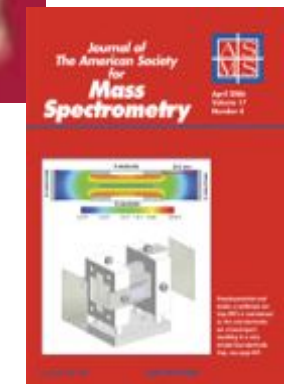
- Predictable print runs

- Appeal to general disciplinary community

- One-time purchase decisions

 - Lower marketing costs per sale

 - Each annual renewal adds value





But university libraries are being squeezed

Journal publishers: the last colonialists?

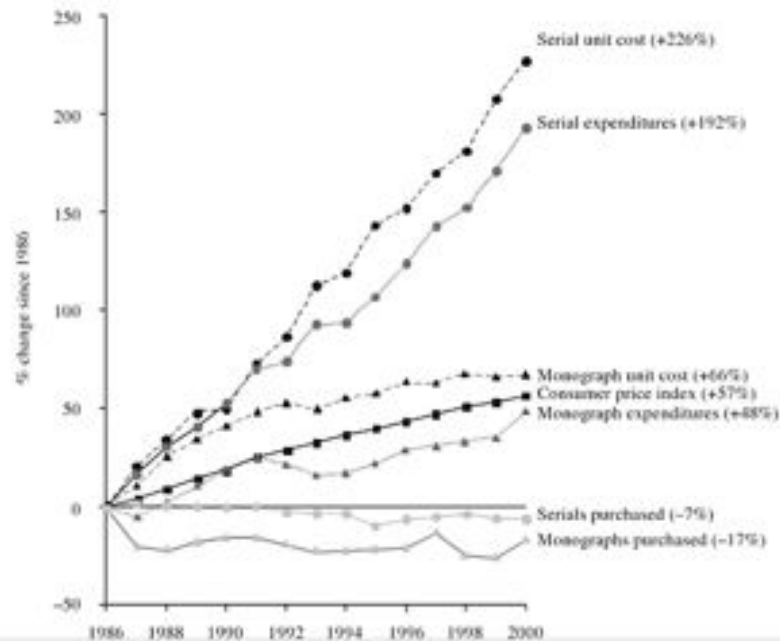


Figure 4.4 Monograph and serial costs in ARL libraries, 1986–2000

The crisis of scholarly publishing



New models of subscription:

UC Berkeley – "a Springer-Verlag university"

Disaggregation of contents

Why don't scholars self-publish?

