

## UC Berkeley's Campanile celebrates its 100th birthday

January 27, 2015 7:00 am by [Guest contributor](#)



UC Berkeley's Campanile, which is 100 years' old this year, dominates the Berkeley skyline. Photo: Daniel Parks

# Social Implications - I

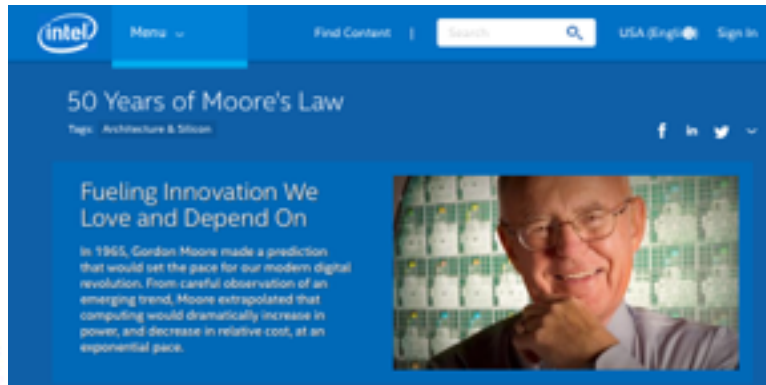
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**mysteries of the region**

**History of Information**

April 22, 2014





# looking forward & back

year

2015

1980

1950

1900

1800

1700

1600

1200

600

400

0

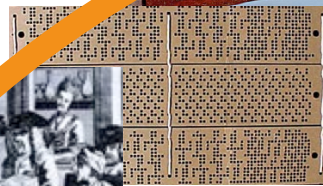
500

3000

5000

30,000

50,000



... over 15 weeks  
(and centuries)

"men more frequently require  
to be reminded than informed"

— Samuel Johnson, *Rambler*, 1750

1 2 3 4 5 6 7 8 10 11 12 13 14 15 week



"Staffordshire makes many kinds of pottery, all the materials of which are imported from a long distance; but she has cheap coal and excellent clay for making the heavy "seggars" or boxes in which the pottery is placed while being fired." — Marshall

## your look forward and back

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### **assignment: Marshall and the importance of place**

*manuscript* — papyrus parchment, silk, paper (Pipa Saunders)

*coffee house*

*print* — Venice and quality (Gavin Li); China & Korea and the state (Alice Park)

*pottery, Wedgwood* — "patronage of court" (Ester Shchemelinin)

*Royal Society*

*inoculation*

*telegraph* — IP/government support (Meeri Shin) colonization (Jae Hun)

*UNIX* — (Yurika Jacobsson)

*CERN* — (Jonathan Anstett)



# closer to home



Yurika Jacobsson

Laura Uy

Nathaniel Valdez

Shannon Chu

Celeste Boureille,

Raphael Soto

Chuhan Zhang



If you choose this assignment, you must work in groups of 2 or 3; send your joint findings to Nikolai or to Paul as a pdf by Tuesday at 6; and come to class prepared not only to discuss your findings, but also if called upon to present your findings to the class.

## Thursday assignment

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Eric Schmidt of Google writes, “We know where you are. We know where you’ve been. We can more or less know what you’re thinking about.” By analysis of the ads and links that Google offers you, explore what Google “knows” about you and to what extent it is possible to spoof Google and change its “perception” without losing your identity or Google’s utility. Show whether your findings endorse or challenge Schmidt’s claim or Zuboff’s response.

**be cooperative**

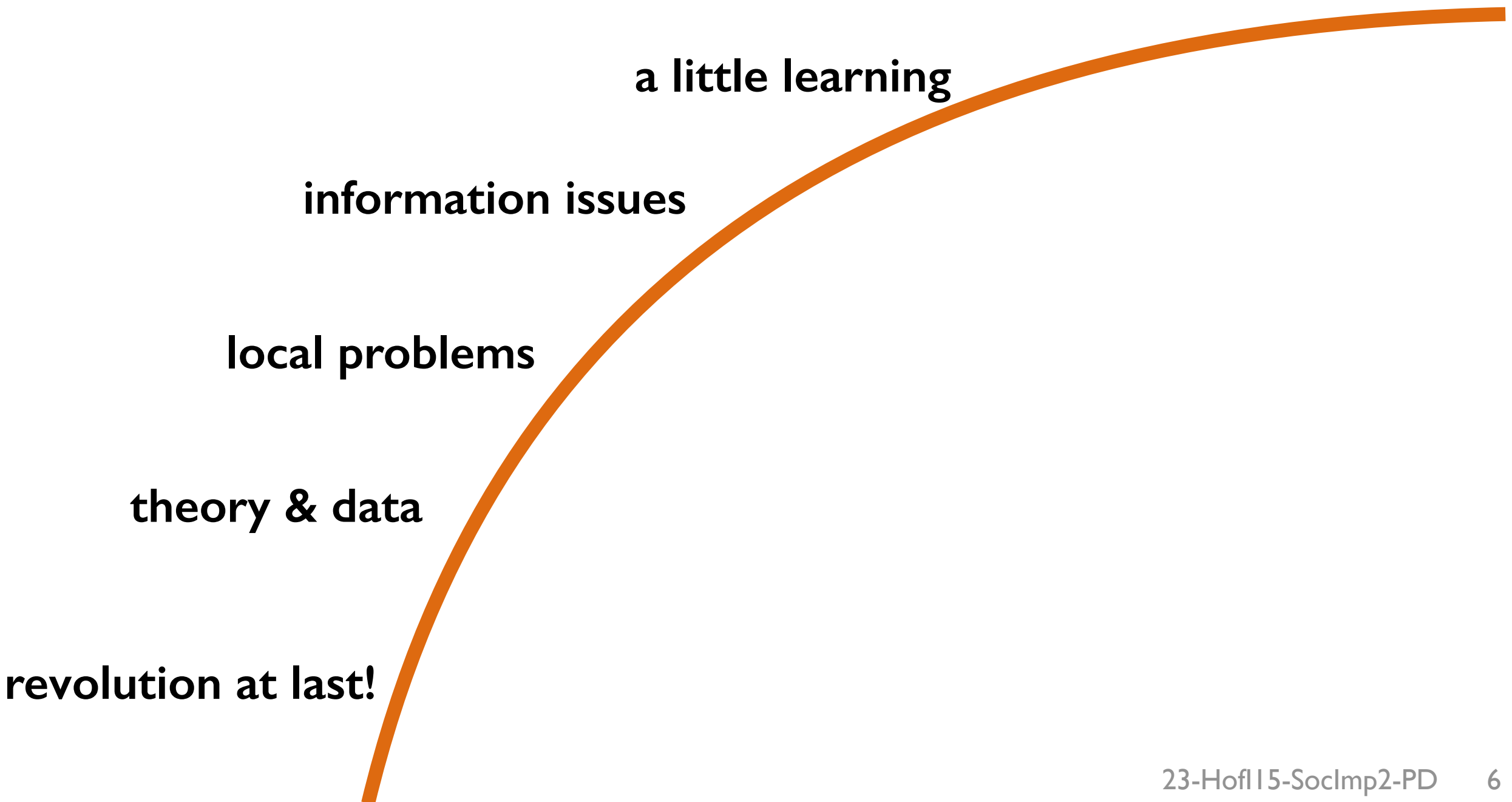
**be inventive**

**don't be dull**

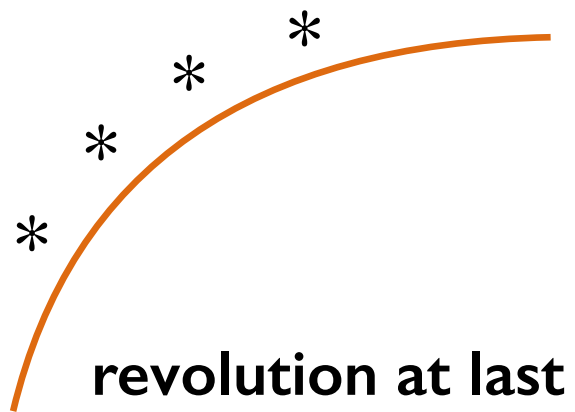


# overview

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"the *revolution*  
begins at last"

"This has been  
predicted  
before ..."

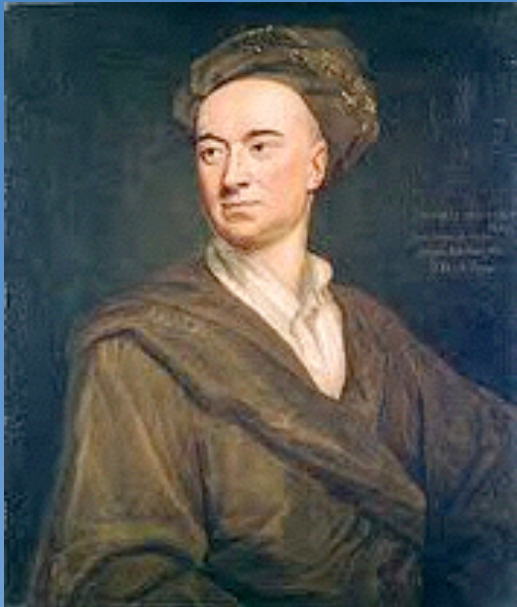




# 300 years (or 22 classes)

"Ye Gods, annihilate but space and time,  
And make two lovers happy."

1728







Claude Chappe  
(1763-1805)

# a single point

## revolutionary ideas

"The establishment of the telegraph is ... the best response to the publicists who think that France is too large to form a Republic. The telegraph shortens distances and, in a way, brings an immense population together at a single point."

— Claude Chappe, 1793



## Chapitre 1<sup>er</sup>

### Exposition.

Parvenu à la suite de travaux longs et pénibles, trouver, enfin, un art nouveau regardé comme impossible beaucoup de Savans, une route nouvelle va fournir devant les efforts de l'homme, les distances vont disparaître et les extrémités du Monde se rapprocher.

Je crois devoir <sup>consigner</sup> le résultat de mes travaux aux archives, où l'industrie française, enregistrée par l'Etat et ses découvertes, et sublimée par une et moyennant prenant un brevet d'invention pour authentifier mes ~~travaux~~ <sup>travaux</sup> et mes ~~découvertes~~ <sup>découvertes</sup> résultats.

Conduire les Ballons dans l'air a été proclamé impossible; (car on ne peut <sup>enlever</sup> considérer l'azote <sup>ou l'hydrogène</sup> d'atomes <sup>du rayon</sup> de l'air comme un moyen de progression suffisant); En effet, si l'on admet des Ballons sphériques (ce qui est impossible), les efforts des Savans n'avaient pas encore tenté d'autres formes. Presque toutes les autres pourraient conduire à ce résultat. les formes du Cylindre, du Cône et de l'ellipsoïde même, et <sup>plusieurs</sup> ~~autres~~ formes composées à double <sup>(hélice, hélice, hélice)</sup> hélice; Mais elles offrent des avantages plus ou moins grands et sont préférées l'une à l'autre. Je n'ai considéré, ici, les deux formes coniques et annulaires.

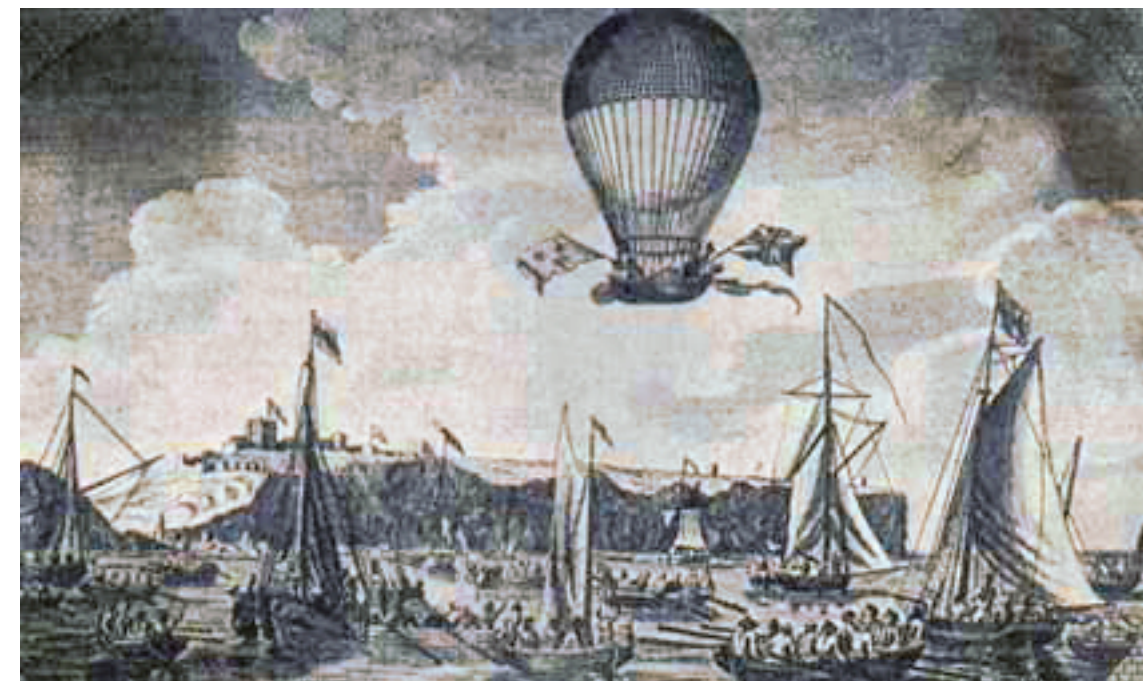
J'avais adopté la 1<sup>re</sup> il y a trois ans, mais je l'ai

Certificat de demande d'un Brevet d'Invention  
de cinq ans décerné à M. Duperron (p. 100)

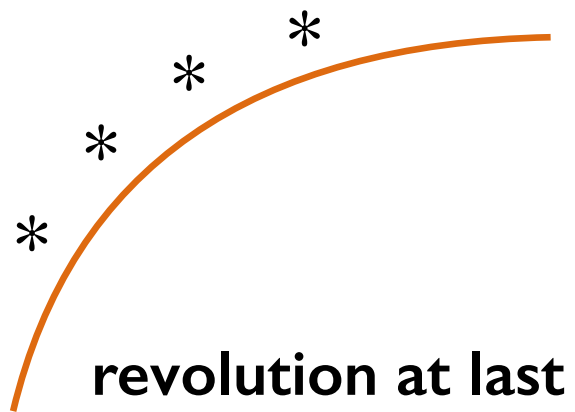
De la République de M. Duperron (p. 100) ami à la République, d'après le décret du 1<sup>er</sup> Mars 1800, dans laquelle il est prouvé que, devant jouir des droits de propriété temporaire accordés et garantis aux auteurs et inventeurs des découvertes et inventions nouvelles en tout genre d'industrie, il demande un Brevet d'Invention de cinq ans, pour lui à lui-même et à ses héritiers;

# disappearance

"Parvenu à la suite de travaux longs et pénibles à trouver, enfin, un art nouveau regardé comme impossible par beaucoup des Savans, une route nouvelle va fournir devant les efforts de l'homme, les distances vont disparaître et les extrémités du Monde se rapprocher."





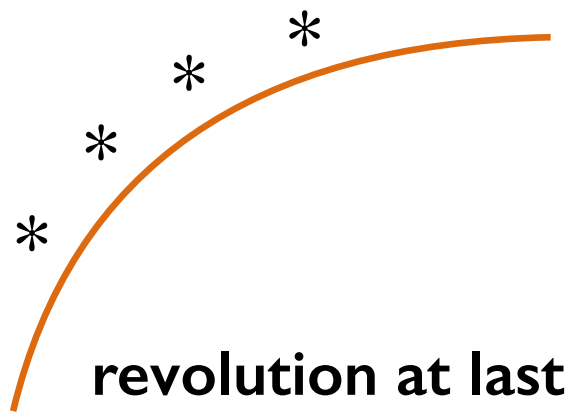


# one neighborhood

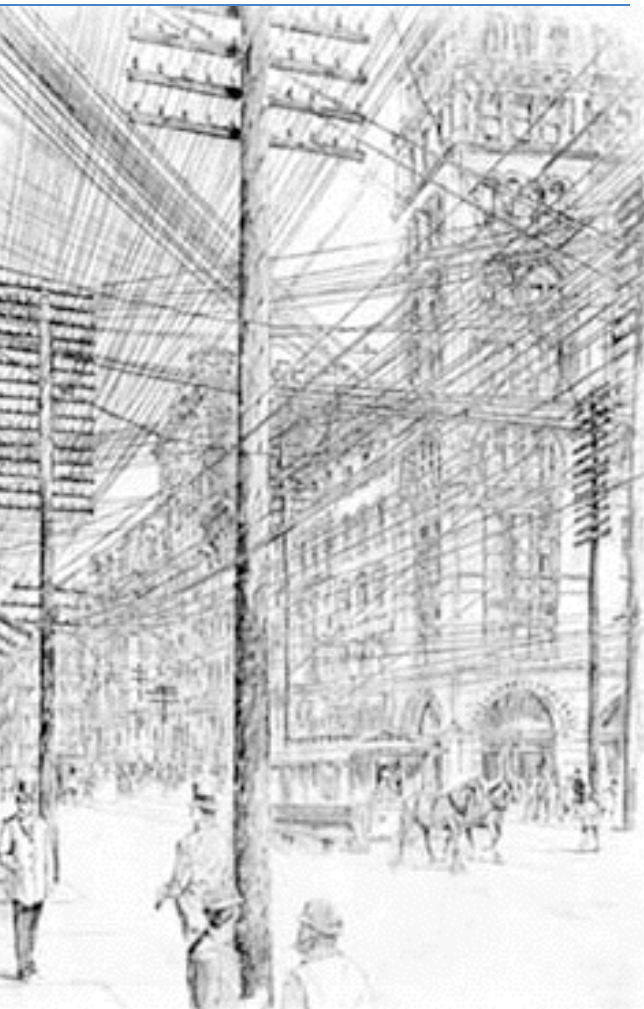


"It is not visionary to suppose that it would not be long ere the whole surface of this country would be channelled for those nerves which are to diffuse, with the speed of thought, a knowledge of all that is occurring throughout the land; making one neighborhood of the whole country."

— Morse to Congress, 1838



## going global



"A line of telegraph ... from London to Kurrachee, and from thence to every part of India, ... intelligence and commands be daily and hourly communicated with the speed of lightening ... in this virtual annihilation of time and space in the communications between England and her distant possessions will be more than realised"

--*Blackwood's Edinburgh Magazine*, 1857





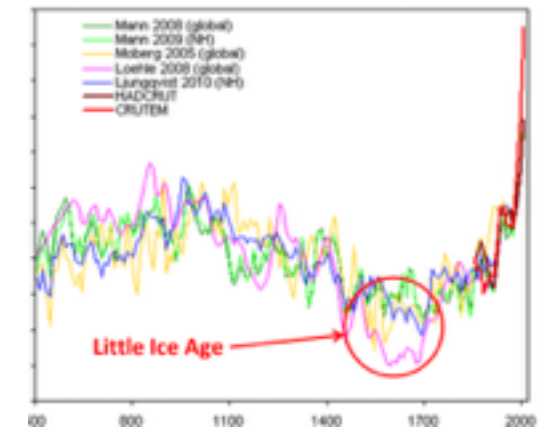
# still going

## sea to shining sea

"the almost **complete annihilation of time and space** between the distant antipodal points of the American continent ... produced by the construction of the Pacific Railroad"

-- John Wesley Clampitt,  
*Echoes from the Rocky Mountains*, 1888

"The arrival of Europeans in the Americas also led to a large decline in human numbers. Regional population estimates sum to a total of 54 million people in the Americas in 1492, with recent population modelling estimates of 61 million people. Numbers rapidly declined to a minimum of about six million people by 1650 via exposure to diseases carried by Europeans, plus war, enslavement and famine. The accompanying near cessation of farming and reduction in fire use resulted in the regeneration of over 50 million hectares of forest, woody savanna and grassland ...



# assessing progress?





## once again, one voice

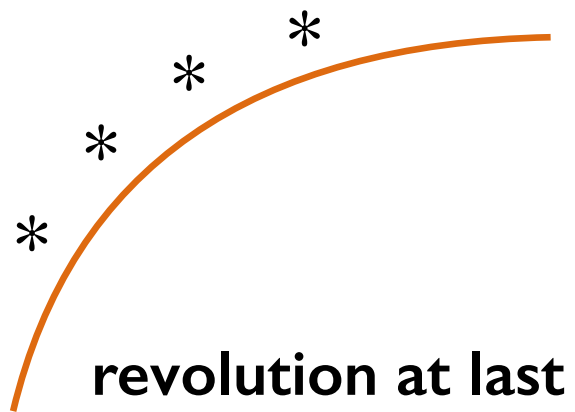
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"Someday we will build up a world telephone system, making necessary to all peoples the use of a common language or common understanding of languages, which will join all the people of the earth into one brotherhood. There will be heard throughout the earth a great voice coming out of the ether which will proclaim, 'Peace on earth, good will towards men.'"

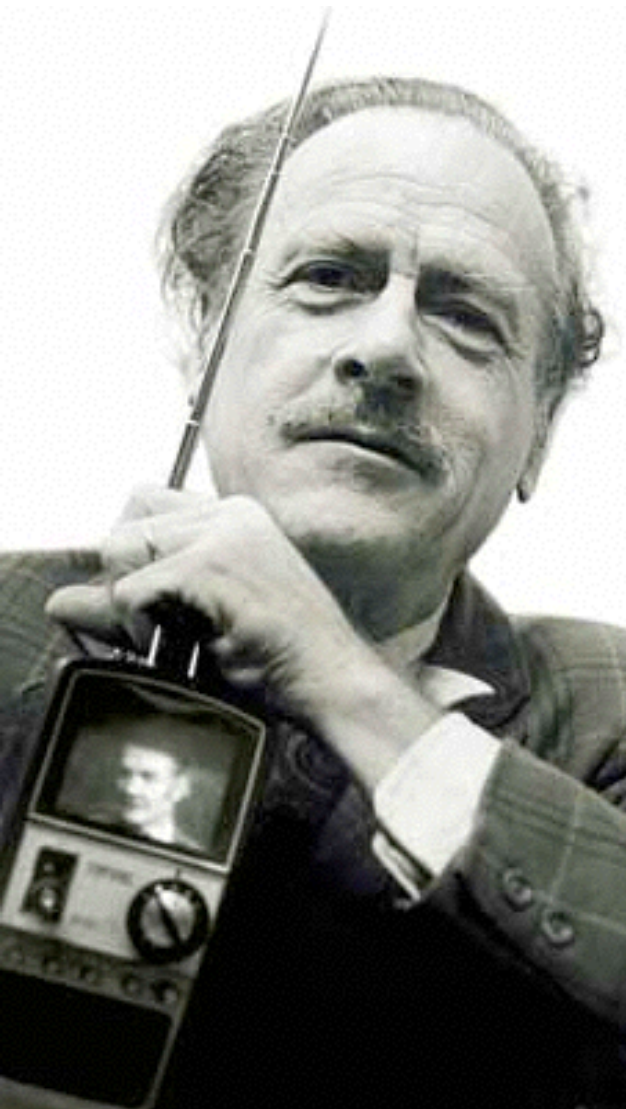
--John J. Carty, AT&T, 1891







# global village



"Electric circuitry has overthrown the regime of 'time' and 'space' and pours upon us instantly and continuously concerns of all other men. It has reconstituted dialogue on a global scale. Its message is Total Change, ending psychic, social, economic, and political parochialism... Ours is a brand-new world of allatonceness. **'Time' has ceased, 'space' has vanished. We now live in a global village ... a simultaneous happening.**"

--McLuhan et al., *Medium is the Massage*, 1967



*"the revolution begins at last"*

"Exaggerated ideas about the potential of the Internet are nothing new. A prime example is Frances Cairncross' best-selling 1997 book *"The Death of Distance."*

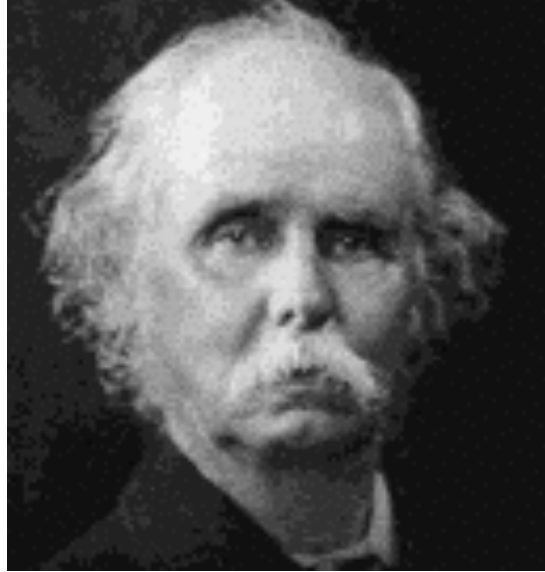
—Lenzo, Will the Revolution be Tweeted?

this time it's different

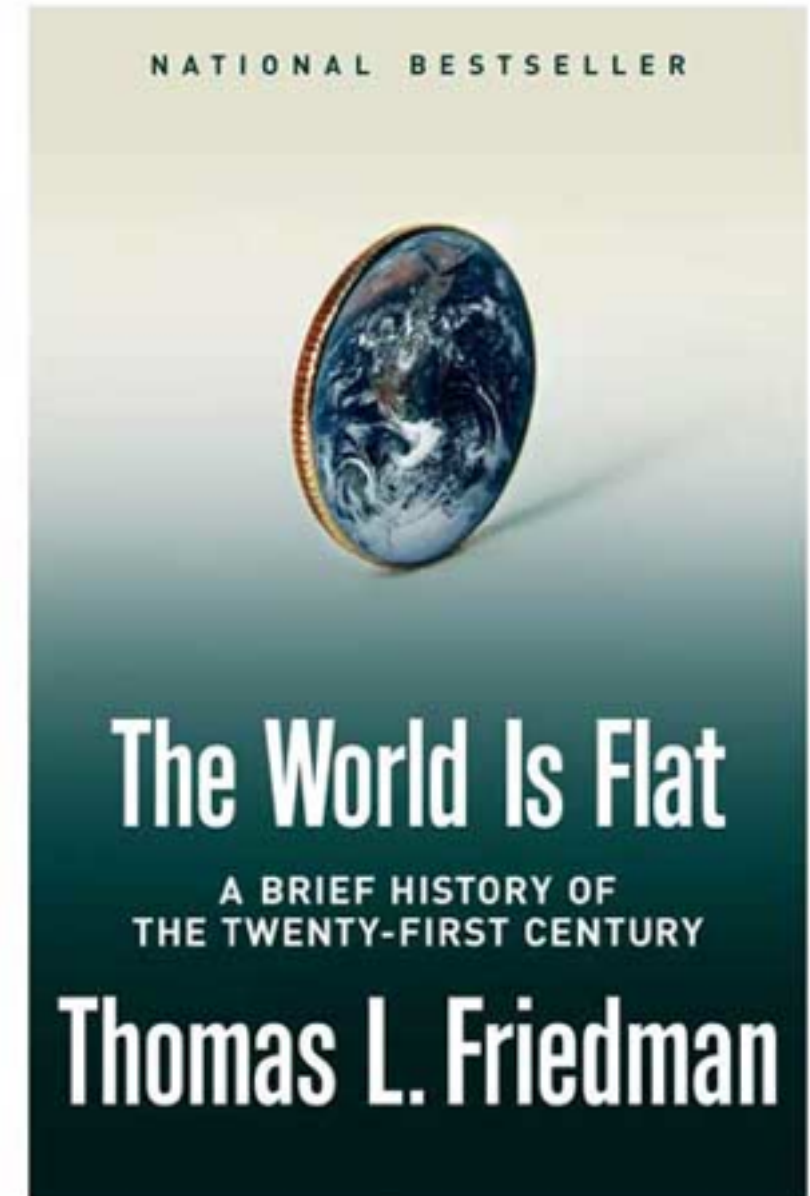
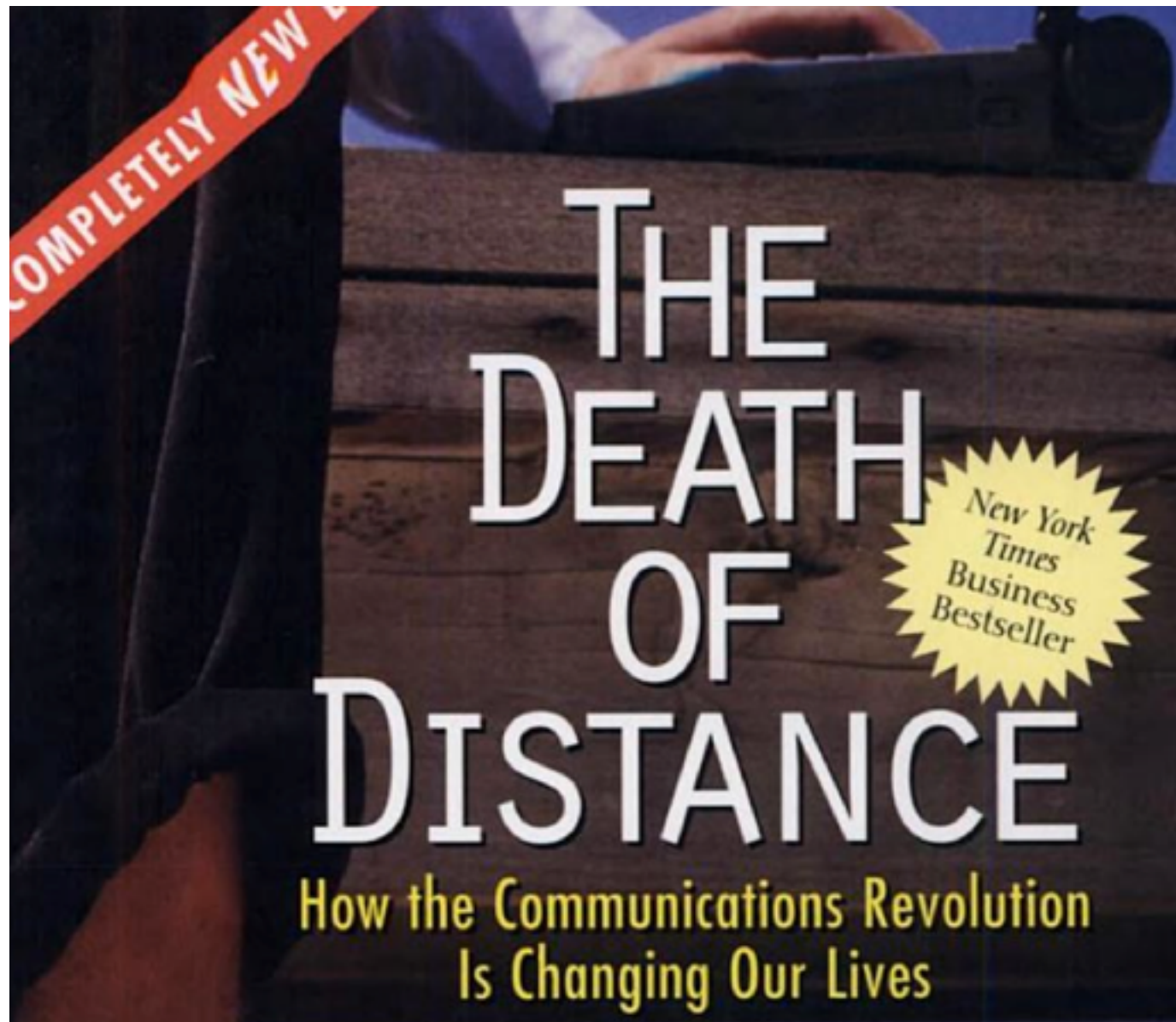
"This has been predicted before; the difference now is that it is actually starting to happen"



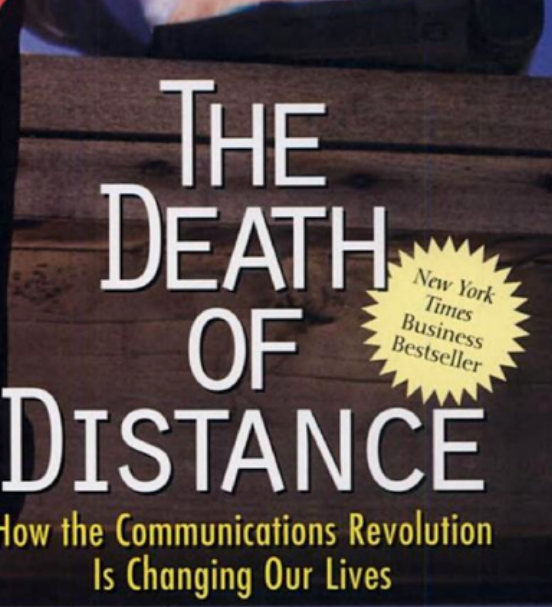




when was that?







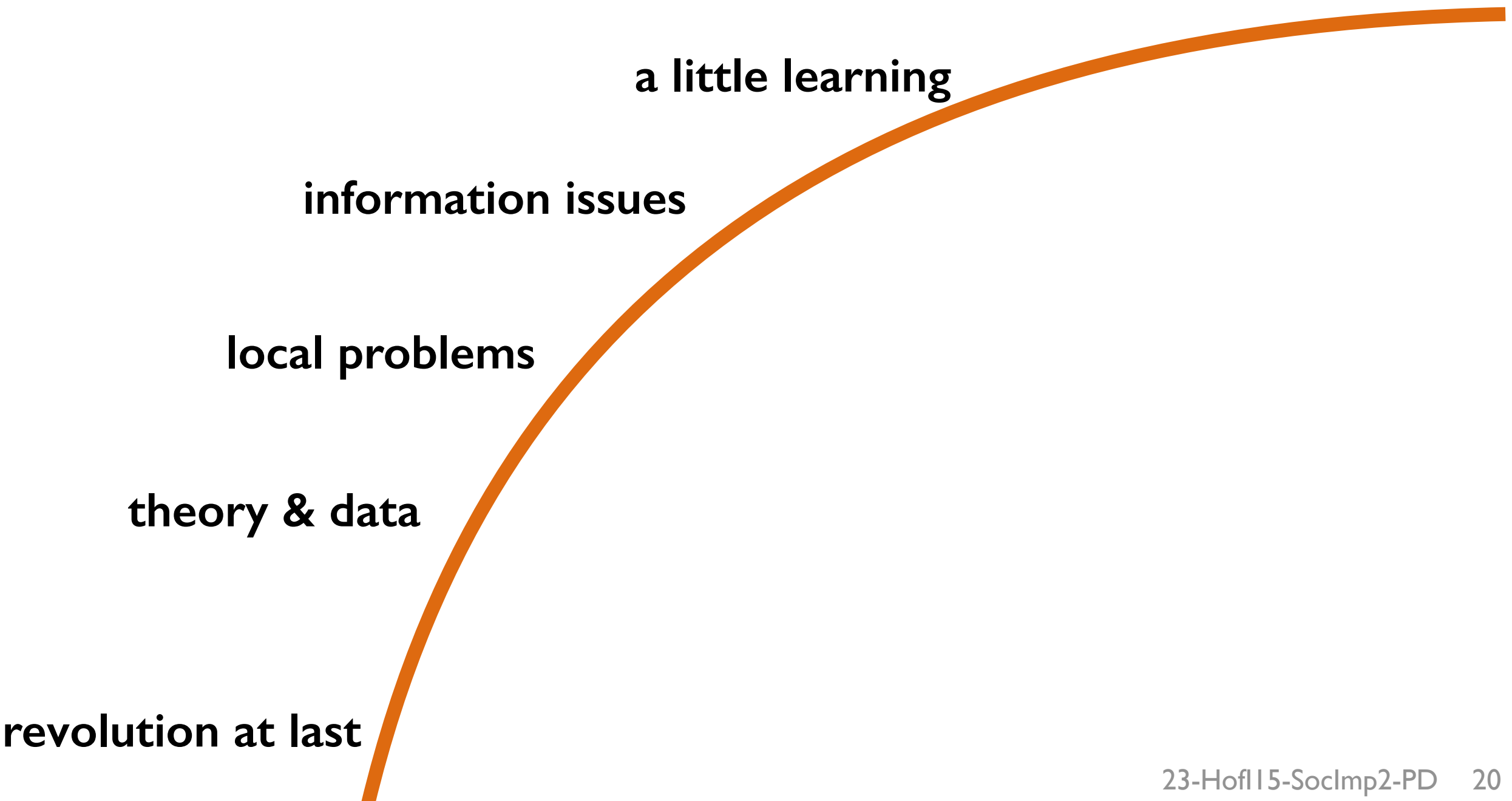
# trendspotting

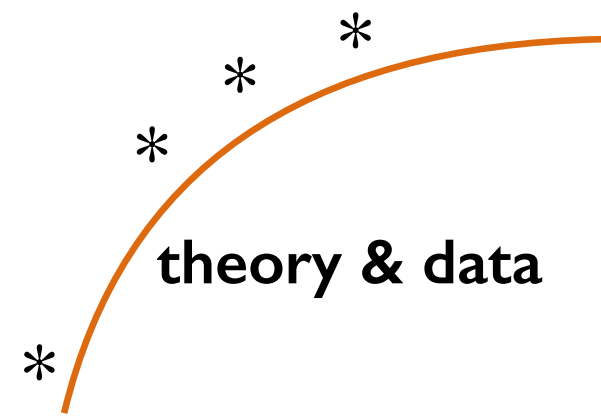
1. **The Death of Distance.** Distance will no longer decide the cost of communicating electronically. Indeed, once investment has been made in a communications network, in buying a computer or telephone, or in setting up a Web site, the additional cost of sending or receiving an extra piece of information will be virtually zero.
2. **The Fate of Location.** Companies will be free to locate many screen-based activities wherever they can find the best bargain on skills and productivity. Developing countries will increasingly perform on-line services – including monitoring security screens, inputting data from forms, running help-lines, and writing software code – and sell them to the rich industrial countries that generally produce such services domestically.
3. **Improved Connections.** Most people on earth will eventually have access to networks that are all interactive and broadband. The Internet will continue to exist in its present form, but will also carry many other services, including telephone and television.
4. **Increased Mobility.** Every form of communication will be available for mobile or remote use.
5. **More Customized Networks.** The huge capacity of networks will enable individuals to order “content for one”: that is, individual consumers will receive (or send) exactly what they want to receive (or send), when and where they want it.
6. **A Deluge of Information.** Because people’s capacity to absorb new information will not increase, they will need filters to sift, process, and edit it.
7. **Increased Value of Brand.** Companies will want ways to push their information ahead of their competitors’. One of the most effective will be branding. What’s hot – whether a product, a personality, a sporting event, or the latest financial data – will attract the greatest rewards.
8. **More Minnows, More Giants.** Many of the costs of starting a new business will fall and companies will more easily buy in services. So small companies will start up more readily, offering services that, in the past, only giants had the scale and scope to provide. If they can back creativity with competence and speed, they will compete effectively with larger firms. At the same time, communication amplifies the strength of brands and the power of networks. In industries where networks matter, concentration will increase.
9. **More Competition.** More companies and customers will have access to accurate price information. In addition, some entry barriers will fall. The result will be greater competition in many markets, resulting in “profitless prosperity”: it will be easier to find buyers, but harder to make fat margins.



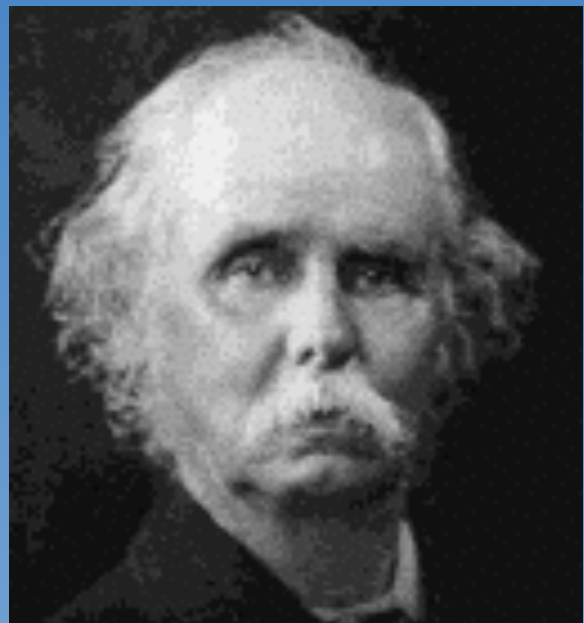
# overview

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# principled explanation?

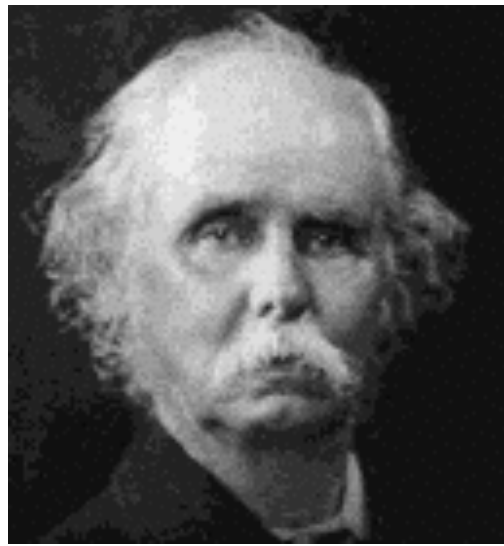


Alfred Marshall  
1842-1924

"Every cheapening of the means of communication, every new facility for the free interchange of ideas ... alters the action of the forces which tend to localize industries."

--Alfred Marshall,  
*Principles of Economics*, 1920



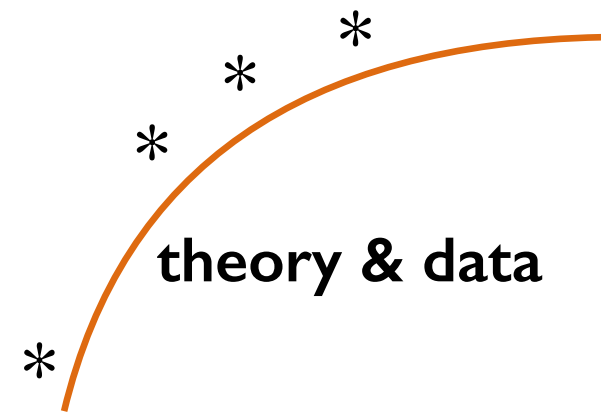


# what moves?

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## goods or people?

Every cheapening of the means of communication ... alters the action of the forces which tend to localize industries. Speaking generally we must say that a lowering of tariffs, or of freights for the transport of goods, tends to make each locality buy more largely from a distance what it requires; and thus tends to concentrate particular industries in special localities: but on the other hand everything that increases people's readiness to migrate from one place to another tends to bring skilled artisans to ply their crafts near to the consumers who will purchase their wares. **These two opposing tendencies** are well illustrated by the recent history ...



# opposing tendencies?



Ronald Coase  
1910 - 2013

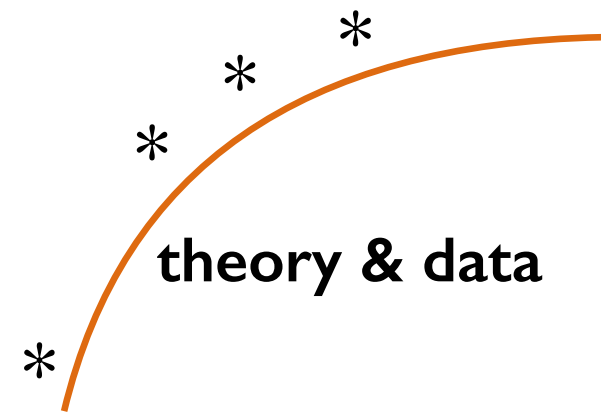
**economic explanations**

make or buy

hierarchy or market

**decided by**

transaction costs vs management costs



# the nature of the firm?



"Changes like the telephone and the telegraph which tend to reduce the cost of organising spatially will tend to increase the size of the firm. All changes which improve managerial technique will tend to increase the size of the firm."

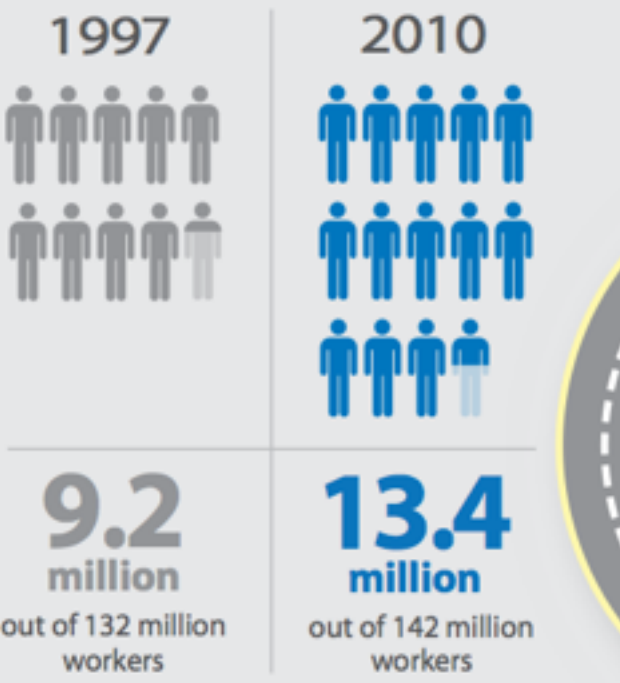
--Ronald Coase,  
"The Nature of the Firm," 1937



# Work at Home Jobs Becoming More Common

9:34 AM ET | By: Chad Brooks, BusinessNewsDaily Contributor

In 2010, 13.4 million people worked at least one day at home per week—an increase of over 4 million people (35 percent) in the last decade.



**Bits**

FEBRUARY 25, 2013, 1:41 PM | 198 Comments

## Will Yahoo Increase Productivity by Banning People From Working at Home?

By CLAIRE GAIN MILLER

When Marissa Mayer swooped into Yahoo last year, she tried to make it a more desirable place to work, adding perks like free food and smartphones.

But for some employees, that spirit changed last week, when the company issued a new policy requiring all employees to report to work at Yahoo offices and not remotely, according to [a report](#) published by All Things D, a tech blog. In a memo, the company said it wanted to increase collaboration

# here or there?

## percentage of home workers in population

1960	1970	1980	1990	1999	2005	2010	2013
0.025	0.013	0.01	0.014	0.034	0.039	0.043	0.026

### Stanford Study: Letting Employees Work from Home Raises Productivity

## To Raise Productivity, Let More Employees Work from Home

by Nicholas Bloom

FROM THE JANUARY-FEBRUARY 2014 ISSUE

Harvard  
Business  
Review

SAVE SHARE COMMENT TEXT SIZE PRINT BUY COPIES \$6

**T**he study: Nicholas Bloom and graduate student James Liang, who is also a cofounder of the Chinese travel website Ctrip, gave the staff at Ctrip's call center the opportunity to volunteer to work from home for nine months. Half the volunteers were allowed to telecommute; the rest remained in the office as a control group. Survey responses and performance data collected at the conclusion of the study revealed that, in comparison with the employees who came into the office, the at-home workers were not only happier and less likely to quit but also more productive.

## 'RESHORING': WILL U.S. MANUFACTURING MAKE A COMEBACK?



by JOHN HAYWARD | 13 Apr 2015

Call it "reshoring," or "insourcing" if you prefer. By any name, a significant movement of manufacturing back to U.S. shores is exactly what our economy needs. Factory movement overseas has opened a hole in the American job market that nothing else can truly fill, a point stressed in blue-collar populist appeals from both political parties.

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Where am I? > Home > News > Management

## Homeward bound: Why companies are 're-shoring' back to the UK

Melanie Stern finds out why re-shoring is a pragmatic choice for Britain's business community

20 Mar 2015

By Melanie Stern

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# here or there?

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The Forex Market

Home Rates & Charts News Analysis & Insights Economic Calendar Technical

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## Reshoring of Japanese manufacturing - Nomura

Mon, Apr 06 2015, 22:36 GMT | FXStreet

Tweet Like 0 g+1 in Share Share GLOBAL SCM

FXStreet (Bali) - Minoru Nogimori, Japanese Economist at Nomura, notes that Japanese companies are increasingly reshoring production back to Japan.

### Key Quotes

"With Abenomics boosting their cost competitiveness, Japan's production back to Japan, especially the manufacture of high-tech products."

"Consumer electronics manufacturers are ramping up production of devices and we expect this trend to continue. The weak yen exports, which we expect to continue growing with knock-on chain."

## Reshoring and Total Cost of Ownership

BY HARRY MOSER AND MILLAR KELLEY ON MAR 20, 2015

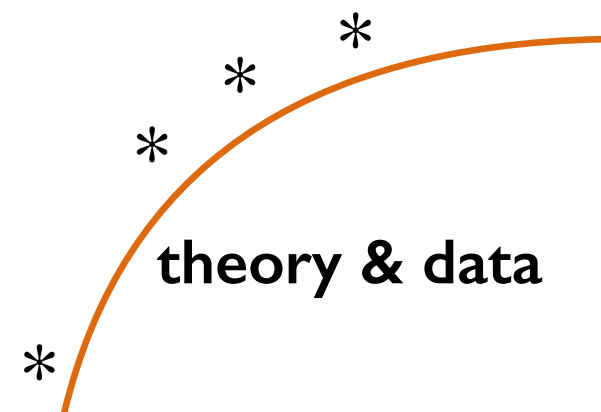


Harry Moser

f | Share t | Share p | Share in | Share

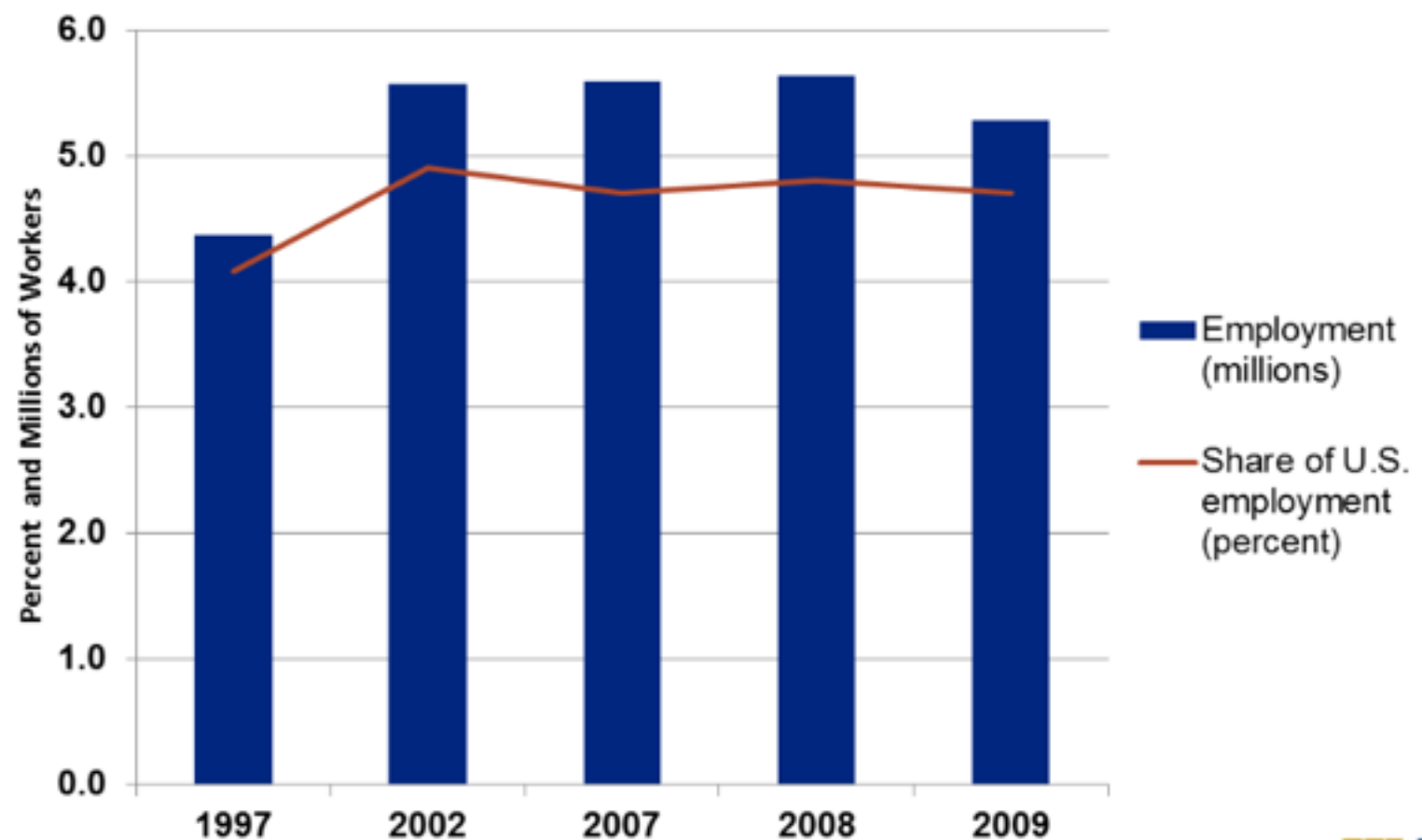
Reshoring is the most direct solution for many of

SupplyDemandChain



# inside out?

## Insourcing: Share of U.S. employment by foreign-owned companies





\*  
\*  
\*  
theory & data

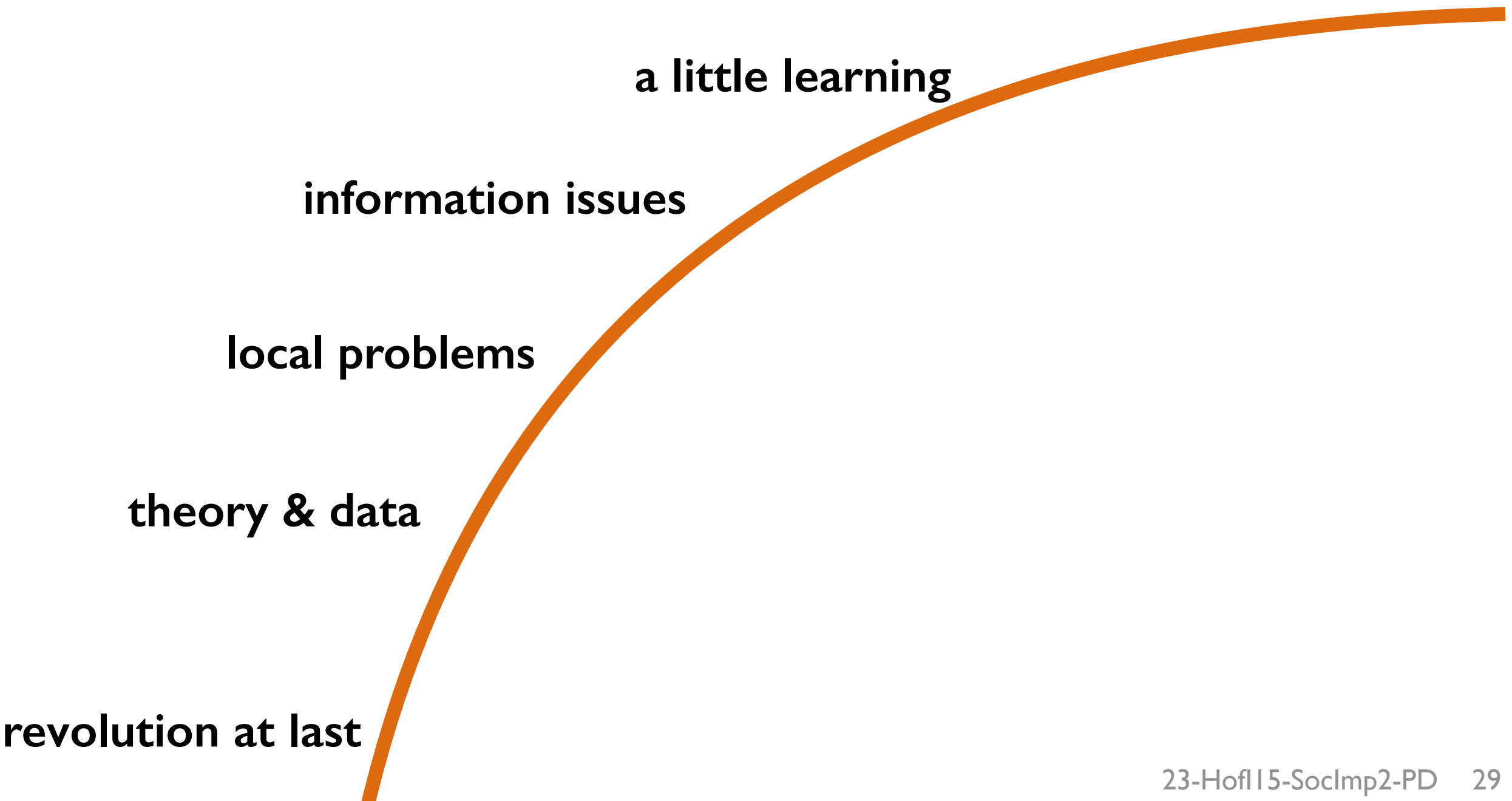
# paradox of the laptop?





# overview

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**Yurica Jacobsson:** a "localized industry" (IV.X.1)  
... [the advantages] "people following the same  
skilled trade get from near neighborhood to  
another" (IV.X.7).

## contending forces — on the one hand

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**Laura Uy:** Another similar example would be Silicon Valley and its key role in the rise of computers in the 1970s. The relatively concentrated location of silicon chip manufacturers, scientists, University researchers, and venture capitalists allowed for the intersection that was central to the development of the modern computer.

**Nathaniel Valdez:** Silicon Valley's proximity to top universities like Stanford and the UC Berkeley created a region invested in elite talent where employers could find a "good choice of workers" with "special skills which they require[d]," (Marshall). Its huge tracks of cheap flat land, unlike cities on the east coast, provided an expansive space where hundreds of tech companies could develop freely without the typical bureaucratic roadblocks of development in larger cities.





# contending forces — on the other

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**Shannon Chu:** the forces that localized people became redundant.

**Celeste Boureille:** the globalization of place as it relates to information.

**Raphael Soto:** "As time passes, Marshall's argument becomes less accurate"

**Chuhan Zhang** "Apple '...kept on the right track for satisfying the needs of purchasers far away; and they created new wants among consumers' (Marshall, IV.X.1) but the notion that 'Consequently shops which deal in expensive and choice objects tend to congregate together' (Marshall, IV.X.12) might be challenged by the fact that Apple product can be purchased almost anywhere in the world."

Google™



more complications

if distance is dead ...



NETFLIX



UBER



... why are they here?





at the centre ...

... of cheapening communication

"Every cheapening of the means of communication, every new facility for the free interchange of ideas ... alters the action of the forces which tend to localize industries."

--Alfred Marshall,  
*Principles of Economics*, 1920





## Viadeo Expands Global Footprint to San Francisco

*Company Brings Rich Professional Social Networking Platform to the U.S. Marketplace, Plans Collaboration with Developers and Technology Leaders*

March 08, 2011 11:00 AM Eastern Standard Time

SAN FRANCISCO--(BUSINESS WIRE)--Viadeo, the number one social network for professionals in Europe, China and South America, today announced the opening of its first U.S. office based in San Francisco. The company, headquartered in Paris with 250 employees in offices worldwide, has officially opened its operations in San Francisco's financial district. Viadeo SF will be led by Dan Serfaty, co-founder and CEO, who will oversee the future development of Viadeo and its platform as well as promote collaboration with developers and leading technology companies in the San Francisco Bay Area.

# here or there?

"Employers are apt to resort to any place where they are likely to find a good choice of workers with the special skill which they require; while men seeking employment naturally go to places where there are many employers who need such skill as theirs."

— Marshall



# means of communication?





10. **Increased Value of Niches.** The power of the computer to search, identify, and classify people according to similar needs and tastes will create sustainable markets for many niche products. One of the most valuable improvements will be in the ability of people to locate things that have hitherto been hard to find: from friends with similar tastes to specialized services.
11. **Communities of Practice.** The horizontal bonds among people performing the same job or speaking the same language in different parts of the world will strengthen. Common interests, experiences, and pursuits, rather than proximity, will bind communities together.
12. **The Loose-Knit Corporation.** Culture and communications networks, rather than rigid management structures, will hold companies together. Vertically integrated companies that do the costs of dealing with arm's-length suppliers and partners. Alliances will bond companies together at many levels.
13. **Openness as a Strategy.** Loyalty, trust, and open communications will reshape the nature of supplier and customer contacts. Suppliers will draw directly on their customers' databases, working as closely and seamlessly as an in-house supplier does now. Customers will be able to manage and track their orders through the production process.
14. **Manufacturers as Service Providers.** Companies will tailor their products more precisely to a customer's tastes and needs. Some will retain lasting links with their products: car companies, for instance, will continue electronically to track, monitor, and learn about their vehicles throughout the product's life cycle. New opportunities to build links with customers will emerge as a result.
15. **The Inversion of Home and Office.** The line between home and work will blur. People will increasingly work from home and shop from work. The office will become a place for the social aspects of work such as networking, brainstorming, lunching, and gossiping. More people will work on the move: from their cars, from hotel rooms, from airport departure lounges. Home design will change: new homes will routinely have home offices.
16. **The Proliferation of Ideas.** New ideas and information will travel faster to the remotest corners of the world. Developing countries will acquire more rapidly access to the industrial world's knowledge and ideas. That will help many developing countries to grow more quickly and even to narrow the gap with the rich world.
17. **The Decline of National Authority.** Governments will find national legislation and censorship inadequate for regulating the global flow of information. A constant stream of information will be available to all.
18. **Loss of Privacy.** Protecting privacy will be difficult, as it was in the villages of past centuries. Governments and companies will easily monitor people's movements. Machines will recognize physical attributes such as a voice or fingerprint. Civil libertarians will worry, but others will rationalize the loss as a fair exchange for the reduction of crime, including fraud and illegal immigration. In the electronic village, there will be little true privacy – and little unsolved crime.
19. **A Global Premium for Skills.** Pay differentials will continue to widen, as companies fight for the scarce talents of well educated workers. Managerial and professional jobs will be less vulnerable to competition from automation than jobs requiring relatively little skill. In addition, the Internet enhances the value of creative use of information. On-line recruitment will make the job market more global and efficient. As a result, highly skilled people will earn broadly similar amounts, wherever they live in the world.
20. **Rebirth of Cities.** As individuals spend less time in the office and more time working from home or on the road, cities will change from concentrations of office employment to centers of entertainment and culture. They will become places where people congregate to visit museums and galleries, attend live performances of all kinds, participate in civic events, and dine in good restaurants. Some poor countries will use low-cost communications to stem the flight from the countryside by providing rural areas with better medical services, jobs, education, and entertainment.
- # playing both ways? ...



## Worst Cities for Renters, No. 1: San Francisco

MSA: San Francisco-San Mateo-Redwood City, CA  
Metropolitan Division

Average monthly rent, Q4 2014: \$2,802

Year-over-year % change in apartment rent: 12.8%

Median household income, Q4 2014: \$85,087

Avg. rent as a share of household income: 40%

Apartment vacancy rate, Q4 2014: 3.6%

Average monthly mortgage payment, Q4 2014: \$5,851

Mortgage payment v. rent: \$3,049 cheaper to rent

WE'RE NO. 1

## Forbes: San Francisco Is the Absolute Worst City for Renters

Thursday, April 16, 2015, by Lamar Anderson



Photo via Markus Spiering

Today Forbes released its [ranking of the best and worst markets for renters](#), and whaddaya know, three of the top ten are in the Bay Area. San Francisco comes in first (by which we mean dead last), with a 12.8 percent increase in average monthly rent over the prior year (yeah, that [sounds about right](#)), trailed by Oakland at No. 2 and San Jose at No. 3. Our [perennial rival in unlivability](#), Manhattan, comes in fourth, followed by Los Angeles. Because Forbes looked at metropolitan statistical areas (MSAs), San Francisco's data includes San Mateo and Redwood City, whose presence no doubt lowered our metro's average monthly rent, which sat at a combined \$2,802 at the end of the fourth quarter of 2014.



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PICTURE  
EXCLUSIVE - A



Widow says  
Southwest crew



FBI clears Tulsa  
County Sheriff's



EXCLUSIVE:  
'Double wife

DUBIOUS DIS  
THE NUMBER  
TOP  
WE'RE NO. 1  
COMME  
Like

## Lucas strikes back - against his neighbors Director to build hundreds of affordable homes in millionaire neighborhood after they blocked him from building a studio

- Neighbors blocked Lucas' plans to build a film studio in 2012
- Now he plans to erect a housing complex on land off Lucas Valley Road
- The community would provide housing to 224 low-income families

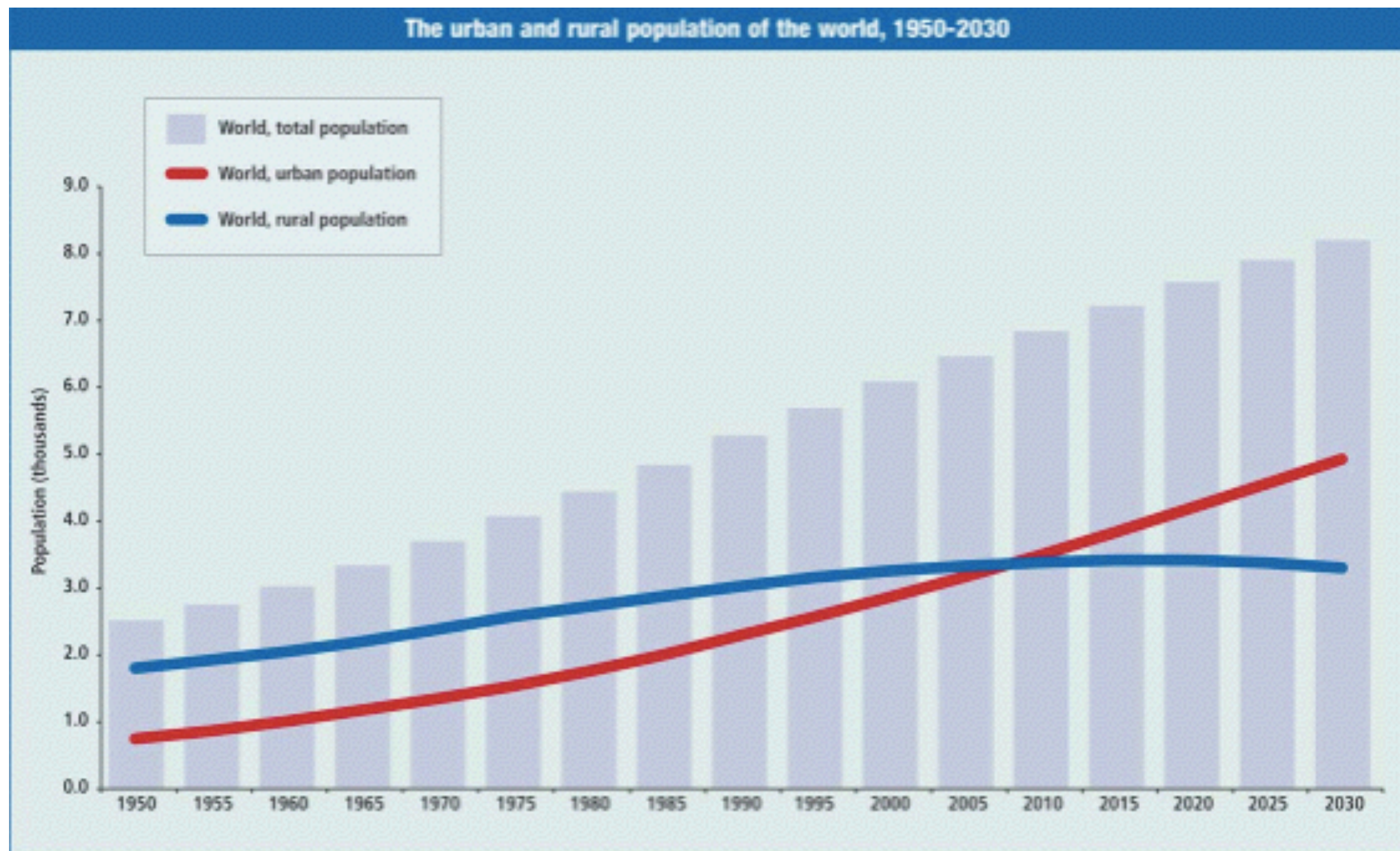
WORST CITY

— Marshall





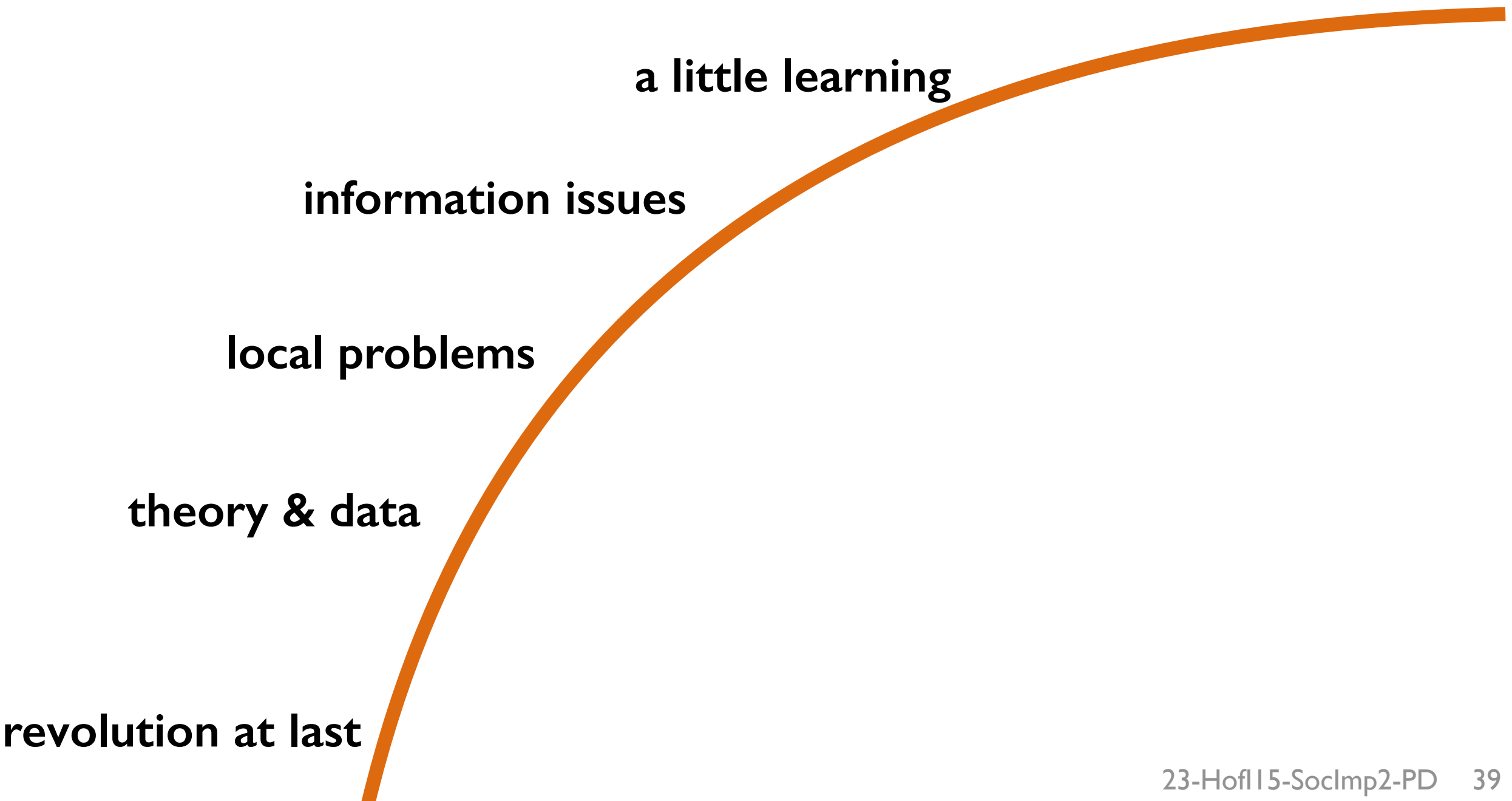
# crowding in





# overview

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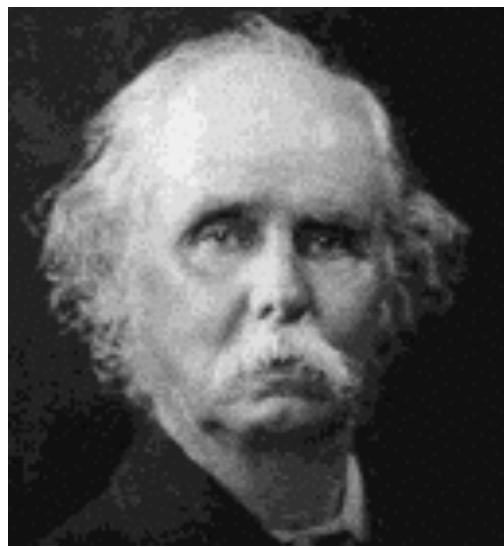


## diffuse information

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"The accumulation of many large manufacturing establishments in the same district has a tendency to bring together purchasers or their agents from great distances, and thus to cause the institution of a public mart or exchange. **This contributes to diffuse information relative to the supply of raw materials, and the state of demand for their produce,** with which it is necessary manufacturers should be well acquainted. The very circumstance of collecting periodically, at one place, a large number both of those who supply the market and of those who require its produce, tends strongly to check the accidental fluctuations to which a small market is always subject, as well as to render the average of the prices much more uniform."

--Charles Babbage



"Works done and stored in these places are also protected and 'appreciated'" — Jiachen Jiang

## more than information?

---

"When an industry has thus chosen a locality for itself, it is likely to stay there long: so great are the advantages which people following the same skilled trade get from near neighbourhood to one another. **The mysteries of the trade become no mysteries; but are as it were in the air,** and children learn many of them unconsciously. Good work is rightly appreciated, inventions and improvements in machinery, in processes and the general organization of the business have their merits promptly discussed: if one man starts a new idea, it is taken up by others and combined with suggestions of their own; and thus it becomes the source of further new ideas. And presently subsidiary trades grow up in the neighbourhood, supplying it with implements and materials, organizing its traffic, and in many ways conducing to the economy of its material."



# working knowledge ...

**... moves in mysterious ways**  
**the "sticky" or "leaky" problem**

"If only HP Knew what HP knows ..."

— Lew Platt, CEO Hewlett-Packard

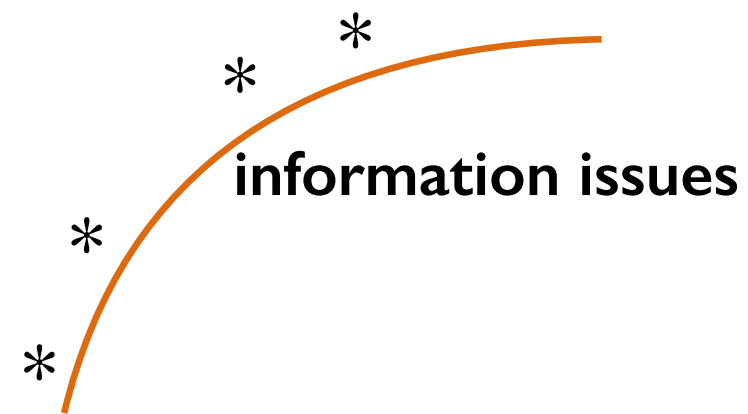


**trade secrets and enticement**  
**du Pont's battles**

—Catherine Fisk, *Working Knowledge*, 2009

*E. I. du Pont de Nemours*





# FLOSSing

**from sticky to leaky IP**



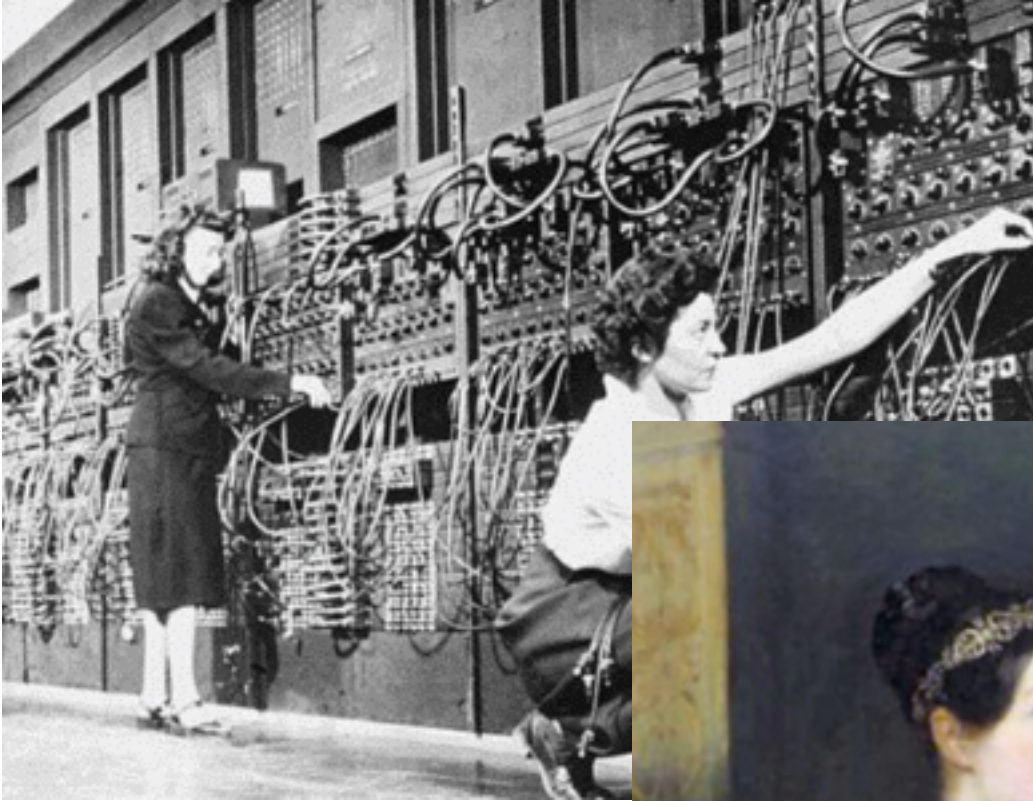


## a different distance

“But we also know that in ‘the social’ there is a loading of the dice that produces a probability that the collective associations and translations that result in effective power in these technology networks will continue to afford one sex domination over the other—unless it is somehow interrupted through an active politics of sex/gender.”

—Cynthia Cockburn, “Circuit of Technology,” 1994







Screw leaning in. It's time to slam the door in Silicon Valley's face

Jess Zimmerman

Opting out of sexist workplaces is straight out of the universe of boycotts and strikes. It acknowledges that this is a political problem, not one to be solved by HR



Julie Ann Horvath  
@nrrrdcore

Follow

My only regret is not leaving or being fired sooner. What I endured as an employee of GitHub was unacceptable and went unnoticed by most.

# the public sphere?

## THREE CHEERS FOR ELLEN PAO

by Randy Shaw on March 27, 2015

Share:



Ellen Pao leaving the courthouse

(Editor's Note: A jury ruled Friday afternoon against Ellen Pao on all her damage claims against Kleiner Perkins)

Jury verdicts can be a crapshoot, but to my mind Ellen Pao has already won. She has done more to expose Silicon Valley/ tech-world sexism than any prior single act, making Pao an unlikely agent of social change.

Pao's lawsuit has irrevocably changed the tech landscape. Not because it will transform the sexist, frat-boy culture of the tech world. Or because it will convince male venture capitalists to finance women entrepreneurs.

Pao's lawsuit is transformative because every

### Fighting Sexism In Silicon Valley

864



**A**s a woman venture capitalist since 1999, I initially read the Newsweek article "What Silicon Valley Thinks of Women" with great interest, and then with increasing sadness.



# Why We've Decided to Organize



Hamilton Nolan

Filed to: TOO INSIDERY 4/16/15 2:31pm

133,752



427



## Amazon Mechanical Turk: The Digital Sweatshop

*Unbeknownst to most users, our technological revolution depends in large part on the cheap-labor microtasking of Amazon Mechanical Turk and other tech employers.*

By Ellen Cushing, from East Bay Express  
January/February 2013



0



13



G+1

11



Microtasking works by outsourcing small, virtual tasks to an army of online workers, who then perform them for pennies.

*Illustration By Blair Kelly*

Slideshow

# BUSINESS INSIDER

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TECH

# more distance

San Francisco

## Google's Bus Drivers Say They Work Long Hours For Little Pay



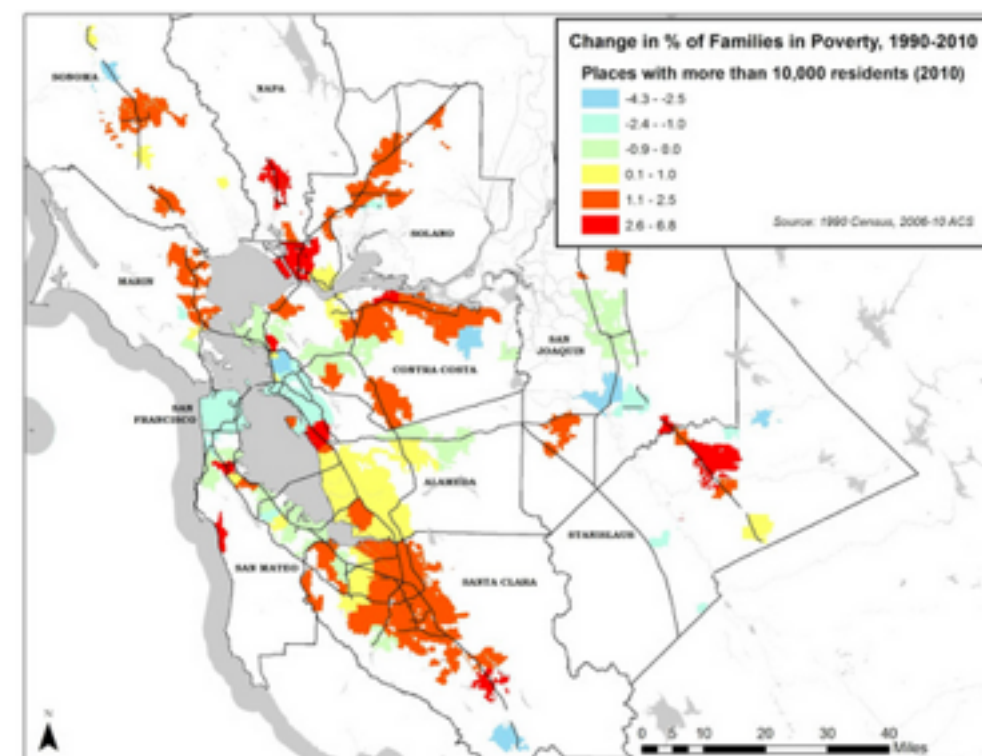
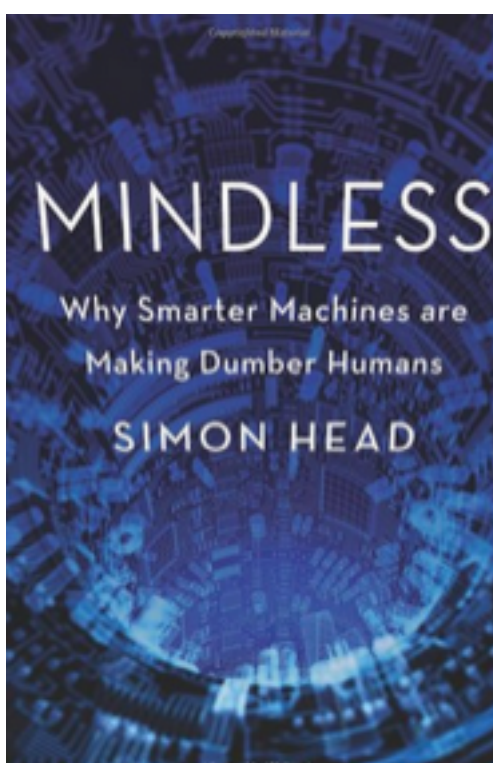
MADELINE STONE



SEP. 30, 2014, 1:41 PM

2,912

11



*Polis, Changing Percentage of Families in Poverty, 1990-2010*



UC Berkeley Center for Labor Research and Education  
April 2015

## local insight

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### The High Public Cost of Low Wages

Poverty-Level Wages Cost U.S. Taxpayers \$152.8 Billion Each Year  
in Public Support for Working Families

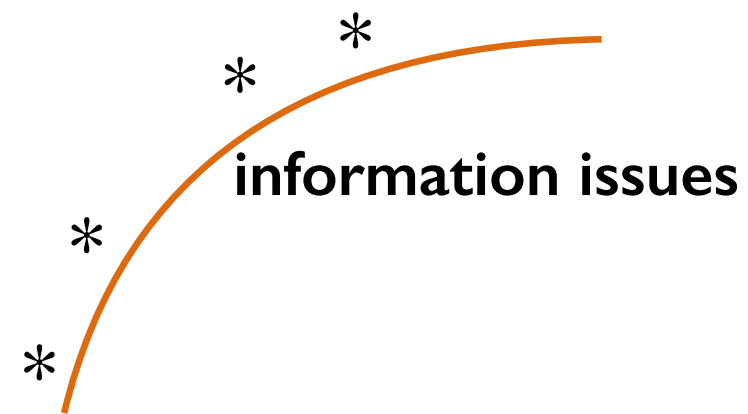
by Ken Jacobs, Ian Perry, and Jenifer MacGillvary

Even as the economy has at last begun to expand at a more rapid pace, growth in wages and benefits for most American workers has continued its decades-long stagnation. Real hourly wages of the median American worker were just 5 percent higher in 2013 than they were in 1979, while the wages of the bottom decile of earners were 5 percent *lower* in 2013 than in 1979.<sup>1</sup> Trends since the early 2000s are even more pronounced. Inflation-adjusted wage growth from 2003 to 2013 was either flat or negative for the *entire bottom 70 percent of the wage distribution*.<sup>2</sup> Compounding the problem of stagnating wages is the decline in employer-provided health insurance, with the share of non-elderly Americans receiving insurance from an employer falling from 67 percent in 2003 to 58.4 percent in 2013.<sup>3</sup>

Stagnating wages and decreased benefits are a problem not only for low-wage workers who increasingly cannot make ends meet, but also for the federal government as well as the 50 state governments that finance the public assistance programs many of these workers and their families turn to. Nearly three-quarters (73 percent) of enrollees in America's major public support programs are members of working families;<sup>4</sup> the taxpayers bear a significant portion of the hidden costs of low-wage work in America.

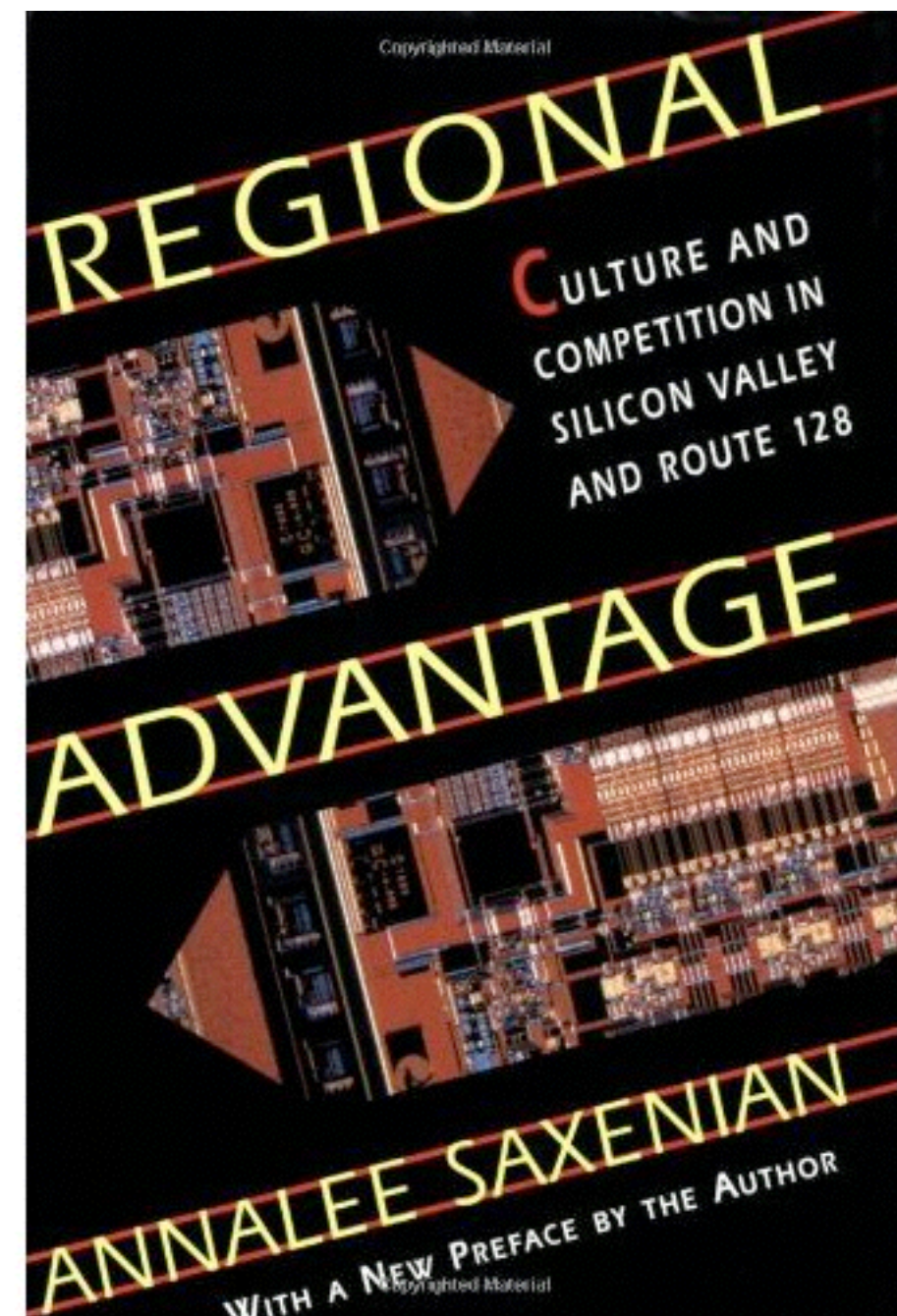
This is the first report to examine the cost to the 50 states of public assistance programs for working families. We examine working families' utilization of the health care programs Medicaid and Children's Health Insurance Program (CHIP), as well as their enrollment in the basic household income assistance program Temporary Aid to Needy Families (TANF). Both of these programs operate with shared funding from the federal government and the states, and in this report we also examine the costs to the federal government of Medicaid/CHIP and TANF, as well as the Earned Income Tax Credit (EITC) and the food stamps program





# local "mysteries"

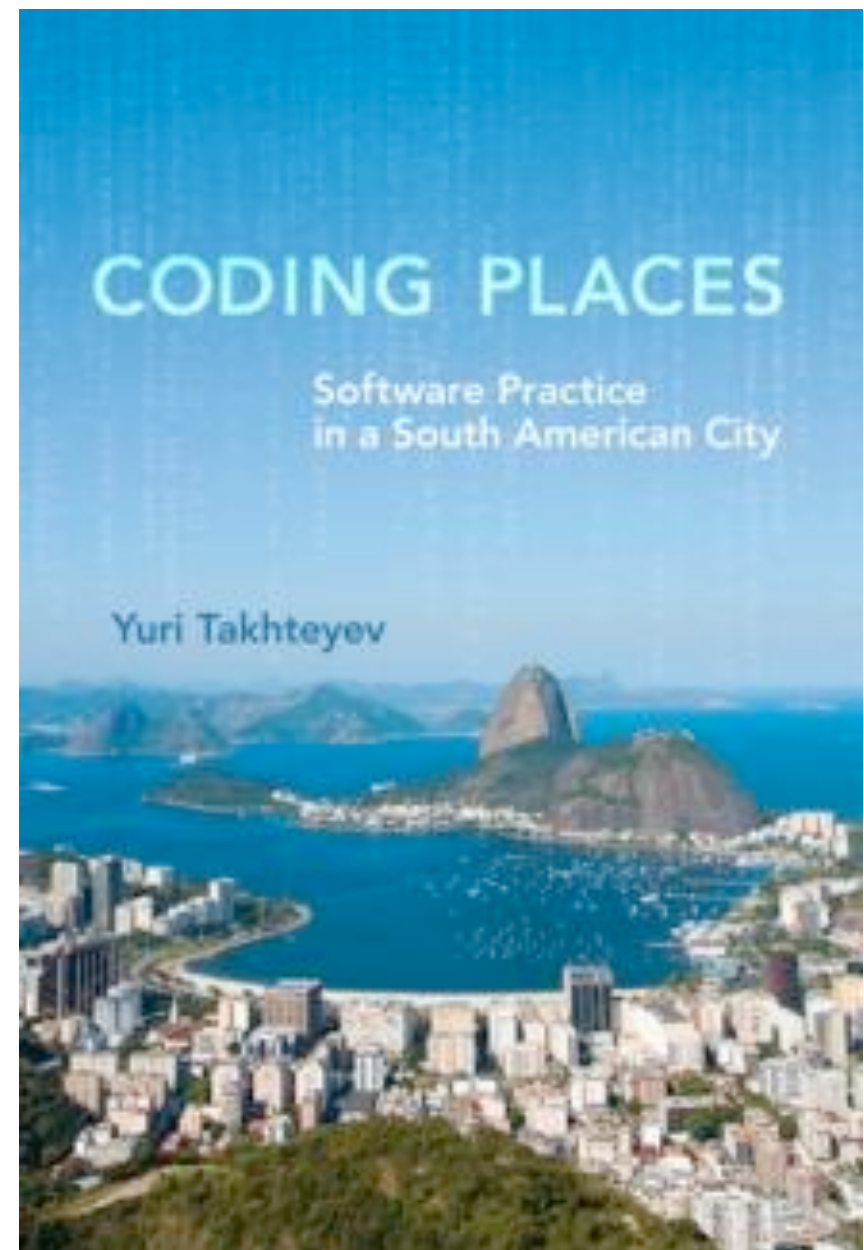
**east vs west**





# distant mysteries

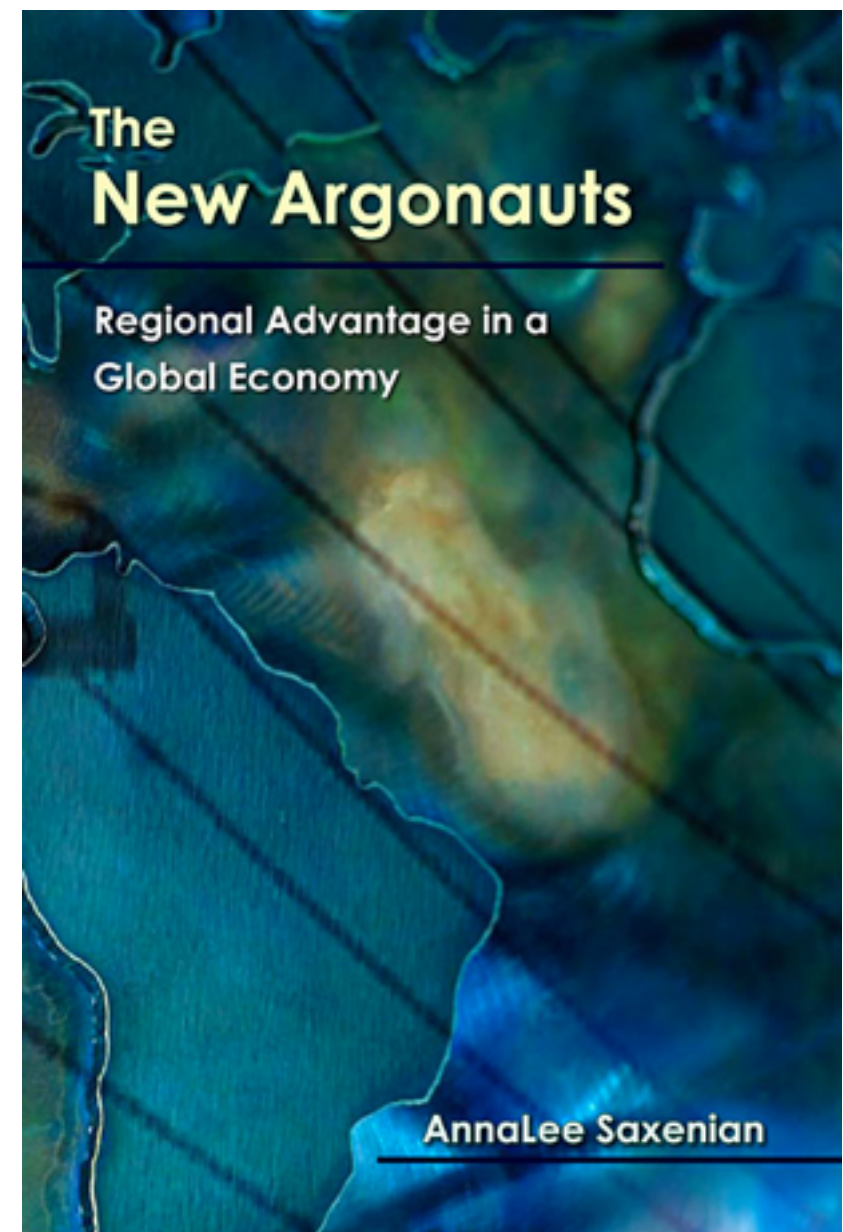
**north v south**





# spreading the word

**... and going global**

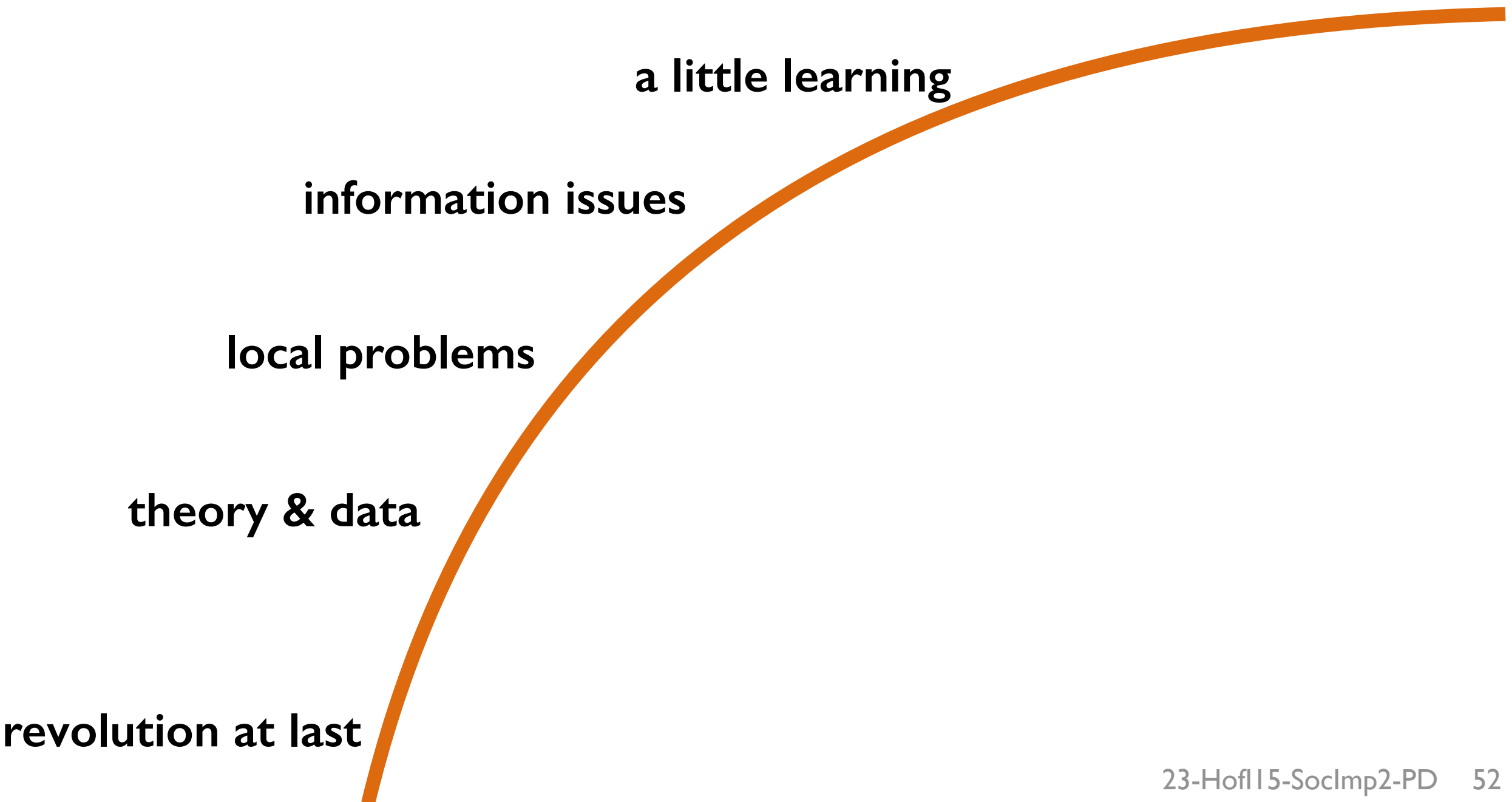


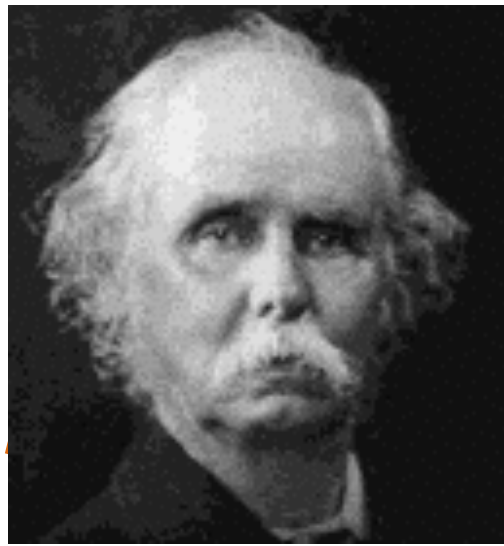




# overview

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that's why they are there

**... but why are we here?**



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## alternatives

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Berkeley  
UNIVERSITY OF CALIFORNIA



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of TEXAS SYSTEM



McGill



Australian  
National  
University



GEORGETOWN  
UNIVERSITY



UNIVERSITY OF  
TORONTO



ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE



TU Delft



RICE  
Unconventional Wisdom



KHAN  
ACADEMY



University of  
Phoenix<sup>SM</sup>  
Thinking ahead.

iTunes U



# FIVE DOLLAR MOVIES PROPHESED

D. W. Griffith Says They Are Sure to Come with  
the Remarkable Advance in Film Productions.

## birth of an idea?

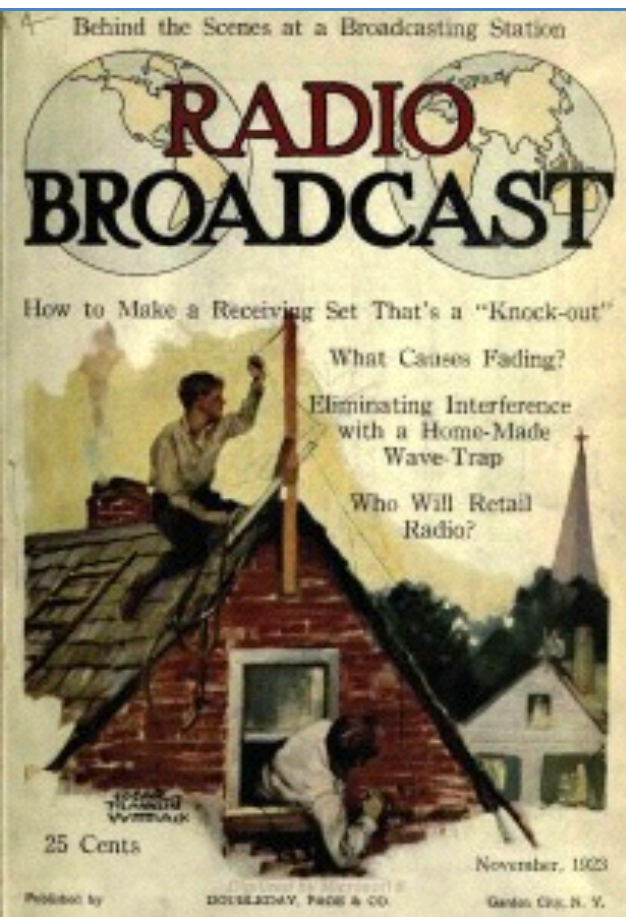


"The time will come, and in less than ten years, when children in the public schools will be taught practically everything by moving pictures. Certainly they will never be obliged to read history again ... everything except the three Rs, the arts, and probably the mental sciences can be taught this way--physiology, chemistry, biology, botany, physics, and history in all its branches."

--D.W. Griffith, *New York Times*, 1915

\*  
\*  
\* a little learning

## alternatives?



"The people's University of the Air will have a greater student body than all of our universities put together."

--Alfred N Goldsmith, RCA,  
*Radio Broadcast* 1922



APOLOGETICAL REMARKS ON THE  
FREEDOM USED IN CENSURING  
THE UNIVERSITIES.

Incedis per ignes  
Suppositos cineri doloso.  
*You tread on dangerous ground.*

Hon,

## decline and fall

"At a time when books were scarce, and men who knew how to make a proper use of them still more uncommon, it became expedient ... [to] assemble in one place, where celebrated books and tutors were collected, whence advantage might be derived to a greater number of students from fewer instructors ...

"Time ... relaxed the rigid scruples ... the world began to lose its reverence ..."



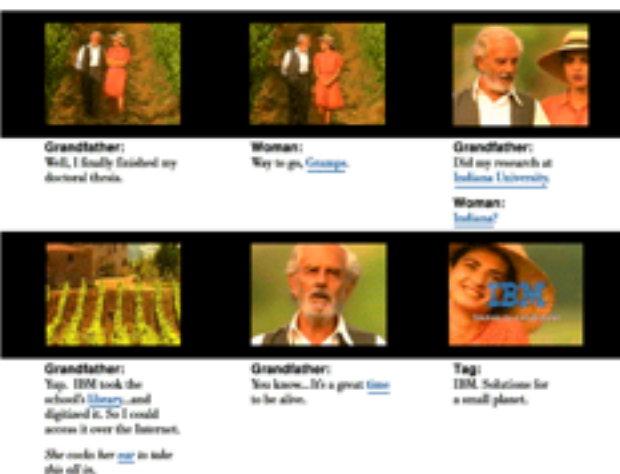


## second thoughts?

"... as books are now multiplied, and men able to afford instruction dispersed all over the kingdom, it is evident that the principal cause of establishing universities in an age when both books and instructors were scarce, no longer subsists. Let them therefore be reformed, and rendered really useful to the community or let them be deserted."

a little learning

desertion ?



## THE ARIZONA REPUBLIC

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April 17, 2015 |  
**BUSINESS**

5:33 pm | 80°

Type Size: **A A A** Print Email Most Popular SHARE **g+1** 0

### University of Phoenix enrollment drops 42%

For-profit school's parent company expects new-student registration will continue to fall

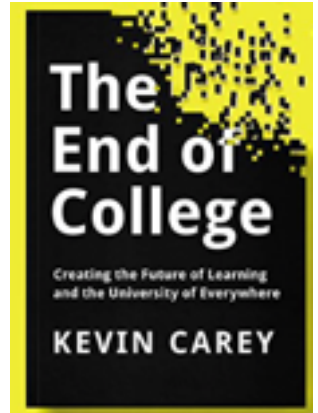
by *Jahna Berry* - Jan. 11, 2011 12:00 AM  
The Arizona Republic

Recommend Sign Up to see what your friends recommend.

Tweet 0

Student enrollment at University of Phoenix parent Apollo Group nose-dived 42 percent in the three months that ended Dec. 30, and on Monday investors learned that company executives believe it is only the beginning.

The Phoenix-based company expects those figures to fall as much as another 40 percent next quarter, and Apollo could continue to see steep declines for the rest of the year, executives said.



# here comes the MOOC

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"a budding revolution in global online higher education"

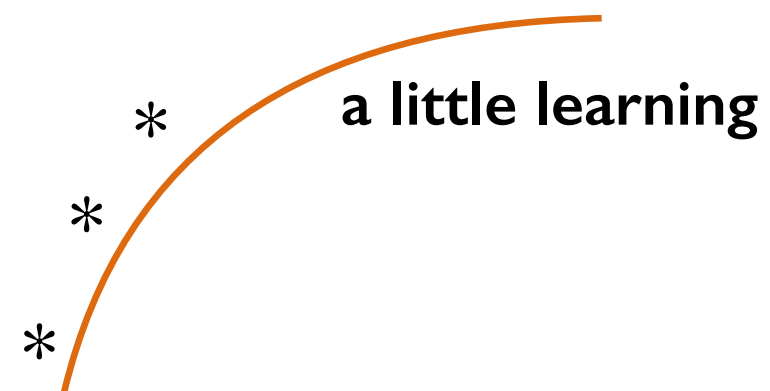
—Thomas Friedman, *New York Times* 2011

## **sound familiar?**

"The story of higher education's future is a tale of ancient institutions in their last days of decadence, creating the seeds of a new world to come," he writes. If he is right, higher education will be transformed into a different kind of learning experience that is cheaper, better, more personalized and more useful."

— Joe Nocera (reviewing *The End of College*) , *New York Times* 2015





"The people's University of the Air will have a greater student body than all of our universities put together." — RCA, 1932

big data

Allama Iqbal Open University  
\* Anadolu University  
\* Athabasca University  
\* Bangladesh Open University  
\* China Central Radio & TV University  
\* City College of San Francisco  
\* Fern University in Hagen  
\* Indira Gandhi National Open University  
\* Indonesian Open Learning University  
\* Instituto Tecnológico Autónomo de México  
\* Payame Noor University  
\* Korea National Open University  
\* Sukhothai Thammathirat Open University  
\* The Open University, U.K.  
\* Universidad Nacional de Educación a Distancia  
\* University of Maryland University College  
\* University of South Africa  
\* University of Phoenix  
\* Universidad Nacional Autónoma de México  
\* Shanghai TV University

## the "mega universities" (John Daniels)

**Indira Gandhi (New Delhi) : 3.5 million**

**Allama Iqbal (Islamabad) : 1.8 million**

**Islamic Azad (Tehran) : 1.5 million**

**Andolou University (Turkey): 1.04 million**

**Bangladesh National: 800,000**



# forgotten factors?

**institutions vs technologies**

libraries vs ebooks

**disciplines or discipline?**

Stephen Cameron, "The nonequivalence of high school equivalents," 1993

**kinds of distance**

geographical

social

**signalling**



# signalling

Let us consider the matter in this way: If the wise man or any other man wants to distinguish the true physician from the false, how will he proceed?

.... He will consider whether what [the physician] says is true, and whether what he does is right, in relation to health and disease?

... But can any one attain the knowledge of either unless he have a knowledge of medicine?

... No one at all, it would seem, except the physician can have this knowledge; and therefore not the wise man; he would have to be a physician as well as a wise man.

--Plato, Charmides



"the purchaser if not himself a skillful judge ... must pay some person, in the shape of an additional money price, who has the skill to distinguish, and integrity to furnish, articles of the quality agreed on."  
— Babbage

"degrees ... gave considerable credit in the living world" —Knox

## badge of honor



"New products associated with old brand names. This is a prospective of the of the product."

"Doctors, lawyers, and barbers, ... school diploma, the ... the Ph.D. ... the ... education and labor ... own 'brand names' ...

... uncertainty, and the Market Mechanism," 1970

a little learning

# other alternatives

Information C103, 001 - Spring 2013

*GEOFFREY D. NUNBERG, PAUL DUGUID*

History of Information - This course explores the history of information and associated technologies, uncovering why we think of ours as "the information age." We will select moments in the evolution of production, recording, and storage from the earliest writing systems to the world of Short Message Service (SMS) and blogs. [read more](#)



YouTube  
VIDEO

Apple iTunes U  
AUDIO | VIDEO



a little learning

more alternatives



The screenshot shows the header of the ULIS (University of Languages and International Studies) website. The header features the ULIS logo on the left, which includes a shield with a book and the text 'ULIS OPPORTUNITAS' and 'ĐẠI HỌC NGOẠI NGỮ'. To the right of the logo, the text reads 'ĐẠI HỌC QUỐC GIA HÀ NỘI' and 'TRƯỜNG ĐẠI HỌC NGOẠI NGỮ' in large, bold letters, followed by 'UNIVERSITY OF LANGUAGES AND INTERNATIONAL STUDIES' in smaller letters. Below the header is a navigation menu with various links: 'Message from the ULIS President', 'Welcome Speeches', 'A Video Clip about ULIS', 'Functions of Three Faculties', 'Online Debate', 'Online Entertainment', 'Online Talk', 'Online Learning', 'Let's Learn English Together', 'Practise Listening', 'English Pronunciation', 'Graduation Papers', 'Research Materials', 'English Alumni', 'Contact Me', and 'Your General Feedback'. Below the navigation menu, there is a section titled 'GET MAILS FROM ENGLISH I' with a text input field for an email address and a 'Subscribe' button. To the right of this section, the date 'SATURDAY, JANUARY 2, 2010' is displayed. Below the date, there is a post titled 'Online Course 12 - InfoSys C103 History of Information' with a link to the course details. The post is dated 'Posted by English I at 6:07 PM'.

ĐẠI HỌC QUỐC GIA HÀ NỘI  
**TRƯỜNG ĐẠI HỌC NGOẠI NGỮ**  
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**InfoSys C103 History of Information**  
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**History of Information**  
Posted by English I at 6:07 PM





# before you graduate

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## 23 Apr: Storage and Search

### *Required Reading*

Döpfner, Matthias. 2014. "[Why We Fear Google](#)" ↗ *Frankfurter Allgemeine*, April 17

Schmidt, Eric. 2014. "[A Chance for Growth](#) ↗ ." *Frankfurter Allgemeine*, April 4.

Zuboff, Shoshana. 2014. "[Dark Google.](#)" ↗ ↗ *Frankfurter Allgemeine*, April 30



## for Thursday

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*If you choose this assignment, you must work in groups of 2 or 3; send your joint findings to Nikolai or to Paul as a pdf by **Tuesday at 6**; and come to class prepared not only to discuss your findings, but also if called upon to present your findings to the class.*

Eric Schmidt of Google writes, “We know where you are. We know where you’ve been. We can more or less know what you’re thinking about.” By analysis of the ads and links that Google offers you, explore what Google “knows” about you and to what extent it is possible to spoof Google and change its “perception” without losing your identity or Google’s utility. Show whether your findings endorse or challenge Schmidt’s claim or Zuboff’s response.