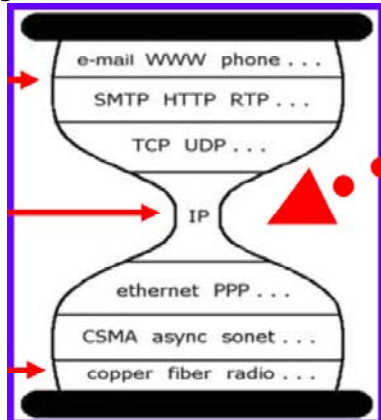


- Week 0 - Generativity
 - IETF - internet engineering task force
 - develop and promote internet standards
 - not a membership org
 - concerned with smooth operation of internet
 - work done in working groups
 - hour glass architecture -



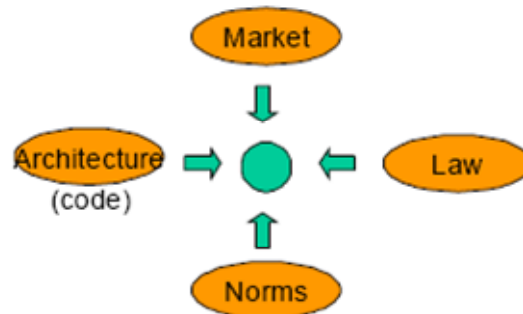
- Why the Hourglass Architecture?
- Why an internet layer?
 - make a bigger network
 - global addressing
 - virtualize network to isolate end-to-end protocols from network details/changes
- Why a single internet protocol?
 - maximize interoperability
 - minimize number of service interfaces
- Why a narrow internet protocol?
 - assumes least common network functionality
 - to maximize number of usable networks

- Innovation
 - Manufacturer centered innovation - manus identify needs, develop products, profit by selling
 - User centered innovation - users innovate to solve their own problems, then freely reveal

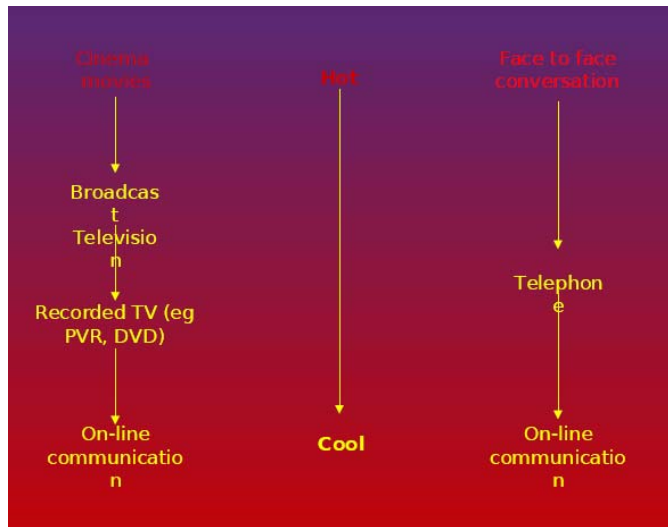


- Generativity - a technology's overall capacity to produce unprompted change driven by large, varied, and uncoordinated audiences
 - function of
 - capacity for leverage across a range of tasks
 - adaptability to a range of different tasks

- ease of mastery
 - accessibility
 - doesn't depend on open source nature of OS
- Week 1 - Legal
 - Laws
 - Moore's law - the number of transistors on an integrated circuit for minimum component cost doubles every 24 months
 - Metcalf's law - the value of a telecommunications network is proportional to the square of the number of users of the system (n^2)
 - Regulability
 - who does it, and how do they do it?
 - use Lessig...
 - Lessig's Taxonomy of Constraints



- - indirect... where law effects other 3
 - feedback... where all effect each other
 - MGM v. Grokster - P2P companies can be sued for inducing copyright infringement
 - Legislation
 - CALEA - phone companies have to enable the FBI to tap any conversation on their network
 - ACPA - you can't cybersquat on people's names or trademarked names
 - Net neutrality - a maximally useful public information network aspires to treat all content, sites, and platforms equally
 - con
 - "BT view"
 - reduce incentive to upgrade networks
 - invites govt regulation
 - some discrimination is good... P2P, movies
 - restricting market forces
 - pro
 - "Google view"
 - prevents monopoly/oligopoly
 - encourages efficiency and competition
 - allows for innovation equally
 - increased network effect
 - regulated by market forces
- Week 2 - print media
 - Hot v Cold Media
 - fixed v changing
 - hi def v audience fills in details
 - req less involvement v req more



- Week 3 -branding
 - TM
 - value of a Brand
 - ◻ create identity as trusted source of quality
 - ◻ hook for pos associations/goodwill
 - ◻ consumer protection
 - infringement = likelihood of consumer confusion
 - NPOV - wikipedia's neutral point of view
- Week 4 - Trust/Accountability
 - Pseudonymity - hiding behind an online persona or username
 - steps to help [grohol]
 - ◻ registration profiles
 - ◻ use simple reg
 - ◻ segmentation
 - ◻ verify email
 - ◻ rating/reputation system
 - ◻ open communications re expectations, new developments
 - 1973
 - no personal-data record-keeping systems whose very existence is secret
 - individuals can find out what information about them is in a record and how it is used
 - individuals can prevent information about them obtained for one purpose from being used or made available for other purposes without consent
 - individuals can correct or amend a record of identifiable information
 - Any organization creating, maintaining, using, or disseminating records of identifiable personal data must assure the reliability of the data for their intended use and must take reasonable precautions to prevent misuse of the data
 - 2007
 - judgments: truth in advertising
 - due process
 - ◻ "notice and opportunity to be heard"
 - data portability: personal choice
 - data genealogy: from data to people
 - ◻ sharing nicely [robots.txt, CC]
 - reputation bankruptcy
 - contextualization
 - deal with it
- Broadcast Flag - bit in hi def TV broadcasts
- Week 5 - Copyright
- Week 6 - Software Licenses
 - public domain
 - ◻ no license terms
 - free/copyleft

- if you use this code in your code, you have to release the source
 - license terms: must use the General Public License
 - dev model:
 - You can charge for the code
- proprietary
 - controlled