

Libraries at the Edge of Reality: A Manifesto for Civilising Digitalisation

Professor Jeffrey Brand

**Hello Australia
New Zealand
Regional
Ex Libris
Group.**



Quinquagenarian Euphoric

A snapshot of the age distribution of psychological well-being in the United States

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Submitted by David A. Asch, Princeton University, Princeton, NJ, and approved April 23, 2010 (published for review March 22, 2010)

Psychological well-being (PWB) includes a person's overall appraisal of his or her life (Global Well-being) and other narrower facets (WB), and it is considered a key aspect of the health of individuals and nations. Several cross-sectional studies have documented a relation between Global WB and age. Little is known, however, about the age distribution of various WB components and how it varies across cultures and regions. We report on both Global and various WB scores in a 2008 telephone survey of 191,700 people in the United States. Consistent with previous studies, Global WB and various WB generally had U-shaped age profiles showing increased well-being with the age of participants. However, various WB variables showed distinctly different and divergent patterns. Stress and life events sharply declined from the early 20s, where they peaked, through middle age and then declined, and became less important for adults 40 years and older. Satisfaction and overall life events increased steadily with age, starting around age 20 and continuing to rise through middle age and then leveling off. These findings suggest that well-being is not a monolithic phenomenon but rather a complex, multidimensional construct that varies across cultures and regions. Global and various WB measures appear to have different aspects of WB over the lifespan, and the patterns of increase in WB, especially in Global WB, become more complex with age.

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The development of well-being is a complex process, involving biological, social, and economic forces. Developed self-report measures for assessing psychological well-being (WB), however, when applied, it has been proposed that these measures be used to monitor the WB of the nation [1–3]. Two types of WB measures have been developed: Global WB, which assesses an overall judgment of one's life, including one's appraisals, achievements, and career circumstances; and various WB, which captures affective components of WB, such as the experience of happiness or stress [4]. Global and various WB measures are used to assess well-being, with each having different components of WB, however, both are very similar in the same way.

WB changes with age in an interesting way, especially in light of prior findings that Global WB improves from middle age onward, even in the face of physical health decline, and little is known about the distribution of WB across the life span [5]. Recent studies suggest that the pattern is neither attributable to a number effect (with people of different ages having experienced different historical conditions) nor limited to Western culture [6]. One way to investigate the pattern is to examine affect by age [7,8]. A study of 191,700 people in the United States reported that well-being increased with age, but the pattern of increase was different for various WB components. Stress and life events sharply declined from the early 20s, where they peaked, through middle age and then declined, and became less important for adults 40 years and older. Satisfaction and overall life events increased steadily with age, starting around age 20 and continuing to rise through middle age and then leveling off. These findings suggest that well-being is not a monolithic phenomenon but rather a complex, multidimensional construct that varies across cultures and regions. Global and various WB measures appear to have different aspects of WB over the lifespan, and the patterns of increase in WB, especially in Global WB, become more complex with age.

have this account. It showed a reduction in the frequency of age for affect (age for stress), but no association was found for intensity of negative affect or for frequency or intensity of positive affect.

In 2006, the Gallup Organization [9] conducted a telephone survey of over 340,000 individuals in the United States, allowing a determination of averages of both Global and various WB by age. Global WB was assessed with a single life evaluation question (a positive indicator of WB research [10]), and various WB was assessed with questions about affect, cognitive functioning, and stressors. The age profiles of Global and various WB differ and in what manner? Selected demographic and economic factors associated with age, but only among the age-related portion of WB measures are also studied.

Results

A total of 191,700 individuals were contacted in 2008. To ensure adequate numbers at each age, each participant between the ages of 18 and 85 years (the survey was held in three waves for this paper; the national survey was completed in 2008) was included. The weighted sample was 191,700 with an average age of 52.9 years, 48% had at least a high school education and 20% had a college degree, and the median monthly household income fell in the category of \$3,000 to \$3,999 ($n = 20,913$). Because many individuals were refused to provide information about their location,

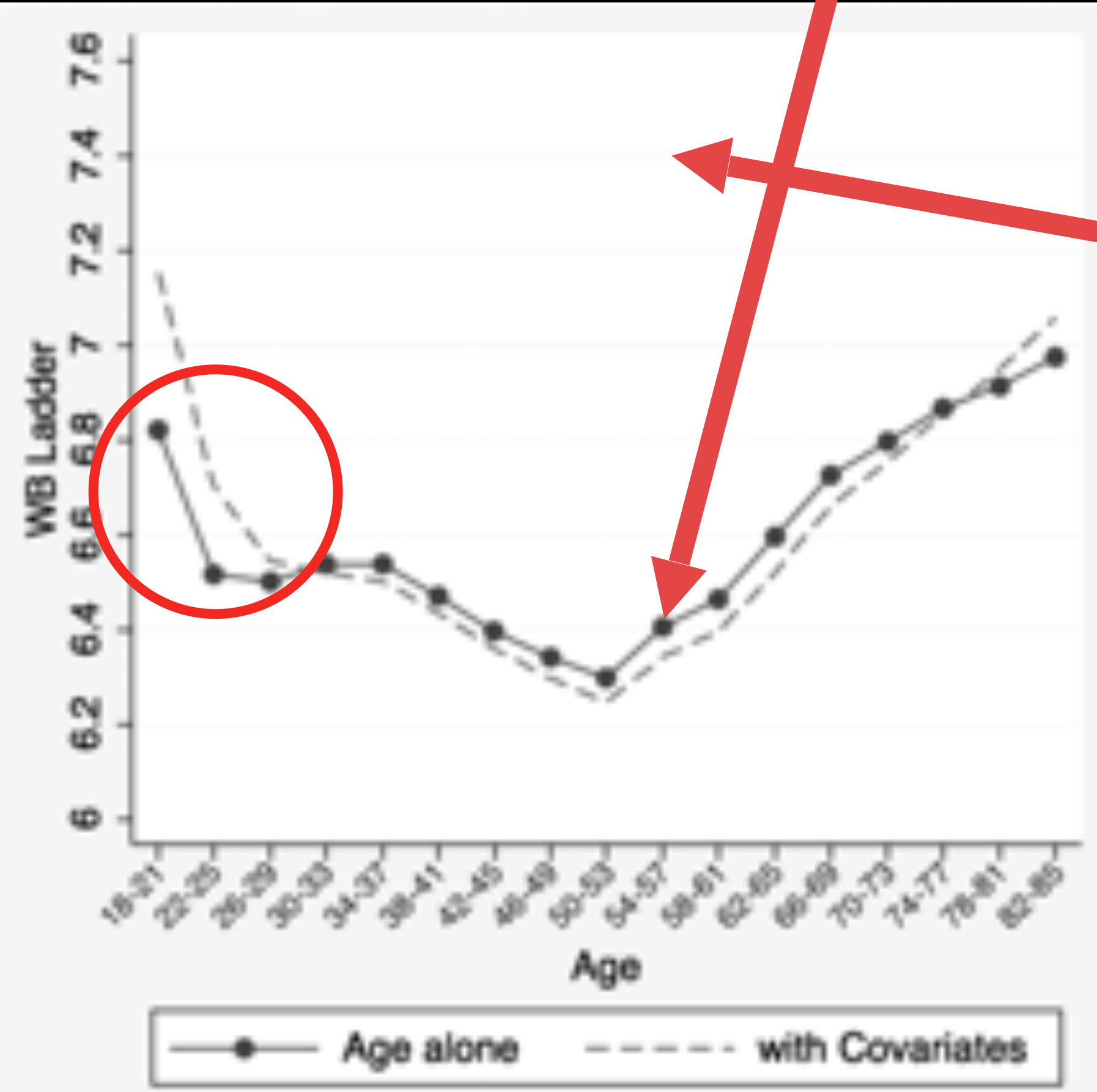
All WB measures were associated with age, but the patterns differed across the WB measures. Positive WB items (Life $F(16, 191,679) = 158.8, P < .0001$; Happiness $F(16, 191,679) = 2.1, P < 0.001$) and Happiness $F(16, 191,679) = 91.8, P < 0.0001$) showed U-shaped patterns (Figs. 1 and 2). WB that were more negative (Stress $F(16, 191,679) = 16.2, P < 0.001$) and Anger $F(16, 191,679) = 25.5, P < 0.0001$) showed downward trends with age (decreasing WB). About 20% of respondents reported a life or money $F(16, 191,679) = 16.2, P < 0.001$ through the age of 85 years, followed by a sharp decline. Sadness exhibited an inverted U-shaped pattern and was age $F(16, 191,679) = 17.9, P < 0.001$ (Fig. 2). Because there are not reported statistics for Global WB effect sizes, the differences between the various and various WB over the 17 age categories and a corresponding effect size metric were computed. For Global WB, the mean difference created by the 17 age categories, and for various WB, 20 between a population and the effect size d , which is the effect size metric used for comparing proportions that is more appropriate to d was computed ($d = 0.39$). For Global WB, the difference in percentage was 1.65 percent, Life $d = 0.17$.

Author contributions: A.K.S., J.E.S., A.S.F., and A.D. conceived and designed the study; A.K.S., J.E.S., A.S.F., and A.D. performed the analysis; A.K.S., J.E.S., A.S.F., and A.D. wrote the paper; A.K.S., J.E.S., A.S.F., and A.D. approved the final version of the manuscript; A.K.S., J.E.S., A.S.F., and A.D. agreed to publish this paper.

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WB = Psychological Well-being

Life is like riding a bicycle. To keep your balance you must keep moving.

Albert Einstein, 1879–1955, German-born theoretical physicist: Letter to his son Eduard, 5 February 1930.



GAMIFY



GAMIFYING THE AUSTRALIAN CURRICULUM

ENGAGING LEARNERS AND KICKING GOALS

Professor Jeffrey Brand
@jbrandinoz



Minecraft Uni



Tension
Contrast
Juxtaposition





***I've been drunk for about a week now,
and I thought it might sober me up to
sit in a library.***

**F. Scott Fitzgerald 1896–1940 American novelist:
The Great Gatsby (1925)**

**Libraries at the Edge of Reality:
A **Manifesto** for Civilising Digitalisation**



“...preserve humanity passionately in the proliferating digital experience by agreeing on a set of principles set out in this modest manifesto. The impartiality and diversity of our collective, lived digital experience creates a kind of ephemeris that cannot be wholly preserved. In that context, we must:

1. Preserve artefacts and civility,
2. Facilitate discovery in the actions of search,



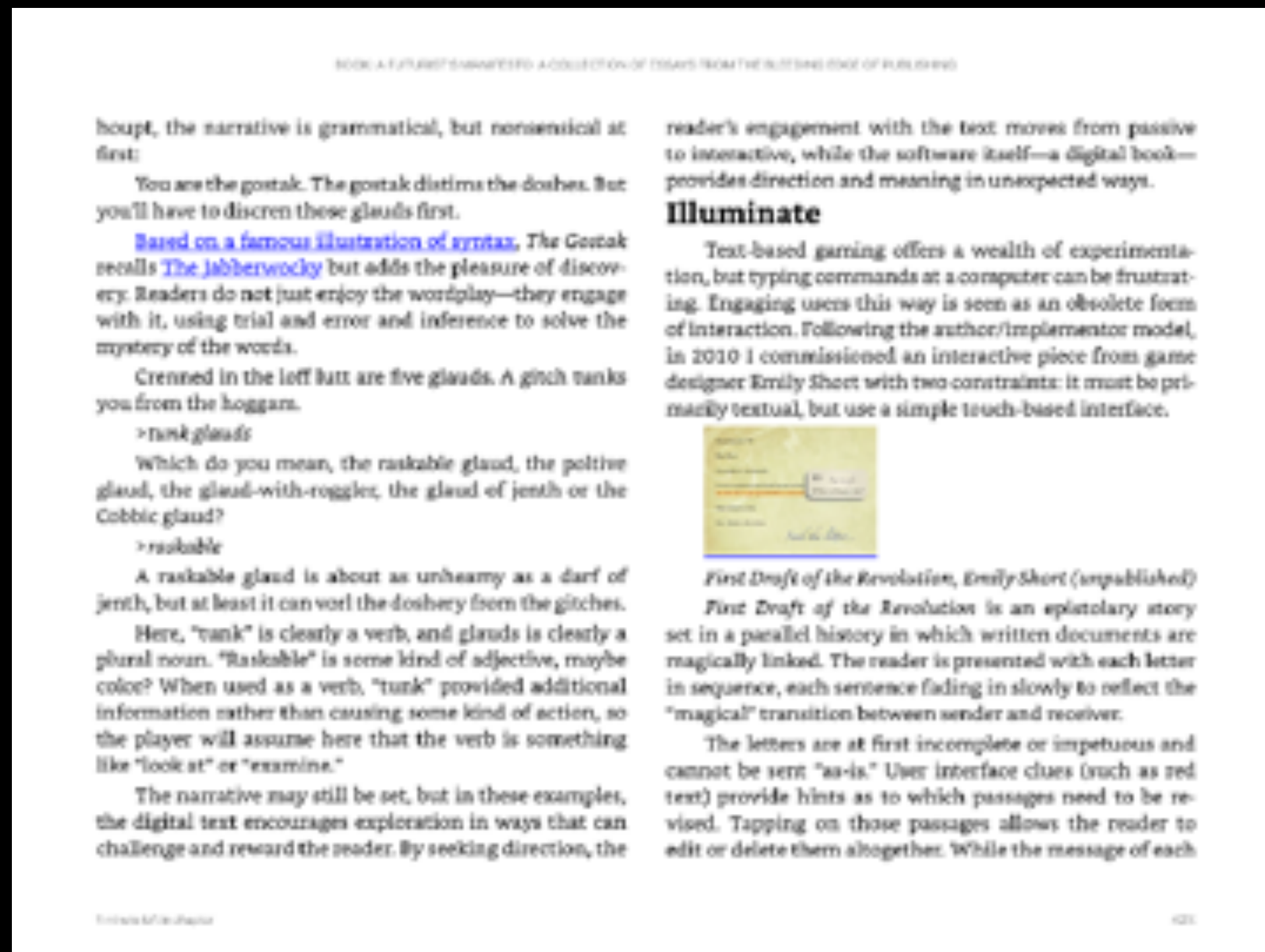
actions of search,

3. Imbue our technologies with human values.

4. Champion dynamic and diverse literacies and fluencies,

Drawing on studies of digital media and society, we may discover why the New Great Library of the Real-World and the Great Virtual Library of Minecraft are important and more particularly, why librarians are ever more essential for humanising our digital experience.”

Manifesto



Book: A Futurist's Manifesto

A Collection of Essays
from the Bleeding Edge
of Publishing

Hugh McGuire & Brian O'Leary

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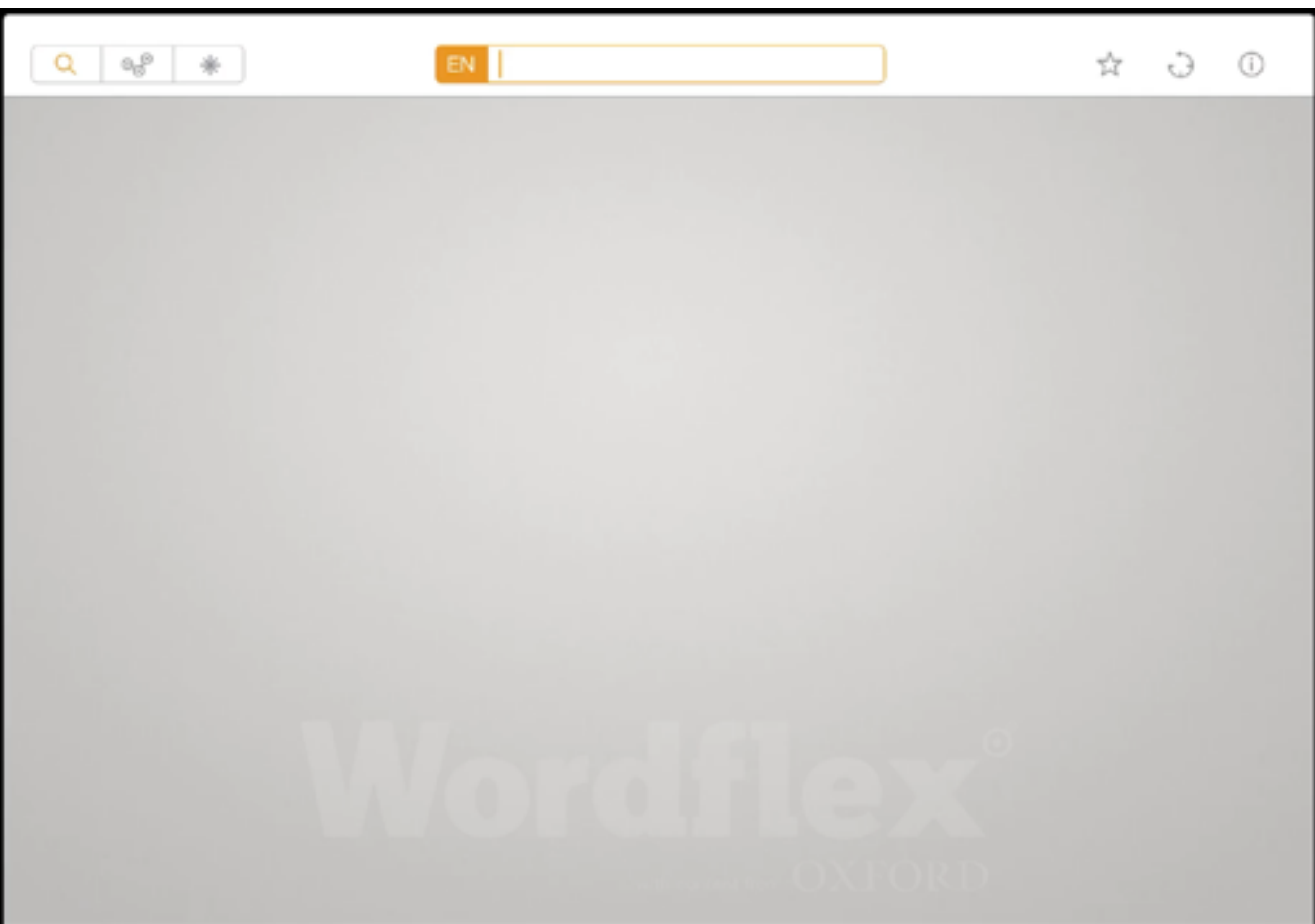
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Libraries and Society:

Role, responsibility
and future in an age
of change

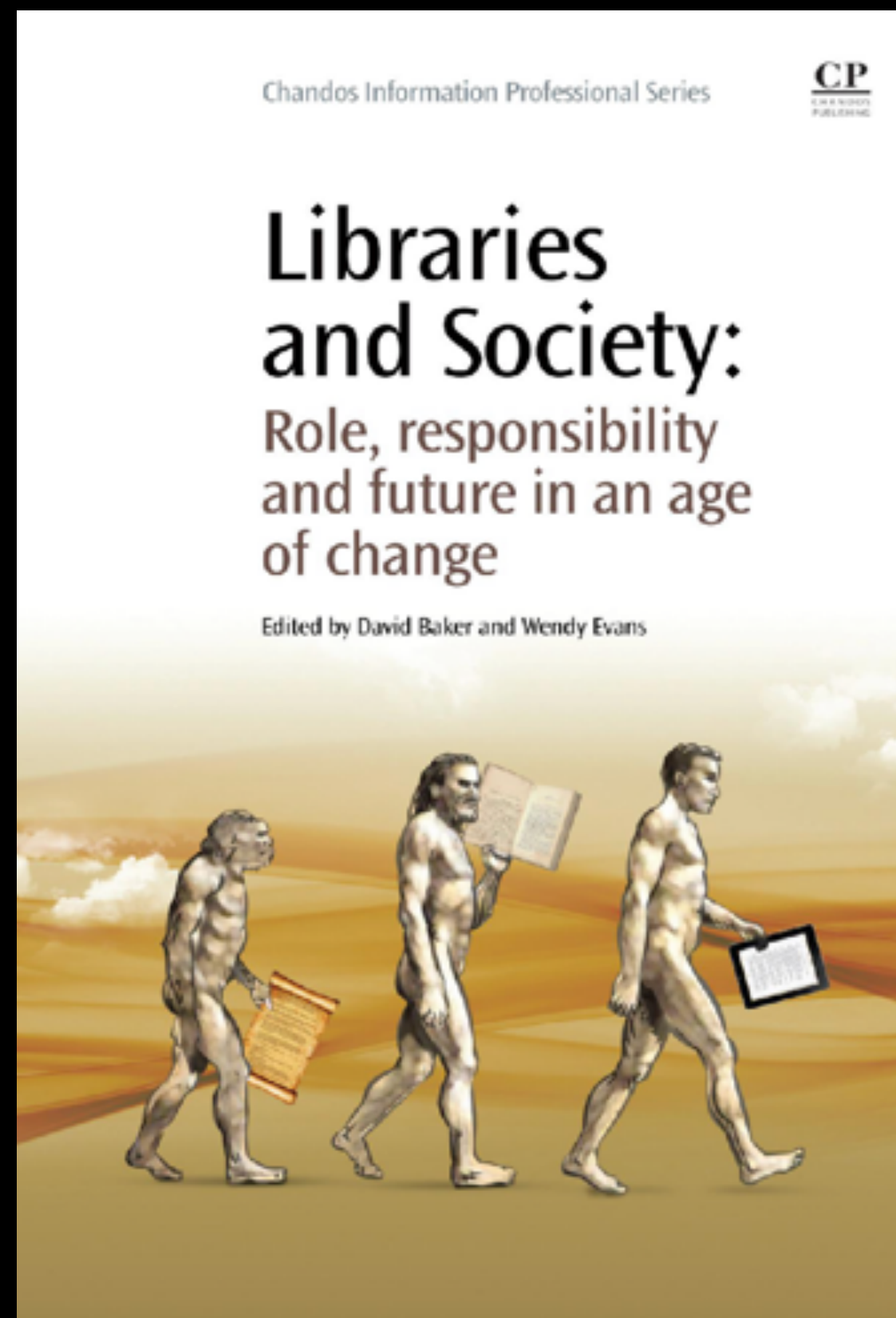
Edited by David Baker and Wendy Evans



“... the library, in all its forms, is the institution that is most representative of a growing and developing society. ... libraries are indispensable, as they are, by their very nature, the conduit for the capture, preservation and delivery of ... the heritage of humanity, the records of its triumphs and failures, of ... intellectual, scientific, and artistic achievements.”

Ellen R. Tise

(2011)



“The changing role of libraries, librarians and library practices makes the profession dynamic and relevant in its endeavours to contribute to the shaping of future societies.”

Ellen R. Tise

(2011)

"Excellent . . . Tracks the history of that greatest of all cultural institutions." — *The Washington Post*

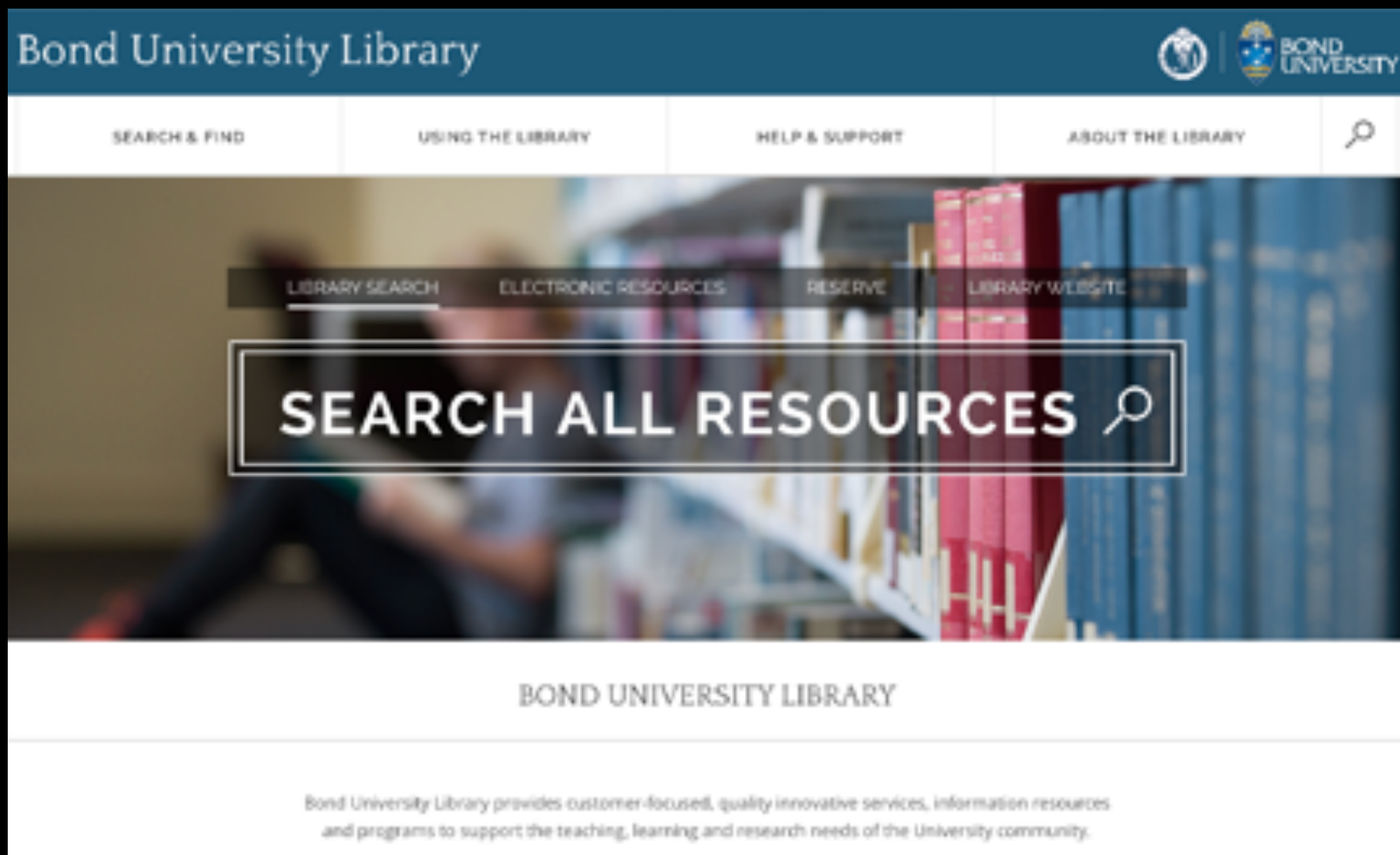
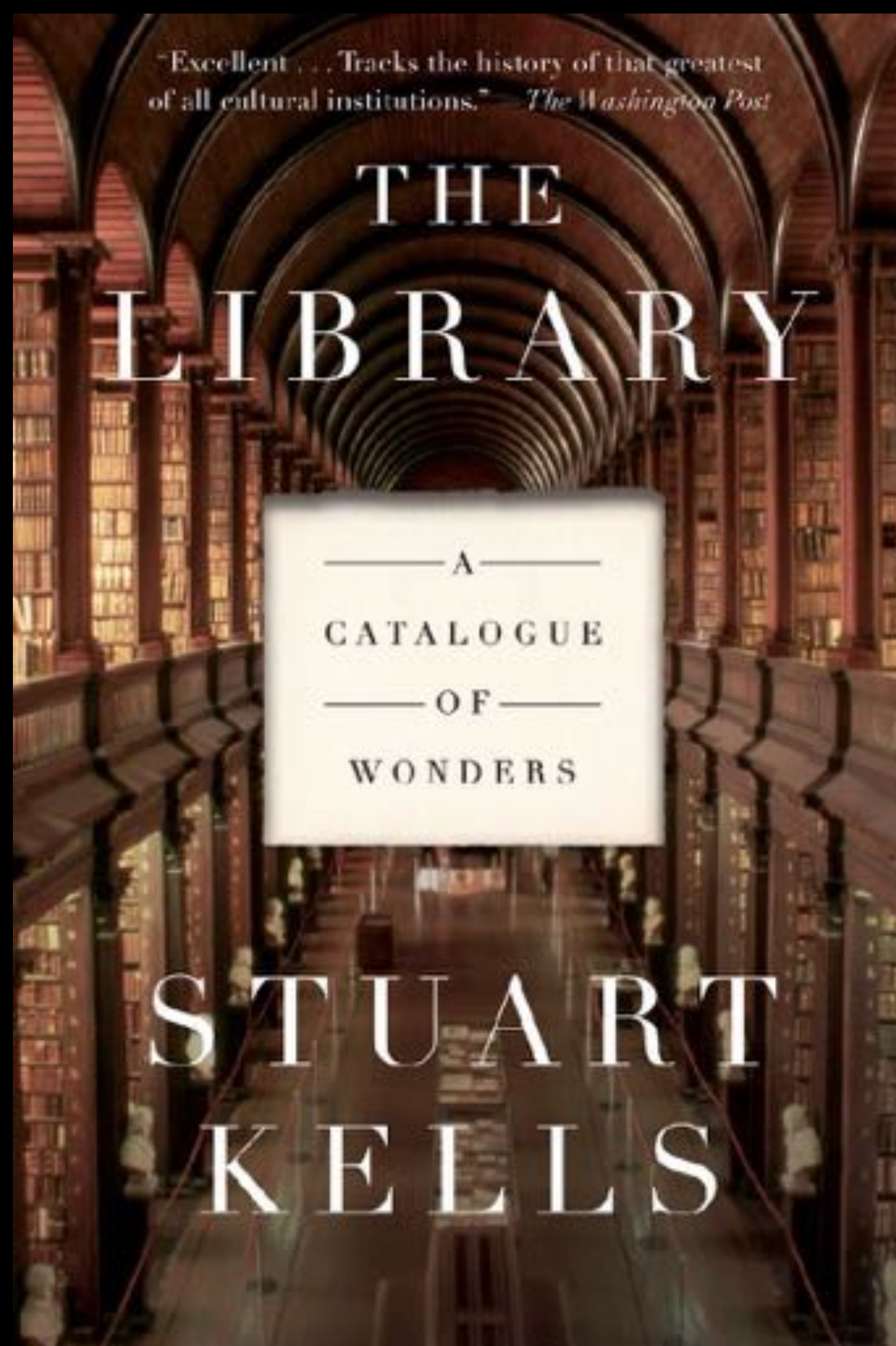
THE LIBRARY

— A —
CATALOGUE
— OF —
WONDERS

STUART KELLS



(2011)



Infinity

In 1937, at the age of thirty-eight, Jorge Luis Borges started his first regular full-time job: the 'menial and dismal' work of re-cataloguing books at the Miguel Cané municipal library in the Boedo district of Buenos Aires. He worked surrounded by violent, lazy and loutish colleagues. Often he would disappear to a quiet part of the library and attempt to write. On the way home each day, he walked ten blocks to the tramline, his eyes 'filled with tears'.

In 1938, on Christmas Eve, Borges ran upstairs and accidentally split his head open on a window casement. Elizabeth Hyde Stevens has described how the wound became poisoned and Borges spent the next week in a sleepless delirium. Suspended between life and death, he was unable to speak—until his mother brought him back to sentience by reading aloud from a book he'd ordered. 'On that miraculous day, she looked up from reading C. S. Lewis, noticing he had begun to cry. In perfect speech, he told her, "I'm crying because I understand".'

One of the first pieces he wrote after his recovery was

a short story titled 'The Library of Babel'; Borges called it 'a nightmare version or magnification' of the hellish Miguel Cané municipal library. The heart of the story is a remarkable vision of a universe consisting of an infinite library composed of interconnected hexagonal rooms, all the same size, all with bookshelves whose dimensions—thirty-five books per shelf, five shelves per side, twenty shelves per floor—mirrored those of the Miguel Cané.

The books themselves are standardised, too. Each one is 410 pages long; each page has forty lines; each line about eighty letters, which are limited to twenty-two phonic characters plus the full-stop and the comma and the space. The books' distribution among the hexagons is apparently random, though many theories exist about the distribution, and many attempts are made to find patterns in the randomness. Most of the books seem to be gibberish, but the library must contain, in every language, every book ever written, every book that might ever be written, and every possible version of every one of those books: detailed histories of the past and the future; faithful and unfaithful catalogues of the library; lost gospels, commentaries and apocrypha; the lost books of Tacitus; 'the treatise the Venerable Bede might have written (and never wrote) on Saxon mythology'; true and false accounts of your death...

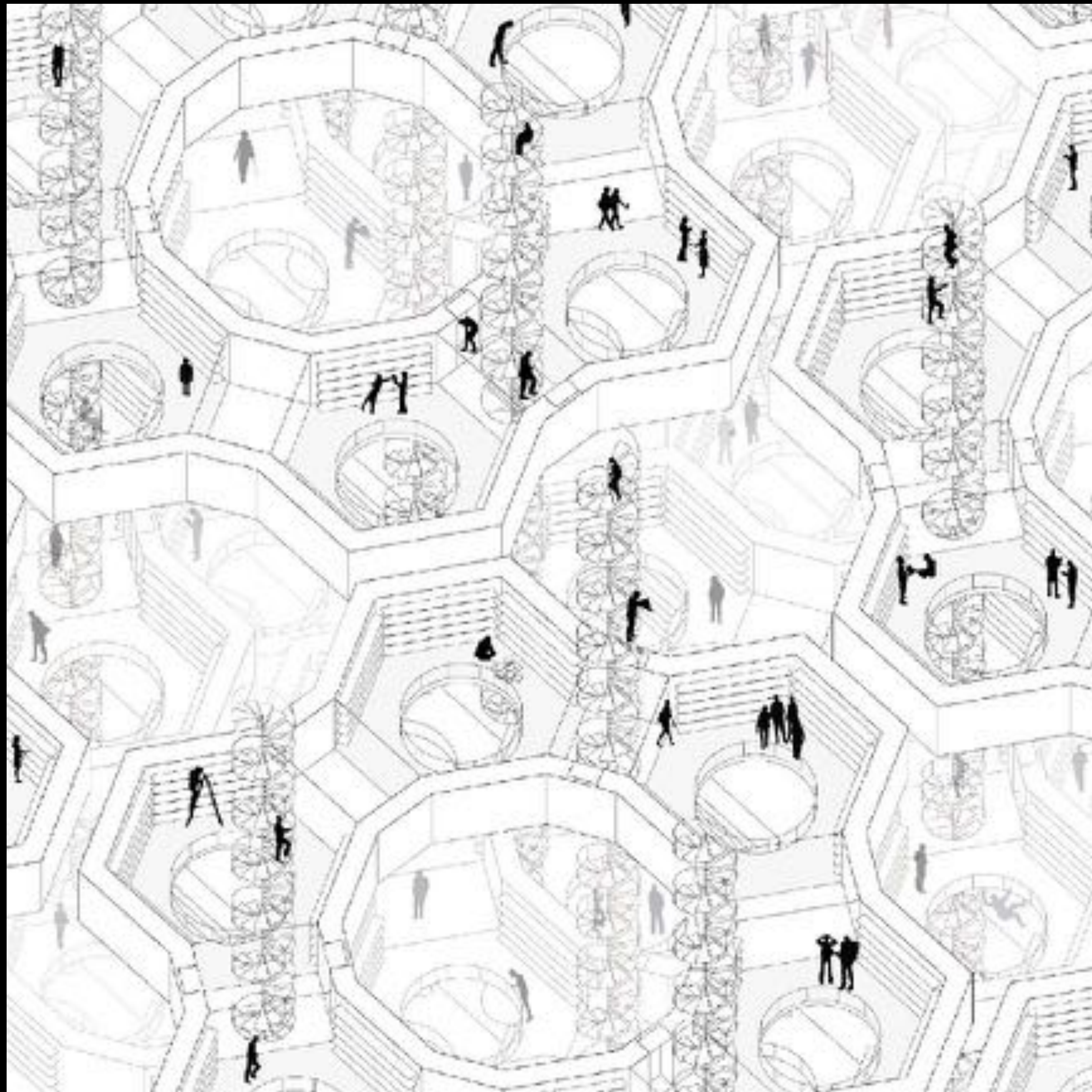
This metaphor of infinite libraries has been expressed in countless other ways: every possible combination of musical notes; infinite cabinets of things; the set of

"Excellent . . . Tracks the history of that greatest of all cultural institutions." — *The Washington Post*

THE LIBRARY

— A —
CATALOGUE
— OF —
WONDERS

STUART KELLS



The Universe by Rice+Lipka Architects.
<https://placesjournal.org/article/fairy-tale-architecture-the-library-of-babel/>



The Library of Babel by Érik Desmazières
<http://www.johncoulthart.com/feuilleton/2013/02/02/the-library-of-babel-by-erik-desmazieres/>

The Library of Babel is a place for scholars to do research, for artists and writers to seek inspiration, for anyone with curiosity or a sense of humor to reflect on the weirdness of existence - in short, it's just like any other library. If completed, it would contain every possible combination of 1,312,000 characters, including lower case letters, space, comma, and period. Thus, it would contain every book that ever has been written, and every book that ever could be - including every play, every song, every scientific paper, every legal decision, every constitution, every piece of scripture, and so on. At present it contains all possible pages of 3200 characters, about 10^{4677} books.

Since I imagine the question will present itself in some visitors' minds (a certain amount of distrust of the virtual is inevitable) I'll head off any doubts: any text you find in any location of the library will be in the same place in perpetuity. We do not simply generate and store books as they are requested - in fact, the storage demands would make that impossible. Every possible permutation of letters is accessible at this very moment in one of the library's books, only awaiting its discovery. We encourage those who find strange concatenations among the variations of letters to write about their discoveries in the forum, so future generations may benefit from their research.



The Library of Babel by
Érik Desmazières

libraryofbabel.info

with random characters:

Title: aufhsbnqabugwlb Page: 328

Location: [abocieldvczjl7jfl2lyoasl5b6m5j...-w1-s2-v30](#)

[more random char matches](#)

with random English words:

Title: .ma,s,,wixiuqcoshbzst Page: 210

Location: [04y0co6g3lq35h1fm00ileyvlu39ha...-w4-s5-v19](#)

[more random word matches](#)



libraryofbabel.info

The Library of Babel is a vast, imaginary library containing every possible combination of the 25 characters of the Babelian alphabet. It is a place where all knowledge is contained, but also where the search for meaning is a never-ending, often futile, quest. The library is divided into sections, each representing a different language or subject, and is filled with books of varying lengths and contents. The sheer volume of information is overwhelming, and the search for a specific book or piece of knowledge is a daunting task. The library is a metaphor for the vastness of human knowledge and the limitations of our ability to comprehend it.

edge of reality

The library is a place where the boundaries of reality are blurred. It is a place where the impossible becomes possible, and where the search for meaning is a never-ending, often futile, quest. The library is a metaphor for the vastness of human knowledge and the limitations of our ability to comprehend it.



**An original idea. That can't be too hard.
The library must be full of them.**

**Stephen Fry 1957– English comedian, actor, and
writer: The Liar (1991).**

Reality



EN



Wordfilex[®]
with Oxford





Our Story

Library Impact,
Research Outcomes
Student Engagement

At Ex Libris, we believe in the value of knowledge and share knowledge. With better

The screenshot displays the 'RESOURCE LISTS' interface. The main content area shows a list titled 'Digital Media and Society' with a sub-section 'Week 7 Readings: Networks and Collective Intelligence'. It lists several resources, including a website 'Searching for Week in the Digital Era' and a report 'A world of connections: A special report on social networking'. The right sidebar, 'List Optimiser', shows a progress indicator at 76% and provides suggestions for improving the list, such as adding section dates, descriptions, and citation due dates.



institutions to create, manage, and share digital initiatives.

The Ex Libris Difference

Peruse report through to Page 7. 25

Recommended resource



Complete

View online



REPORT **A world of connections: A special report on social networking** ✓
The Economist, 2010

Peruse all articles 25

Recommended resource

Scan for e-resource



Complete

Check availability >

WEBSITE **We Are Social Australia** ✓





I was inspired by the reading room at the University of Washington's Suzallo Library for the interior, and various UW buildings for the exterior. Downstairs includes card catalog, study carrels, Head Librarian's office, and a rare book room.



*We shape our buildings
and afterwards our
buildings shape us.*

Winston Churchill



<https://www.parliament.uk/about/living-heritage/building/palace/architecture/palacestructure/churchill/>

https://upload.wikimedia.org/wikipedia/commons/thumb/a/a5/Palace_of_Westminster%2C_London%2C_England%2C_United_Kingdom%2C_Europe.jpg/1280px-Palace_of_Westminster%2C_London%2C_England%2C_United_Kingdom%2C_Europe.jpg









[https://
www.independent.co.uk/
news/world/europe/
notre-dame-fire-
cathedral-before-after-
paris-cause-damage-
a8872051.html](https://www.independent.co.uk/news/world/europe/notre-dame-fire-cathedral-before-after-paris-cause-damage-a8872051.html)

Manifesto For Civilising Digitalisation

1

To preserve civility, we must preserve artefacts in revered spaces that stand strong as living, protective castles. In them we will find solace and grace.



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A new medium never ceases to oppress the older media until it finds new shapes and positions for them.

McLuhan, 1964, *The Medium is the Message*

When you improve searchability, you take away the one advantage of print, which is serendipity. Serendipity is when you find things you weren't looking for because finding what you are looking for is so damned difficult.



https://www.ted.com/talks/erin_mckean_redefines_the_dictionary/transcript?language=en

Erin McKean, TED2007.

Advances in Library Administration and Organization

Delmus E. Williams
Janine Golden
Jennifer K. Sweeney
Editors



(2015)

EMERGING INFORMATION LITERACY IN A COMMUNITY COLLEGE ESL AND LIBRARY LEARNING COMMUNITY

David J. Patterson

ABSTRACT

This qualitative case study explored the information literacy acquisition of 23 students enrolled in a learning community consisting of an advanced English as a Second Language (ESL) writing class and a one-unit class introducing students to research at a suburban community college library in California. As there are no other known learning communities that link an ESL course to a library course, this site afforded a unique opportunity to understand the ways in which ESL students learn to conduct library research. Students encountered difficulties finding, evaluating, and using information for their ESL assignments. Strategies used by the students, their ESL instructor, and their instructional librarian crafted in response were enabled by the learning community structure. These strategies included integration of the two courses' curricula, contextualized learning activities, and dialogue. ESL students in this study simultaneously discovered new language forms, new texts, new ideas, and new research practices, in large part because of the relationships that

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Developed over time among the students, teachers, and instructional librarians, these are learning spaces of ESL students in higher education and the growing concern about their academic success. We study students in ESL as a part of the research literature on ESL students across the library profession.

Keywords: Information literacy; community college libraries; ESL; learning communities

INTRODUCTION

When writing a research paper for a history class, preparing a speech for a community college class, or even giving a poster presentation for a biology class, community college students encounter significant challenges when conducting research-related projects. First, they must overcome numerous obstacles in gathering information, such as selecting and locating their research topics, choosing appropriate search terms, and using effective search terms. Then they are expected by their professors to evaluate this information according to criteria which can be baffling. Finally, they must incorporate this hard won information into their projects according to strict stylistic rules, often with vague but very demanding source plagiarism styling in their eyes.

To assist students in navigating the obstacles of the research process, librarians offer instruction in information literacy, a broad concept encompassing finding, evaluating, and using information. While the various aspects of information literacy are challenging for all students, they are especially difficult for students enrolled in studies as a Second Language (ESL) courses. However, the librarians in ESL students' information literacy courses and librarians working throughout specific colleges.

This qualitative case study and ethnographic methods to examine the information literacy acquisition of a cohort of 23 community college students. The students, enrolled in Lodi, California's state, suburban community college in California, were simultaneously enrolled in ESL, ESL, a research-oriented ESL, community college was held before "College English," and ESL II, a course course in writing research in writing during the Spring 2011 semester.

Ms. Morgan, the librarian in this study, and Ms. Stacy, the ESL instructor, were awarded a learning-making research assistant position and assistant in the students' lives and the their students and librarians.

NEW TRENDS THAT DEFINE THE 21ST-CENTURY LIBRARY

Peter G. ...

ABSTRACT

This chapter addresses the dramatic changes that are taking place in public library design and how these changes affect the way the public library is managed and used. The public library is becoming the cultural center of the community and the place to go for digital information. While maintaining areas for quiet individual study, the public library now provides spaces for collaboration and social use. And because of automation, the staff can now work more closely with patrons than in the past. With the current emphasis on green buildings, many new and renovated libraries have been designed as examples of sustainable practice for their communities. All these changes can help create a new paradigm of the public library, leading to greater visibility, more use, and increased membership.

Keywords: Public libraries; library trends; community leadership; library spaces

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This qualitative case study used ethnographic methods to examine the information literacy acquisition of a cohort of 23 community college students. The students, enrolled at Ladera College,¹ a small, suburban community college in California, were simultaneously enrolled in ESL 300, a five-unit advanced ESL composition course one level below "college English," and LIBR 10, a one-unit course introducing students to research during the Spring 2011 semester.²

Ms. Morgan, the librarian in this study, and Ms. Shah, the ESL instructor, were interested in meaning-making through educational activities that mattered to the students. Throughout this study, students were observed

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NEW TRENDS THAT DEFINE THE 21ST-CENTURY LIBRARY

Peter Gisolfi

ABSTRACT

This chapter addresses the dramatic changes that are taking place in public library design and how these changes affect the ways the public library is managed and used. The public library is becoming the cultural center of the community and the place to go for digital information. While maintaining areas for quiet individual study, the public library now provides spaces for collaborative work as well. And because of automation, the staff can now work more closely with patrons than in the past. With the current emphasis on green buildings, many new and transformed libraries have been designed as examples of sustainable practice for their communities. All these changes can help create a new perception of the public library, resulting in raised visibility, more use, and increased membership.

Keywords: Public libraries; library trends; community leadership; library spaces

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University of Michigan Library Card Catalog (dfulmer) by dfulmer (flickr) Tags: university michigan library card catalog graduate harlan hatcher mlibrary Share on: Facebook Twitter Tumblr Email





Chapter Three

Taming the Kudzu

An Academic Library's Experience with Web Content Strategy

Ian Demsky and Suzanne Chapman

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- no formal processes for approving new content, or for inventorying and evaluating existing content.

There was actually a higher degree of review required to place an item in the weekly internal newsletter than on the public-facing website, whose pages received more than 1.3 million unique visits in 2013.

As the new content strategist joined the User Experience (UX) Department's efforts to apply the principles of web content strategy within the library, it soon became clear that there were two distinct areas of concern: the challenging work of making the library's website more clear, consistent, and useful, and the human side of the equation—managing the required change within the organization. As Kathryn Davis (2004) notes, many libraries are mature organizations that have well-established internal structures, work patterns, and institutional cultures that are resistant to change or disruption (p. 24). So it wasn't surprising that the UX Department experienced a mixed response to efforts to shape the quality of the library's web content and to set limits on what the organization should be willing to produce and maintain. But the UX Department couldn't just declare "content bankruptcy" and start from scratch. The department had to find a path forward that engaged the library's many stakeholders, while efficiently improving and modernizing the website to better serve users.

This brief chapter doesn't attempt to rearticulate the principles of web content strategy or how to create good web content. For guidance, see writings by Kristina Halvorson (2010), Sara Wachter-Bosticker (2012), Steve Krug (2006), and Janice Redish (2012). Instead, this chapter discusses lessons learned from the successes and challenges of trying to implement these principles within a large, decentralized library and offer a heuristic for considering the opportunities and tradeoffs inherent in three possible strategic alignments.



Bob Schindler. <https://www.sus.edu/article/sus16-kudzu>

CUTTING-EDGE RESEARCH IN DEVELOPING THE LIBRARY OF THE FUTURE

NEW PATHS FOR BUILDING FUTURE SERVICES



Edited by
Bradford Lee Eden

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(2015)

CC: Jacob Schindler. <https://discover.uga.edu/article/sus16-kudzu>

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poor or missing metadata, internally focused content, low user-value content, disorganized content, orphaned pages not connected to any navigation pathway, and a host of overlooked “test” pages.

Rather than just being a mere annoyance, this kudzu-like proliferation of content leads to consequential difficulties:

- a poor signal-to-noise ratio that makes it hard for users to search the site efficiently;
- potential loss of credibility and trustworthiness with frustrated users;
- wasted time, effort, and opportunity costs when staff members spend valuable time creating and maintaining problematic or unnecessary content;
- general disorganization that makes it difficult for web specialists to improve the site’s overall information architecture and navigation; and
- additional resource costs for web specialists to come back later and clean up faulty content.

One measure of how bloated the library’s site had become can be seen in an initial tidy-up effort conducted by the UX Department in early 2013. When the department asked page owners simply to review their content to see if it was all still needed, authors ultimately unpublished or deleted 1,215 pages from the library’s website—42 percent of published Drupal pages at the time! Ownership for 577 additional pages was reassigned, indicating that oversight had lapsed over another 20 percent of the site. It’s worth noting, however, that this result required about sixty hours of project management: gathering and organizing information about each unit’s content, e-mailing page authors, tracking changes in a spreadsheet, and nudging content owners—sometimes several times—as deadlines came and went.

As Halvorson points out, success on the web demands that content be treated as an integral core asset, rather than a secondary consideration (2010, p. 3). To work well, figuring out what to say cannot be a separate process from figuring out where content lives, what it looks like, and how it functions. Yet those within the library who had expressed feelings of dissatisfac-

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Manifesto For Civilising Digitalisation

2

To promote understanding and wisdom through knowledge, we must facilitate the joy of discovery in the actions of search: Embrace the journey and the unexpected.

our latest
most popular
contributors
subscribe

Search



2016



Watch Trump Drop The F-Bomb 5 Times In 74 Seconds

*In the words of Joe Biden, Donald Trump's potty mouth is a big f***ing deal.*

FEBRUARY 26, 2016 By The Federalist Staff

During Thursday night's GOP debate, Donald Trump made a huge deal about swearing, even going so far as to insist that he never uses the f-word.

He criticized former Mexican president Vicente Fox for using the f-word in a statement about Trump's plan to build a wall along the southern border of the United States and make Mexico pay for it. Trump complained that if he had ever used such language, there would be an uproar.



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ADAM SCHIFF FLIP-FLOPPED ON WHISTLEBLOWER TESTIMONY AFTER REPORTS OF COORDINATION

House Democrats' impeachment inquirer struggles to

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IS CRAZY SCHOOL DISTRICT RESPONSE TO PARENTS MAD ABOUT LGBT INDOCTRINATION OF PRESCHOOLERS

An Illinois school district's leaders heard from upset

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LEAFIN'S FOREMAN DOUBLES DOWN ON WILD TULSI GABBARD CONSPIRACY THEORY

a Clinton spokesperson

"It's the nesting col. lbs." said

[CONTINUE READING >](#)

<https://thefederalist.com/2016/02/26/watch-trump-drop-the-f-bomb-5-times-in-74-seconds/>

If one could only teach the English how to talk, and the Irish how to listen, society here would be quite civilised.

Oscar Wilde, 1854–1900. Irish dramatist and poet:
An Ideal Husband (1895)

Civilising

TROLLHUNTING

concur and takes the point a step further: 'This privatisation of regulation of free speech ... raises existential questions for the functioning of healthy democracies.'⁹

These questions are complex and confronting. If we're so willing to put decisions about enforcement of free speech, the law and all our personal data into the hands of companies like Facebook and Twitter, can we really claim to be amazed when those companies influence democratic elections? Or won't hand over crucial information to police so they can progress criminal investigations? Or decide not to take down predator trolling that influences someone's decision to commit suicide because it 'doesn't violate our policies'?

The success of Australia's eSafety office suggests an independent statutory body, working with social media companies but simultaneously holding legal clout, may be a decent halfway point. (It was created by an act of Parliament – so this is partly a legal solution.) It doesn't create unnecessary and under-utilised laws. And it stops the balance of power constantly swinging away from individuals – and even away from police – and towards the powerful tech companies.

Sometimes we forget that in historical terms, the internet as we know it has only been around for the blink of an eye. Therefore, when it comes to cyberhate, as with many things, time may be the great healer. Before online discourse reaches total paralysis, innovators will inevitably come up with solutions – as they have already. In

an attempt to discover how online discourse would be shaped by trolls over the next decade, and what a more civilised discourse might look like, the Pew Research Center canvassed 1537 tech experts in business, academia and government. The resulting report suggests that in the future, hate speech and trolling may simply be filtered out, much in the way spam is today.

Still, we need to be real about this too. As with new laws, this may create a new set of problems. A number of experts quoted in the document predict the online environment will splinter 'into segmented, controlled social zones with the help of artificial intelligence'.¹⁰

If this isn't the case already, will this then create an internet that is the opposite of what most of us would hope for? Imagine the internet as a place littered with walled-off communities where we're constantly surveilled and censored. In those communities, we're no longer exposed to diverse ideas. We change our sharing behaviours because of the atmosphere and restrictions therein.¹¹ How does freedom of expression look then?

The great irony will be that trolls – who as a cohort consistently defend their right to say absolutely anything to anyone – might be responsible for a global chilling of free speech online. (Arguably, this is happening already, especially when it comes to minorities.)

It's unlikely trolls and hackers, who already feel disenfranchised, will accept an increasingly restrictive online environment. And therefore, we'll likely see a continual

7 2018 MARCH 27 2018

"Written with the authority of impeccable research, Ginger Gorman's compelling book takes us deep inside the often sad, sometimes mad, and always bad world of trolling." HUGH MACKAY

Ginger Gorman

TROLL HUNTING

Inside the world of online hate and its human fallout

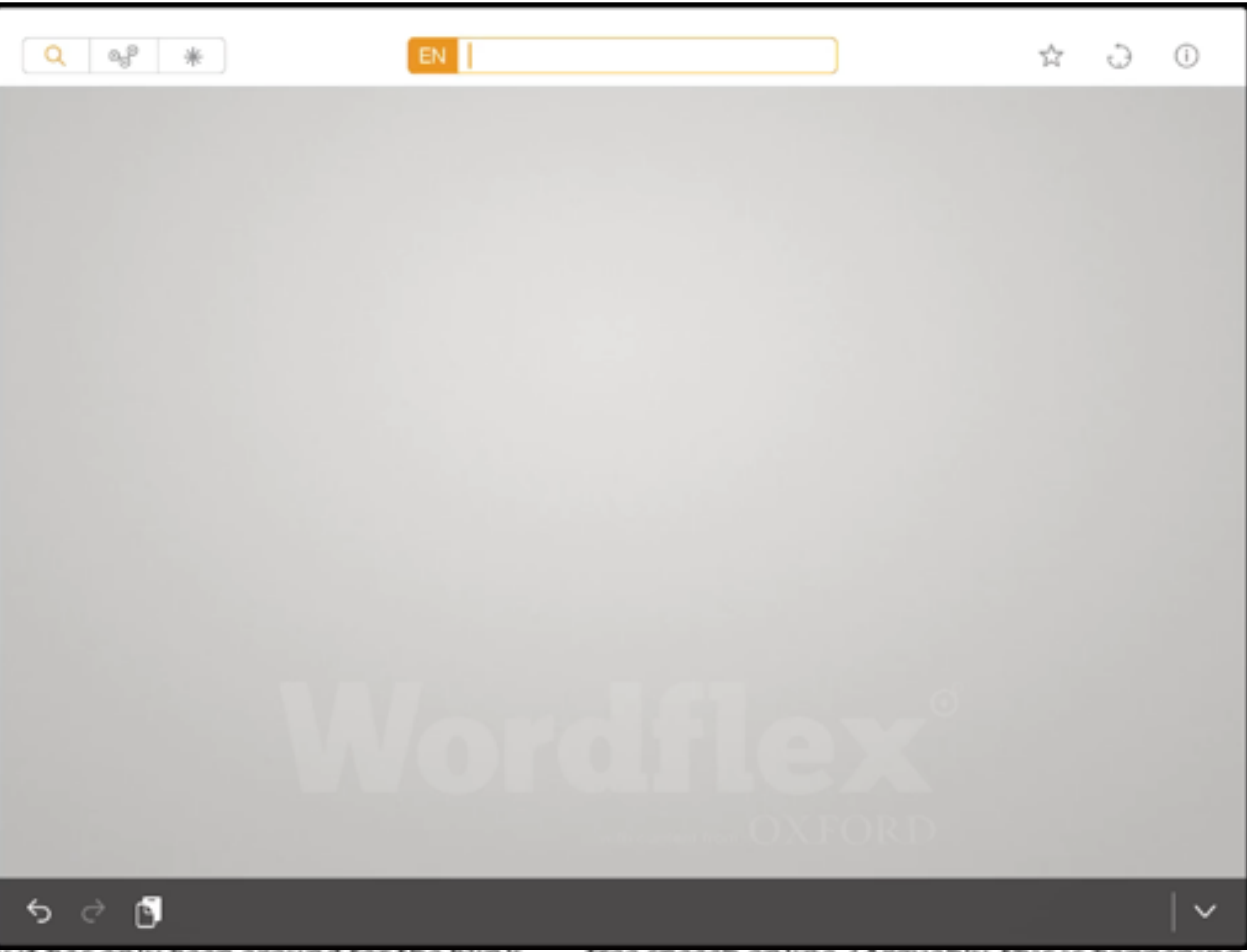
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As work gets more ambiguous, younger generations may be less equipped for it

January 22, 2019 3:35am AEST

Those aged 18 to 27 are twice as likely as older workers to have the most negative attitudes about ambiguity. [View source](#)

We work in a world of increasing ambiguity. Over the past few decades technological change and globalisation have fundamentally changed the nature of the "average" job. There is greater competition and higher expectations. We face more situations, projects, tasks or objectives that are new, different, unclear or inexact.

To investigate whether Australian workers are equipped to handle this growing ambiguity at work, we [studied](#) attitudes towards ambiguity in a sample of more than 800 people.

We found those with positive attitudes towards ambiguity were more creative, better leaders and better overall performers. They reported lower stress levels and higher incomes than those with negative attitudes towards ambiguity.

Our research also revealed something surprising. Younger workers show less capacity to cope with ambiguity than older workers.

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Disclosure statement

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Training for tolerance

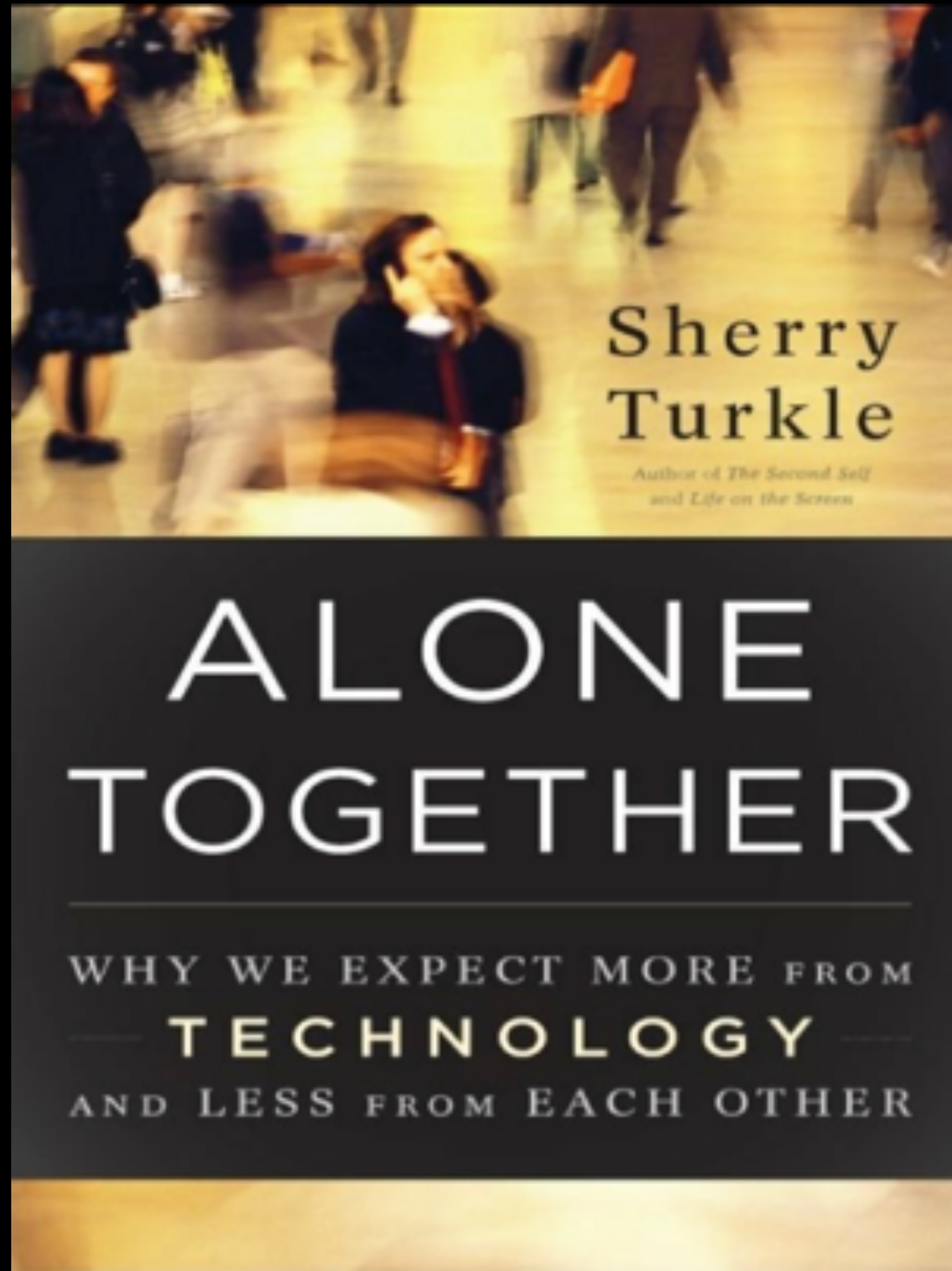
Does this mean younger people are at a permanent disadvantage in increasingly competitive and ambiguous work environments? No. There is good evidence you can purposefully train yourself to better tolerate ambiguity.

One simple method is to increase your exposure to ambiguity. This might include regularly attending new events, meeting new and different people or even travelling abroad. Although travel is worthwhile for its own sake, [research](#) shows that living in a foreign country boosts a person's capacity to creatively navigate ambiguity.

You can also develop those habits and competencies that have been linked to tolerance of ambiguity. Our results indicated that emotional intelligence, assertiveness and creativity are particularly important. These attributes allow you to remain focused and confident when in new situations. Mindfulness and relaxation techniques can enhance [emotional intelligence](#) and [creativity](#), while a variety of different practices can help with [assertiveness](#).

Our research has highlighted that greater tolerance of ambiguity leads to greater work satisfaction. So if you want a happier working life, look for ways to see ambiguity as an opportunity.

... we seem determined to give human qualities to objects and content to treat each other as things.



ALONE TOGETHER: WHY WE EXPECT MORE FROM TECHNOLOGY AND LESS FROM EACH OTHER

INTRODUCTION

Alone together

Technology proposes itself as the architect of our intimacies. These days, it suggests substitutions that put the real on the run. The advertising for *Second Life*, a virtual world where you get to build an avatar, a house, a family, and a social life, basically says, "Finally, a place to love your body, love your friends, and love your life."¹ On *Second Life*, a lot of people, as represented by their avatars, are richer than they are in first life and a lot younger, thinner, and better dressed. And we are smitten with the idea of sociable robots, which most people first meet in the guise of artificial pets. Zhu Zhu pet hamsters, the "it" toy of the 2009-2010 holiday season, are presented as "better" than any real pet could be. We are told they are lovable and responsive, don't require cleanup, and will never die.

Technology is seductive when what it offers meets our human vulnerabilities. And as it turns out, we are very vulnerable indeed. We are lonely but fearful of intimacy. Digital connections and the sociable robot may offer the illusion of companionship without the demands of friendship. Our networked life allows us to hide from each other, even as we are tethered to each other. We'd rather text than talk. A simple story makes this last point, told in her own words by a harried mother in her late

forties:

I needed to find a new nanny. When I interview nannies, I like to go to where they live, so that I can see them in their environment, not just in mine. So, I made an appointment to interview Ronnie, who had applied for the job. I show up at her apartment and her housemate answers the door. She is a young woman, around twenty-one, texting on her BlackBerry. Her thumbs are bandaged. I look at them, pained at the tiny thumb splints, and I try to be sympathetic. "That must hurt." But she just shrugs. She explains that she is still able to text. I tell her I am here to speak with Ronnie; this is her job interview. Could she please knock on Ronnie's bedroom door? The girl with the bandaged thumbs looks surprised. "Oh no," she says, "I would never do that. That would be intrusive. I'll text her." And so she sent a text message to Ronnie, no more than fifteen feet away.

This book, which completes a trilogy on computers and people, asks how we got to this place and whether we are content to be here.

In *The Second Self*, I traced the subjective side of personal computers—not what computers do for us but what they do to us, to our ways of thinking about ourselves, our relationships, our sense of being human. From the start, people used interactive and reactive computers to reflect on the self and think about the difference between machines and people. Were intelligent machines alive? If not,

(2011)

Social Networks



Facebook



Instagram



Twitter



Google+



Pinterest



Tumblr



LinkedIn




WhatsApp



Messenger

**Social Media:
Not advertising supported.
Behavioural Modification.
Outrage machine.**

(2018)

A scenic landscape featuring a calm lake in the foreground, reflecting the surrounding mountains and sky. The mountains are rugged, with some snow-capped peaks. The sky is a clear, bright blue. The overall scene is peaceful and natural.

Ten Arguments For Deleting Your
Social Media Accounts Right Now
Jaron Lanier

RESEARCH GAVE ME A FUTURE

Help achieve zero deaths from breast cancer by 2030. Fund a future for all women.



TECHNOLOGY [DIGITAL MEDIA](#)

I fell for Facebook fake news. Here's why millions of you did, too.

By [Geoffrey A. Fowler](#)
22 October 2018 — 8:53am



The Facebook video is nuts, but I can't tear my eyes away. A plane, struggling in a huge storm, [does a 360-degree flip](#) before safely landing and letting out terrified passengers.

It turns out [the video is totally bunk](#), spliced together from a computer-generated clip and unrelated real news footage. But that didn't stop the Facebook post from arriving in my News Feed via a friend last month. I watched it. Maybe you did, too: It has nearly 14 million views.



Everyone now knows the Web is filled with lies. So then how do fake Facebook posts, YouTube videos and tweets keep making suckers of us?

To find out, I conducted a forensic investigation of the fake that fooled my social network. I found the original creator of that CG plane clip. I spoke to the Facebook executive charged with curbing misinformation. And I confronted my friend who shared it.

The motives for a crazy plane report may be different from posts misdirecting American voters or fuelling genocide in Myanmar. Yet some of the questions are the same: What makes fake news effective? Why did I end up seeing it? And what can we do about it?

"I realised, oh, my God, I'm part of the problem," Tzirbas told me. The artist, who has worked on *Titanic* and *Star Trek*, has a hobby in creating realistic but implausible videos, often involving [aliens](#). He [posts them on YouTube](#), he said, in part to demonstrate CG and in part to make a little money from YouTube ads.

The photorealism of Tzirbas's clip played a big role in making the fake story go viral. And that makes it typical: Misinformation featuring [manipulated photos and videos](#) is among the most likely to go viral, Facebook's Lyons said. Sometimes, like in this case, it employs shots from real news reports to make it seem just credible enough. "The really crazy things tend to get less distribution than the things that hit the sweet spot where they could be believable," Lyons said.

Even after decades of Photoshop and CG films, most of us are still not very good about challenging the authenticity of images, or telling the real from the fake. That includes me: In an online test made by software maker Autodesk called [Fake or Foto](#), I correctly identified the authenticity of just 22 per cent of their images. (You can [test yourself here](#).)

Another lesson: Fake news often changes the context of photos and videos in ways their creators might never imagine. Tzirbas sees his work as pranks or satire, but he hasn't explicitly labelled them that way. "They are clearly fakes," he said. After we spoke, he wrote to say he'd now add a disclaimer to his CG videos: "This is a narrative work."

Satire, in particular, can lose important context unless it's baked into an image itself. Another doctored fake news image, first posted to Twitter in 2017, appears to show President Trump toting a flooded area of Houston, handing a red hat to a victim. Artist Jessica Savage Broer, a Trump critic, told me she Photoshopped it to make a point about how people need to "use critical thinking skills." But then earlier this year, [supporters of the president started sharing it on Facebook — by the hundreds of thousands](#) — as evidence of the president's humanitarian work.



Artist Jessica Savage Broer photoshopped this image to include President Donald Trump. She said she wanted to make the point that people need to "use critical thinking skills." [JESSICA SAVAGE BROER](#)

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Artist Jessica Savage Broer photoshopped this image to include President Donald Trump. She said she wanted to make the point that people need to "use critical thinking skills." [JESSICA SAVAGE BROER](#)


THE NEW YORK TIMES

RESEARCH GAVE ME A PICTURE

I fell for Facebook fake news. Here's why millions of you did, too.

By Jeffrey M. Hirsch
Illustration by Mike Esch

The Facebook video is real, but I can't see my own face. A plane, struggling to a hard landing, has a red hat on its tail. My brother is being pulled back to the ship. My brother is being pulled back to the ship. My brother is being pulled back to the ship.



Everyone has their own version of the truth. Sometimes it's a hard landing, sometimes it's a hard landing, sometimes it's a hard landing.

To find out, I looked at a Facebook post that said it was the original source of the video. I spoke to the Facebook website support staff and they told me I was wrong. I looked at the video and I looked at the video and I looked at the video.

The video is a real plane report. It's not a fake news video. It's not a fake news video. It's not a fake news video.

Meaner on Mobile: Incivility and Impoliteness in Communicating Contentious Politics on Sociotechnical Networks

Jacob Groshek and Chelsea Cutino

Abstract

This study explores the nature of how mobile social media may potentially be sharpening the tenor of communicating online. Specifically, randomized representative Twitter data were collected for several controversial issues, and then examined to determine the extent to which mobile or web-based content tends more toward greater incivility and impoliteness. Additional analyses further model how certain dialogic features, such as explicitly mentioning other users and retweeting others' posts, positively relate to hostility in the discourse. Building on the basis of technological affordances and user negotiation in digitally mediated environments, this study contributes to a better understanding of how individuals express themselves on mobile devices as these are rapidly becoming normalized modes for communicating with one another online.

Keywords

mobile communication, social media, incivility, impoliteness, dialogic affordances, big and small data

On the sixth anniversary of Twitter (March 2012), the late night talk show, *Jimmy Kimmel Live*, aired their first installment of the popular segment "Mean Tweets." In this piece, an assortment of celebrities read some of the most egregious insults Twitter users have directed at them—often riddled with expletives, name-calling, and accusations. While this segment may be humorous to watch, it also illustrates an important point about how social media platforms such as Twitter and other online discussion environments can sometimes elicit hostile communication. Online social networks like Twitter essentially allow the community at large the power to direct insults at whichever users they please from a distance and with little fear of retaliation or punishment. Especially with the widespread adoption of mobile phones and availability of data-enabled cellular networks, this form of online-mediated bullying can take place at any time or place at the whim of the connected user, who may be on either a genuine or anonymized pseudo account.

Of course, since the time when people first started communicating online, there has been an ongoing debate over the capacity for digital political communication to become hostile and polarize or silence participants (Baum & Groeling, 2008; Lee, Choi, Kim, & Kim, 2014; Prior, 2013). In addition, though we know this is especially true for anonymous online forums (Santana, 2014), relatively little work

has examined the importance of place, device, and certain types of content indicators, such as retweets and user mentions. While Murthy, Bowman, Cross, and McGarry (2015) recently found differences where tweets from mobile platforms were more egocentric and negative than web-based tweets, there is no research to date that has examined how the ongoing transition of social media to mobile devices relates to the incivility of user posts.

This gap in the literature is crucial because from a practical sense, mobile communication has intersected with online and social media in such a way that has made these spaces anything but separate. Yet, just as previous research has shown that communicating face-to-face facilitates conversations unique from interactions over electronic media (Baym, Zhang, & Lin, 2004), this study investigates how the shift to communicating digitally while mobile factors into incivility and impoliteness as individuals engage with contentious politics and one another.

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This study explores the nature of how mobile social media may potentially be sharpening the tenor of communicating online. Specifically, randomized representative Twitter data were collected for several controversial issues, and then examined to determine the extent to which mobile or web-based content tends more toward greater incivility and impoliteness. Additional analyses further model how certain dialogic features, such as explicitly mentioning other users and retweeting others' posts, positively relate to hostility in the discourse. Building on the basis of technological affordances and user negotiation in digitally mediated environments, this study contributes to a better understanding of how individuals express themselves on mobile devices as these are rapidly becoming normalized modes for communicating with one another online.

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Be nice to people on your way up because you'll meet 'em on your way down.

Wilson Mizner 1876–1933 American dramatist,
in *Alva Johnston: The Legendary Mizners* (1953)

The Economist

How China hunts down fugitives
Trump and trade: the danger of the deal
Iraq, on the right track at last
If bees could talk

AI-spy



Artificial intelligence in the workplace
A SPECIAL REPORT

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The Russians who will take on Putin
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When astronauts write haiku

Epic fail



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A SPECIAL REPORT ON ENERGY GEOPOLITICS

The battle for digital supremacy



The Economist

July's threat to the west
Should Yahoo's CEO leave
What countries can learn from police
How to make your laptop smarter

The surveillance state



Perfected in China, a threat in the West

Human resources

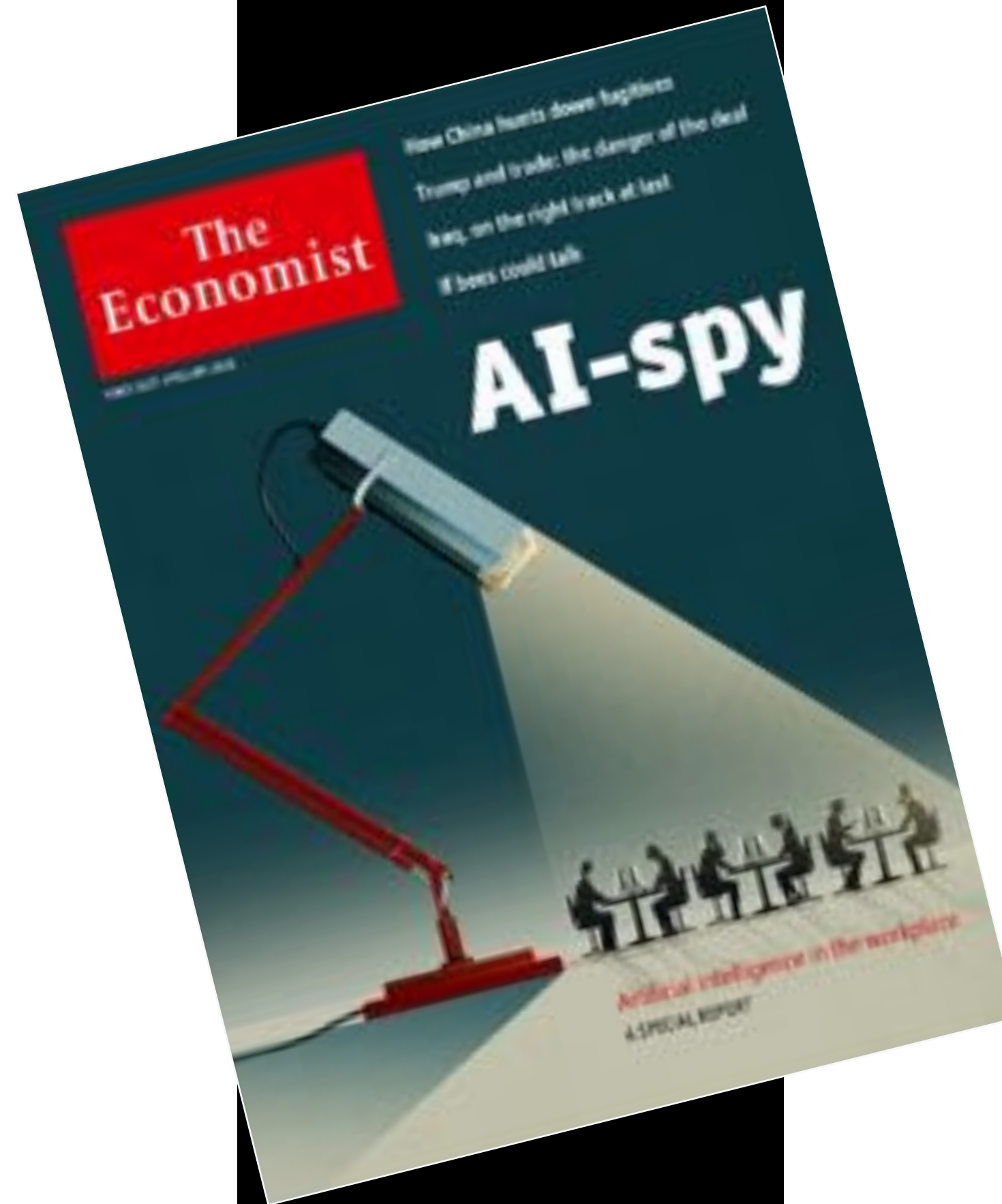
Hire education

AI is changing the way firms screen, hire and manage their talent



HUMAN RESOURCES (HR) is a poorly named department. It usually has few resources other than overworked staff, clunky technology and piles of employee handbooks. Hassled recruiters have to sort through reams of applications that vastly outnumber the jobs available. For example, Johnson & Johnson (J&J), a consumer-goods company, receives 1.2m applications for 25,000 positions every year. AI-enabled systems can scan applications far more quickly than humans and work out whether candidates are a good fit.

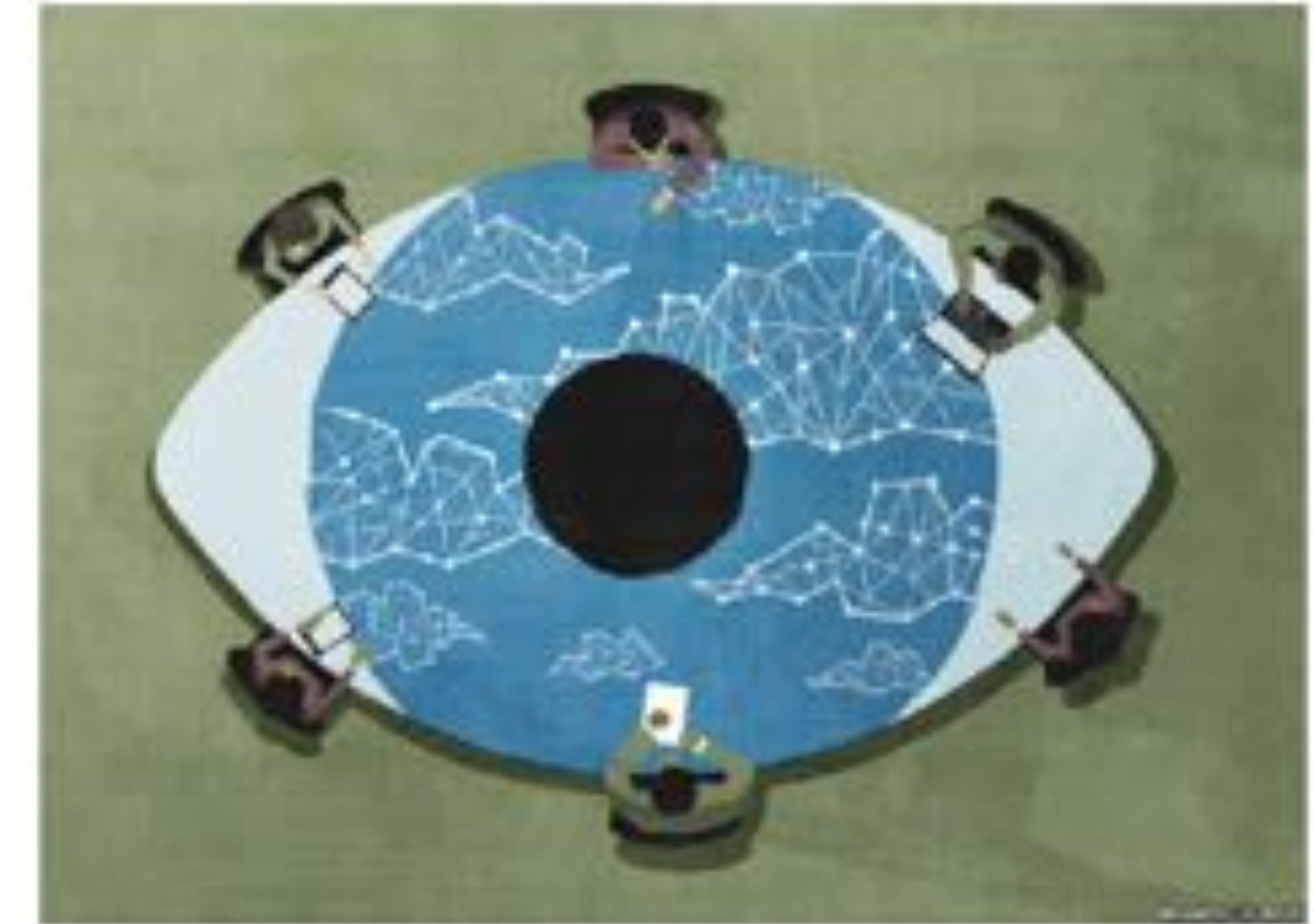
Oddly enough, they may also inject more humanity into hiring. According to Athena Karp of HiredScore, a startup that uses algorithms to screen candidates for J&J and others, only around 15-20% of applicants typically hold the right qualifications for a job, but they are rarely told why they were not hired, nor are they pointed to more suitable jobs.



Future workplaces

Smile, you're on camera

AI will make workplaces more efficient, safer—and much creepier



WALK UP A set of steep stairs next to a vegan Chinese restaurant in Palo Alto in Silicon Valley, and you will see the future of work, or at least one version of it. This is the local office of Humanyze, a firm that provides "people analytics". It counts several Fortune 500 companies among its clients (though it will not say who they are). Its employees mill around an office full of sunlight and computers, as well as beacons that track their location and interactions. Everyone is wearing an ID badge the size of a credit card and the depth of a book of matches. It contains a microphone that picks up whether they are talking to one another; Bluetooth and infrared sensors to monitor where they are; and an accelerometer to record when they move.

"Every aspect of business is becoming more data-driven. There's no reason the people side of business shouldn't be the same," says Ben Weber, Humanyze's boss. The company's staff are treated much the same way as its clients. Data from their employees' badges are integrated with information from their e-mail and calendars to form a full picture of how

As algorithms take over, YouTube's recommendations highlight a human problem

A supercomputer playing chess against your mind to get you to keep watching.

By Tom Iqbal / Apr. 20, 2018 / 8:34 AM ET



Every day YouTube serves around one billion users who watch billions of hours of video.

Article Details / Getty Images

YouTube is a supercomputer working to achieve a specific goal – to get you to spend as much time on YouTube as possible.

But no one told its system exactly how to do that. After YouTube built the system that recommends videos to its users, former employees like Guillaume Chaslot, a software engineer in artificial intelligence who worked on the site's recommendation engine in 2010-2011, said he watched as it started pushing users toward conspiracy videos. Chaslot said the platform's complex "machine

SPONSORED STORIES



Registration is open 55,000 people will

learning" system, which uses trial and error combined with statistical analysis to figure out how to get people to watch more videos, figured out that the best way to get people to spend more time on YouTube was to show them videos light on facts but rife with wild speculation.



Routine searches on YouTube can generate quality, personalized recommendations that lead to good information, exciting storytelling from independent voices, and authoritative news sources.

But they can also return recommendations for videos that assert, for example, that the Earth is flat, aliens are underneath Antarctica, and mass shooting survivors are crisis actors.



This is how Netflix's top-secret recommendation system works

Netflix splits viewers up into more than two thousand taste groups. Which one you're in dictates the recommendations you get.

By LIBBY PLUMMER

23 Apr 2017



Credit: David Diehlweckel

More than 80 per cent of the TV shows people watch on Netflix are discovered through the platform's recommendation system. That means the majority of what you decide to watch on Netflix is the result of decisions

Chapter One

Predictive Analytics in Libraries

Lauren Magnuson

It is a capital mistake to theorize before one has data. Inensibly one begins to twist facts to suit theories, instead of theories to suit facts.

—Sherlock Holmes, *A Study in Scarlet*

Predictive analytics is an emerging set of techniques that utilizes business-intelligence metrics and data mining to predict future behaviors or trends. While the terms *business intelligence*, *data mining*, and *predictive analytics* sometimes seem to be interchangeable, there are key distinctions between each of the concepts:

- *Business intelligence* (BI) refers to historical analysis of data gathered in an organization. Business intelligence is often used to synthesize, summarize, and report on historical data but does not usually attempt to predict future trends.
- *Data mining* (sometimes referred to as “big data”) refers to the process of discovering knowledge and identifying patterns within large sets of data and is the procedural underpinning of many analytics projects (Han and Kamber, 2006).
- *Analytics* refers to the process of “data extraction using efficient, reproducible, and scalable algorithms” and often involves summarizing results from data-mining processes (Schwartz, 2011, p. 66).
- *Predictive analytics* or *predictive business analytics* (PBA) “reflects an organizational capability to improve managerial decision making across many core performance areas” (Maisel and Cokins, 2014, p. 22).
- A *predictive model* is “a mechanism that predicts a behavior of an individual. . . . It takes characteristics of the individual as input, and provides a predictive score as output” (Siegel, 2013, p. 26).

CUTTING-EDGE RESEARCH IN DEVELOPING THE LIBRARY OF THE FUTURE

NEW PATHS FOR BUILDING FUTURE SERVICES



Edited by
Bradford Lee Eden



serve to better understand and improve library services that have the greatest impact on learning.

Wolfgang Greller and Hendrik Drachler (2012) provide a framework for understanding and designing learning analytics systems that enable more personalized learning. The authors advocate using learning analytics as both a reflective process (which focuses on “critical self-evaluation” of data sets and can suggest intervention strategies that improve learning) and a predictive process (which could use machine learning techniques to build learner profiles automatically and save teaching time for more personal interventions). Greller and Drachler also caution that prediction in learning, whether data driven or by human intervention, must be considered carefully and respect privacy, as such predictions could limit a learner’s potential. Using predictive models that improve processes and services and meet learners’ needs more effectively should be the goal of predictive analytics projects—not making predictions about the performance of individual learners.

Katrien Verbert and colleagues (2012) further explore an emerging strand of research that emphasizes open and shareable learning and knowledge analytics (LAK). The practice of predictive analytics can be improved and refined by comparing and contrasting predictive models and outcomes established by other predictive analytics projects. Several organizations have emerged as public repositories to gather and share large data sets related to learning and knowledge. Repositories cited by Verbert and her colleagues include the Harvard Dataverse Network,⁵ the PSCL DataShop,⁶ and DataBib.⁷ Libraries are also beginning to play an important role in the collection, publishing, sharing, and archiving of large data repositories, making experience with large data sets an increasingly important skill set for librarians (Iluwe, 2014).

ETHICS AND PRIVACY

Libraries have a strong tradition of protecting patron privacy, and some methods of data mining and analytics can seem contrary to that tradition. Paul Schwartz (2011) argues that one of the most crucial phases of designing for predictive analytics is the phase during which an organization plans for collecting certain kinds of data. During this planning phase, it is essential that libraries consider ways to protect user privacy during data collection.

Inform users. Libraries provide a mechanism for users to “opt out” of data gathering about their behavior and fully inform users about how data gathered on them will be used.

Avoid personally identifying information (PID). Libraries should consider whether there is a compelling reason to associate personally identifying information (PID) with data gathered about user behavior. PID

can include information such as name, student number, social security number, phone number, physical address, IP address, or other data that can be used to identify a specific individual. It is often possible to anonymize data in such a way that a great deal of variables about users and their behavior can be gathered without personally identifying any individual users, or associating personally identifying information with behavioral data. In most cases, it is not necessary to store PID, as user behavior can often be tracked via cookies, session IDs, or anonymous tokens. Using these kinds of values to differentiate users can enable analysis of individual behavior at an individual level without significantly compromising privacy.

Provide a benefit to users. The data gathered should always be meaningful and designed to benefit the users from whom it is gathered. Users should be informed about how they will benefit from their data, and every effort should be made to deliver those benefits to users in a timely manner. Careful planning with use cases that align with organizational goals is crucial to harnessing predictive analytics to improve user experience.

CONCLUSION

As Diana Oblinger (2013) writes, “Much of our data use has revolved around reporting on what has happened—in the past. Data use is moving to the predictive—to what is likely to happen.” As systems become increasingly capable of tracking system interactions at a microlevel, it becomes increasingly important to identify goals for analytics and to have the knowledge and skills to assess the big picture in a sea of data. Understanding how predictive analytics technologies can benefit libraries and library users is increasingly becoming a crucial skill set as libraries seek new ways to improve accountability to stakeholders and improve services for library users. Data collection can be carefully planned to respect user privacy, while still creating meaningful predictive insights that can be deployed to improve library decision making on both a small and a wide scale.

NOTES

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7. DataBib, <http://databib.org/>.

CUTTING-EDGE RESEARCH IN DEVELOPING THE LIBRARY OF THE FUTURE

NEW PATHS FOR BUILDING FUTURE SERVICES



Edited by
Bradford Lee Eden

***Knowledge is knowing a tomato is a fruit;
Wisdom is not putting it in a fruit salad.***

**Miles Kingston, 1941–2008. English humorist, journalist:
Independent, 28 March 2003.**

A Brief
History of
Humankind



Sapiens

Yuval Noah
Harari

(2014)

FROM THE AUTHOR OF SAPIENS

Yuval Noah
Harari



21 Lessons
for the
21st Century

(2018)

PART I

The Technological Challenge

Humankind is losing faith in the liberal story that dominated global politics in recent decades, exactly when the merger of biotech and infotech confronts us with the biggest challenges humankind has ever encountered.

FROM THE AUTHOR OF SAPIENS

Yuval Noah
Harari



21 Lessons
for the
21st Century

most been life. This is, of course, the oldest advice in the book: never stop. The thousands of years philosophers and prophets have urged people to know themselves, but this advice was never more urgent than in the twenty-first century, because unlike in the days of Lenin or Socrates, now you have serious competitors. Google, Amazon, Tesla and the government are all racing to hack you. Not your smartphone, not your computer and not your bank account — they are in a race to hack you and your social operating system. You might have heard that we are living in the era of hacking computers, but that's hardly half the truth. In fact, we are living in the era of hacking humans.

The algorithms are watching you right now. They are watching where you go, what you buy, who you meet. Soon they will monitor all your stress, all your health, all your heartbeat. They are sifting on Big Data and machine learning to get to know you better and better.

And once these algorithms know you better than you know yourself, they could predict and manipulate you, and you won't be able to do much about it. You will live in the matrix, or as The Truman Show. In the end, it's a simple empirical matter: if the algorithms indeed understand what's happening within you better than you understand it, algorithms will shift to them.

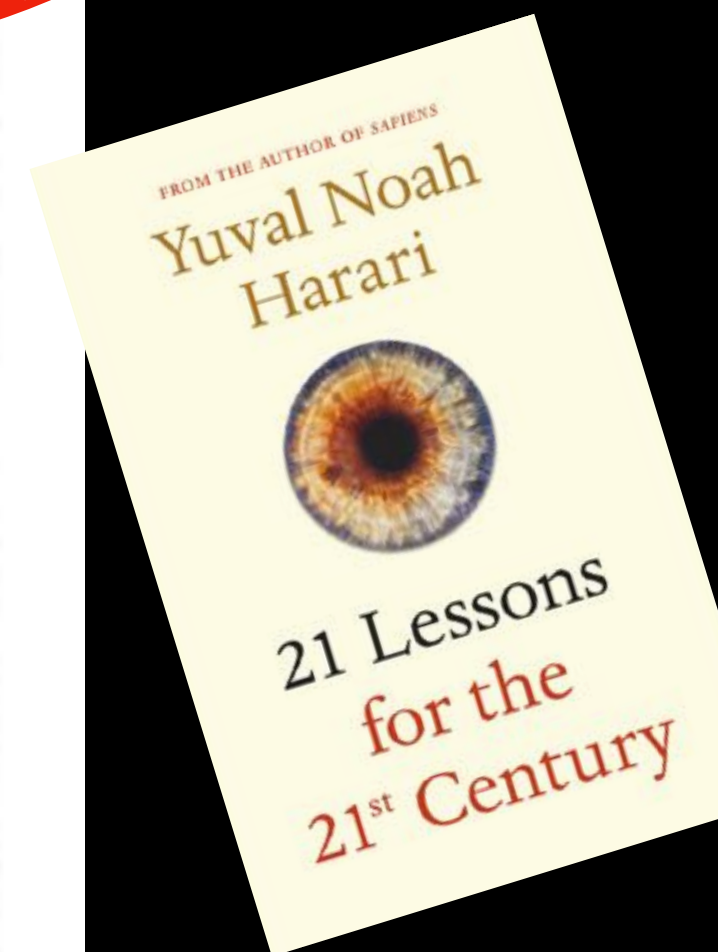
Of course, you might be perfectly happy seeing all algorithms in the algorithmic and trying them to decide things for you and for the rest of the world. If so, just relax and enjoy the ride. You don't need to do anything about it. The algorithms will take care of everything. If, however, you want to retain some control of your personal occurrence and of the future of life, you have to run faster than the algorithms. Defeat their machines and the governments, and get to know yourself better than they do. Stay fat, don't take much baggage with you. Leave all your Kumbas behind. They are very heavy.

want from life. This is, of course, the oldest advice in the book: know thyself. For thousands of years philosophers and prophets have urged people to know themselves. But this advice was never more urgent than in the twenty-first century, because unlike in the days of Laozi or Socrates, now you have serious competition. Coca-Cola, Amazon, Baidu and the government are all racing to hack you. Not your smartphone, not your computer, and not your bank account – they are in a race to hack you and your organic operating system. You might have heard that we are living in the era of hacking computers, but that's hardly half the truth. In fact, we are living in the era of hacking humans.

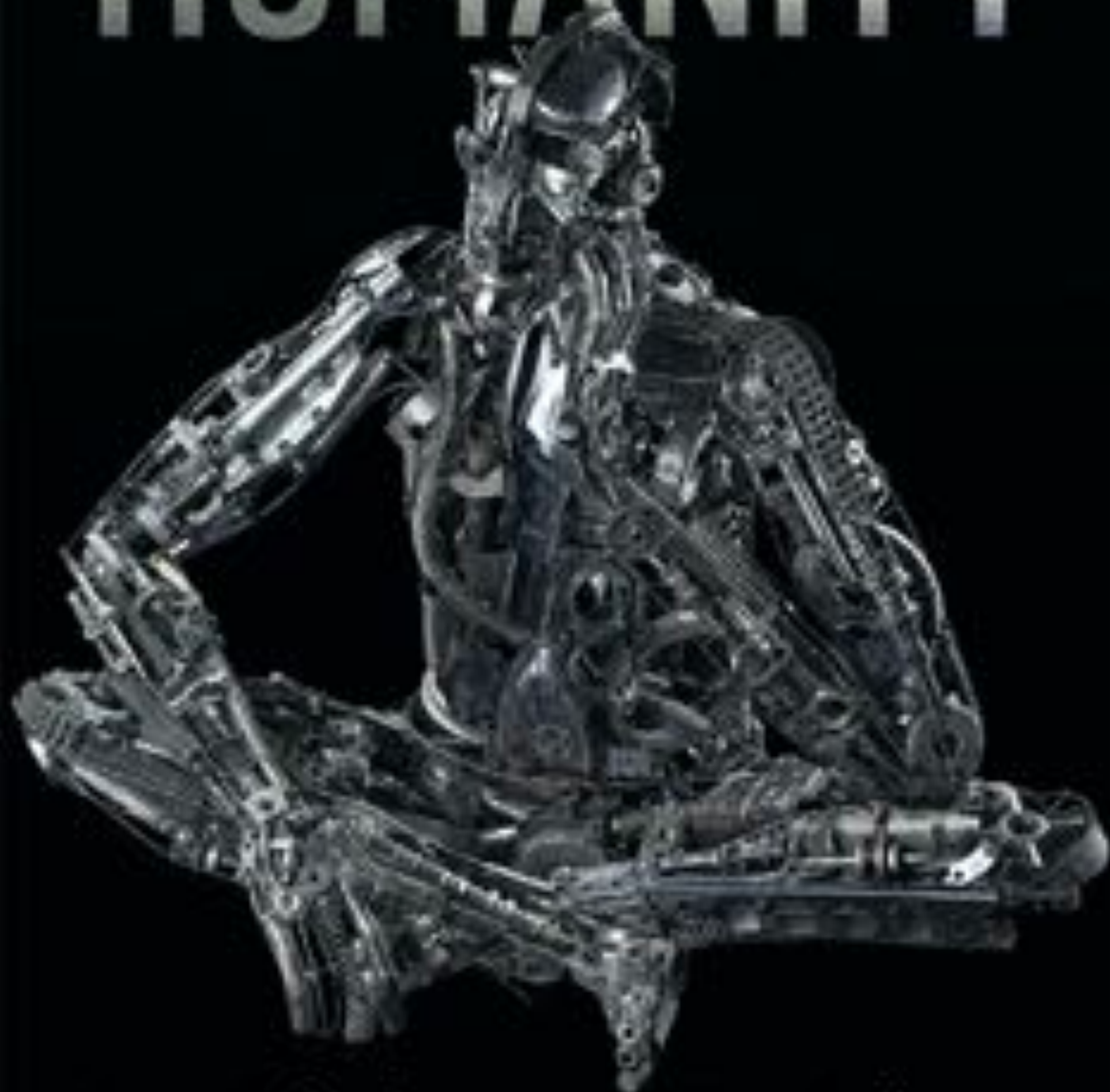
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And once these algorithms know you better than you know yourself, they could control and manipulate you, and you won't be able to do much about it. You will live in the matrix, or in *The Truman Show*. In the end, it's a simple empirical matter: if the algorithms indeed understand what's happening within you better than you understand it, authority will shift to them.

Of course, you might be perfectly happy ceding all authority to the algorithms and trusting them to decide things for you and for the rest of the world. If so, just relax and enjoy the ride. You don't need to do anything about it. The algorithms will take care of everything. If, however, you want to retain some control of your personal existence and of the future of life, you have to run faster than the algorithms, faster than Amazon and the government, and get to know yourself before they do. To run fast, don't take much luggage with you. Leave all your illusions behind. They are very heavy.



RE-ENGINEERING HUMANITY



Brett Frischmann and Evan Selinger

(2018)

22/28

"Frischmann and Selinger deftly and convincingly show why we should be less scared of robots than of becoming more robotic, ourselves. This book will convince you why it's so important we embed technologies with human values before they embed us with their own."

Douglas Rushkoff, author of *Present Shock*, *Program or Be Programmed*, and *Throwing Rocks at the Google Bus*

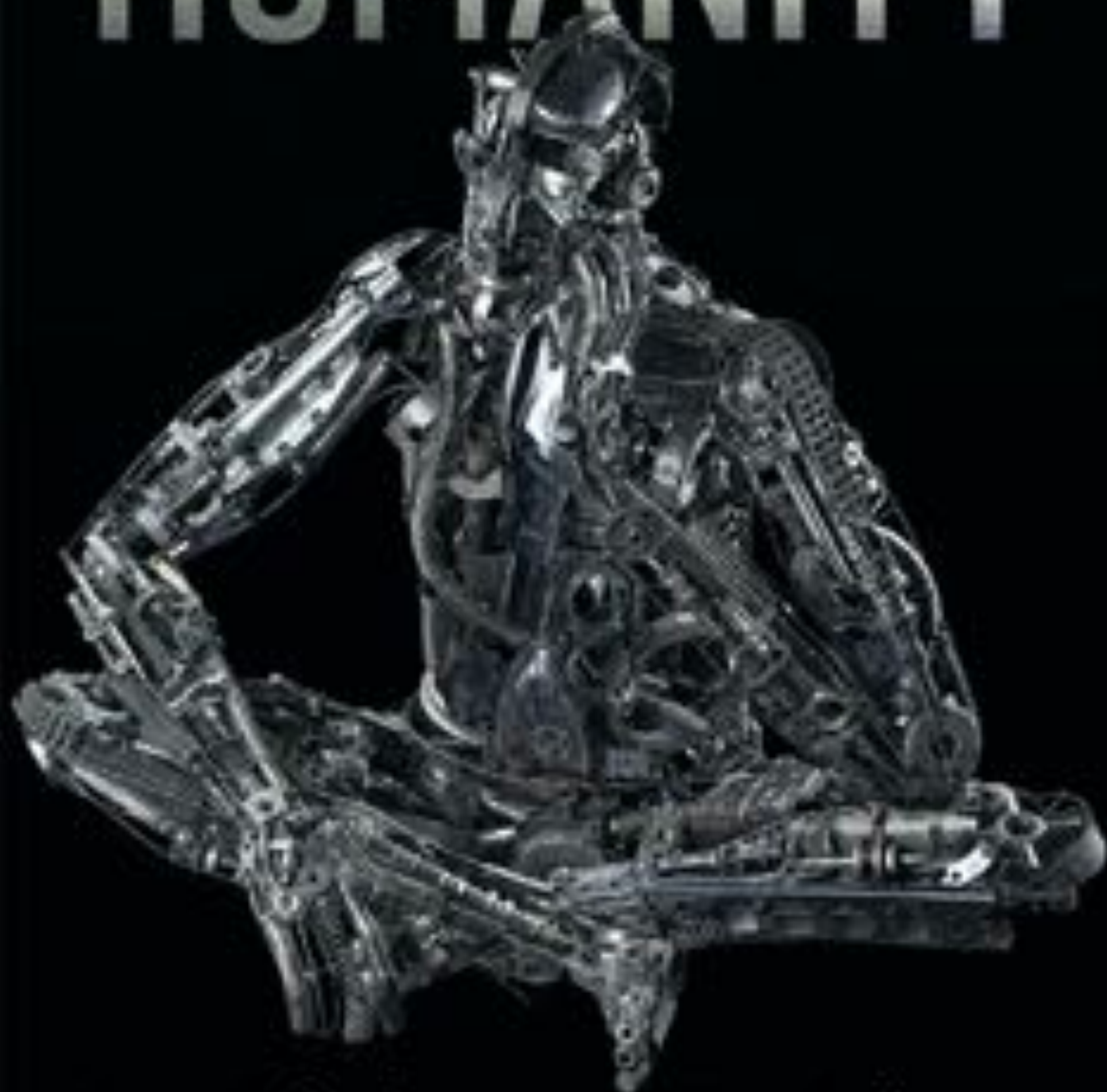
"Everybody is suddenly worried about technology. Will social media be the end of democracy? Is automation going to eliminate jobs? Will artificial intelligence make people obsolete? Brett Frischmann and Evan Selinger boldly propose that the problem isn't

N

 YouTube

 amazon.

RE-ENGINEERING HUMANITY



Brett Frischmann and Evan Selinger

(2018)

22/28

the rise of 'smart' machines but the dumbing down of humanity. This refreshingly philosophical book asks what's lost when we outsource our decision-making to algorithmic systems we don't own and barely understand. Better yet, it proposes conceptual and practical ways to reclaim our autonomy and dignity in the face of new forms of computational control."

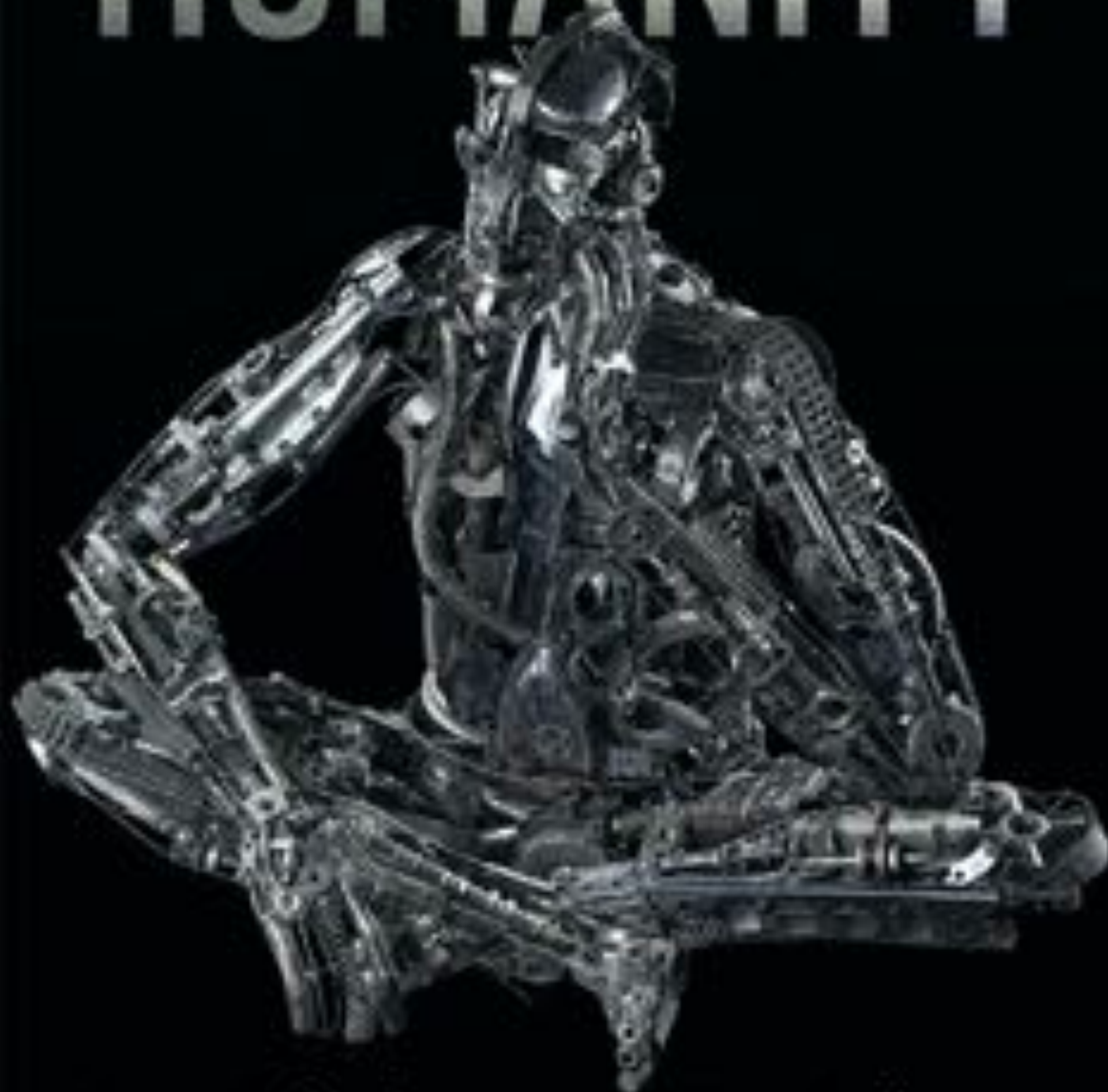
Astra Taylor, author of *The People's Platform: Taking Back Power and Control in the Digital Age*

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 YouTube

 amazon.

RE-ENGINEERING HUMANITY



Brett Frischmann and Evan Selinger

(2018)

22/26

automatically to our needs. We enjoy many benefits from our increasingly mediated existence. Many activities that were once difficult or time-consuming have become easier, requiring less effort and thought. What we risk losing is personal agency and the sense of fulfillment and belonging that comes from acting with talent and intentionality in the world.

As we transfer agency to computers and software, we also begin to cede control over our desires and decisions. We begin to “out-source,” as Frischmann and Selinger aptly put it, responsibility for intimate, self-defining assessments and judgments to program-

N



amazon

A man with a prosthetic left arm is leaning over a desk in a laboratory setting. He is wearing a white lab coat and looking intently at the camera. His prosthetic arm is white and metallic, with a purple circular detail at the wrist. On the desk in front of him is a laptop keyboard and a clear plastic container filled with small, white, fibrous objects. The background shows a window with blinds and a white hard hat on the desk.

Technological
singularity...

Manifesto For Civilising Digitalisation

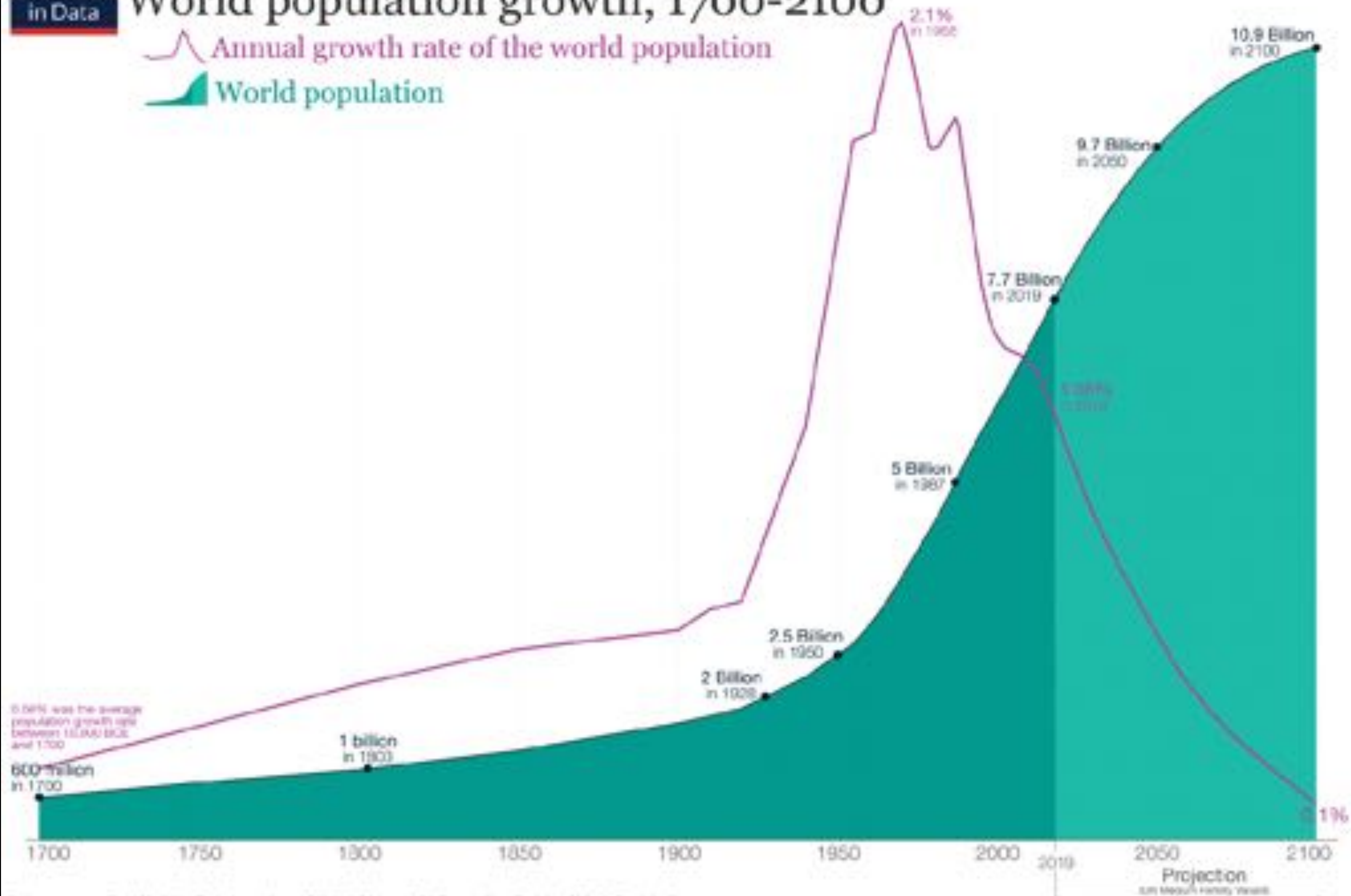
3

To use increasingly intelligent technologies safely as we pursue our destiny, we must imbue our technologies with human values.

World population growth, 1700-2100

Annual growth rate of the world population

World population



Planet of the phones



**By 2020
80% of adults will
have a supercomputer
in their pocket**

Smartphones

Planet of the phones

The smartphone is ubiquitous, addictive and transformative



Jon Berkeley

THE dawn of the planet of the smartphones came in January 2007, when Steve Jobs, Apple's chief executive, in front of a rapt audience of Apple acolytes, brandished a slab of plastic, metal and silicon not much bigger than a Kit Kat. "This will change everything," he promised. For once there was no hyperbole. Just eight years later Apple's iPhone exemplifies the early 21st century's defining technology.

Smartphones matter partly because of their ubiquity. They have become the fastest-selling gadgets in history, outstripping the growth of the simple mobile phones that preceded them. They outsell personal computers four to one. Today about half the adult population owns a smartphone; by 2020, 80% will. Smartphones have also penetrated every aspect of daily life. The average American is buried in one for over two hours every day. Asked which media they would miss most, British teenagers pick mobile devices over TV sets, PCs and games consoles.

Nearly 80% of smartphone-owners check messages, news or other services within 15 minutes of getting up. About 10% admit to having used the gadget during sex.

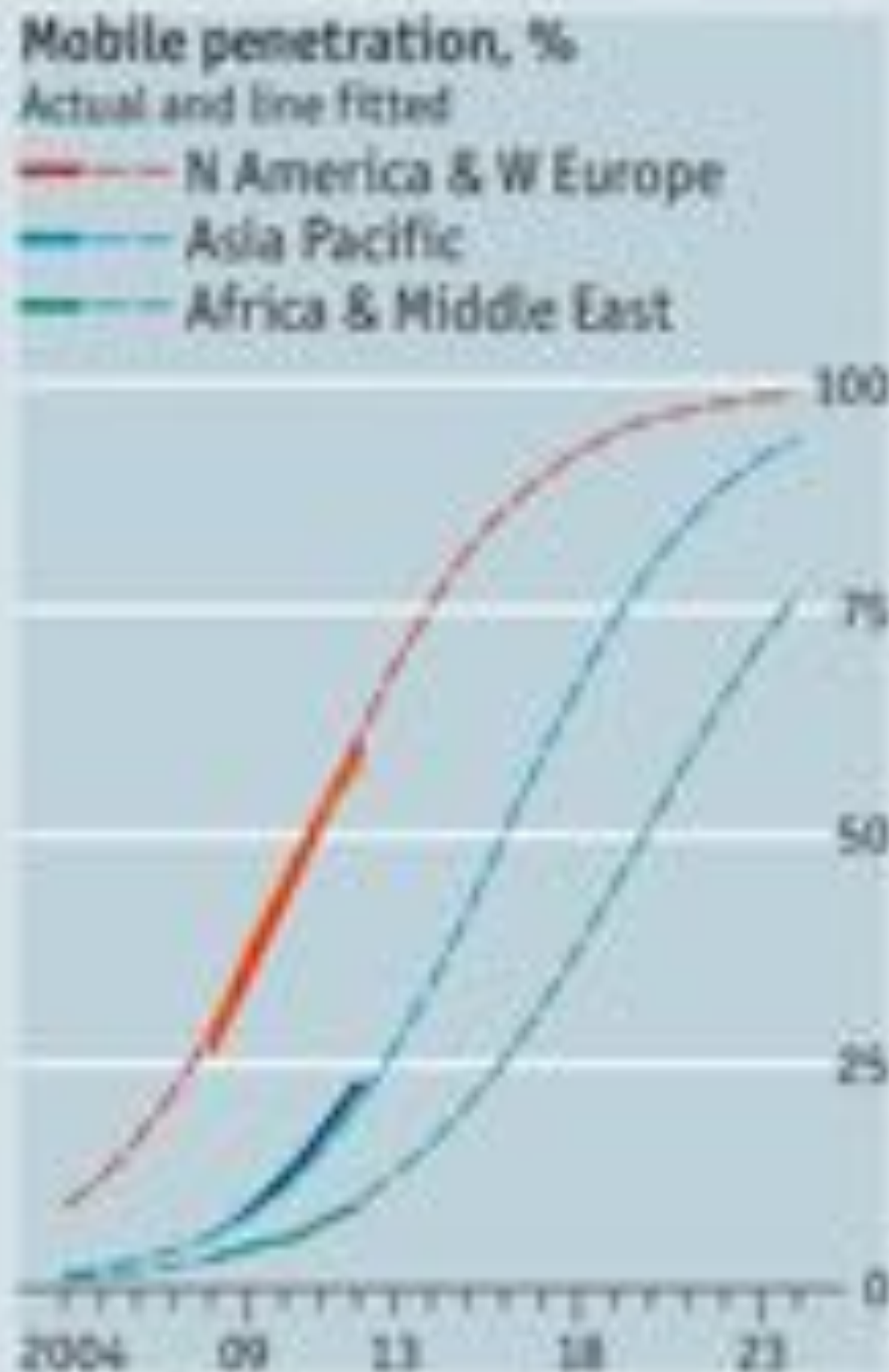
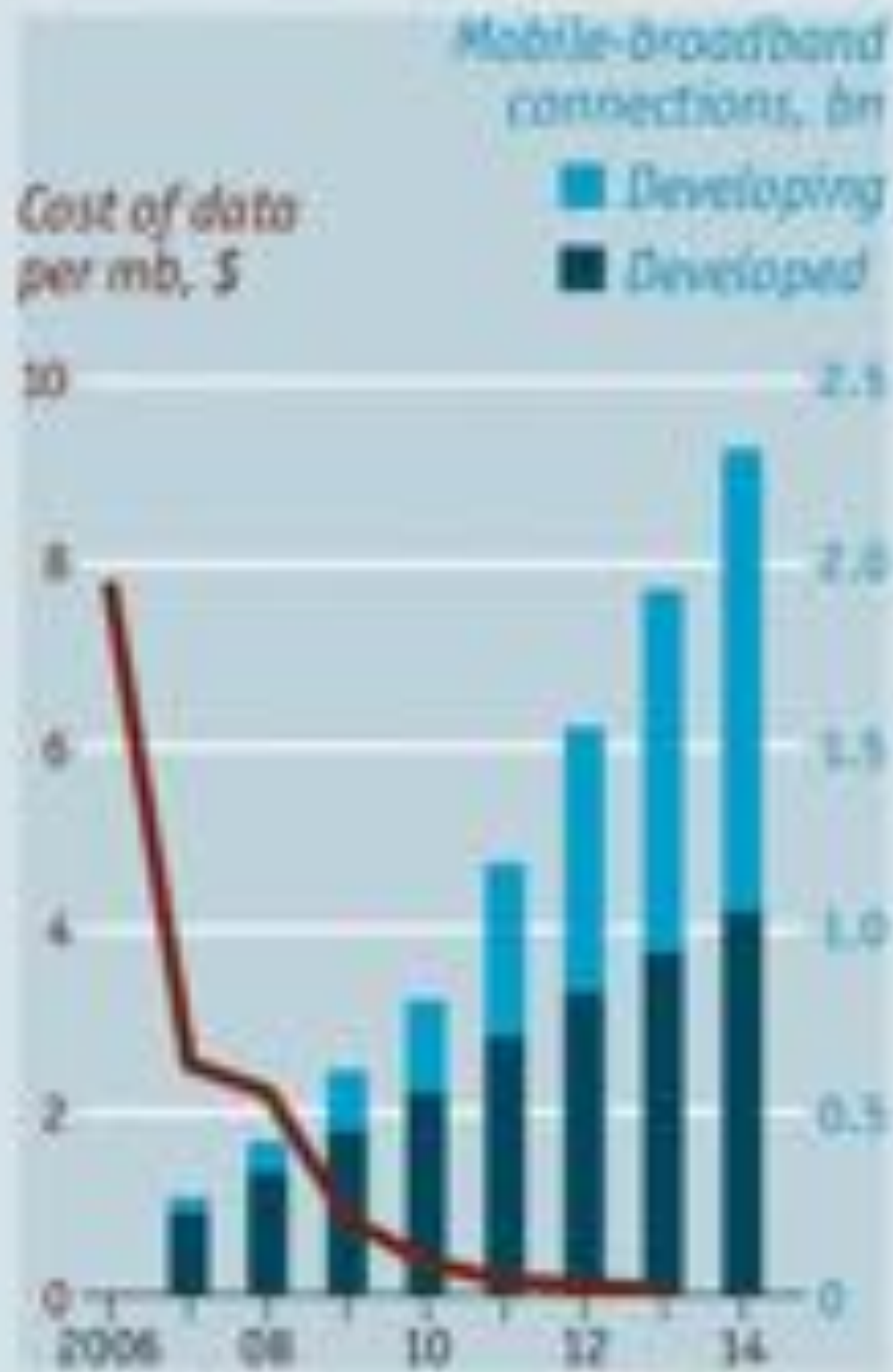
The bedroom is just the beginning. Smartphones are more than a convenient route online, rather as cars are more than engines on wheels and clocks are not merely a means to count the hours. Much as the car and the clock did in their time, so today the smartphone is poised to enrich lives, reshape entire industries and transform societies—and in ways that Snapchatting teenagers cannot begin to imagine.

Phono sapiens

The transformative power of smartphones comes from their size and connectivity. Size makes them the first truly personal computers. The phone takes the processing power of yesterday's supercomputers—even the most basic model has access to more number-crunching capacity than NASA had when it put men on the Moon in 1969—and applies it to ordinary human interactions. Because transmitting data is cheap this power is available on the move. Since 2005 the cost of delivering one megabyte wirelessly has dropped from \$8 to a few cents. It is still falling. The boring old PC sitting on your desk does not know much about you. But phones travel around with you—they know where you are, what websites you visit, whom you talk to, even how healthy you are.

The combination of size and connectivity

Transformation in action



Sources: Anymic; Boston Consulting Group; Cisco; IDC; ITU

* 1 exabyte = 10¹⁸ bytes. † Including Motorola

The Next Billion Users

DIGITAL LIFE
BEYOND THE WEST

PAYAL ARORA

THE NEXT BILLION USERS: DIGITAL LIFE BEYOND THE WEST

with computers to remote villages to build awareness of the potential of the internet. We hoped the villagers would become inspired to adopt these new technologies and would mobilize themselves toward a better future. We funded cybercafés for more tedious tasks, like downloading government forms and searching for jobs.

Months went by and rumors about the project filtered in. People really liked the computer kiosks, vans, and cybercafés, but not for the reasons we imagined. The kiosks had become gaming stations. Children were spending much of their time after school playing Pac-Man. The vans came to be known as "movie vans"; we showed free movies to draw villagers to the computers. Cybercafés became "friendship cafés." Many of the café owners swore by social networking sites like Orkut, the Facebook of the day, which kept their businesses alive. Many of the technology development projects I have worked with since have yielded similar results. Play dominates work, and leisure overtakes labor, defying the productivity goals set by the development organizations.

In the face of this evidence, I wondered why there is a pervasive belief that the global poor are more likely than the wealthy to use the internet for practical purposes. Why does the idea of poverty sitting side-by-side with leisure create such discomfort? Does play seem threatening when in the hands of the poor? This question has led me to examine how the global poor have been framed over decades, and who benefits from this kind of fram-

ing. I ask what constitutes play and how play relates to labor and productivity. I consider it essential to move away from assumptions and hype to root this discussion in evidence. We need a new narrative that authentically represents online behavior of the global poor, who are rapidly becoming a center of interest in the growing digital economy.

Some recent books have celebrated the empowerment provided by cheap mobile phones. This book instead reveals inherent tensions in global development and new forms of pathology seen through the lens of a powerful triumvirate—poverty, technology, and play. It embarks on intersecting the serious business of poverty and the sacred notion of technology with the supposed frivolousness of leisure time. Through this venture, I confront one of the notable fictions of the digital age—the idea that low-income people will always express preferences that wealthier people assume will improve their economic conditions.

Why should it even be a question, whether people who are poor should enjoy themselves? Why do some people begrudge others who are struggling when they seek an occasional indulgence?³ Aren't we all entitled to moments of pleasure and joy? Does poverty have to be miserable? Is productivity a moral requirement of poverty? In the twenty years that I have spent studying the lives of impoverished people outside the West, I have found it common for many in the West to assume that the worldviews

(2019)

with computers to remote villages to build awareness of the potential of the internet. We hoped the villagers would become inspired to adopt these new technologies and would mobilize themselves toward a better future. We funded cybercafés for more tedious tasks, like downloading government forms and searching for jobs.

Months went by and rumors about the project filtered in. People really liked the computer kiosks, vans, and cybercafés, but not for the reasons we imagined. The kiosks had become gaming stations. Children were spending much of their time after school playing Pac-Man. The vans came to be known as “movie vans”; we showed free movies to draw villagers to the computers. Cybercafés became “friendship cafés.” Many of the café owners swore by social networking sites like Orkut, the Facebook of the day, which kept their businesses alive. Many of the technology development projects I have worked with since have yielded similar results. Play dominates work, and leisure overtakes labor, defying the productivity goals set by the development organizations.

In the face of this evidence, I wondered why there is a pervasive belief that the global poor are more likely than the wealthy to use the internet for practical purposes. Why does the idea of poverty sitting side-by-side with leisure create such discomfort? Does play seem threatening when in the hands of the poor? This question has led me to examine how the global poor have been framed over decades, and who benefits from this kind of fram-

ing. I ask what constitutes play and how play relates to labor and productivity. I consider it essential to move away from assumptions and hype to root this discussion in evidence. We need a new narrative that authentically represents online behavior of the global poor, who are rapidly becoming a center of interest in the growing digital economy.

Some recent books have celebrated the empowerment provided by cheap mobile phones. This book instead reveals inherent tensions in global development and new forms of pathology seen through the lens of a powerful triumvirate—poverty, technology, and play. It embarks on intersecting the serious business of poverty and the sacred notion of technology with the supposed frivolousness of leisure time. Through this venture, I confront one of the notable fictions of the digital age—the idea that low-income people will always express preferences that wealthier people assume will improve their economic conditions.

Why should it even be a question whether people who are poor should enjoy themselves? Why do some people begrudge others who are struggling when they seek an occasional indulgence? Aren't we all entitled to moments of pleasure and joy? Does poverty have to be miserable? Is productivity a moral requirement of poverty? In the twenty years that I have spent studying the lives of impoverished people outside the West, I have found it common for many in the West to assume that the worldviews

The Next Billion Users

DIGITAL LIFE
BEYOND THE WEST

PAYAL ARORA



PHOTO: Epic Games



Times and conditions change so rapidly that we must keep our aim constantly focused on the future.

Walt Disney, 1955







https://en.wikipedia.org/wiki/File:State_Library_of_Victoria_La_Trobe_Reading_room_5th_floor_view.jpg

The Library in the New Age

Robert Darnton

JUNE 12, 2008 ISSUE

I.

Information is exploding so furiously around us and information technology is changing at such bewildering speed that we face a fundamental problem: How to orient ourselves in the new landscape? What, for example, will become of research libraries in the face of technological marvels such as Google?

How to make sense of it all? I have no answer to that problem, but I can suggest an approach to it: look at the history of the ways information has been communicated. Simplifying things radically, you could say that there have been four fundamental changes in information technology since humans learned to speak.

Somewhere, around 4000 BC, humans learned to write. Egyptian hieroglyphs go back to about 3200 BC, alphabetical writing to 1000 BC. According to scholars like Jack Goody, the invention of writing was the most important technological breakthrough in the history of humanity. It transformed mankind's relation to the past and opened a way for the emergence of the book as a force in history.

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The history of books led to a second technological shift when the codex replaced the scroll sometime soon after the beginning of the Christian era. By the third century AD, the codex—that is, books with pages that you turn as opposed to scrolls that you roll—became crucial to the spread of Christianity. It transformed the experience of reading: the page emerged as a unit of perception, and readers were able to leaf through a clearly articulated text, one that eventually included differentiated words (that is, words separated by spaces), paragraphs, and chapters, along with tables of contents, indexes, and other reader's aids.



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Robert Darnton: *The Library in Your Future*

The library as a public good is ubiquitous in developed countries and an aspiration in those still developing...

The pace of change seems breathtaking:

Writing to the codex, 4,300 years;
Codex to movable type, 1,150 years;
Movable type to Internet, 524 years;
Internet to search engines, 19 years;
Search engines to Google's algorithmic relevance ranking, 7 years ...

To students in the 1950s, libraries looked like citadels of learning. Knowledge came packaged between hard covers, and a great library seemed to contain all of it. Modern or postmodern students do most of their research at computers in their rooms. To them, knowledge comes online, not in libraries. They know that libraries could never contain it all within their walls, because information is endless, extending everywhere on the Internet, and to find it one needs a search engine, not a card catalog. But this, too, may be a grand illusion—or, to put it positively, there is something to be said for both visions, the library as a citadel and the Internet as open space.

The Power of Organizing Without Organizations

HERE COMES EVERYBODY

Revolution doesn't happen when society adopts new
technology, it happens when society adopts new behaviors

CLAY SHIRKY



WITH
AN UPDATED
EPILOGUE



"A fascinating survey of the digital age . . . An eye-opening
paean to possibility." — *THE BOSTON GLOBE*

Manifesto For Civilising Digitalisation

4

To survive the 21st Century, we must embrace population growth and diversity, digital and analogue; this will require us to champion dynamic and diverse literacies and fluencies.



Let's talk.

