

Digital Communities – Net Vision



What drives forward the vision of a
democratic, open Internet?

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Ars Electronica: Hybrid - Living in Paradox
Linz, 5. September 2005

From technology emerges the
freedom to create an endless
variety of new environments

The Vision



„In the 21st century the technology revolution will move into the everyday, the small and the invisible...”

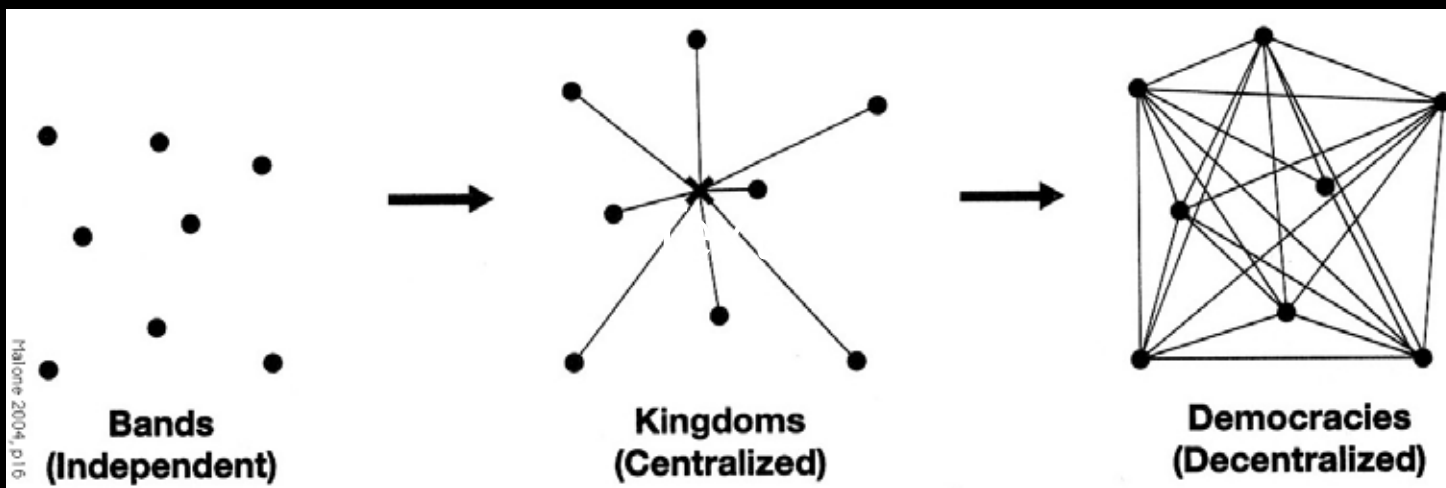
Mark Weiser (1952 – 1999), XEROX PARC

- Small, lightweight, cheap, mobile **processors** and sensors
 - in almost all **everyday objects** („**embedded computing**“)
 - on your **body** („**wearable computing**“)
 - embedded in the **environment** („**sensor networks**“)

F. Ma. 37

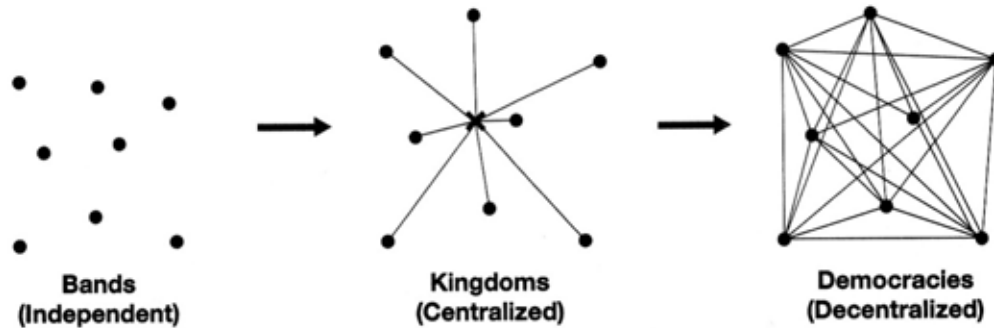
Cooperation and
Decentralization are
among the best
devices

The pattern in human societies



Source: Malone 2004

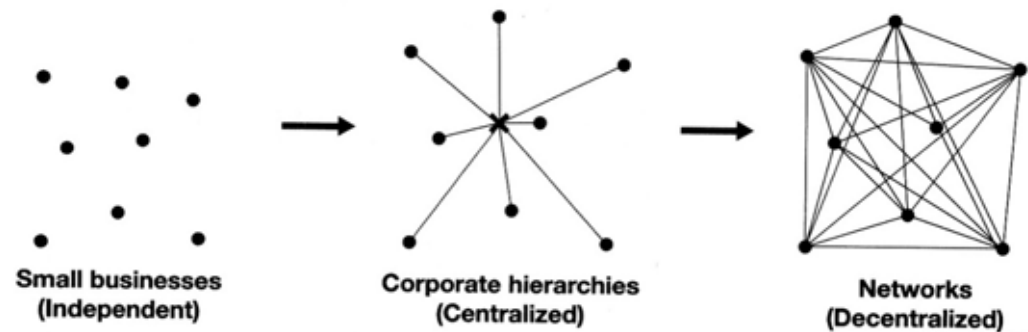
The major ways human societies have been organized throughout history reveal a remarkably simple pattern that foreshadows how businesses are now changing.



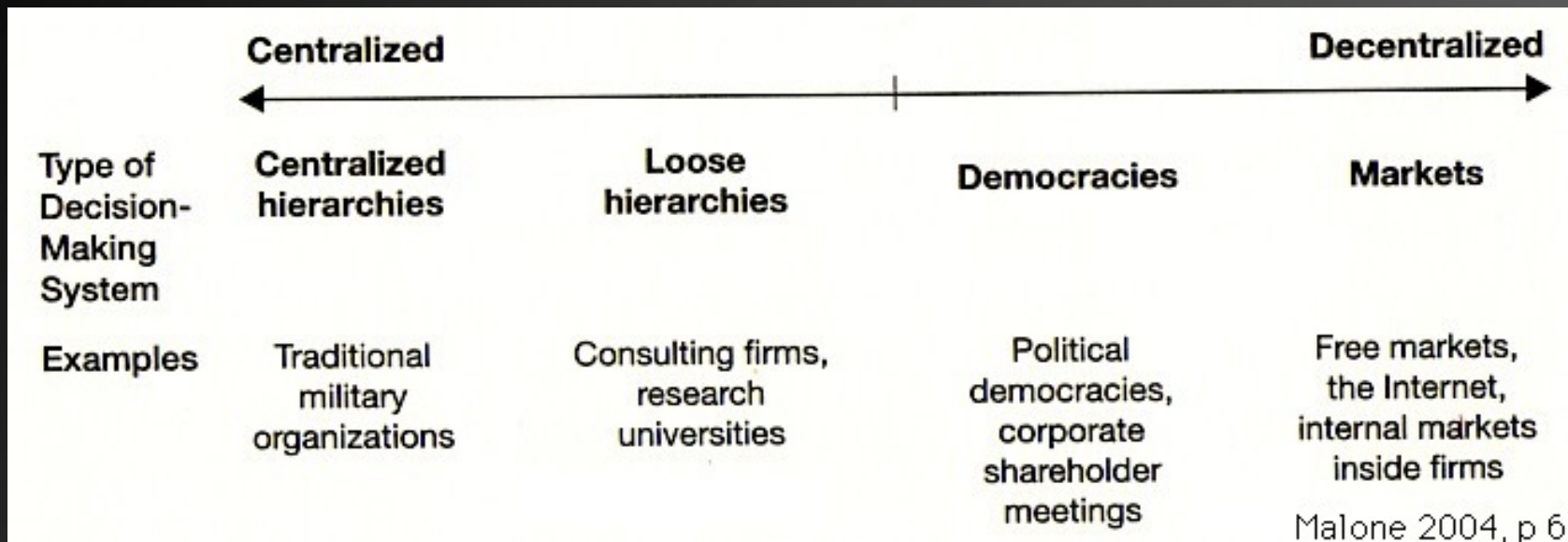
Human societies

Business Organizations

The major changes in how businesses were organized throughout history echo the changes in how societies were organized.



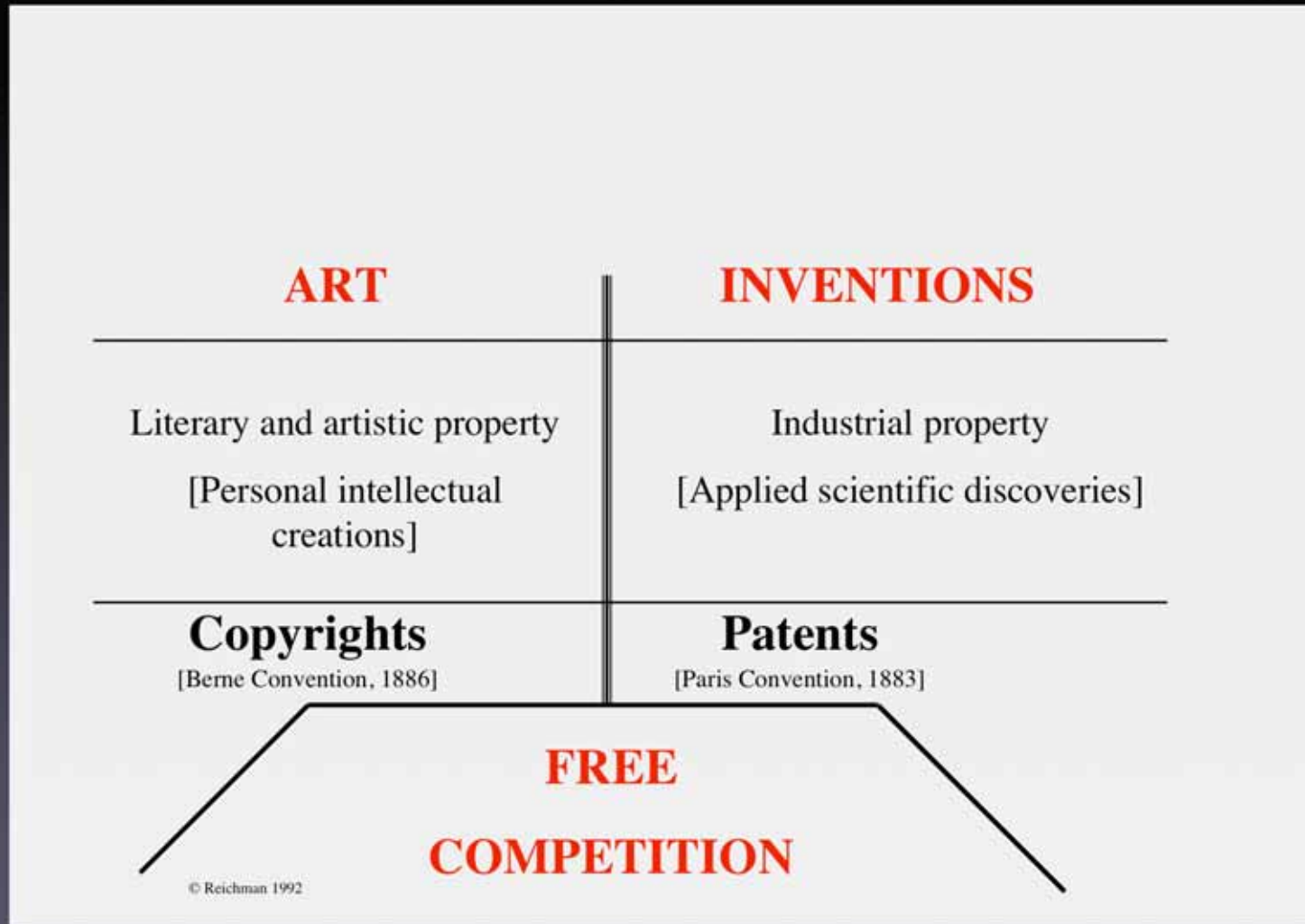
The Decentralization Continuum



Institutions
structure
the behavior
of humans

The institution of
intellectual property
gives creativity
a structure

Bipolar Structure of the International Intellectual Property System



Source: Reichman 1992

In many cases resources
are best organized by
commons.

Prominent example is the
Internet.

Commons
is a
resource
management
principle

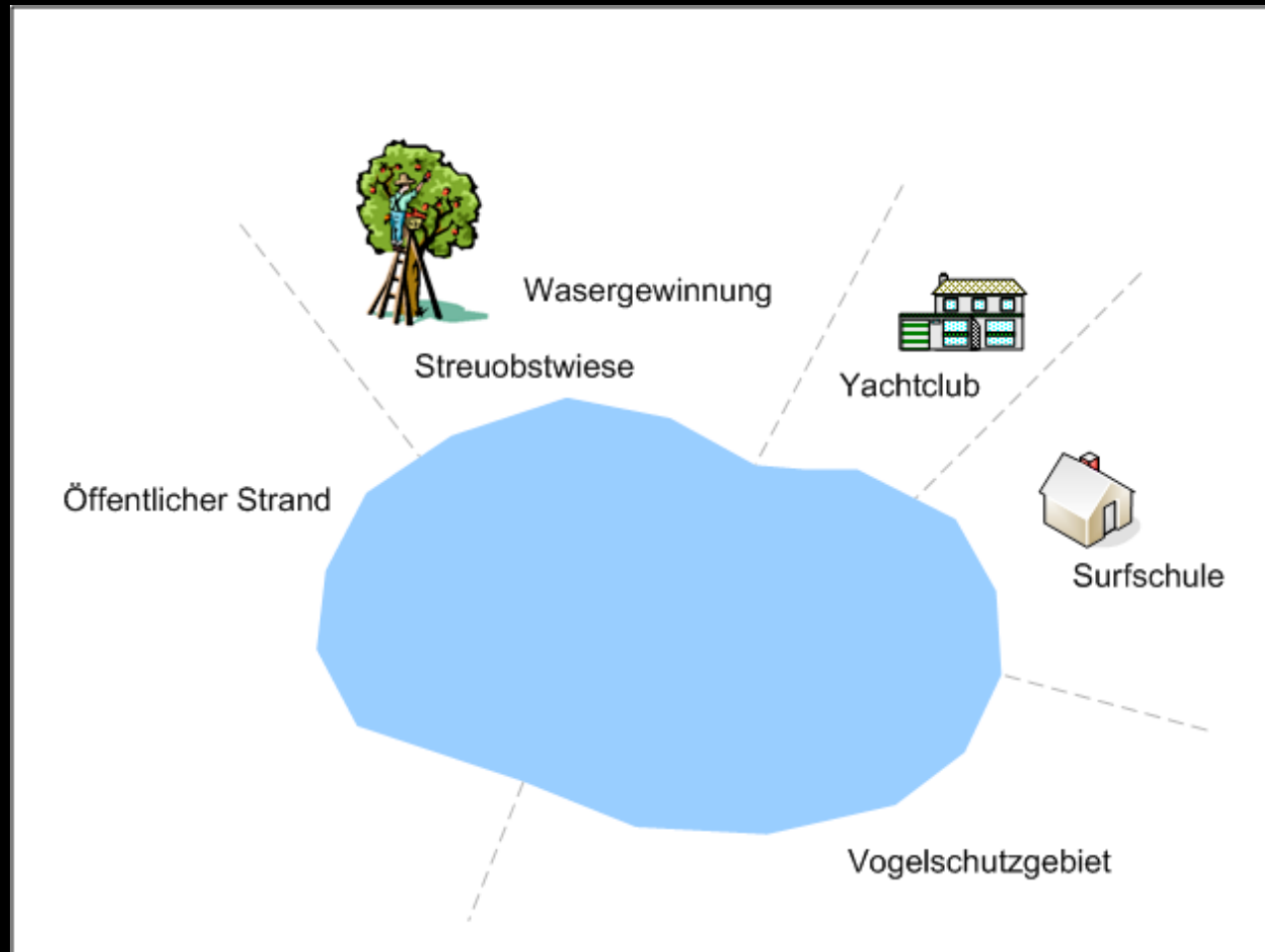
«A resource is managed as a
commons means

... ..

... the resource is openly
accessible to all within a
community regardless of their
identity or intended use.»

Source: Frishmann 2004, p 4





Alert!

Organizing resources is a
problem of power!

a future?

Communities by contract?

Shopping mall in Bloomington/Minnesota



- Largest mall in US
- 4.2 Million square foot
- ~11,000 to 13,000 employees
- ~ 520 shops
- ~ 50 Million visitors/tourists/customers
- \$ 1.7 billion economic impact

Prada (NY) is
architecture
plus (IT-
technology



But Prada is more
– an arrangement of
public sphere in the
21th century