information & advertising

muddying the waters

History of Information
March 5, 2015

If it ples or y man spiritual or temporal to be any
pypes of two and thr comemorados of saliburi use
enprimtid after the forme of this prelet lettre which
be well and truly corrected, late hym came to westmo;
nerst in to the almonestye at the reed pale and he shal
have them good thepe . * *

Supplico set ordula
a word on assignments

don’t expect 3 points, earn them

the answers on the slides are not necessarily the best

do the flipping Thursday reading
there's more to advertising history than Madmen

where are we?

once again, all over the place!
why advertising?
informing
news & advertising
what's new?
new media

overview
overview

- why advertising?
- informing
- news & advertising
- what's new?
- new media
a. information & the public sphere

"The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those newspapers and be capable of reading them."

— Thomas Jefferson, 1787
advertising no problem

advertise: to inform

Chambers: ADVERTISEMENT: an Intelligence or Information, given to Persons

Bailey: ADVERTISEMENT: Advice, intelligence, Information, Warning

Johnson: ADVERTISEMENT 2: Intelligence, information; 3 Notice of anything published in a paper of intelligence

Wesley: ADVERTISE: to inform
from informing to betrayal?

“the Practice of .. filling the News-papers with advertisements, has grown up by slow degrees to its present state ... The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and powder were to be sold, was undoubtedly a man of great sagacity.”

—Johnson, 1759
a healthy relationship?

politicians, financial backers, & the press
- who's in control?

"The genius of our Government .. the people rule .. averse to the administrative power .. having any such advantage ... give the administration party immense advantages in warmly contested elections." — Norvin Green
The 2014 midterm election will be the most expensive one ever

Combined, the top 10 most expensive races will cost more than $700 million

By Meredith Shiner
November 4, 2014 1:37 PM
Yahoo News

why advertising?

a healthy relationship?

politicians, financial backers, & the press - who's in control?

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For the Wealthiest Political Donors, It Was a Very Good Year

Dec 31, 2014 10:37 AM PST

Party Hats

*Except Sheldon Adelson.
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FOX News' Midterm Election Special 'The Cost of Freedom - Dash to Cash' is #1 in its Timeslot

Written By Amanda Kondolojy
November 4th, 2014

Total Cost of US Elections (1998-2014)

administration & contested electi
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Campaign Ad Cash Lures Buyers to Swing-State TV Stations

Party Hats

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Categories: Cable News Ratings

Written By Amanda Kondolojy
November 4th, 2014

Five Years After Citizens United, Signs of a Backlash

BY SARAH KNIGHT 1/31/15 AT 2:09 PM
why advertising?

b. advertising & information infrastructure
Three "Real" Indexes: Percent Change from Their 2000 Peaks

- Real Dow
- Real S&P 500
- Real Nasdaq

Inflation-adjusted "real" price based on the Consumer Price Index (excluding dividends)

-28.9%
-43.2%
-63.1%
Three "Real" Prices

Inflation-adjusted "real" price basis

A Google employee preparing his gear before setting out to capture images of Liberty Island in New York for Google Street View. Michael Appleton for The New York Times

Technology giants often meet their end not with a bang but a whimper, a slow, imperceptible descent into irrelevancy that may not immediately be reflected in the anodyne language of corporate earnings reports.

Old kingpins like Digital Equipment and Wang didn’t disappear overnight. They succumbed to the slow drip of new competitors eroding their market share.

Farhad Manjoo
STATE OF THE ART
information infrastructure

skin in the game
short on cash
where to turn?

Berkeley Explains Why Google Trumps Microsoft
BY CALEB GARLING 12.23.11  12:46 PM

The University of California at Berkeley has chosen Google over Microsoft for its campus-wide email and calendar services, and it will tell you why — in great detail.
Several readers sent word of research into the cost of internet content without ads. They looked at the amount of money spent on internet advertising last year in the U.K., and compared it to the number of U.K. internet users. On average, each user would have to pay about £140 (€230) to make up for the lost revenue of an ad-free internet. In a survey, 98% of consumers said they wouldn’t be willing to pay that much for the ability to browse without advertisements.

However, while most consumers regard ads as a necessary trade-off to keep the internet free, they will go to great lengths to avoid advertising they do not wish to see. Of those surveyed, 63 per cent said they skip online video ads ‘as quickly as possible’ – a figure that rises to 75 per cent for 16-24 year olds. Over a quarter of all respondents said they mute their sound and one in five scroll away from the video. 16 per cent use ad blocking software and 16 per cent open a new browser window or tab.
information infrastructure

why?
why?

information infrastructure

who clicks?
information infrastructure

who clicks?
information infrastructure

who clicks?

Google?
information infrastructure

who clicks?

Google?
DuckDuckGo (or similar)?
information infrastructure

**who clicks?**

Google?
DuckDuckGo (or similar)?
Google ads?
information infrastructure

**who clicks?**

Google?
DuckDuckGo (or similar)?
Google ads?
Facebook ads?

why?
information infrastructure

who clicks?

Google?
DuckDuckGo (or similar)?
Google ads?
Facebook ads?
who deletes cookies/history?
overview

why advertising?

informing

news & advertising

what’s new?

new media
“it is neither necessary nor useful to attribute to advertising the function of changing tastes ... advertising affects consumption not by changing tastes, but by changing price”

—George J. Stigler & Gary S. Becker
"De Gustibus Non Est Disputandum," 1977
efficient markets & providing information

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—Johnson
wanton play or price change?

torches of freedom

Edward Bernays 1891–1995

An Ancient Prejudice Has Been Removed

“IT’S TOASTED”

Lucky Strike Cigarettes

Easter Parade, 1929
“Few ladies you know, dare venture at anything out of the common style till authoris’d by their betters—by the Ladies of superior spirit who set the ton”

wanton play or price change?

torches of freedom

Edward Bernays
1891–1995

An Ancient Prejudice Has Been Removed

“TOASTING DID IT”
Gone is that ancient prejudice against cigarette smokers! Here’s how we removed the prejudice against cigarettes when we needed to... ACCORDINGLY, we struck the smoke—across the country! No longer anyone needs to... LUCKY STRIKE.

“It’s toasted”

Easter Parade, 1929
“Few ladies you know, dare venture at anything out of the common style till authoris’d by their betters—by the Ladies of superior spirit who set the ton”

wanton play or price change?

torches of

E-SMOKING WITH THE STARS

A brief history of cigarettes in Hollywood and how e-cigarettes are becoming the new choice of celebrities

In the 2005 hit comedy “Thank You for Smoking,” protagonist Nick Naylor, a Big Tobacco lobbyist (played by Aaron Eckhart), is brainstorming ways to get people to start smoking again when he stumbles upon the answer by watching a classic Hollywood flick featuring two characters playfully bantering while sharing some smokes.

From this revelation, Naylor goes on a mission to bring back product placement in movies and put cigarettes back in the hands of celebrities, saying “The message Hollywood needs to send out is ‘Smoking is cool!’”

While the film’s wit and humor make it a good laugh and fun to watch, it also brings up an important topic—the indisputable link between Hollywood and public smoking behavior.

Smoking in Black and White
“some inward disposition in the sick Man to favour the Pretensions of the Mountebank. Love of Life in the one, and of Money in the other, creates a good Correspondence” —Steele, *Spectator*

**informing?**

**creating desires or anxieties?**

"the seller of the Anodyne Necklace warned every mother that she would never forgive herself if her infant should perish without a Necklace."

—Johnson
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1957 James Vicary's subliminal experiments

**Packard’s persuaders**

"by A.D. 2000 ...depth manipulation of the psychological variety will seem amusingly old-fashioned. By then, perhaps the biophysicists will take over with "biocontrol," which is depth persuasion carried to its ultimate. ... Planes, missiles, and machine tools already are guided by electronics, and the human brain--being essentially a digital computer--can be too."

--Vance Packard, *Hidden Persuaders*, 1957
informing?

James Vicary
1915-1977

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Big Data and the Quantified Self

biosensing to biocontrol?

BIG DATA: Your private information used for targeted advertising
"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it, ... Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind."

—Bernays, Propaganda, 1928
overview

why advertising?

informing

news & advertising

what’s new?

new media
overview

- new media
- what's new?
- news & advertising
- informing
- why advertising?
a suspect relationship

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. **This is to notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.**

—*London Gazette* 1666 June 18
a suspect relationship

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—London Gazette 1666 June 18
change of subject

Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elaboratory.

—*London Gazette*, 1678
"The drink called Coffee (which is very wholesome and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, ... Miscarrying ..."

— Richard Steele, Spectator 1712
a suspect relationship

“No Advertisement was ever admitted to it, tho earnest Application was made for it ... It made its own way into the World”

— John Oldmixon, writing about *The Medley*, launched in 1710.
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[it survived for 45 issues]
a suspect relationship

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"All the public papers now on foot depend on advertisements."

-- Defoe, Review, 1705
Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulterations, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to have our Portugal Trade restor'd again ... Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be Red or White Port .. you shall hear them cry -- thus, A Quart of Brook and Hellier-Score.

--Defoe, Review 1711
Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to Brooke and Hellier. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health.

--Steele, Spectator, Friday April 25, 1712
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the presses
(and the dependency) roll on

"1754, the [Daily Advertiser] appeared in the format which was to be the standard for the English newspaper until The Times added a fifth column in 1808. Hence the Daily Advertiser may fairly be regarded as the first modern newspaper."

--Stanley Morison

<table>
<thead>
<tr>
<th>Year</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1731</td>
<td>Daily Advertiser</td>
</tr>
<tr>
<td>1744</td>
<td>General Advertiser</td>
</tr>
<tr>
<td>1751</td>
<td>London Advertiser</td>
</tr>
<tr>
<td>1752</td>
<td>Publick Advertiser (Junius)</td>
</tr>
<tr>
<td>1772</td>
<td>Morning Post &amp; Daily Advertiser</td>
</tr>
</tbody>
</table>
"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one."

—Horace Greeley, New York Tribune

Horace Greeley
1811–1872
still suspect

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

—Herbert Hoover, 1922
"In Great Britain the influence of newspapers favoured government ownership of radio as a means of checking encroachments on advertising revenue . . . radio as a new medium enabled politicians, notably Baldwin, to resist the pressure of newspapers."

--Harold Innis,

*Empire and Communications*, 1950
"In Great Britain the influence of newspapers favoured government ownership of radio as a means of checking encroachments on advertising revenue . . . radio as a new medium enabled politicians, notably Baldwin, to resist the pressure of newspapers."

--Harold Innis, *Empire and Communications*, 1950
"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."

--John Reith, director general of the BBC (1923-1939), 1954
"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. This causes search engine technology to remain largely a black art and to be advertising oriented. ... we have a strong goal to push more development and understanding into the academic realm."
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internet as public sphere

From the Journalism of Private Men of Letters to the Public Consumer Services of the Mass Media: the Public Sphere as a Platform for Advertising

“‘Public Opinion’ takes on a different meaning depending on whether it is brought into play as a critical authority ... or as the object to be molded in connection with a staged display of ... publicity in the service of persons and institutions, consumer goods, and programs ... Both forms ... compete in the public sphere ...”

—Jurgen Habermas, *Structural Transformation of the Public Sphere*, 1989
Facebook accused of faking member endorsements
A new lawsuit alleges that the social network falsifies members' likes for its sponsored ads.

by Jennifer Van Grove I January 10, 2014 10:11 AM PST

[Graph showing advertising revenue per user, Q3 2013 (in $)]

Yelp wanted

FTC Complaints About Yelp Alleging Extortion

Wednesday, January 23, 2013, by Paula Forbes

ion act request filed with the FTC has resulted in the
0 complaints against Yelp over the past four years.
Facebook accused of faking member endorsements

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by Jennifer Van Grove | January 10, 2014 10:11 AM PST

Tech Chart of the Day

Annualised advertising revenue per user, Q3 2013 ($)
overview

why advertising?

informing

news & advertising

what's new?

new media
overview

why advertising?

informing

news & advertising

what's new?

new media
so what's new?

forever young, forever anxious
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from Aesclyptöe

Roman face cream, c. 50AD
New Scientist, July 2003
technological shift

1475[?] print to England

1477: the pyes of salisbury

William Caxton
1415?–1492
If it plesse any man spiritueal or temporel to bye ony pyes of
two and thre comemoracions of Salisburi vse enpryntid after
the forme of this present lettre whiche ben wel and truly
correct, late hym come to wetmonester in to the almonesrye
at the reed pale and he shal have them good chepe.

**technological shift**

**1475[?] print to England**

**1477: the pyes of salisbury**

William Caxton
1415?–1492

Supplio facet sedula
"The trade of advertising is now so near perfection that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question ... Whether they do not sometimes play too wantonly with our passions."

--Samuel Johnson, 1759
The noblest objects may be so associated as to be made ridiculous

... A famous Mohawk Indian Warrior, who took Dieskau, the French General prisoner, dressed in the same manner with the native Indians when they go to war, with his face and body painted, with his scalping knife, Tom-ax ... I found this illustrious Indian Warrior immediately succeeded by A fresh Parcel of Dublin Butter"
“It is difficult ... to understand the excitement that was generated by pottery and porcelain in the eighteenth century” —McKendrick
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marketing innovations?

lifestyle
product placement
wedgwood stores
courting royalty
going global
"class emulation"
self-service
free postage
puffing [& "anti puffado"]

“Warehouses, showrooms, exhibitions, trademarks, new standards of display, puffing articles ... free carriage, traveling salesmen ...”

—McKendrick
marketing innovations?

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marketing innovations?

- lifestyle
- product placement
- wedgwood stores
- courting royalty
- going global
- "class emulation"
- self-service

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the branded world
overview

why advertising?

informing

news & advertising

what's new?

new media
new technology

Illustrated London News (1842-1971)
new media

new opportunity
continuity or change?

new media
continuity or change?

new media
**magazine to catalogue ... to web?**

**1862:** Homestead Act

**1887:** Montgomery Ward, 540pp, 24,000 items

**1888:** Sears Watch Co. catalog

**1896:** Rural delivery

[USPO: catalog: "aids in the dissemination of knowledge"]

**1893:** Sears, Roebuck & Co, catalog [318,000 subscribers]

**1897:** first color catalog

**1908:** catalog homes: *Book of Modern Homes and Building Plans* (25 tons, 30,000 parts)

**1908-1940:** 100,000 homes sold

**1968-1974:** the whole earth catalog
new media
new opportunity

1903: telephone advertising

1909: telephone newspaper
"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"
"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

-- *Telephony*, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

-- *Union & Advertiser* (Rochester), 1909
1919 broadcasting begins in the Netherlands
new media

Woodbury

Examine your skin closely!

Whatever is keeping you from having the charm of a skin you love to touch—it can be changed.

Use this treatment once a day

Woodbury's Facial Soap

A Skin you love to touch

Woodbury's Facial Soap
Woodbury

Examine your skin closely!

Whatever is keeping you from having the charm of a skin you love to touch—it can be changed.

Use this treatment once a day. Make a daily habit of it. Woodbury—more gentle love. It will keep your skin forever fine. Histories prove it. Centuries have not been able to assert that it is gradual.
forever young
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe

Woodbury
Ivory

The Gibson Family

Protect your complexion. Pure Ivory Soap will help you.

Rightly valued, the consumptive use of a little pure ivory soap against perspicacious mores which are conducive to your health. To hold that it is the foremost remedy for all ailments, IVORY SOAP is always a sure cure for all moral ills.
new media (again)

Green Card Lottery 1994 May Be The Last One!
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan J Simpson introduced a bill into the U.S. Congress which could end any future lotteries. THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE SOON, BUT IT MAY BE THE VERY LAST ONE.

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China; Taiwan, Philippines, North Korea, Canada, United Kingdom (except Northern Ireland), Jamaica, Dominican Republic, El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. NO JOB IS REQUIRED.

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS NOW!!

For FREE information via Email, send request to cus indirect.com

Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
Email: csindirect.com, Telephone: (602)294-9944, Fax: (602) 454-7243
new media

revolution?

uPurchase Exclusive mMedicationz Nowf
I would lie and say i liked you right from behind someone attacked

Getl Cool Druge Onlinex
http://koscian.pl/admin/tiny_mce/smacked.php

gOrdervMedmHerev 😊 dreamy

iPurchase Exclusive nPharms Onlineq
http://robertjeffreys.com/planting.php

Ordery Medicineq Onlines

rOrder Exclusive nMedz Online 😊
unstoppable?
another revolution?

How Xbox One Will Change Advertising Forever

The new Xbox One video game console promises to be a revolution in home entertainment when it launches, but I predict a bigger revolution following the launch. One that will take advantage of the key features of Xbox One – the cable integration, the Kinect, the multitasking, and the voice commands – and one that will transform the living room into a realtime “ad shopping” experience.
"anti-puffado"

**conspicuous consumption:**
Thorstein Veblen, *Theory of the Leisure Class* (1899)

**muckraking**
Samuel Hopkins Adams, *The Great American Fraud* (1906)
[Fair Use]: Subverting the memes of liquor giants and beating them at their own game?

ABSOLUT IMPOTENCE.

IT'LL GROW BACK

Adblock Plus
Surf the web without annoying ads!

- Blocks banners, pop-ups and video ads - even on Facebook and YouTube
- Unobtrusive ads aren't being blocked in order to support websites (configurable)
- It's free!

Install for Firefox

Shell
Europe's Digital Czar Slams Google, Facebook

Call for creation of single set of EU-wide rules governing data protection, copyright

By TOM FAIRLESS
Feb. 24, 2015 9:54 a.m. ET

BRUSSELS—Europe's digital czar Günther Oettinger fired off a broadside at Google Inc. and Facebook Inc. on Tuesday, warning that the U.S. technology giants are exploiting legal loopholes in Europe to gather and sell individuals' personal data.
Europe’s Digital Czar Slams Google, Facebook
Call for creation of single set of EU-wide rules governing data protection, copyright

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Erasmus, Green, & Hubbard, again
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Telecom chief calls for Google/Facebook regulation, while Google changes search algorithm to reflect ‘fact accuracy’

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Telecom chief calls for Google/Facebook regulation, while Google changes search algorithm to reflect ‘fact accuracy’

The CEO of Deutsche Telekom has made a call for internet search/services giants Google and Facebook to be regulated in the same way as telecoms companies, arguing that the California-based digital goliath offers the same type of communications services which require telcos to submit to regulation.

Speaking at Mobile World Congress, Tim Hoettges, 52, said: “There is a convergence between over-the-top web companies and classic telcos,” continuing “We need one level regulatory environment for us all.”
government or corporations?

Google in New Privacy Probes

LIFE WITH BIG BROTHERWND EXCLUSIVE
GOOGLE SPYING ON YOU FOR NSA? JUDGE: 'NONE OF YOUR BUSINESS'
'Court is not to conduct detailed inquiry to decide whether it agrees with agency'
Published: 07/15/2011 at 1:00 AM

NSA refuses to disclose its links with Google
Published: 13 March, 2012, 01:18

new media
can we imagine a world without advertising
what are the costs of that world?
what are the costs without it?
whom to trust?
WEEK 8

10 March: Information as Property

Required Reading
Statute of Anne.
Source: Copyrighthistory.com [hyperlink]

U.S. Constitution, Article 1, Section 8.
Source: U.S. Archives [hyperlink]

U.S Copyright Act (1790).
Source: Cambridge University [hyperlink]

An Act to Amend the Several Acts for the Encouragement of Learning [54 Geo III 156]
Read: Section IV
Source: Cambridge University [hyperlink]

An Act Concerning Trade Marks and Names.
Source: Hathi Trust [hyperlink]
Do these path-breaking IP laws seem better fitted to address problems raised by Erasmus and Aldus in the 15th and 16th century or by Johnson and Wedgwood in the 18th century, than the problems of our "age of information"?