Wild Wild Web

10 lessons the history of the Wild West teaches us about the future of the Digital Society

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It’s like the Wild West, the Internet. There are no rules.

Steven Wright
Lesson 1

"Those who do not remember the past are condemned to repeat it."

George Santayana
(1863-1952)
A very short history
May 10, 1869, at Promontory Summit, Utah Territory.
The "Old" Robber Barons

John D. Rockefeller  Cornelius Vanderbilt  Andrew Carnegie  J Pierpont Morgan

The "New" Robber Barons

Steve Jobs  Jeff Bezos  Mark Zuckerberg  Larry Page
THE EVOLUTION OF STANDARD OIL
Following the remnants of John D. Rockefeller’s oil juggernaut

In 1911, the US Supreme Court ruled that Standard Oil Trust must be dissolved under the Sherman Antitrust Act and split into 34 companies. Here are some of the key companies that resulted from the breakup:

- Standard Oil of Kentucky
- Standard Oil of California
- Standard Oil of New York
- Standard Oil of New Jersey
- Standard Oil of Indiana
- The Standard Oil Company (Ohio)
- The Ohio Oil Company

- Chevron
- UNOCAL
- ExxonMobil
- bp

Founded by industrialist John D. Rockefeller in 1870.
Lesson 4:
No one is too big to fail!
The Last Sears Catalog Ever!
Lieferkette aus Sicht von Amazon

Interne Logistik  Kundenlieferung  Bei Kunden vor Ort

Ware

Kundenzentrierte Lieferung: Die Ware wird dem Kunden schnell und komfortabel geliefert.

Amazon Air
Amazons eigene Cargo-Airline

amazon robotics
Entwicklung, Forschung und Herstellung von Logistiksystemen

amazon FLEX
private Lieferpartner

prime now
Lieferung auf das private Grundstück mit Drohnen

über Logistikdienstleister

DHL Paketbox

amazon logistics

amazon locker

amazon Prime Air

amazon key

Daten

Lernende Zustellroute: Amazon lernt, wann Kunden erreichbar sind und optimiert Lieferzeitpunkte

Jeff Bezos tells employees 'one day Amazon will fail'

Tech giant’s founder made surprise warning in staff meeting when addressing question about Sears, according to a recording
Lesson 5:
Tech need adult supervision!
Lesson 6:
We need new rules!
Technology is morally neutral – until we apply it.

Welcome to the age of ‘digital ethics’!
Lesson 7

Technology is morally neutral – until we apply it

Welcome to the age of ‘digital ethics’!
Lesson 8
We are the people!
We have the power!
Lesson 8
We are the people!
We have the power!
Ein Streik bei Amazon
Facebook’s Stock Price

At market close 07/26/2018
Why Internal Activism Is Increasingly Important

Enrique Dans Contributor @
Leadership Strategy
Teaching and consulting in the innovation field since 1990

More than 1,400 Google employees have signed an
Lesson 9
Technology has no ethics, but society depends upon it!
NETIQUETTE
Ethics Officer
Machines need ethics, too!
Machines need ethics, too!

The „Trolley Problem“
What should the self-driving car do?
TEMPE

SELF-DRIVING VEHICLE HITS BICYCLIST
How far should we take this?
1975 – Asilomar Conference- A group of biologists get together with a few lawyers and doctors to create guidelines for the safe use of genetically engineered DNA.
What are the NIH Guidelines for Research Involving Recombinant DNA Molecules?

- These guidelines specify practices for constructing and handling:
  - Recombinant DNA (rDNA) molecules
  - Organisms and viruses containing rDNA molecules

- History:
  - Guidelines originally established in 1975 at the Asilomar Conference on Recombinant DNA
  - Established recommendations to perform rDNA experiments in a manner safe for researchers and the public
  - Revised as needed, most recently in Sept. 2009
The biggest question of all:

Are you ready?
Lesson 10:
You can’t stop change from happening

...but you can slow it down (for a while)
"If you're not part of the solution you must be part of the problem."

- Eldridge Cleaver
Thanks!

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