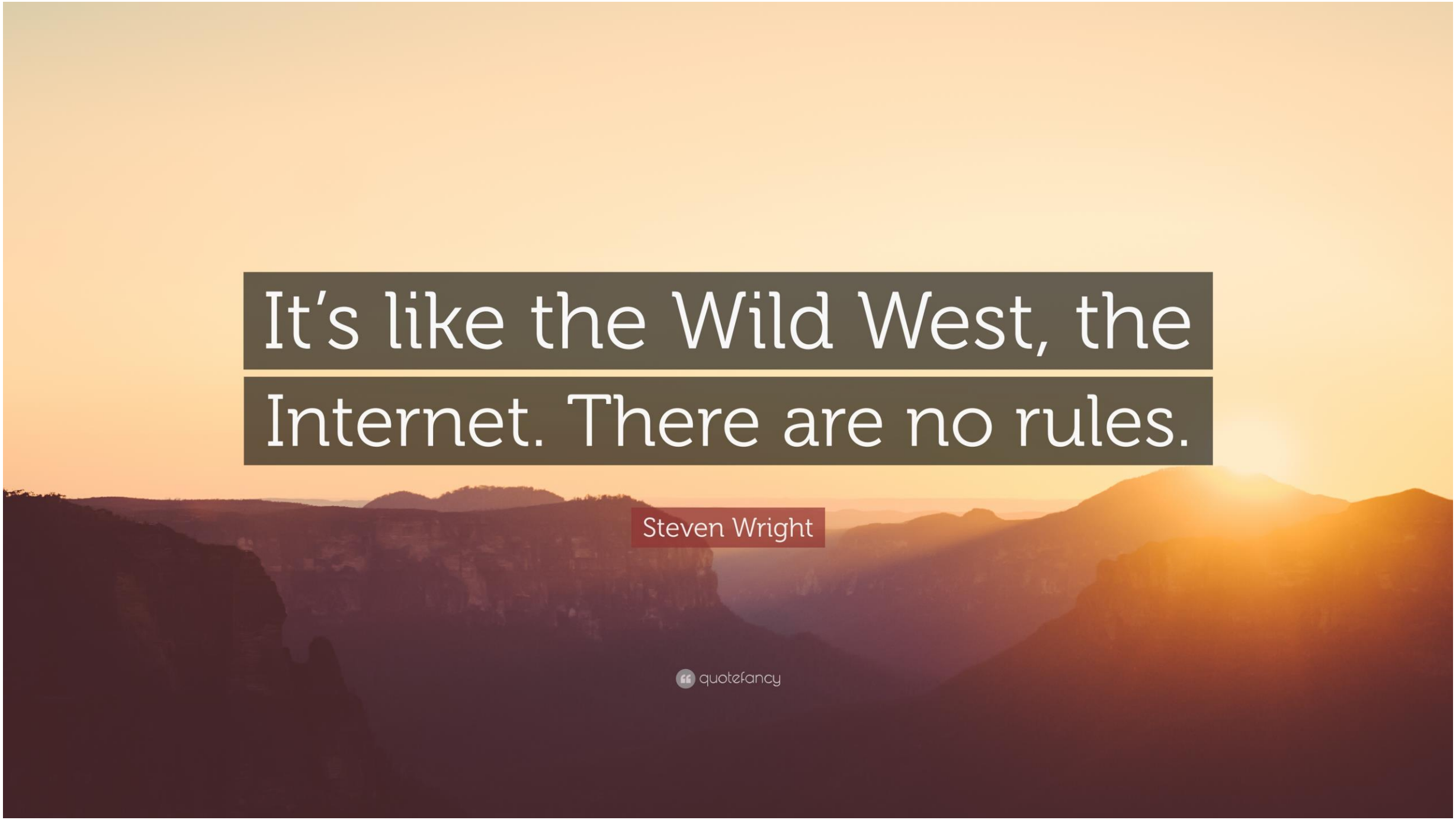
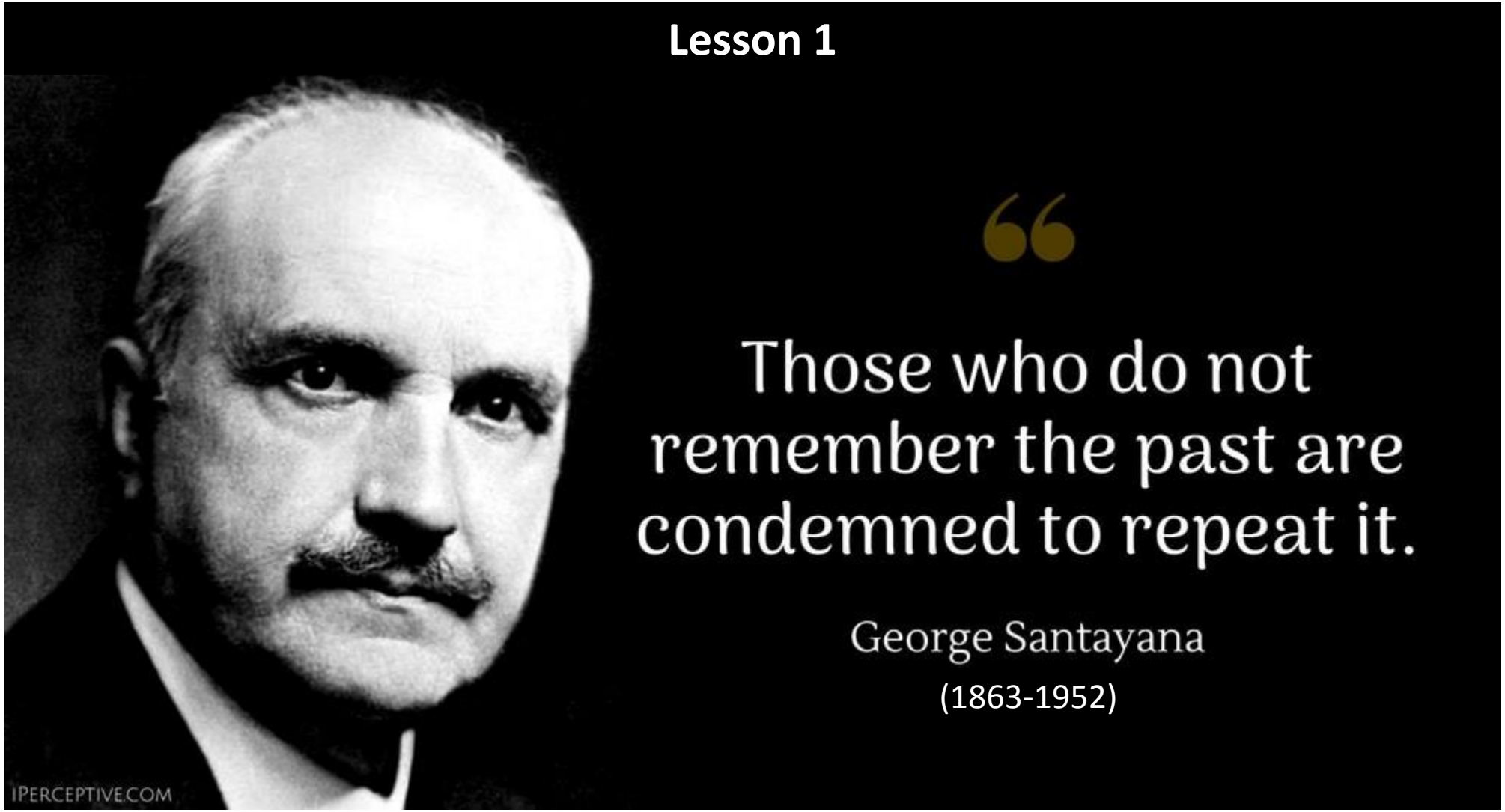
Wild Wild Web

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

Tim Cole
Internet Publicist
Salzburg/Munich

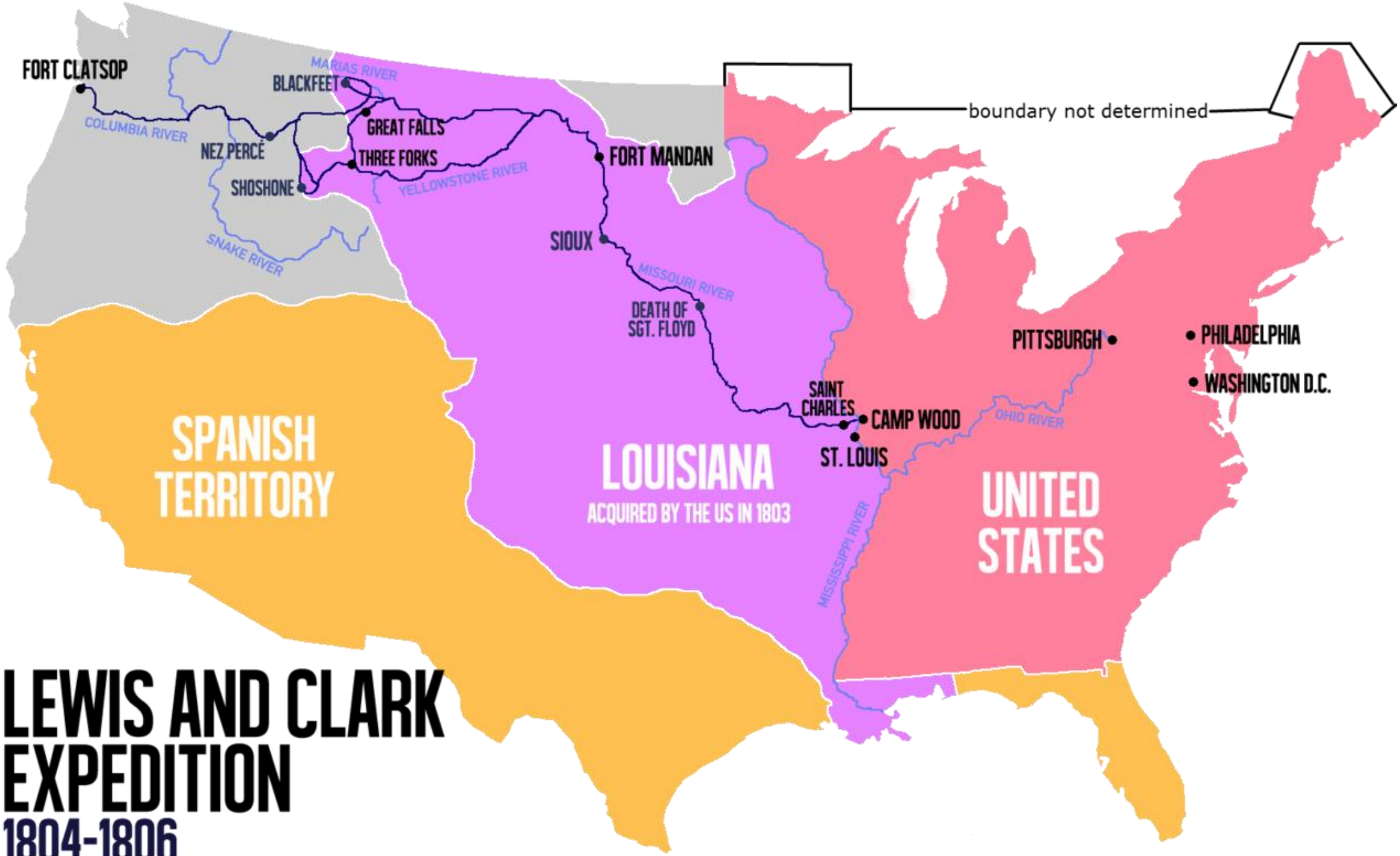

It's like the Wild West, the Internet. There are no rules.
Steven Wright
quotefancy

Lesson 1


“
Those who do not remember the past are condemned to repeat it.
George Santayana
(1863-1952)
IPERCEPTIVE.COM

A very short history

BONAPARTE
KAROLVS MAGNVS



LEWIS AND CLARK EXPEDITION

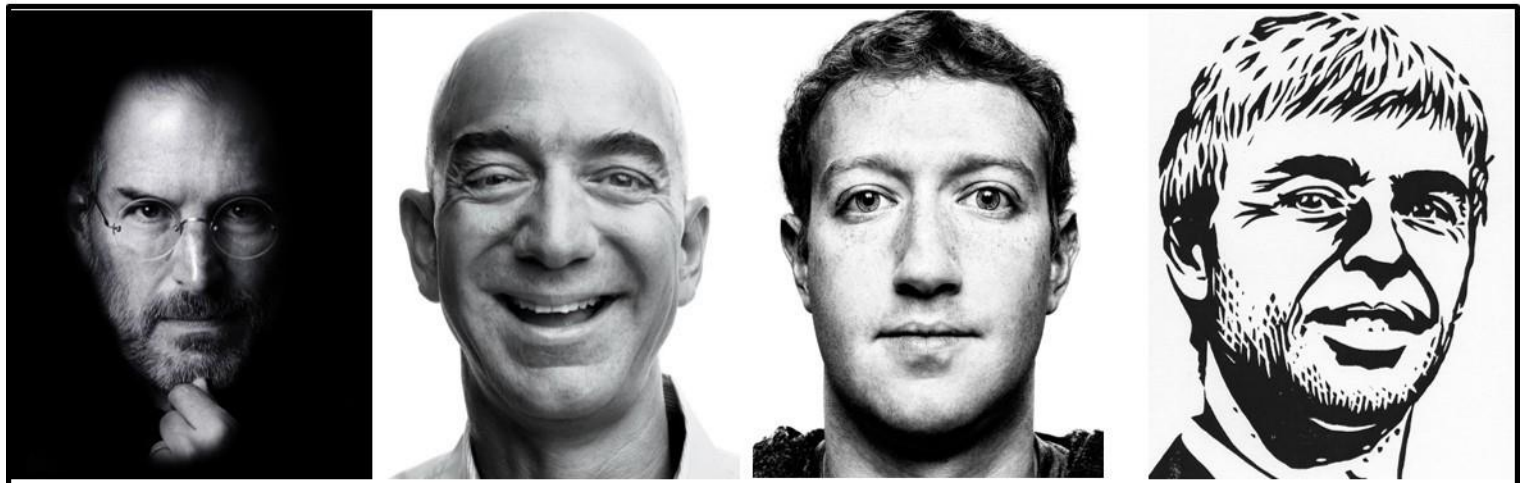
1804-1806

May 10, 1869, at **Promontory** Summit, Utah Territory.

THE
GILDED
AGE

John D. Rockefeller | Cornelius Vanderbilt | Andrew Carnegie | J Pierpont Morgan

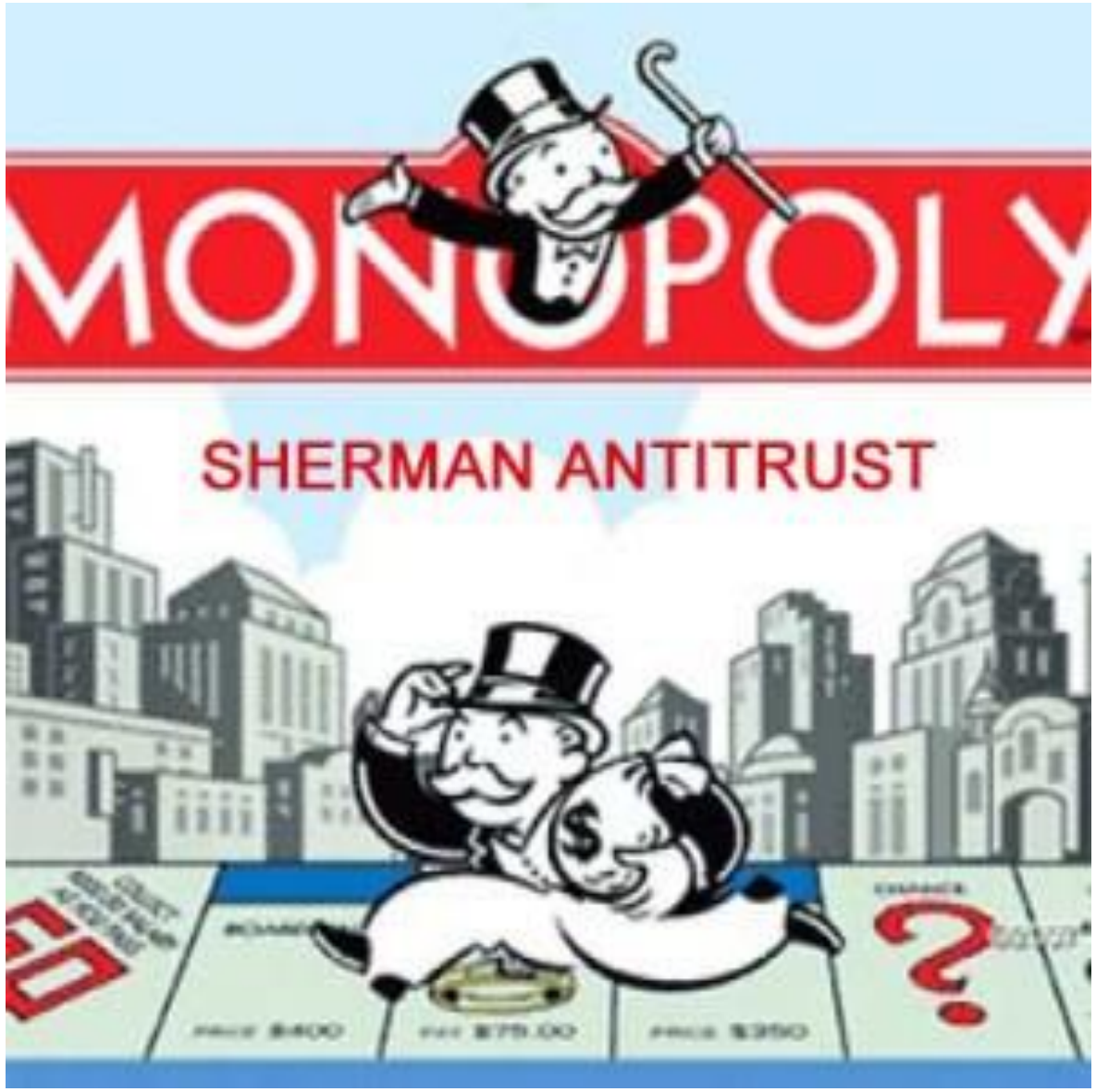
The „Old“ Robber Barons



Steve Jobs | Jeff Bezos | Mark Zuckerberg | Larry Page

The „New“ Robber Barons

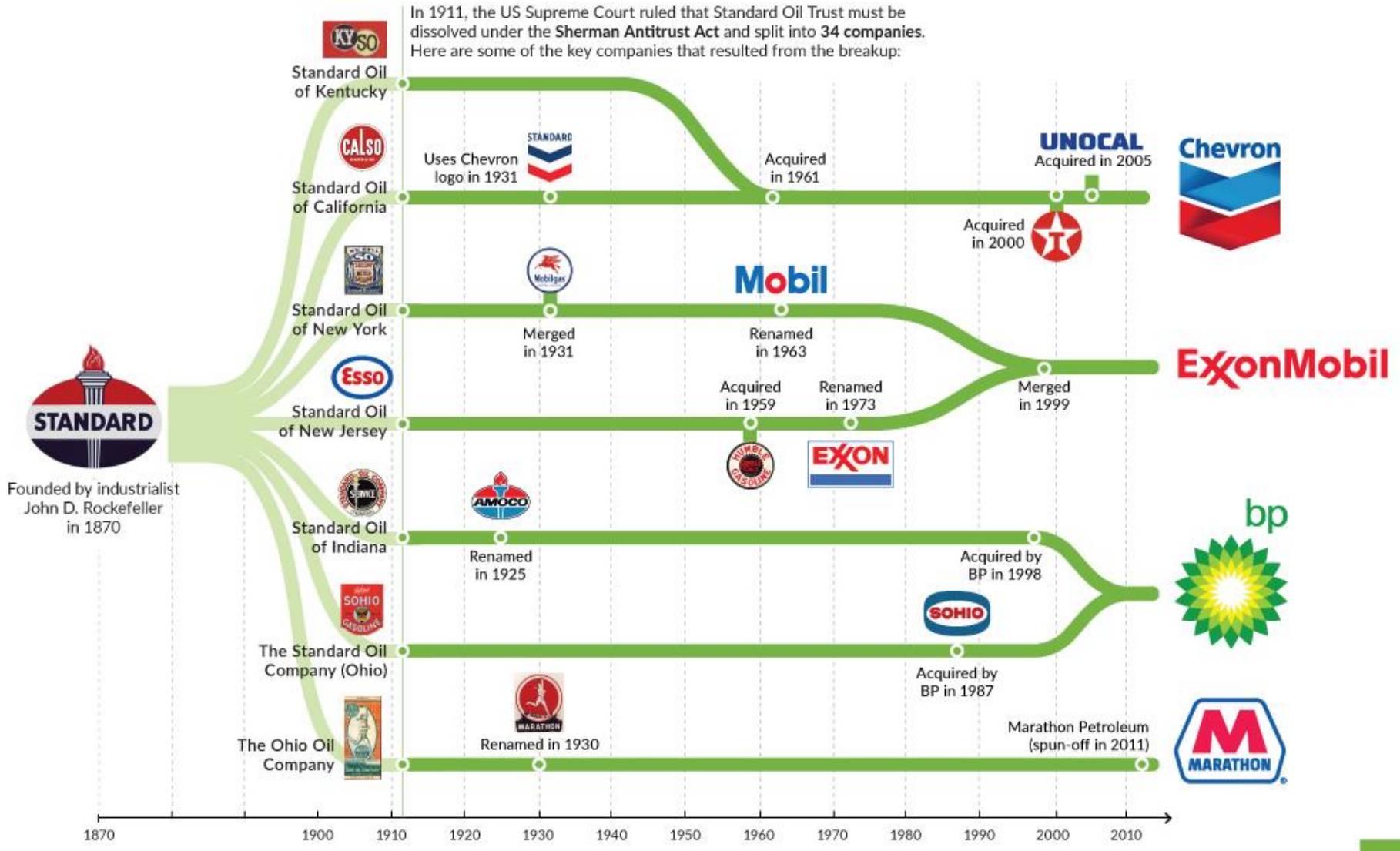
CLASS PRIVELEGE
TRUST
MONOPOLY
BRIBERY
RULE OR RUIN


MONOPOLY
SHERMAN ANTITRUST

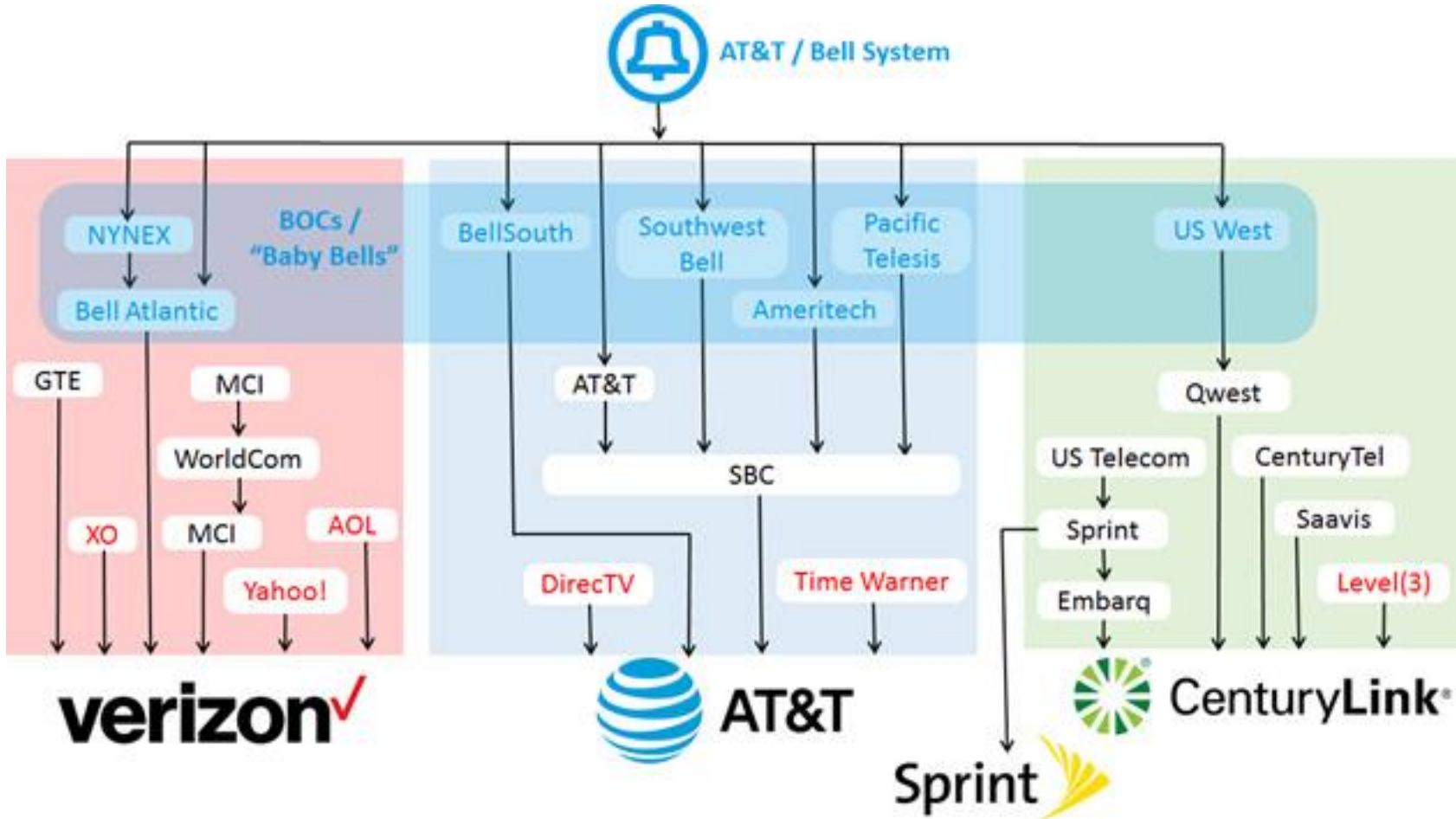
Lesson 3

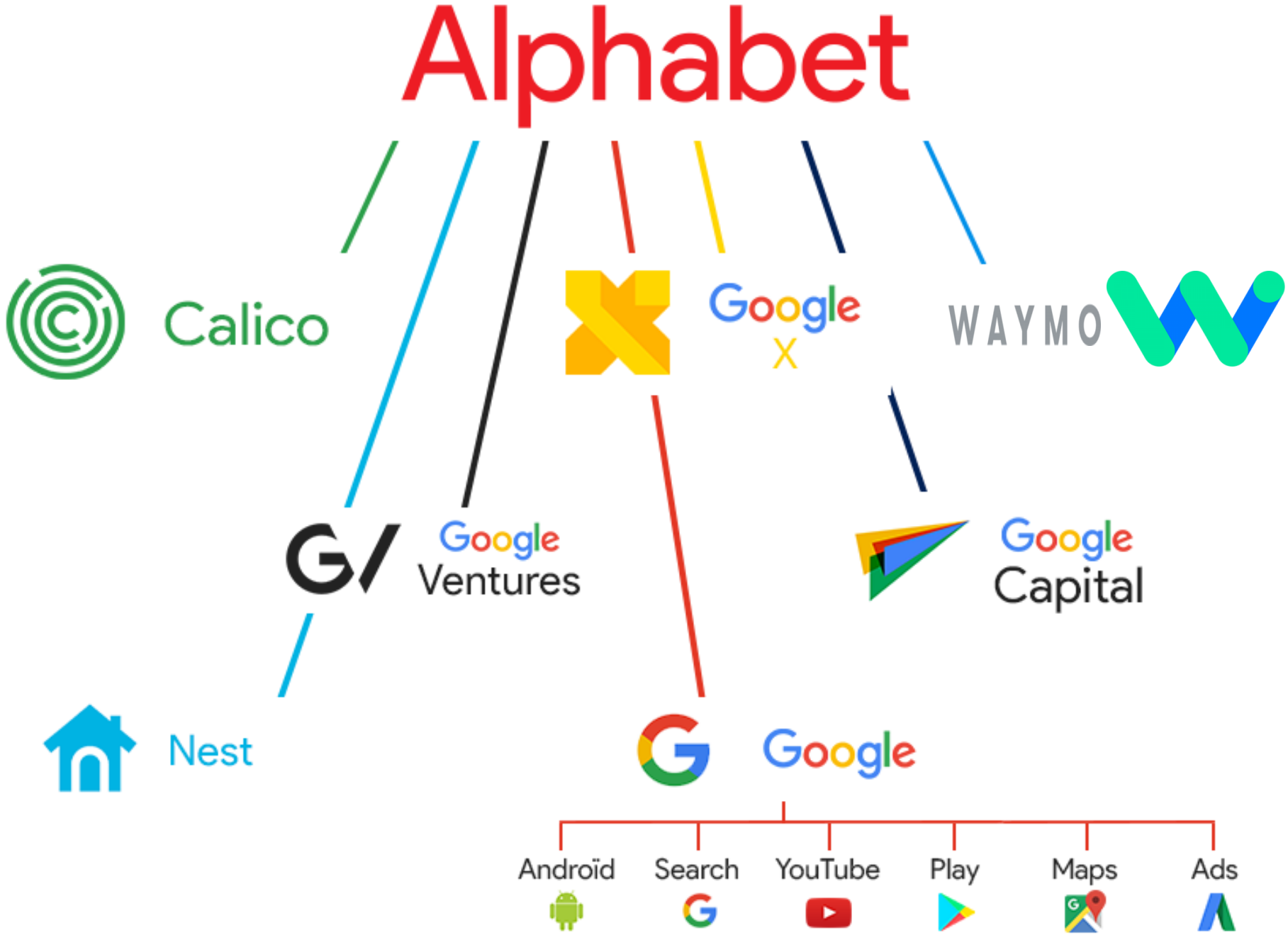
THE EVOLUTION OF STANDARD OIL

Following the remnants of John D. Rockefeller's oil juggernaut



SOURCE: Wikipedia


AT&T / Bell System
BOCs / "Baby Bells"
NYNEX
Bell Atlantic
BellSouth
Southwest Bell
Pacific Telesis
Ameritech
US West
GTE
MCI
WorldCom
MCI
XO
AOL
Yahoo!
AT&T
SBC
DirecTV
Time Warner
Qwest
US Telecom
Sprint
Embarq
CenturyTel
Saavis
Level(3)
verizon
AT&T
CenturyLink
Sprint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Google X
WAYMO
Google Ventures
Google Capital
Nest
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Search
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Maps
Ads

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Kalender
Fotos
Kamera
Karten
Uhr
Wetter
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Notizen
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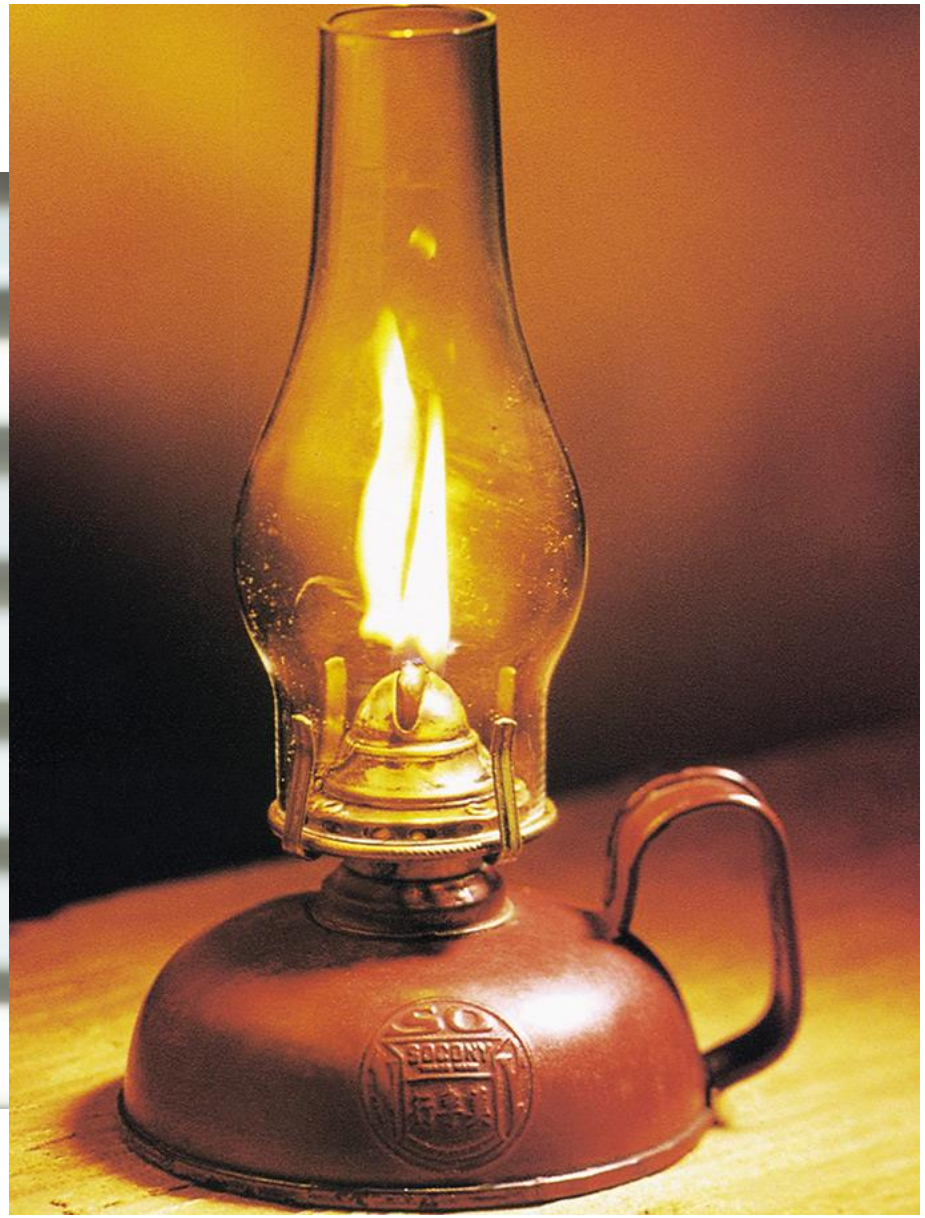
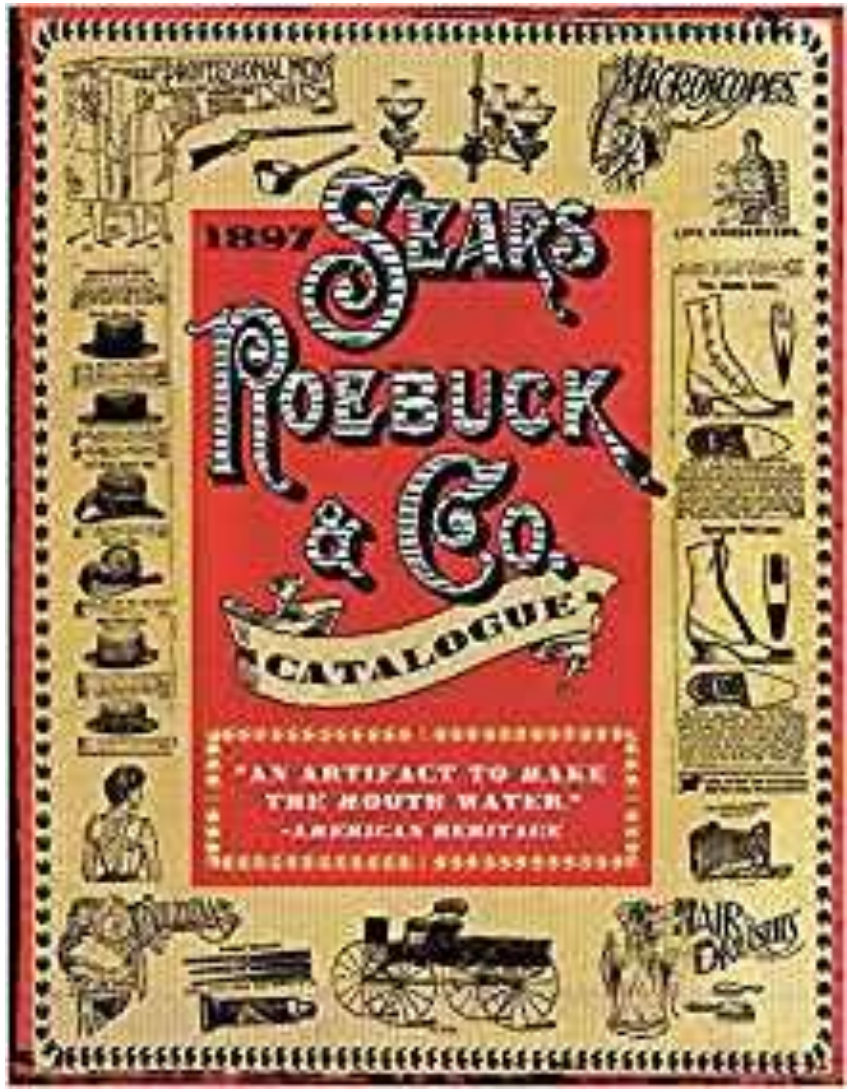
App Store
Bücher
Wallet



Lesson 4:
No one is too big to fail!



SEARS

The Last Sears Catalog Ever!
RETAIL ARCHAEOLOGY
1993 SPRING/SUMMER ANNUAL
SEARS
SAVE This CATALOG
UNTIL JANUARY 31, 1994
TO ORDER ANYTIME CALL
1-800-348-3000

SEARS
STORE CLOSING
EVERYTHING
MUST
GO!
STORE
CLOSING
STORE
CLOSING
ENTIRE
STORE
50% TO 70% OFF
STORE
CLOSING
LARRY MACDOUGAL VIA AP

Lieferkette aus Sicht von Amazon

Quelle: IFH Köln: Amazonisierung des Konsums, Köln, 2018.

Search jobs | Sign in | Search | The Guardian | International edition

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

amazon

Lesson 5:
Tech need adult supervision!

Lesson 6:
We need new rules!

Lesson 7

Technology is morally neutral – until we apply it

Welcome to the age of 'digital ethics'!

Gerd

Lesson 7

Technology is morally neutral – until we apply it

Welcome to the age of 'digital ethics'!

Gerd

Lesson 8
We are the people!
We have the power!

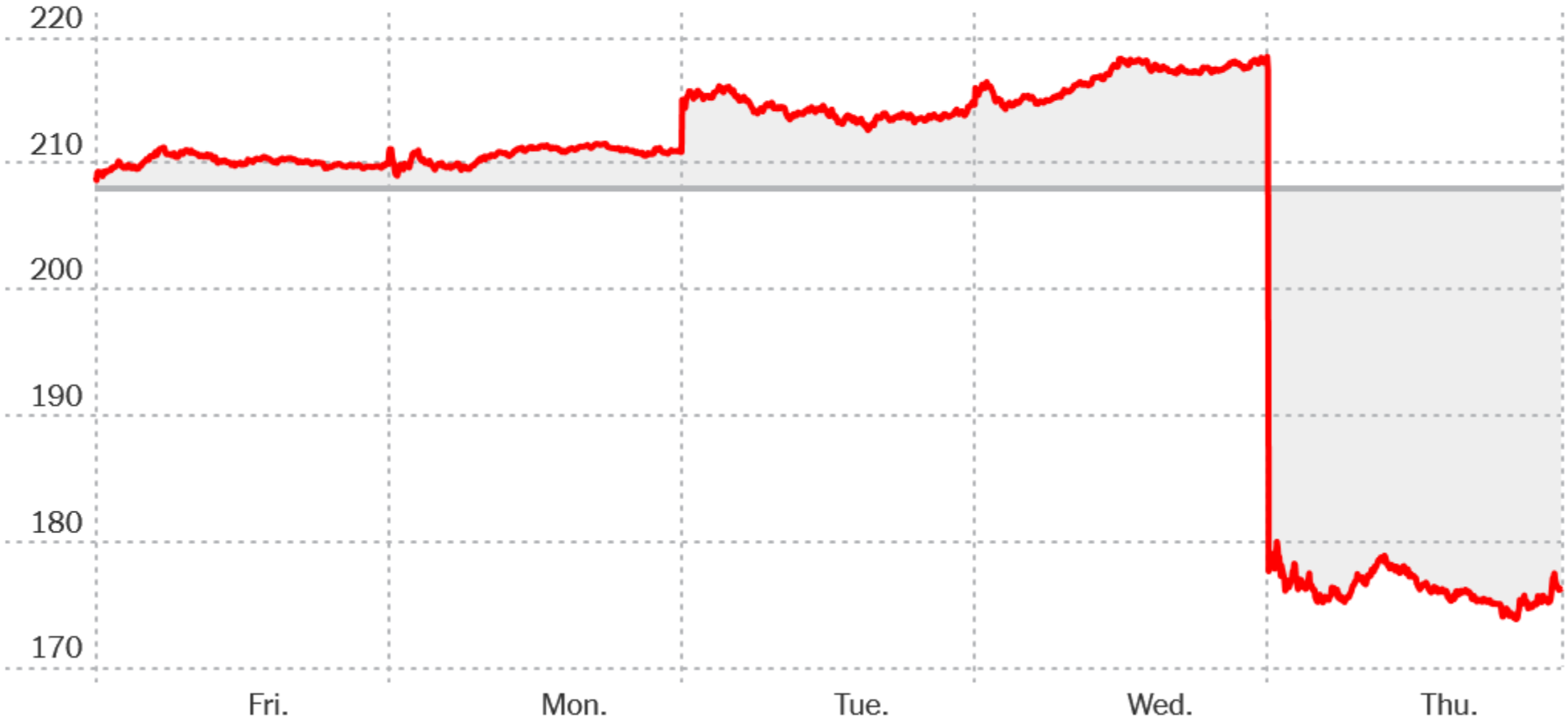
Lesson 8
We are the people!
We have the power!

streiken
n - heute nicht!
amazon
ver.di

GOOGLE
Google

Facebook's Stock Price

At market close 07/26/2018



Forbes

1,428 views | Aug 17, 2018, 05:35pm

Why Internal Activism Is Increasingly Important

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

The Google Inc. logo is illuminated in front of Google Beijing Office on August 7, 2018 in Beijing, China. (Photo by VCG)

Cookies on Forbes

More than 1,400 Google employees have signed an

Lesson 9
Technology has no ethics, but society depends upon it!

NETIQUETTE
NETIQUETTE
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The N k Time

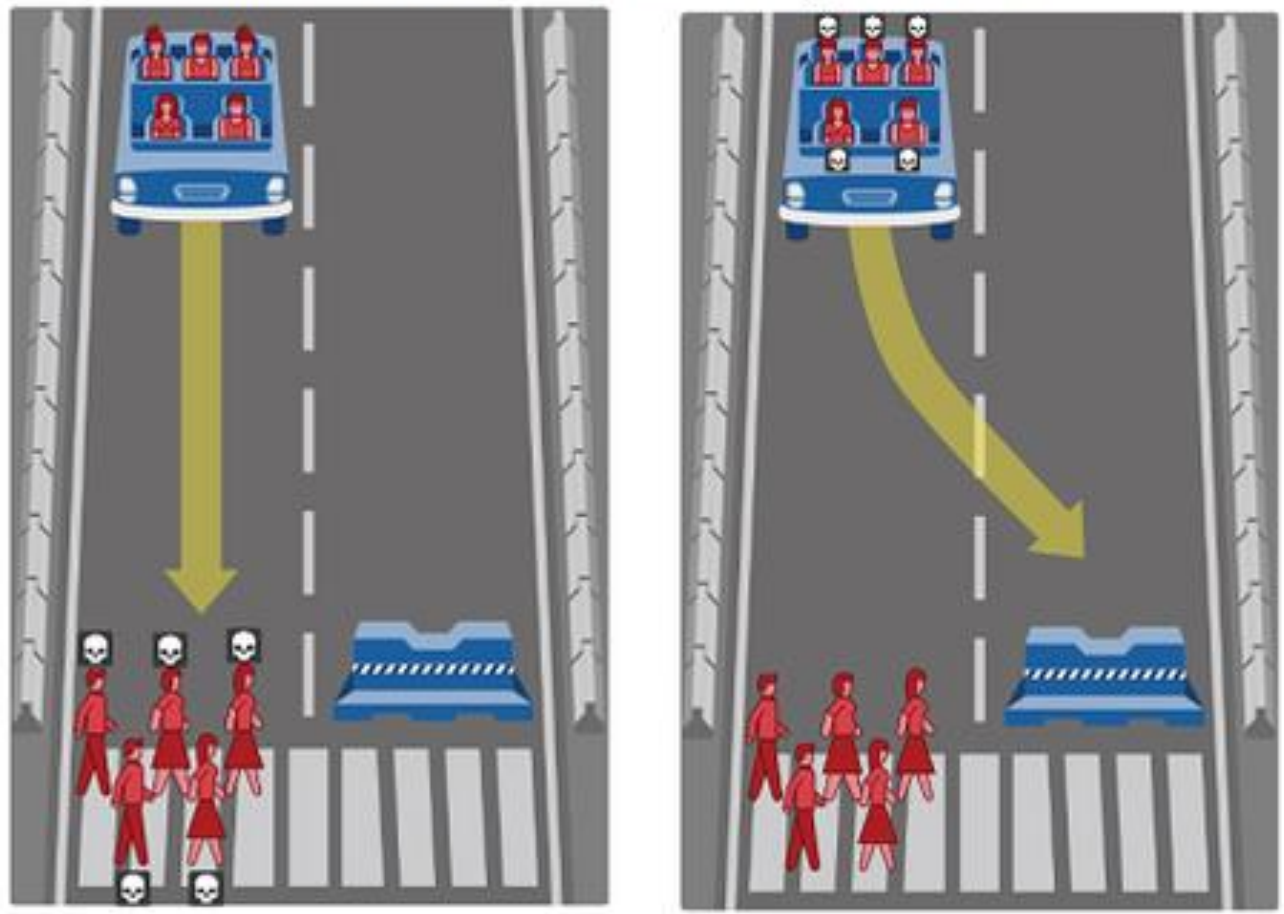
Ethics Officer

Machines need ethics, too!

Machines need ethics, too!

The „Trolley Problem“

What should the self-driving car do?

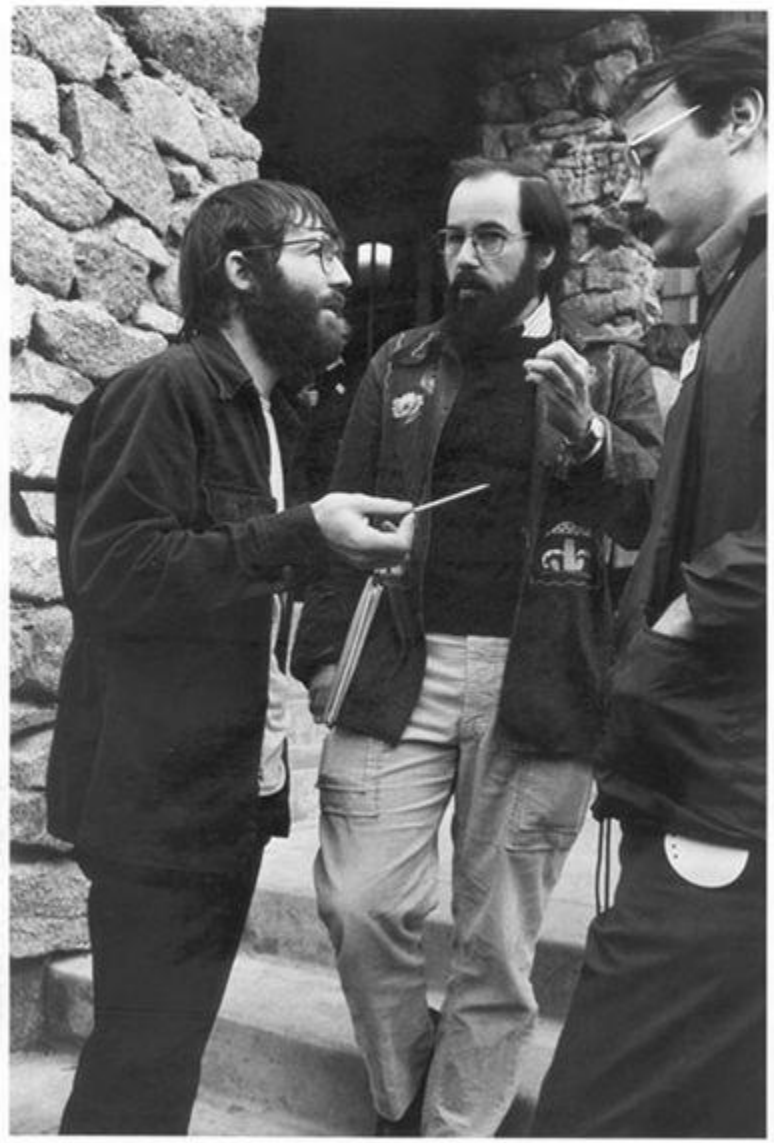


TEMPE
SELF-DRIVING VEHICLE HITS BICYCLIST
abc 15
ARIZONA

How far should we take this?

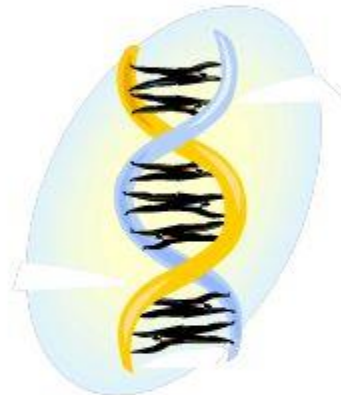
Gërd

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

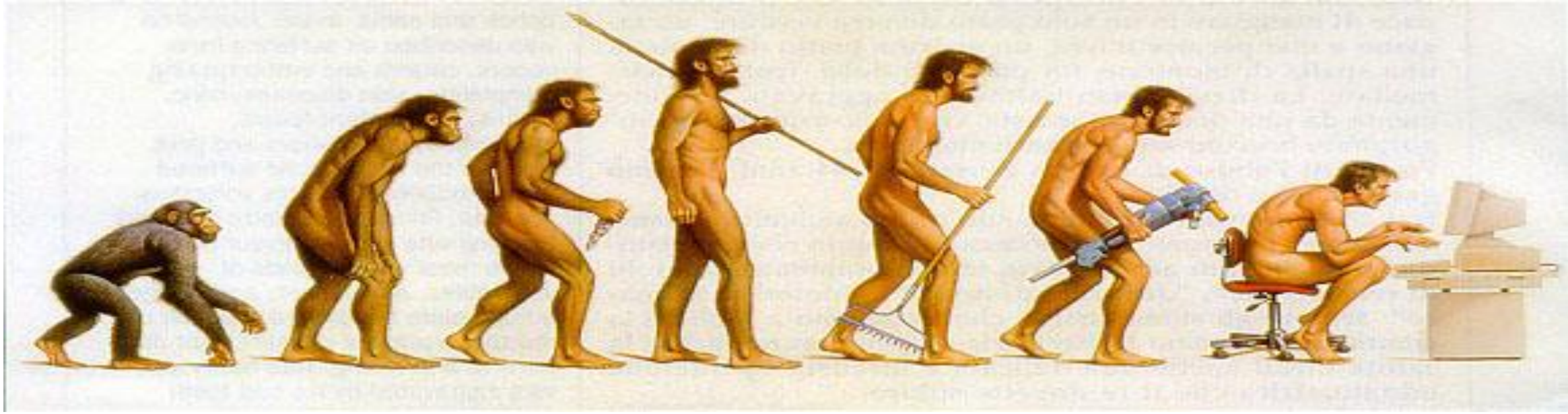
DIGITAL ETHICS COUNCIL

CHANGE
AHEAD

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!

Slides: www.cole.de

Mail: tim@cole.de

tc1066

@TCole1066

SuperTimCole