



REGULATION 2.0 IN A WEB 3.0 WORLD

ISTANBUL, TURKEY

APRIL 2013

SCENE SETTING

What is news?



News is the communication of selected information on current events which is presented by print, broadcast, Internet, or word of mouth [*the media*] to a third-party or mass audience.

Italics mine

Why regulate the media?

- **The management of what is arguably the key economic resource in the emerging 'information society', with a very high dependence on all forms of communication.**
- **The protection of public order and support for instruments of government and justice.**
- **The protection of individual and sectional rights and interests that might be harmed by unrestricted use of public means of communication.**
- **The promotion of the efficiency and development of the communication system, by way of technical standardization, innovation, connectivity and universal provision.**
- **The promotion of access, freedom to communicate, diversity and universal provision as well as securing communicative and cultural ends chosen by the people for themselves.**
- **Maintaining conditions for effective operation of free markets in media services, especially competition and access, protection of consumers, stimulating innovation and expansion.**

Current examples



- **Twittergate – Superinjunctions and Lord MacAlpine**
 - Slander via citizens using digital technology to produce user generated content
- **Phone hacking and Leveson**
 - Journalists acquiring private data via technology for use in mainstream media
- **Dark web economy**
 - Sale of drugs, guns, credit card information
- **Unseen networks**
 - Pornography, political deviancy, conspiracy

OUT IN THE OPEN

Shannon-Weaver (1949)

34

The Mathematical Theory of Communication

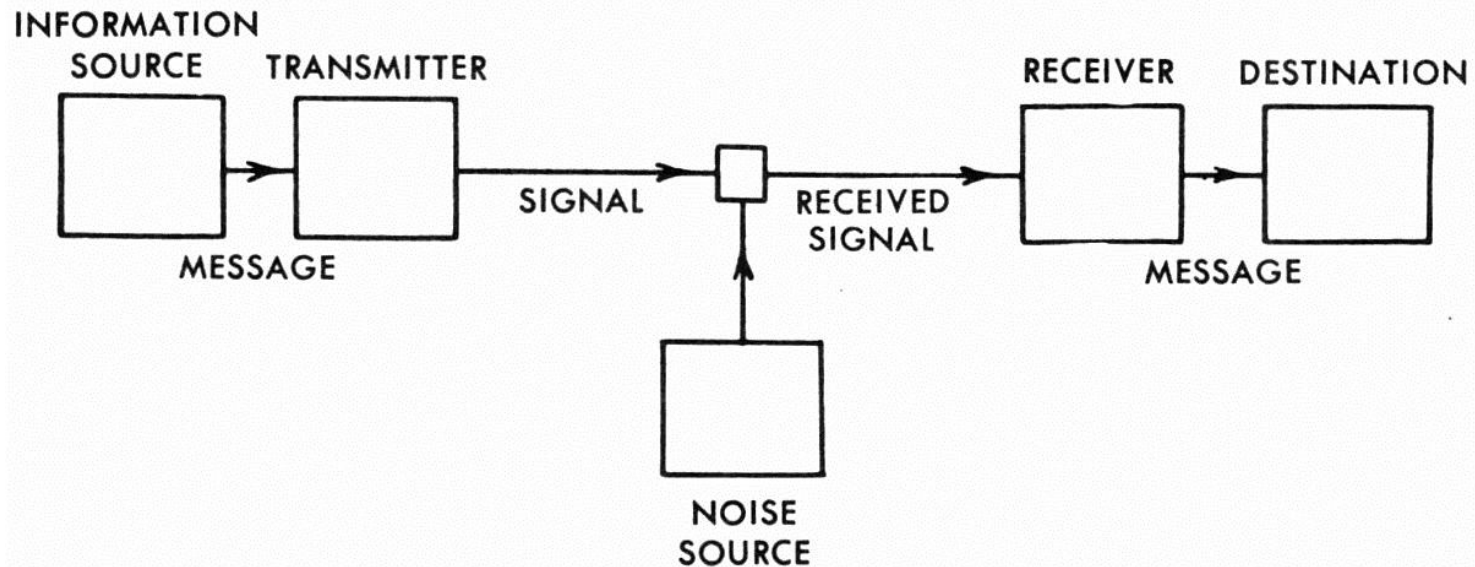
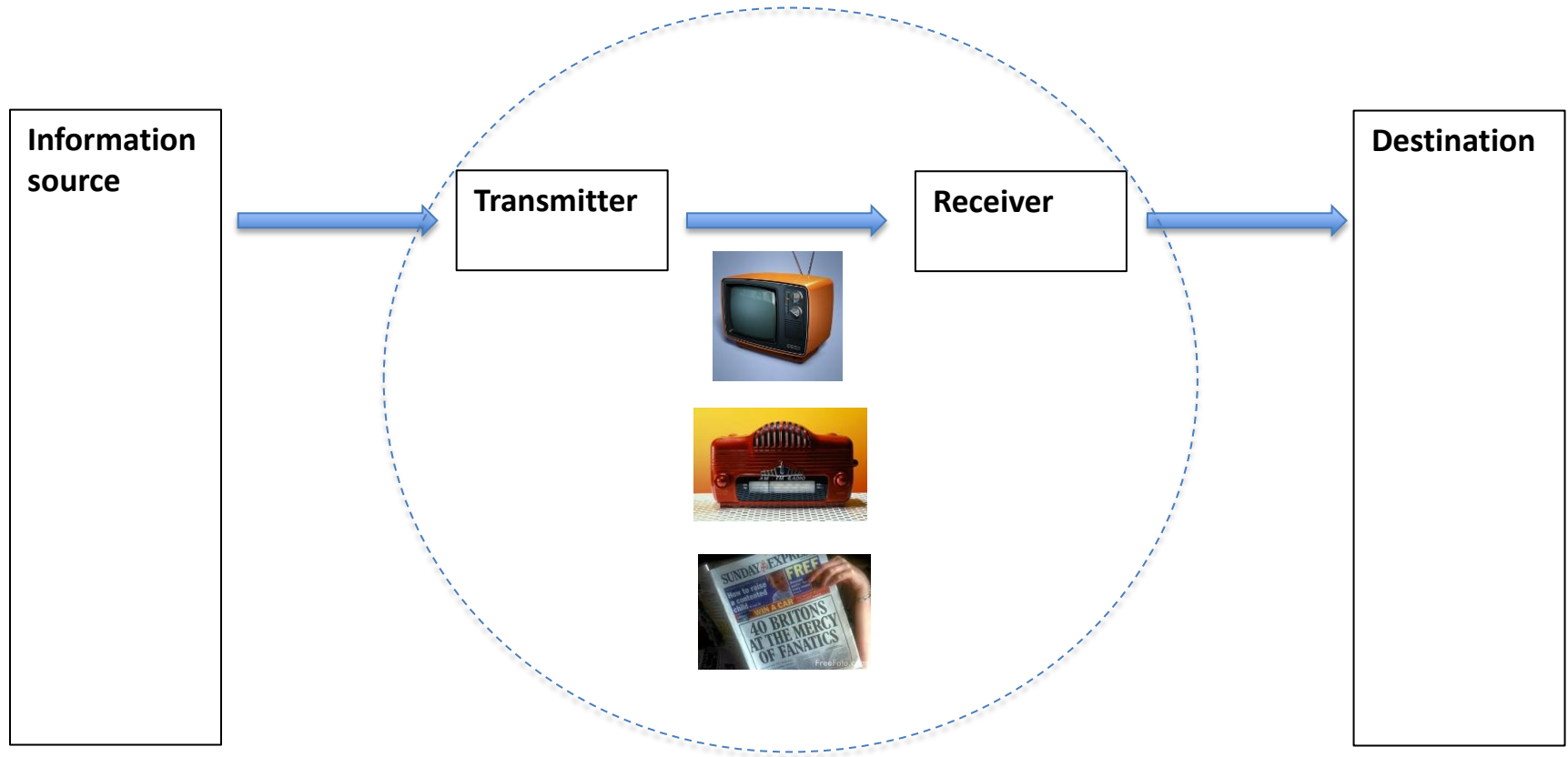


Fig. 1. — Schematic diagram of a general communication system.

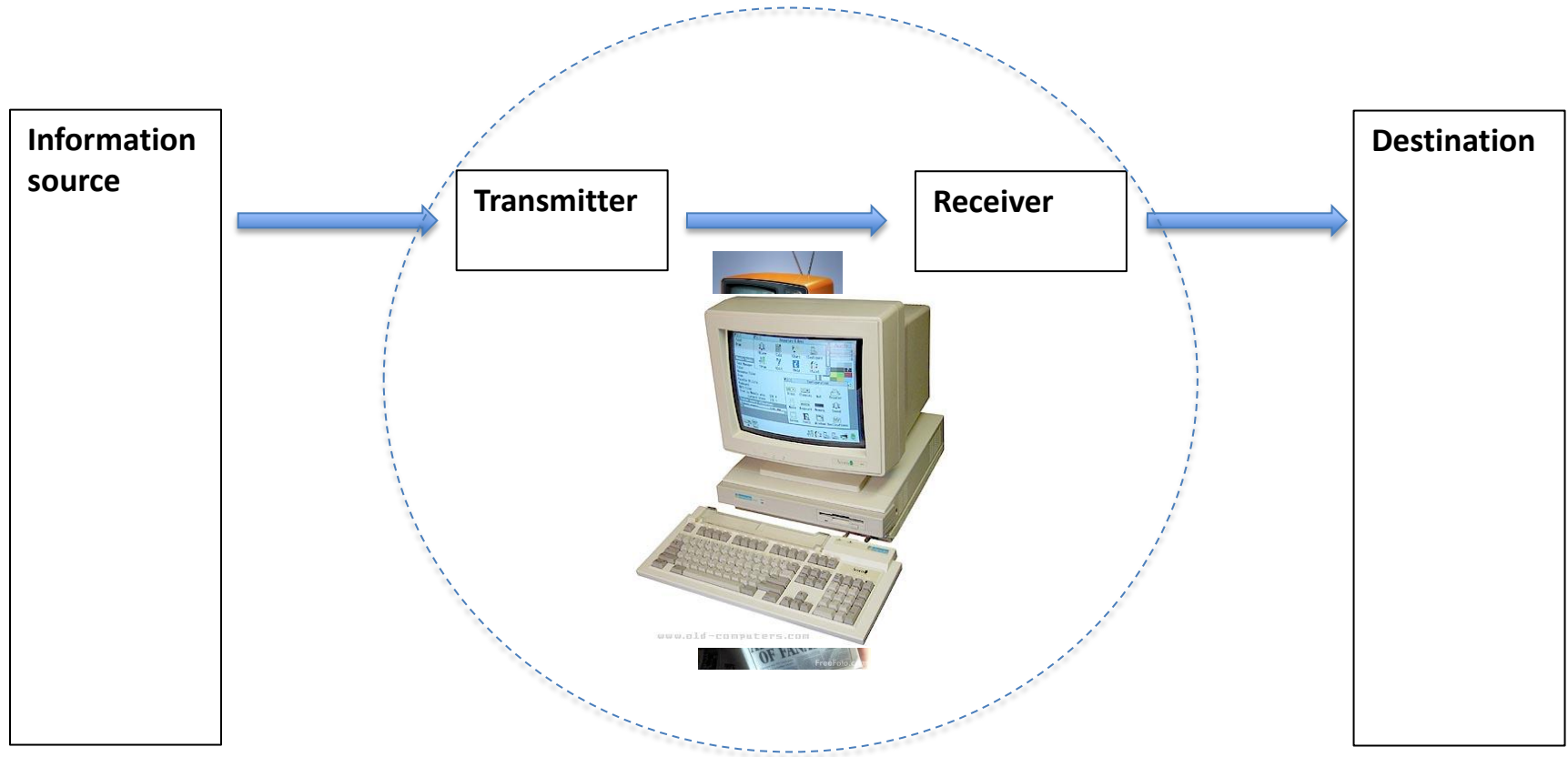
Communication – the basics

The good old days

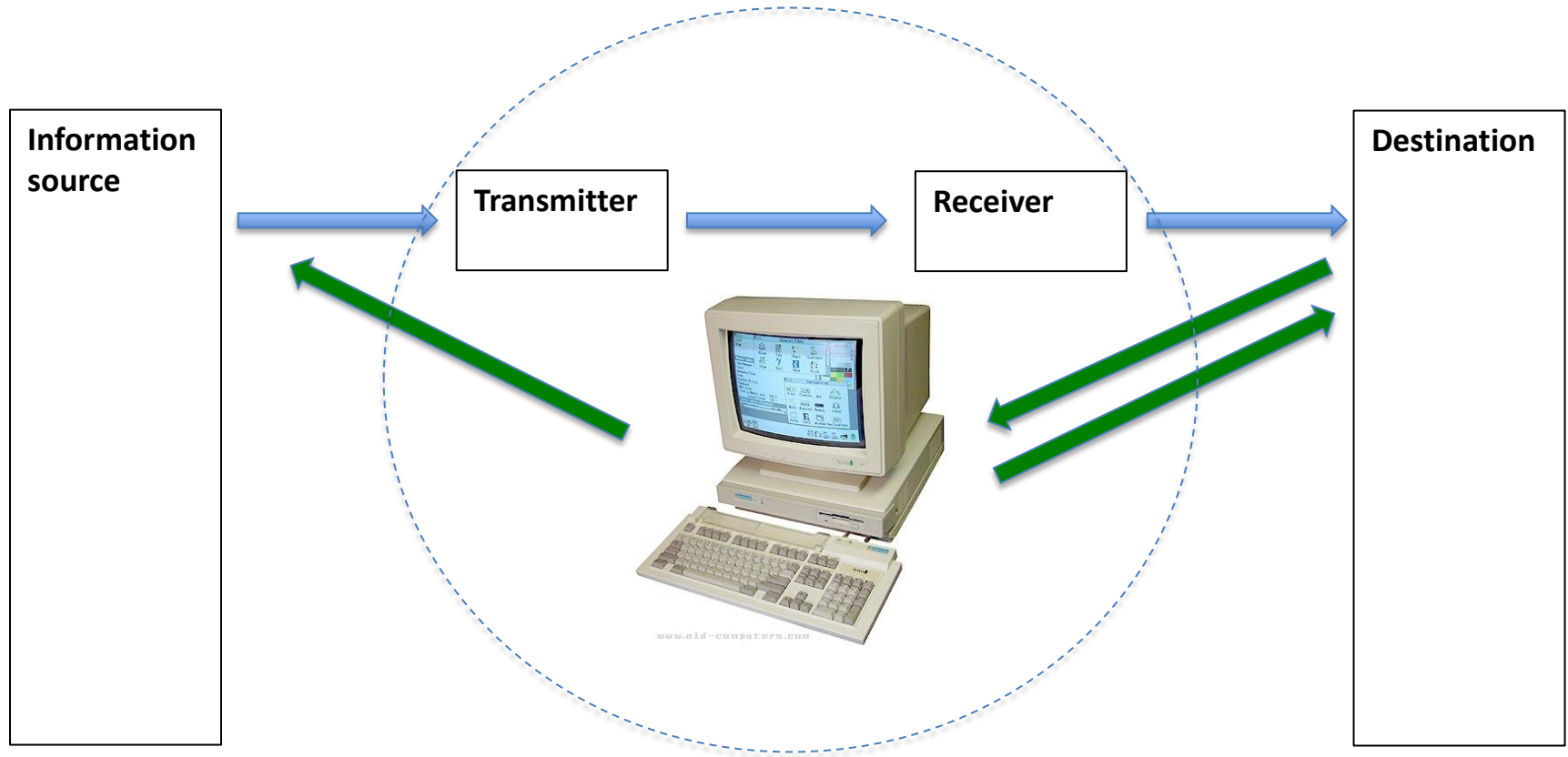


Communication – the basics

Web 1.0

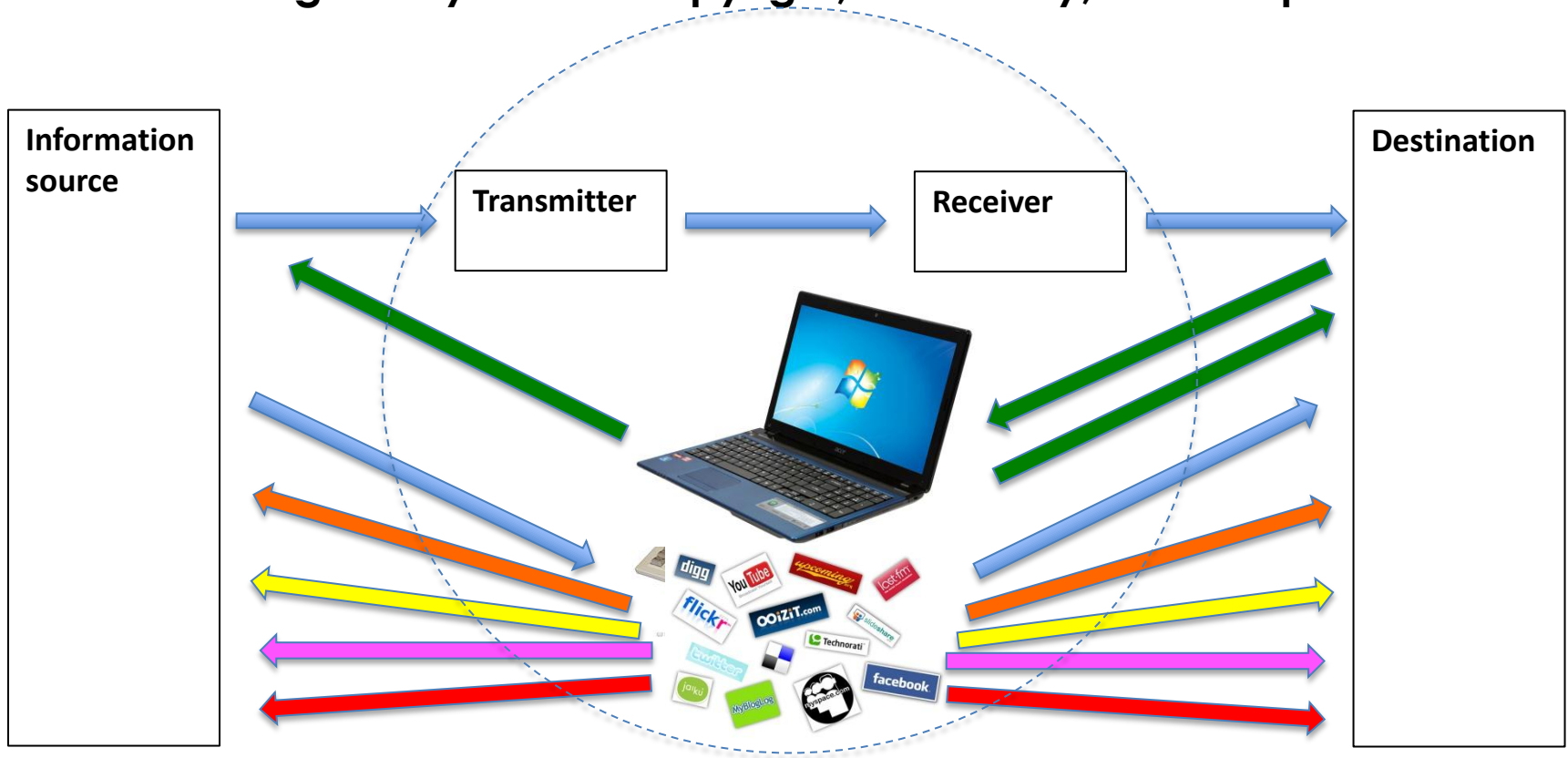


Early days of Web 2.0

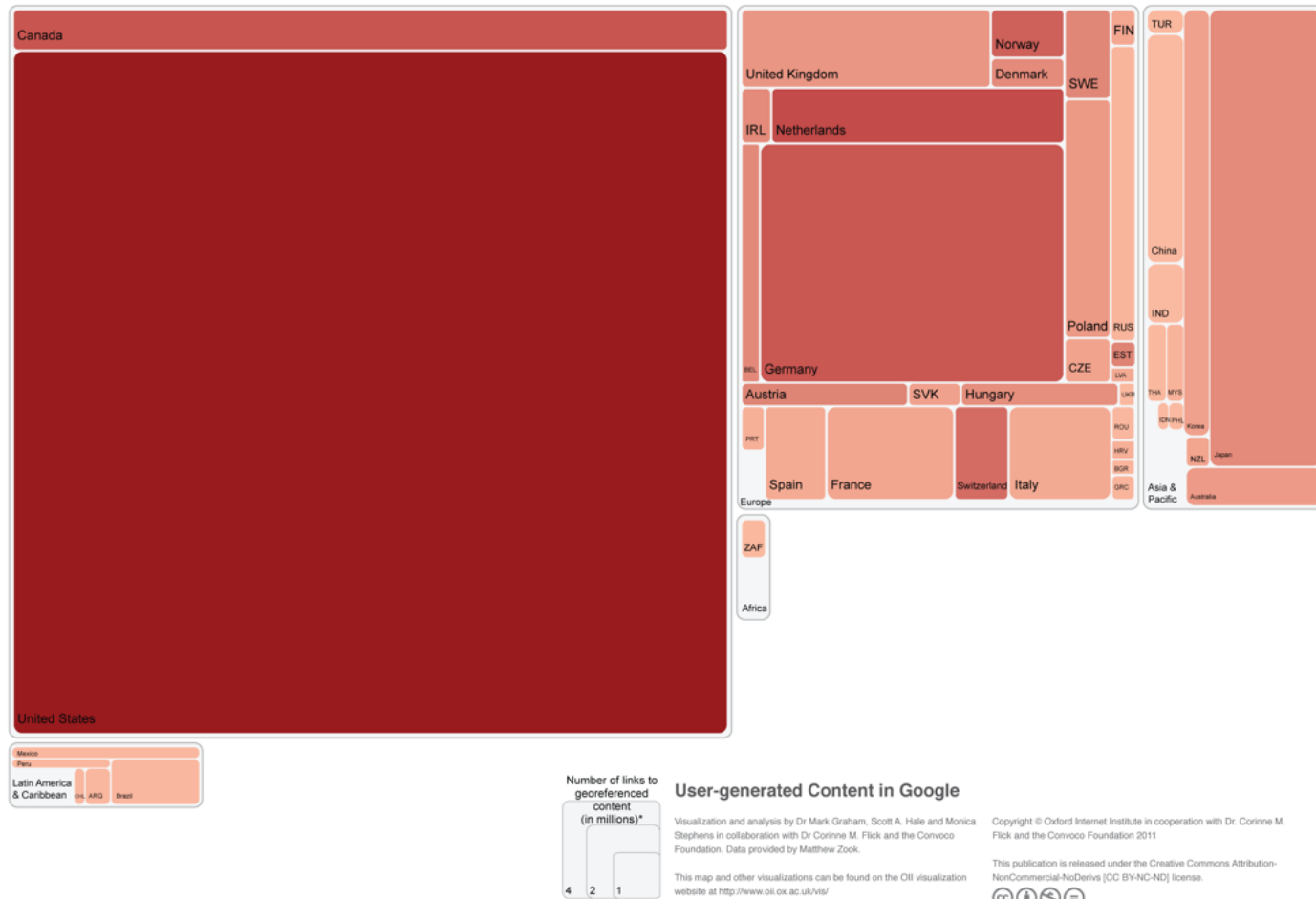


Web 2.0 - User Generated Content

- Regulatory issues: Copyright, ISP liability, content provider liability



User Generated Content



User Generated Content



Rank ▲	Root Domain	Linking Root Domains	External Links	Domain mozRank	Domain mozTrust	PageRank	Change
1	Facebook.com	9,620,305	2,113,101,720	9.64 	9.37 	9	0
2	Twitter.com	6,412,115	2,147,483,647	9.47 	9.29 	10	0
3	Google.com	6,277,903	1,072,046,577	9.40 	9.34 	9	0
4	Youtube.com	5,105,158	841,336,178	9.27 	9.16 	9	0
5	Wordpress.org	3,967,749	477,414,101	8.97 	8.67 	9	0
6	Adobe.com	3,892,121	323,118,891	9.45 	9.35 	9	0
7	Blogspot.com	3,359,130	1,148,089,392	8.85 	8.73 	9	0
8	Godaddy.com	2,983,274	1,323,280,316	8.16 	7.95 	8	📈 +1
9	Wikipedia.org	2,935,529	248,164,592	8.87 	8.73 	9	📉 -1
10	Wordpress.com	2,309,521	699,516,563	8.64 	8.58 	9	0

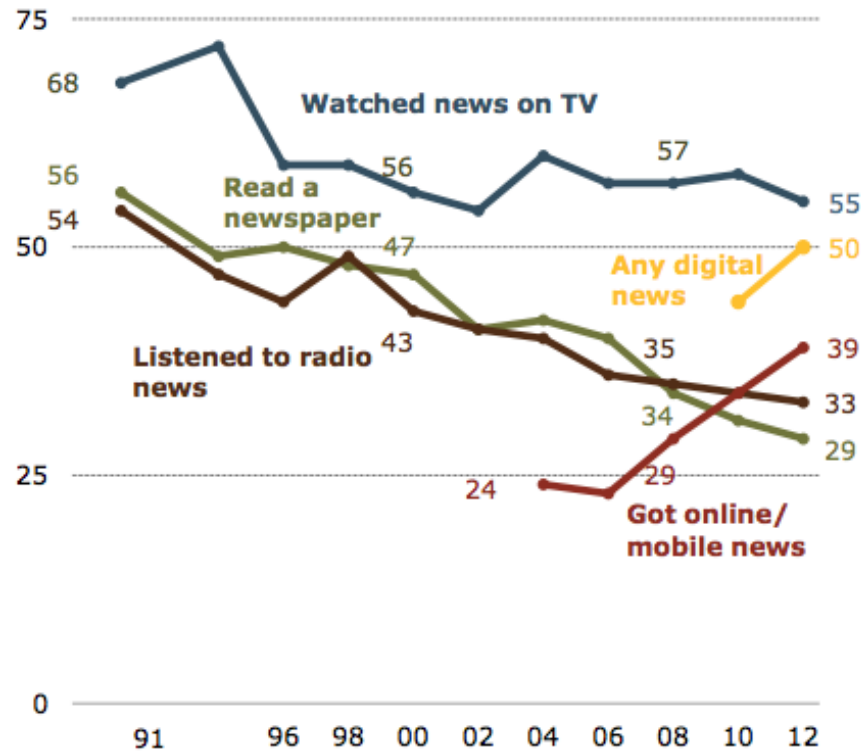
Apple at 16, Microsoft at 20, NY Times 35, at BBC at 37, Guardian at 71, Daily Mail at 133

Source: <http://www.seomoz.org/top500>

News sourcing



Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

Source: <http://www.people-press.org/files/legacy-pdf/2012%20News%20Consumption%20Report.pdf>

Most Americans Still Get News from Traditional News Platforms, Except the Very Young

<i>Where did you get news yesterday?</i>	Total	18-24	25-29	30-39	40-49	50-64	65+
<u>Traditional Platforms</u>	%	%	%	%	%	%	%
Television	55	29	41	47	57	65	73
Radio	33	20	31	40	38	36	27
Print newspaper	23	6	10	12	16	30	48
One or more	71	43	62	69	72	79	86
<u>Digital Platforms</u>							
Digital/Online	39	41	45	47	49	35	23
Email	16	13	18	21	17	15	12
Twitter	3	7	7	4	4	1	*
Social networking	19	34	32	30	23	10	2
Podcast	8	6	7	9	12	8	5
One or more	50	60	61	59	60	43	28

PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20, Q21, Q70, Q75, Q82, Q87.

But Few Rely Solely on Traditional News Platforms, Except for Older Americans

Where did you get news yesterday?	Total	18-24	25-29	30-39	40-49	50-64	65+
2012	%	%	%	%	%	%	%
Traditional platform <u>only</u>	33	11	20	22	24	42	60
Digital platform <u>only</u>	12	28	19	13	13	6	3
Both	38	32	43	47	47	37	25
No news yesterday	<u>17</u>	<u>29</u>	<u>19</u>	<u>19</u>	<u>15</u>	<u>14</u>	<u>11</u>
	100	100	100	100	100	100	100
2010							
Traditional platform <u>only</u>	40	21	32	27	40	46	62
Digital platform <u>only</u>	8	15	14	12	8	5	1
Both	35	31	31	44	39	38	21
No news yesterday	<u>17</u>	<u>33</u>	<u>22</u>	<u>18</u>	<u>12</u>	<u>12</u>	<u>16</u>
	100	100	100	100	100	100	100
10-12 change in "traditional only"	-7	-10	-12	-5	-16	-4	-2

PEW RESEARCH CENTER 2012 News Consumption Survey. NOTE: People who said they got news from both traditional and digital platforms are counted in both nets. Figures may not add to 100% because of rounding.

Young People Continue to Spend Less Time with the News

	-----Average total minutes yesterday -----									
	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012
Total	74	66	65	59	59	72	69	66	70	67
18-29	56	44	48	42	38	45	49	46	45	45
30-39	69	60	53	50	57	70	65	63	68	62
40-49	75	65	65	58	56	73	64	67	74	71
50-64	83	79	69	64	71	82	76	74	81	76
65+	90	88	96	80	81	88	79	84	83	83

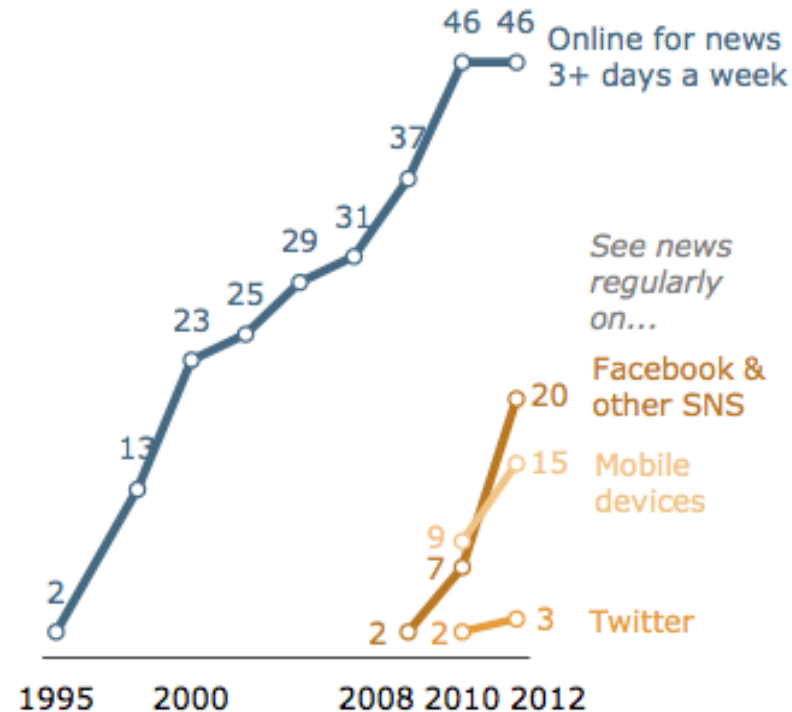
PEW RESEARCH CENTER 2012 News Consumption Survey. All averages are estimated based on total time spent watching TV news, reading a print version of the newspaper, listening to news on the radio and getting news online, including online/digital versions of newspapers. Online news added in 2004. In 2004 and earlier, all newspaper reading is assumed to be in print.

Where Do People Get News Online?

<i>Online news sources used most often ...</i>	<i>%</i>
Yahoo/Yahoo News	26
Google/Google News	17
CNN	14
Local news sources	13
MSN	11
Fox	9
MSNBC	6
New York Times	5
AOL	5
Huffington Post	4
Facebook	3
ABC/ABC News	3
Wall Street Journal	3
BBC	2
USA Today	2
Internet service providers	2
ESPN	2
Washington Post	2
The Drudge Report	2

PEW RESEARCH CENTER 2012 News Consumption Survey. Q62. Open-ended question based on those who get online/digital news. Figures add to more than 100% because of multiple responses.

Mobile, Social Networking Expand Reach as News Sources



PEW RESEARCH CENTER 2012 News Consumption Survey.
Q61, Q67, Q75, Q82.

The percentage regularly getting news from a social networking site, such as Facebook, Google Plus or LinkedIn, also has increased dramatically – from just 2% in 2008, to 7% in 2010 and 20% currently.

Social Media Landscape



INVISIBLE

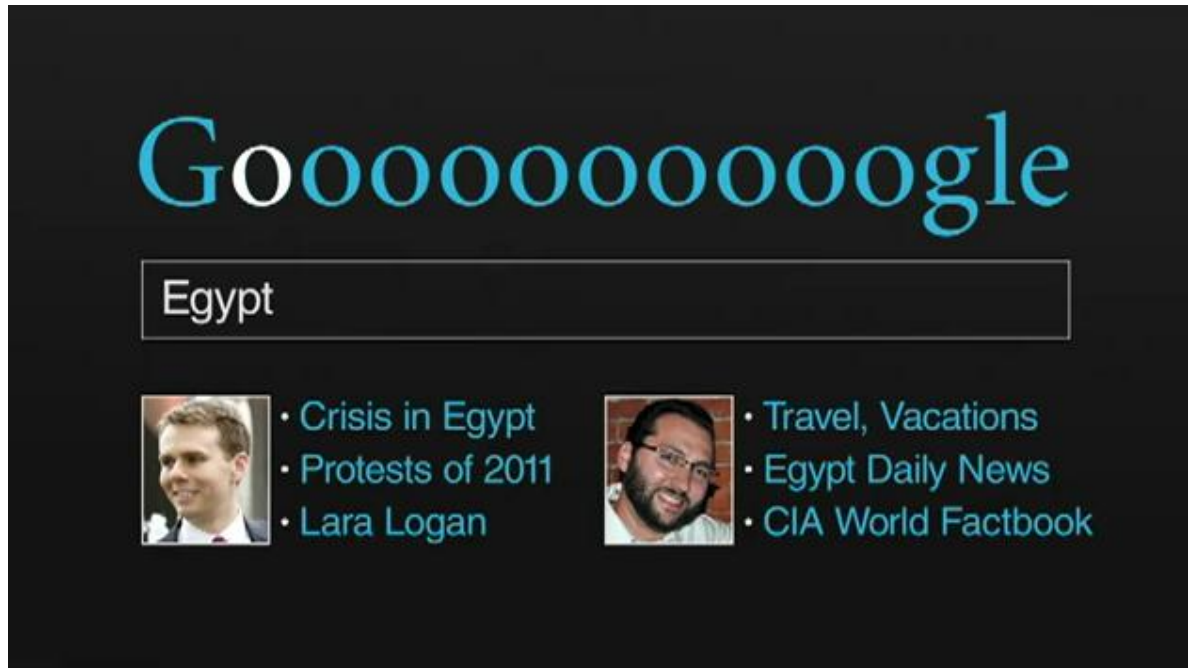
What is the relationship between news, information and data?

Imagine ...



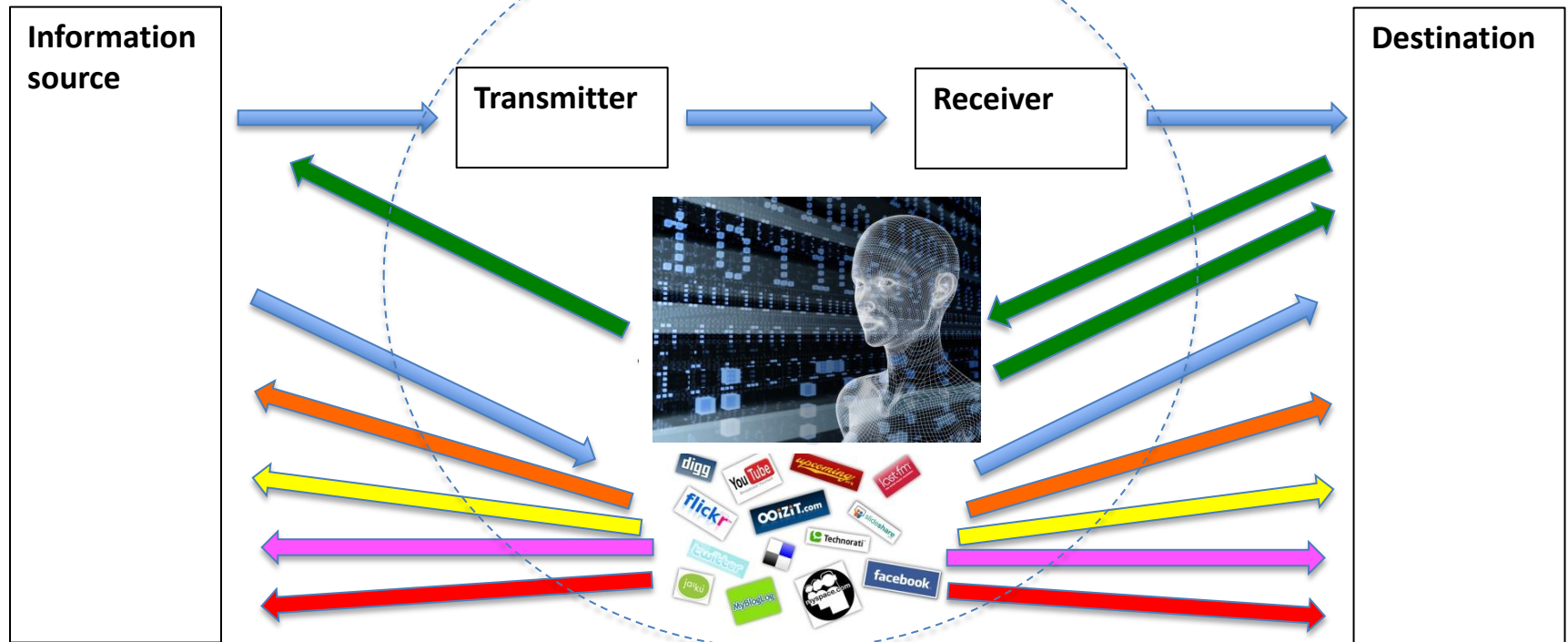
... a future where anonymous log files gave way to massive data stores that, given much of the data would be flowing from mobile devices that we kept on us at all times, would form a far more complete picture of each of us individually than Web 1.0 or 2.0 could ever hope to support. What's more, when subject to enough processing power and computational wizardry, this data would support previously unimaginable levels of micro-targeting and content personalization, possibly knowing more about us than our own loved ones.

Filter bubble



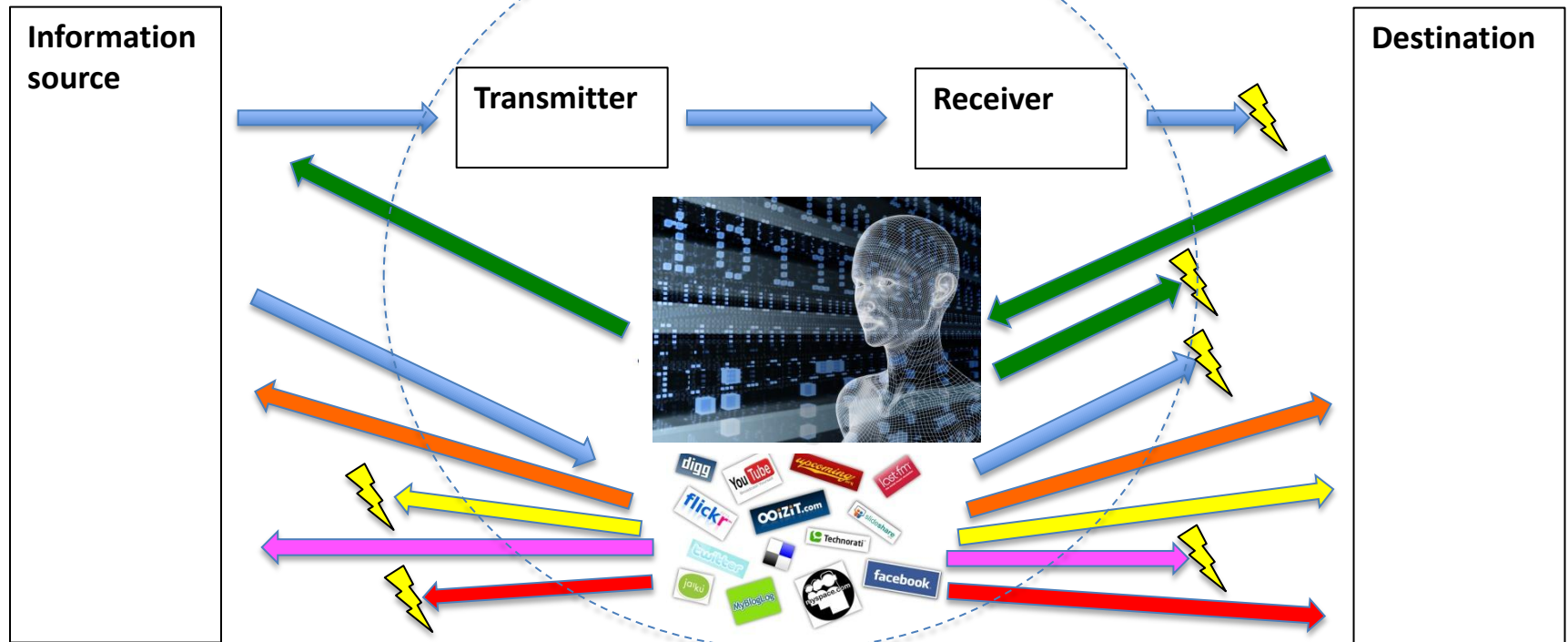
Web 3.0 - Semantic web, rise of the algorithms and data economy

- Regulatory issues: Copyright, ISP & content provider liability, data security, privacy, choice



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WEB 2.0

The Widely Read-Write Web
Focused on Communities
Blogs
Sharing Content
XML, RSS
Web Applications
Tagging (Folksonomy)
Google
Cost per click
Rich Media, Viral

WEB 3.0

The Portable Personal Web
Focused on Individuals
Lifestream
Consolidating Dynamic Content
The Semantic Web
Widgets, Drag & Drop Mashups
User Behavior (Me-onomy)
User Engagement
Advertisement

How personalised is your news?

Do you even know?

Should you have a choice?

Is this a matter for regulation?

Therefore ...



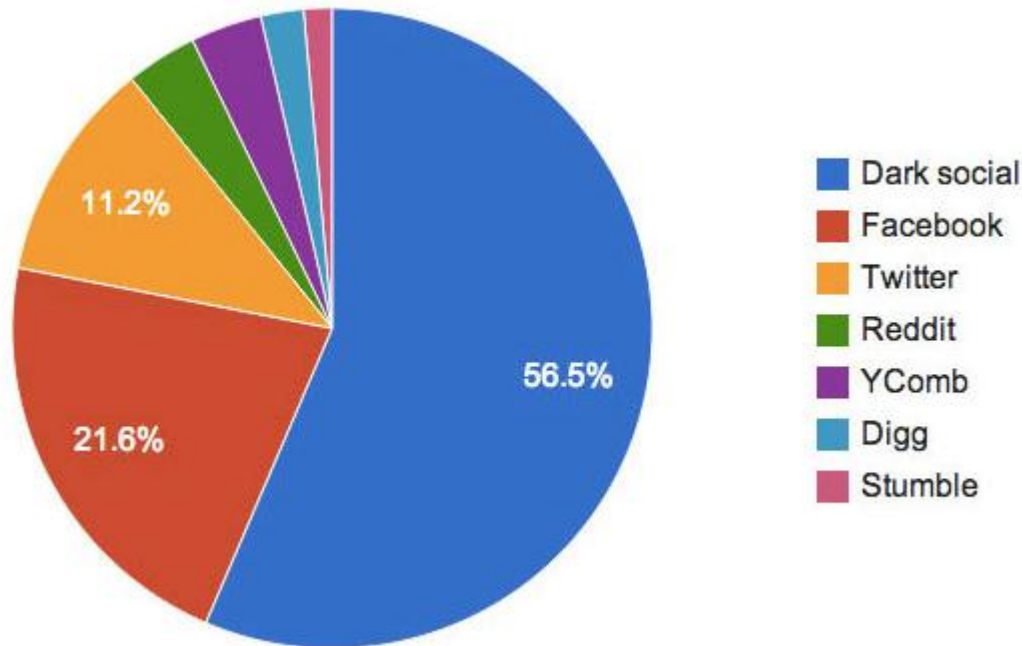
Whereas freedom of the media and freedom of expression remain important, freedom of genuine choice of information is increasingly of concern.

IN THE DARK

The future is social



Information sourcing

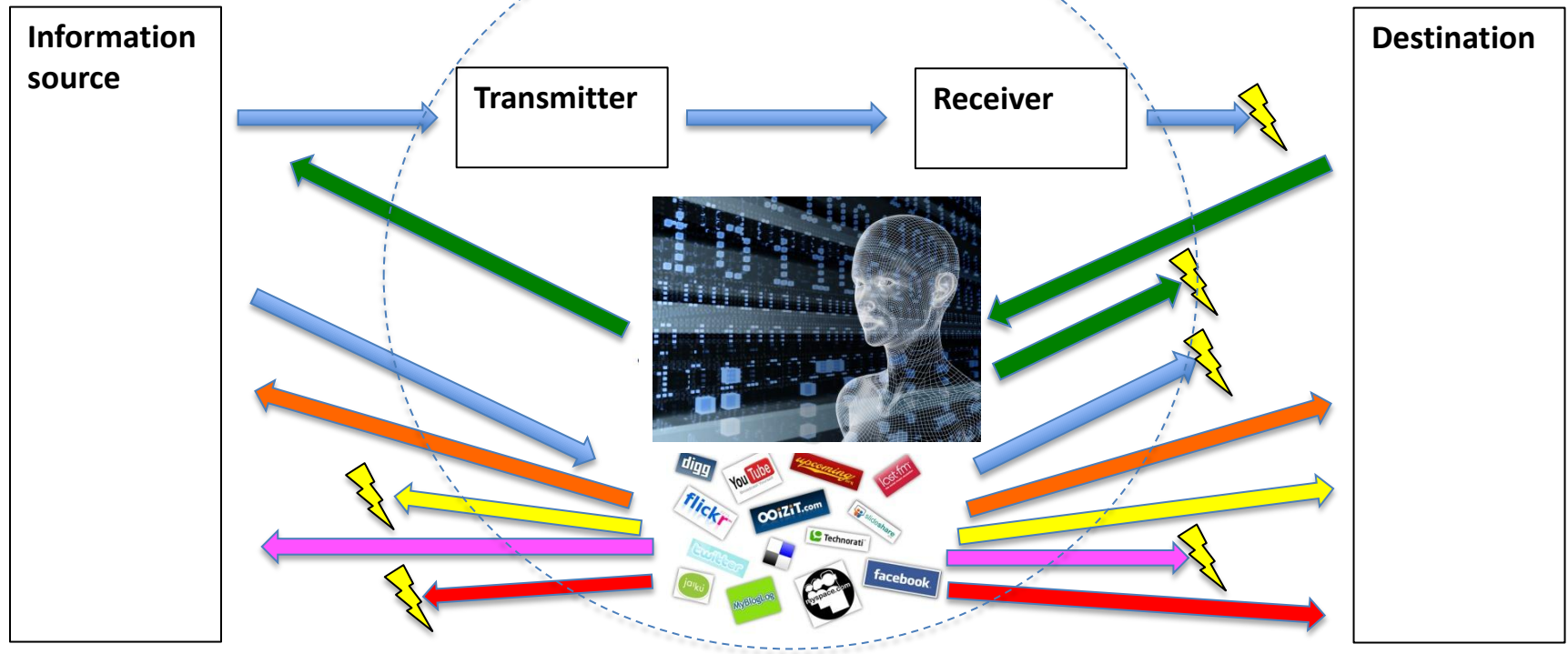


Dark Social is the traffic that arrives to a site when someone shares a post by copying and pasting a URL in an email, mobile, chat, or similar communications method. Those are the sources of traffic that analytics cannot identify — and classifies as direct traffic. Dark social is a way of referring to the social traffic people receive.

EVEN DARKER

Web 3.0 - Semantic web, rise of the algorithms and data economy

- Regulatory issues: Copyright, ISP & content provider liability, data security, privacy, choice





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Google Search

I'm Feeling Lucky

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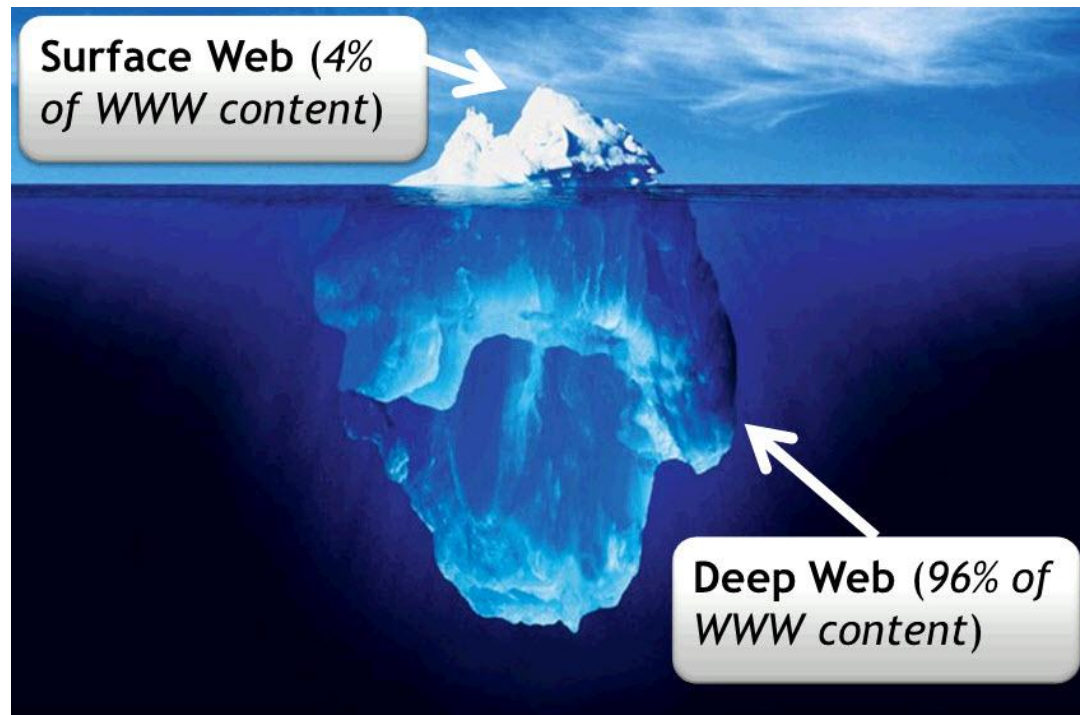


DEEP WEB

The deep, dark web

Searching on the Internet today can be compared to dragging a net across the surface of the ocean: a great deal may be caught in the net, but there is a wealth of information that is deep and therefore missed.

Mike Bergman, Bright Planet



Source: <http://inventionmachine.com/the-Invention-Machine-Blog/bid/79363/The-Deep-Web-Semantic-Search-Takes-Innovation-to-New-Depths>

The deep, dark web

Freenet

Tor

Silk Road

RBN



Congratulations. Your browser is configured to use Tor.

Please refer to the [Tor website](#) for further information about using Tor safely. You are now free to browse the Internet anonymously.

Who is producing the news?



We, as human beings, use information and data - reconfigured as news - to help us make decisions.

Increasingly, the web is doing the same.

Welcome to a world increasingly driven by analytics and algorithms ...

... not only reacting to information and data but analysing and reconfiguring it as news.

Algo trading



How many people are sourcing their information and news from the deep web?

Should data from the deep web be subject to regulation?

Could the deep web be regulated?

Therefore ...



Given the enormity of the task of such regulation, (digital) media literacy is increasingly important for society's healthy media consumption.

And yet more considerations ...



Big data

Internet of things

Splinternet

And yet more considerations ...



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QUESTIONS?

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