

ALL ABOUT THE INTERNET

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Draft Topics List: Your suggestions welcome

THE EARLY PERIOD

Search and email before ARPANET; CompuServe; GOPHER, etc.

NSFNET and the explosion of network traffic:

Invention of the World Wide Web: Tim Berners Lee

First web browsers: Mosaic, Netscape

Personal computers: Apple, IBM PC

Wikipedia: its origin, methodology and philosophy

Individuals empowered with access to previously unavailable information

Lowered barriers to entry for many kinds of individual activity

‘Self publishing’, online businesses, etc.

WHAT WE USE AND WHAT WE DON’T USE:

FACEBOOK, TWITTER, and other social media

Google & its suite of all-encompassing products

AMAZON, history and effects on businesses

Cryptocurrency (e.g. Bitcoin) and Blockchain

The Cloud (e.g. Google Docs, MS OneDrive, iCloud)

Home automation: the Internet of Things (IoT)

MISGIVINGS EMERGE

The legal system and Internet-created issues

Privacy in the internet age

The bad things people do: Viruses, spam, worms and other malware

The Dark Web

OVER

How to protect yourself on the Internet

BUSINESS MODELS

The **user as customer**: Microsoft, Apple, Norton, etc. etc. (pre 2000)

The **advertiser as customer, the user as raw material**: Google, Facebook, Microsoft (post 2000)

The 'behavioral surplus' and monetization of user behavior: Google, Facebook
Emergence of Surveillance Capitalism

The major internet companies set and control standards for 'data privacy' and constantly spy on us. Is it time to break them up?

SOCIETAL IMPACTS

Disintermediation of established economic activity: e.g. Amazon

Emergence of the 'Gig-economy'; expectations of 24/7 employee availability

How the internet changes social interaction

Tax policy: Sales tax; Corporate Tax avoidance

Law and Regulation unable to adjust to new reality: EULAs, free speech issues

The meaning of privacy in the Internet age.

Trolls, election interference, increased social sorting, political polarization...