



Social Implications

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Intro

Eric Burdon, "Sixteen Tons"
(Joe Versus the Volcano Theme, 1990)

"**Sixteen Tons**" is a song about the life of a coal miner, first recorded in 1946 by American country singer Merle Travis. A 1955 version recorded by Tennessee Ernie Ford reached number one in the Billboard charts.

<http://www.youtube.com/watch?v=E6m1qgnUw74>

Recap

- ICT has changed the economics of accessing and using resources thus challenging institutions - like the Firm & Gov - that are premised on inefficiencies and which use hierarchies and borders to manage resources to meet market demand and social needs
- PLATFORMS are emerging structures that lower the interaction costs for meeting demand/needs with networked resources

Platforms

- Platforms allow access to, amplify and support relationships among and with resources by lowering interaction costs
- Platforms come in at least three flavors: connection platforms, creation platforms, shaping platforms (~ tech independent)
- Platforms are subject to network effects and conform to power law distributions

Gov. as platform

- LAN – police, fire, education (supported through property, sales/use taxes)
- WAN – network governance protocols (contract enforcement, global security, sanctions)
 - Revenue model?
- Need to allocate profits/redistribute spoils?

"3C" Platforms:

- Face strategic uncertainty: simultaneous stages of cooperation/competition/conflict
- Support adaption through "lifelong learning"
- Foster entrepreneurship (edge ideas/ventures)
- Identify, recruit and develop talent
- Allow for knowledge exploitation and innovation

"Kn worker"

- Jobs that do not require the human mind – creativity, knowledge, commitment – can/will be automated
- Best way for worker to generate exceptional competencies is to be where new knowledge is created
- Knowledge network/flow

Education

- Socialize (indoctrinate)
- Transfer knowledge stores (static)
- Provide skills to exploit knowledge flows (dynamic)
- Credential (filter/recruit)

Questing skills

- Problem solving, communication skills, and collaboration
- Scan, select, analyze, disseminate, discard
- Law of requisite variety and Bateson's Rule (noise is only source of new patterns, i.e. learning)
- Thrive (survive?) in uncertainty

Educ. institutions

- Cultural immersion
- Educational delivery systems
- Support personal learning environments
- E-lance support (~ Starbucks?)

Managing the gap

- Self fulfillment
- Spoils allocation
- Power law / Pareto distribution argues for Baudrillardian simulacrum?