

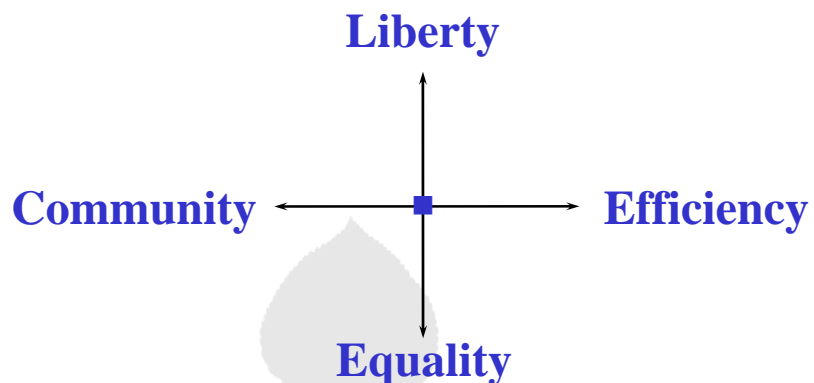
# Maximizing Social Bandwidth in the Gigabit Society

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## A Social and Economic Framework for the Gigabit Society

James O'Toole's *The Executive's Compass*

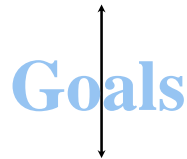


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**A Social and Economic Framework  
for the Gigabit Society**

Individualism

the pursuit of individual human fulfillment,  
ranging from the most religious to the most crass economic purposes

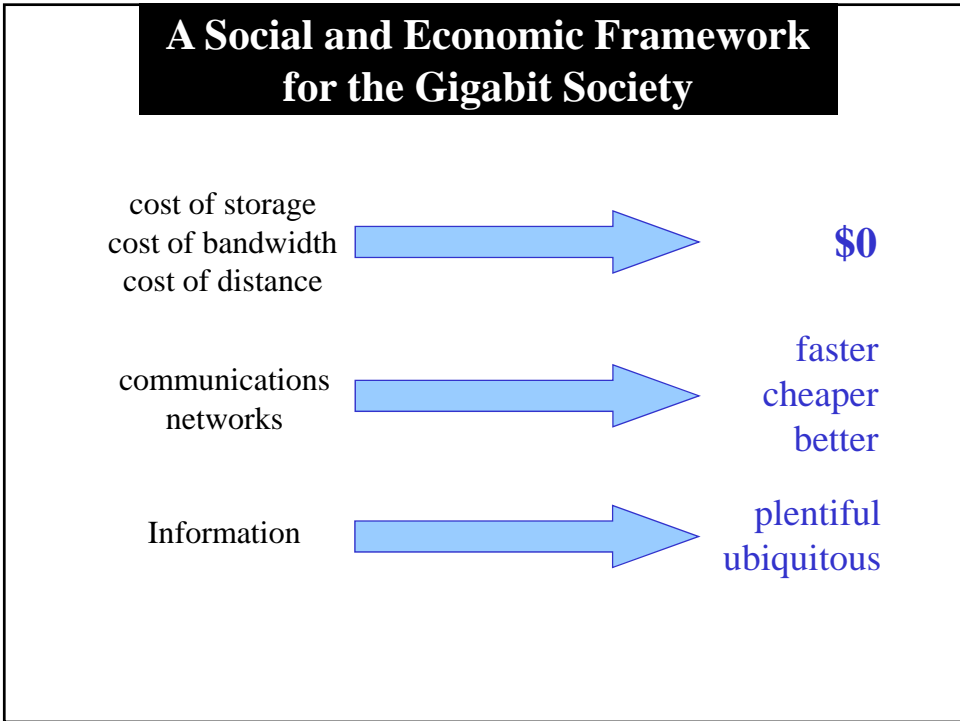
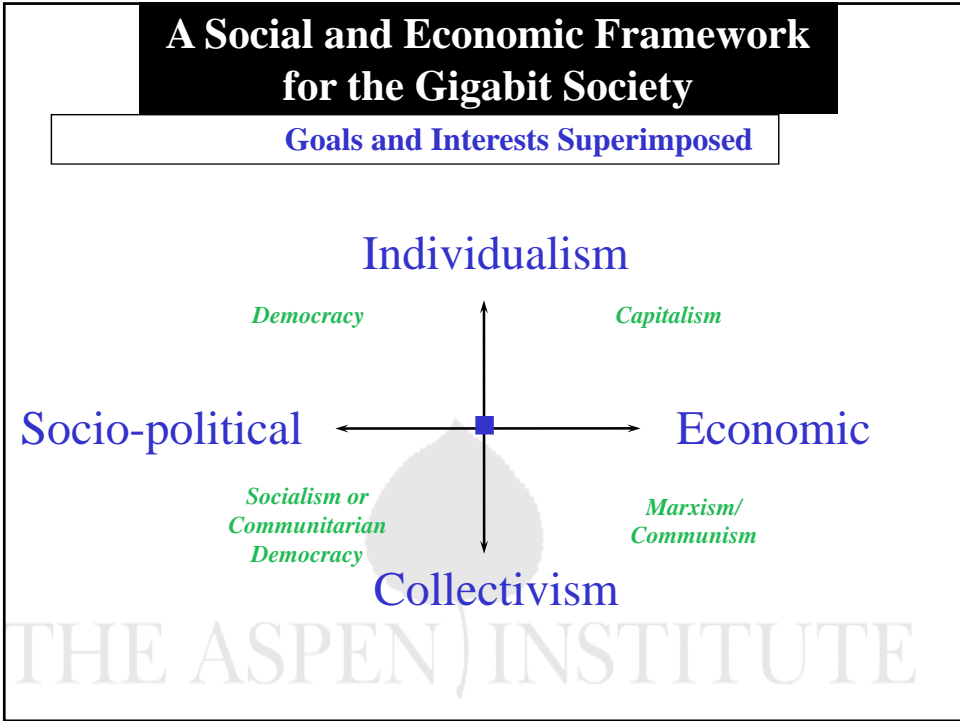


Collective Approach

the subservience of the individual to a larger group,  
whether the state, community, or the economic organization

**A Social and Economic Framework  
for the Gigabit Society**





## A Social and Economic Framework for the Gigabit Society

### Developments . . .

the reverse directionality of communication,  
“pull” rather than “push,”  
user control vs. passive receptivity

+

information overload and  
an attention economy

+

Disintermediation, neo-intermediation

=

a devolution of authority in both the  
socio-political and economic spheres

## A Social and Economic Framework for the Gigabit Society

### Devolution of Authority

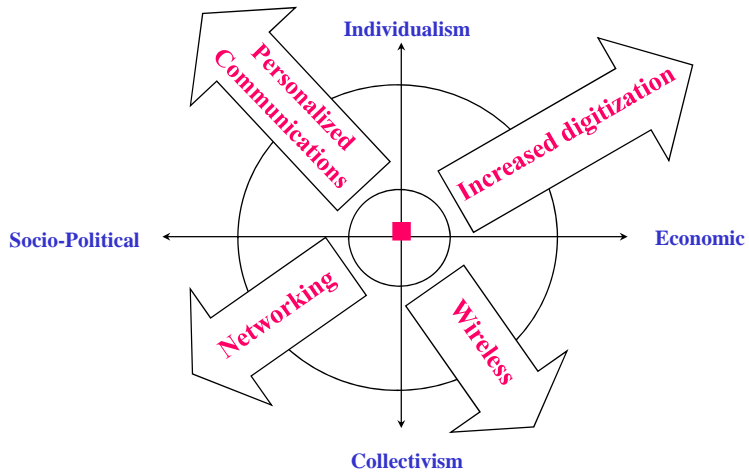
democratization: greater citizen control  
*control over matters of governance by the people*

marketization – greater consumer control  
*lower prices, increased innovation, consumer choice and control*

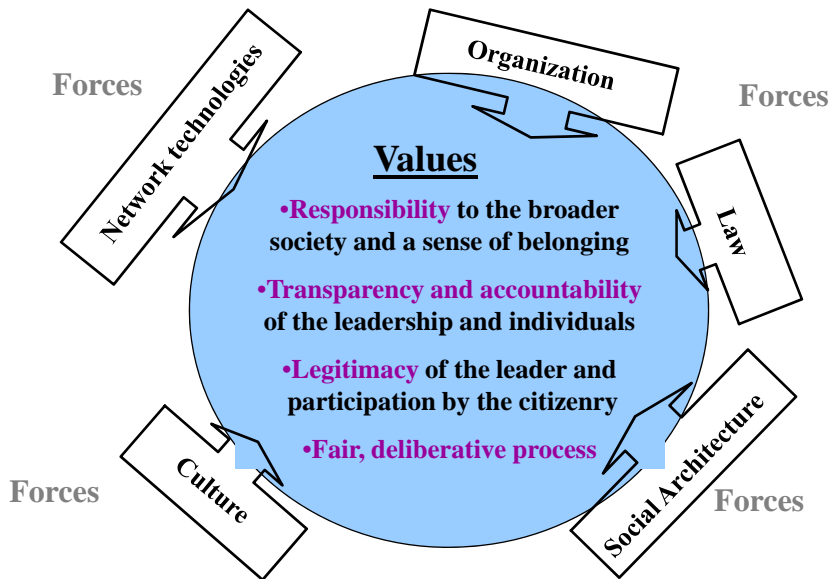
*Can we serve the goals of individualism  
and collectivism simultaneously?*

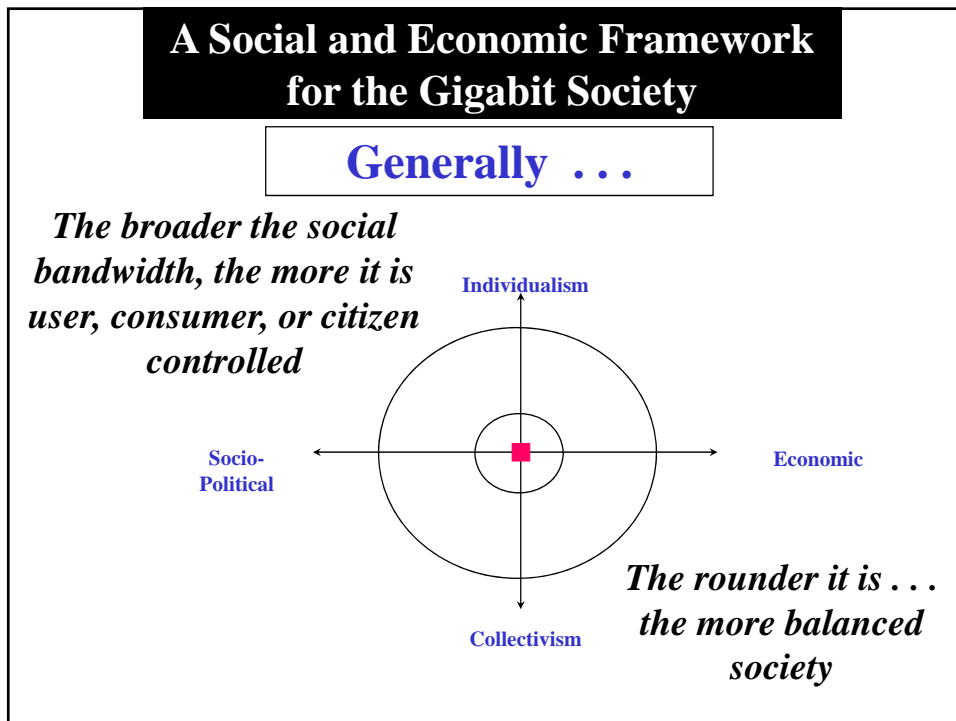
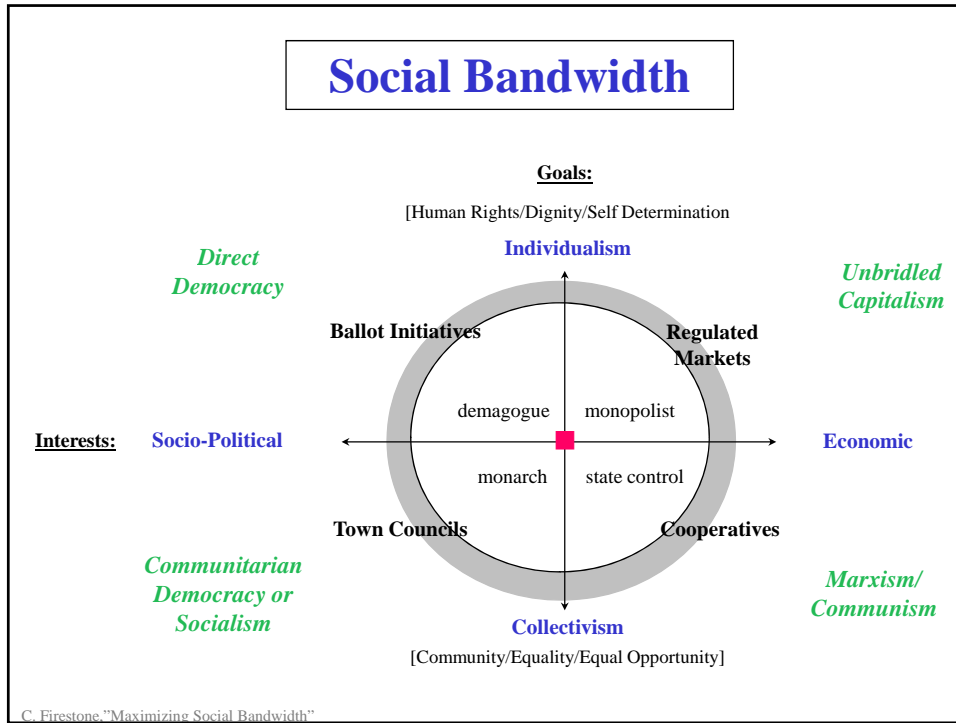
*What is the impact of the gigabit revolution?*

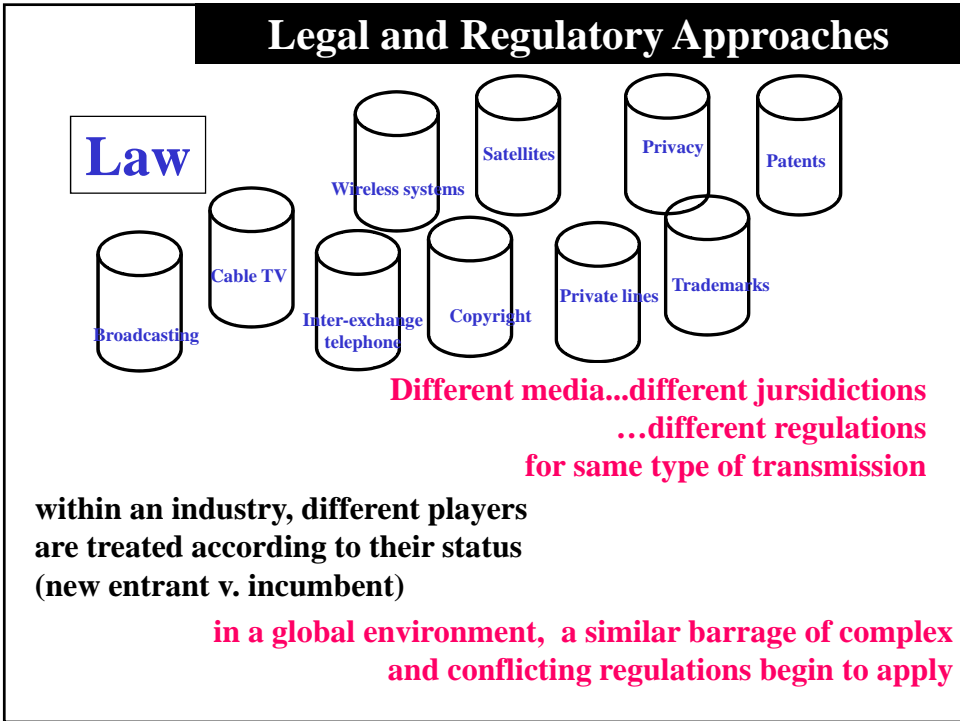
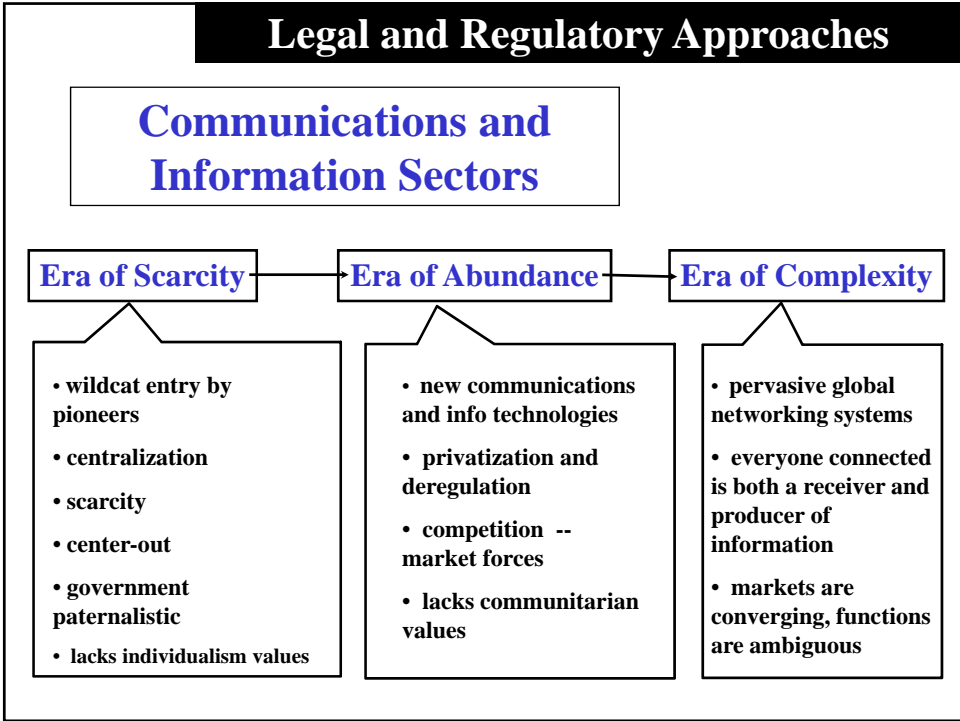
### Centrifugal Factors in the Control of Societal Institutions



### Centripetal Forces & Values







## Legal and Regulatory Approaches

**Ability to bypass  
through the Internet  
makes regulation  
difficult to enforce.**

## Legal and Regulatory Approaches

### **Role of Government: Goals**

**What is the role of government?**

**... fitness landscapes ...**

**Govern so as to promote  
environmental conditions  
conducive to maximizing the  
social bandwidth made possible  
by these technologies**



## Legal and Regulatory Approaches

### Hybrid Style of Governance

recognizes various tools available to a government

- a major user of services
- investor in innovation
- (creator and) protector of market structures
- aggregator of otherwise disparate consumers/citizens
- authenticator of true goods
- regulator of self-regulators
- protector and provider of last resort

## Legal and Regulatory Approaches

### The Global Swarm

*many regulatory players,*  
**from governmental  
organizations, to  
standards-setting bodies,  
to industry self regulators,  
to non-governmental  
organizations**



## Legal and Regulatory Approaches

### The Global Swarm

*a network of networks,  
whose interconnection of  
ideas, personnel, and even  
alliances in “products”  
will yield the best results*



## Legal and Regulatory Approaches

### Principles underlying the disparate governmental approaches . . .

- should be those that enhance social bandwidth, and
- those that move toward maintaining the fitness landscape for:
  - individual self-fulfillment,
  - common good of the collective whole
- Diffusion of political and economic control to the end user, the consumer, and the citizen, with recognition of the need for centripetal institutions

# Conclusion

- **New ecology of knowledge and widespread connectivity**
- **Control over markets and societies is moving to a sweet spot between central control and anarchy, between order and chaos**
- **Governance systems can provide part of the gravity to keep control in that fine balance... along with cultural norms, architecture, market forces**
- **An evolving system of interconnected, networked, transparent, communicating, cooperative governmental systems will work within the broader environment to bring our political economies to a place of broad and balanced social bandwidth.**