



**VIDEO STUDY GUIDE : THE VIRTUAL REVOLUTION -
PART 1 - THE GREAT LEVELING ?**

KEY ECONOMIC CONCEPTS ILLUSTRATED IN THIS DOCUMENTARY

- 1. THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN CREATING MARKETS , EXPANDING MARKETS , INCREASING PRODUCTIVITY , AND LOWERING COSTS AS WELL AS PRICES , INCREASING WEALTH AND THE STANDARD OF LIVING**
 - 2. THE IMPORTANCE OF ACCESS TO AND EFFECTIVE MANAGEMENT OF INFORMATION MANAGEMENT SYSTEMS TO THE SUCCESS OF BUSINESSES**
 - 3. THE FUTURE OF MARKETING , ADVERTISING , DISTRIBUTION , AND LABOR RELATIONS**
 - 4. CHARACTERISTICS OF BUSINESS ORGANIZATIONS > START UPS ; ANGEL INVESTORS , VENTURE CAPITAL , ENTREPRENEURS > CORPORATIONS ; STOCK , PROFITS , IMPORTANCE OF RESEARCH AND DEVELOPMENT**
 - 5. IMPORTANCE OF THE RULE OF LAW FOR EMERGING INDUSTRIES**
 - 6. FREE MARKET CONCEPTS AND PRINCIPLES > ADAM SMITH'S INVISIBLE HAND ; PRIVATE OWNERSHIP , INCENTIVE , AND COMPETITION**
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INTRODUCTION

EVEN AFRICA HAS JUST BEEN PLUGGED INTO _____

SIR TIM BERNARDS LEE , THE CREATOR OF THE WORLD WIDE WEB , SAYS THE WEB IS ALL ABOUT WHAT ?

OUR HOST , DR. ALEKS KROTOSKI , SAYS THAT THE WEB IS THE DEFINING _____ OF OUR LIFETIME

NOW THERE ARE OVER _____ BILLION PEOPLE ONLINE

THE WEB HAS BOTH CREATED UNIMAGINABLE _____ AND

HAS ENCOURAGED MILLIONS TO WORK FOR _____

THE GREAT LEVELING ?

HOW LONG HAS IT BEEN SINCE WE HAVE SEEN ANY TYPE OF REVOLUTION WITH THE IMPACT OF THE WEB ?

WHAT REVOLUTION WAS THAT ? ↑

THE HARNESSING OF WHAT LED TO ↑ REVOLUTION ?

WHAT DOES THE WEB DO FOR INFORMATION THAT ↑ DID FOR FORCE ?

WHAT PERCENTAGE OF THE POPULATION OF THE EARTH USES THE WEB ?

REMARKABLE UNITED KINGDOM WEB STATS :

- 1. THE WEB IS WHERE BRITS SPEND MONEY , ABOUT ____ BILLION POUNDS A WEEK !!**
- 2. ____ MILLION USE ONLINE DATING WEBSITES PER MONTH !!!**
- 3. IT IS ESTIMATED THAT UP TO ____ % OF BRITISH MEN VIEW WEB PORN !!**
- 4. ____ MILLION EXPRESS OPINIONS ON BLOGS**

WHY HAS THE WEB BEEN DESCRIBED AS THE GREAT LEVELER OF SOCIETY?

DR. KROTOSKI SAYS THAT THE ULTIMATE CLAIM FOR THE WEB AS AN

EMPOWERING TOOL IS THAT IT BLOWS OPEN ACCESS TO _____

WHAT IS BECOMING THE MOST IMPORTANT INFORMATION SOURCE IN THE WORLD ?

MORE THAN HOW MANY PEOPLE USE THIS ↑ SOURCE PER MONTH ?

WHAT IS THE MAIN IDEA BEHIND THIS ↑ THAT RELATES TO TRUTH AND ACCURACY ?

↑
THIS HAS CAUSED ARGUMENTS OVER WHAT TO ERUPT ?

↑
THIS INFORMATION SOURCE IS A PRIME EXAMPLE OF HOW THE WEB SEEMS TO EMPOWER EACH OF US :

1. **IT OFFERS SOMETHING FOR _____**
2. **IT UNDERCUTS _____**
3. **IT ENABLES ORDINARY PEOPLE TO SHAPE _____ TOGETHER**

THE LEVELING AMBITIONS OF THE ONLINE WORLD CAN BE TRACED BACK TO WHAT ?

←
WHAT PARTICULAR BRAND OF PHILOSOPHY BEGAN TO TAKE ROOT DURING

THE NEW PHILOSOPHY WAS A MIX OF BOTH LEFT AND RIGHT WING IDEAS :

1. **REJECTING _____ CONTROL**
2. **REJECTING THE _____ SYSTEM**
3. **REJECTING _____**

IT EMPHASIZED THE IMPORTANCE OF _____

WHERE DID THE IDEALS OF THE COUNTER CULTURE FIND A HOME IN THE 1970 s AND 1980 s ?

IT WAS CHEAPER _____ THAT ALLOWED THE FIRST ONLINE _____ TO DEVELOP

→
WHAT WAS THE NAME OF THE FIRST ONLINE _____ ?

JOHN PERRY BARLOW OF THE GRATEFUL DEAD , AN EARLY LEADER OF THE ONLINE MOVEMENT , SAYS THAT THE INTERNET WAS A CHALLENGE TO TRADITIONAL _____ , AND BY HELPING SET INFORMATION _____ IT WOULD SET US ALL _____

BARLOW BELIEVES THAT IT DID NOT TAKE MUCH TO CONTROL PEOPLE . HE SAYS THAT IF YOU WANT TO CONTROL WHAT THEY _____ ALL YOU HAVE TO DO IS TO CONTROL WHAT THEY HAVE _____ TO

BARLOW LED THE ESTABLISHMENT OF THE ELECTRONIC FRONTIER FOUNDATION WHICH ESTABLISHED / CREATED / WROTE WHAT ?

TODAY THE WEB CAN FUNDAMENTALLY ALTER THE _____ LANDSCAPE

THE WEB'S ABILITY TO HARNESS THE VOICES OF MILLIONS HAS PUT IT ON PAR (EQUAL STATUS / IMPACT OF) WITH WHAT OTHER INVENTION ?

ABOUT THE TECHNOLOGY

WHAT IS THE DIFFERENCE BETWEEN THE WEB AND THE INTERNET ?

SOME HISTORICAL FACTS :

- 1. WHERE CAN YOU FIND THE ROOTS OF THE WEB AND INTERNET ?**
- 2. IN 1965 _____ WAS CREATED**

WHAT WAS NEEDED TO LINK COMMON DATA STORED ON COMPUTERS AROUND THE PLANET ?

SIR TIM BERNARDS LEE'S IDEA FOR THE WEB WAS OUTLINED IN HIS PAPER TITLED > _____ A PROPOSAL

IT WAS AUGUST 6 , 1991 THAT THE FIRST _____ WENT ONLINE

LEE'S SYSTEM HAS BECOME THE UNIVERSAL MEANS OF CONNECTING ALL COMPUTER _____

THE KEY COMPONENTS OF LEE'S SYSTEM :

1. HE MARRIED _____ , A WAY OF LINKING BETWEEN DOCUMENTS , TO THE INFRASTRUCTURE AND PROTOCOLS OF THE INTERNET
2. HE ASSIGNED ALL DOCUMENTS A UNIQUE ADDRESS CALLED A _____ WHICH WERE THE FIRST WEB PAGES FORMATTED IN A UNIVERSAL LANGUAGE CALLED _____

POWER STRUGGLES AND THE MONEY

BUILT INTO THE WEB'S DESIGN IS THE ABILITY TO CONNECT INDIVIDUALS WITHOUT GREAT _____ OR _____

THE WEB HAS BEEN DESIGNED TO GIVE ALL USERS _____

THERE IS NO CENTER TO THE WEB AND NO CONTROLLING _____

THE WEB WAS PUT ON A COLLISION COURSE WITH _____ ORDER AND _____

WHAT ABOUT THE WEB BECAME PERCEIVED AS A THREAT TO THE 20 TH CENTURY ECONOMIC MODEL ?

WHAT WAS NEEDED FOR MASS ACCESS TO THE WEB ?

BILL GATES BUILT WHAT FOR THE ALTAIR ?

BILL GATES SAW _____ DEVELOPMENT AS THE BIGGEST BUSINESS OPPORTUNITY OF THE CENTURY

IN 1995 WITH THE INTRODUCTION OF INTERNET EXPLORER , MICROSOFT

ESTABLISHES DOMINATION OVER THE WEB , CONTROLLING OVER 90 % OF THE ACCESS TO THE WEB AND THIS HIGHLIGHTS THE TWO FUNDAMENTAL COMPETING PHILOSOPHIES REGARDING WHAT THE WEB SHOULD BE ABOUT :

- 1. THAT IT SHOULD BE ACCESSIBLE TO ANYONE FOR _____**
- 2. THAT PEOPLE WHO CREATED TOOLS TO HELP OTHERS USE IT SHOULD BE ALLOWED TO MAKE _____**

THE FOCUS WAS PUT ON THESE COMPETING PHILOSOPHIES BY AN 18 YEAR OLD COLLEGE STUDENT , SHAWN FANNING , WHO CREATED WHAT ?

↑ _____ LED TO AN EXPLOSION OF MUSIC _____

AND ALMOST KILLED THE MUSIC INDUSTRY

THE VERY SIGNIFICANT CULTURAL PROBLEM THAT _____ CREATED WHAT THAT IT PERMITTED AND ENCOURAGED PEOPLE TO BREAK WHAT ?

THE WEB TODAY

TODAY IN GREAT BRITAIN IT IS ESTIMATED THAT _____ % OF MUSIC EXCHANGED ONLINE IS UNPAID FOR

TRUE OR FALSE , THE WEB IS NOW THREATENING THE WAY MANY TRADITIONAL INDUSTRIES , THAT ARE BASED ON INFORMATION AND COMMUNICATION, ARE DOING BUSINESS

USER GENERATED CONTENT IS FUELING THE REVOLUTION TODAY AS OVER _____ % OF CONTENT ON THE WEB IS GENERATED BY _____

THE INTERESTING TRANSITION THAT IS OCCURRING IS THAT THE WEB IS BECOMING LESS ABOUT OLD REVOLUTIONARY IDEALS AND MORE ABOUT WHAT ?

THE WEB DOES MAKE IT EASIER TO PRODUCE AND SHARE , BUT IT DOES NOT MEAN THAT IT IS _____ CREATIVITY

THE WORLD OF _____ GAVE VOICE TO THE MILLIONS , BUT IT

ALSO TOLD US SOMETHING IMPORTANT ABOUT THE CYCLES OF REVOLUTION AND COUNTER REVOLUTION

PUT A CHECK MARK NEXT TO THE FOLLOWING WHICH ARE TRUE ABOUT THE BLENDING OF OLD AND NEW MEDIAS IN SUCH THINGS AS AGGREGATION SITES ?

_____ THEY RESEMBLE OLD IDEAS IN NEW PACKAGES

_____ THROUGH THE FILTERING BY EDITORS DEMOCRACY AND THE PEOPLE'S VOICE ARE BEING REDUCED

INTERESTINGLY , THE VALUE OF BLOGS IS COMING INTO QUESTION AS OF THE 130 MILLION THAT HAVE BEEN CREATED SINCE 2002 , IT IS ESTIMATED THAT NOW OVER _____ % ARE DORMANT

INTERESTINGLY , DR. KROTOSKI POINTS OUT THAT WHILE THE WEB WAS INTENDED AS A SPACE WITHOUT RULES AND REGULATION , IT WOULD BE MORE EQUAL . HOWEVER , AS THE WEB HAS GROWN A PARADOX HAS EMERGED AND THE OPPOSITE IS HAPPENING , THE VERY LACK OF REGULATION MEANS THAT THOSE WITH THE MOST _____ CAN IMPOSE THEIR BRANDS AND _____

LOOK AT THE WEB TRAFFIC IN THE UNITED KINGDOM TODAY . DO WE SEE COMPETITION AND THE MASSES ? WHAT DO WE SEE ?

TRUE OR FALSE , THE INTERNET HAS BECOME A PERFECT REFLECTION OF OLIGARCHY AND POWER ELITES RATHER THAN DEMOCRACY

WHAT IS SIR TIM BERNARDS LEE'S MAJOR FEAR ?

IRONICALLY WIKIPEDIA HAS STRUGGLED TO KEEP ITS DREAM OF EMPOWERMENT ALIVE AND HAS BEEN FORCED TO DO WHAT ?

DR. KOTOSKI ASKS , IS THE WEB INHERENTLY _____ SIMPLY BECAUSE IT MIRRORS THE _____ AND HIERARCHIES OF

OUR WORLD ?

**LIKE ALL TECHNOLOGIES , THE INTERNET IS NOT A CURE FOR _____
_____, IT IS AN AMPLIFICATION OF IT**

**SIR TIM BERNARDS LEE SAYS THAT IT IS A WRONG ASSUMPTION THAT IF
YOU CONNECT A COUNTRY IT WILL BECOME _____**