



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

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**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 WERE 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 \_\_\_\_\_**