



information & advertising



History of Information

March 9, 2017

If it please our man spirituel or temporel to bye our
 pyes of two and thre comemoraciōs of salisbury use
 enpryntid after the forme of this preset lettre whiche
 ben wel and truly correct late hym come to westmo-
 nester in to the almonestrye at the reed pale and he shal
 haue them good chepe . . .

Supplicatio stet cedula



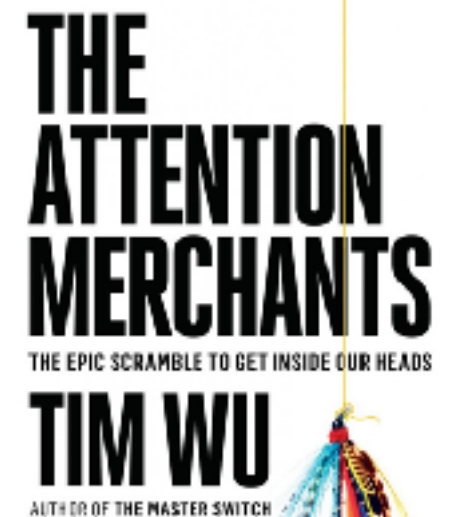


where are we?



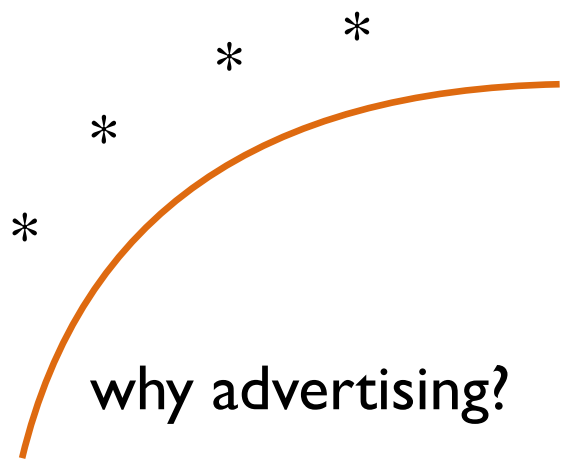
overview

new media
what's new?
news & advertising
informing
why advertising?



"This book explains ... industry that barely existed a century ago ... traced to the nineteenth century ... New York City .. first newspapers fully dependent on advertising ..."

—Wu, 2016, p 5



Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; **or abridging the freedom of speech, or of the press;** or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances

why advertising?

why advertising?

a. information & the public sphere

"The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those newspapers and be capable of reading them."

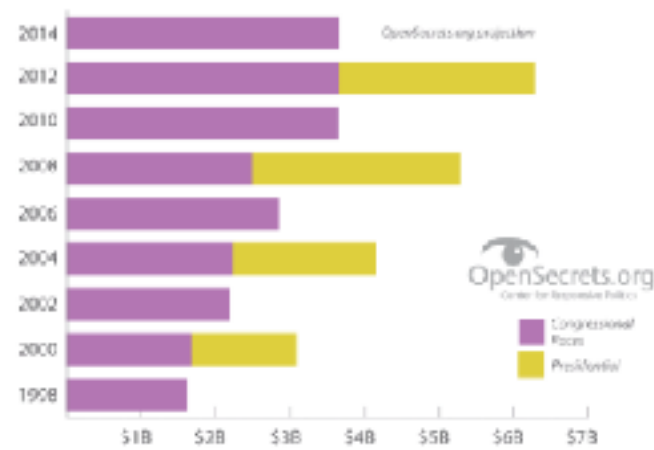
—Thomas Jefferson, 1787

20 years on — views of a sitting president

"The man who never looks into a newspaper is better informed than he who reads them, inasmuch as he who knows nothing is nearer to truth than he whose mind is filled with falsehoods and errors. **He who reads nothing will still learn the great facts, and the details are all false.**"

--Thomas Jefferson to John Norvell, 1807

Total Cost of US Elections (1998-2014)



PRESIDENTIAL CAMPAIGN COSTS (IN 2011 DOLLARS)



why advertising?

2016 by the numbers: Hillary Clinton dwarfs Donald Trump in TV ad spending

healthy relationship?

icians, financial backers, & the press
s in control?



CLINTON PHOTO BY REUTERS/WHITNEY CURTIS; TRUMP PHOTO BY REUTERS/GARY CAMERON

January 21, 2016, 04:54 pm

The \$5 billion presidential campaign?

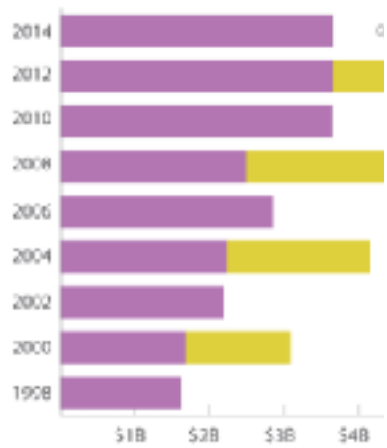


The Economist explains
Why American elections cost so much
Feb 16 2014, 12:00 PM A.T. ATLANTA



Koch brothers put a price tag on the 2016 elections

Total Cost of US Elections



Leslie Moonves on Donald Trump: "It May Not Be Good for America, but It's Damn Good for CBS"

11:25 AM PST 2/29/2016 by Paul Bond



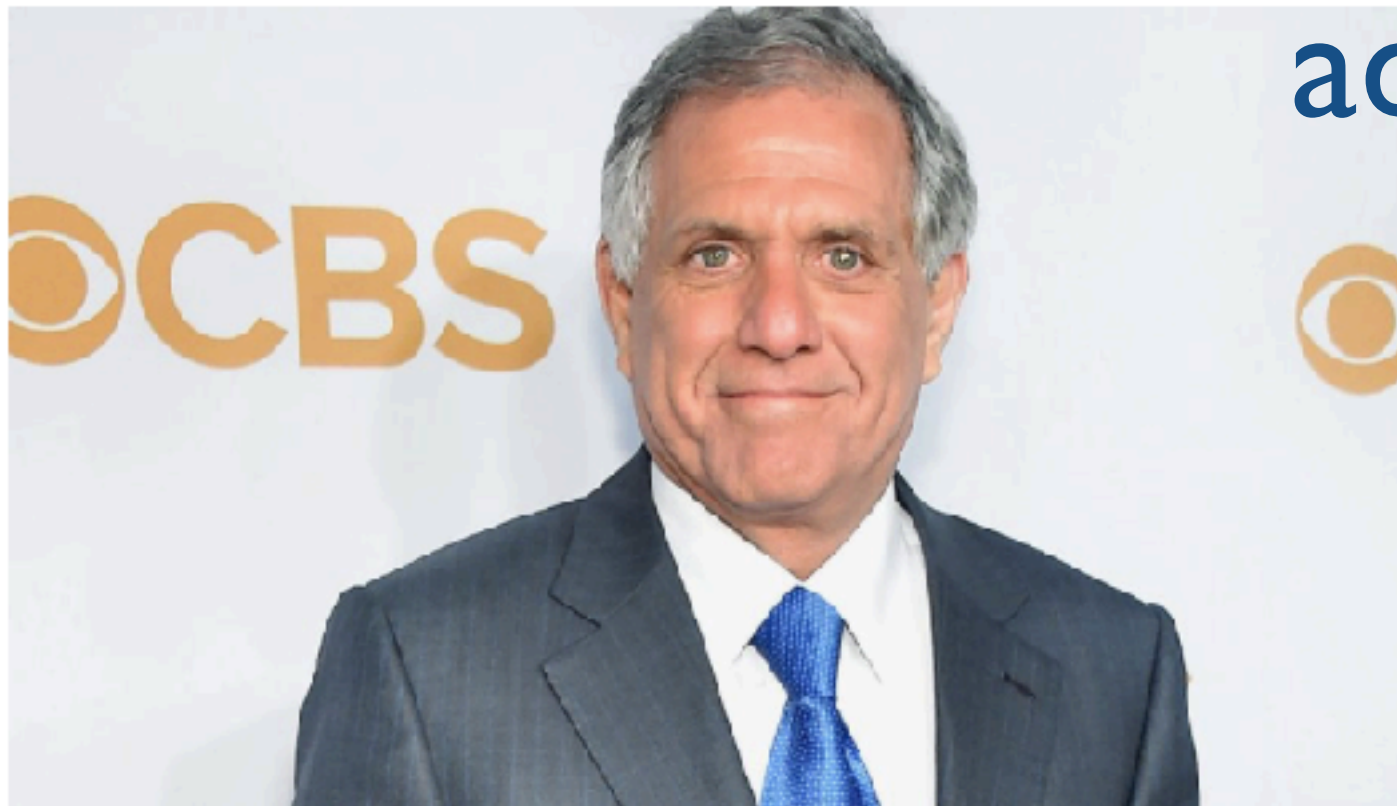
why
advertising?

2016 by the n
Clinton dwarf
in TV ad spend



CLINTON PHOTO BY REUTERS/WHITNEY CURT
January 21, 2016, 04:54 pm

The \$5 billion presidential campaign?



Michael Loccisano/Getty Images

Leslie Moonves

"Most of the ads are not about issues. They're sort of like the debates," the CBS CEO said.

ress

The Economist explains
Why American elections cost so much
Feb 16 2014, 12:00 PM A.T. ATLANTA



Koch brothers put a price tag on the 2016 elections



why advertising?

b. advertising & information infrastructure



Over a million businesses rely on Google AdWords. Here's why:

Start now

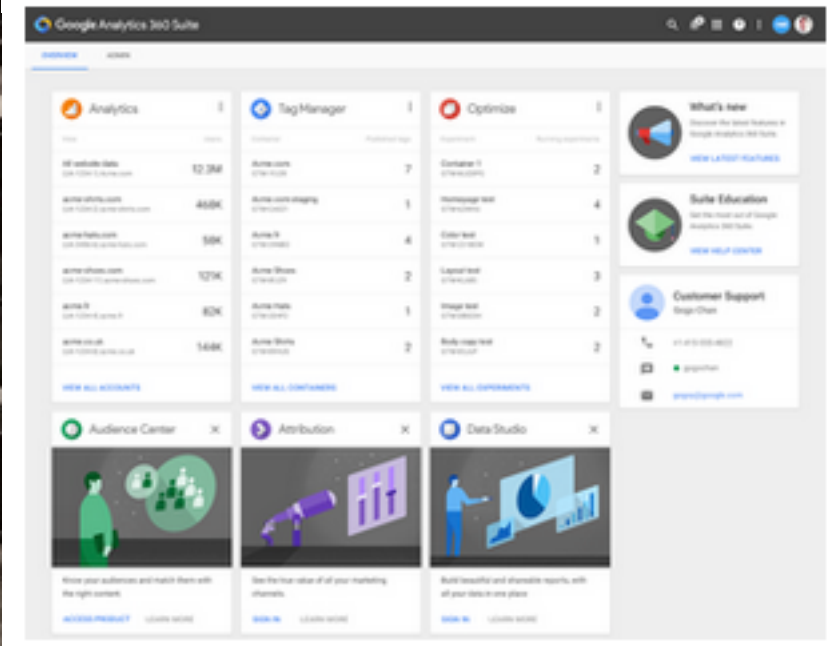
Free phone support: 1-855-823-9928 *

Get your business found

Whether you're looking to attract new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google AdWords can help.

Connect with customers across the web

You can reach relevant customers on relevant websites across the web. A range of options let you target by website type, audience type or remarketing, when and where it



The new Analytics 360 products are Google's attempt to surpass efforts by companies like Adobe, Oracle and Salesforce in creating marketing clouds that companies use to collect and manage data about customer behavior. Google

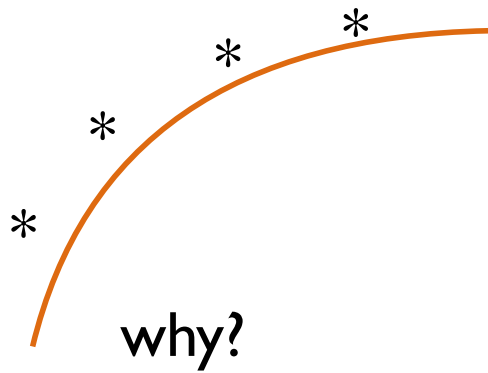


eternal support?

NASDAQ Composite Index History

March 1, 1971 Through December 31, 2014





great minds at work?

Wilkins (1614-1672)
Boyle (1627-1691)
Wren (1632-1723)
Locke (1632-1704)
Hooke (1635-1703)
Newton (1642-1727)
Halley (1656-1742)

"The best minds of my generation are thinking about how to make people click ads"

—Jeff Hammerbacher, *Bloomberg Business Online*, 2011

"The Google I was passionate about was a technology company that empowered its employees to innovate. The Google I left was an advertising company with a single corporate-mandated focus."

—James Whittaker, 2012

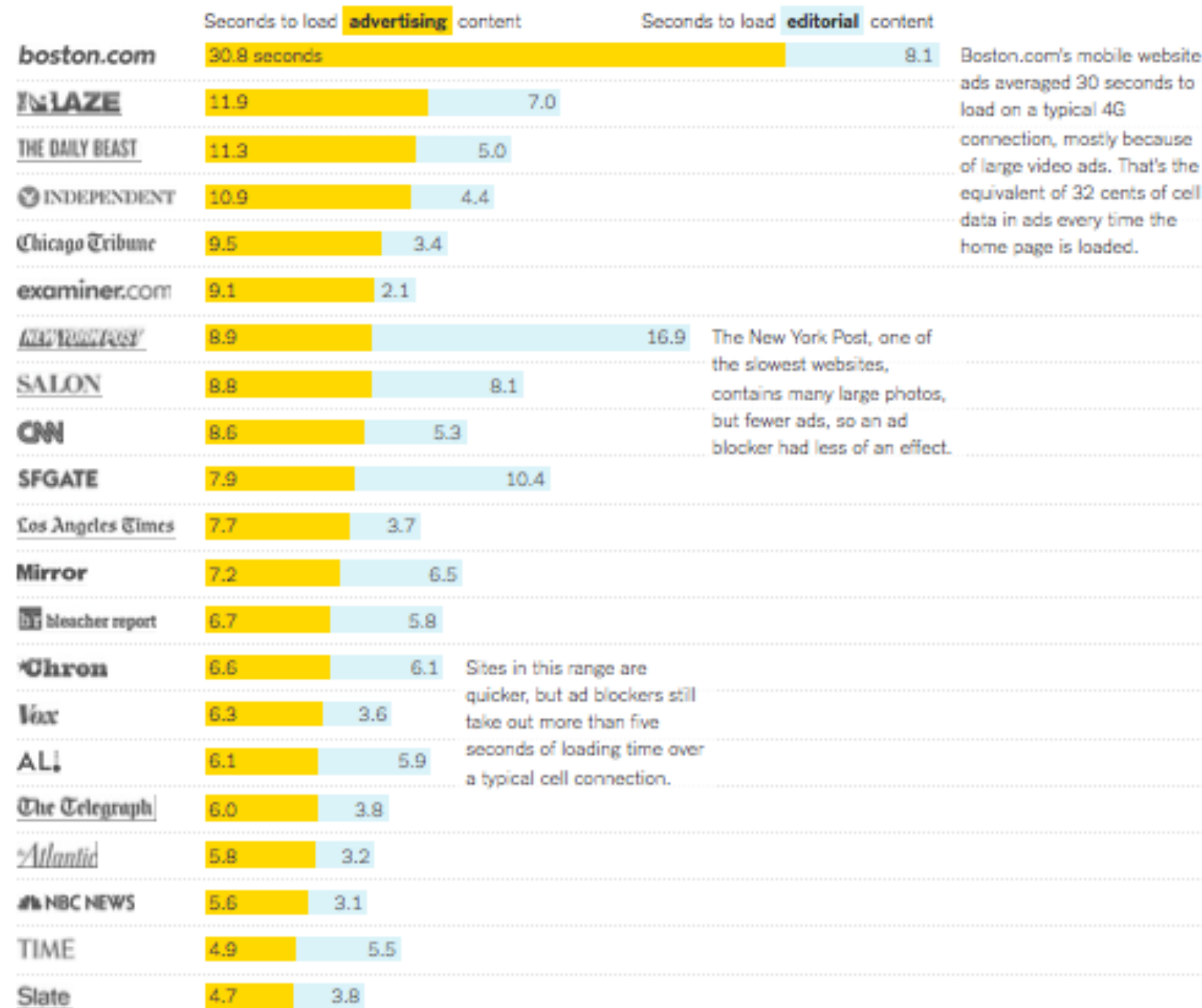


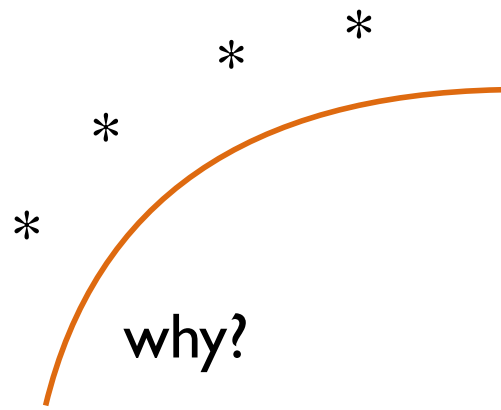
The Cost of Mobile Ads on 50 News Websites

By GREGOR AISCH, WILSON ANDREWS and JOSH KELLER OCT. 1, 2015

Ad blockers, which Apple first allowed on the iPhone in September, promise to conserve data and make websites load faster. But how much of your mobile data comes from advertising? We measured the mix of **advertising** and **editorial** on the mobile home pages of the top 50 news websites — including ours — and found that **more than half of all data came from ads** and other content filtered by ad blockers. Not all of the news websites were equal. [RELATED ARTICLE](#)

who's paying ... and who's being sold?





"the voices of the literate man, floundering in a milieu of ads, who boasts, 'Personally, I pay no attention to ads'" —Mcluhan, *Understanding Media*

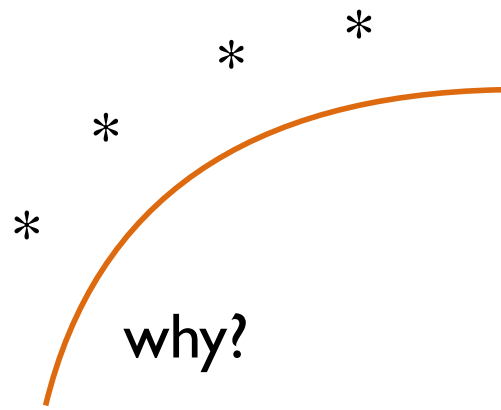
skin in the game again?

who clicks?

Google?

Google ads?

Facebook ads?



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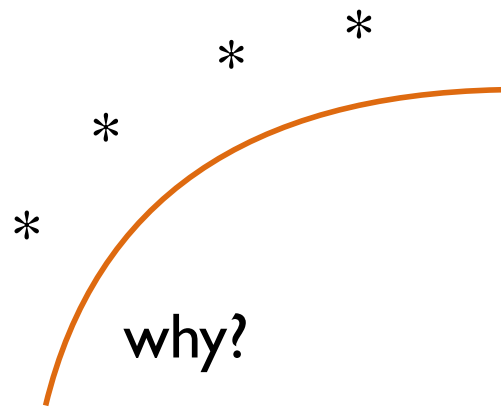
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if not you, who?



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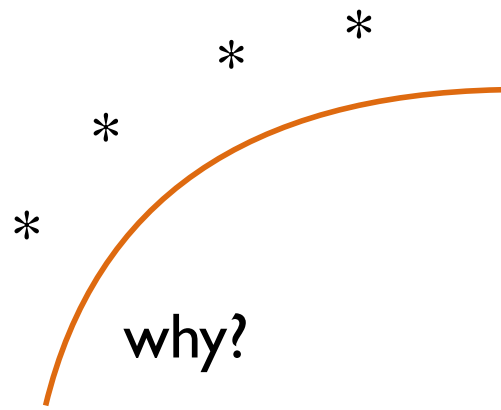
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Google ads?

Facebook ads?

if not you, who?

DuckDuckGo (or similar)?



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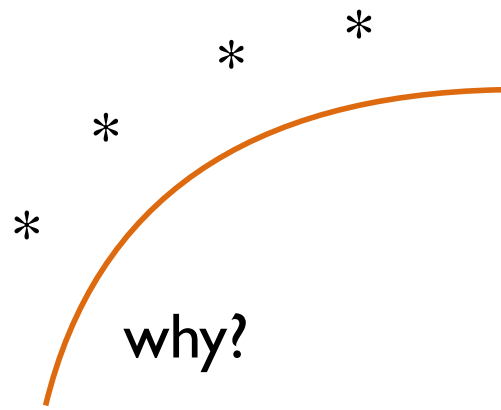
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DuckDuckGo (or similar)?

adblockers? cookie snuffers?



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who clicks?

Google?

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Facebook ads?

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adblockers? cookie snuffers?



Cookie v.5.2.3 [history](#)

Google, Yahoo clash with 'blunt' ad-blocking firm

Arjun Kharpal | @ArjunKharpal

Thanks for visiting CNBC

We notice you have an ad blocker on.

Advertisements help us provide quality content.

TURN AD BLOCKER OFF

Facebook

Facebook v Adblock: the anti-ad empire strikes back

Facebook thought it had thwarted ad-blockers on its network. Facebook was wrong

Ad blocker Shine to become ad platform Rainbow

BY TIM SANDLE FEB 24, 2017 IN TECHNOLOGY

[LISTEN](#) | [PRINT](#)

The application Shine has, for a long time, offered ad blocking software to web users. Now, in a surprising u-turn, the platform is to be relaunched as a a service with adverts.

ars TECHNICA [SIGN IN](#)

CHIP OFF THE OLD BLOCK —

Adblock Plus finds the end-game of its business model: Selling ads

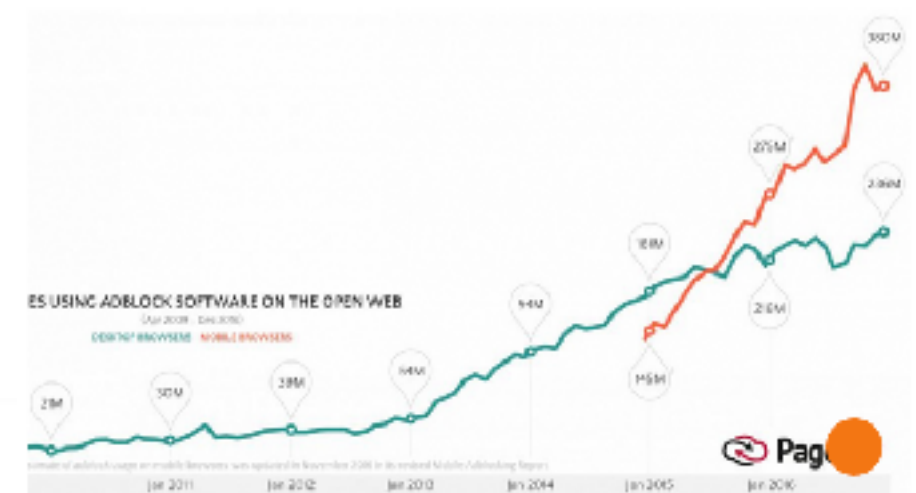
Company touts more than 90 million users willing to see "pre-whitelisted" ads.

pushback—and forth

Ad blocker usage is up 30 per cent — and a popular way of thwarting it isn't working anymore

Almost three quarters of users simply leave websites with ad block walls

PUBLISHED : Wednesday, 01 February, 2017, 12:52pm
UPDATED : Wednesday, 01 February, 2017, 12:59pm



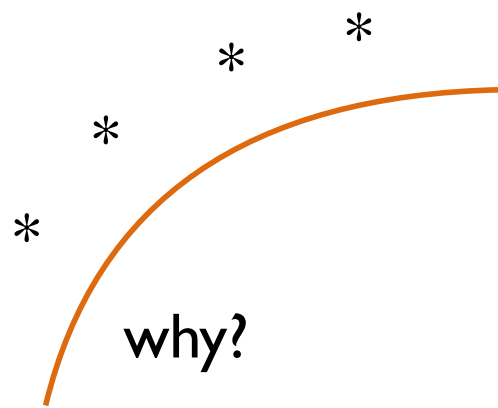
When TV Ads Go Subliminal With a Vengeance, We'll Be to Blame



Jim Rutenberg

MEDIATOR

MAY 15, 2016



alternative scenarios?

The Telegraph

Home Video News World Sport Business Money Comment Culture Travel Life Women Fashion In
Apple iPhone Technology News Technology Companies Technology Reviews Video Games Technology Video More

HOME > TECHNOLOGY > TECHNOLOGY NEWS

Would you pay £140 a year for an ad-free web?

The vast majority of web users would not be willing to pay to browse the internet without advertisements

f 268 t 0 in 209 477 Email



Advertising

overview

new media

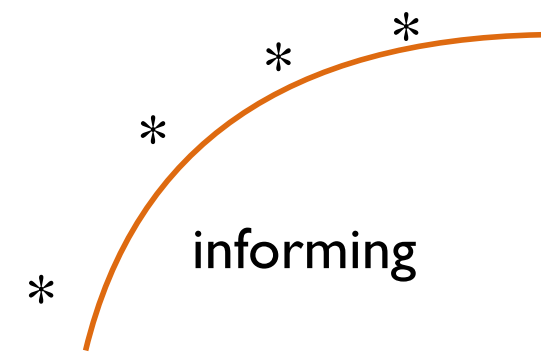
what's new?

news & advertising

informing

why advertising?

I_Hofl-I.17.17-Intro-PD 13



"every man now knows a ready method of **informing**
the Publick of all that he desires to buy or
sell"
—Johnson

advertising & informing

advertise: to inform

Chambers: ADVERTISEMENT: an Intelligence or
Information, given to Persons

Bailey: ADVERTISEMENT: Advice, intelligence,
Information, Warning

Johnson: ADVERTISEMENT 2: Intelligence,
information; 3 Notice of anything
published in a paper of intelligence

Wesley: ADVERTISE: to inform



Johnson: ADVERTISEMENT 2: Intelligence,
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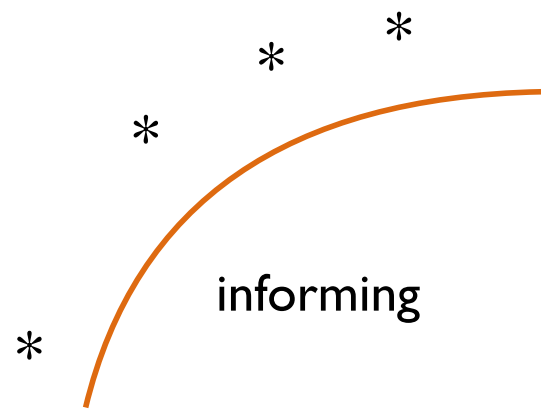
no problem?

from informing to passions

“Genius is shown only by Invention. the Practice of .. filling the News-papers with advertisements, has grown up by slow degrees to its present state ... The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and powder were to be sold, was undoubtedly a man of great sagacity.

“a moral question ... Whether they do not play too wantonly with our passions.” ”

—Johnson, 1759

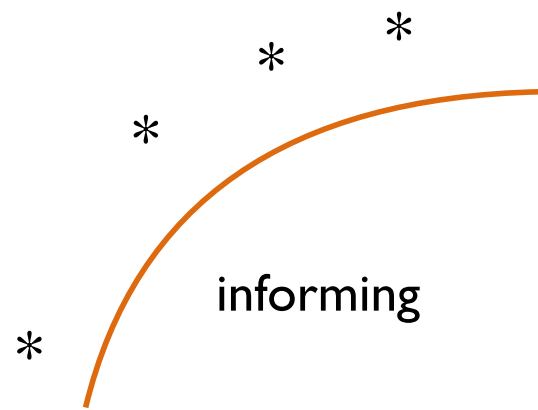


efficient markets not moral questions?

Nobel 20th century view?

"it is neither necessary nor useful to attribute to advertising the function of changing tastes ... advertising affects consumption not by changing tastes, but by changing price"

—George J. Stigler & Gary S. Becker
"De Gustibus Non Est Disputandum," 1977



"Few ladies you know, dare venture at anything out of the common style till authoris'd by their betters—by the Ladies of superior spirit who set the ton"
—Wedgwood

wanton play or price change?



Edward Bernays
1891–1995

**torches
of
freedom**



Easter Parade, 1929



informing?

wanton play?

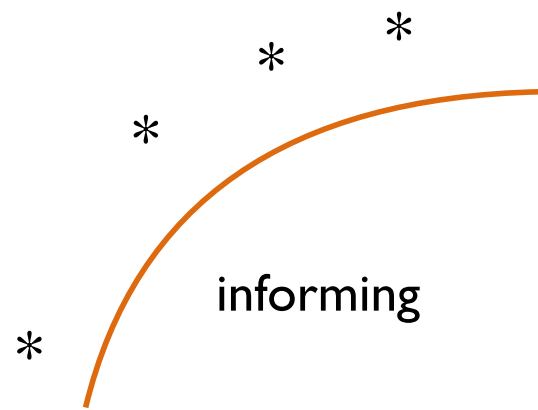
"some inward disposition in the sick Man to
favour the Pretensions of the Mountebank.
Love of Life in the one, and of Money in the
other, creates a good Correspondence"

—Steele, *Spectator*

"the seller of the Anodyne Necklace warned
every mother that *she would never forgive
herself* if her infant should perish without a
Necklace."

—Johnson, *Idler*



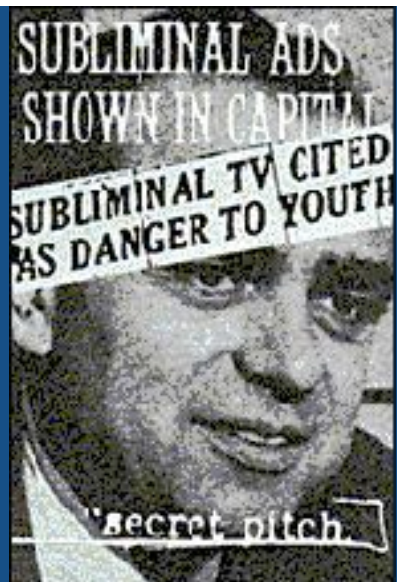


When TV Ads Go Subliminal With a Vengeance, We'll Be to Blame

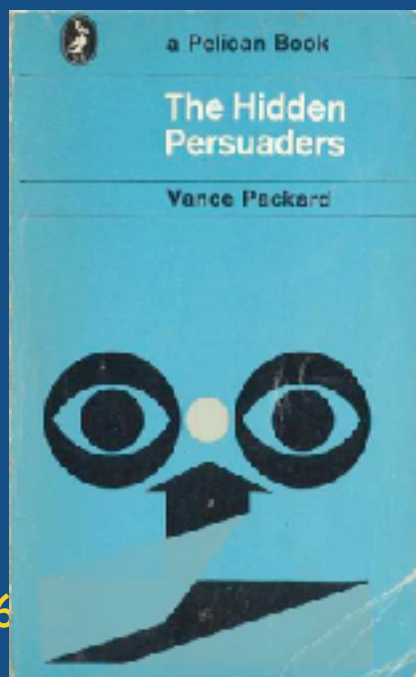


Jim Rutenberg
MEDIATOR MAY 15, 2016

beyond informing?



James Vicary
1915-1977



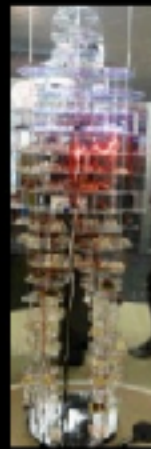
1957 James Vicary's subliminal experiments

Packard's persuaders

"by A.D. 2000 ...depth manipulation of the psychological variety will seem amusingly old-fashioned. By then, perhaps the biophysicists will take over with "biocontrol," which is depth persuasion carried to its ultimate. ... Planes, missiles, and machine tools already are guided by electronics, and the human brain--being essentially a digital computer--can be too."

--Vance Packard, *Hidden Persuaders*, 1957

Big Data and the Quantified Self



biosensing to biocontrol?

.. it's always there when we look for it, available wherever we bother to direct our attention. We can glean it from the pages of a book or the morning newspaper and from the glowing phosphors of a video screen. Scientists find it stored in our genes and in the lush complexity of the rain forest. The Vatican Library has a bunch of it, and so does Madonna's latest CD. And it's always in the air where people come together, whether to work, play, or just gab.

What is it that can be so pervasive and yet so mysterious? Information, of course.

John Verity in *Business Week*, special number on the "Information Revolution," 1994



which *information*

"cannot be acted upon without attention and thus attention capture and information are essential to a functioning market"

"every second, our senses transmit an estimated 11 million bits of information."

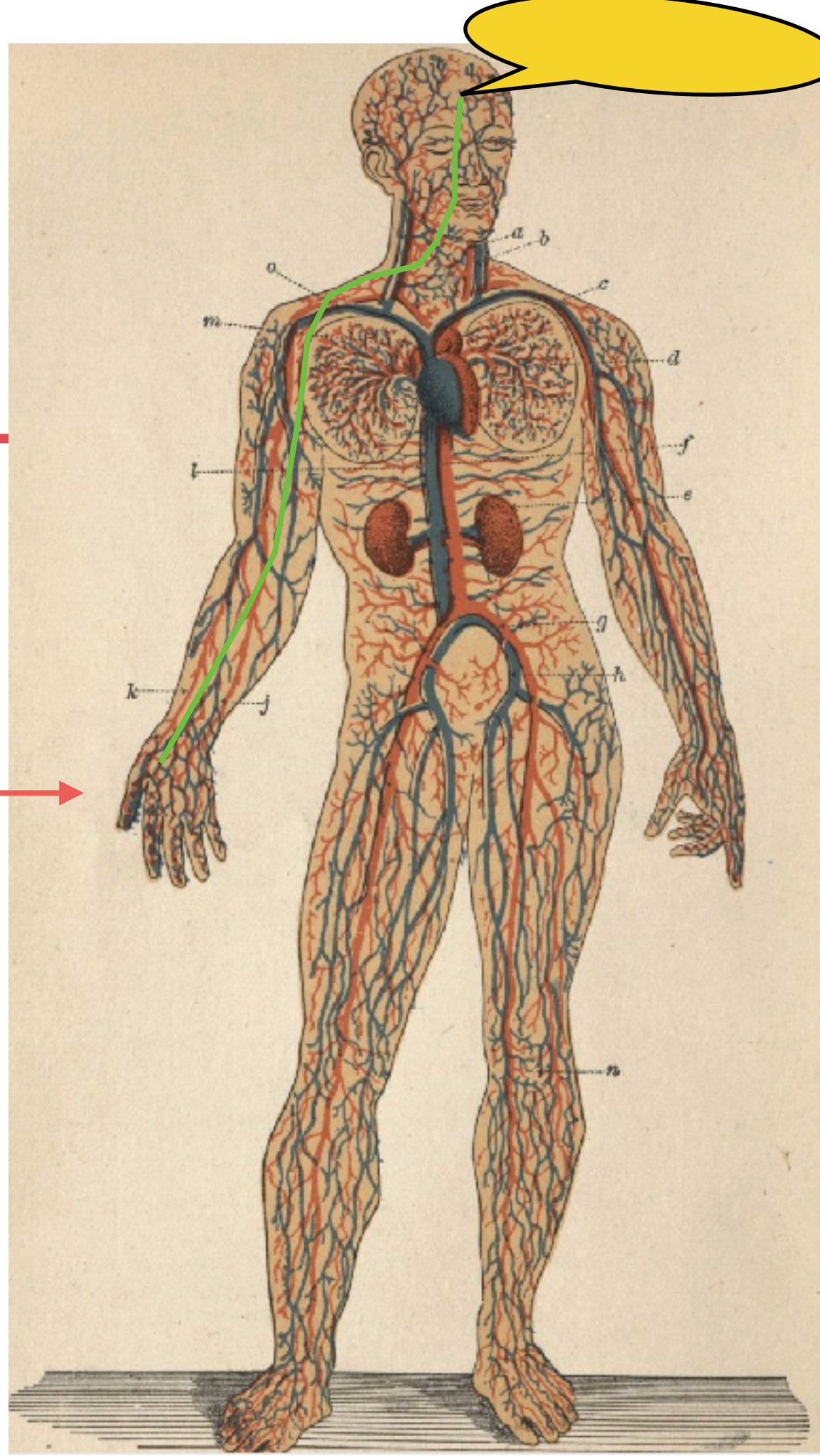
—Tim Wu, *Attention Merchants*, 2016

Are Fitbit, Nike, and Garmin Planning to Sell Your Personal Fitness Data?

These popular fitness companies say they aren't selling your info, but privacy advocates and the FTC worry that might change.

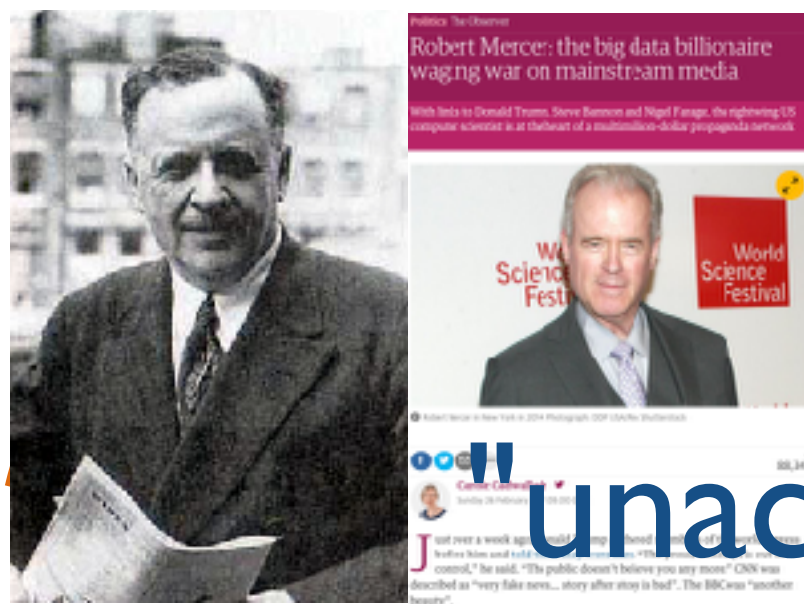
"the first duty
of the legislator
... to make
unambiguous
statements which
the common man
will interpret in
one way and one
way only"

Norbert Wiener
Cybernetics, 1948



"We know that
when the eye
sees, all the
consequent
information is
transmitted to
the brain by
means of
electrical
vibrations in
the channel of
the optic
nerve."

Vannevar Bush,
"As we may think"
1945



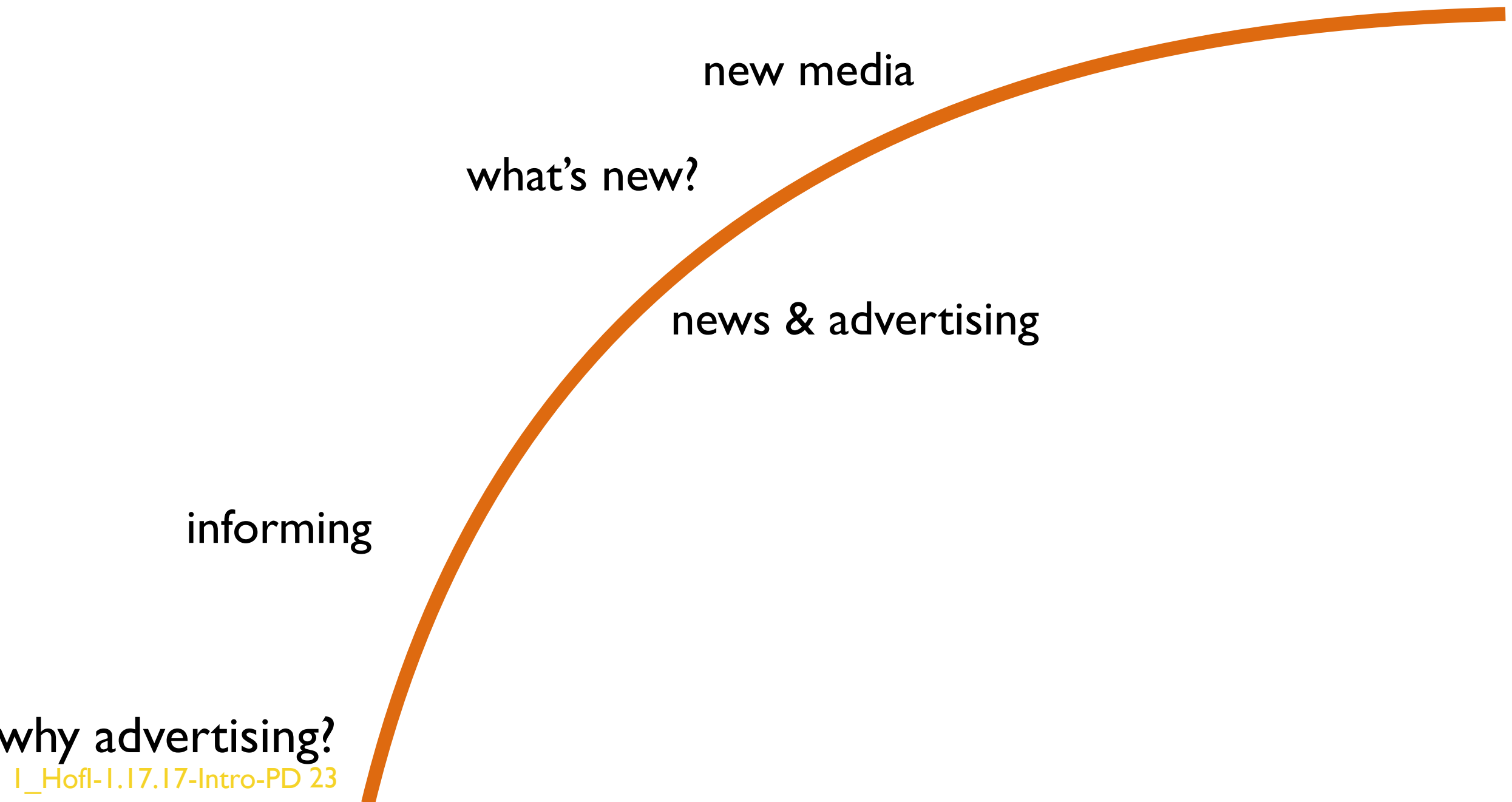
"unacknowledged legislators"?

"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it, ... Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, **in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind.**"

—Bernays, *Propaganda*, 1928

Advertising

overview





THE

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ALL Awards and Accreditation notices

AWI notices

AWI media

Resources

Centenary of the formation of the Women's Royal Naval Service

The Women's Royal Naval Service (WRNS) was founded in November 1917 as a branch of the Royal Navy.

To celebrate its centenary, an exhibition has opened at the National Museum of the Royal Navy in Portsmouth, chronicling the history of women and the Royal Navy.

In 1917, women could officially work in a very limited role, giving rise to the WRNS motto, 'Men at sea, but their contribution was rarely forgotten or widely known'.

The exhibition, open from February, highlights early initiatives from the 18th and 19th centuries, when women openly lived (and worked) with their husbands on board, or disguised themselves as men to allow them to work. Curator of the exhibition, Valerie Inglis, said: 'It is important to recognise that the WRNS were not in effect jobs but were pulling themselves in longer.'

The first member of the WRNS is The Honourable Lady Agnes Innes of Edingburgh, including the first female, Captain Katherine Furse, in 1918 [\(Gazette issue 20965\)](#).

The WRNS expanded in 1918 and then reformatted in 1939, when new roles such as radio operators were introduced. It wasn't until 1948 that a long term Royal Navy career for women was possible, and it was 1950 before women could serve in ships at sea, when the first 20 housewife-turned officers and ratings joined HMS Anson, as reported in a 1951 Gazette issue [\(Gazette issue 24045\)](#).

'Women and sea children could be expected that the WRNS will be a great asset to the Royal Navy and to the members of the Women's Royal Naval Service who were serving in combat ships in a war zone for the first time.'

In 1960 the WRNS was disbanded, and women were fully integrated into the Royal Navy.

The first woman in the Royal Navy to be awarded the Military Cross was medic Alice Deaner Main Heald, for actions in Afghanistan in 2003 [\(Gazette issue 29982\)](#).

Read out more

» [Dramatic in Portsmouth: Woman and the Royal Navy: The National Museum of the Royal Navy in Portsmouth](#)

» [Apostrophe of War](#)

» [The National Archives releases a 1917 WRNS officer and service records](#)

» [Royal Navy women](#)

Actions

» [WRNS exhibition](#)

Resources

Female reform less consultation

[WRNS](#)

The government has published a response to the consultation on private reform bills.

Date: 24 February 2017

Centenary of the formation of the Women's Royal Naval Service

The Women's Royal Naval Service (WRNS) was founded in November 1917 as a branch of the Royal Navy.

Date: 20 February 2017

How the new Insolvency Rules affect businesses

[Insolvency](#)

The new insolvency rules come into force on 6 April 2017. The rules will replace the Insolvency Rules 1986 and their subsequent amendments, resulting

Date: 06 February 2017

[gazette, v.](#) [View full entry](#)

...*trans.* To publish in a gazette. Chiefly pass. **to be gazetted:** to be the subject of an announcement in the official gazette; to be named in the gazette as...

from the first

a suspect relationship

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.

—London Gazette 1666 June 18

16-Hofl-3.9.17-Ads-PD 24



change of mind

change of subject

Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elaboratory.

—London Gazette, 1678



coming up:
2017 the public sphere
305 advertising

modern media

"I lately dropped into a Coffee-House at Westminster, where I found the Room hung around with ... Elixirs, Tincture, the Aradine Folus, English Pills, Electuaries, and in short, more remedies than I believe there are diseases."

— Richard Steele, Spectator 1712

coffee house & public sphere

and consumables

"The drink called Coffee which is very wholsom and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, ... Miscarrying ..."

THE VERTUE OF THE
Coffee Drink.

The Grain or Berry Called Coffer, groweth upon little Trees, only in the Deserts of Arabia. It is brought from thence, and drunk generally, throughout all the Grand Signiors Dominions.

It is a simple, innocent thing, composed into a Drink by being dried in an Oven, and Ground to Powder and Boyled up with Spring Water, and about halfe a Pint of it to be Drunk, fasting an hour before, and not eating an hour after, and to be taken as hot as possibly can be endured, the which will never fetch the Skin off the Mouth, or raise any Blisters, by reason of that Heat.

The Turks drink at Meals, and other times, usually Water, and their Diet consists much of Fruit; the crudities whereof, are very much corrected by this Drink.

The quality of this Drink is cold and dry; and thought to be a dryer, yet it neither Heats, nor Inflames more than hot Posset.

It doth close the Orifice of the Stomack, and fortifies the heat within, that it is very good to help digestion, and therefore of great use to be taken about three or foure of the Clock in the Afternoon, as well as in the Morning.

This Drink will very much quicken the spirits, and make the heart lightsome.

It is very good against sore Eyes, and the better, if you hold your head over it, and take in the Steam that way.

It suppresseth humors exceedingly, and therefore good against the Headach, and will very much stop any diffusion of Rumes, that distill from the Head upon the Stomack, and so prevent, and help Consumptions, the Cough of the Lungs, Fits of the Mother, Convulsions, Vapours, &c.

It is excellent to prevent and cure the Dropsie, Gout, and Scurvy.

It is known by experience to be better than any other drying Drink for people in years, or Children that have any running Humors upon them, as the Kings-Evil, &c.

It is very good to prevent Miscarrying in Child-bearing Women.

It is a most excellent remedy against the Spleen, Hypochondriack Windes, and the like.

It will prevent Drowynesse, and make one fit for business, if one have occasion to watch; and therefore you are not to Drink of it after Supper, unless you intend to be watchfull, for it will hinder sleepe for three or foure hours.

It is observed, that in Turkey, where this is generally drunk, they are not troubled with the Stone, Gout, Dropsie, or Scurvy; and that their Skins are exceeding cleare and white.

It is neither Laxative nor Restraining.

There are many Thousands in London who have received much benefit by this Drink.

It is to be sold by James Smith at the ...
by Quakers call ...



objective media?

Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulteratings, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to have our Portugal Trade restor'd again ... Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be Red or White Port .. you shall hear them cry -- thus, A Quart of Brook and Hellier-Score.

--Defoe, *Review* 1711



objective media?

Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to *Brooke* and *Hellier*. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health.

--Steele, *Spectator*, Friday April 25, 1712



"When these collections shall be read in another century, how will numberless contradictions be reconciled"
—Johnson

objective media?

Messieurs Brooke and Hellier Merchants in
lane near Bread-Street, having experienc'd that their new natural
porto and Viana Wines do give such universal Satisfaction, they
encourag'd further to accommodate the Town, and give Notice
they resolve to retail the entire Cargoes of the Sophronia and
Galies just arriv'd and landing, consisting of 300 Pipes of new
and white Oporto, and 25 Pipes of red and white Anadea Wines
(being the only Wines of these Sorts in Merchants Hands) in the
ral Vaults and Taverns following, viz. in Freeman's-yard in Corn
under the Crown-Tavern in Breadstreet, under a front Hook in
liabury-Court in Fleetstreet, under Mr. Rymes a Furrier opposite
May-pole in the Strand, and at the Horn-Tavern in Palace-Yard
Westminster, and there is now open'd other Vaults, viz. in the
Tavern-Yard against Billingsgate, in the middle Street in the
Buildings, and under St. James's Market-house; also on Tuesday
18th Instant will be open'd the Green-Dragon Tavern in Guttery
Lane in Holborn. Note, The Prices of the abovesaid Wines, in
the Vaults, the new natural red and white Oporto and white Viana
18 d. per Quart and 17 l. per Hogshead, and the new red Viana
15 d. per Quart and 13 l. per Hogshead, and in the said Taverns
Oporto and white Viana at 20 d. and red Viana at 16 d. per Quart
Note, The new white and red Anadea Wines are at 2 s. per Quart
and 20 l. per Hogshead, and to be had only in the aforesaid Vaults
York-Buildings, and under St. James's Market-House.

ADVERTISEMENT S.

This Day is Publish'd,
THE true State of the Case between
the Government and the Creditors
of the Navy, &c. As it relates to the
South-Sea Trade; and the Injustice of the
Transactions on either Side Impartially en-
quir'd into. Pr. 2 d. Just Publish'd, an
Essay on the South-Sea Trade, by the Au-
thor of the Review. Pr. 6 d. High-Church
Aphorisms by those Twin Brothers in Scan-
dal, the Examiner and modest Abel.
Pr. 6 d. Printed for J. Baker in Pa-
ter-Noster-Row.

THIS is to give Notice, That
Messieurs Brook and Haller of Lon-
don, Merchants, who do now give such
general Satisfaction in Retailing their New
Natural Portugal Wines in the said City,
(being the best that have come from Portu-
gal for many Years past) have for the more
effectual supplying the other Parts of the
Kingdom, caus'd Ships to Sail directly from
Portugal to the following Places, where
they are Arriv'd with the like Natural
Wines, being the only New Wines that are
now there, or can Arrive this Season; which
Wines are to be sold by the following Per-
sons, in the respective Places, viz. By Mr.
Barth. Avenel in Plymouth; Messieurs James
and John Arnold in Portsmouth; Messieurs
James Wakeman, and John Negus in Tor-
mouth; Mr. Joseph Taylor of Wymouth in Lynn
Regis; Mr. Crowle in Hull; Mr. Jos. Stone
in Gainsborough; Mr. William Proffor in
Newcastle upon Tyne: Note, the Price,
viz. The Viana Wines at 14 l. per Hogshead
or at 3 s. 4 d. per Gallon, and the Oporto
Wines at 16 l. per Hogshead, or 6 s. per
Gallon.

Printed for and sold by John Baker at the Black-Boy
Pater-Noster-Row. 1711.



a suspect relationship



"No Advertisement was ever admitted to it, tho
earnest Application was made for it ... It made
its own way into the World"

— John Oldmixon, writing about
The Medley, launched in 1710.

[it survived for 45 issues]

"All the public papers now on foot depend on
advertisements."

-- Defoe, *Review*, 1705

A key feature of most ASM is ...
the lack of advertisements on
sites such as GNU social,
Galaxy2, Diaspora, and Lorea.

* news & advertising

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[SIGN IN](#)

CHIP OFF THE OLD BLOCK —

Adblock Plus finds the end-game of its business model: Selling ads

Company touts more than 90 million users willing to see "pre-whitelisted" ads.



the presses (and the dependency) roll on

"1754, the [*Daily Advertiser*] appeared in the format which was to be the standard for the English newspaper until *The Times* added a fifth column in 1808. Hence the *Daily Advertiser* may fairly be regarded as the first modern newspaper."

--Stanley Morison

- 1731:** *Daily Advertiser*
- 1744:** *General Advertiser*
- 1751:** *London Advertiser*
- 1752:** *Publick Advertiser (Junius)*
- 1772:** *Morning Post & Daily Advertiser*





who's selling what to whom?



Horace Greeley
1811–1872

"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one."

—Horace Greeley, *New York Tribune*, 1841

"We come here simply as news merchants. We are here to sell advertising and sell it at a rate profitable to those who buy it."

—Scripps-Howard Press, 1921



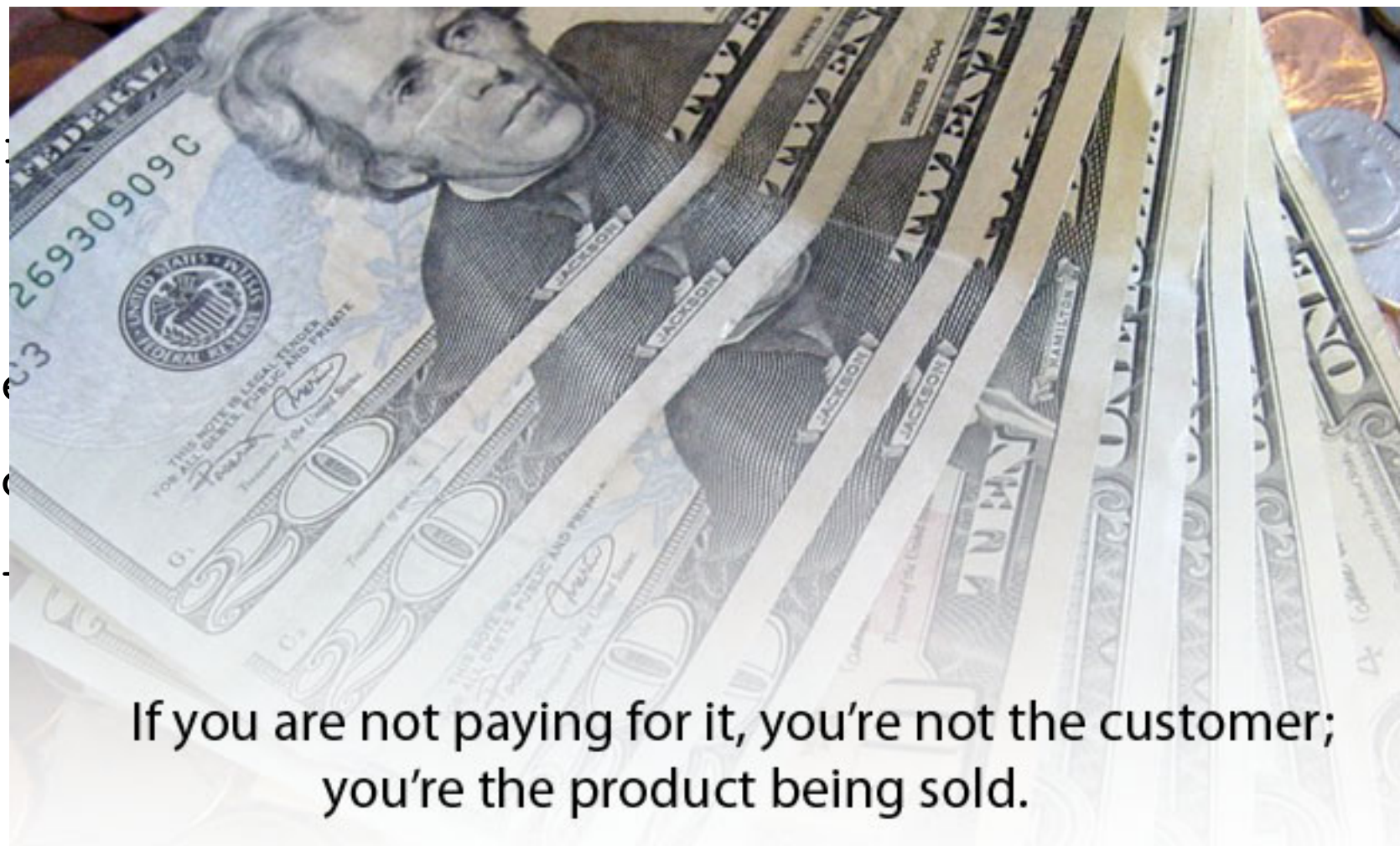
who's selling what to whom?



Horace Greeley
1811-1872

"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will remunerate."

"We come here
are here to
rate profit"



If you are not paying for it, you're not the customer;
you're the product being sold.



new technologies, old questions



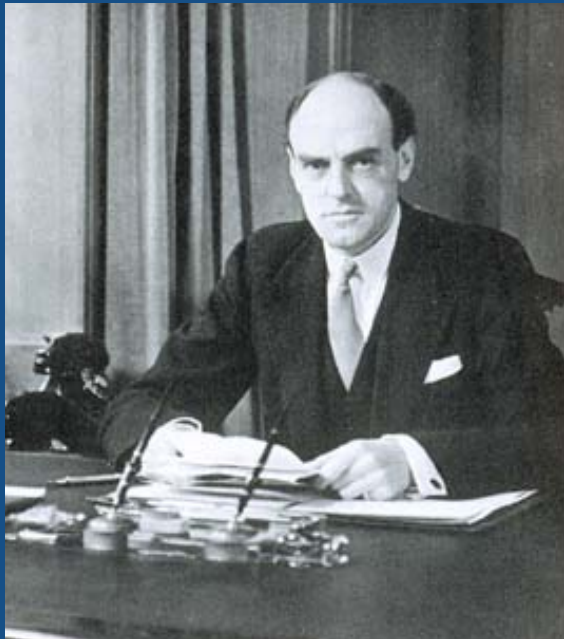
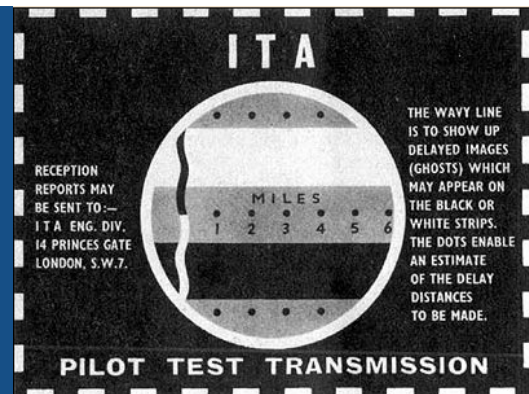
still suspect

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

—Herbert Hoover, 1922



anti-ad inoculation



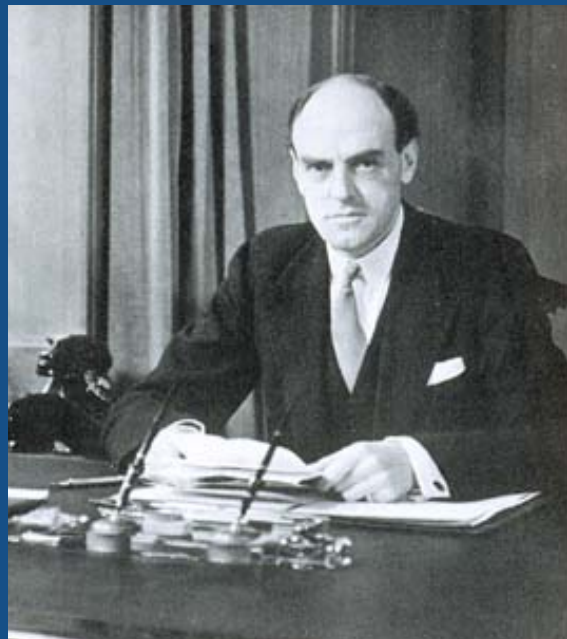
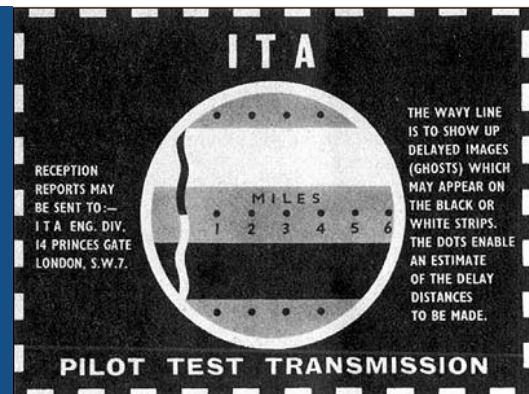
John Reith
1889–1971

"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."

--John Reith, director general of
the BBC (1923-1939), 1954



anti-ad inoculation



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--John Reith, director general of
the BBC (1923-1939), 1954



suspect relations & black arts

Coming Up:
Storage & Search
March 11

"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. **This causes search engine technology to remain largely a black art and to be advertising oriented.** ... we have a strong goal to push more development and understanding into the academic realm."



In Race Against Fake News, Google and Facebook Stroll to the Starting Line

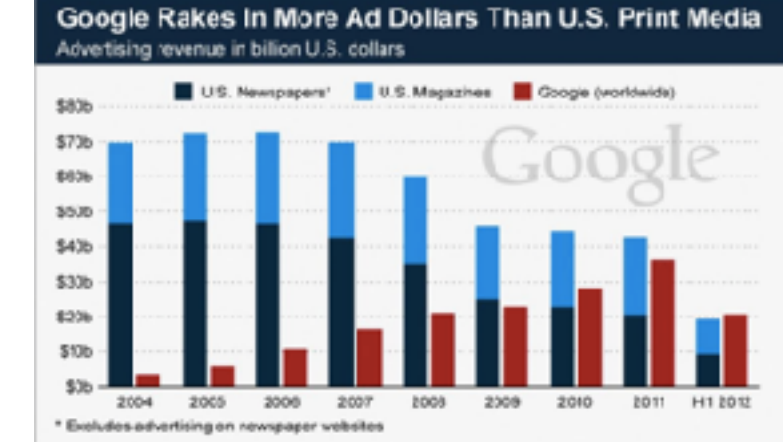
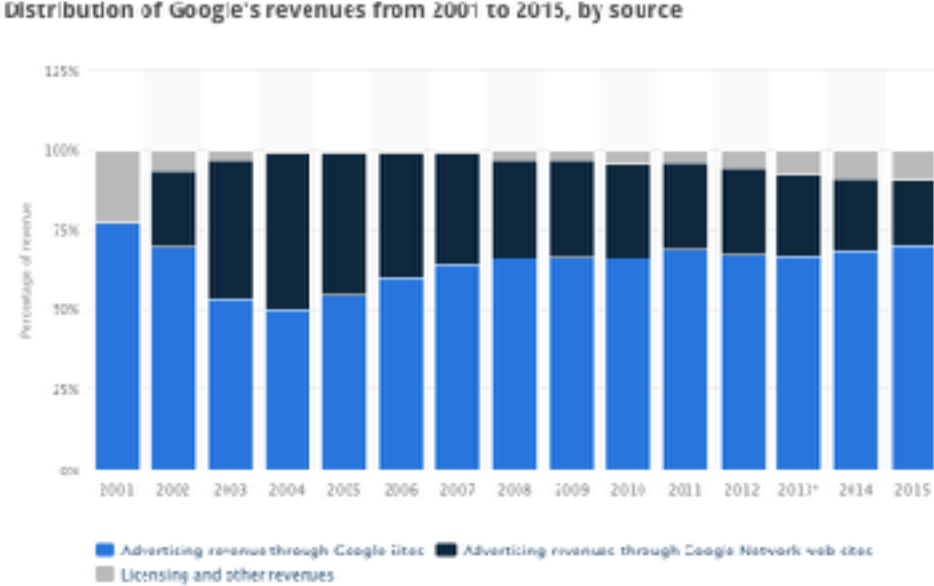
By DAISUKE WAKABAYASHI and MIKE ISAAC JAN. 25, 2017

suspect relations & black arts

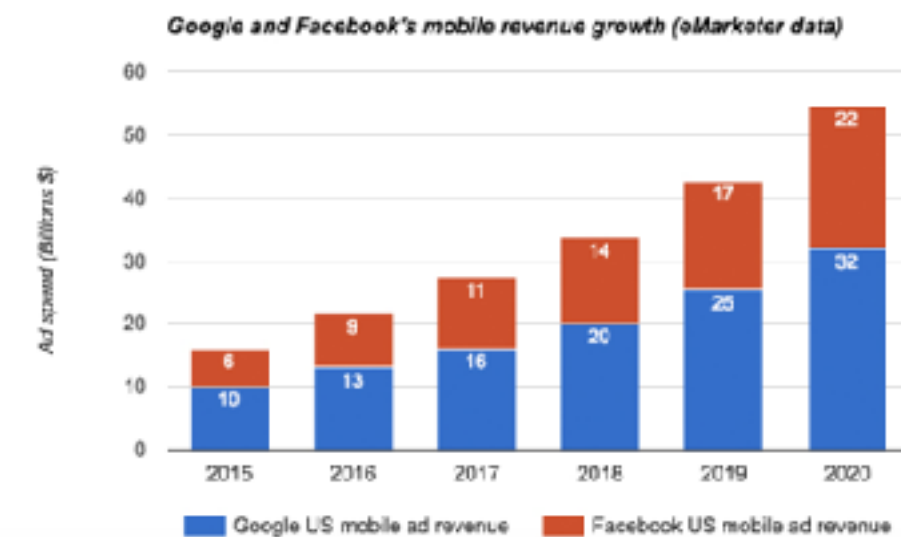


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Storage & Search
March 11

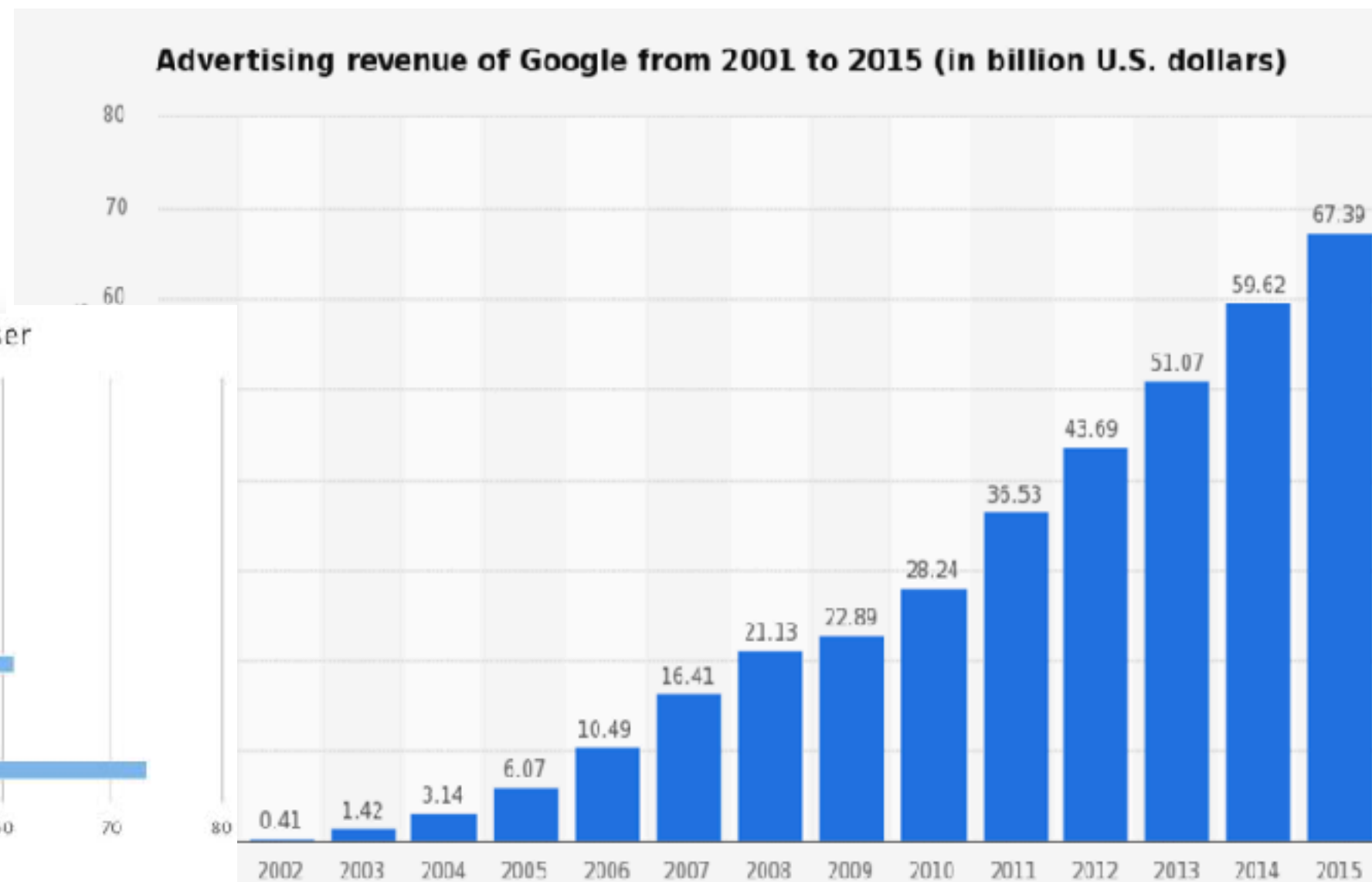
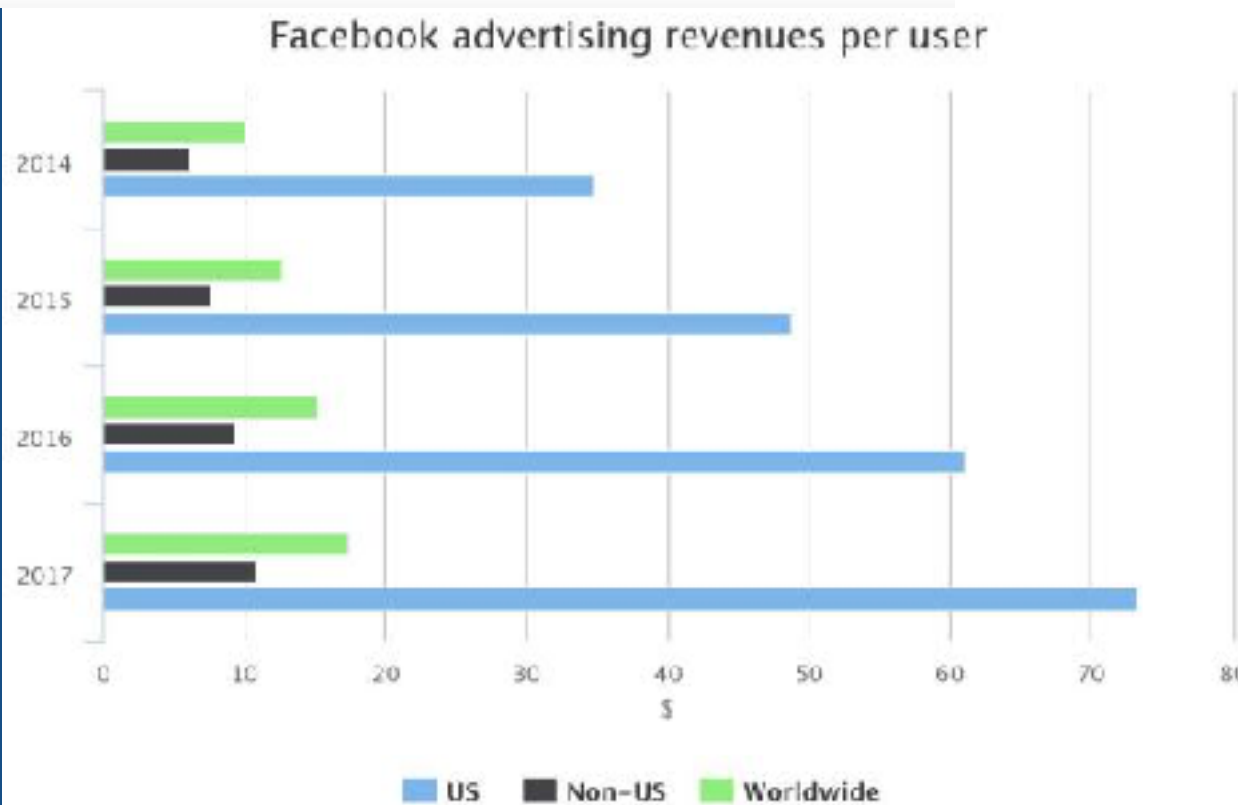
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growth curves ...



... and “black arts”





more black arts?

CNET > News > Internet & Media > Facebook accused of faking member endorsements

Facebook accused of faking member endorsements

A new lawsuit alleges that the social network falsifies members' likes for its sponsored ads.

by Jennifer Van Grove | January 10, 2014 10:11 AM PST

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YELP WANTED

FTC Complaints About Yelp Allege Extortion,

Wednesday, January 23, 2013, by Paula Forbes



[Photo: Michael Dorausch]

A Freedom of Information act request [filed with the FTC](#) has resulted in **the release of nearly 700 complaints against Yelp** over the past four years.



"The basis of our governments being
the opinion of the people ..."

—Thomas Jefferson, 1787

transforming opinions

internet as public sphere

" 'Public Opinion' takes on a different meaning depending on whether it is brought into play as a critical authority ...or as the object to be molded in connection with a staged display of ... publicity in the service of persons and institutions, consumer goods, and programs ... Both forms ... compete in the public sphere ..."

—Jurgen Habermas,
Structural Transformation of the Public Sphere, 1989

Advertising

overview

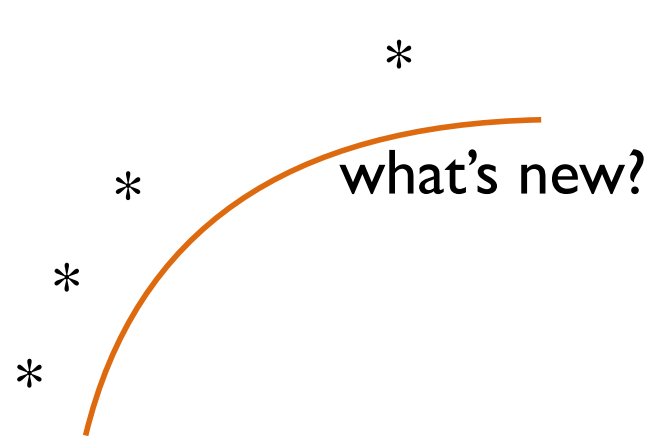
new media

what's new?

news & advertising

informing

why advertising?



"The Vender of the *Beautifying Fluid* ...
confesses that it will not restore the bloom
of fifteen to a Lady of *fifty*." —Johnson

annihilation of face or time?

forever young, forever anxious

For eyes that are shining
For cheeks like the dawn,

For beauty that lasts
After girlhood has gone,

For prices in reason
The woman who knows
Will buy her cosmetics from **Aesclyptöe**



Roman face cream,
c. 50AD
New Scientist,
July 2003

*
*
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*
what's new?

If it plese any man spirituel or temporel to bye any pyes of two and thre comemoracions of Salisburi vse enpryntid after the forme of this present lettre whiche ben wel and truly correct, late hym come to wetmonester in to the almonesrye at the reed pale and he shal have them good chepe.

an old acquaintance



William Caxton
1417?–1492

1475[?] print to England

1477: the pyes of salisbury

If it plese any man spirituel or temporel to bye any pyes of two and thre comemoracions of Salisburi vse enpryntid after the forme of this presēt lettre whiche ben wel and truly correct, late hym come to westmonester in to the almonesrye at the reed pale and he shal haue them good chepe . . .

Supplico flet cedula



*

*

what's new?

*

*

300 years on and near perfection

224 *The IDLER.* N^o 40.

N^o 40. *Saturday, January 20.*

THE practice of appending to the narratives of public transactions, more minute and domestic intelligence, and filling the News-papers with advertisements, has grown up by slow degrees to its present state.

GENIUS is shewn only by Invention. The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and Powder were to be sold, was undoubtedly a man of great sagacity, and profound skill in the nature of Man. But when he had once shewn the way, it was easy to follow him; and every man now knows a ready method of informing the Publick of all that he desires to buy or sell, whether his wares be material or intellectual; whether he makes Cloaths, or teaches the Mathematics; whether he be a Tutor that wants a Pupil, or a Pupil that wants a Tutor.

WHAT-

"The trade of advertising is now so near perfection that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question ... Whether they do not sometimes play too wantonly with our passions."

--Samuel Johnson, 1759

"Having once achieved perfection in production, [Wedgwood] must achieve perfection in sales and distribution"

— McKendrick

what's new?

A portrait of Johann Wolfgang von Goethe, a German writer, philosopher, and statesman. He is shown from the chest up, wearing a light-colored coat and a white cravat. He has a serious expression and is looking slightly to the right. The portrait is set within an oval frame.

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what's new?

"It is difficult ... to understand the excitement that was generated by pottery and porcelain in the eighteenth century" —McKendrick

wedgwood

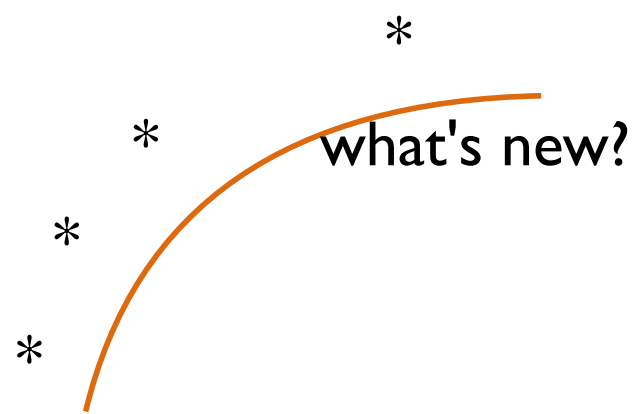


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what's new?

"It is difficult ... to understand the excitement that was generated by pottery and porcelain in the eighteenth century" —McKendrick

wedgwood





marketing innovations?

product placement

wedgwood stores

courting royalty

going global

self-service

free postage

puffing



marketing innovations?

“Warehouses,
showrooms,
exhibitions,
trademarks, new
standards of
display,
puffing
articles ... free
carriage,
traveling
salesmen ...”

product placement
wedgwood stores
courting royalty
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self-service
free postage
puffing



marketing innovations?

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courting royalty
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self-service
free postage
puffing

“aristocracy ...
blocking the streets
outside Wedgewood’s
London showrooms”





Ivanka stuns in a \$4,300 strapless black gown as she and Jared attend the White House Governor's Ball after a big family day out at the monster trucks

- Ivanka stunned in black alongside husband Jared for Governor's Ball Sunday
- She was seen wearing sleeveless black gown as she posed for photo at her home
- A dapper Jared complemented his wife's glamorous look with a black suit and tie
- Earlier on Sunday, Ivanka shared images of her and son, Joseph, at Monster Jam
- They were snapped in a cab of one of the trucks as well as going with a driver

By [DAILYMAIL.COM REPORTER](#) and [USA FREE REPORT FOR DAILYMAIL.COM](#)
PUBLISHED: 17:33 EST, 28 February 2011 | UPDATED: 00:04 EST, 27 February 2011

[f](#) [Share](#) [t](#) [p](#) [g+](#) [e](#) [s](#) **112** shares **293** New comments

Ivanka Trump stunned in black alongside her husband Jared Kushner at the White House Governor's Ball, just hours after they enjoyed a day out watching monster trucks.

The first daughter was seen wearing a sleeveless black/blue gown, possibly a \$4,255 [Mendel](#) dress, as her husband wore a black suit and tie.

marketing innov

“Warehouses,
showrooms,
exhibitions,
trademarks, new
standards of
display,
puffing
articles ... free
carriage,
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product placement
wedgwood stores
courting royalty
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free postage
puffing

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Asia & Pacific

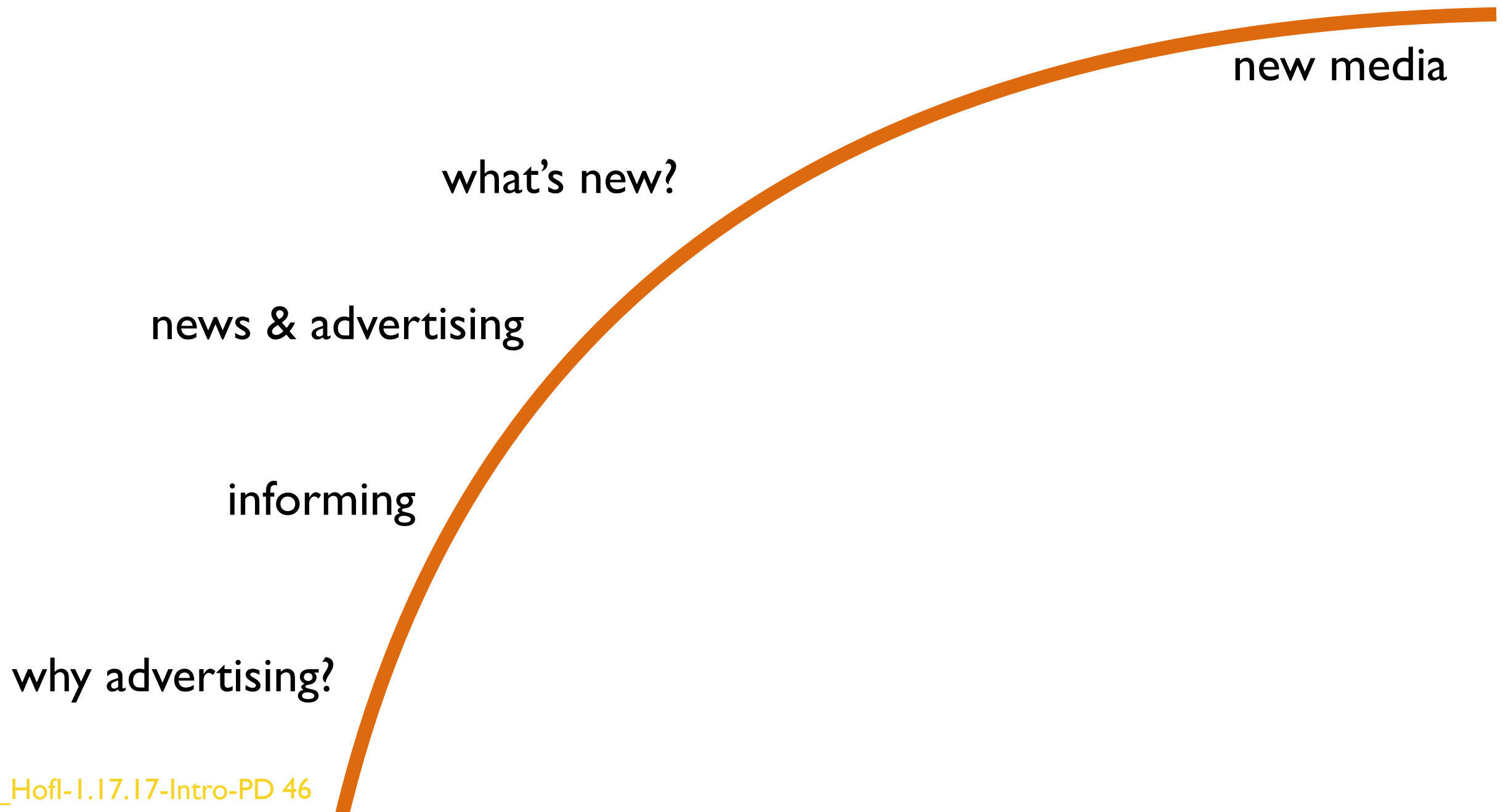
From diet pills to underwear: Chinese firms scramble to grab Ivanka Trump trademark





Advertising

overview





Coming up:
Technologies of the Image
March 16

new technology an old route

May 1842



Illustrated London News (1842-1971)



Coming up:
Technologies of the Image
March 16

new technology an old route

May 1842



Aviators from Joint Base Lewis-McChord
deploying to Afghanistan



Illustrated London News

* new media

new opportunity



THE BELT DRAWERS, A SPECIALITÉ IN GENTLEMEN'S UNDERCLOTHING.

The Article is formed on a principle that affords to the wearer a nice, gentle, and uniform support to the loins, abdomen, &c., imparting therewith a sense of remarkable comfort, as also a pronounced healthful influence.

Moderate price and excessive durability, rendering the article an economical garment withal.

Makers and Originators of the Article,
SANDLAND & CRANE,
Gentlemen's Fashions,
55 REGENT STREET,
LONDON.

(The Quadrant section of the Street, and next to Swan & Edgar's.)

Illustrated Prospectus & Price List on application.

TRAIN YOUR MOUSTACHE IN THE WAY IT SHOULD GO.



CARTER'S THRIXALINE

is a unique transparent fluid for training, fixing, and beautifying the Moustache of all sorts and conditions of men. Has never been equalled for holding the Moustache in any position. Prepared only by

JOHN CARTER,
HAIRDRESSER,
At the Old Palace of Henry VIII.
17, FLEET STREET, E.C.

Price, post free, 2/6, 5/6, and 10/6.

CLAXTON'S DOUBLE CHIN CURER.

Patent 25581/04.

For restoring contour of face
in advancing years.

Gives an even support under
chin; will fit any size or
shape head.

No measurements required.

Price One Guinea, Post Free.

Please cross Cheques and Orders
"Coutts & Co."

P. CLAXTON

(Patentee of Ear Caps)

108, STRAND, LONDON, W.C.



WHITE'S
PATENT.

Corset Attachment

WHITE
PATENT

The "TITAN" (Regd.).

Indispensable with the present tight-fitting skirt.
Produces straight front without increasing size of
waist or impeding action in walking, as it does not
require stocking-suspenders to keep it in position.

Guaranteed not to ride up or wrinkle.

Idealises the symmetry of the figure and gives
indefinable elegance to the simplest gown.

Reduces High Figures and Large Hips.

Restores the Figure after Confinement.

Affords great support with perfect ease, and
gives permanent satisfaction to the wearer.

Can be attached without sewing to any corset. Under-
skirts can also be attached without sewing to the lower
edge, thus further reducing size. Worn by Royalty.
Recommended by the Medical Profession. Thousands of
unsolicited testimonials.

N.B.—When ordering, the size round largest part of
size should be given. Every Attachment is stamped
"TITAN."

In Black, White, and Ecru, price 5/9.

Of all the best Drapers and Ladies' Outfitters,
Coutts & Co. are Sole Manufacturer,
A. WHITE, 1, 2, & 3, Langley Court,

LONDON, W.C.



TO BE WORN THREE TIMES IN THE WEEK.

Madame A. T. ROWLEY'S TOILET MASK (OR FACE GLOVES)

Is a natural beautifier for bleaching and preserving
the skin and removing complexional imperfections.

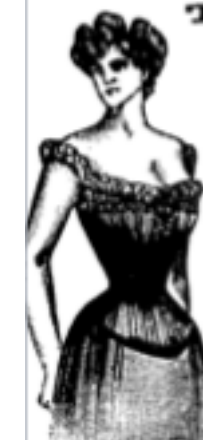
It is soft and flexible in form, and can be WORN without
discomfort or inconvenience.

It is recommended by eminent physicians and scientists as a substitute
for injurious cosmetics.

COMPLEXION BLEMISHES may be hidden imperfectly by cos-
metics and powders, but can only be removed permanently by the Toilet
Mask. By its use every kind of spots, impurities, roughness, etc., vanish
from the skin, leaving it soft, clear, brilliant, and beautiful. It is harm-
less, costs little, and saves pounds uselessly expended for cosmetic
powders, lotions, etc. It prevents and removes wrinkles, and is both
complexion preserver and a beautifier.

Illustrated Treatise, with full particulars, post free, 3 stamps.

MRS. A. T. ROWLEY,
THE TOILET MASK CO. 139, OXFORD STREET
LONDON, W.



► **Halle Biden steps out** for afternoon shopping trip with her sister wearing her wedding band and late husband Beau's dog tags
Outing in Delaware



► **French Montana lets it all hang out** after six pack Instagram snap while holidaying with Rob Kardashian's 'ex'
The 32-year-old rapper kicked back in Hawaii



► **Mother-daughter doppelgangers!** Reese Witherspoon, 40, and Ava, 17, could be twin sisters as they grab lunch in Santa Monica
Age-defying looks



► **Nicola Peltz puts on revealing display** in VERY high cut swimsuit as she jets to Hawaii after romantic dinner date with boyfriend Anwar Hadid



► **Calvin Klein, 74, strips off** to soak up the sun in St. Barts accompanied by mystery younger hunk
Reclined on a sun bed in the Caribbean



► **Model Lucky Blue Smith, 18, emerges** with pregnant girlfriend Stormi Bree, 26, for first time since baby news... as she flashes hint of a bump



► **The bare heir:** Lovestruck Prince Harry 'mocked by pals' after waxing his chest to impress girlfriend Meghan Markle
Notably smoother chest



► **Scarlett Johansson 'files for divorce'** from French husband Romain Dauriac amid claims split 'may lead to



continuity or change?

Provocateur

MEET SERENA REES, designer and co-creator of Agent Provocateur, as we unveil our fantasy-worthy boutique. Lingerie-clad models will flaunt a pin up-inspired collection to a background of peep show tunes. Plus, a favor-filled Agent Provocateur gift bag* is yours to keep with any purchase of 250.00 or more. Come shop, misbehave and get away with it.

Tomorrow, November 9th, 6-8pm
Agent Provocateur Shop,
Intimates Boutique
On 4, 59th Street

wacoal
fit for
the cure®

JOIN US
Receive a complimentary fitting in a Wacoal, DKNY Underwear or Donna Karan Intimates bra from a Wacoal fit specialist. For every woman who participates, Wacoal donates \$2 to the Susan G. Komen Breast Cancer Foundation for breast cancer research and outreach programs. Wacoal will also donate \$2 for every Wacoal, DKNY Underwear or Donna Karan Intimates bra purchased at these events.

Book your appointment now and help Wacoal reach their \$1,000,000 goal.

Friday, November 10th, 11 am to 4 pm
Fifth Avenue (212) 391-3344 ext. 3812
Walt Whitman Mall (631) 424-1600 ext. 265
Trumbull (203) 374-5700 ext. 265
Quakerbridge Mall (609) 799-9500 ext. 265
Tysons Corner (703) 506-1156 ext. 265

4 35 36 37 38 39 40 41



The Berkeley, as shown in the 1936 catalog

1897, Sears, 318,000 subscribers

1904, 1 million

1905, 2 million

1907, 3 million

1927, 10 mill letter, 15 mill general catalogues, 23 mill sales cat; 75 mil in all

magazine to catalogue ... to web?



1862: Homestead Act

1887: Montgomery Ward, 540pp, 24,000 items

1888: Sears Watch Co. catalog

1896: Rural delivery

[USPO: catalog: "aids in the dissemination of knowledge"]

1893: Sears, Roebuck & Co, catalog [318,000 subscribers]

1897: first color catalog

1908: catalog homes: *Book of Modern Homes and Building Plans* (25 tons, 30,000 parts)

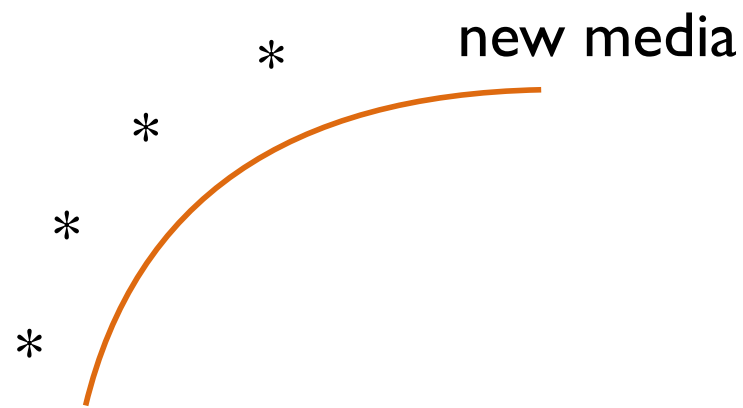
1908-1940: 100,000 homes sold

1968-1974: *the whole earth catalog*



Sears Roebuck
and Co Chicago





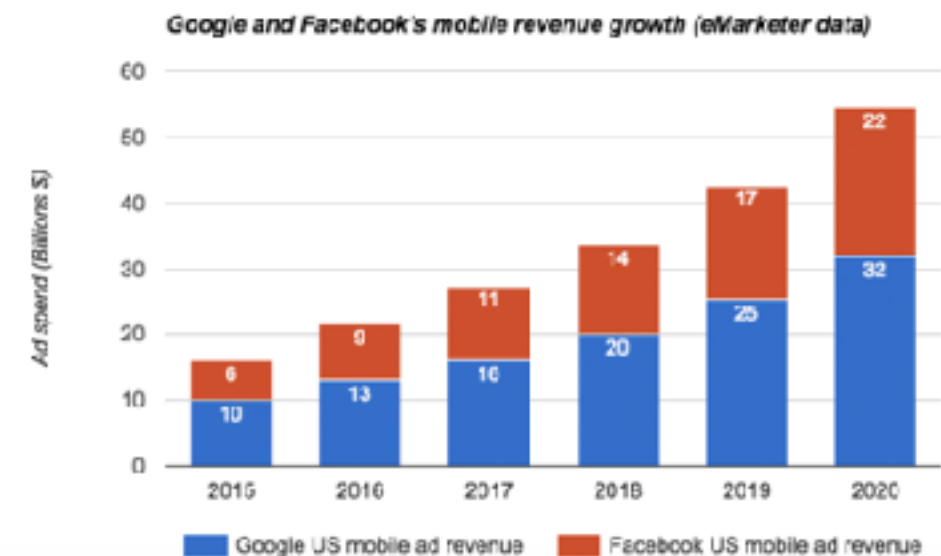
new media new opportunity

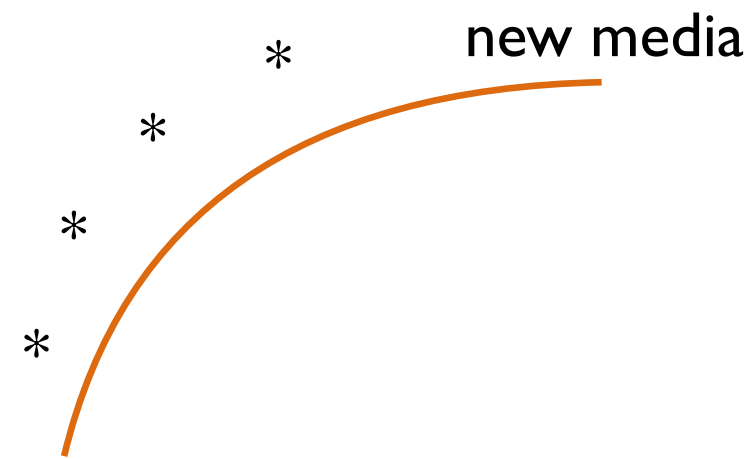


1903: telephone advertising

1909: telephone newspaper

"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"

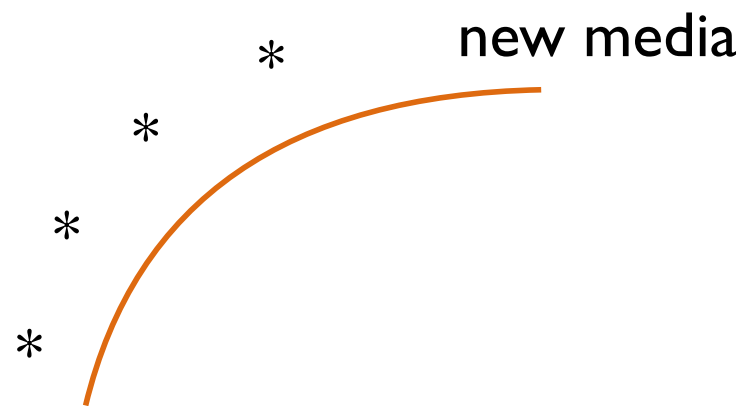




predictable uses?

"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."
-- *Telephony*, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising."
-- *Union & Advertiser* (Rochester), 1909



forever young

For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe

new media -old anxieties

Woodbury



* new media

new media



Ivory



The **GIBSON FAMILY**

Fussy Sally Gibson is getting a hand.
"Your eyes, your skin—golly, you're a knockout," breathes Ted.
"Oh, really?" blushes Sally. "You know the other girls won't believe that I just use Ivory Soap, but as Doctor MacLan says, a sensitive skin needs a pure soap."
"Yes, doctors like their patients to use Ivory. They have no use for the exaggerated promises of many soaps. Doctors say: 'Use a pure soap.' Don't let impure soaps dry out your skin."

PROTECT your complexion. Pure Ivory Soap will help you.

"THESE SOCIETY LADIES" give a hint for your skin, young folks," says Jonathan.

These Tipton smiles. "Do them a lot more good to use pure IVORY SOAP!"



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal cleanliness which is priceless to a woman. Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the spotless garments which she innocently admires.

Thus it is easy to imbue a child with that love of cleanliness which is the basis of all enduring charm.

Send for Free Sample of the new Ivory Soap Film

—available, instant mailing. Film of genuine Ivory Soap that teaches children, from early, natural grooming, and all for which they love, without rebelling. For genuine mail package, just send your name and address to Department 14, The Procter & Gamble Co., Cincinnati, Ohio.

IVORY SOAP...  ...99 100% PURE

The Manufacturers of Ivory Soap and Ivory Soap Films also make the following general household soaps: P. O. O.—The White Naphtha Soap, Blue Soap, and Sun Naphtha Washing Powder, thus enabling the housekeeper to use a Procter & Gamble high quality soap for every purpose.



* * new media

new media (again)



From: Laurence Canter - [view profile](#) Not yet rated
Date: Tues, Apr 12 1994 12:40 am [show options](#)

Green Card Lottery 1994 May Be The Last One!
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan J Simpson introduced a bill into the U. S. Congress which could end any future lotteries. THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE SOON, BUT IT MAY BE THE VERY LAST ONE.

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China; Taiwan, Philippines, North Korea, Canada, United Kingdom (except Northern Ireland), Jamaica, Dominican Republic, El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. NO JOB IS REQUIRED.

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS NOW!!

For FREE information via Email, send request to c...@indirect.com

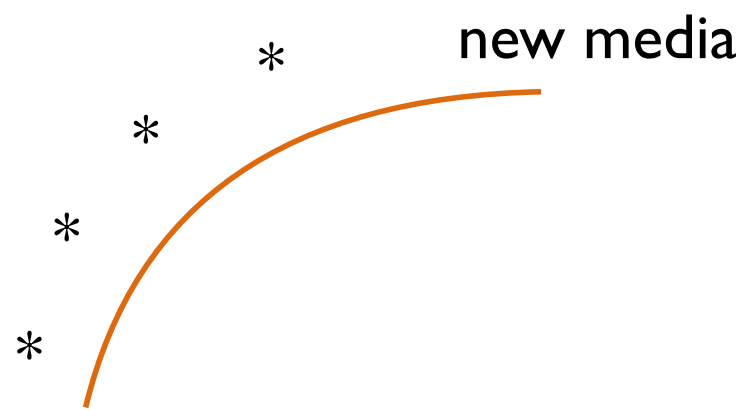
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c...@indirect.com telephone (602) 964-2014 Fax (602) 451-7017

revolution?



HQ-Canada-Mex
to: danielhernandez2009@gmail.com, paulduguid@gmail.com, csthebadone@gmail.com, and 1 more...
If you tired of buying expensive useless medications try visiting our online pharmacy now!

Meds for Men	Meds for Women
80	81
81	80
82	81
82	81
80	80
.9	.7
.6	.4
.5	.2
.5	.1
.4	.7
9	5
5	5
0	5
0	1
5	2
Viagra	Acomplia
Cialis	Clomid
Cialis Soft Tabs	Deflucan
Levitra	Female Cialis
Propecia	Female Viagra



unstoppable?



Facebook Ads

Reach over 500 million people where they connect and share

Overview

Case Studies



Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Keep me logged in

Forgot your password?

Log in

Facebook Ads

Reach over 800 million people where they connect and share

Create an Ad

or contact our sales team

Overview

Case Studies



Reach Your Target Customers

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Deepen Your Relationships

Control Your Budget



Advertise on Facebook

Over 1 billion people. We'll help you reach the right ones.

WHAT'S YOUR GOAL?

There's a Facebook business tool for every business goal

Whether you sell in person, online or through an app, you know what you'd like to do next as your business grows. More than 1.8 billion people use Facebook every month to connect with friends and family and to discover things that matter. Marketing on Facebook helps you find new customers and build lasting relationships with them.

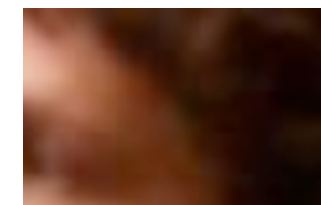
[Find a marketing tool for your goal](#)

All the right people

More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. ¹ When you run a Facebook Ad, you choose the audiences that see it by location, age, interests and more.

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able?



EU data protection watchdogs warn WhatsApp, Yahoo on privacy



A 3D printed Whatsapp logo is seen in front of a displayed stock graph in this illustration taken April 28, 2016. REUTERS/Dado Ruvic/Illustration

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EU user consent policy

one world?

EU user consent policy

When using Google products that incorporate this policy, certain disclosures must be given to and consents obtained from end users in the European Union where EU data protection law requires such disclosures and consents.

For end users in the European Union:

- You must use commercially reasonable efforts to disclose clearly, and **obtain consent to, any data collection, sharing and usage** that takes place on any site, app, email publication or other property as a consequence of your use of Google products; and
- You must use commercially reasonable efforts to ensure that an end user is provided with clear and comprehensive information about, and

in **THE STACK** | APPLICATIONS AND PLATFORMS

Telecom chief calls for Google/Facebook regulation, while Google changes search algorithm to reflect 'fact accuracy'

The Telegraph

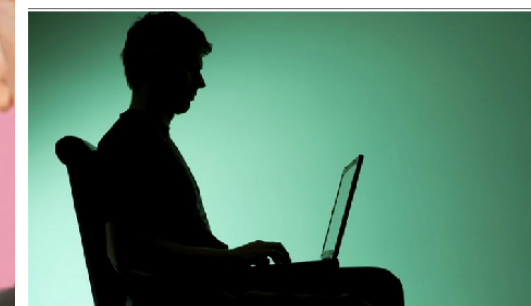
Home Video News World Sport Business Money Comment Culture Travel Life Women Fashion Tech
Apple iPhone Technology News Technology Companies Technology Startups Video Games Technology Video Mobile
More » Technology » Technical Services

Would you pay £140 a year for an ad-free web?

The vast majority of web users would not be willing to pay to browse the internet without advertisements

f 288 t @ 477 Email

Google
facebook.



in sum

where do advertising and informing differ?
can we imagine a world without advertising?
what are the costs/benefits of that world?
are we prepared to bear them?
once more, whom to trust in a world of ads?

coming up

WEEK 9

14 March: Communications “Revolution”

This week we turn to more widely acknowledged information technologies, the telegraph and the telephone and once again consider the claims that were made for them at the time and how those claims look today. The class also brings us into California with Henry George's essay.

Required Reading

George, Henry. 1869. “The Western Union Telegraph Company and the California Press,” *New York Herald*, April 25.

Source: bCourses [\[hyperlink\]](#)

Green, Norvin. 1883. “The Government and the Telegraph,” *North American Review* 137: 422-434.

Source: Hathi Trust [\[hyperlink ↗\]](#)

Hubbard, Gardiner G. 1883. “Government Control of the Telegraph,” *North American Review* 137: 521-534.

Source: Hathi Trust [\[hyperlink ↗\]](#)

[note: the right-hand ends of lines on pp. 528-534 of this article have not been properly scanned, but you should be able to understand the article nonetheless.]

assignment, due 3/12

How do the views of Hubbard, Green, and George towards the management of the telegraph differ? Who do you think has the best argument? Do any of these arguments throw light on the management of the Internet?