Course title: INFORMATION EVERYWHERE: Reshaping Business and Society

Instructor: Quentin Hardy, Deputy Technology Editor, The New York Times; Visiting Lecturer, UC Berkeley School of Information

Tentative outline:

I: A New Model of Technology, Consciousness, and Society

1. How Technology, in particular communications technology, changes the way we see the world, and in turn ourselves.

2. Precursor Examples:
   -Photography, Mass Migration, and Social Reform.
   -Measurement, the Institutional Revolution, Mass Media and Marketing.


II: Today’s Technology Dynamic


4. Our Flywheel World: How our new information dynamic throws over a 2,000 year intellectual project, challenges the nation state, and creates unimagined wealth and turmoil in work and education.
III. Effects of the New Model, Part One: The New Corporation

1. Google and the Data-Driven World.

2. Facebook and Hacking as a Way of Life.

3. Amazon Web Services, APIs, and Perpetual Contingency.


IV. Effects of the New Model, Part Two: How Incumbents Evolve


2. The Challenge to Corporate America: All products as experiences.

3. The Media Industry in a Media-Drenched Society


5. The Challenge to Government: The new technology dynamic in war, economics, social services, and democracy.

V. Preparing for Tomorrow


2. Good Metaphors and Bad: Why we’re unlikely to live forever or be killed by Skynet, but will gain unimaginably great and fearsome powers.

3. The Only Questions Worth Asking.

[A reading list and other resources will be provided for further study. Students who wish to read ahead of class may contact the instructor for specific recommendations.]