

2007-07-04 Show Notes

<u>Offset</u>	<u>Topic</u>
00:17	<ul style="list-style-type: none"><li>• <b>Intro</b></li></ul>
	<ul style="list-style-type: none"><li>• Happy 4th</li><li>• Apologies for the late show</li><li>• New feature, ask an expert</li></ul>
03:41	<ul style="list-style-type: none"><li>• <b>Listener Feedback</b></li></ul>
	<ul style="list-style-type: none"><li>• From Chris, on the iPhone</li></ul>
07:31	<ul style="list-style-type: none"><li>• <b>Word of the Week: clone</b></li></ul>
	<ul style="list-style-type: none"><li>• <a href="http://www.catb.org/~esr/jargon/html/C/clone.html">http://www.catb.org/~esr/jargon/html/C/clone.html</a></li></ul>
09:38	<ul style="list-style-type: none"><li>• <b>Book Review: OurSpace</b></li></ul>
	<ul style="list-style-type: none"><li>• Main contention is that markets, commons are not at odds<ul style="list-style-type: none"><li>• Thesis is that anti-market activists must halt or divert markets</li><li>• Antithesis is that all this does is negation without alternative</li><li>• Synthesis is that appropriating and intensifying tools of markets may lead to new places</li><li>• Uses MySpace at the start as an example</li><li>• Corporate owner cannot alter commons nature without disrupting value</li><li>• Commons emerges from market characteristics, exchange of brands, ideas</li></ul></li><li>• Explores the history of the debate<ul style="list-style-type: none"><li>• Looks at anti-market activism going back to 60s France<ul style="list-style-type: none"><li>• This was a little dense</li><li>• Sets the stage though for a persistent theme</li><li>• How activists re-use tools of brands, markets</li><li>• Explores some of the economics</li><li>• Manufacturing vs. information economy</li><li>• Maybe with older economic base, sabotage, diversion was enough</li></ul></li><li>• Tracks through contemporary descendants of situationists<ul style="list-style-type: none"><li>• Parody, pranksters</li><li>• Not as much about stopping</li><li>• Trying to reveal the ironies, contradictions, hidden messages</li><li>• Still at the mercy of markets, brands</li><li>• Too reliant of the stimulus to which the response is made</li><li>• Too easy for markets to adopt and legitimize, weakening</li></ul></li><li>• Even looks at the leading edge<ul style="list-style-type: none"><li>• Pirates and appropriation artists</li><li>• Don't think the appropriation argument goes far enough</li><li>• Does hint at how this is more than mash up, but fixates a bit</li></ul></li></ul></li></ul>

- Explains piracy is not workable as response
- Reinforces that brand, ideas are property by "stealing"
- The conclusion hinges on how Creative Commons is a unique response
  - Instead of trying to reduce regulation, intensifies it
  - Doesn't treat market, commons as separate
  - Provides a constructive response
  - Literally provides tools for building a totally open commons
  - Doesn't speak to freeing existing culture, getting any other than activists to use
  - Does clarify what about Creative Commons makes it effective
  - Will always be independent of the market but uses the same foundation
  - Independent in the sense the market cannot co-opt it any more than anyone else
- Can clearly see how Identity 2.0 uses some of this same intensification
  - Crypto is a simply refusal
  - Is too easy for the "bad guys" to co-opt and use to their own ends
  - OpenID intensifies the implicit contracts for sharing of identity data
  - Everyone sues the same tools, restores appropriate controls for everyone
  - Doesn't try to cast identity as separate from a market
  - Only makes sense in terms of an exchange, so how do you mediate that exchange?
- Readable but at times dense
  - A good complement to Free Culture
    - Examines many of the same issues but from a different perspective
    - Deeper history
    - In terms of CC as an activist response
    - Considers IP in terms of branding, corporate control of ideas
    - Conclusion clearly is focused on CC as only constructive response so far
  - Short so the density is limited
  - Fewer examples, less expansive, explanatory than Free Culture
  - Still, very readable
  - Well substantiated, almost reads like an academic paper
  - Still close enough to popular non-fiction to be accessible
- I would strongly recommend this as a must read after Free Culture
- Has me thinking about other activist causes differently
- How else can we use this same intensification?

- Contact me

## Offset

## Topic

- Email to [feedback@thecommandline.net](mailto:feedback@thecommandline.net)
- Web site at <http://thecommandline.net/>
- IM to [command.line@skype](mailto:command.line@skype)
- Listener comment line is 360-252-7284
- del.icio.us tag is "for:cmdln"
- <http://twitter.com/cmdln>
- I'd like to thank [libsyn.com](http://libsyn.com) for AAC hosting and Wouter de Bie for MP3 hosting
- These notes and the show audio and music are covered by a Creative Commons license
  - <http://creativecommons.org/licenses/by-nc-sa/3.0/us/>
  - Attribution, non-commercial, share alike