Reflection Summary for

The Internet's Original Sin

By Ethan Zuckerman

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GitHub at https://github.com/Ahipsagh/CART351/tree/master/Reflections

Professor Sabine Rosenberg

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Ethan Zuckerman in his article *The Internet's Origianl Sin* claims that advertising is the downfall of the Web. He claims that advertising became the default business model for the Internet because by sifting through user's data, targeted ads could be served to consumers.   Zuckerman goes down the rabbit hole by citing how FaceBook and others have been able to monetize their platforms. He laments about his own contribution to advertising on the web, which was the much hated pop-up ad. In fact, Zuckerman asserts that advertising on the Internet is responsible for data being aggregated on user's activities with or without their permission.

There are at least four issues with advertising as a business model for the Internet. These include surveillance, content to produce clicks versus thoughtful engagement and silo platforms that centralize the Web. Zuckerman's research suggests that the personalized sites may lead to what he terms ideological isolation that divide the audience into camps.

He concludes that after 25 years of the free Web it may be time to pay for privacy. Zuckerman admits that establishing and implementing a using fee for service as a default model on the Web if fraught with consequences, he contends that it is a better way to go than the advertising model.

Source

Zuckerman, E. (2014, August 14). The Internet's Original Sin.