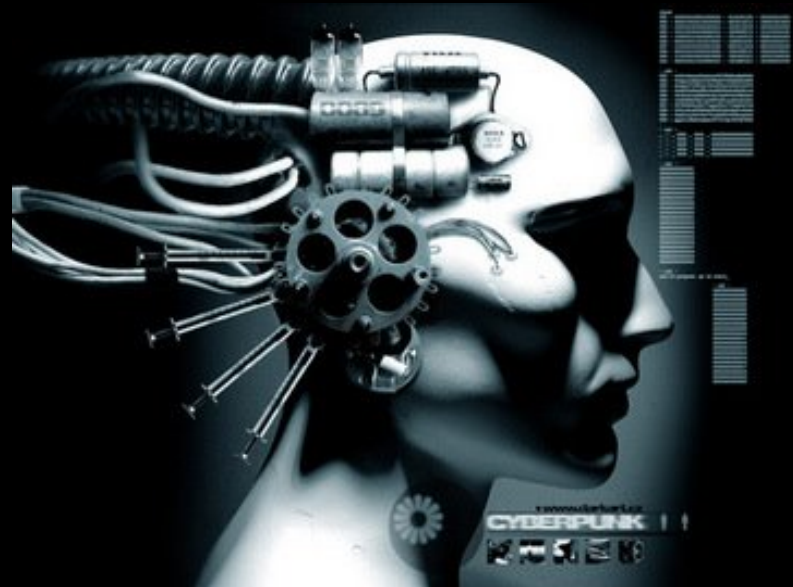


# *The Californian Ideology*

Richard Barbrook and Andy Cameron

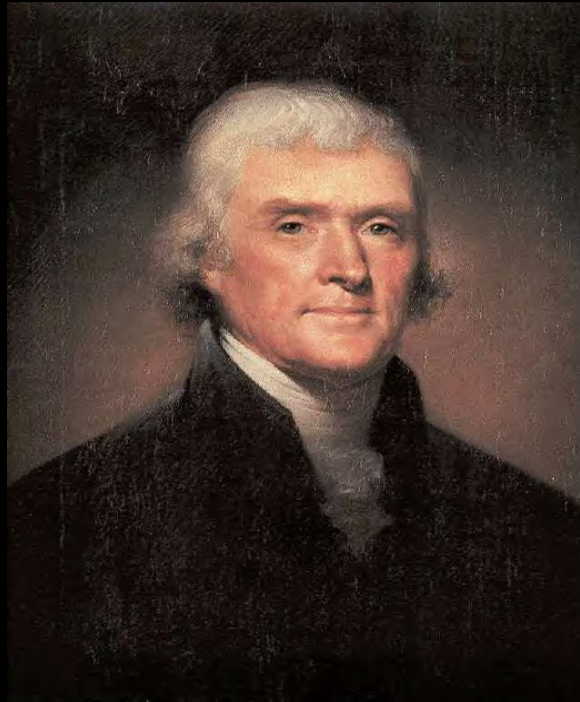
John Haltiwanger  
Marc Stumpel  
Sjoerd Tuinema



- The Californian Ideology as a ruling philosophy for the information age.
- Counter culture (60s) (New Left) meets neoliberal economic policies (New Right)
- 'In the Digital Utopia, Everybody will be both hip and rich'



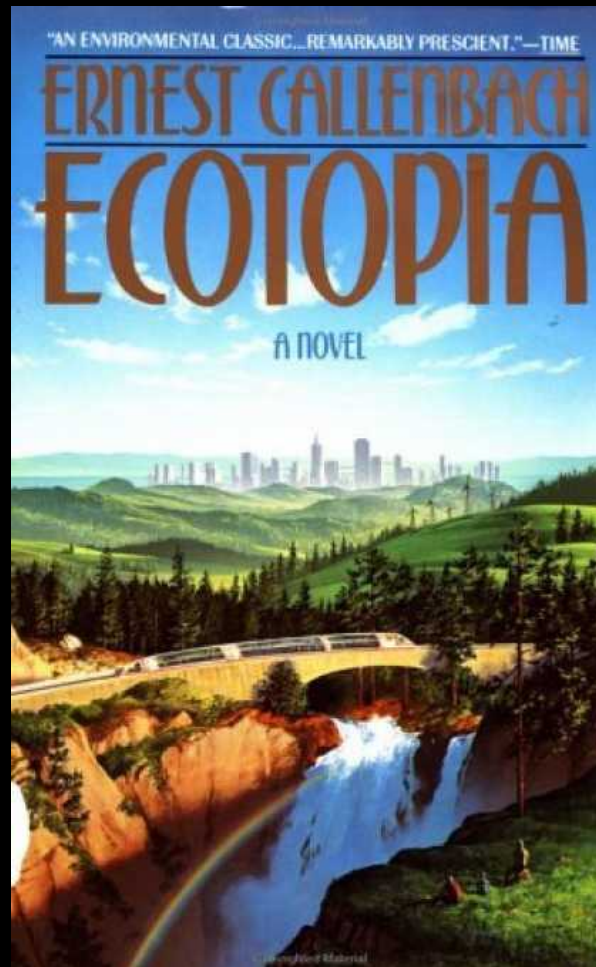
- 1993: Wired founded (by Kelly/Dyson/Barlow/etc.)
- 1994: *'Who will shape the nature of cyberspace and it's impact on our lives and institutions?'* (Esther Dyson)
- 1995: The Californian Ideology
- 1996: 'The Declaration of the Independence of Cyberspace' (John Perry Barlow)



## Jeffersonian democracy

"individuals (..) only prospered through the suffering of others"

- Rise of the virtual class:  
"Empower the individual, enhance personal freedom,  
and radically reduce the power of the nation-state"
- Inevitable mixed economy:  
New Left: virtual community - electronic agora  
New Right: marketplace - competition
- No interference - 'universal' belief in technological  
determinism



## Ecotopia as utopia

"(..) Work itself has become the main route to self-fulfillment for much of the *virtual class* "





State aid and DIY development



## Digital slavery

"another apartheid is being created between the *information-rich* and the *information-poor*"



# Criticism

- Rossetti
  - What new apartheid?
  - European technologies failed because of protectionism and localisation in stead of globalisation
- Berardi
  - "these are the ideas which are generating nationalism and fundamentalism"
  - "in its current virtual (dis)incarnation, capitalism seems to be a system without any alternative."

# Broadband Models: American versus Japanese

In 1995:

"Already 'red-lined' by profit-hungry telcos, the inhabitants of poor inner city areas are prevented from accessing the new on-line services through lack of money."



# Neoliberalism Sucks

- in 2000, Japan drafted a new law that forced the two telecoms (NTT East and NTT West) to share their lines for a nominal fee.
- within 3 years, Tokyo residents could purchase 20 mbps for \$21 a month through new broadband competitor Yahoo! BB
- Average Price Per Megabit/Second
  - Japan: \$0.70
  - USA: \$4.90
- ""The acceptance of these rules by the dominant incumbent carrier, NTT, led to rapid DSL deployment in Japan by NTT as well as new entrants, such as Yahoo!BB and eAccess. Yahoo!BB launched its DSL service in late 2001, charging about \$20 for up to 1.5 Mbps links. Within a few years these access speeds grew to as fast as 50 Mbps for subscribers located near central offices. (In Japan over 90% of households are within 7 kilometres. of central offices.)"

# Neoliberalism Really Sucks

"Poorer Americans saw no growth in broadband adoption in the past year while at the sametime nearly one-third of broadband users pay more to get faster connections."  
(2008)

"Broadband subscriber growth will decline in 2009 by 12 percent, with only 5.7 million U.S. households signing up for new service this year, according to a new forecast by Pike & Fischer."

InformationWorld example: ""Part of Japan's policy focuses on incumbent carriers sharing their networks with competitors, a policy NTT East has criticized."

# Discussion points

- Is there any way for a 'Jeffersonian democracy' to exist without exploitation?
- Apple as an example of 'Californian Ideology'
- Dutch fiber optic network rollout plans.