Note: this presentation originally included several pictures of notable historical people or events. Due to uncertainty about their copyrights, all these pictures were removed.

Fear of Knowledge
and the response from global society

Yi Shin Tang
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Some issues arising from knowledge and dissemination of knowledge

✴ "I don't want to put any political message in here" - *does this assertion make any sense or does every discourse end up with a political partiality?*

✴ "Are honeybees communists?" - *or can you promote a political agenda through subliminal symbols or situations completely out of context, such as the social behavior of insects?*

✴ "Can an anti-harassment project be distorted into an advertisement campaign for selling cool T-shirts?" - *(this issue arose from one of the Symposium's presentations, where a Solitude fellow showed a documentary-campaign in India where sexually-harassing men were exposed on cameras and thus deterred from such practices, together with some kind of "merchandising" advertising for the cause. The campaign became very popular among the audience and could produce very positive results in the society. But what if this "buzz" campaign becomes overcapitalized, just sells for the sake of being "cool" and ends up losing its real meaning? Perhaps the same counter-effect as Guevara's famous red T-shirt).*

✴ "Passive audience vs. overreaction" - *how can one accurately produce an art/scientific piece in a manner to create the right reaction from the audience? Some audiences are more passive than others, depending on the environment and the topic at issue. Moreover, overreaction is not necessarily desirable for the artist or researcher.*

Art, Science & Business

* Dissemination of knowledge and ideas can be:

  * unexpected

  * unpredictable

  * undesired

* Accordingly, dissemination of knowledge can become a threatening phenomenon

* But is this phenomenon uncontrollable?

Art, Science & Business

* Economic globalization

  * Intensification of relationships between developed and developing countries

  * Dramatic increase in the transfer of knowledge to "immature" societies

  * Unbalanced levels of democratic control between states

* Fear of knowledge becomes a geopolitical concern

How to control/herd?
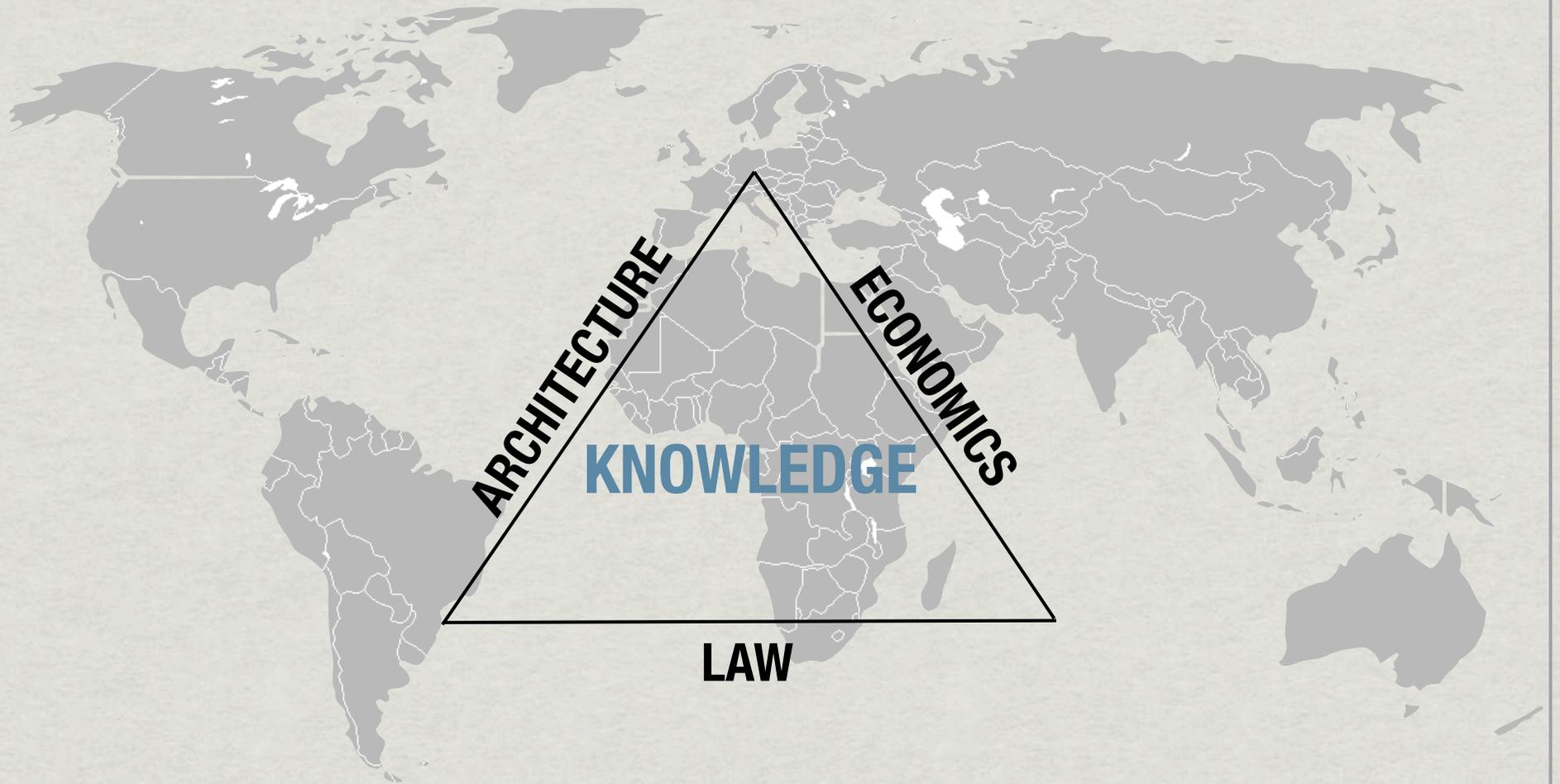
ARCHITECTURE

* Explore the media's own features in order to enhance control over its contents. Examples:

  * Paper-only materials, vinyl recording: costs of reproduction and dissemination are high

  * Digital fingerprints, encryption: information can be easily transmitted, but not necessarily be readable

  * Geographical identification (e.g. DVD regions): assuming that the restriction technically works (vis-a-vis crackers), it can be tailored or manipulated according to the region you belong

* Limitation: high dependence on the rate of technological progress

ECONOMICS

✳ = use of incentive (e.g. supply and demand) mechanisms

- Raise the price of the underlying infra-structure (e.g. Internet network)

- Raise the price of first copy: Shifts the costs to the first buyer --> Will he remain encouraged to copy to others for free?

- Direct contract with potential users

✳ Inherent problem: knowledge is expensive to create, but cheap to transfer

✳ Result: market incentives have short-run limitations

LAW

✳ "Knowledge" turns into "intellectual property"

✳ Use of government power in order to deter unauthorized use of intellectual property

✳ Method of **coercion**

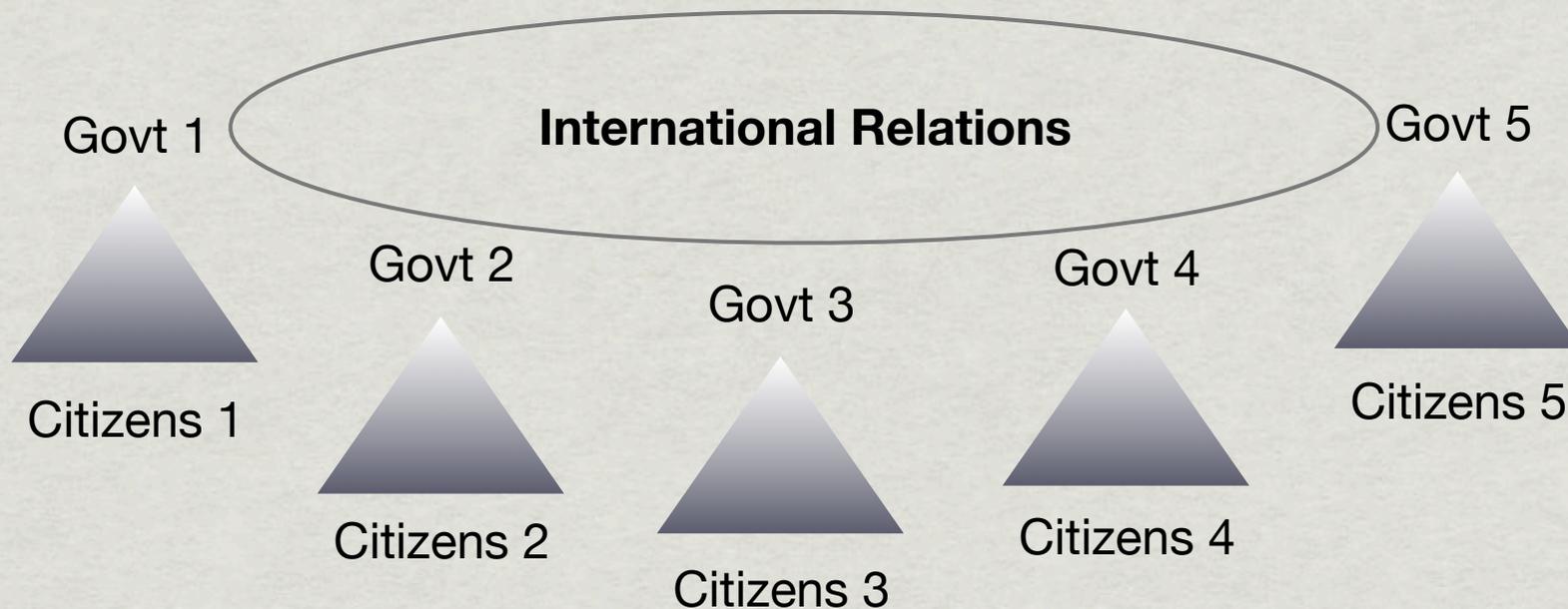✳ Problem: national borders make laws ineffective to foreign lawbreakers

Which one is more effective?
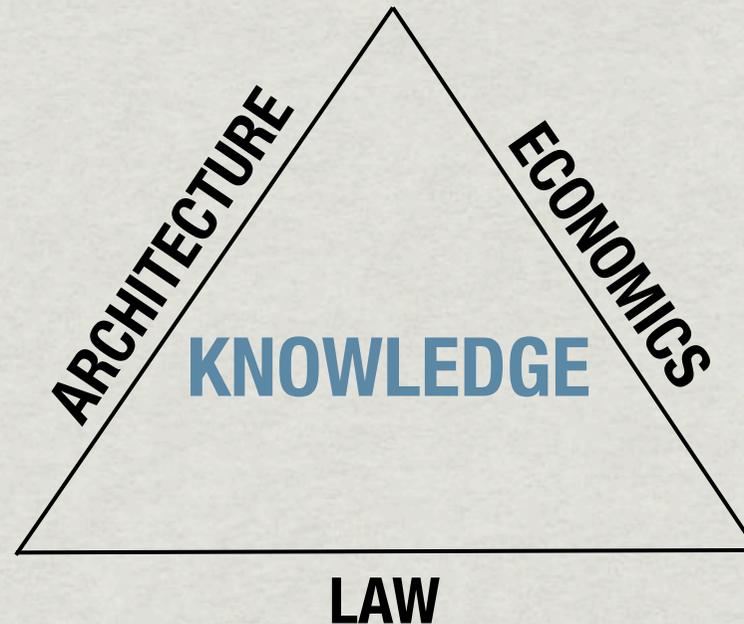
* Architecture and knowledge improvements have almost always been explored at the frontier, BUT
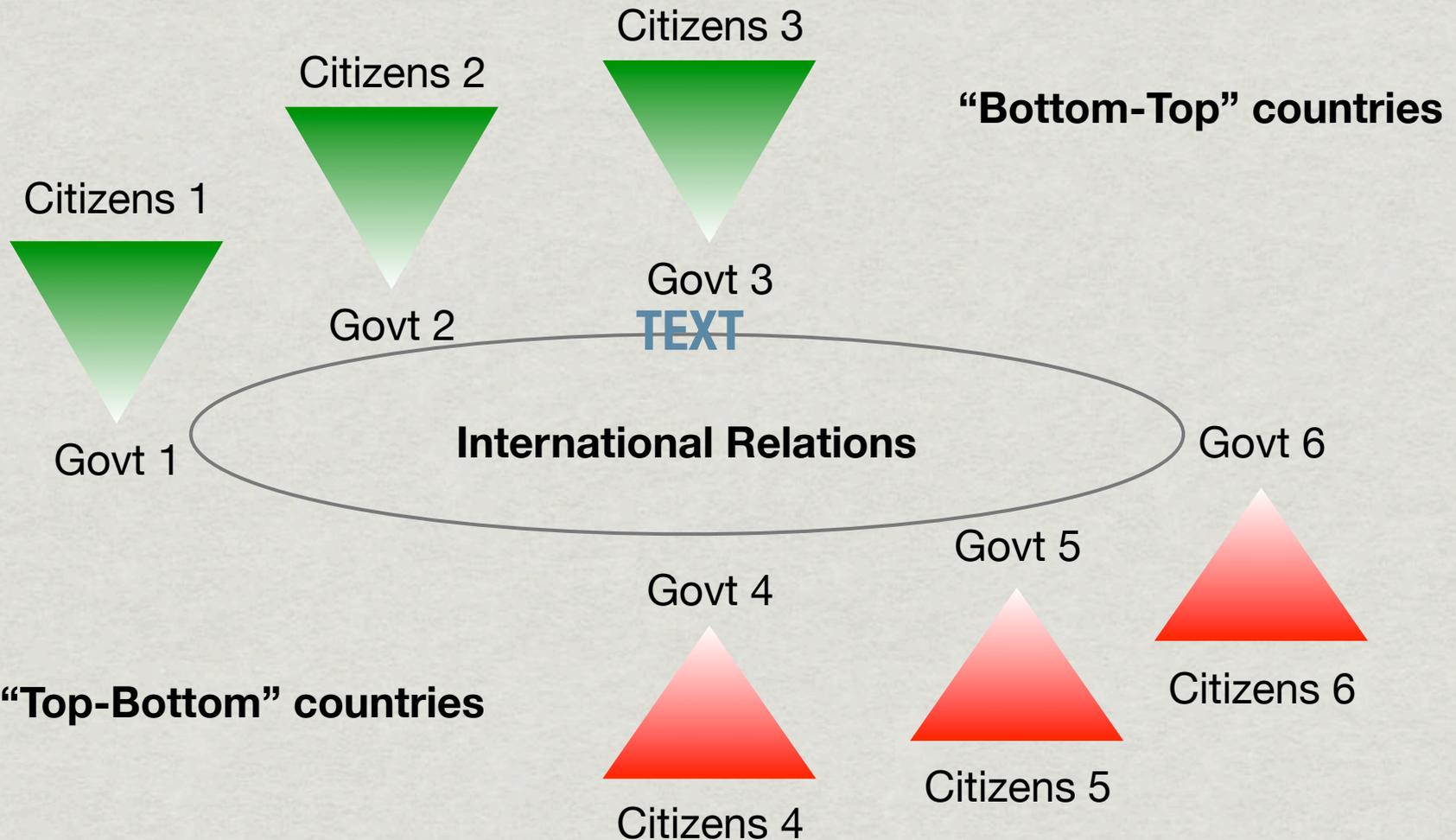
* Law still has a large room for improvement

International law as a form of Intellectual Property protection

Citizens 3

Citizens 2

"Bottom-Top" countries

Citizens 1

Govt 3

TEXT

Govt 2

Govt 1

International Relations

Govt 6

Govt 5

Govt 4

"Top-Bottom" countries

Citizens 6

Citizens 5

Citizens 4

However, a current criticism is that while some countries attempt to reflect the will of their people (bottom-top) in international negotiations, others merely reflect only the negotiations with other states but not from their own people, who only become targets, but not participants, in the global democracy. This depicts a great democratic unbalance between states.

International law as a form of Intellectual Property protection

✳ Thus, global and democratic control of knowledge depends on an efficient design of international rules, which necessarily depends on policy choices.

✳ Bilateral versus multilateral approaches - which one is better? Why not both together?

✳ Quality of intellectual property protection - should it be stronger? Weaker? Or depending on the intellectual good being protected (e.g. patents, literary works, trademarks, indigenous knowledge)

✳ What should be protected? What should be shared? What should be **never** shared? **Why?**