

Title:

Is the Internet history's greatest hoax?

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1648

Summary:

For a while there, the Internet and the World Wide Web showed great promise. They whispered sw

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Article Body:

For a while there, the Internet and the World Wide Web showed great promise. They whispered sw

But it wasn't to be, for the Internet has a new master. No, it's not Google. No, it's not Micr

Meet the master

The Internet's new master is the same master who holds the leash of all traditional commercial

The Internet's new master is money and power. Not the capacity to earn money or the capacity t

I suppose we should have foreseen it, given the Internet's military birthplace. But then, we w

A little melodramatic? Perhaps. But fairly accurate nonetheless. Let me explain...

The early promise of equity

The Internet started out as a network of computers set up for military purposes. To cut a long

Of course, even in those heady days, we all recognized some fundamental practical and technolo

But we had faith in the Internet's potential. I even wrote a paper in the mid 90s discussing t

^Being such a decentralized, anonymous form of communication, the Internet offers great opport

Alas, I did not see the Internet's true potential for censorship and control... Content.

He who wields content is king

We often hear that ^content is king~. The logic of the argument is as follows. For some time n

1) Publish helpful information on your website and constantly update it so that others li

2) Write helpful articles and let publishers of newsletters and ezines use them for free

In other words, to reach the top of the search engines, you need to publish virtual reams and

On the basis of this evidence, the saying that ^content is king~ has become somewhat of a trui

And who wields the content? Only those with the social power to command an education and the m

Wielding content is getting harder

Even for search engine (SEO) copywriters like myself, this is a task which is becoming more an

In other words, nowadays your Internet opinion is only heard above the virtual din if you can

Information overload ~ the most effective form of censorship

Now don't get me wrong; I'm not saying the Internet denies us access to information. It certainly

- rank highly in the major search engines;
- have a high Google PageRank (PR) - PR is how Google scores importance. It gives all sites
- are referred to us by a friend, colleague, or industry thought leader (which usually comes

The result... We only trust the very people who were feeding us misinformation and disinformation

And where does this leave average Jo on the street? Even if she has the education, time, and money

Conclusion ~ dare we hope?

Several generations have wondered what they could achieve if they could only get on TV. Television

But I haven't given up hope. All previous comments notwithstanding, I'm inclined to see the cure

Maybe folksonomies are the answer ~ or the prelude to the answer ~ or a part of the prelude. Or

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