



University of Zurich

Future Internet Assembly Meeting
Madrid, Spain, December 9 - 10, 2008



Socio-Economics Brainstorming

Moderators:

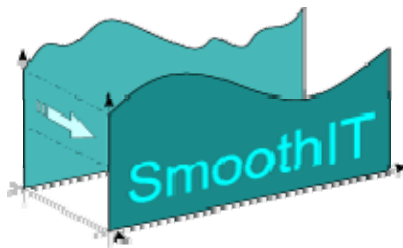
David Hausheer¹, Pekka Nikander², Vincenzo Fogliati³

¹University of Zurich, Switzerland

²Helsinki Institute for Information Technology and Ericsson Research, Finland

³Telespazio, Italy

hausheer@ifi.uzh.ch, pekka.nikander@ericsson.com, vincenzo.fogliati@telespazio.com



Brainstorming

- Group brainstorming by
 - Esa Saarinen
 - Kirsti Lonka



Brainstorming

- Step 1: What are *my* answers?
- Step 2: Share with your pair
- Step 3: Share in a group of four
- Step 4: Share in a group of eight
- Step 5: Share in a group of 16
- Step 6: Summary to everyone

The Question

- What would be my dream research agenda?

FISE Brainstorming (Group 1)

- Accessibility
- Filtering
- User Trends
- New Business Models
- Value Chains
- Protocols
- Security
- Interoperability
- Mobile and Fixed
- Sensitive Analysis
- Presence

FISE Brainstorming (Group 2)

- Easy, simple access
- From everywhere
- At anytime
- In any capacity
- Anything I want
- At a **fair** price
- Taking account of user privacy
- Simple, simple, simple

FISE Brainstorming (Group 3)

- Virtual Worlds
- People Interaction
- Virtual Money
- Virtual Country
- Own Government,
own money
- Independent of
geography

FISE Brainstorming (Group 4)

- Open but trustful Internet
- For next couple centuries
- Map number of nodes to number of homes
- Optimized Internet
- Globally focussed, all devices on the Internet
- Usage by people of Internet resources
- Drives Investment
- Rewards those who invest in Internet
- Greater usage, greater sharing
- Business simulation based, Game theory based
- Tax-free, regulation-free environment
- Content
- Authenticity
- Control with the operator/community

FISE Brainstorming (Group 5)

- Target Markets
- Different generations
- Geographical distributions
- Connectivity
- Usability
- End-to-end paradigm to be preserved
- Neutrality
- Internet fairness
- Business models: who is going to pay for what?
- Who pays for social networks?
- New networking architectures: which are the new technologies
- How to migrate to future Internet?
- IPv6 deployment problems
- How can you test it that it cannot be abused

FISE Brainstorming (Group 6)

- Content comes also from things
- Scalability
- Applicability
- Openness
- Security, privacy, trust
- Content drives the networks
- Regulation
- Ambient intelligence
- Ubiquitous Internet
- Impact of Internet on society and culture!

FISE brainstorming

Aspects

- Security
- Interoperability
- Virtual money
- Greater usage and greater sharing
- Control
- End-to-end connectivity
- Fairness
- Trust
- Network neutrality
- Performance and usability
- Authenticity
- Virtual social groups / circuits
- Economics of virtual world

Methods

- Sensitivity analysis
- Virtual country
- Own money
- Own taxes
- Own rules
- Social experiment
- How can we **test** socio-economic innovations?
 - Playing business games
 - Model systems very rapidly
- Game theory
- Business simulations

User trends

- Accessibility
- Behaviour changing
- Self-organised structure

Economics

- Value chains
 - Who are the players?
 - What is the market
 - What are the services?
- Not to predict but build open-ended systems
- Business models
 - Who is going to pay for what?
 - How to fund free services?

New network architectures

- Key technologies
- New technologies to invent
- Ambient intelligence
- Define migration strategies

Next steps

- Wiki
- Better session next time in Prague
- Workshop/Seminar something before Prague

Understanding impact of the Internet on the society

- Real life
- Sustainability
- Major social and economic crisis

Tussles

- Usability in the broad sense to the user
- Societal values

Vision

- Easy simply access
 - Wherever
 - Whenever
 - Whatever
- Privacy
- Like electricity to every home
- Open but trustful internet
- Simple
- Fair price
- Optimised solution for the poor people in the world

Open ended or trying to predict the future

Think about megatrends

Possibility to combine the approaches?

Open ended == technology driven?

Collection of future internet

Competition

Society may want to make decisions

Accountability

Social values

Of course we have to imagine the future but ...

Human biases, non-economic values and behaviour

Not build the network just according to predictions