

Contents

- Acknowledgements xi**

- Chapter 1 The battle of the book..... 1**
 - Colmcille and the battle of the book..... 1
 - Three ideas..... 6
 - About this book 9

- Chapter 2 Introduction to decision making..... 13**
 - The maths professor and the government..... 13
 - Introduction to decision making 15
 - Know-how 15
 - Rational decision making 16
 - Complexity in decision making: garbage can situations 18
 - Bounded rationality in decision making: satisficing 19
 - Factors that influence [digital] decision making..... 20
 - Personal values and power 20
 - Thinking traps..... 21
 - Complexity: the technology 22
 - Complexity: the situation 24
 - Lessig’s constraints..... 26
 - Law 27
 - Social norms 27
 - Economics or market forces 27
 - Architecture of built environment 27
 - Law, norms, economics and architecture regulate behaviour..... 29
 - Proxies in decision making..... 29
 - Social technologies 30
 - The Rio and the copyright lawyers: a DDM situation 30

- Chapter 3 Harry Potter and the full-blooded lawyers33**
 - Law lord of the rings 36
 - Professional focus on how silence is [golden] profitable 40

Law protecting digital fences intended to protect copyright	42
Blackboard and the technology students	46
Control through technology	47
DRM security theatre.....	49
RealNetworks v Apple.....	51
Napster, Peer to Peer (P2P), Grokster	52
What should the copyright holder do?.....	53
The magic of Harry Potter	54
Chapter 4 Infodiversity and the sustainability of our digital ecology	55
The idea of ‘the environment’	55
Systems thinking.....	56
Messes and difficulties	60
MercExchange v eBay	61
Access to information: the BMJ	63
A second enclosure movement?	66
Biodiversity and infodiversity	73
Chapter 5 Canaries in the mine	77
Government systems: the canaries in the mine?.....	77
DDM: risks, hazards (threats) and uncertainties.....	80
The psychology of risk (perception v reality).....	81
Formal risk assessment and uncertainty.....	84
Schneier’s five steps	89
DDM: the database solution	92
Identity architecture – commerce and government	92
The UK ID system and Schneier’s five steps	97
Other networked database solutions	100
Air passenger profiling	100
The Children Act 2004.....	101
The networked database data mining fallacy.....	102
Chapter 6 Facts, values and agendas	111
Facts, values and beliefs	111
In defence of statistics: lies damned lies?.....	113
Multiple perspectives.....	115
Chernobyl	115
Growing mushrooms	117
Power and agenda.....	118
Tactics of persuasion	122
Extrapolating opposition argument to the absurd and then refuting the absurd	122

Appealing to emotion and prejudice	122
Labelling or ghettoisation of interested groups.....	123
Balancing act.....	123
Using jargon to confuse	124
Making appeals to ‘experts’.....	124
Using sarcasm, innuendo, denigration and other forms of humour to belittle opponents.....	124
The dominant metaphor	124
Using rhetorical questions.....	125
The sound bite.....	125
Presenting evidence or apparent evidence to make it appear to point to a particular conclusion.....	126
Taking what someone says out of context	126
Avoiding giving evidence whilst suggesting that evidence is being given	126
Non sequitur – ‘It does not follow’	127
Repetition.....	127
Corporate, civil society or politically funded think tanks	127
Astroturfing.....	127
Critical thinking	128
A note about Internet sources	129
Chapter 7 Technology is just a tool.....	131
Technology: a tool.....	131
Information systems, information technology, purpose, freedom, experts and system users	132
Radar and the air defence information system that won the war.....	133
The Tizard Committee and Lindemann: how it could have failed	139
Lessons of radar: boundaries and purpose.....	142
Electronic voting.....	143
Chapter 8 DDM in intellectual property	157
Introduction	157
Sustainable infodiversity	158
Deciding intellectual property policy	161
Uphoff’s levels of decision making.....	161
A short history of intellectual property.....	162
Information feudalism?	163
Digital fences and the making of the WIPO copyright treaty	170
Software patents and the IPR enforcement directive in the EU	172
SLIM on stakeholders.....	175

Chapter 9 Experts and ordinary people	179
Feynman’s school books	179
Information technology in education.....	181
The Open University	181
Experts and ordinary people	187
Shirley McKie and the fingerprints experts.....	188
Bret McDanel and the legal experts	190
Experts make mistakes	191
Experts and models.....	192
Uses of models	193
Economic models for DDM – cost benefit analysis	194
Limitations of models.....	196
Multi-criteria decision analysis modelling and targets.....	197
Ordinary people and models: critical questions.....	200
 Chapter 10 A modest proposal	 203
A DDM framework	203
Access to knowledge: from Colmcille to the knowledge society	212
An education wish list	215
Understanding, understanding, understanding.....	216
Purpose, purpose, purpose... ..	217
Open educational archives	217
Supported open learning	219
Publicly funded research publicly available	220
E-learning panacea.....	221
Interoperability, standards and open code.....	221
Share the craft, be creative, and build the networks	224
Drowning in electronic data.....	226
A couple of final education-related wishes.....	226
Conclusion	227
 Notes.....	 229
 References.....	 293
 Index.....	 303