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# In search of historical roots of the Information Society (IS)

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Informational Capitalism and Capitalist Media Today

# Agenda for studying the history of ideas

## Four windows to the idea of IS

1. Personal
2. Institutional
3. Conceptual
4. Critical

# Personal: My way to the IS

- 1972 committee on communication policy – media expansion by cable, satellite, video, etc
- 1975 textbook *Tiedotusoppi* – information explosion as paradigm (Edwin Parker et al)
- 1976 criticism of societal information as indoctrination (Jan Ekecrantz et al)

# **Institutional: International-political structures facilitating the IS idea**

- OECD computer/telecommunications policy – 1970s
- CSSR-USSR scientific-technological revolution – 1970s
- IIASA scientific project of détente – 1970s
- EU boosting economic growth – 1990s
- WSIS as final legitimation – 2000s

# **Conceptual: Themes & thinkers of IS paradigm**

(with Frank Webster)

## **In the 1960-70s**

- Knowledge industry (Fritz Machlup 1962)
- Global village (Marshall McLuhan 1962)
- Civilization at crossroads (Radovan Richta 1967)
- Information society (Yoneji Masuda 1968)
- Age of discontinuity (Peter F. Drucker 1969)
- Programmed society (Alain Touraine 1971)
- Post-industrial society (Daniel Bell 1973)
- Information economy (Edwin Parker, Marc Porat 1975)
- Future shock (Alvin Toffler 1976)

# Conceptual, cont.

## In the 1980-90s

- Computerization of society (Simon Noran et al 1980)
- Technologies of freedom (Ithiel de Sola Pool 1983)
- Crisis economy (Herbert I. Schiller 1984)
- Cult of Information (Theodore Roszak 1986)
- Virtual community (Howard Rheingold 1993)
- Knowledge societies (Nico Stehr 1994)
- Postmodern society (Krishan Kumar, Mark Poster 1995)
- Network society (Manuel Castells 1996)

# Conceptual, cont.

## In the 2000s

- Runaway world (Anthony Giddens 2000)
- Surveillance society (David Lyon 2001)
- Personalised networking (Barry Wellman 2001)
- Commons (Lawrence Lessig 2002)
- Ubiquitous (Ken Sakamura 2007)
- Cocooning (Cass Sunstein 2009)
- Shallows (Nicholas Carr 2010)
- Internet governance (Wolfgang Kleinwächter 2011)

# Conceptual, cont.

## Levels of consideration

- Technology
- Economy
- Human
- Governance



# Critical: Elements of big story behind the IS

- Information as productive force
- Mediation in social relations
- Globalization
- Capitalism



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**Thank you!**

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