

A Naked Bit

What comes after data? — »More data«, answers Kevin Kelly, Senior Maverick at Wired Magazine. In a world where anything can be copied perfectly the new resources of our time are »things that can't be copied, like emotion, immediacy, trust, authenticity«. — A talk about data as a resource, its value and the changes society is going through.

REVUE: What is the value of data and how will this change in the future? Kelly: Data is the new platform, the new media for innovation and wealth.

Personal data is being commercialized on a scale never before seen. What are the economical and social dangers in the random and excessive use of data? The dangers are that people will be slow to recognize the benefits of sharing data. There is a tendency to hoard data as some think it is precious, but data must be shared to make it valuable.

Proponents of the Post-Privacy-Movement are of the opinion that the more personal data we have, the less interest there will be in it. Do you agree? The more data, the less each bit is worth by itself. Data is only valuable in two ways: (1) When it is clothed and linked to more data, and (2) when it is shared by people. It is the sharing and linking that make data valuable. A naked bit is worth less and less.

In terms of the Semantic Web: Can we find a key to people's behaviour on the internet? The web/internet captures more and more of all of our lives. As we track ourselves we will track all of our behavior. This tracking will be a key to discovering what we really do, rather than what we think we do.

Open Data vs. observation: Where does freedom begin and where does it end? Freedom starts when we have transparency about data—who has it? Is it correct? Am I getting benefit from it?



How should we change how we think about resource data? Why is there a lack of ideas about alternatives? We have to stop fighting tracking. It will not stop. Rather we have to learn how to make surveillance work.

How is society changing concerning the value of resources? We are moving from being a society that earned value from materials and territories to one that gains wealth from intangibles such as information/data/knowledge.

Are intangible resources such as data, emotions, time and knowledge the resources of the future? In a world that can copy anything perfectly, like the internet, copies become less and less valuable. What becomes more valuable are things that cannot be copied, like emotion, immediacy, trust, authenticity, and so on. These intangible, uncopyable qualities, are the new resources.

What role do journalism and media play concerning data? Everyone is in the media today; everyone is a journalist of one sort.

Long Tail: Does this theory really work? What advantages are there for the creative? The reality of the long tail is true, but the fact is only helpful to a few large companies.

What comes after resource data? More data.

Kevin Kelly

is Senior Maverick at WIRED magazine. He co-founded WIRED in 1993, and served as its Executive Editor from its inception until 1999. He is founder of the COOL TOOLS website and editor and publisher of the new best-seller »COOL TOOLS: A CATALOG OF POSSIBILITIES«. He co-founded the ongoing Hackers' Conference, and was involved with the launch of THE WELL, a pioneering online community started in 1985. He is the author of numerous magazine articles and three books about the nature of technology.
