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AFTER THE DIGITAL TORNADO

Networks powered by algorithms are pervasive. Major contemporary technology trends – Internet of Things, Big Data, Digital Platform Power, Blockchain, and the Algorithmic Society – are manifestations of this phenomenon. The Internet, which once seemed an unambiguous benefit to society, is now the basis for invasions of privacy, massive concentrations of power, and wide-scale manipulation. The algorithmic networked world poses deep questions about power, freedom, fairness, and human agency. The influential 1997 Federal Communications Commission whitepaper *Digital Tornado* hailed the "endless spiral of connectivity" that would transform society, and today, little remains untouched by digital connectivity. Yet fundamental questions remain unresolved, and even more serious challenges have emerged. This important collection, which offers a reckoning and a foretelling, features leading technology scholars who explain the legal, business, ethical, technical, and public policy challenges of building pervasive networks and algorithms for the benefit of humanity. This title is also available as Open Access on Cambridge Core.

Kevin Werbach is Professor of Legal Studies and Business Ethics at the Wharton School, University of Pennsylvania. A world-renowned expert on emerging technology, he examines business and policy implications of developments such as broadband, big data, gamification, and blockchain. Previously, Werbach served on the Obama Administration's Presidential Transition Team, founded the Supernova Group (a technology conference and consulting firm), led Internet policy at the Federal Communications Commission, and created a massive open online course. His books include *For the Win: How Game Thinking Can Revolutionize Your Business* and *The Blockchain and the New Architecture of Trust*.

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"An important collection of diverse perspectives on the legal, ethical and social challenges of the information age. Essential reading for anyone interested in the past and future of Internet policy."

Bruce Schneier
Fellow at Harvard Kennedy School and author of Click Here to Kill Everybody

"Kevin Werbach assembles some of the world's best thinkers to analyze the transformations wrought by code, data, and silicon. A masterful meditation on what is next for digital life and how policy might be able to harness technology for good."

Ellen P. Goodman
Professor, Rutgers Law School and Co-Director, Rutgers Institute for Information Policy & Law

"This book is destined to be as vital to the debate over the future of the Internet as Werbach's ground-breaking white paper *Digital Tornado*. It examines how much the Internet has changed over two decades and looks ahead with concrete recommendations about how to ensure a vibrant and open Internet ecosystem from some of the world's top experts in Internet law and policy."

Gigi Sohn
Distinguished Fellow, Georgetown Law Institute for Technology Law & Policy, and Benton Senior Fellow

"Some of the sharpest thinkers about technology and society examine where we have come from, what has changed, and what the future may be. Old models, antitrust, new power centers, dehumanized humanity, Blockchain, and more are explored and explained with an eye to what we can and should do next."

Deven Desai
Associate Professor, Georgia Tech Scheller College of Business

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NETWORKS, ALGORITHMS, HUMANITY

Edited by

KEVIN WERBACH

Wharton School, University of Pennsylvania

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Governing Medical Knowledge Commons (Cambridge University Press, 2017, with Michael Madison and Katherine Strandburg); and *Being Human in the 21st Century: How Social and Technological Tools Are Reshaping Humanity* (Cambridge University Press, 2018, with Evan Selinger).

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