

Google™ Living @ the “edge”

Simon Hampton

A debate about locating “intelligence”



QuickTime™ and a
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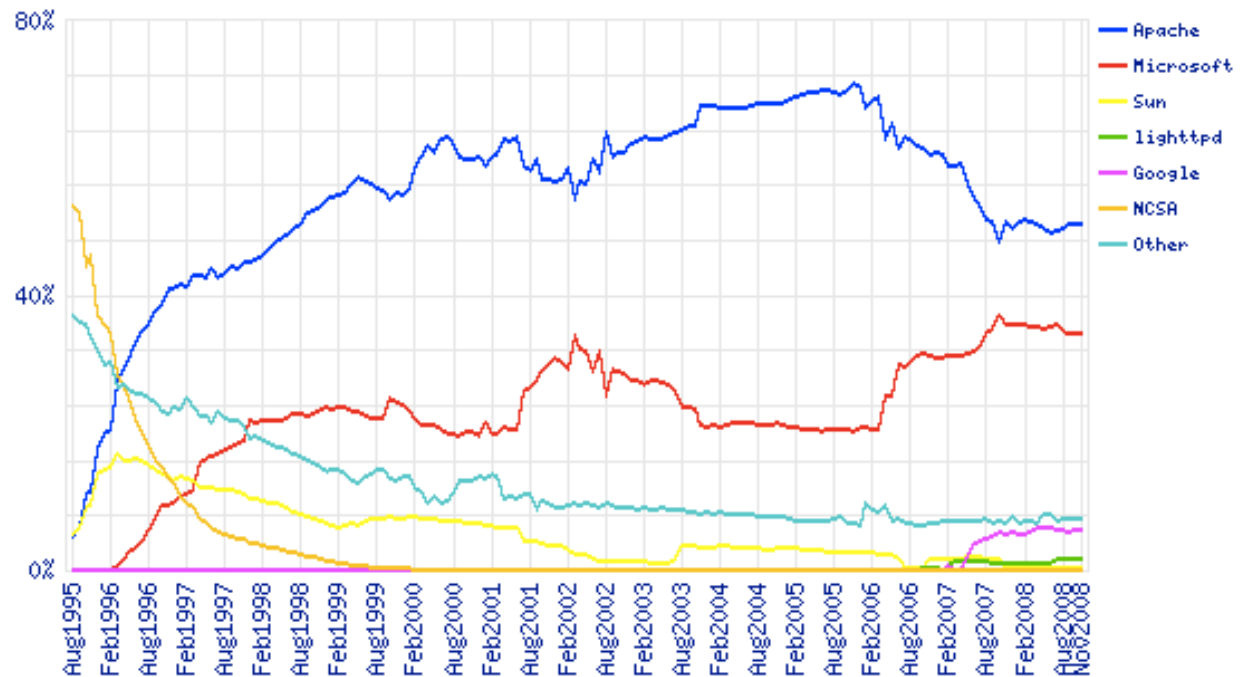
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Societal intelligence at the “edge”

Consumers and pro-sumers

Market Share for Top Servers Across All Domains August 1995 - November 2008

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User contributed content



OpenStreetMap



The Free Wiki World Map

OpenStreetMap is a free editable map of the whole world. It is made by people like you.

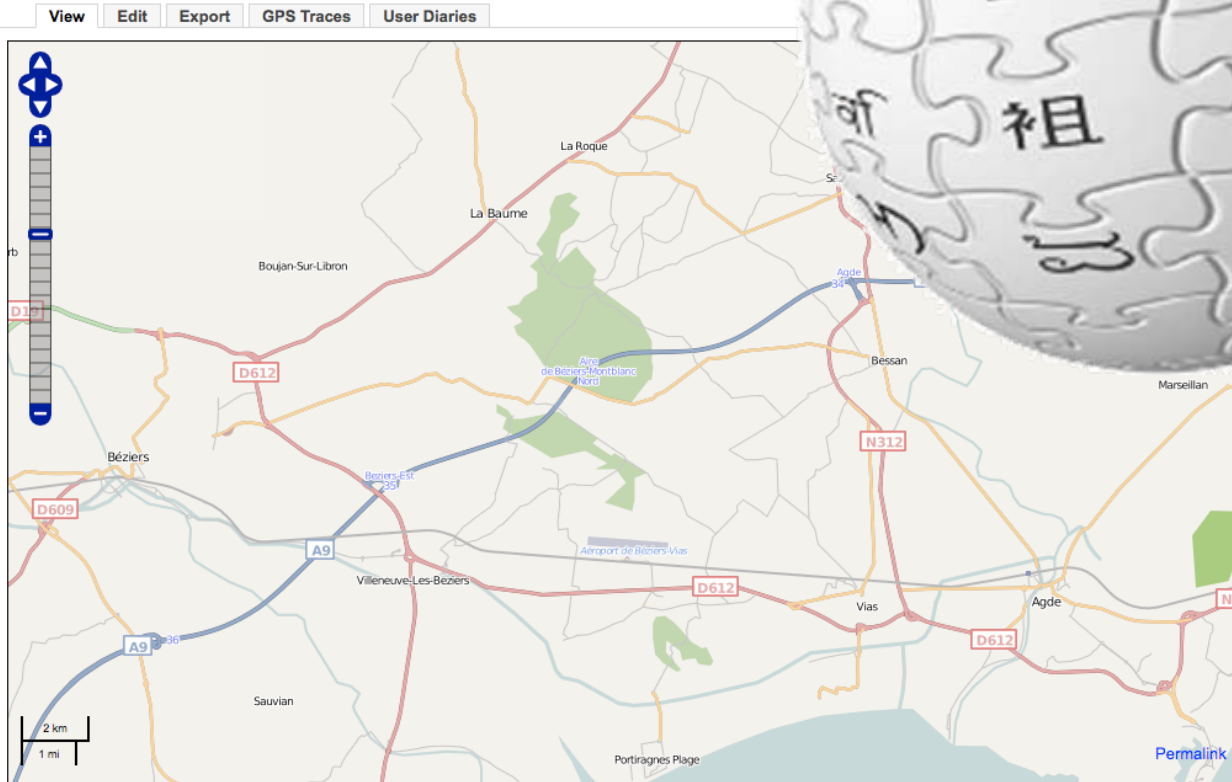
OpenStreetMap allows you to view, edit and use geographical data in a collaborative way from anywhere on Earth.

OpenStreetMap's hosting is kindly supported by the [UCL VR Centre](#) and [bytemark](#).

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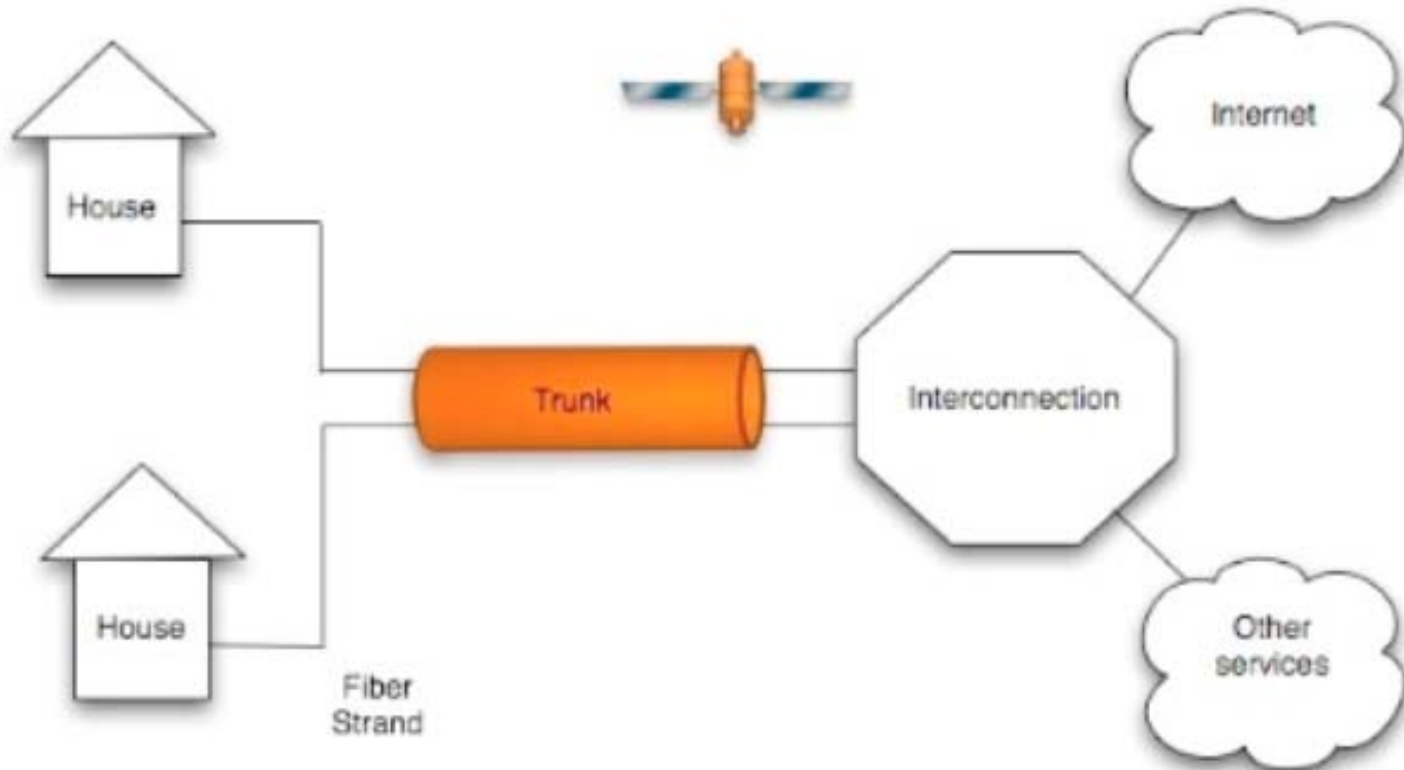
examples: 'Alkmaar', 'Regent Street, Cambridge', 'CB2 5AQ', or 'post offices near Lünen' [more examples...](#)



User created content



“Homes with tails”



www.newamerica.net/files/HomesWithTails_wu_slater.pdf



Building on “collective intelligence”, Web 2.0 contains an element of self-regulation : the more people use a particular website, the more it is scrutinised, allowing for corrections and improvements, and the more popular it becomes.

(European Commission, Dec 2007)



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Facebook Users Against Facebook Beacon
Global

Basic Info

Type: Internet & Technology – Cyberculture
 Description: For everyone who is maybe just a little concerned about the Facebook Beacon platform and all of the companies that are buddies up to monitor online activity. Creepy.

Recent News

"The expansion of the data-tracking abilities to other websites will allow Facebook to build even more accurate data profiles of its users. Partner sites like the New York Times will now know even more information about the readers using its website, as its own information will be cross-referenced to Facebook info."
<http://www.cbc.ca/news/background/tech/hightech/facebook-beacon.html>

Companies who are using Facebook Beacon:

Fandango.com, eBay, New York Times, Travelocity, CollegeHumor, Busted Tees, iWon, Citysearch, Pronto.com, echomusic, AllPosters.com, Blockbuster, Bluefly.com, CBS Interactive (CBSSports.com & Dotspotter), ExpoTV, Gamefly, Hotwire, Joost, Kiva, Kongregate, LiveJournal, Live Nation, Mercantila, National Basketball Association, NYTimes.com, Overstock.com, (RED), Redlight, SeamlessWeb, Sony Online Entertainment LLC, Sony Pictures, STA Travel, The Knot, TripAdvisor, Travel Ticker, TypePad, viagogo, Vox, Yelp, WeddingChannel.com and Zappos.com

Ways you can help beat the beacon:

1. Invite people to join this group:
<http://www.facebook.com/editgroup.php?members&gid=19940635616>
2. Block Facebook Beacon. Check out this site:



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Indiana
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New York
 - Glenn Koelling (Montana)**
Montana
 - Jim Erkola (Finland)**
Finland
 - Jackie Mcchesney (Kitchener, ON)**
Ontario
 - Dieter Vansteenwegen (Belgium)**
Belgium

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Rethinking “eGovernment”

Google

Number10.gov.uk ^{BETA}

The official site of the Prime Minister's Office.

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**Create a
Petition**



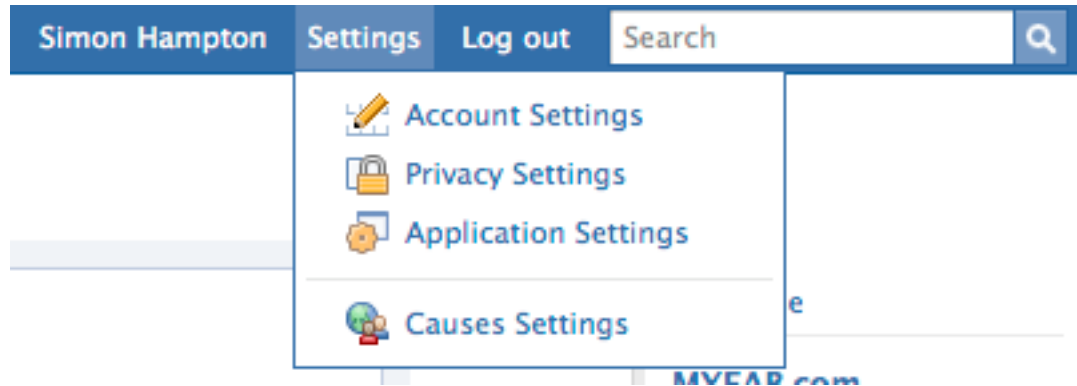
**View
Petitions**

Petitions have long been sent to the Prime Minister by post or delivered to the Number 10 door in person. You can now both create and sign petitions on this website too, giving you the opportunity to reach a potentially wider audience and to deliver your petition

directly to Downing Street.

Search petitions:

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Saga Holidays Review

Have a picture of Saga Holidays?, please [send it to us](#).



Average Ratings

Customer Service	4/10	<div style="width: 80%;"></div>	LL
Value for Money	5.4/10	<div style="width: 100%;"></div>	LL
Reviewer Rating	4.7/10	<div style="width: 94%;"></div>	LL
Overall Rating	4.3/10	<div style="width: 86%;"></div>	LL

44% Recommended

12 out of 27 Reviews



Google UK Carbon Calculator

Calculate my carbon footprint

The UK's carbon footprint is over 500* million tonnes of CO₂ per year. Individuals account for 45% of this.

Find out how you can reduce your footprint.

How green can you be?

1. Calculate my carbon footprint (my home and my travel).
2. Choose my carbon-reducing actions.
3. Put me on the UK Carbon Footprint Map.




When you're done you can save your information on this page and come back to edit your details and tick off your actions as you complete them.

What's my Carbon Footprint?

Read more information on the [questions and actions](#) and our [privacy policy](#).

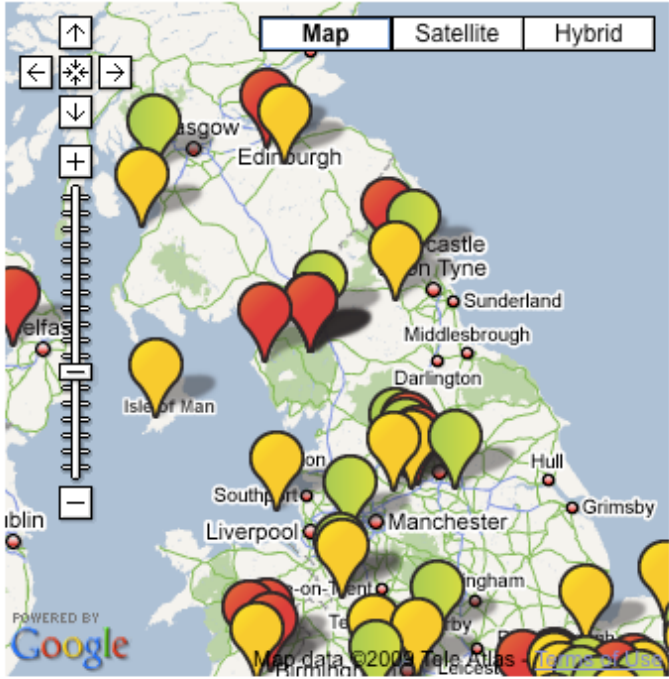
We have built the Google UK Carbon Calculator in partnership with the Energy Saving Trust and RSA. It uses the [AMEE engine](#), and draws on the UK Government's [Act on CO₂](#) calculator for its data, calculations and approved methodologies.

*Source - Defra



UK Carbon Footprint Map

Map Satellite Hybrid



[See larger map](#) which displays additional layers related to climate change. These include carbon emissions and weather maps, local points of interest such as recycling centres and solar energy suppliers.

Search for more local information and get directions on [Google Maps](#)

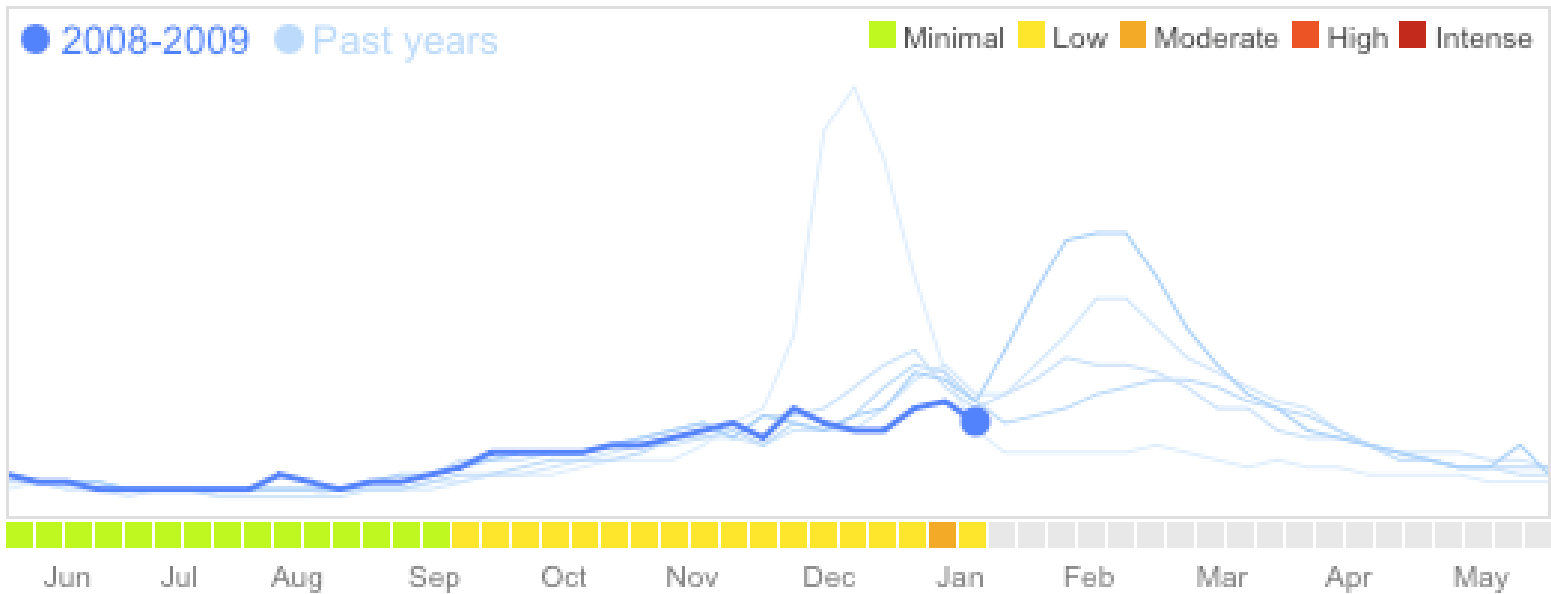
© 2007 Google - [About the project](#)

Leveraging distributed “signals”



United States flu activity: ■ Low

Entire United States



Engineering shift of network intelligence

Intelligence moving beyond the networks edge

“Future of the Internet” needs to inform the “Future Internet”