

Etiquette, and the singularity

Ben Hammersley, Reboot 7, 2005

Or...

How technology
changes the way we deal
with each other, how
society works, and why
we no longer wear
swords

In the beginning was the Blogger





Sir Richard Steele
1672 - 1729

Ok, so there are similarities



A bit of historical context.

Denmark: Great Northern War

Copenhagen: Plague

Great Britain: Queen Anne

Spain: War of Spanish Succession



Internal arguments about the shape of Europe
Worries about the growth of Islam
Social revolution is in the air

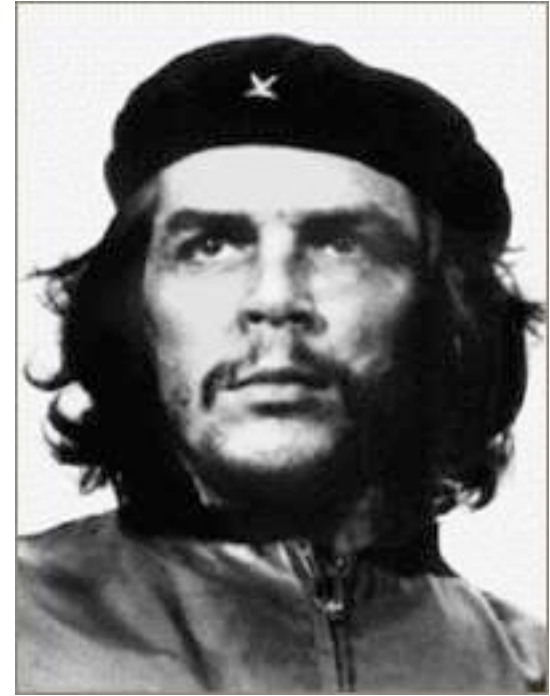
The Tatler

First post: April 12 1709

...wherein I shall from time
to time report and consider all matters of what kind
soever that shall occur to me, and publish such my advices
and reflections every Tuesday, Thursday, and Saturday in the
week for the convenience of the post. I have also
resolved to have something which may be of entertainment
to the fair sex...

Posted three times a week
800 readers
Comments
Lots of coffee

six apart



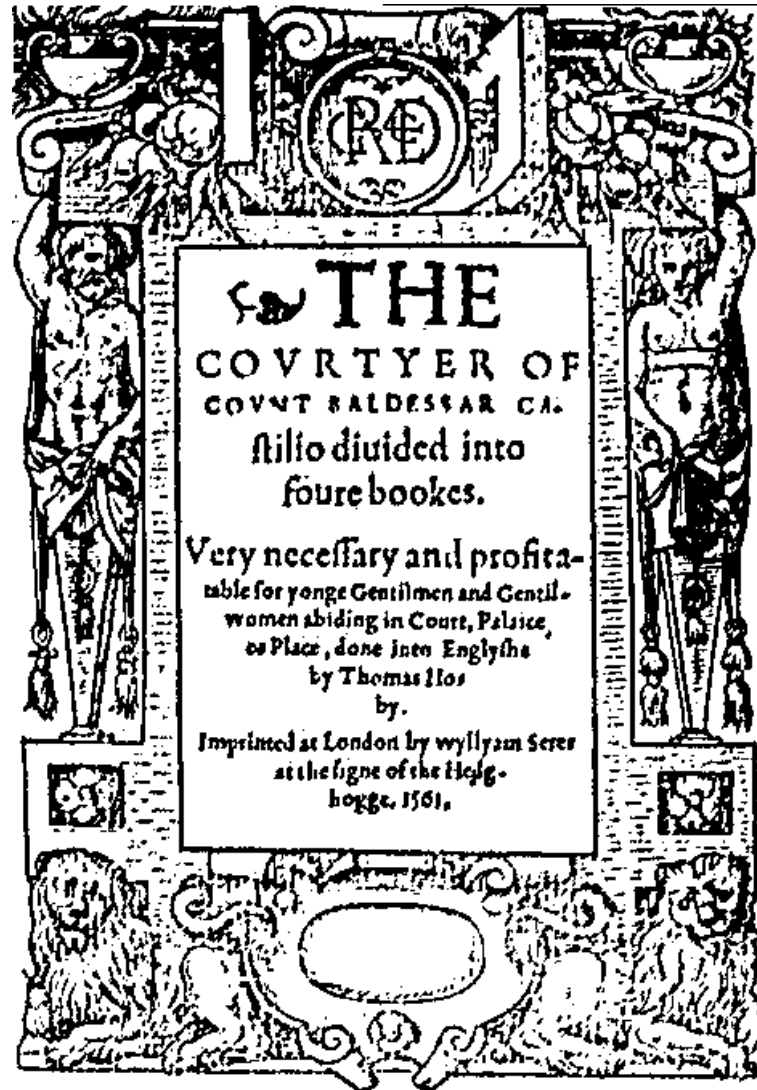
Amateur Publishing &
Coffee
= Revolution

Manners

Court Society



Courtly Manners



Castiglione

- To speake alwaies of matters likely, least he be counted a lyer in reporting of wonders and straunge miracles.
- To have the feate of drawing and peincting.
- To daunce well without over nimble footinges or to busie trickes.
- To play well at fense upon all kinde of weapons.
- To be nimble and quicke at the play at tenise.
- To hunt and hauke.
- To be seen in tungen, and specially in Italian, French, and Spanish.

Enlightenment Society



Coffeeshops

- Anyone can enter - after a few pennies
- Everyone is the same within
- Fashions don't show rank
- Debate is encouraged, and **sober**
- It can all get a bit embarrassing

Even the King goes to
the bathroom

(The French got a bit carried away with this bit)

The Tatler and The Spectator

- Incredibly modern and daring
- Advice on how to behave in town
- Sent all over the country
- Still just two guys

Electricity

PROF. WILSON'S Magneto-Conservative Garments.

The following figure represents the manner in which our Magneto-Conservative Garments are worn. It can be readily understood that they are not worn next the skin, nor have they to be dipped in acids. The dangerous character of Electric Belts charged with acid and worn next the skin is too well known to be repeated here. PROF. WILSON'S system is as distinct from these dangerous Copper and Zinc Belts as is a pine knot in an Indian's wigwam to the electric light of our stores and city streets. There need not be a sick person in America (save from accidents) if our Magneto-Conservative Underwear would become a part of the wardrobe of every lady and gentleman, as also of infants and children.

CURES

NERVOUS
PROSTRATION,
KIDNEY DISEASE,
LIVER DISEASE,
LUNG TROUBLES,
RHEUMATISM,
GOUT,
STIFF JOINTS,
PARALYSIS,
LOCOMOTOR
ATAXIA,
WRITER'S CRAMP,
LOSS OF MEMORY,
GIDDINESS,
VARICOSE VEINS,
AND
EVERY OTHER
FORM OF
DISEASE.



TRADE MARK.

These Garments are as puzzling to the physicians as is the wonder-working "Actina." They cure all forms of disease after the physicians fail, whether Allopath, Homoeopath, Electropath or all the other Pathies of the school. These marvelous appliances will positively cure any of the following forms of disease: Protrusion, Spinal Disease, Gout, Rheumatism, Kidney Disease, Chronic Lamé Back, Paralysis, Nervous Prostration, Loss of Memory, Dyspepsia and all forms of Female Weakness or Loss of Vital Force in Man or Woman. Persons never come to us until the regular physicians have failed. Prof. Wilson practiced medicine twenty-five years, but he now seeks to make amends for having given his time to so pernicious a system "as drugging poor suffering humanity." His patented Magneto-Conservative Garments and their marvelous effects demonstrate a mind of deep research. No physician can examine the structure of these appliances and not be convinced of their value.

Send for Prof. Wilson's treatise on "Disease and its Cure," and other valuable information.

Sample of thousands of testimonials on file in our office:

A MOST REMARKABLE CURE OF DROPSY.

New York & London Electric Association, Kansas City, Mo.

Gentlemen—You will excuse me for not writing to you before about my wife's case that we treated. She had the worst case of dropsy that I ever saw or heard of. It was in her system for years, and after her child was born it developed in a severe form. She was so much bloated that she could not find a chair large enough for her; in fact, I cannot describe her—she simply was awful to look at. I called in Dr. Scales; and he told me she could not last over four hours. Then I called Dr. Croferd, and he said she would be a dead woman in less than two hours. Then I called Dr. Bronson, and he shook his head and said, we will try. In the meantime I had sent for the magnetic goods. They got here on the night train. I put them on her that night and by morning had the water running out of every pore of her body, and kept doing so for three weeks, and now, after four years, I will say she has not seen a sick moment since. Her skin is soft and healthy. Your goods saved her and her child's life. Use this as you like.

Yours, with respects,

FLORENCE, MO.

A. J. MAURY.

NEW YORK & LONDON ELECTRIC ASSOCIATION, Mfrs

929 Walnut Street,
KANSAS CITY, MO.

PRICE LIST.

NERVE CAP,
\$5 00 \$7 50 \$10 00
THROAT
PROTECTOR,
2 00 \$3 00 \$4 00
NERVE AND LUNG
INVIGORATOR,
\$5 00 \$10 00 \$16 00
SHOULDER
APPLIANCES,
\$5 00 \$7 50 \$12 00
BODY BELT,
\$3 50 \$5 10 \$16
WRISTLET,
\$3 00 \$4 00 \$5 00
SCIATIC
APPLIANCE,
\$8 00 \$10 00 \$12 50
KNEE CAP,
\$5 00 \$7 50 \$10 00
LEG APPLIANCE,
\$5 00 \$7 50 \$10 00
ANKLET,
\$3 00 \$4 00 \$5 00
INSOLES,
50c \$1 \$2 \$2 50
per pair.



The electric light, so favourable to furniture, wall papers, pictures, screens etc. is not always becoming to the female complexion, light Japanese sunshades will be found invaluable.

Reluctance to
embrace new
technology

What does this all mean?

- Modern manners are consistently being reinvented because modern technology creates new ways of relating to each other.
- It has also created a new way of teaching each other how to be polite

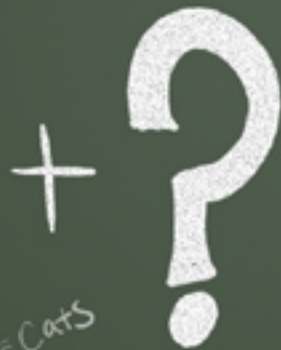
The Greater Internet Fuckwad Theory

Unreal Tournament 2004 lends incontrovertible proof to John Gabriel's Greater Internet Fuckwad Theory.

Normal Person



Anonymity



2+3=Cats

Audience



$$s_x = \sqrt{\frac{1}{n} \left\{ \sum x_i^2 - \frac{1}{n} (\sum x_i)^2 \right\}}$$

Total Fuckwad

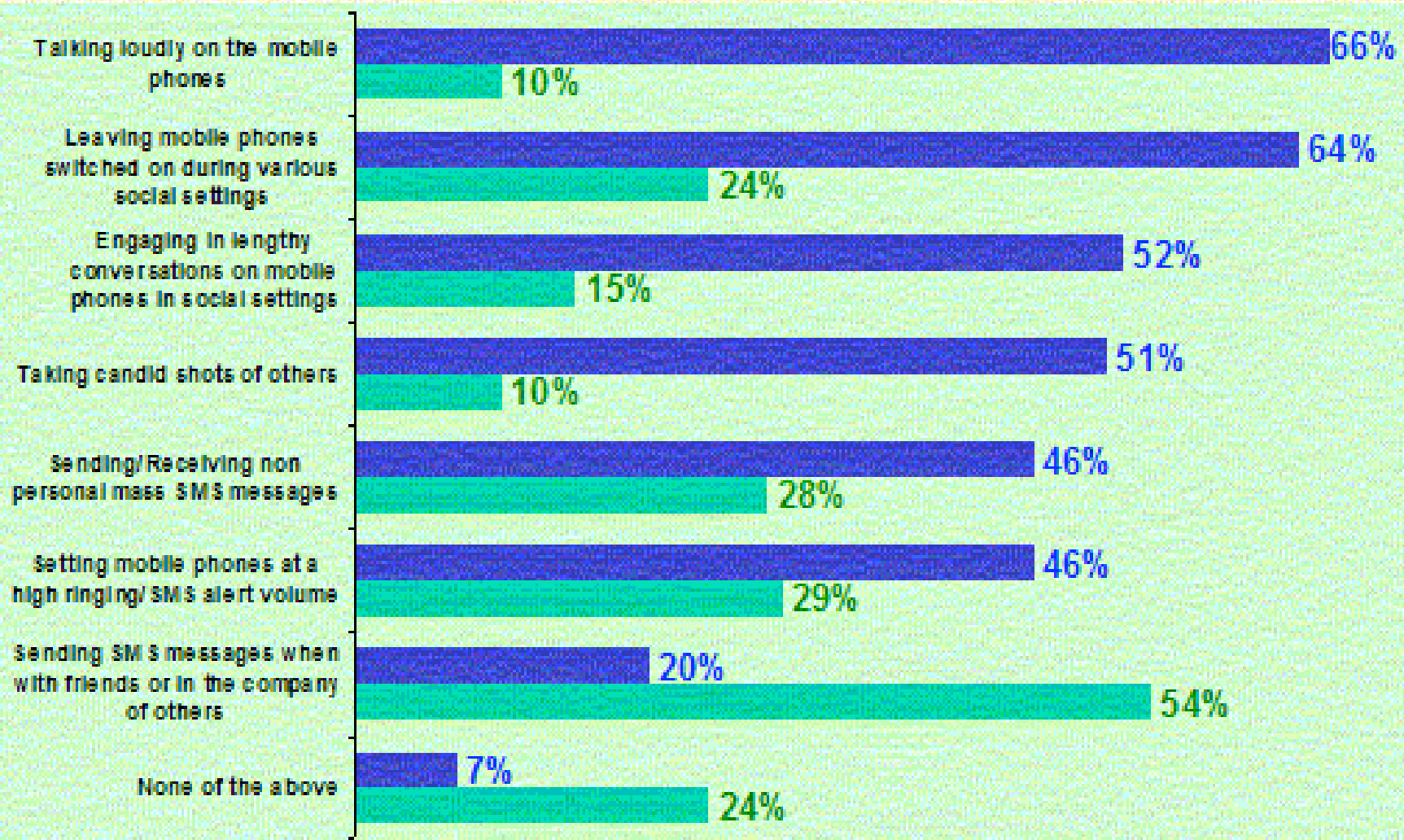


Modern technology is rude.

**STOP TYPING,
YOU BASTARDS**

Mobile Phone Habits:

What users engage in VS what they find annoying



Base: All respondents who own mobile phones

Our problem

- The new technology we make is resisted because people don't know how to use it **within their social environment.**
- **They are afraid of humiliation**

The Hinterweb

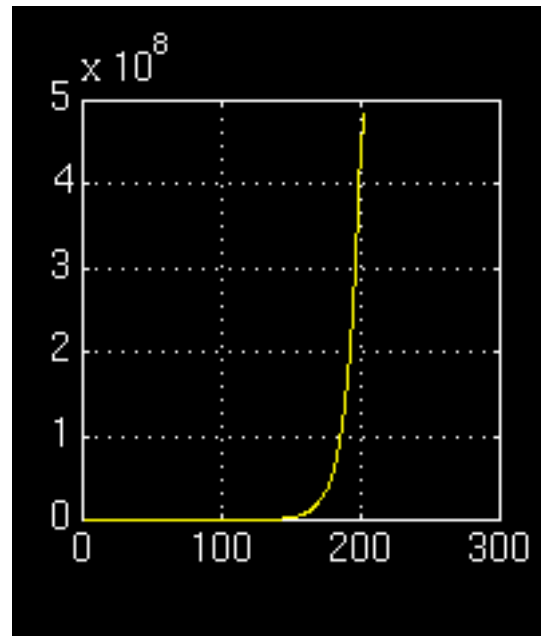
<http://www.oblomovka.com/entries/2003/04/15>

There's a bit of me that does feel guilty. While I manage to fend off pop-up windows with Mozilla, and spam with Spamassassin, most people don't know about those programs. They live in the "hinternet", that shanty-town of X10 pop-ups and porn adware, and endless, endless Hotmail and Yahoo spam. They're tourists in the world of the Net, and like any tourist, they rarely get a good guide. They're just taken down the back streets by disreputable but flashy showmen, and robbed for everything they're worth. And it's true, we don't do as much as we should for them, because we're okay in our little burbclaves.

Three rules

- New technology needs a new etiquette
- This needs time
- Manners hold more sway than old laws.

The Singularity



Close enough already

- 2 billion internet users
- Tens of thousands on Metafilter
- Hundreds of thousands on a MMORPG
- Millions using email
- Billions using mobile phones

A New Etiquette

- We need to understand new social norms
- We need to develop newer social norms
- We need to recognise that social norms change slowly

Your mission

We need a new Tatler