

Making an Open Information Age

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OPEN KNOWLEDGE

CIPIL

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About Me

Summary

1. Entering an information age
2. This age **can** and **should** be open
3. How will it work
4. The need for action

A Vision

An Open World

A world where all public information is open —
free for everyone to use, build on and share.

And where creators and innovators are
recognised and supported.

Public = non-private - “published”

All software, databases, research, content ...
music to medicines ...

* What about personal and/or private information? Outside our remit here but basic point has some analogy: personal should be controlled by those whose personal information it is.

Fairer
Freer
More Creative

But ...

How do we pay for it?

And how do we get there?

And what's wrong with the current system?

A Story

Of Sickness and Medicine

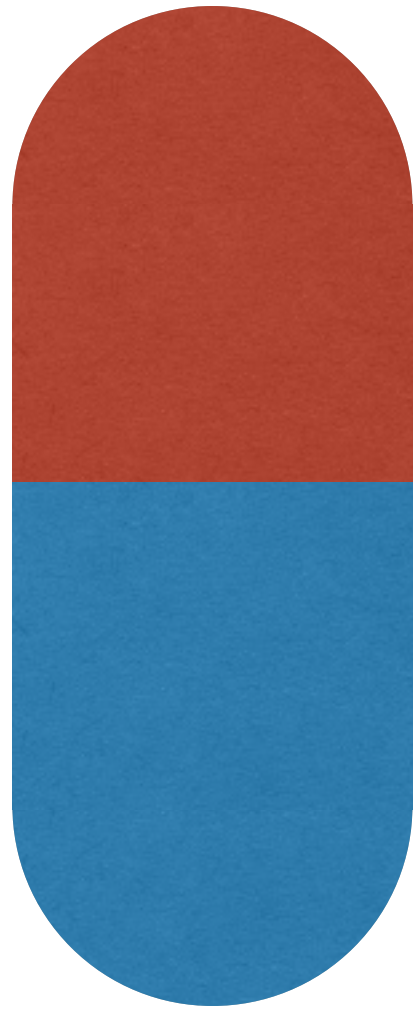
Medicines are *Made* of Information

Science behind the discovery

The tests in clinical trials

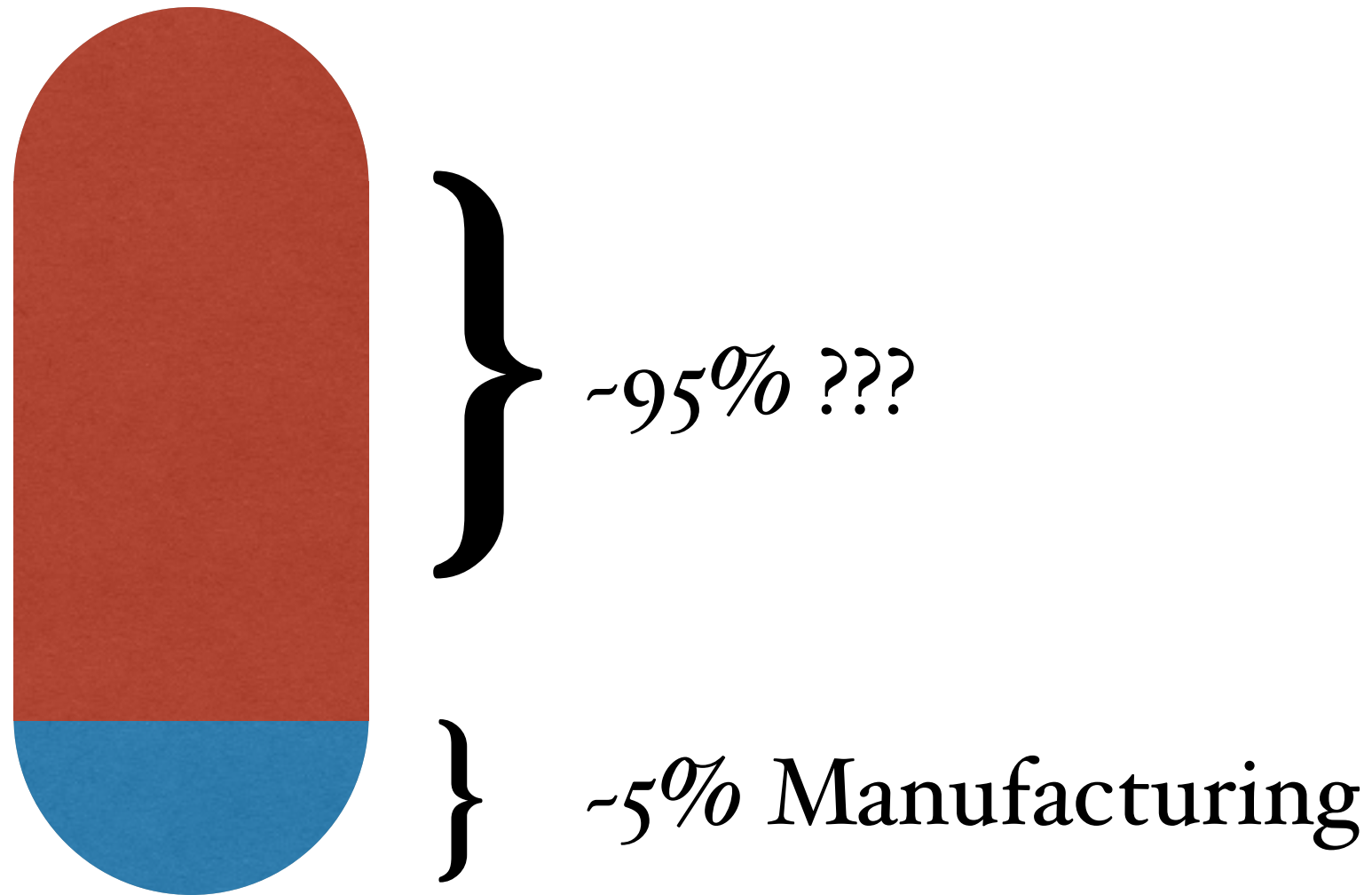
The recipe for the drug

Medicines Can Be Expensive

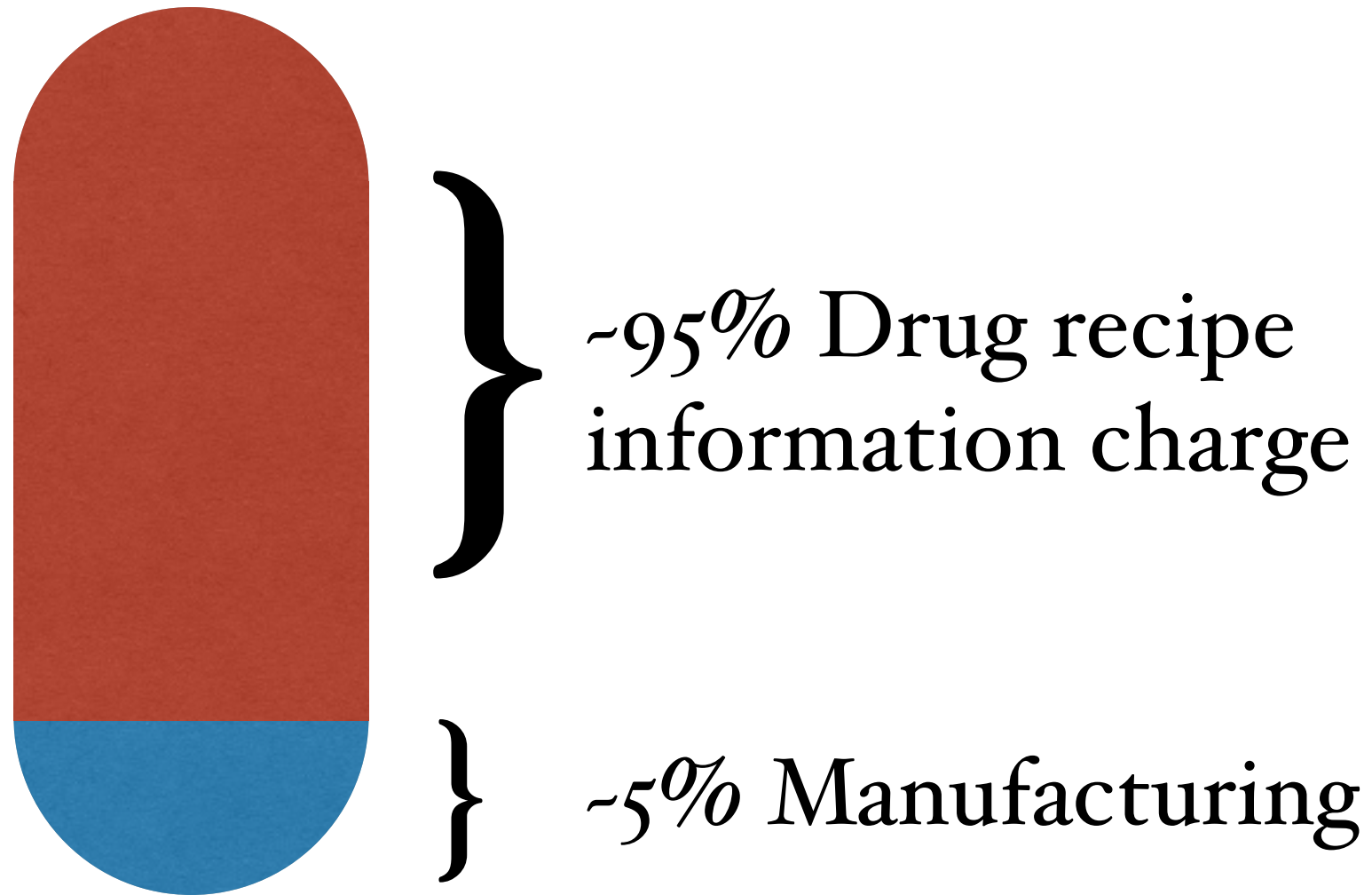


\$40,000 a year

Why So Expensive?

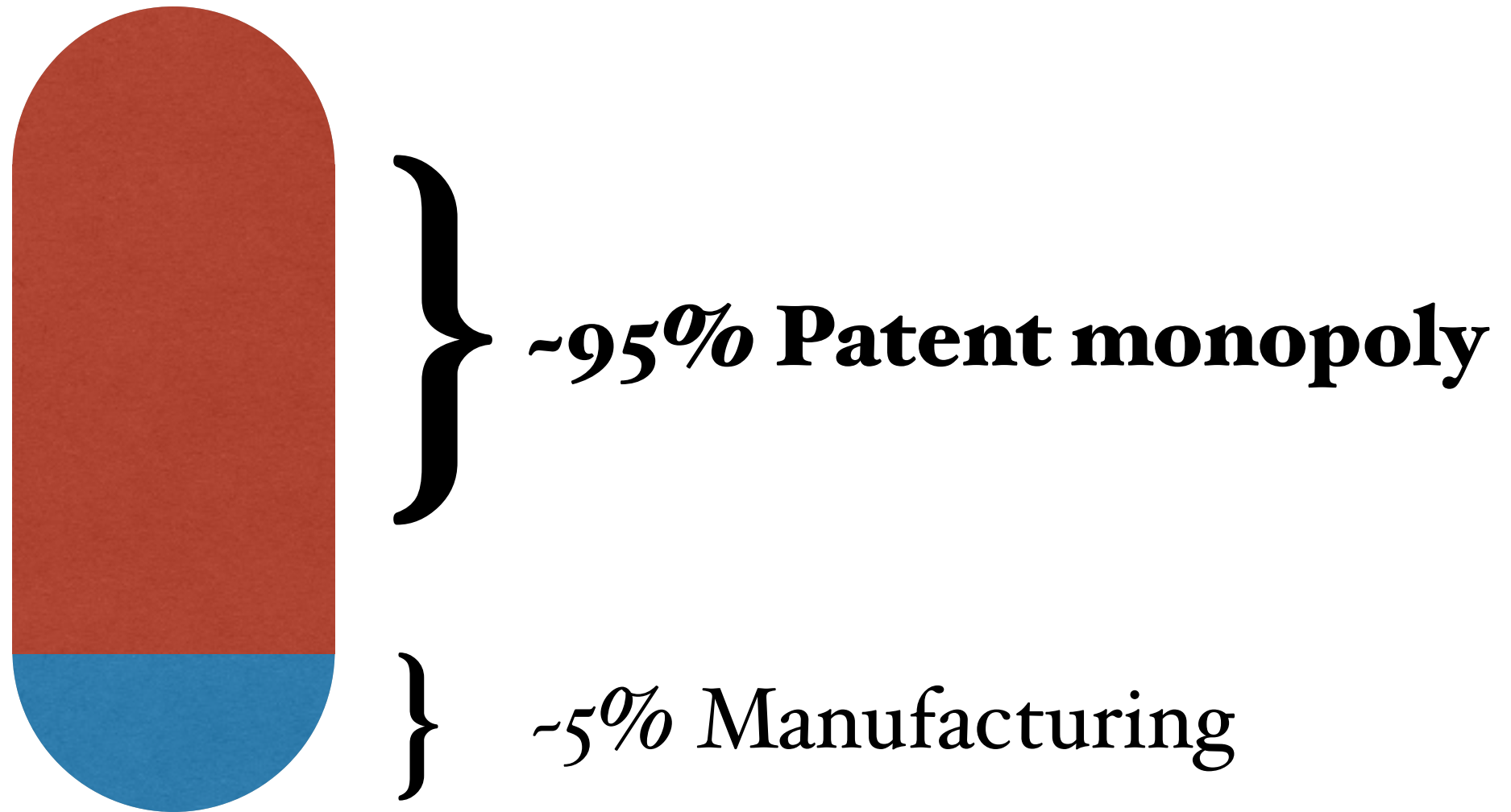


Why So Expensive?



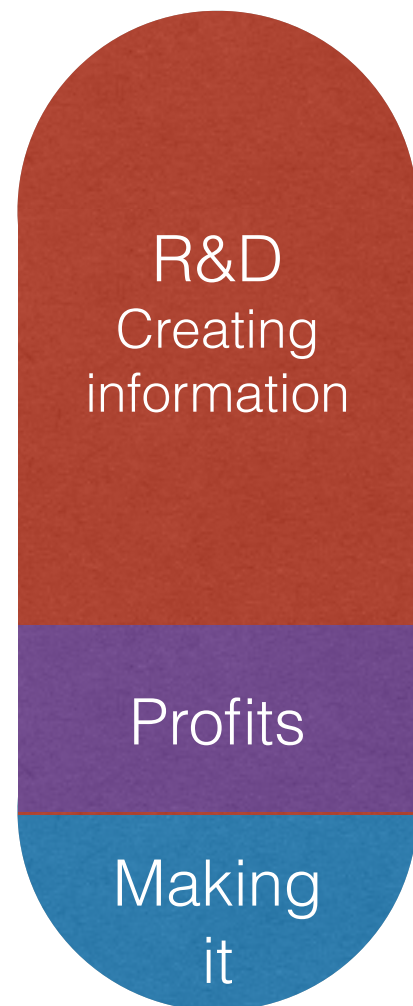
But Information is
Cheap to Copy ...

Why So Expensive?

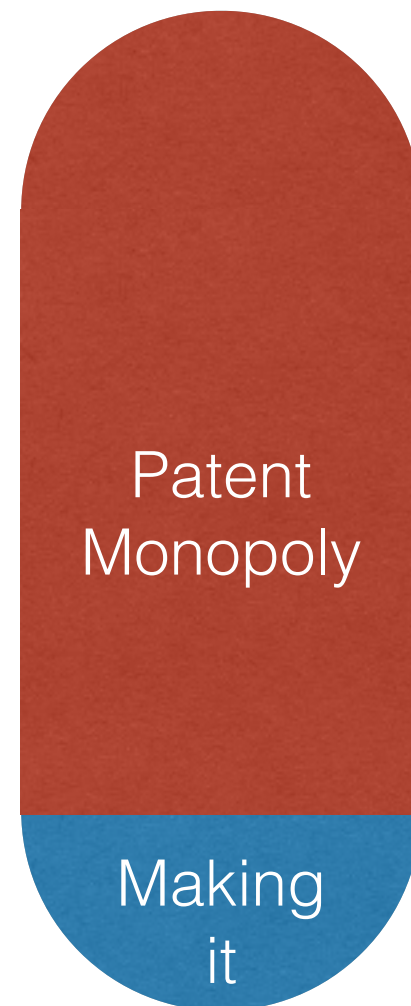


Why a Monopoly?

Costs



Revenue



What's the Problem?

Monopolies are Bad For
You

Denied Access to Medicines

Some People Cannot Afford Them

“Deadweight Loss”

Lost Innovation

Patents on human genome =>
30% lost innovation (fewer new drugs)

Inefficiencies

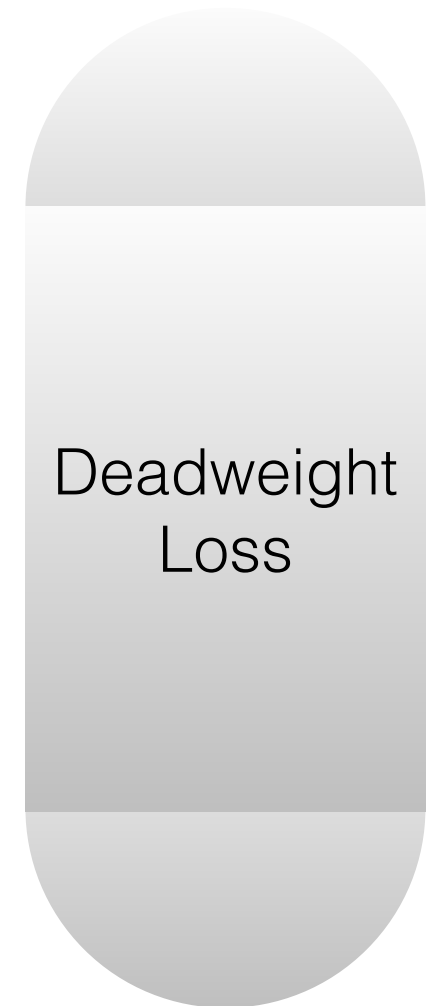
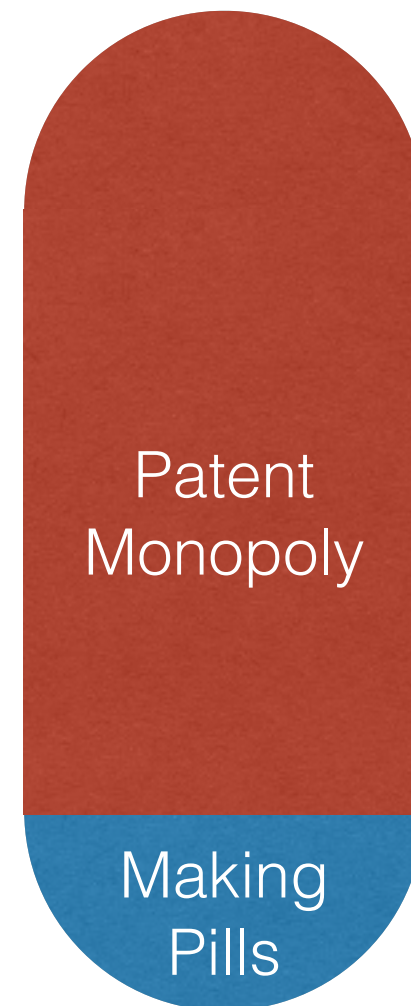
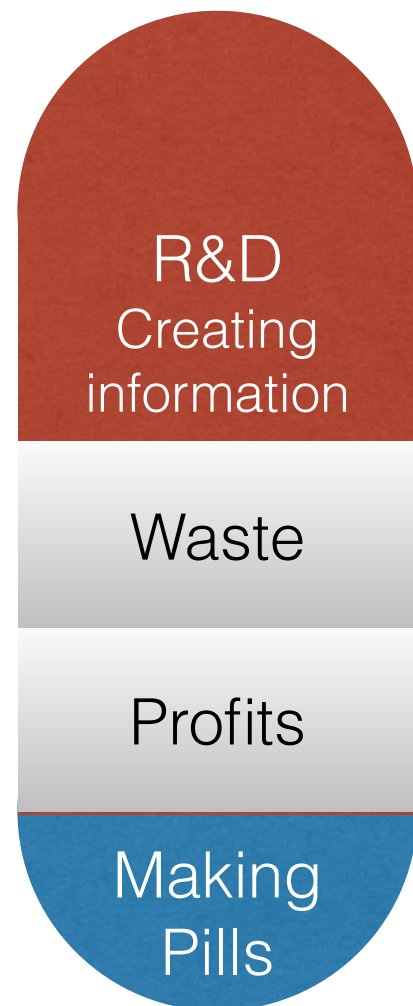
Clinical trial data kept hidden

“Me-too” drugs, marketing

Not Working

Where it Goes

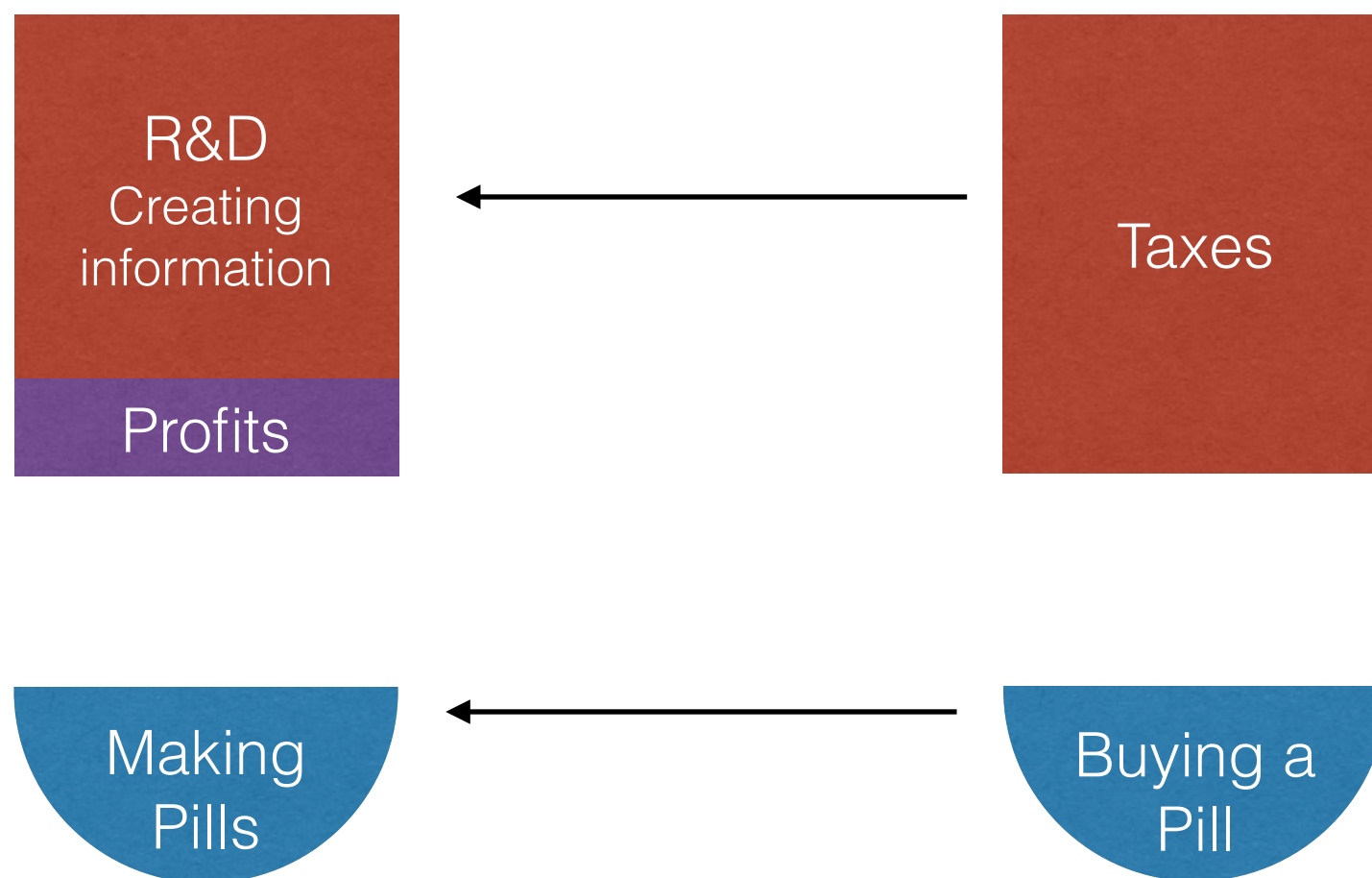
What Consumers Pay



An Open System

Where it Goes

What Consumers Pay



Not Just About
Medicines

Information is
Everywhere

An Information Age

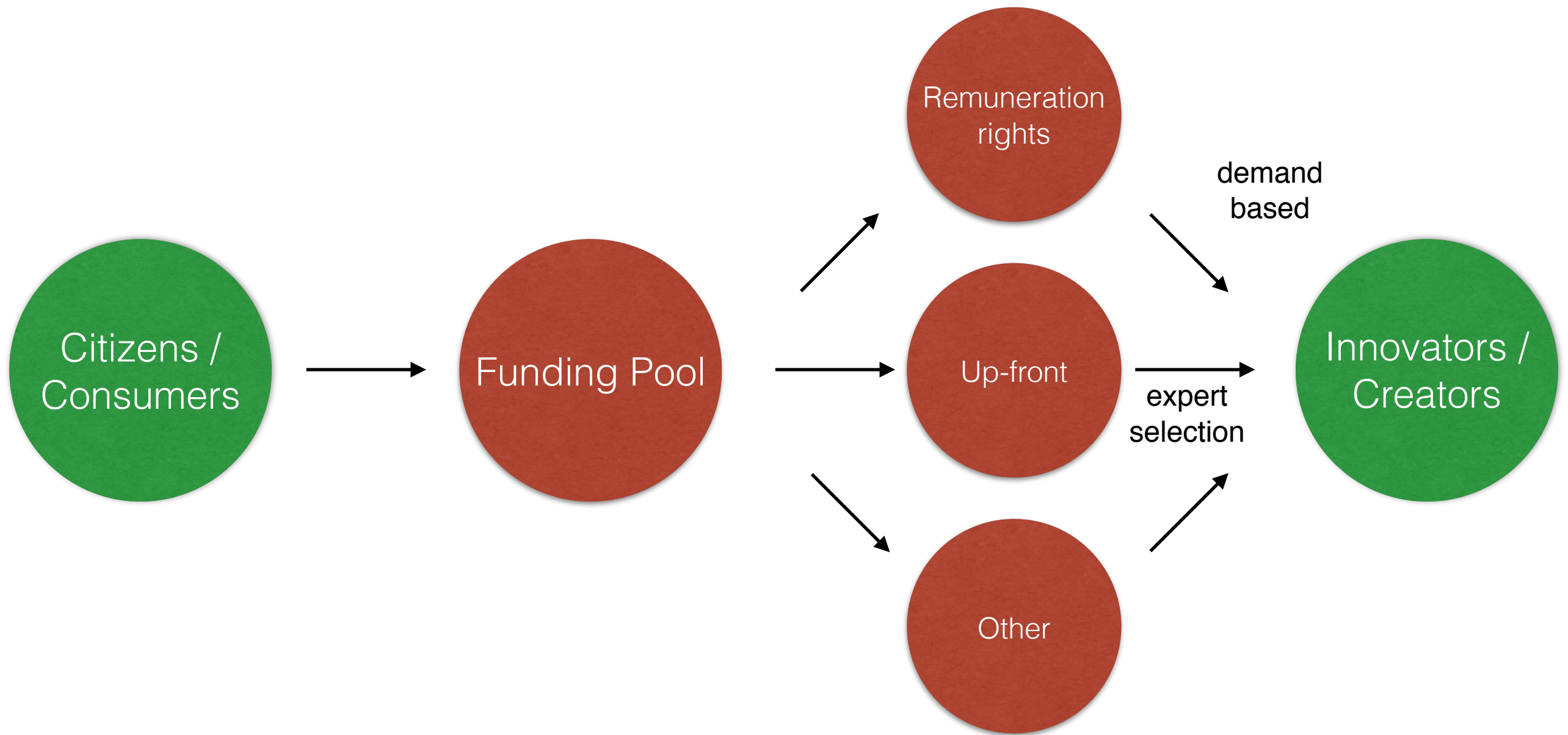
An Open World

Information is
Different

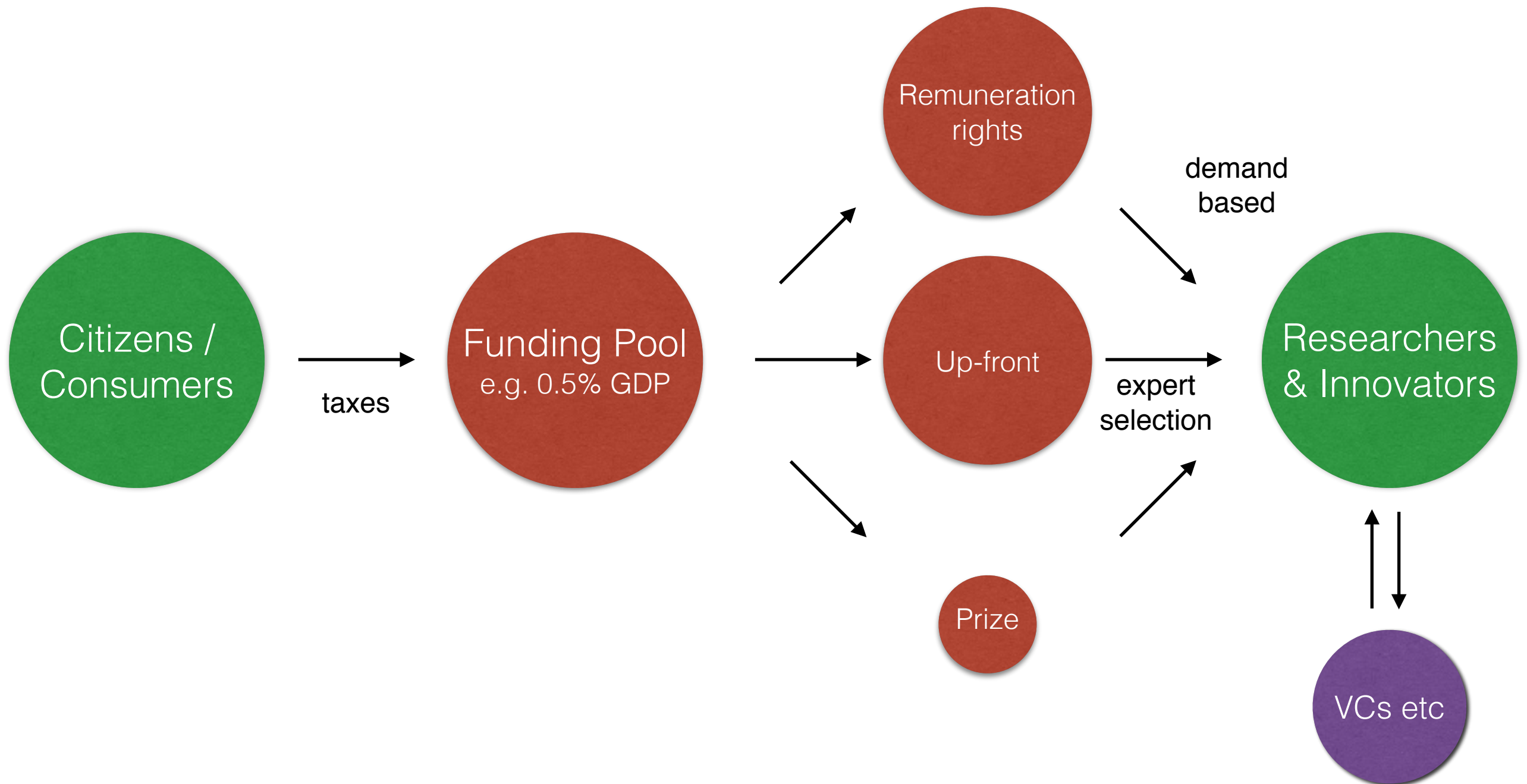
Nonrivalry \Rightarrow
Open is Feasible

But How Do We Pay

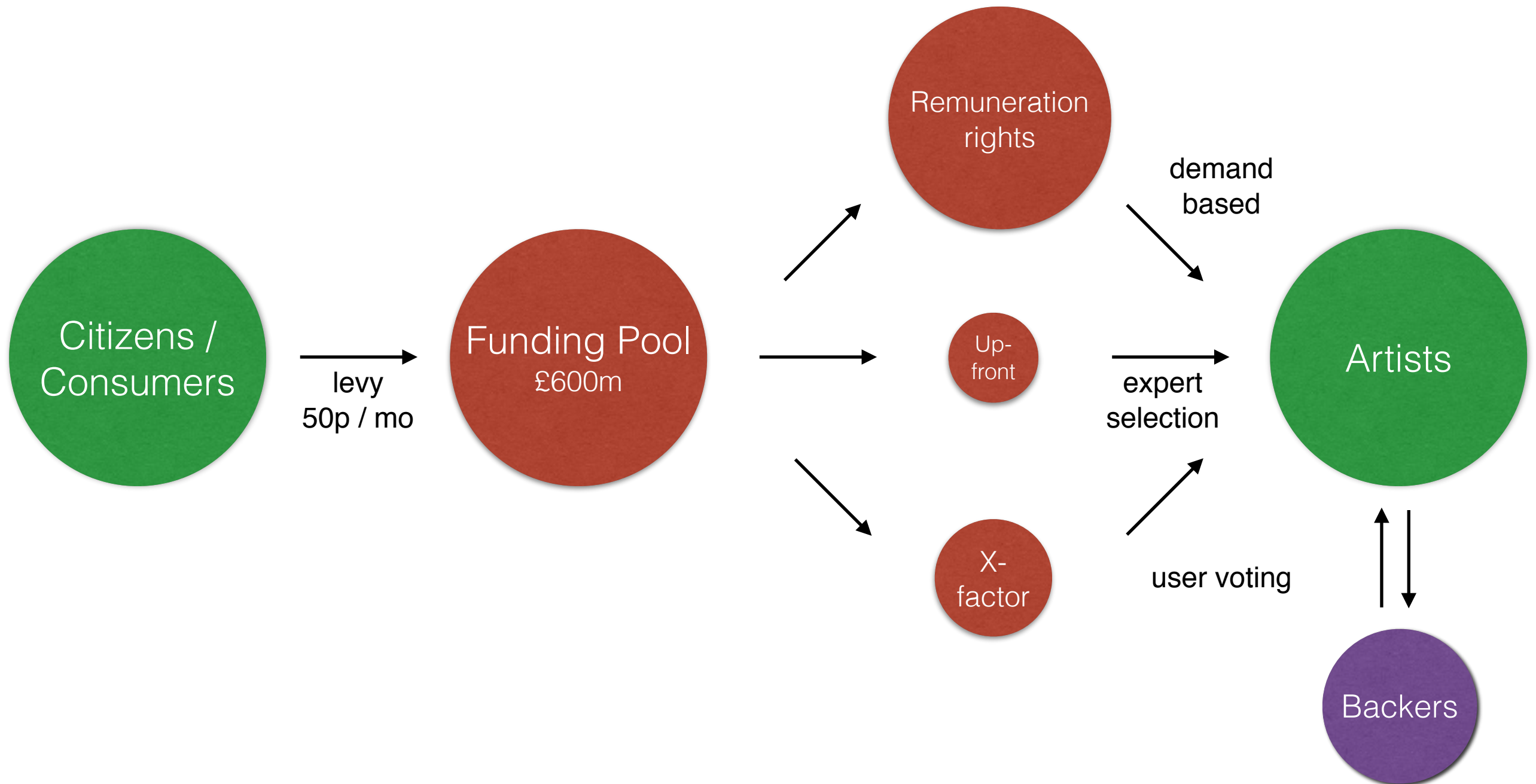
The Open Model



Pharmaceuticals



Music



Why is it Better?

Open = Access (for all)

From medicines to textbooks



Open = Innovation

Open means more innovation and creativity because anyone can build on existing works

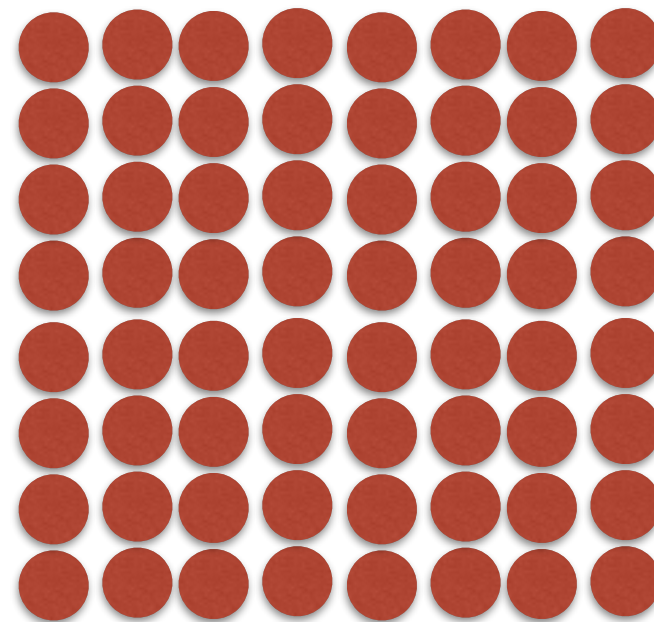
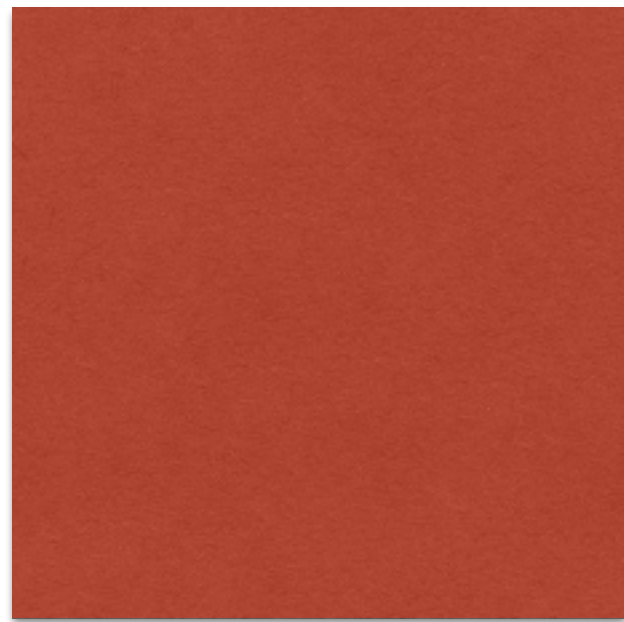
Open = Freedom

To create, to learn, to understand, to hold to account

“Knowledge is power, openness is empowerment”

Open = Fairer

Closed => concentrated wealth and power



Closed

=>

Concentrated wealth and power

What's in the way?

If it's so great ...

Why aren't we doing it already?

{If you are so smart, why aren't you so rich ...?}

1. *Mistaken Mental Models*

2. *Poor Power Dynamics*

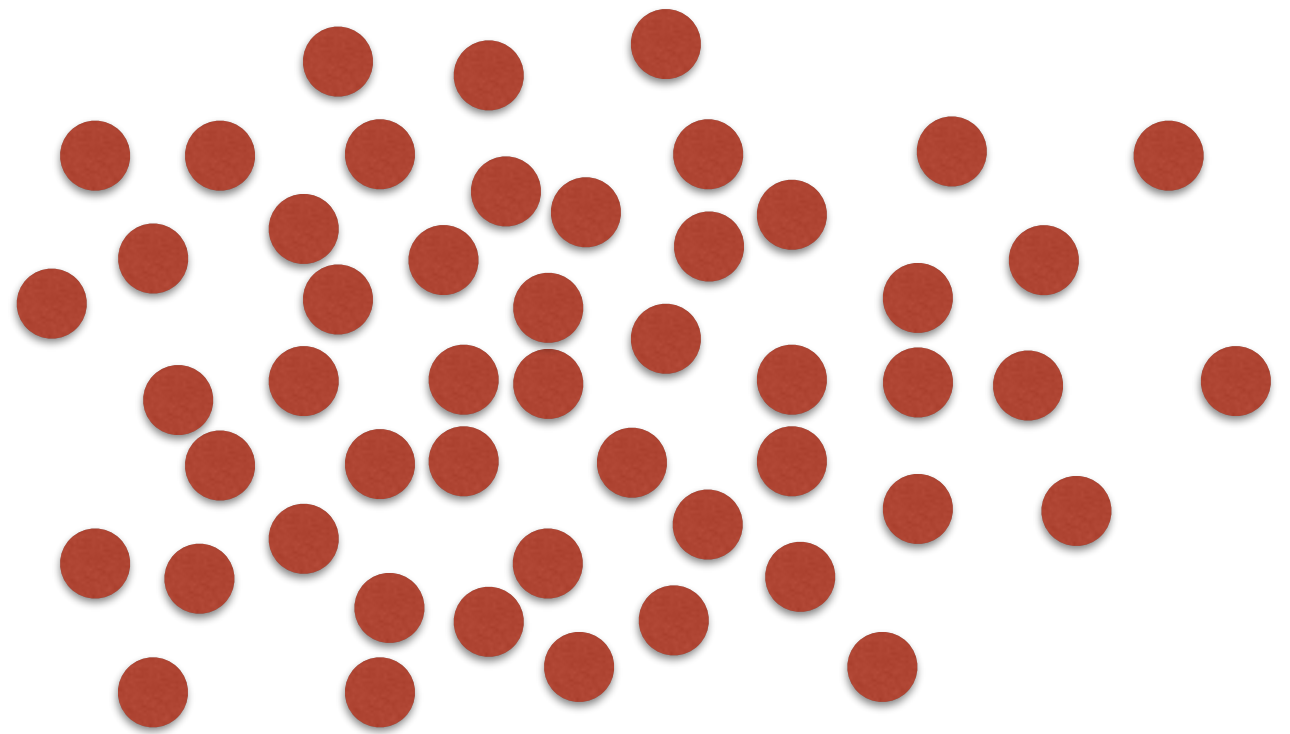
Mistaken Mental Models

Bread

Dynamics of Power



Concentrated



Diffuse

Dystopia is the Default

A closed world - the gravity of power

We Must Act

How?

The Strategy



"We, the
people"

Top Down

Advocacy and political action to have state implement open model.

Classic "public goods" funding problem like national defence with state is natural funding coordinator.

Bottom Up

Create open materials ourselves - software, databases, content.

Create cooperatives for funding and access.

Bottom-Up Is Not
Enough

Concerted Political Action

The rules must change

[Advocacy, activism and politics]



OPEN KNOWLEDGE

An open information age

We can and should
create it

Join Us