*Table 1*

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| **Digital Optimists** | **Digital Pessimists** |
| **Cultural Beliefs** |
| Internet is **participatory** | Internet is **polarizing** |
| Net facilitates **personalization** (the “Daily Me” that digital tech allows) | Net facilitates **fragmentation** (fear of the “Daily Me”) |
| A **global village** | **Balkanization (people retreat into their own** **small groups and put-up barriers to entry by outsiders)** and fears of “**mob rule**” |
| **Heterogeneity:** encourages diversity of thought and expression | **Homogeneity:** leads to close-mindedness (“Them” and “Us”) and aggressive responses to those “Not like Us” |
| Allows **self-actualization**(Highest level of psychological development in Maslow's “Hierarchy of Needs”) | **Diminishes personhood** **(individual becomes less important than the collective)** |
| Net is a tool of **liberation and empowerment** | Net is a tool frequently **misused and abused** |
| Net can help **educate** | Fear the **dumbing-down** of the masses |
| **Anonymous communication** is a net good; encourages vibrant debate and whistleblowing | **Fear of anonymity:** it debases culture and leads to lack of accountability |
| Welcome **information abundance**; believe it will create new opportunities for learning | Concern about **information overload**; especially the impact on learning and reading |
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| **Economic Beliefs** |
| **Benefits of “Free”;** increasing importance of “**gift economy**” (people providing their services “for free” in exchange for publicity, experience, etc.) | **Costs of “Free”;** threat to quality and business models. (“Free” may be paid-for by a loss of privacy. E.g. Rather than selling products, social media sells the user - or at least their personal data) |
| Embrace “**amateur**” creativity (The notion of the “gifted amateur”)  | Superiority of **“professionalism**” (Those with knowledge and expertise).  |
| Superiority of “**open systems**” of production (the idea that 3rd parties can make products that interoperate with original product: the PC was an open system product) | Superiority of “**proprietary**” models of production (idea that the creator of something is its rightful owner) |
| “Wiki” model = **wisdom of crowds** **and** benefits of **crowdsourcing** | “Wiki” model = **stupidity of crowds**; collective intelligence is oxymoron; exploitation of free labour |

*Table 2*

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| **Digital Optimism** | **Digital Pessimism** |
| **Cultural Beliefs** |
| Mobile phones: all the world’s knowledge in your hand, digital observation and surveillance of the powerful | Mobile phones are most sophisticated State and Corporate surveillance devices ever invented: paid for by those who use them. |
| Access to knowledge and information widened making it more difficult for State and Corporate media to control how people think. | State surveillance increases and extends to all areas of personal and social life (the “1984” nightmare) |
| Homeworking: gives people the freedom and flexibility to work when they like, as they like and how they like. | Homeworking involves surveillance, isolation and a dual burden for women: work and childcare. |
| Sousveillance: observing “from below”Digital tech allows for greater observation andcontrol of harmful ideas and behaviours perpetuated by rich and powerful | Surveillance: observing “from above”Increased opportunities for observation and control of people’s behaviour - through physical means, such as CCTV, or digital means such as web / phone-tracking |
|  |  |
| **Economic Beliefs** |
| Cryptocurrencies (such as bitcoin) free people from the financial controls and tyrannies laid down by governments and financial institutions.  | Mining cryptocurrencies is environmentally catastrophic: vast amounts of electricity used.Cryptocurrencies lure the gullible into investing in things that have no intrinsic value. |
| FlexibilityDigital tech that allows zero-hours contracts, self-employed contracting etc. gives workers freedom and flexibility over when and how they work. | ExploitationDigital tech is used to control and exploit workers in areas like the “gig economy”: no work = no pay |