

BIG TECH, from page 9

pose anticompetitive concerns that the consumer welfare framework in antitrust fails to recognize." Ultimately, she argues, we need to replace the current framework with a new framework that will maintain competitive process and market structure in a way that applies to these new business models.

Foer weighs the options. On one hand, he said, "you could accept their bigness as a fact, and then apply regulations to make sure that their bigness isn't turned against the public good, and that's the utility model."

But, he said, "I think that there's a lot of complexities that come with the public utilities model of having government so deeply embedded in some of these companies, just because the nature of what they do has so many political implications. It's easy to imagine if the government were involved in regulating, say Google, that it could lead to no good. It could lead to government exerting itself in a bad sort of way.

"And then there's the second approach, where you say bigness is not natural, and we don't want to have massive concentrations, and we need to take a hammer and a stake to these companies and break them into smaller pieces," he said. "I tend now to favor the idea of breaking companies up and creating a more competitive marketplace so I tend to favor the idea of de-concentrating the industries."

U.S. lawmakers on both sides of the aisle have shown interest in solving the "bigness" problem, introducing legislation that would protect consumer data privacy and calling for antitrust enforcement.

In the meantime, Foer said, there are steps consumers can take to establish detachment and maintain free will.

"We need to be a little bit prouder and a bit more snobbish about what we read," he said, adding that we should approach what we put in our brains in the same way farmers market and Whole Foods shoppers approach what they put in their bodies. (Amazon bought Whole Foods in August.)

"But it's really important that we carve out space to be independent thinkers. Where we're not being notified all the time and distracted. Where we're not umbilically connected to a company store," he said. "To carve out the spaces where we can contemplate things. I think our politics suffers from our lack of contemplation, where we have just accepted the fact that citizens are going to get fed crap information that's going to lead them to make bad decisions. It's true for all of us. These companies are trying to monopolize our attention, they're trying to addict us to their sites and to their products, but we just can't permit that to be the totality of our life and existence."

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"One of the dangers is that if machines become so deeply implanted in our mental activities, there's an extent to which we as humans cease to have control over our own thought processes, and you don't even have to believe in an extreme sci-fi version of this to be freak-ing right now. I think we can just look at the question of privacy,"

Never Judge A Book by Its Cover (or) The One Who Gave Me Life

by Leo Rhodes

Life goes on

I never really met you

Sometimes I wish I did

There's so many unanswered questions

The love we could have shared

Or maybe we did

Our dreams, our successes

Might have brought us closer

Our struggles could have brought us together as one

I could still hear your yelling and screaming

As I waited outside of your house

Your words shredded my heart into small pieces

Your words stomped on my heart, like you put out a cigar

You were true to your word

"You didn't want to know me"

"You didn't want to have anything to do with me"

Cause you're dead now

The one who gave me life

perspectives

by j.mccurdy

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and
terrifying
are
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and lighting

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