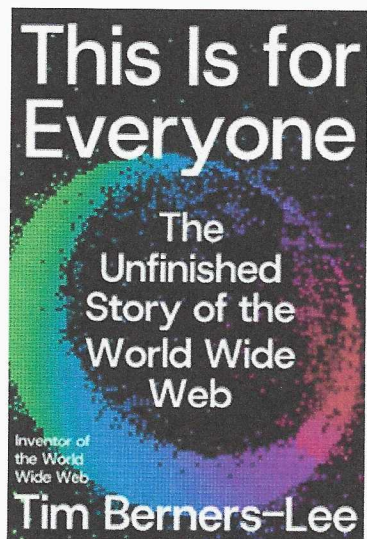


The Cyber Library

Reviewing the Works of Tim Berners-Lee and Shoshana Zuboff

By: William J. (Jay) Carson, ISSA Senior Member, Colorado Springs Chapter



This is for Everyone: The Unfinished Story of the World Wide Web. Farrar, Strauss, and Giroux.

By Berners-Lee, Tim. Farrar, Strauss, and Giroux (2025).

Sound Bite: Delightful IT bio/history/privacy solution.

Opinion on Primary Audience: General public.

Want to be a champion at Cyber Trivia? This book gives you the answers to some of those 'origins' questions. Why did URL stand for Uniform Resource Locator, not the better-named Universal Resource Locator? This is not only an IT biography and history book. It is also a privacy book! Sir Tim has not finished figuring out how to connect us all, now he wants to connect us all and maintain our individual privacy. He does it in the 'very British' stereotype style, a pleasure to read with mannerly writing.

The Authors

Sir Tim (no, I am not being overly familiar, that is a proper form of address) won a Turing Award. He started at The Queen's College, Oxford, where he earned a 'First' in Physics. He was working at the CERN facility in Switzerland when he invented the World Wide Web.

The Metadata

You can get a hardcopy for about \$20 online, less if you use an electronic device. Your public library will probably have multiple copies. Using a Wikipedia article about the Flesch-Kincaid Readability Test, the readability is high school level (one page sample), about 19% passive voice, a little 'wordy' for my taste. This article is about 5% passive voice.

Table of Contents: [Including Reviewer notes]

Early Days [Really good bio – not born rich, just smart & hard working. His parents knew Turing]
CERN [Originally European Council for Nuclear Research, now European Particle Physics Laboratory]
Ignition [Remembering the NeXT cube and its influence]
The Rise of the Web [VP Al Gore's real, and important internet role]
Governing the Web
The Wave [John Perry Barlow's classic 'A Declaration of the Independence Cyberspace' – Love you 'Grateful Dead' Deadheads!]
Growing Pains
Technology and Society
The Mobile Web
This is for Everyone
Open Data [A virtual data container as a privacy solution]
Machine Learning [Pretty good AI stuff]
Design Issues [Why he dislikes Bostrom's paperclip example]
The Contract for the Web
Inrupt [Innovation-Disruption, the company he founded to fund the Solid protocol concept]
Intelligent Machines
Attention vs. Intention
Signs of Spring [Inrupt changes terms from 'pod' to 'wallet']

Disclaimer: These are the author's subjective opinions, and do not necessarily reflect the opinions of any organization or other individual. A human prepared this article with assistance from Microsoft Editor and Grammarly.

The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power.

By Zuboff, Shoshana. PublicAffairs, (2020).

Sound Bite: Surveillance-as-a-(Dis)Service. Political/Economic Philosophy explores IT Lack-of-Privacy. Or, quoting the author "... surveillance capitalism was invented by a specific group of human beings in a specific time and place. It is not an inherent result of digital technology, nor is it a necessary expression of information capitalism."

Opinion on Primary Audience: General public but referenced in cyber professional books.

To be considered an authority on the privacy aspects of cybersecurity, the leaders of the profession will assume you have read this book. It appears to be a very thick book, but much of the bulk is in extensive notes. By the way, the notes are well worth reading! I have a minor point: On p116 of my copy it calls Adm John Poindexter the "NSA Chief," which normally would be for the head of the National Security Agency – he was actually National Security Advisor.

The Author

Professor Shoshana Zuboff has the credentials to author a foundational book on this subject. Her Harvard PhD is in Social Psychology. She is a Harvard Business School professor (emerita), past Harvard Law School professor, and author of multiple books.

The Metadata

For \$15 you can own a copy. There should be a copy in your local public library. I took a one-page sample of the text to analyze. Using a Wikipedia article about the Flesch-Kincaid Readability Test, the sample was about 7% passive voice and was at early college level. This article is about 5% passive voice.

Table of Contents: [Including Reviewer notes]

Part I The Foundations of Surveillance Capitalism

August 9, 2011: Setting the Stage for Surveillance Capitalism
The Discovery of Behavioral Surplus [Where I got the 'sound bite' quote]
The Moat Around the Castle [Zuboff as a prosecutor giving you, the jury, a roadmap of the alleged crime, 'Surveillance Capitalism']
The Elaboration of Surveillance Capitalism: Kidnap, Corner, Compete [Google]
Hijacked: The Division of Learning in Society

Part II The Advance of Surveillance Capitalism

The Reality Business
Rendition: From Experience to Data
Rendition from the Depths [Your TV voice commands are analyzed.]
Make Them Dance
The Right to the Future Tense

Part III Instrumentation Power for a Third Modernity

Two Species of Power [Make money by behavior control, achieve total control]
Big Other and the Rise of Instrumentation Power
A Utopia of Certainty
The Instrumentarian Collective
Of Live in the Hive
The Right to Sanctuary

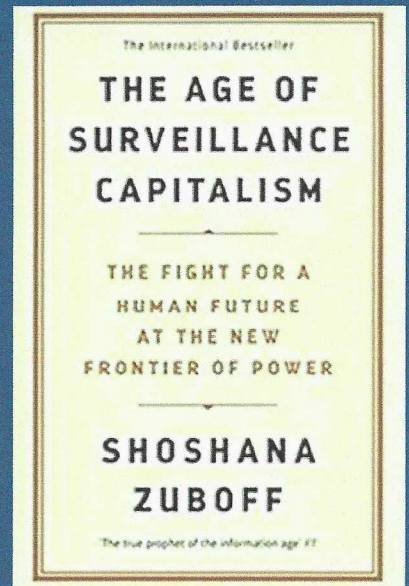
Part IV Conclusion - A Coup from Above

Happy Reading!

PS - If you have a book you want me to review, or changes to the style of 'The Cyber Library,' please use the email address in my bio to let me know!

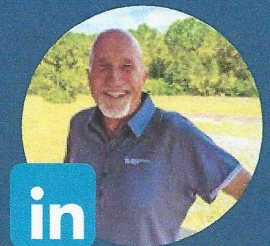
Additional sources used in the article:

1. https://en.wikipedia.org/wiki/Tim_Berners-Lee
2. https://en.wikipedia.org/wiki/Shoshana_Zuboff
3. https://en.wikipedia.org/wiki/Flesch%E2%80%93Kincaid_readability_tests.
4. LinkedIn profiles for authors listed, where available.



Next Month:

- Ananthaswamy, Anil. Why Machines Learn: The Elegant Math Behind Modern AI. Dutton (2024).
- Saydjari, O. Sami. Engineering Trustworthy Systems: Get Cybersecurity Design Right the First Time. McGraw Hill (2018).



William J. (Jay) Carson, ISSA Senior Member, ISSA 2020 Volunteer of the Year, current ISSA-Colorado Springs Director of Certifications, and past ISSA-Colorado Springs Executive Vice President. He is the part-time 'Cyber Librarian' of Semper Sec, LLC. Holding Security+, CIPM, CIPT, CIPP/E, CIPP/US, and AIGP certifications, he is a former high school math/science teacher, federal civil servant, contractor, and retired USAF Lieutenant Colonel. Reach him at Runningjay51@gmail.com.

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