When Sociology, Behavioral Psychology and Technology Collide

Abstract: Our technologies, built in many cases on top of Internet infrastructure and associated smart phone and Internet of Things devices, have displayed emerging properties that were not anticipated, at least by me. Like a steam engine that needs a governor to keep from exploding, the Internet writ large needs mechanisms that recognize and control for symptoms of overheating, excessive pressure, and a range of other ills that are largely the consequence of human motivations and behavior. In this talk, I will explore what little I know about the complexity of online human behavior and speculate about the ways in which we might learn better how to manage excesses while retaining human rights and the highly positive benefits of what we now call "cyberspace."

See also: http://www.ox.ac.uk/news-and-events/The-University-Year/romanes-lecture/pacification-of-cyberspace

Biography: Vinton G. Cerf co-designed the TCP/IP protocols and the architecture of the Internet and is Chief Internet Evangelist for Google. He is a former member of the National Science Board, current member of the National Academy of Engineering, Foreign Member of the British Royal Society and Swedish Royal Academy of Engineering, and Fellow of ACM, IEEE, AAAS, and BCS. Cerf received the US Presidential Medal of Freedom, the US National Medal of Technology, the Queen Elizabeth Prize for Engineering, the Prince of Asturias Award, the Japan Prize, the ACM Turing Award, the Legion d'Honneur, the Franklin Medal, the Catalunya International Prize, and 29 honorary degrees.