

# **The Digital Continent: A Planet of the Apes?**

**Toshihiko Hayashi**

**hayashi@u-air.ac.jp**

**Professor of Economics, University of the Air  
Chairman, Stanford Japan Center**

# Great Inventions in the Past

- Railroadization
- Electric Light and Motor
- Combustion Engine
- Telephone, Telegraph, Photograph, Movie
- Urban Public Health Infrastructure
  
- Digital Information and Communication?

# A Great Migration

Information and Communication Technology  
Revolution



Post IT Society = Ubiquitous Communication

# Post-ICT Society



Cyber World

Real World

# Digital Continent

## Three Examples of Modal Change

- Price and Market
- Network Competition
- University

# Business Model for Software

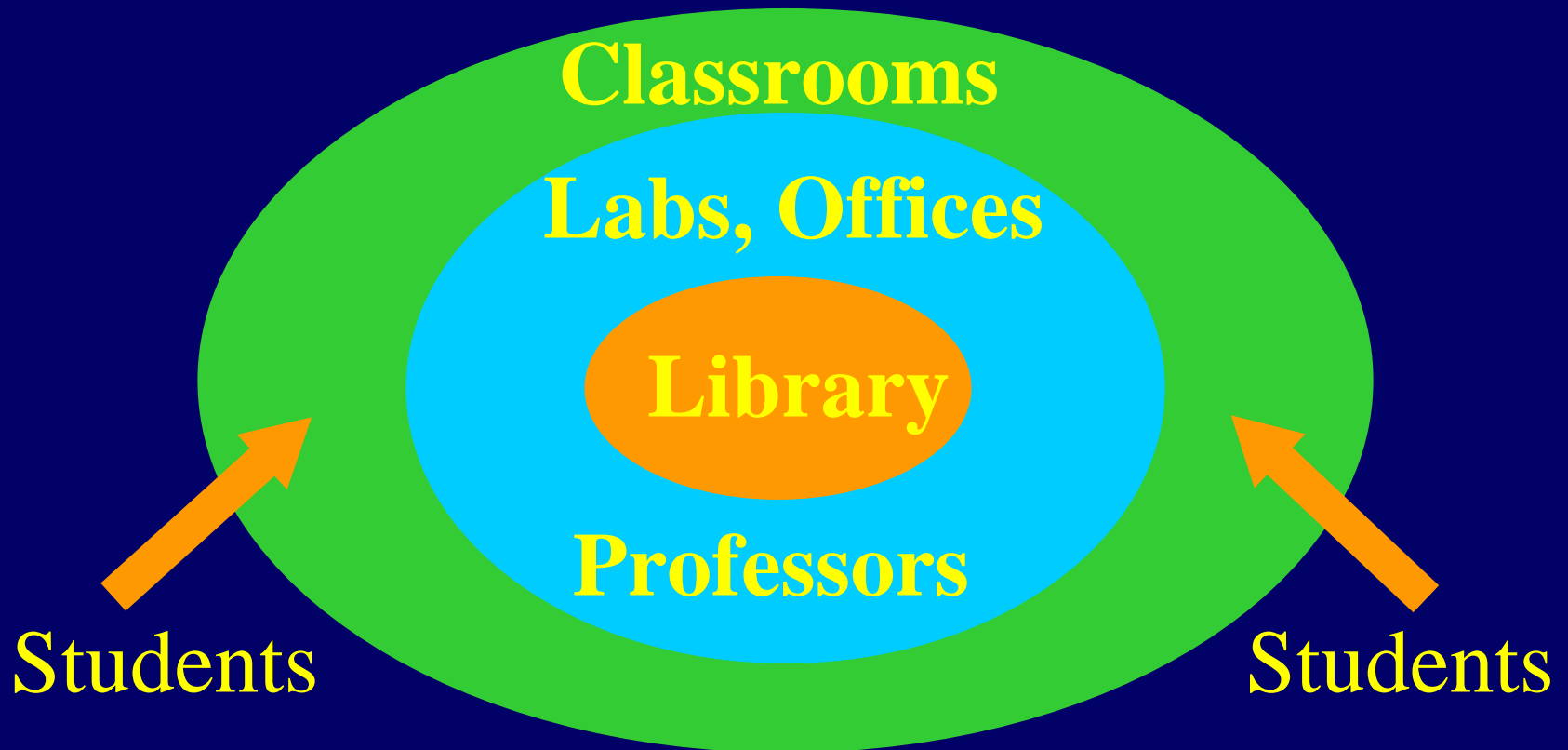
- Perfect Copy at No Marginal Cost
  - Competitive Equilibrium Price=0
- Business Models
  - Commercial Broadcasting
  - Broadcasting by State-Owned Corporation
  - Nationalization
  - Who is to Pay?

# Network Competition

- Threshold for Penetration
- Landslide Victory
- Winner Takes All
- Competition for De Facto Standard
- Survival of the Not-fittest
- Lock-in Effect/ Path Dependency

# Old University Model

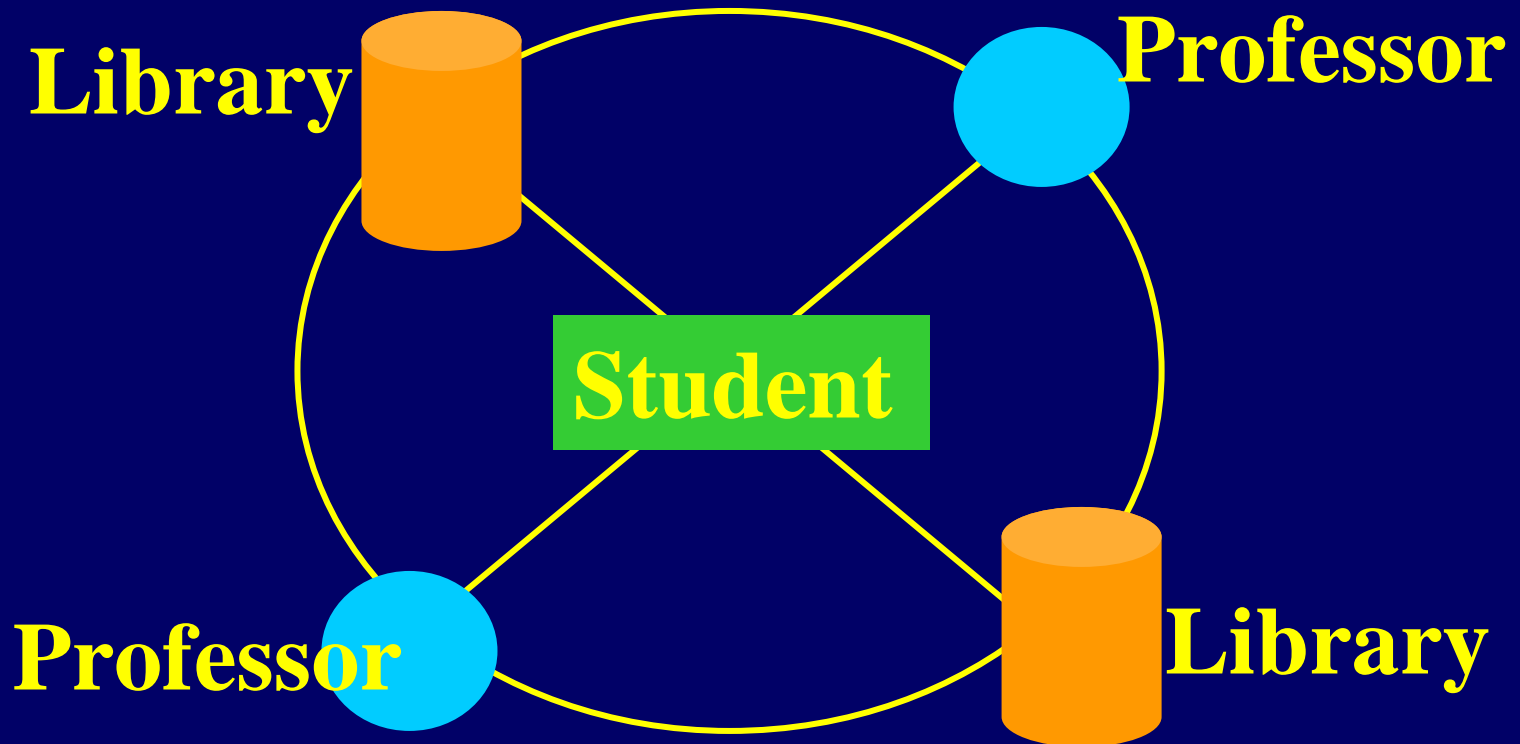
2500 Year Old Business Model





# New University Model

Cyber University



# Cyber University

- Distance Learning, an Inferior Substitute?
- Did Printing Technology Give Inferior Substitute for Religion?
- Personal Experience from University of the Air

# The Ultimate Revolution Ahead?

- Reality    Augmented Reality  
    Enhancement of Cognition

A Whale in a Pond ?

- Frame of Cognizance  
    From Inner Brain to Outer Brain  
    Who am I ?

# The Planet of the Apes

- Astronaut Taylor lands in a planet after a three million two hundred thousand light year voyage in the space.
- The planet was inhabited by the highly developed apes and sub-ape humans.

# Human Dignity Again

- Ubiquitous Surveillance ?
- New Code of Conduct for a Big Existence on the Globe
- New Definition of Freedom
- New Definition of Creativity

# Another Planet of the Apes?

- We must learn to master and control technology development, govern our borderless society, and anchor firmly on the physical ground.
- If we fail, we will fall slaves to the Apes in the Digital Continent - Computers.

# Are You Master or Slave?

Hard Disks

Tsuji CPU

Hayashi Server

