

CITIZEN MEDIA, THE NEXT STEP

Citizen Media serves the interests of the New Fourth Estate – citizens and their Households. Citizen Media is the source for information citizens must have to make intelligent decisions in the voting booth and in the market place.

OVERVIEW (Beta 1)

In 1999 Robert W. McChesney published the highly regarded and widely quoted book ***Rich Media, Poor Democracy: Communication Politics in Dubious Times***. McChesney documented the devastating economic and social impacts of concentrated ownership of Enterprise Media (aka, corporate media or MainStream Media). McChesney's focus was the impact of media concentration on democratic processes at the nation-state scale but the scathing condemnation of media in the hands of very large Enterprise's touched on media's negative contribution to a broad range of economic and social dysfunctions in contemporary society.

Now, twelve years later, the crisis of Rich Media, Poor Democracy and uninformed citizens have grown worse, far worse.

The Internet has not 'solved' the problems of media concentration; it has made understanding the core problems more complex. One need only Google 'rich media, poor democracy' to receive a fire hose of condemnation of Enterprise Media practice, especially following the 2010 federal elections. One need only survey the Blogisphere to feel the rising tide of anger from the uninformed. This hostility is termed The Anger of Ignorance or "intentional ignorance."

As well founded as McChesney's perspective was, it did little to change the tide. The reason? McChesney provided no overarching Conceptual Framework that citizens could use to sort out facts and realities and to reach a consensus on needed action. Like many in 'Journalism' he believed articulation problems was enough. To his credit, McChesney stated that change in media – and thus in dissemination of the information citizens needed – must be part of larger transformations but did not establish a context for those transformations.

McChesney focused on the nation-state scale impact of Enterprise Media. That was and is very important but there has been even greater negative media impact at the Regional, SubRegional, Community, Village, Neighborhood and Cluster scales. **See End Note One**

It is time for another try.

THE ESTATES MATRIX examines the evolution of the three “Estates of the Realm” from 1304 to 1775. It also outlines the Fundamental Transformation of these three Estates after 1775.

During the period 1775 to 2000, the three historical Estates that had evolved over thousands of years transformed into the four contemporary Estates – Agency, Enterprise, Institution and Citizens / Households.

These four Estates evolved to manage contemporary civilization just as the three well widely recognized Estates of the Realm had evolved up to 1775. THE ESTATES MATRIX also outlines the need for, and role of media serving each of the four New Estates, and especially Citizen Media serving the New Fourth Estate.

CITIZEN MEDIA, THE NEXT STEP launches from the foundation established by THE ESTATES MATRIX. [See End Note Two](#)

CITIZEN MEDIA, THE NEXT STEP is a multi-chapter Perspective that presents a comprehensive review of what Citizen Media is and how it could evolve to serve the needs of the New Fourth Estate – citizens and their Households.

Chapter One (Getting Off on the Right Foot) opens with a review of unfounded perspective of True Believers in Journalism (with a Capital ‘J’) and their efforts to perpetuate the Myth that there once was a valid Fourth Estate comprised of print media family Enterprises.

Next, Chapter One outlines the three major challenges facing Citizen Media. Chapter One concludes with an articulation of Synergy’s oft stated THE BOTTOM LINE as it applied to Citizen Media.

This rendition of Synergy’s THE BOTTOM LINE lays out the context and questions which will determine if homo sapiens can preserve an advanced technology-based civilization or, at least evolve a NEW BRONZE AGE. Also see ENOUGH? (Forthcoming)

Chapter Two (Citizen Media Context) further considers the three challenges facing Citizen Media and examines the economic, social and physical context in which Citizen Media must evolve and flourish if citizens are to have the information they need to make intelligent decisions.

Chapter Three (Intentional Information Sabotage and Other Lesser Crimes) considers specific obstacles that stand in the way of citizens receiving the information they need to make well-informed decisions based on sound public judgements in the voting booth and in the marketplace. This chapter explore the definitions of Yackers, True Believers, Shills and Agents and considers the extent of Idea Spam and Intentional Information Sabotage.

Chapter Four (The Litmus Test Concept) provides the framework for a tool to protect Citizen Media from Idea Spam and Intentional Information Sabotage, forces that thwart the emergence of a reliable sources of information upon which citizen can depend.

Chapter Five (Prototype Litmus Test) outlines the proposed Litmus Test to screen counterproductive input in dialogue intended to evolve consensus on the best interests of citizens, individually and collectively. Application of The Litmus Test is a technique to nurture the evolution of perspectives and consensus on new strategies and tactics in spite of Idea Spammers and Intentional Information Saboteurs lurking among Yackers, True Believers, Skills and Agents.

Between December 2000 and March 2011 the “Arab Spring” erupted across North Africa and the Middle East. These events provide important lessons and underline the importance of the evolution of Citizen Media. See ENOUGH? (Forthcoming)

Future chapters will address Citizen Media funding and operations as well as provide graphic examples of why the evolution of Citizen Media is the sine qua non of a sustainable trajectory for human civilization.

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NB: CITIZEN MEDIA, THE NEXT STEP is evolving in stages with later drafts reflecting constructive input and feedback on prior drafts. The notation in parentheses after each section heading indicates the number of drafts of that the section has been circulated. (Beta 1) indicates that this is the first publication of the section. This is the fourth draft of CITIZEN MEDIA, THE NEXT STEP and (Beta 4) indicates that this is the fourth time this material has been published for review.

For definitions of words that may appear to have ‘irregular Capitalization’ in this Perspective see GLOSSARY on the *RESOURCES* page at www.emrisse.com. Also see *TRILO-G* Chapter 26 – Gibberish: The Vocabulary of Babel and "New Urban Region Conceptual Framework" in Chapter 49 of *TRILO-G*.

CHAPTER ONE – GETTING OFF ON THE RIGHT FOOT

Citizen Media serves the interests of the New Fourth Estate – citizens and their Households. Citizen Media is the source for information citizens must have to make intelligent decisions in the voting booth and in the market place.

If Citizen Media is to evolve the myths obstructing the field must be eliminated and the challenges must be clearly articulated.

SECTION 1.1 – CLEARING THE UNDERBRUSH – A FIFTH ESTATE OR A FIFTH WHEEL? (Beta 2)

One cannot see the forest OR trees if they are obscured by underbrush.

A September 2010 a journalist with extensive Enterprise Media experience – reporter, editor and publisher of Beta Community-scale print media outlets – mentioned ‘the fifth estate.’ This was the catalyst for the CITIZEN MEDIA, THE NEXT STEP Perspective.

Upon investigation:

- It turns out that there are many voices in the ‘fifth estate’ dialogue, and
- The ‘discussion’ of a ‘fifth estate’ is carried out among those who have not yet come to grips with the reality that the 19th century “fourth Estate” NEVER EXISTED.

As documented in THE ESTATES MATRIX and further discussed below, the print media of the mid-19th century – knighted by Edmond Burke in 1837 as ‘The Fourth Estate’ – was never an Estate comparable with the three Estates of the Realm before 1775 or with the four New Estates that have evolved since 1775 as articulated in THE ESTATES MATRIX.

Even if 19TH and early 20th century print media was a proto-Estate for a fleeting period, that entity is dead and gone.

A few True Believers cling to the elusion that the what Burke called “The Fourth Estate” lives on. In this fantasy context, devotees of ‘Journalism-as-we-wish-it-was’ need a pigeon hole for ‘non-Enterprise news and quasi-entertainment’ – especially that activity found in the electromagnetic environment – thus ‘the fifth estate’ handle.

As documented in THE ESTATES MATRIX, most of the what was thought to be a Fourth Estate was SOLD OFF decades ago. That is not a bad thing – UNLESS those involved do not understand what happened.

The majority of what was thought to be the Fourth Estate is now part of the New Second Estate (Enterprise) and is known as Enterprise Media (aka, MainStream Media or ‘MSM’).

Some of what was once termed the Fourth Estate – now largely supported by First-Family-of-Journalism Philanthropy – is part of the New Third Estate (Institution). This segment of the supposed the New Third Estate Media is what is known in the Enterprise Media lexicon as ‘The Alternative Media.’ **See End Note Three**

The Alternative Media shares the New Third Estate Media sphere with, among others, the spinners and flacks of the Think Tank Media and the Partisan Politics Media. In addition, there is a very expensive Science Media in the Third Estate that caters to and is supported by Institutions and their staffs – educators, researchers and scholars – who can afford to pay \$150 for a book or \$750 a year for a ‘journal.’

It is hard to tell Institutional Media components apart because they ALL drape themselves in the white robes of ‘Journalism’ and they frequently put on a crown labeled ‘freedom’ or ‘truth.’

There is also New First Estate (Agencies) Media. Agency staff and consultants produce mountains of reports, data, studies, legislation and opinions for all three branches of governance at the three current levels of Agency activity – federal, state and municipal. Agency Media provides information and analysis to support the interests of Agencies just as Enterprise Media provides information and analysis to support the interests of the Enterprises that own the media outlets.

Finally, there is the New Fourth Estate (citizen / Household) media. This is now a vast seething vat of fact, fantasy, emotion, ego and confusion that is facilitated by computing equipment and often distributed by subsidized electronic communications.

At the present time, the vast majority of the information available to citizens comes from Enterprise Media. The idea that Enterprise Media (for-profit media) is a legitimate ‘fourth Estate’ that can provide citizens / Households with the information they need to make intelligent decisions in the voting booth and in the marketplace is preposterous. See THE ESTATES MATRIX.

The idea that, beyond this ghost-of-a-phantom-Estate, there is a ‘fifth Estate’ with the leverage, power, influence, impact or stature akin to Agencies, Enterprises or Institutions is preposterous, squared.

If one is looking for a ‘new fifth Estate’ that has economic, social and physical clout in the real world comparable to the Estates of the Realm (1304 to 1775) from which the current four Estates that emerged over the past 235 years, one logical candidate would be PACs, lobbyists and other agents. However, by definition, PACs, lobbyists and agents are beholden to the Enterprises, Institutions, Agencies and wealthy individuals / Households who create and support them and their activities. They are NOT a true ‘Estate’ with its own center of gravity.

Perhaps multi-national terrorists would qualify as a fifth Estate? How about Communist Capitalist? The Arab Spring may be about democracy or it may be validation of the axiom that “Either money flows TO the street, OR blood flows IN the street.” Either way, there is new urgency to evolve media to serve the New Fourth Estate – citizens and their Households.

The yapping crowd of Bloggers and Tweeters qualifying as a fifth Estate? Please!!

SECTION 1.2 THE REAL FOURTH ESTATE (Beta 4)

The fact is:

Edmund Burke was WRONG, WRONG, WRONG.

The delusion concerning a media-centric fourth Estate and now a fifth Estate is rooted in the mistake that Edmond Burke made in 1837 by declaring the print media of the time to be “the Fourth Estate” in the first place.

The early 1800s WAS a time when a new Estate was emerging in Europe – it came along after the Civil War in the US. But this new Estate was “Citizens and their Households” not print media.

The rise of citizens and their Households as an Estate was a product of the tectonic plate shift that disassembled the Old First Estate and the Old Second Estate in the last quarter of the 18th century. **See End Note Four**

The print media of the 18th, 19th and early 20th century DID represent the emerging Estate of citizens and their Households – for a while.

That was because citizens bought the media product – literally – to get news. That was how citizens obtained the information they needed to make the transition from an agrarian focused society to an Urban focused society.

As citizens became more educated and more prosperous – often referred to as ‘the rise of the Middle Class’ – more and more of them voted and more and more of them could afford to buy stuff. As the influence of citizens and Households grew, so did the influence of the media. (By the way, ‘the Middle Class’ is also gone as documented by THE ESTATES MATRIX and

detailed in PROPERTY DYNAMICS.)

What is not yet widely understood is that as media outlets gained influence they also made money and that attracted the attention of Enterprises – the New Second Estate. When the founders of the First Families of Journalism got tired, and / or the next generation got lazy, almost all the old line media outlets sold out to Enterprises. Those that did not sell out, morphed to become stockholder / balance sheet-accountable Enterprises. This allowed First Family of Journalism members to get their money out of media activity without an outright sale. Examples include The New York Times and The Washington Post. Many of these Enterprises have acquired multiple, diversified Enterprises interests beyond their print media base.

And the new media outlets? Most of the NEW media outlets started over the last half century have been founded and / or agglomerated by Enterprises because media activity requires capital to get into (and stay in) a field dominated by Enterprises. Heavily subsidized electronic communications allowed many media outlets that did not generate much cash flow to hatch, some to grow and a few to soar, before they became Enterprises or were purchased by Enterprises.

The transformation of print media – and later other media outlets – from First Family activities to Enterprises is not ‘good’ or ‘bad’ – it is a fact.

Many ‘Journalist,’ most university Schools of Journalism and the Journalism foundations supported by First-Family-of-Journalism Philanthropy have not yet come to grips with the reality that Enterprise Media cannot not REALLY support the ethics and goals of ‘Journalism.’

Morally and legally, Enterprise Media answers FIRST to the owners / investors / stockholders. If the owners of a media outlet have goals OTHER than maximizing profit, they are by definition an Institution and the owners are not investors. See Robert Reich on the impossibility of serving the goals of profit and ‘social responsibility’ in *Supercapitalism*.

There is no question that ‘Journalism’ is a profession and there IS a great Journalism in the sky. Journalism (capital ‘J’) is guided by principles that should benefit all four Estates. However, medicine is a profession, law is a profession, plumbing is a profession,... One does not see doctors, lawyers or plumbers calling themselves an Estate.

Without getting rid of the Fourth Estate Myth, it is not possible to analyze or solve the media dysfunctions identified by McChesney noted in the Overview to CITIZEN MEDIA, THE NEXT STEP. That will not be easy since the founders of the Alternative Media are still besotted with the Fourth Estate MYTH. See the editorial by Eric Utne “All Point Between: Beyond advocacy to ‘holistic’ journalism” in the March / April 2011 issue of *Utne Reader*.

SECTION 1.3 – THE PRIMARY CHALLENGES FACING CITIZEN

MEDIA (Beta 3)

Because citizen / Households (The New Fourth Estate) are not getting the information they need to make intelligent decisions in the voting booth and in the marketplace, there is a desperate need for Citizen Media – media serving the New Fourth Estate.

If one doubts that, check out The Anger of Ignorance that can be found in Enterprise Media and in Institutional Media.

From SYNERGY's perspective, the only way citizens will get the information they need is to have their own Estate-serving media. The three primary challenges to the emergence of Citizen Media are:

- I. PROCESS** – Generating a process to gather, analyze, vet and present data / information related to the scales and range of interest of citizens that effectively involves journalists and the principles of Journalism. Journalism IS important, just not AS important as journalists tell each other.
- II. PARTICIPATION** – Successfully involving volunteers in the gathering, analysis, vetting and distribution of information and in facilitating the cross-platform, cross-generation and cross-socioeconomic self-identification in order to reach a clear majority of citizens in any Alpha Community.

In the context of PROCESS AND PARTICIPATION, it is fair to ask: Can untrained citizens perform 'real journalism'? The answer is 'no.' For proof, look no farther than the social media / Blogisphere mad house. HOWEVER, citizens must be deeply involved on both the supply side AND on the demand side – information generation and information dissemination – if there is to be citizen understanding. Here are two reasons:

- A. A large network of volunteer citizens are essential because that is the only way any Organization (in this case an Institution serving citizen communication needs) employing professional Journalists can afford to operate.**

This is due to the fact that advertising as a source of revenue is shrinking. That is very clear for print media. The loss of advertising is shrinking the 'news hole.' Print media relies on non-print sources of revenue to survive. No one questions that reality.

Some say, "Yes, but on-line advertising ..." Advertising is advertising. On-line advertising has peaked in some spheres and will shrink for two reasons:

- 1. Citizens are coming to "not believe in" advertising and will not pay for the added cost of advertising being added to the price of goods and**

services.

There are potential sources of revenue for Citizen Media but they rely on volunteer citizens activities, not traditional advertising and will be the subject of a future chapter of CITIZEN MEDIA, THE NEXT STEP

2. Society cannot afford continued Mass OverConsumption. Advertising driven Mass OverConsumption has led to debt, hardship and disintegration of a stable society.

Much of The Great Recession's overhang is due to the failure of advertising to 'stimulate' renewed levels of consumption. That is a good thing because there is a dwindling supply of resources to satisfy over-stimulated consumption by 7 billion humans and there is no alternative to more equitable distribution of those resources. See Section 1.4 below as well as ENOUGH? (Forthcoming).

THE CURRENT TRAJECTORY documents that the Invisible Hand is far ahead of 'leaders' in understanding the forces shaping of the future. In a context where 70 percent of the economy was consumer consumption, advertising has limits. While the psychological sophistication of advertising has raced ahead of human capacity to intelligently process information and images – citizens are catching up.

B. A large network of volunteer citizens are also needed because that is the only way to generate a sufficient level of Awareness, Interest, Understanding and Action across multiple scales and multiple topics to achieve the goal of providing the information needed for citizen to make intelligent decisions in the marketplace and in the voting booth. Survival of civilization depends on achieving those goals. (See PROPERTY DYNAMICS and the potential of understanding provided by THE CURRENT TRAJECTORY.)

As challenging as I. PROCESS and II, PARTICIPATION are, the third challenge is even greater.

III. UNDERSTANDING THE CONTEXT OF CONTEMPORARY HUMAN EXISTENCE – Here it is important to grasp the basics. A place to start is the first two theses of presented in Chapter 1, Box 1 of *THE SHAPE OF THE FUTURE*:

ONE Location is reality and content. The human settlement pattern has controlling impact on the economic, social and physical well-being of citizens. Generally speaking, where human activities take place is as important as facts

related to what, when by whom and even why. [See Part Two of ***THE SHAPE OF THE FUTURE***]

TWO Citizens do not know where they are. There is pervasive geographic illiteracy and spacial ignorance that fogs the importance of location. Even in their Neighborhood and Community, most citizens are functionally lost. There is almost total obliviousness to the issue of scale in the human settlement pattern. [See Part Three of ***THE SHAPE OF THE FUTURE***]

This is not the forum to debate these two theses. Those who desire to explore these two theses, must do so in the context of the evidence put forth in Parts Two and Three of ***THE SHAPE OF THE FUTURE*** published in the year 2000. Over the past decade, no one who has read these two Parts has raised a question about the validity of these two theses. All of ***THE SHAPE OF THE FUTURE*** Chapter 1 Box 1 is reproduced and all nine theses are annotated in Chapter Four (The Litmus Test Concept) of **CITIZEN MEDIA, THE NEXT STEP**.

Understanding the context of contemporary human existence requires establishing a clear understanding of the components of human settlement patterns. That in turn requires a comprehensive Conceptual Framework and a robust Vocabulary to articulate that Framework.

These tools – a comprehensive Conceptual Framework and a robust Vocabulary – are necessary so that citizens can identify where they are, where they want and need to go and what they need to know to get there.

Citizen Media must reflect reality of location – where IS my Dooryard, my Cluster, my Neighborhood, my Village, my Community, my SubRegions, my New Urban Region – or what ever one chooses to call the organic components of human settlement. See PRIMER (Forthcoming)

Citizens and the media that support them must create and reinforce this understanding so citizens and their journalist can sort out what is important information for each Household, each Dooryard, each Cluster. That is the only way to determine what is interesting and important information and what is entertainment, promotion and hype. See PRIMER (Forthcoming)

Without a comprehensive Conceptual Framework and a robust Vocabulary, citizens and their Households are adrift. Due to Geographic Illiteracy,

Spacial Ignorance and Spacial BiPolar Disorder neither citizens nor journalists even know they are lost. [See End Note Five](#)

These issues are further discussed in Chapter Two, Citizen Media Context.

It will be a while before most journalists understand the importance of citizens understanding the context of their existence, but until they do, citizens will continue to flounder without the information they need to make decisions that are in their own economic, social and physical best interest.

There is a fourth challenge which most who consider Citizen Media focus on first: Who pays the bills? There are answers to this question but they require addressing the initial three challenges first. Who pays the bills is a question for a future chapter of CITIZEN MEDIA, THE NEXT STEP.

SECTION 1.4 – CITIZEN MEDIA IN CONTEXT: THE BOTTOM LINE

(Beta 4)

A blogger who goes by the handle of ‘Observer’ posted a comment on “A Serious Proposal for Restoring Fiscal Sanity” at www.baconsrebellion.blogspot.com (14 Nov 2010) concerning a discussion of the legislative process and the role of / need for super majorities. The observation can be found in **End Note Six**. Observer ended the comment with this observation:

“...even these changes will make little difference – in fact they will not happen – until citizens have better information upon which to make decisions in the voting booth and in the marketplace that reflect citizen / Household best interests.”

In fact citizens cannot make well informed decisions on their own best interest on ANY topic until they have a reliable source of sound information.

That is true for Fundamental Transformation of human settlement patters,

That is true for Fundamental Transformation of governance structure (the topic Observer was addressing)

That is true for Fundamental Transformation of the economic system.

Without a reliable source of sound information democracy and market economies to fairly allocate resources are not possible. This reality must be seen in the global context:

On a small planet with finite resources and Global economic, social and physical interconnections, GROSS INEQUITY at the Community-, SubRegional-, Regional-, MegaRegional- and continental-scales OR between ethnic and religious groups is NOT sustainable. The Arab Spring of 2011 documents this fact. See ENOUGH? (Forthcoming)

All citizens must have the opportunity to prosper based on effort, ability and

acceptance of responsibility for their actions – individual and collective. Success cannot be based on gambling, happenstance and inheritance or on inequitable distribution of resources and opportunity.

Avoiding Collapse of civilization as-it-has-evolved and the survival for Homo sapiens comes down to understanding that:

In a 'flat' world with:

- wide-spread literacy,
- Global and instant communications / information dissemination, and
- Wide distribution of weapons of mass destruction / massive stockpiles of weapons of conventional destruction / ubiquitous access to weapons of inter-personal destruction:

There is no alternative but to make Fundamental Transformations of governance structure. The Arab Spring sprouting in Tunisia and spreading to Egypt, Yemen, Libya, Syria and beyond makes this crystal clear. These conflicts were sparked by economic dysfunction within nation-states with high levels of literacy, and instantaneous communications linked to the global networks.

Tunisia has progressed to the point that it is safe for the US Secretary of State can pay a visit. Libya is more like Afghanistan – and much of the Middle East – a mishmash of feudal / tribal cultures arbitrarily forced together by retreating imperial powers. Again see ENOUGH? (Forthcoming)

Transformations in governance structure can facilitate evolution of Fundamental Transformation of humans settlement patterns and economic systems. These three Transformations are interrelated and are imperative if citizens are to achieve a sustainable trajectory for their civilization.

The question remains:

Will the genetic proclivities toward competition, acquisition, consumption and xenophobia that got Homo sapiens to this point in their evolution prevent the emergence of an Urban society with a sustainable trajectory?

Will human beliefs and superstitions that have become hardwired into society thwart evolution of a sustainable advanced-technology based civilization, or a stable New Bronze Age or will they result in the end of human society as has evolved over the past 13,000 years?

Will those at the top of the economic, social and physical Ziggurat realize they must close the Wealth Gap to survive?

The answers will depend on whether citizens can evolve Citizen Media to provide the information they need to make intelligent decisions in the voting booth and in the marketplace. See End Note Seven

CHAPTER ONE END NOTES

1. Robert McChesney has written two additional books on the status of journalism in the past 11 years. Both articulated the deepening citizen information problems documented in *Rich Media, Poor Democracy* but come no closer to a functional solution than the prior book did in 1999. *The Problem of the Media: U.S. Communications Politics in the 21st Century* (2004) focuses on the Powell / FCC dust up over media concentration and concludes that bringing the plight of the media to the public's attention through coverage of the "uprising of 2003" would result in a new day for Journalism. *The Death and Life of American Journalism: The Media Revolution That Will Begin the World Again* (2010 with John Nichols) is a proposal that Agencies 'subsidize' media so that citizens get the information they need. This is, of course, pure Journalism True Believer foolishness as documented in this Chapter. Both books provide details on the state of citizen information drought and provide interesting historical perspectives but, lacking a comprehensive Conceptual Framework for understanding the role of journalism or Journalism. The books provide few guideposts on the road to Citizen Media. See THE ESTATES MATRIX – PART TWO of *TRILO-G*.
2. THE ESTATES MATRIX is PART TWO – Chapters 4 thru 7 – of *TRILO-G – FOUNDATIONS, BRIDGES, ACTION: How to make the World a Better Place One Alpha Community at a Time*.
3. The motto of *Miller-McCune* – "Smart Journalism, Real Solutions" – captures the belief of "The Alternative Media" stalwarts that just working hard enough at 'honest reporting' will be sufficient to inform citizens. Slogans such as this and quotes from Benjamin

Franklin, Thomas Payne and Thomas Jefferson have kept the illusion of 'Journalism' alive as 'the fourth estate' while society has transformed.

There is no question that publications such as the pioneer alternative media aggregator *Utne Reader* and especially Regional and SubRegional media outlets such as *High Country News*, and at one time *The Hungry Horse News*, have provided important information and non-MainStream perspectives. But *Utne Reader* is now owned by Mother Jones. While most of the ads are for 'green' products, a recent issue of *Utne*

Reader features an ad promoting natural gas consumption to achieve Mobility and Access. How long will it be before *Utne Reader* follows *Smithsonian* and *National Geographic* into Automobile advertising?

4. A Note of clarification on THE ESTATES MATRIX – PART TWO of *TRILO-G*.

The evolution of the Estates of the Realm evolved in different ways in different empires, kingdoms and principalities up until 1775. Depending on who held the most cards at a particular time in a specific location, the sphere of power labeled The First Estate (Clergy OR Nobility) and Second Estate (Nobility OR Clergy) varied. In THE ESTATES

MATRIX it is assumed that Clergy (‘the church’) is the First Estate and Nobility the Second Estate. That makes the transitions after 1775 easier to explain.

The Clergy is replaced by Agencies (governance “... of the people, by the people” / “separation of church and state”) as the First Estate. The Churches and Clergy became a class within the New Third Estate (Institutions). In the US, the former Nobility slipped from being THE Second Estate to become both a part of the New Second Estate (Enterprises) to the extent they owned / controlled land, capital, buildings, infrastructure and other “means of production” associated with the rise of Capitalism and Urbanization. The remainder of the Old Second Estate became a class within the New Third Estate (Institutions). In some “developed” nation-states such as Great Britain, Denmark, Sweden and Norway the Old Second Estate also has a role in the New First Estate, (Agencies). In less developed nation-states the nobility is still THE First Estate. The role

in others is more confused and may be on the brink of clarification depending on the outcome of the Arab Spring.

5. This reality was brought to SYNERGY’s attention in the context of the protracted conflict between the Fairfax County Committee of 100 and the publisher of *The Washington Post* concerning the segmentation of ‘news’ by advertising zone rather than by area of citizen interest in Fairfax County, VA. This confusion was completely absent in Planned New Communities in Maryland, Virginia, Georgia and Texas where there was, by design and governance structure, a clear delineation of components that matched the scales of the human settlement patterns and thus the scope of citizen interest. The use of municipal boundaries did not help. For example, Fairfax County, VA was at the time a municipality which was on the way to a million population and now includes part or all of 9 Beta Communities spread from Radius = Three Miles to Radius = 25 Miles. See HANDBOOK – PART TWELVE of *TRILOGY*.

Spacial BiPolar Disorder is discussed in Chapter 2 of CITIZEN MEDIA, THE NEXT STEP.

6. Observer's comment on the legislative process and the requirement for super majorities to pass legislation in "A Serious Proposal for Restoring Fiscal Sanity" 14 Nov 2010:

"To several of us (perhaps a majority?) much in this string of comments is pointless.

"The comments are trapped under a number of dangerous assumptions:

"First they are trapped under the false assumption that it makes sense to have only three levels of governance (Agency) that correspond to the late 18th century agrarian society model – municipal, state and federal. New levels of Agency must evolve to reflect economic, social and physical reality.

"Second it is trapped in 14th century idea the highest level of governance has the final say on EVERYTHING. In this context, the only plurality threshold that counts is at the federal level.

"Third it is trapped in the assumption every decision [by an Agency] needs to have the same plurality threshold – the same for setting speed limits and for doubling the debt limit.

"Fourth it is trapped in the assumption that once passed every law is good FOREVER. Scaled sunset provisions should apply to all legislation, to all regulation and TO most judicial decisions. "Is this STILL the right thing to be doing??"

"And even these changes will make little difference – in fact they will not happen – until citizens have better information upon which to make decisions in the voting booth and in the marketplace about citizen / Household best interests.

"Professor Risse is working on a note re 'the new fifth estate' that may touch on this.

"Observer"

7. There are many versions of this question. For example the Ecocities Executive Director Kirstin Miller includes the following question in each issue of the Institution's newsletter *Ecocities Emerging*:

"Will we be able to make the transition in time to retain a biosphere healthy enough to regenerate living systems now under extreme stress?"

Another version is found in Dr. Richard B. Norgaard's essay "Economism and the Night Sky." Prof. Norgaard is a founder of the field of Ecological Economics and is a professor

of Energy and Resources and of Agriculture and Resource Economics at UC Berkeley. He is a board member of the New Economics Institute which distributed this essay.

“How can we make the transition without destroying the trust that keeps the current system from crashing, causing a social disaster and accelerating environmental harm?”

Regardless of how the question is asked, the answer depends on the information citizens have before they enter the voting booth or the marketplace.

CITIZEN MEDIA

CHAPTER TWO – CITIZEN MEDIA CONTEXT

Citizen Media serves the interests of the New Fourth Estate – citizens and their Households. Citizen Media is the source for information citizens must have to make intelligent decisions in the voting booth and in the market place.

Chapter Two further explores the three primary challenges facing Citizen Media and profiles the contemporary economic and social context in which Citizen Media must emerge, function and flourish to be an effective source of citizen information and understanding.

Chapter Two opens with an examination of why citizen understanding of human settlement patterns is critically important. The Answer is: The growing complexity of Urban society. This complexity requires a comprehensive Conceptual Framework and a robust Vocabulary to convey useful information to citizens.

A number of helpful comments were received in response to the Beta 1 version of CHAPTER ONE posted on 24 Nov at www.baconsrebellion.blogspot.com as “More on the Role of Citizens Media.” Much of the feedback focused on the three primary challenges faced by Citizen Media:

- I. **PROCESS** – Creating a process that involves journalists and the Principles of Journalism but does not rely on the myth that a media ‘fourth Estate’ or anything like it still exists. See THE ESTATES MATRIX.
- II. **PARTICIPATION** – Establishing a significant and continuing role of volunteer citizens. (The reasons for extensive volunteer citizen participation in Citizen Media are further articulated in the Beta 2 version Chapter One – Getting Off On the Right Foot and in this Chapter.)
- III. **UNDERSTANDING THE CONTEXT OF CONTEMPORARY HUMAN EXISTENCE** – Creating a clear understanding of the spacial context of human economic, social and physical activity. This understanding is essential so that the information citizens need to make intelligent decisions in the voting booth and in the market place is has a consistent spacial context.

There are questions about **I. PROCESS** and **II. PARTICIPATION** some of which are explored in the Beta 2 version Chapter One (Getting Off On the Right Foot). However, much more confusion revolves around **Challenge III. UNDERSTANDING THE CONTEXT OF CONTEMPORARY HUMAN EXISTENCE.**

??Why do those concerned with citizens having information to make intelligent decisions in the voting booth and in the marketplace need to worry about UNDERSTANDING the basics of human settlement patterns??

Chapter Two addresses this question. The short answer is:

Because human settlement patterns are THE CONTEXT OF CONTEMPORARY HUMAN EXISTENCE See End Note One

1. As noted in the Beta 2 version of Chapter One (Getting Off On the Right Foot) there is a fourth major challenge. This is the challenge that many who consider Citizen Media focus on first: Who pays the bills for Citizen Media and from what revenue stream? There are answers to this challenge and to other questions but every question requires addressing the initial three challenges first. Who pays the bills and from what revenue stream and other questions will be addressed in future chapters of **CITIZEN MEDIA, THE NEXT STEP.**

SECTION 2.1 – WHY SPACIAL CONTEXT IS IMPORTANT (Beta 1)

In the discussion on the Beta 1 version of **CHAPTER ONE**, a number of commentors raised the question:

“Why is Challenge III – creating a comprehensive citizen understanding of functional human settlement patterns – so critically important to evolving Citizen Media?” See End Note Two

2. Astute readers will note that in the Beta 2 version of Chapter One, the challenge is articulated as **“UNDERSTANDING THE CONTEXT OF CONTEMPORARY HUMAN EXISTENCE”** replacing the language in the Beta 1 version – **“understanding of functional human settlement patterns.”** This is because of the controlling role of settlement patterns have on economic, social and physical human activities in contemporary advance-technology society. This is the **SAME** challenge stated a different way.

The reason is that:

Functional and sustainable humans settlement patterns are the sine qua non of most productive and sustainable economic, social and physical activities in Urban human societies.

The foundations for this reality are spelled out in *THE SHAPE OF THE FUTURE, Vol I (PARTS ONE AND TWO)*.

While the focus of the work of SYNERGY is on the Fundamental Transformation to evolve functional and sustainable human settlement patterns, the Transformation of settlement patterns will NOT occur without a Fundamental Transformation of governance structure AND a Fundamental Transformation of the economic systems to support democracy and a market economy.

TRILO-G: FOUNDATIONS, BRIDGES, ACTION documents the need for these THREE Fundamental Transformations – settlement patterns, governance structure and economic system.

SECTION 2.2 THE OVERARCHING THESES (Beta 3)

Citizen’s trying to acquire the information they need to make intelligent decisions, will find it impossible if they do not understand the context in which they exist. Citizen Media will not be able to gather, package and distribute information unless there is a comprehensive Conceptual Framework and a robust Vocabulary with which to articulate that Framework.

A comprehensive Conceptual Framework is the first step to understanding human settlement patterns.

The Overarching Theses upon which the work of SYNERGY is that human settlement patterns are complex organic systems. The following is a reprint of slide # 4 of the PowerPoint presentation “New Urban Region Conceptual Framework” found in Chapter 49 of *TRILO-G*.

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OVERARCHING THESES

The New Urban Region Conceptual Framework is based on the thesis that **HUMAN SETTLEMENT PATTERNS ARE COMPLEX ORGANIC SYSTEMS**. Since the organic structure thesis was articulated by Aristotle, almost all significant efforts to explore human settlement patterns have been grounded in this reality.

Unfortunately, most policies, programs and projects of Agencies, Enterprises and Institutions -- as well as almost all actions by individuals and Households -- are carried out with **COMPLETE DISREGARD** for the existence of any overarching Conceptual Framework. It is as if human settlement patterns are driven by mysterious forces outside the comprehension of human understanding much less science. Economic, social and physical goals and objectives are pursued in a vacuum. The result is ever more dysfunctional human settlement patterns.

If the reader does not understand the importance of these observations, please review *THE SHAPE OF THE FUTURE* Chapter 1, Box 1 and the 20 other places that this central thesis -- human settlement patterns are complex organic systems -- is explored in the book.

If the reader is already sure that human settlement patterns are NOT complex organic systems, close this program and document your theory. If you are right, be prepared to receive a Nobel Prize for articulating a third fundamental ordering system in the universe – one that does not follow the Natural Laws of organic systems (including the Natural Laws that govern inorganic systems).

.....

At the present time citizens and Journalists do not even know that in addition to the Unit which

provides shelter for their Household – and with which they ARE familiar – there are also Dooryards, Clusters, Neighborhoods and Villages as well as Communities, SubRegions and Regions. These organic components exist and are identifiable scales of human activity. For a complete review of why we know these components exist and why they are important see *THE SHAPE OF THE FUTURE, TRILO-G* and PRIMER (Forthcoming).

Beyond threshold understandings of the information provided by Citizen Media, comprehensive, strategic projects such as PROPERTY DYNAMICS / THE CURRENT TRAJECTORY at the Alpha Community and SubRegional scales and programs such as ALPHA VIL 21 at the Alpha Village scale depend upon citizens coming to grips with the parameters of functional human settlement patterns. See *TRILO-G – PART TWELVE – HANDBOOK*.

Understanding human settlement patterns may appear to be ‘overly complex,’ that is because Urban human society has become ‘overly complex.’

However, as documented in *THE SHAPE OF THE FUTURE* Chapter 2 (“The Specter of Change”) and Chapter 31 (“Past Shock”), complexity and harried existence must not be confused with the pace of substantive change. The rate of substantive change is SLOWING because the growing complexity makes REAL change / progress harder to achieve. Humans are going faster and faster but they are spinning in random loops – individually and collectively. Humans are not making progress toward a sustainable trajectory.

Based on the insights of Kenneth Jackson in *Crabgrass Frontier* (1985), the lack of REAL progress can be documented by comparing the period from 1950 to 2010 with the period from 1880 to 1950. A person born in 1880 and who died in 1950 lived through the time span when most of the inventions and innovations upon which “technological progress” are based were conceived and most of them implemented.

It is clear that much of the impact of complexity and frenzied activity on citizens in the US is caused by dysfunctional human settlement patterns. In technical terms the root of the problem is “the disaggregation of the origins and destinations of trips.” Urban citizens are almost never where they need or want to be to do the NEXT thing. The billions of hours that are wasted in ‘congestion’ are dwarfed by the trillions of hours that are wasted in movement (“trips”) required by dysfunctional settlement patterns.

SECTION 2.3 BALANCE, CRITICAL MASS AND RESILIENCY (Beta 1)

Before looking further into complexity, it is important to understand that:

Balance, Critical Mass and Resiliency are profoundly important to the evolution of functional and sustainable patterns of human economic, social and physical activity.
See End Note Three

3. **Balance** and **Critical Mass** are defined in GLOSSARY. The term '**Resiliency**' is Capitalized here to provide an appropriate level of emphasis as it relates to **Balance** and **Critical Mass**. **Resiliency**, however, is used here as commonly defined and applied. **Resiliency** is required for EVERY component of human settlement pattern to withstand the stress of the Fundamental Transformations required to shift civilization from an unsustainable trajectory to a sustainable trajectory.

It is not just **Balance, Critical Mass** and **Resiliency** at the global, continental, nation-state and MegaRegion scales that are important. As documented in *THE SHAPE OF THE FUTURE*, the New Urban Region is the basic building block of contemporary civilization and the New Urban Region is the smallest scale organic component that has the POTENTIAL to be sustainable.

The basis for sustainability may rely on contemporary technology or may require devolution to a New Bronze Age technology. Either way, the New Urban Region must have **Balance** and **Critical Mass** to achieve **Resiliency**. That in turn requires that Alpha Communities must also achieve a 'relative' Balance of Jobs / Housing / Services / Recreation / Amenity. See End Note Four

4. Communities make up the Cores of New Urban Regions. There are also free standing Communities in the Countryside of both New Urban Regions and Urban Support Regions. In addition there are Balanced But Disaggregated Communities in the Countryside of both New Urban Regions and Urban Support Regions. See "The New Urban Region Conceptual Framework" in Chapter 49 of *TRILO-G*.

However, the need for **Balance, Critical Mass** and **Resiliency** does not stop at the Community scale. **Balance, Critical Mass** and **Resiliency** will be required at the Dooryard, Cluster, Neighborhood and Village scales.

SECTION 2.4 – ECONOMIC, SOCIAL AND PHYSICAL COMPLEXITY AND THE END OF AGENTS (Beta 1)

Humans have evolved an Urban civilization over the past 8,000 years. In the last 200 they have allowed technology to impact society and especially settlement patterns in ways that are not yet understood by most citizens. That makes it hard to sort out what citizens need to know and what Citizen Media must help them understand.

Due to the complexity of human civilization and the exhaustion of nonrenewable resources the true total cost of energy – and of everything else – will continue to rise unless there is a mass extermination of Homo sapiens. See ENOUGH? (Forthcoming)

One thing citizens will not be able to afford is the cost of Agents.

If there are to be democracies and market economies there cannot be enormous Wealth Gaps as articulated in THE BOTTOM LINE, Chapter 1, Section 1.4 of CITIZEN MEDIA, THE NEXT STEP. Especially in a complex society, citizens will not be able to rely on Agents for many of the Services now provided by Agents.

Human society with an equitable distribution of resources cannot rely on Agents because:

- A. **Agents add cost to any human activity. Citizen will not be able to afford that luxury for any Services which educated citizens can provide / manage – in part or in total – by and for themselves.** See End Note Five
- 5. There are social as well as resource / economic reasons for this reality. See *Shop Class as Soul Craft* and A NEW METRIC FOR CITIZEN WELL BEING – PART FIVE OF *TRILO-G*

B. By definition, Agents serve the interest of those who pay them.

An important question is: Do citizens need Agents? Or perhaps can a technologically based civilization with democracies and markets to equitably distribute resources SURVIVE with Agents.

Let us start with the issue of current access to Agents:

What percentage of the population in the developed world can now afford a ‘good’ lawyer, one who wins most of her cases and is highly regarded in the field? The answer is clear – only those at the top of the Ziggurat.

Let us then move to real need for Agents:

What percentage of the population in the developed world could NOT today search for

and select a new or used car, a new dwelling, an insurance policy or a mutual fund based on available data?

The list of Agent replacement strategies is long but the reader will get the idea from these two examples:

- 1) Citizens need tools to analyze and select good investments in their Neighborhood, Village and Community due to the need to evolve Balance, Critical Mass and Resiliency. They should not have to retain ‘advisors’ and ‘brokers’ who profit from churn and speculation.
- 2) Citizens need laws that educated individuals can understand and so that conflicts can be resolved by unbiased arbitration, not by a contest between ‘lawyers’ who are retained because they can read (and supposedly understand “the law.”)

And understanding of human settlement pattern dysfunction makes it clear that many of the bad location decisions that citizens make is based on advice from Agents who make bigger commissions from bigger sales and from continual churn in the real estate market.

Suggesting that buying a bigger house that the client needed was a ‘good investment’ was a prime cause of the 2006 and since decline in property values and a prime contributor to the Wrong House in the Wrong Location Crisis.

Citizens need small scale, close to home, simple to understand parameters for economic, social and physical decisions. They do not need complex, bewildering contexts for which they need guides.

Of course citizens also need a revised educational structure to prepare them for evolving a sustainable trajectory.

What does all this depend upon? A functional Citizen Media serving the New Fourth Estate.

SECTION 2.5 THE END OF AGENTS AND JOURNALISM (Beta 4)

What does the end of Agents have to do with the evolution of Citizen Media?

Check out B. in Section 2.4:

B. By definition, Agents serve the interest of those who pay them.

Most journalists now function as Agents because they work for Enterprises and at the same time attempt to meet the needs of citizens by providing the information citizens must have to make intelligent decisions.

There are two important ramifications of this fact.

- A. Journalists will only be PART of Citizen Media – See Challenge I. Process and Challenge II. Participation**

- B. Citizens must understand the context in which they exist so that the information can be efficiently provided. (Challenge III.)**

The growing complexity of civilization – from hunter / gatherers to agrarian to early Urban societies – is the reason that the role of the storyteller evolved to become Journalism. See discussion in “The Sources of Information” section of Chapter Two of *THE SHAPE OF THE FUTURE*.

It will be a special challenge to find a way for Citizens to ‘pay’ for news and information because citizens have become accustomed to having so much of what they THOUGHT was news and information being provided ‘free.’

In fact, citizens have been paying a very high price for ‘free’ news:

- 1) They have not received the information they need to make intelligent decisions, decisions that serve their own self interest and the interest of their Household**

- 2) Ads that pay for ‘free’ Enterprise Media drive unsustainable Mass OverConsumption. Without these ads Enterprise Media would not be able to provide for gathering, digesting and dissemination of ‘free’ news. With Mass OverConsumption, citizens cannot achieve a sustainable trajectory for their civilization. See ENOUGH? (Forthcoming)**

Beyond the hard cost, the news is not REALLY ‘FREE.’ At this time ALL of the news comes with a spin. The problem is citizens do not have a way to understand the size and torque of the spin.

The message is paid for by someone who has an interest that is not necessarily the interest that of the New Fourth Estate – citizens and their Households.

The overarching interest of Enterprise Media has been to drive ever-increasing consumption (aka, Mass OverConsumption) – growth for the sake of growth. This drive for more and more

consumption is based on the widely held, but tragically WRONG, idea of “growth” is still raising all boats. See *AFTERSHOCK: The Next Economy and America’s Future* by Robert Reich.

Moreover, there is not ENOUGH total economic, social and physical resources to sustain the

current rates of consumption much less “improving” the lives of those in the bottom 90 percent of the economic food chain – including both the half that is now Urban and the half that is living essentially as they were living 8,000 years ago. See ENOUGH? (Forthcoming)

Future chapters of CITIZEN MEDIA, THE NEXT STEP will focus on revenue to support Citizen Media. The focus of this Chapter is why and understanding of the context of contemporary human existence is Challenge III. to the evolution of Citizen Media.

SECTION 2.6 BACK TO THE ANATOMY OF COMPLEXITY OF THE CITIZEN MEDIA CONTEXT (Beta 1)

As noted above:

The rapidly accelerating complexity of Urban society requires a comprehensive Conceptual Framework and robust Vocabularies to convey useful information to citizens. See End Note Six

6. As noted in the Section 2.2, complexity must not be confused with rate of useful or productive change (aka, ‘progress.’)

To set the stage for considering how to shelter sources (Outlets) of news and information that citizens can rely on from disinformation, Idea Spam and Intentional Information Sabotage explored in Chapter Three of CITIZEN MEDIA, THE NEXT STEP, it is important to present a summary of the issue of economic, social and physical complexity as it relates to the issue of Citizen Media and the role of Myths, superstitions and unfounded beliefs.

This is not the forum for an extended discussion of the complexity of society. This is a topic addressed in Chapter 10 of *THE SHAPE OF THE FUTURE* . However, since publication of *SotF* in 2000 the complexity of society has increased several fold. Therefore it is appropriate to revisit the topic and provide links to past work in this area.

First a Section on the resiliency of Myths, superstitions and unfounded beliefs, then a Section on Complexity.

SECTION 2.7 THE ROLE OF MYTHS, SUPERSTITIONS AND UNFOUNDED BELIEFS (Beta 3)

Over at least the last 8,000 years during which Urban civilization has evolved,

Myths, Superstitions and unfounded Beliefs have experienced cycles of growing and waning power.

Rational thought based on Classical Science, The Enlightenment and Modern Science have driven Myth and superstition into ever more narrow domains. Periods of decline – The Dark Ages, The Black Death, The Inquisition – have nurtured Myth, superstitions and unfounded beliefs.

But overriding these cycles the vast expansion of the total volume of human knowledge has also resulted in an expanded territory with new nooks and crannies for Yackers, True Believers, Agents and Shills to operate. For a rough graphic illustration of the reality, see in *THE SHAPE OF THE FUTURE* – Chapter 10 Box 3. See End Note Six

6. Note that the space on a single page of a book does not allow for a scaled graphic depicting the area covered by Primitive, Classical, Renaissance and Contemporary knowledge. In a democracy with a market economy each citizen must have a grasp of how to access the needed level of information in the entire multi-dimensional sphere of Contemporary Information. See Section 2.4 concerning Agents.

Myths are addressed in detail in Chapter 2 of *THE SHAPE OF THE FUTURE*. Myths are further discussed throughout the both Volumes of this book as they relate to the economic, social and physical forces that shape human settlement patterns. (Use the PDF ‘find’ feature to locate discussion on the topic.) Myths are a focus of Chapters 3 and 24 of *TRILO-G*. In Addition, PART TWELVE – HANDBOOK – Three Step Process to Create Balanced Communities and Sustainable New Urban Regions outlines strategies to avoid Myths. See End Note Seven

7. For a survey of the scale of current unfounded beliefs and the role of beliefs in the US see “America’s Addiction to Belief” by Brian Trent in the July / August edition of *The Humanist*. For a stunning display of the depth of these unfounded beliefs see the letters to the editor by 9-11 Truthers in the March / April edition of *Etne Reader*. (The January / February issue of *Etne Reader* reprinted the Brian Trent story.)

When citizens do not understand the economic, social and physical environment, the cumulative result of their well intended actions do not meet their expectations, or

When citizen actions do not result in what they believe they have been promised, or do not yield the benefits to which they have a ‘right,’

Then citizens easily fall victim to myths, and conspiracy theories wrapped in simplistic bromides and pandering promises by political henchmen.

SECTION 2.8 THE ANGER OF IGNORANCE AND CITIZEN MEDIA

(Beta 3)

Since World War II the complexification of society has accelerated. The explosion of access to technology, and especially the technology of communications and specifically the Internet, has created fertile territory for Myth propagation. Myths and unfounded beliefs have grown exponentially. With the growing need for Fundamental Transformation becoming more and more obvious to some and more and more of threat to others, Myth generation has become endemic.

The conflict borne of the growth in Myths and Belief driven conflict is the root cause of The Anger of Ignorance. (The Anger of Ignorance includes “intentional ignorance” in the context of anti-science.)

In the context of Citizen Media, The Anger of Ignorance becomes much more dangerous. The angry defense of Myths, and unfounded Beliefs morphs into justification for sabotage. It is not only a ‘conflict of ideas’ it is an excuse for Idea Spam and Intentional Information Sabotage.

An excellent example is the transplantation of the UN Agenda 21 phobia to Regional and SubRegional land use strategies.

Since World War II there has been a paranoid group who fear ‘world domination’ by the ‘Council on Foreign Relations,’ ‘the UN’ and other ‘sinister’ forces. Isolationist factions have roots that date back to the Revolutionary war and Thomas Payne. They gained strength before, during and after World War I and World War II. There is a role for those concerned with the US becoming THE international policeman and evidenced by the opposition to the Viet Nam War.

Some of these who fear ‘world domination’ by secret international organizations believe that UN Agenda 21 adopted in 1992 at the Rio de Janeiro Conference on Environment and Development (The Earth Summit) is a strategy to herd humans into ‘habitation zones.’ This is pure tinfoil hat / Area 51 / black helicopter absurdity.

When conspiracy theories are confined to pamphlets, books and even the web sites and videos of the Anti Agenda 21 True Believers, there is little to be concerned about. These minority views are clearly labeled.

But when Yackers, True Believers, Agents and Shills take part of the message and transplant it into a platform of Anger of Ignorance driven groups, it becomes a serious roadblock to Transformation of human settlement patterns.

In this context some take ‘private property rights’ (without concern for public /civic responsibilities or cumulative impact in an Urban society) as a unquestioned lodestone making effective and efficient land use controls (Management of the Use of Land by Agencies) impossible. See End Note Eight

8. For a widow on this reality see “The Tea Party: Dumb vs. Smart Growth 6 Mar 2011 at Bacon’s Rebellion www.baconsrebellion.blogspot.com . Judge for yourself which comments have content and which are Idea Spam or Intentional Information Sabotage.

What is the line between articulating beliefs, conspiracy mongering to secure narrow political gains, Idea Spam and Intentional Information Sabotage? That question is addressed in Chapter Three.

The core problem is that most citizens cannot tell the difference.

SECTION 2.9 COMPLEXITY GENERATORS DRIVING DYSFUNCTION PERPETUATING CITIZEN ACTIONS (Beta 1)

With every passing day – at least until the lights go out – citizens will have more tools, more bandwidth, more sources of information AND more sources of DISINFORMATION from Agencies, Enterprises and Institutions with which to contend.

There now exists:

- A virtual fire hose of images, data and information aimed at every citizen – at least every citizens with MONEY to spend OR who may VOTE,
- Intense pressure to continue to Mass OverConsume in order to “foster growth” and “preserve prosperity” and
- More and more excuses to give in to xenophobic proclivities vis a vis ‘others’ See The Bottom Line concerning genetic proclivities in Section 1.4 of CITIZEN MEDIA, THE NEXT STEP.

As noted above, the topic of complexity is addressed in Chapter 10 of *THE SHAPE OF THE FUTURE* . The following is a rough draft laundry list outlining some of the key generators of the confounding societies complexity and driving dysfunction perpetuating citizen actions. (Future versions of Section 2.9 will refine this laundry list. Suggestions are welcome.)

A. Limitations on Human Capacity:

There is no evidence that humans have evolved new mental capacity to deal with the complexity of existence in the last 2,000 years – perhaps much longer. Medical science and technology have improved health and longevity for those that can afford it. Education, training and technology can improve physical ability but not mental capacity / native intelligence.

Technology can make some humans appear more clever and technology makes humans collectively far more destructive but not smarter.

Compounding this lack of evolutionary advance is the fact that there is an absolute, finite limit of total time available in any hour, day or week.

B. The Profound Transformation

There is almost universal failure to understand the ramifications of the Great Transformation in the US:

- 1800 found 5 percent of the Households Urban and 95 percent of the Households NonUrban
- 2000 found 95 percent of the Households Urban and 5 Percent are NonUrban. See PRIMER (Forthcoming)

In the last three decades the irrational exuberance of 80s, the go along to get along spirit of the 90s and the jingoism of the 00s have left citizens completely unprepared for the reality they face in 2011.

C. Distractions

“Progress’ has generated a vast array of compelling distractions. Hours are filled with competition between meaningless alternatives. Angry birds vs updating Facebook or watching sitcom reruns.

The Adverts that drive Mass OverConsumption distract from meaningful activity.

What makes this worse is that some of the fastest ways to make money are from Enterprises that focus on advertising and entertainment and from building and selling gizmos to further distract citizens.

Distractions are magnified by complexity and by the rate of churn and frantic activity due to lack of time, dysfunctional settlement patterns and the efforts of Shills and Agents.

As noted in *THE SHAPE OF THE FUTURE* Chapter 2 (“The Specter of Change”) and Chapter 31 (“Past Shock”), complexity and harried existence must not be confused with the pace of substantive change. The rate of substantive change is SLOWING because the growing complexity makes REAL change / progress harder to achieve. Humans are going faster and faster but they are spinning in random loops – individually and collectively. Humans are not making progress toward a

sustainable trajectory.

Based on the insights of Kenneth Jackson in *Crabgrass Frontier* (1985), the lack of REAL progress can be documented by comparing the period from 1950 to 2010 with the period from 1880 to 1950. A person born in 1880 and who died in 1950 lived through the time span when most of the inventions and innovations upon which “technological progress” are based were conceived and most of them implemented.

It is clear that much of the impact of complexity and frenzied activity on citizens in the US is caused by dysfunctional human settlement patterns. In technical terms the root of the problem is “the disaggregation of the origins and destinations of trips.”

Urban citizens are almost never where they need or want to be to do the NEXT thing. The billions of hours that are wasted in ‘congestion’ are dwarfed by the trillions of hours that are wasted in movement (“trips”) required by dysfunctional settlement patterns.

D. Lack of Motivation

There is a pervasive belief among citizens in being entitled to leisure and entertainment. There is no hesitancy about believing individuals have the right to live off of Natural Capital. What is ‘fair’ is what most benefits ME, RIGHT NOW

See *TRILO-G* Chapter 24 “Greed, Excess, Ignorance, Myths, Entitlements, Windfalls and Subsidies: Widening the Wealth Gap and Paving the Road to Entropy and Chaos,” *Cheap: The High Cost of Discount Culture*, Ellen Ruppel Shell (2009), *We Have Met the Enemy: Self-Control in an Age of Excess*, Daniel Akst (2011), “Fire the Rich: A radical fix for the economy that greed destroyed” David Macaray in *CounterPunch* 29 Nov 2010 and ENOUGH? (Forthcoming)

E. Erosion of Face to Face Communication and Civility

Civil discourse has eroded because many can avoid face to face communications due to:

- 1) Settlement pattern dysfunction, especially for Urban uses, and
- 2) Technological ‘advances,’ especially in communications and information processing.

The more means communications that exist, larger the number of messages sent but the lower the quality of substance of the communication and the lower the rate of receipt and understanding of all messages sent.

The problem of Vocabulary is addressed in PRIMER (Forthcoming)

Electronic media provides a vehicle for bullying via the misuse of logic, instance on the sanctity of my “core values” and the absolute truth of ones interpretation of ‘traditional values’ (Are you with us or against us?) See *Collapse* by Jared Diamond.

Unrelated, divisive issues dragged into discussions – issues such as the role of religion in governance and in education, abortion, same sex unions. The idea of changing the mind of a Yacker or a True Believer, much less a Shill or Agent is beyond question. They even reject or avoid mathematics based self proofs as documented in THE CURRENT TRAJECTORY.

Did the misuse of electronic media start with truck drivers calling fellow CBers “Good buddy” and then running them into the ditch?

F. Human Settlement Pattern Ignorance

Citizens do not understand basics metrics of per capita land use capacity. They have unfounded beliefs in the speculative value of NonUrban land for Urban land uses. See Regional Metrics and *THE SHAPE OF THE FUTURE*

Human settlement pattern discussions inevitably raise the ire of ‘property rights’ advocates who have unfounded perceptions of Private Rights and community responsibilities with respect to land. Most of the discussion about property ‘rights’ is really the ‘right’ to unfounded property VALUE based on misconceptions of value of land for Urban land uses.

G. Spacial Bipolar Disorder

The Spacial BiPolar Disorder (aka, Progressive / Regressive Disease or P/RD) is widespread.

Those with P / R D have ‘progressive’ ideals with respect to equity, opportunity, individual choice but ‘regressive’ ideals with respect to spacial distribution of human activity . The regressive ideals make the ‘progressive’ ideals impossible to achieve. Regressive settlement patterns promote inequity, limit opportunity, foreclose individual choice.

Those with Spacial BiPolar Disorder keep circling back to restate ‘truths’ already shown to be Myth. See discussion of Geographic Illiteracy and Spacial Obliviousness in *THE SHAPE OF THE FUTURE*

H. Impact of the Internet

The Internet can provide access to and move ideas. It can keep citizens from being isolated from INFORMATION as documented in North Africa and the Middle East.

Some uses of the Internet, such a Blogging, are not useful for agglomerating support for good

ideas and moving citizen understanding and endorsement of good ideas from 20% to 60% of the population as documented in Chapter Three.

The Internet gives Yackers, True Believers, Shills and Agents a bull horn on steroids in the context of Citizen Media.

At the same time there are ideas that surface that need to be examined and discussed – for example:

The level(s) of decision should be at the level(s) of impact and largest scale Agency does not have ‘the final say’ on all issues. See Parts IV and V of *THE SHAPE OF THE FUTURE*

There needs to be Cluster, Neighborhood, Village, Community media outlets/ Every media outlet should have an “I have been wondering...”, “I have been thinking...” forum. But that does not mean that every Blog should be open to every commentor that comes along because that provides a back door for Yackers, True Believers, Shills and Agents to become Idea Spammers and Intentional Information Saboteurs.

Beyond issues of Regional interest there are ideas of broad interest that need to be aired. Wikileaks raises profound questions such as:

Is it in best interest of citizens to give Agencies the “right” to maintain ‘state secrets’?

At this point 70 percent of the citizens in a random poll say “yes.” That may change.

M. A Nation-state of Spoiled Brats

Individually, collectively the US is often portrayed as a nation-state of spoiled brats. In fiction (*The Ugly American* – 1958) and professional case studies (*We Don’t Know How: An Independent Audit of What They Call Success in Foreign Assistance* – 1973 and *Our Own Worst Enemy: The Unmaking of American Foreign Policy* – 1984) the hubris of know-it-all ‘Americans’ is well documented. Also see *Uncouth Nation: Why Europe Dislikes America*, Andrei S. Markovits (2007)

SECTION 2.10 IN CONCLUSION (Beta 3)

In the search for useful information it is wise to recall the words of Will Rogers:

“It is not what you don’t know that hurts you, what kills you is what you KNOW that ain’t so.

Yackers, True Believers, Shills and Agents – the topic of Chapter 3 – are frantically working to get every citizen to see the world from a perspective that benefits them. This does not help individual citizens make decisions. It does not help the multiple communities (small “c”) of which every citizen is a member arrive at consensus on the strategies to obtain a sustainable trajectory for civilization.

Citizens must have a way to make informed decisions from valid information sources: Citizen Media.

Vetted Citizen Media information providers might be called “Citizen Media Sources,” “Citizen Media Outlets,” “Citizen Information Sources,” “Trusted Citizen Sources,” “Certified Citizen Information Resources” or some other clear identification.

There will be a fight from Enterprise Media (aka, MainStream Media just as there was against nutrition labeling and limiting the use of ‘organic’ from Enterprise Big Ag but it must come. Most recently, theater operators are fighting a requirement to provide nutritional information of massive theater ‘snacks.’

The question is how to filter out the unwanted noise without infringing of the ‘freedom of speech.’ Freedom of speech is used as a club by Enterprise Media and especially by Yackers, True Believers, Shills and Agents who generate Idea Spam and Intentional Information Sabotage.

This question is raised by the author who, as a law student at the University of California, Berkeley in December 1964, was on Sproul Hall Plaza to hear Mario’s speech live and watched Ludwig romp in his fountain while students sat on top of police cars.

Those were less complex times.

CITIZEN MEDIA

CHAPTER THREE – INTENTIONAL INFORMATION SABOTAGE AND LESSER CRIMES

Citizen Media serves the interests of the New Fourth Estate – citizens and their Households. Citizen Media is the source for information citizens must have to make intelligent decisions in the voting booth and in the market place.

Chapter Three shifts from a focus on the contemporary context in which Citizen Media must arise and flourish, the topic of Chapter Two, to the examination of a specific set of challenges including Idea Spam and Intentional Information Sabotage.

SECTION 3.1 SUMMARY (Beta 2)

Chapter Three addresses the question:

Who controls the identification and certification of information that citizens need in order to make informed decisions?

To maximize individual freedom, the first option in a simple, small, homogeneous society is to allow anyone say anything to anyone, anytime with no filters or certification.

At the scales of Household, Cluster, Neighborhood and Village (family, extended family, clan and tribe) peer pressure solved almost all the communication problems. This included taking cranky uncle out on a hunting party from which he did not return. It was not always ‘democratic’ but part of learning to speak for clan members was learning what to say and how to say it.

In a large, heterogeneous, complex society, absolute freedom of expression yields chaos. Yelling ‘fire’ in theater is NOT protected speech. However, saying hateful things IS protected unless the statements damage the interests of others and the speaker / writer KNOWS the statements are false. (There are higher standards for ‘public figures’ than for non-public figures.)

As a general rule, all speech that meets threshold criteria such as those established by the US Supreme Court’s interpretations of the US Constitution should be “free.”

However, in a complex society citizens need a way to sort out and understand the intent beyond “the media is the message” or “all the news that is fit to print.” Citizens need to understand the intent of the message and have a way to evolve agreement free from Idea Spam and Intentional Information Sabotage.

In a complex society that is in need of multiple Fundamental Transformations to achieve a sustainable trajectory, a consensus on intelligent citizen action must grow from a concept into a well-considered public judgement of more than a simple majority WITHOUT Idea Spam and Intentional Information Sabotage obstructing the path to that well-considered public judgement. See *Coming to Public Judgement: Making Democracy Work in a Complex World* Daniel Yankelovich (1991).

In a democratic society all citizens must have access to ideas that ANYONE believes but individuals and Households as well as Enterprises and Institutions would be wise to – and Agencies MUST – take actions based ONLY on ideas that have factual basis and broad citizen support – These are known as well considered public judgements. Gone are the days when ‘representatives’ can ‘know what is best for you.’ See ENOUGH? (Forthcoming)

Reaching a well-considered public judgement is NEVER popular with some minorities. Those who have the interest and ability to undermine progress are frequently those at the top of the Ziggurat who benefit from the current trajectory – aka, Business-As-Usual. Consider here, the timeless axiom by Nicholas Machiavelli concerning the difficulty of changing “the current order.”

Existence of the 20%/60%/20% Guideline in an ever more complex society points to the need for a firewall; a democratically arrived at system to identify and certify of information that citizens must have in order to make informed decisions. Chapter 3 of *TRILO-G* (Myths That Drive Abandonment and Scatteration) and GLOSSARY (PART THIRTEEN of *TRILO-G*) discuss the 20%/60%/20% Guideline.

A firewall would protect citizens from “unidentified” and ‘unsupported’ information as well from as Idea Spam and Intentional Information Sabotage during the period when citizens are making up their minds about what is in their best interest – individually AND collectively.

To preserve democratic governance and market economies that fairly allocate resources, Agency action must be NOT be based on the narrow interest of a few. This includes the wealthy at the top of the Ziggurat and of Enterprises and Institutions owned and supported by concentrations of wealth.

The scale of the obscene wealth gap between those at the top of the Ziggurat and all the rest of the citizens – and the fact it is growing wider by the month – is confirmed by recent studies. See End Note One

1. In “Surveying the Aftermath of the Storm” a report released in March 2011, the Federal

Reserve Board documented that between 2007 and 2009 the “average American” Household lost 23 percent of its wealth. (CNN 24 Mar 11). The same report indicated that nearly 63 percent of the Households had a drop in net worth. However, in January 2011 The Economic Policy Institute documented that the top one percent of US Households had 225 times the net worth of the average Household. That was UP from ‘ONLY’ 190 times the net worth of the average Household in 2004. In other words, the richest got RICHER during The Great Recession. For the reasons for the widening Wealth Gap see *Supercapitalism: The Transformation of Business, Democracy and Everyday Life*, Robert Reich (2007) and *CORNERED: The New Monopoly Capitalism and the Economics of Destruction*, Barry C. Lynn (2010). For a succinct proposal for a solution see “Fire the Rich” in 29 Nov 09 *CounterPunch* by David Macaray.

A proposal to establish a disinformation firewall to shield Citizen Media (citizen information sources) from Idea Spam and Intentional Information Sabotage is outlined in Chapters Four and Five.

SECTION 3.2 CONTEXT OF THE SEARCH FOR AN EFFECTIVE FIREWALL (Beta 2)

Beyond the questions on Challenge III – the importance of helping citizens understand human settlement patterns – articulated in Chapter One and addressed in Chapter Two – most of the feedback from Chapter One of CITIZEN MEDIA to date has focused on Challenges I and II:

- I. Creating a process that involves journalists and the Principles of Journalism but does not rely on the myth that the Old Fourth Estate – or anything like it – exists. See THE ESTATES MATRIX
- II. Establishing a significant and continuing role of Volunteers in Citizen Media for the reasons outlined in Chapter One of CITIZEN MEDIA.

The key to solving both challenges is to evolve strategies to create information sources that are protected from disinformation, especially but not limited to Idea Spam and Intentional Information Sabotage. This means providing for democratic processes that can evolve information, perspectives and programs based on science and not on conventional wisdom, political expediency, commonly held misconceptions, Myths and mistaken or irrelevant beliefs.

This chapter opens with a survey of boundary parameters and strategies concerning “unidentified” and ‘unsupported’ information as well as Idea Spam and Intentional Information Sabotage. It next examines the question of how much Intentional Information Sabotage actually exists.

This chapter ends with a summary those who stand in the way of effectively involving citizens in the evolution of new perspectives, and to arrive at informed public judgements on fundamental

challenges facing society.

SECTION 3.3 THE SEARCH FOR BOUNDARY PARAMETERS AND STRATEGIES (Beta 1)

Often irrelevant beliefs pertain to the activities by individual citizens that do not have a negative impact on society as a whole. However, too often those who hold such beliefs try to impose their beliefs on those who do not share those beliefs – religious, ethical and social – and this sparks ‘culture wars.’

Due to a failure to evolve functional governance structures, the discussion of these beliefs has become ‘national’ issues and has led to Tossing Rocks at Empty Pigeon Holes, Whack-A-Mole Politics and 50.1 percent ‘mandates.’

New strategies are critical if there is to be a major substantive role for volunteers that does NOT open the every Citizen Media Outlet to Yackers, True Believers, Shills and Agents.

The existence of diverse views is not a bad thing. It is a ‘natural’ outcome of the 20% / 60% / 20% Guideline of citizen opinion out lined in GLOSSARY.

However, when the natural evolution of governance structures fails to match the economic, social and physical reality of a society then rational processes are warped and thwarted. Under these conditions small minorities dictate Agency, Enterprise and Institutional policy, programs and projects and warp the educational process.

The evolution of Agencies (governance structures) and the flow of information upon which citizens can make informed decisions has not reflected the profound transformation from an agrarian society in 1800 to an Urban society in 2000 as noted in Chapter Two. This leads to the need for careful attention to Vocabulary and Conceptual Frameworks establish the boundary between fact and fiction. See PRIMER (Forthcoming)

The evolution of rational boundaries has been thwarted by the a golden age of gluttony – an overabundance created by cheap energy (burning Natural Capital) and subsidized Mass OverConsumption. Under these conditions, the progress toward a sustainable trajectory for civilization can be thwarted by a small minority.

SECTION 3.4 HOW MUCH INTENTIONAL INFORMATION SABOTAGE EXISTS? (Beta 1)

There is a valid question about ‘how much Intentional Information Sabotage REALLY exists.

Free expression advocate James A Bacon suggests: “There are lots of people trying to call attention to what they sell or what they do”

There are also many trying to call attention to what they believe.

Bacon asks: “It is fair to describe someone’s spin as Intentional Information Sabotage? It is just spin in a world where everyone is putting out their spin.”

The root problem is that it is impossible to tell how much is spin and how much is Intentional Information Sabotage.

When all their ‘trying’ does not get noticed or get the results that they want or believe they deserve, advocates turn to ways to undercut those who have something different to sell or believe.

“Disinformation [Intentional Information Sabotage] implies falsehood. Rather, everyone is trying to impost their own narrative on the public. Every narrative has elements of truth (although, obviously some narratives are better than others at explaining reality.” In other word, Bacon admits that “some exists” but contends that is it “not that much.”

“How much?” THAT is the question! Even ‘a little’ can completely destroy the ability of citizens to make rational decisions in their own best interest.

There is evidence that a lot of Intentional Information Sabotage exists. See End Note Two

2. In an article titled “Dirty-tricks campaigns get boost from digital sleuths” the 7 Mar 11 *WaPo* devotes a major story to the efforts by K Street PR firms to dig up dirt on ‘opposition’ individuals. That is anyone who disagrees with their clients. How long have these firms been digging up information to discredit opposition IDEAS?

In an amusing story by Lisa de Moraes in the 9 Mar 11 *WaPo* described how many publicists for a wide variety of ‘experts’ contacted her to offer their clients quotes on the advice for Charlie Sheen.

Also see continuing series of ads by the US Postal Inspection Service on spotting fraud my manipulating ‘the news.’

Chapter Two examined the context of complexity and myths. Having lived off Natural Capital and not having to face reality, even a small percentage of actual hardcore Intentional Information Sabotage is a significant problem.

Because it is not possible to tell the intent in the context of ‘free speech.’

The intent may be malicious but the vehicle of delivery may be sugar coated. The perpetrator may be mad at, or attempting to get even with someone for reasons completely unrelated to the content of the message.

On the Internet and especially in the Blog context cases of ‘any enemy of my enemy is a friend of mine’ are rampant.

SECTION 3.5 FOUR POTENTIALLY MALICIOUS COHORTS DEFINED

(Beta 3)

There are four classes of opinion generators that are key in the generation of worthless ‘content.’ Many are Idea Spammers, some of are Intentional Information Saboteurs.

- **Yackers:** Yackers have nothing better to do than to engage their mouths (now fingers as well) without engaging their brains – in other words ‘talking to hear themselves talk.’ This cohort has existed since language first evolved. Yackers found a home away from home on Urban piazzas 8,000 years ago, went electronic with the telephone and viral with the advent of CB radios. The Gross Affluence of the cheap energy fueled Era of Mass OverConsumption. Free electronic fora has provided for an exponential explosion of yackers. Enterprise (aka, MainStream) Media loves and feeds yackers because they generate pageviews and advert revenue.

- **True Believers:** True Believers are emotionally committed to concepts, beliefs myths and conspiracy theories which very few citizens would support if they understood the belief or knew the collective impact of the belief’s wide-spread acceptance or implementation in society. See Eric Hoffer, *The True Believers*.

The Anger of Ignorance Crowd – both ‘organized’ and ‘disorganized’ and ranging from ‘political’ to ‘religious’ are front and center in this cohort. Education and science-based understandings reduces the number of True Believers. True Believers populate the both 20% cohorts in the 20% / 60% / 20% Guideline. See GLOSSARY

- **Shills:** Shills have existed for as long as Yackers but electronic media provides them with almost infinite fields of play. Shills may or may not expect to reap a monetary reward from their anti-civil society activities. In any event, Shills are not assured of reward – it is a long shot at best, a lottery ticket – but Shills HOPE for reward, if not in this life, then – like True Believers – in the next.

The Snake Oil salesperson was the classic Shill, the widow of a Nigerian minister

of petroleum is a contemporary Skill

- **Agents** have grown in importance with the rise of trade starting with caravan traders and becoming even more important with the rise of Neolithic Age trading Villages. Agents are paid by others to advertise, sell, promote or advocate for third

parties. See discussion of the demise of the roll of Agents in Sections 2.4 and 2.5 of Chapter Two.

Used car salespersons, insurance agents, ambulance chasing lawyers and commission stock brokers are iconic Agents.

Skills and Agents have similar patterns of activity and are often hard to tell apart. A sign of an advanced civilization with intelligent citizens will be the absence of Skills and a decline in the need for (existence of) Agents as noted in Chapter Two.

Yackers, True Believers, Shills and Agents become Idea Spammers when they incessantly promote ideas that have little or no factual basis or if understood would have little or no broad citizens support.

Intentional Information Saboteurs are Idea Spammers who knowingly promote ideas that subvert the best interests of the majority of citizens.

Idea Spammers and Intentional Information Saboteurs have different motivations and different agendas but they are often hard to tell apart. Especially in the context of Citizen Media.

The larger problem is that in the Citizen Media context – especially the electronic media environment – Idea Spammers and Intentional Information Saboteurs are almost impossible to distinguish from well-meaning citizens.

Well-meaning citizens may have no ‘agenda’ beyond curiosity. They may only be seeking information on which to base actions that are in the best interest of themselves and their Household – both individually and from a community (small ‘c’) perspective.

In fact, Idea Spammers and Intentional Information Saboteurs frequently claim to be ‘just ordinary citizens with a legitimate concern’ who thus qualify to speak for themselves AND for EVERY OTHER CITIZEN. They act as if they have a RIGHT to intrude into every conversation.

Ordinary citizens, Idea Spammers and Intentional Information Saboteurs love to wave the flag of freedom (speech, press, et. al.) and wrap themselves in the white robes of Journalism if they have the opportunity.

On the piazza one can turn their back on any of these intruders. In the context of face-to-face meetings at the Household-, Dooryard-, Cluster-, Neighborhood- and Village-scales, Intentional Information Saboteurs become silent when it is obvious that they have little support.

See the **20% / 60% / 20% Guideline** defined in GLOSSARY as well at the discussion of coming to well considered public judgements in Chapters 29 through 32 of ***THE SHAPE OF THE FUTURE***. Also note the importance of the Cluster scale components of human settlement. These are the largest organic component of human settlement where direct democracy is possible.

In the electronic media environment – especially Blogs, and open ended comment sections that encourage citizens to pontificate on ‘news’ articles – intruders have a foot in the door unless there is a criteria to sort and delete their spam, camouflaged beliefs and sponsored pitches.

At first blush, most citizens would agree that Yackers, True Believers, Shills and Agents who are Idea Spammers or Intentional Information Saboteurs with stealth agendas should NOT be ‘inside’ a specific Citizen Media Outlet.

But wait!!

To be very clear, Idea Spammers and Intentional Information Saboteurs should not be ‘inside’ the Citizen Media Sphere UNLESS they have their own clearly identified outlet. In that case, this outlet IS part of Citizen Media IF:

- The intent is clear,
- The agenda is embraced by citizens who have not been tricked into thinking the outlet has no agenda or a different / hidden agenda
- Those who support the agenda include those who have no direct monetary benefit. (There are ample Agency Media, Enterprise Media and Institutional Media opportunities for those who seek monetary benefit.)

SECTION 3.6 IN CONCLUSION (Beta 3)

Collectively many who are Yackers, True Believers, Shills and Agents become Idea Spammers and intentional saboteurs of the information that citizens need to make intelligent decisions in the voting booth and in the marketplace and that is why a firewall is a key issue in Citizen Media.

Yackers, True Believers, Shills and Agents, even when their motives are ‘pure’ provide cover for lurking Idea Spammers and Intentional Information Saboteurs.

Intentional Information Saboteurs are the main reason Journalists insist that they are the ONLY ones that can be trusted with the role of providing the information citizens need.

However, Journalists are professionals with a skill set which work for Enterprise Media and, as noted in Chapter Two, they CANNOT be AGENTS for citizens. Citizens cannot afford to rely on Agents for the information they need to make intelligent decisions in the voting booth and in the marketplace. In addition, as demonstrated by The First Families of Journalism, Journalists as a ‘fourth force’ cannot compete in the open market with Enterprise Media and Institutional Media.

The Old Fourth Estate no longer exists – if it ever did. See Chapter One and THE ESTATES MATRIX.

So what are the alternatives?

One possible strategy is found in Chapters Four and Five.

CHAPTER 3 END NOTES

(In future drafts, End Notes will be moved to this location)

CITIZEN MEDIA

CHAPTER FOUR – THE LITMUS TEST CONCEPT

Citizen Media serves the interests of the New Fourth Estate – citizens and their Households. Citizen Media is the source for information citizens must have to make intelligent decisions in the voting booth and in the market place.

Chapter Four provides an overview of a Litmus Test. Each Citizen Media Outlet might choose to have a Litmus Test. The Prototype outlined in this chapter would be used to screen / validate comments and input in the discussion of human settlement patterns and their impact on the economic, social and physical well being of citizens.

SECTION 4.1 AN ANALOGY (Beta 1)

One way to understand the need for a Litmus Test for comments and input on ideas and strategies in the Citizen Media Context is based on an experience by the author over 50 years ago. One of the many ways the author paid for eight years of undergraduate and graduate study at three universities was as a professional food taster.

The Department of Home Economics department at the University of Montana received a contract from the US Navy to develop and test freeze dried food for use on Navy submarines. The Department hired a team of students who ate in the central dining facility to do daily QUALITATIVE taste testing of recipes under development.

After extensive screening a team of male students who matched the age and health profiles of a typical submarine crew was selected. Even though each student had pre qualified to be on the team, before every daily taste test each student was given a test update – three cups of water with additives so that the water tasted salty, sweet, sour, bitter or un-flavored. Only after one passed the ‘right now’ test did they receive the days payment (a silver dollar) and were asked to give their qualitative opinion on the item of the day.

After all, why pay any attention to someone’s view the QUALITY of a Navy Bean soup (a big favorite) or a pudding (lots of puddings) if for some reason they could not ‘taste’ at the time for what every reason: Too much to drink or too much red pepper on a pizza the night before; just

brushed their teeth; had a peppermint life savor between classes, etc. The same is true for opinions on the information, strategies and ideas that Citizens need to consider in coming to well considered public judgements.

Why pay attention to someone who has demonstrated that they do not know what they are talking about?

Unless one understands the basis and context for the discussion there is no way to make an informed comment beyond “I do not understand.” Unless the commentor knows what they are talking about, the listeners / readers do not know if it is a serious question from a well founded critique by a well informed individual or just Idea Spam – or worse – Intentional Information Sabotage.

SECTION 4.2 WHY NOT JUST IGNORE UNFOUNDED COMMENTS?

(Beta 1)

Before going on, it is important to ask:

Why not just ignore those with unfounded comments?

First, without a Litmus Test, there is no way to know if a comment is unfounded or not.

In times past, when the speaker / writer was KNOWN to those they were addressing, it was – over time possible to determine if the source understood the context and parameters of the discussion. In addition, there were far fewer and far less complex issues.

With the margin of error for achieving a sustainable trajectory for civilization growing ever more narrow, there is no time to go back and argue over well settled perspectives just because someone who has had an undo advantage will have to give up that advantage and will try to undermine citizens coming to well informed public judgements.

Just because those at the tops of the Ziggurat can afford an Agent does not mean they have a right to veto the evolution of new perspectives, and a new consensus that benefits all citizens. Recall those who argued against mine safety, food safety, railroad safety, emission controls and in favor of the use of tobacco, asbestos, DDT and cell phones in cars.

A good place to start on the process of evolving Citizen Media Litmus Tests is in the sphere of human settlement patterns.

Why give those uninformed or uncomfortable with some potential impacts of Fundamental Transformations an excuse to not become informed? Joe says a Tsunami will never hit our bay so why worry? The 20% support for a good idea will never become 60% support to support action.

As documented in *THE SHAPE OF THE FUTURE*, citizens do not understand human settlements. See Section 4.3 below.

Precisely because the roles and the economic, social and physical importance of human settlement patterns are not widely understood opinions are wildly varied. Because “everyone lives there,” EVERYONE believes they are an expert.

The problem of uninformed Yackers, True Believers, Shills and Agents is especially acute in the Blog context.

The power of a dedicated and intentional saboteur to derail rational action in a field so badly understood by citizens is hard to overestimate.

An understanding of the economic, social and physical ramifications human settlement patterns is clouded by Geographic Illiteracy and Spacial Ignorance. Because functional human settlement patterns are sine qua non for a sustainable trajectory for civilization, a dedicated Intentional Information Saboteur can reap havoc in any information / education process in the field of settlement pattern. See End Note One

1. One short story will suffice to illustrate the power of a single dedicated saboteur in the context of settlement pattern decisions:

From 1972 to 1980 the primary office of SYNERGY was located in the first Neighborhood of the first Village in Columbia, MD. During the later 70's EMR was living in Columbia and working primarily on Burke Centre in the Virginia portion of the National Capital SubRegion. From time to time EMR penned a letter to the editor of the Community's most read weekly newspaper, the *Columbia Flier*.

After publication of one such letter critical of OpenSpace actions of Howard Research and Development (HRD - the developer of Columbia) was published, Douglas MacGregor the President of HRD made an appointment to stop by. His message was this:

“Look, even though Burke Center is a very good project and I am sure it meets all the code requirements, because of what I know about the land development process, I could take my typewriter (this was circa 1978) to Burke Center and close you down. Now tell me what you want to happen here in Columbia and we will see what we can do...”

Because of the vast majority are badly informed, Mr. MacGregor knew he (or EMR) could cause great harm to the others business activity.

There followed several policy changes, especially with respect to OpenSpace that did not cost HRD a penny. They did improve the environment and made the citizens concerned

very happy. In the long term this benefitted HRD and all the residents of the Planned New Community.

The very beneficial outcome was due to both parties understanding the power of misinforming the parties that impacted the business interests of the other.

SECTION 4.3 LITMUS TEXT OVERVIEW (Beta 3)

At this point it is clear that the door cannot be left open for Yackers, True Believers, Shills and Agents (defined in Section 3. 5 of Chapter Three) to become Idea Spammers or Intentional Information Saboteurs.

A Litmus Test is one option to provide a firewall to protect against Yackers, True Believers, Shills and Agents.

There would need to be a Litmus Test for any Citizen Media Outlet that was vulnerable to spamming and sabotage. Each Litmus Test would need to be tailored to the Citizen Media Outlet. Chapter Five presents a prototype Litmus Test for a Blog and similar fora focusing on functional and dysfunctional human settlement patterns by SYNERGY.

This Chapter sets the framework for this Litmus Test and Chapter Five spells out the Litmus Test criteria.

SECTION 4.4 LITMUS TEST FOUNDATION (Beta 3)

As readers of *TRILO-G* know, having a overarching, comprehensive Conceptual Framework to discuss complex topics is essential. Having a robust and articulate Vocabulary to articulate that Conceptual Framework is also essential. For example, refusal to acknowledge the impact of Core Confusing words about which different people have different neural linguistic frameworks is tantamount to admitting Idea Spam (or Intentional Information Sabotage?) And promoting Geographic Illiteracy and Spacial Obliviousness.

Why pay attention to anyone who does not understand the basic parameters?

A comprehensive Conceptual Framework and the robust Vocabulary to articulate that Framework are the PRODUCT of a well informed process. The process starts with principles – fundamental theses. A Litmus Test for a specific Citizen Media Outlet must start with a clear statement of principles. The role of Principles is spelled out in Chapter 17 of *THE SHAPE OF THE FUTURE*. See End Note Two

2. HANDBOOK – PART TWELVE of *TRILO-G* defines and articulates the creation of

First Tier Goals and Second Tier goals. First Tier Goals are principles (theses) and Second Tier goals are what are sometimes call ‘objectives.’

In the context of SYNERGY’s discussion of human settlement patterns, the place to start is the Nine Fundamental Theses upon which *THE SHAPE OF THE FUTURE* is based.

The following is a reproduction of Chapter 1 Box 1 from *THE SHAPE OF THE FUTURE* published in January 2000. Comments on these Principles over the past 11 years have resulted in clarifications that are presented below in double brackets [[.....]]

.....

THE SHAPE OF THE FUTURE CHAPTER 1 BOX 1

NINE FUNDAMENTAL THESES ON THE PATH TO UNDERSTANDING HUMAN SETTLEMENT PATTERN

Martin Luther was able to nail 95 theses concerning spiritual well-being to a church door at Wittenberg, Germany, and have them read. Accustomed to sound bites and bumper stickers, few citizens in 1999 would read a document in that format. In order to reach citizens in the ‘information age,’ theses must be shortened and sharpened. The following Nine Fundamental Theses concerning economic, social and physical well-being are presented in sound bite format. When citizens understand these theses, corrective action can commence, and there can be progress toward the goals and aspirations of the United States’ citizens.

ONE Location is reality and content. The human settlement pattern has controlling impact on the economic, social and physical well-being of citizens. Generally speaking, where human activities take place is as important as facts related to what, when by whom and even why.
[See Part Two of THE SHAPE OF THE FUTURE (SotF)]

TWO Citizens do not know where they are. There is pervasive geographic illiteracy and spacial ignorance that fogs the importance of location. Even in their neighborhood and community, most citizens are functionally lost. There is almost total obliviousness to the issue of scale in the human settlement pattern.
[See Part Three of SotF]

THREE Competition is in the drivers seat of contemporary civilization. In contemporary society, it is economic competition that determines:

- Individual, family and enterprise prosperity
 - Institutional and agency fiscal stability and effectiveness
- [See Part Two of SotF]

[[One characteristic of competitive behavior is try to create monopolies – See **CORNERED: The New Monopoly Capitalism and the Economics of Destruction**, Barry C. Lynn (2010) – and to carry out ‘rent seeking behaviors’ that attempt to achieve economic gain by AVOIDING open competition. These are still ‘competitive’ behaviors, just not what is usually thought of by those who champion free market Competition (with a Big ‘C’).]]

FOUR It really is the unenlightened economy, stupid! An unenlightened market maldistributes costs and benefits of human activity. This results in dysfunctional human settlement pattern and negatively impacts economic prosperity.
[See Part Two of SotF]

[[The unenlightened market and the badly regulated market results in monopoly, rent seeking and other dysfunctional behaviors.]]

FIVE Human settlement is an organic system. The *New Urban Region* and its organic component parts define the structure of the human settlement pattern. Collectively these components form an organic system.
[See Part Two of SotF]

SIX Transportation is the canary in the mine field of human settlement patterns. An understanding of access, mobility and transport is a powerful key to citizen education concerning dysfunctional human settlement pattern.
[See Part Three of SotF]

SEVEN The silver bullet is understanding. In a democracy, there is no alternative to citizen education and understanding as the basis for progress toward society’s most important goals.
[See Part Five of SotF]

[[As conditions and context change the ‘understanding’ must change.]]

EIGHT Fundamental governance evolution is mandatory. Evolution from the current nation-state/state/municipal governance structure to one that reflects the economic, social and physical reality of the *New Urban Region* is a precondition to securing sustainable prosperity, stability and sustainability.
[See Part Four of SotF]

NINE There is no exit. For humans on planet Earth, in the foreseeable future, there is no feasible alternative to achieving harmonious relationships between humans and a sustainable balance with the environment other than by the creation of viable human settlement patterns.
[See Part Four of SotF]

Chapter 1 Box 1

.....

The listing of these Theses brings into focus an important reality:

Every Citizen Media Outlet must be clearly identified and focused on an area (or areas) of human experience that is clearly identified – regardless of how broad.

Yackers, True Believers, Shills and Agents drag in emotional hook issues that are irrelevant to the core mission of the Citizen Media Outlet – for example, abstract ‘property rights’ into discussion of human settlement patterns for example. For this reason there must be a different Litmus Test for each type of source and the Litmus Test criteria will vary, even within similar sources.

The general categories of Citizen Media Outlets would include, among others:

- **Information and science based data**

It is important to note that many information and data sites ‘appear to be open to comment but are not. It is also of interest that when True Believers are offered ways to generate their own data and check the accuracy of the information, they will not do it. See THE CURRENT TRAJECTORY (Forthcoming) Self Test.

- **Analysis and opinion**

Everyone has an opinion about something and almost everyone has an opinion about human settlement patterns. After all they live there.

- **Geographically focused**

Outlets that purport to provide the information one needs to know if they live, work or seek services in a specific component of human settlement pattern (Dooryard, Cluster, Neighborhood, Village, Community, Subregion, Region, or MegaRegion) See the discussion of Challenge III in Chapter Two.

Citizen Media sites must also be distinguished from Enterprise Media sites and others that seek to provide “entertainment” and / or rely on generating traffic to yield advert revenues.

As a source of critical information citizens need to make informed decisions, sites such as sports blogs and Whack-A-Mole ‘discussion’ of culture war issues are as useful as playing Angry Birds or Worlds of Warcraft, Black Ops.

Among the key objectives for Citizen Media sites concerned with achieving a sustainable trajectory for civilization would be:

- Definition of Rights AND Responsibilities of citizens and their Organizations

- Provision of Affordable and Accessible Housing
- Provision of Mobility and Access
- Narrowing the Wealth Gap among Households to one based on effort and ability
- Reducing per capita consumption
- Import Replacement to create Regional and Community Resiliency
- Stabilizing population and then voluntarily reducing population by voluntary activity at the Household scale. Recent research has shown that shifting the power over reproduction to women who must bear the child and making clear the economic, social and physical reality of large families has resulted in striking population changes.

For a complementary perspective on these issues see the New Economic Institute
<http://neweconomicsinstitute.org>

SECTION 4.5 LITMUS TEST DISCLAIMERS

Let us be very clear:

A Litmus Test will NOT solve all problems caused by Idea Spam and Intentional Information Sabotage.

A Litmus Test MAY solve some of the most dangerous intrusions into a specific Citizen Media Outlet / Source that deploys a Litmus Test Strategy.

A Litmus Test MAY keep Spammers, True Believers, Shills and Agents out of the ‘face’ – and out of the head – of those trying to evolve new principles, theses and perspectives and thus allow the evolution of new perspectives and a new generation of sound public judgements. See End Note Three

3. For example Wikileaks has raised the question of whether in an interconnected society across the planet it is any longer desirable – or even possible – for democratic nation-states (or any Agency) to keep ‘secrets’ on a long term basis as part of normal operating procedures. At this time based on unscientific on-line response polls, 75 percent of the population agree that Agencies SHOULD be able to keep secrets. Over time, that may change. See “The Bottom Line in Under 500 Words” concerning the possibility of maintaining major economic, social and physical discrepancies in a Flat Earth with instantaneous communications and large stores of weapons of mass destruction as well as conventional weapons in Section 1.4 in Chapter One.

Without SOME systematic filter, scholars, professionals and volunteers will spend all their time trying to counter Idea Spammers and Intentional Information Saboteurs and / or will become so overwhelmed and frustrated that they pull out of dialogue. This is especially a problem for the 'older generation' which may have the best insights and least tolerance for Idea Spammers and Intentional Information Saboteurs.

Before outlining The Litmus Test concerning discussion of human settlement patterns which has been circulating among Citizen Media advocates for some time, let us be VERY clear:

A Litmus Test is NOT “censorship.”

Censorship is the exclusion of individuals or groups that have a right to participate, not someone who wants to disrupt intelligent participation.

One way to view this is that if Agencies (the Organizations that citizens create to manage society, See THE ESTATE MATRIX, are not involved it is NOT censorship. Freely associating or choosing not to associate is a matter of personal choice. This is especially true in the context of the Internet where – at least for now – anyone is free to establish their own forum.

The Litmus Test is a firewall to identify and neutralize Yackers, True Believers, Shills and Agents, the Intentional Information Saboteurs.

The Litmus Test is the Citizen Media equivalent of a lock on the back door of the Alpha Village newspaper. It is in no ones interest for Yackers, True Believers, Shills and Agents to enter via the back door and leave cuckoo eggs in place of the next days 'news.' That is why journals and Journalism are an important part of Citizen Media, especially when dealing with human settlement patterns.

There are many opportunities to create FREE media outlets to expose almost ANY idea. The objective of Spammers, True Believers, Shills and Agents is to use someone else's site or those interested in some other discussion to plant their disruptive comments – Cuckoo's from an Ornithological perspective – to achieve their own goals.

“If you do not agree, with Citizen Media Outlet A, start own outlet.”

Those who are considered “intentional saboteurs” from one perspective are free to start their own Citizen Media outlet rather than bullying their way into a role of sabotage. Open competition will insure that citizens best interest are served.

Before intelligent action can be taken, citizens must arrive at well considered public judgement as noted in *THE SHAPE OF THE FUTURE – PART FIVE*.

In this context, the Bottom Line is that if anyone does not agree with the Litmus Test, they are free to establish a new Citizen Media Outlet ad establish guidelines for their own Litmus Test.

SECTION 4.6 SETTLEMENT PATTERN LITMUS TEST DEVELOPMENT PROCESS (Beta 1)

SYNERGY's focus is Fundamental Transformation of Human Settlement Pattern. As documented in *THE SHAPE OF THE FUTURE* and in *TRILO-G* Fundamental Transformation of human settlement patterns requires Fundamental Transformation of Governance Structure and the Economic System.

The Litmus Test has been proposed in draft form by readers of Bacon's Rebellion who are frustrated by attacks and derailing of useful discussion. It has been revised as a possible vehicle to prevent Ida Spam, Intentional Information Sabotage by Yackers, True Believers, Shills and Agents from disrupting the process of providing information that citizens need to make intelligent decisions in the voting booth and in the marketplace. See End Note Four

4. Want an example of how an intentional saboteur can derail intelligent dialogue? Look no farther than Bacon's Rebellion. Some may recall the comment on the post "Sink River Boat Gambling in Virginia (23 Nov 10) by Not Ed Risse Either (12:29 PM 23 Nov 10) that included this text:

"... everyone has missed the big issue.

"More money is not needed for "transportation."

"Better land use patterns are needed so the existing money can be wisely spent."

The comment by Not Ed Risse Either and a subsequent comment by AZA (1:11 PM 24 Nov 10) can be found in Chapter Four Appendix One

[Other examples have been called to EMRs attention by those who read comments by known saboteurs may be added to Appendix One.]

CHAPTER 4 END NOTES

(In future drafts, End Notes will be moved to this location)

CHAPTER FOUR APPENDIX

Comment by AZA (1:11 PM 24 Nov 10)

“Not Ed Risse Either said:

“Some good entertainment here and some rock tossing but everyone has missed the big issue.

“More money is not needed for "transportation."

“Better land use patterns are needed so the existing money can be wisely spent.”

Then ‘hydra’ said:

“Better land use patterns cost money, too. They don't just happen.”

ACTUALLY THAT IS NOT TRUE, THEY DO “JUST HAPPEN” in the normal course of enlightened human activity.

As Professor Risse has made very clear to all who pay attention, the biggest change in the economic, social and physical activity that will create functional settlement patterns happens inside the heads of Urban citizens (95 percent of the existing population in ‘developed’ New Urban Regions.)

As NERE said, money needs to be spent but that is NOT the first requirement and more money what ever the source will solve NOTHING.

There is already a lot of money being spent on transportation, the problem is what the money is being spent on is just making matters worse because it generates ever more dysfunctional settlement patterns.

Hydra went on to say:

“Meanwhile we are still stuck with the land use patterns we have, and they DO REQUIRE MORE MONEY for transportation.”

It is clear that what NERE intended to convey was that MORE money is not needed to further expand the failed transportation system.

And then hydra, added:

“NO ONE, has done a valid trade study that shows how much we can afford to spend on altering land use over how many tens of decades in order to achieve an optimum mix of public and private transit, while not giving one party or another an undue cost burden.”

NO ONE knows what a “valid trade study” is.

There have been many studies that document that the current attempts to build more of the same transportation infrastructure will continue to make Mobility and Access of Urban citizens worse and worse as measured by congestion, safety or general well-being.

The blanket statement that is valid would be something like this:

NO ONE has done a scientifically valid study that shows a large Urban agglomeration can be provided with Mobility and Access if the automobile is relied on for the majority of travel needs.

In spite of this reality, hydra goes on to insult and demean those who he thinks do not agree with him by saying:

“What we have instead is MORONS suggesting, no arguing polemically, that there is only one competent answer.”

Anyone who says there could be only one competent answer to any complex question would be a “moron.” That was never the issue in this case.

And then hydra added:

“It is utterly and completely stupid to suggest that something we might have someday eliminates our need for transportation monies today.”

It would be utterly and completely stupid but no one suggested that.

The complex and troubled commentor who calls himself / herself ‘hydra’ has never examined the basis for his / her belief that any land is a good place for an Urban land use. That is just as foolish as suggesting any place is a good place to raise bananas, cranberries or hay.

It is clear who the REAL utterly and completely stupid MORON is. It is not the one who said:.

“Some good entertainment here and some rock tossing but everyone has missed the big issue.

“More money is not needed for "transportation."

(OK, NERE might have said “more money should not be spent on the same failed transport system” but that was probably his / her intent.)

“Better (aka functional and sustainable) land use patterns are needed so the existing money can be wisely spent.”

AZA

Note by Observer

To several of us (perhaps a majority?) much in this string of comments is pointless.

The comments are trapped under a number of dangerous assumptions:

First they are trapped under the false assumption that it makes sense to have only three levels of governance (Agency) that correspond to the late 18th century agrarian society model – municipal, state and federal. New levels of Agency must evolve to reflect economic, social and physical reality.

Second it is trapped in 14th century idea the highest level of governance has the final say on EVERYTHING. In this context, the only plurality threshold that counts is at the federal level.

Third it is trapped in the assumption every decision needs to have the same plurality threshold – the same for setting speed limits and for doubling the debt limit.

Fourth it is trapped in the assumption that once passed every law is good FOREVER. Scaled sunset provisions should apply to all legislation, to all regulation and TO most judicial decisions. “Is this STILL the right thing to be doing??”

And even these changes will make little difference – in fact they will not happen – until citizens have better information upon which to make decisions in the voting booth and in the marketplace about citizen / Household best interests.

Professor Risse is working on a note re ‘the new fifth estate’ that may touch on this.

Observer

CITIZEN MEDIA

CHAPTER FIVE – PROTOTYPE LITMUS TEST

Citizen Media serves the interests of the New Fourth Estate – citizens and their Households. Citizen Media is the source for information citizens must have to make intelligent decisions in the voting booth and in the market place.

Chapter Five presents a draft Prototype Litmus Test focused on the evolution of the New Urban Region Conceptual Framework and Vocabulary. This test applies not to Citizen Media in general but to the work of SYNERGY as relates to the Fundamental Transformation of human settlement patterns and the related Fundamental Transformations of governance structure and of the economic system as outlined in *THE SHAPE OF THE FUTURE* and in *TRILO-G*.

SECTION 5.1 – A PROTOTYPE LITMUS TEST FOR DISCUSSION OF THE FUNDAMENTAL TRANSFORMATION OF HUMAN SETTLEMENT PATTERNS (Beta 3)

The following is a brief outline of key points parts of the Human Settlement Pattern Discussion Litmus Test.

I. QUESTION GUIDELINES

Questions are welcome subject to the following guidelines:

- A. The fact that there are question guidelines and that questions are subject to those guidelines will be stated in each Perspective posted on the forum.
- B. Legitimate questions will be answered, however, to save time be sure to read the post with care.

- C. If one is not sure they understand the post, first check the definitions of Capitalized words in GLOSSARY accessed from the *RESOURCE* page at www.emrisse.com
- D. After checking the Capitalized words if the reader is still are not sure they understand what is being said, the place to start is with the LINER NOTES for *The Shape of the Future* and then the LINER NOTES for *TRILO-G*. Both LINER NOTES are accessed from the *RESOURCE* page at www.emrisse.com
- E. Questions that are repetitive and appear to be asked just to waste the time and effort of users of the Outlet will be ignored. Questions of repeat offenders will be deleted.

II. COMMENT GUIDELINES

Comments and observations are welcome subject to the following guidelines:

- A. The fact that there are comment guidelines and that comments are subject to those guidelines will be stated in each Perspective posted on the forum / Outlet.
- B. For those new to the forum / Outlet, reference must be made to the place to find background and details of the guidelines.
- C. When relevant, there will be posted a list of those who are pre-qualified to comment based on past demonstration of their understanding of the context and objectives of the forum / Outlet.
- D. In the comment being offered, the commentor must acknowledge that they understand the Citizen Media forum / Outlet's Perspective established in the following Context and Parameters Documents.
- E. All commentors will be required to use their own name or be placed on the pre-qualified list by the forum / Outlet originator after providing reason why anonymity is appropriate in their case.
- F. First time commentors who violate Comment Guidelines will referred to Context Documents and Parameters. Repeat offenders deleted.

III. CONTEXT DOCUMENTS AND PARAMETERS

The following is a summary of Context Documents and Parameters for SYNERGY / Human Settlement Pattern discussions. Comments that are retained and responded to must reflect and understanding of these materials and perspectives. If there are comments on the Context Documents and Parameters they must be made in a response to the original source of those documents and perspectives, not in comments that ignore the context of the current statement.

A. THE NINE FUNDAMENTAL THESES:

This document spells out the underlying theses (principles) upon which the work of SYNERGY is based.

The following is a reproduction of Chapter 1 Box 1 from *THE SHAPE OF THE FUTURE* published in January 2000. Comments on these Principles over the past 11 years have resulted in clarifications that are presented below in double brackets [[.....]]

.....

THE SHAPE OF THE FUTURE CHAPTER 1 BOX 1

NINE FUNDAMENTAL THESES ON THE PATH TO UNDERSTANDING HUMAN SETTLEMENT PATTERN

Martin Luther was able to nail 95 theses concerning spiritual well-being to a church door at Wittenberg, Germany, and have them read. Accustomed to sound bites and bumper stickers, few citizens in 1999 would read a document in that format. In order to reach citizens in the ‘information age,’ theses must be shortened and sharpened. The following Nine Fundamental Theses concerning economic, social and physical well-being are presented in sound bite format. When citizens understand these theses, corrective action can commence, and there can be progress toward the goals and aspirations of the United States’ citizens.

ONE – Location is reality and content. The human settlement pattern has controlling impact on the economic, social and physical well-being of citizens. Generally speaking, where human activities take place is as important as facts related to what, when by whom and even why.

[See Part Two of *THE SHAPE OF THE FUTURE (SotF)*]

TWO – Citizens do not know where they are. There is pervasive geographic illiteracy and spacial ignorance that fogs the importance of location. Even in their neighborhood and community, most citizens are functionally lost.

There is almost total obliviousness to the issue of scale in the human settlement pattern.

[See Part Three of *SotF*]

THREE – Competition is in the drivers seat of contemporary civilization. In contemporary society, it is economic competition that determines:

- Individual, family [Household] and Enterprise prosperity
- Institutional and Agency fiscal stability and effectiveness

[See Part Two of *SotF*]

[[One characteristic of competitive behavior is try to create monopolies – See *CORNERED: The New Monopoly Capitalism and the Economics of Destruction*, Barry C. Lynn (2010) – and to carry out ‘rent seeking behaviors’ that attempt to achieve economic gain by AVOIDING open competition. These are still ‘competitive’ behaviors, just not what is usually thought of by those who champion free market Competition (with a Big ‘C’).]]

FOUR – It really is the unenlightened economy, stupid! An unenlightened market maldistributes costs and benefits of human activity. This results in dysfunctional human settlement pattern and negatively impacts economic prosperity.

[See Part Two of *SotF*]

[[The unenlightened market and the badly regulated market results in monopoly, rent seeking and other dysfunctional behaviors.]]

FIVE – Human settlement is an organic system. The *New Urban Region* and its organic component parts define the structure of the human settlement pattern. Collectively these components form an organic system.

[See Part Two of *SotF*]

SIX – Transportation is the canary in the mine field of human settlement patterns. An understanding of access, mobility and transport is a powerful key to citizen education concerning dysfunctional human settlement pattern.

[See Part Three of *SotF*]

SEVEN – The silver bullet is understanding. In a democracy, there is no alternative to citizen education and understanding as the basis for progress toward society’s most important goals.

[See Part Five of *SotF*]

[[As conditions and context change the ‘understanding’ must change.]]

EIGHT – Fundamental governance evolution is mandatory. Evolution from the current nation-state/state/municipal governance structure to one that reflects the economic, social and physical reality of the *New Urban Region* is a precondition to securing sustainable prosperity, stability and sustainability.

[See Part Four of *SotF*]

NINE – There is no exit. For humans on planet Earth, in the foreseeable future, there is no feasible alternative to achieving harmonious relationships between humans and a sustainable balance with the environment other than by the creation of viable human settlement patterns.

[See Part Four of *SotF*]

Chapter 1 Box 1

.....

Supporting and providing context for the Nine Fundamental Theses are additional principles and parameters outlined in the following sub-sections.

B. THE THREE SPHERES.

There are three overlapping Spheres of Human Activity:

- Economic
- Social
- Physical

These spheres and their interrelationships are outlined in Chapter 4 Box 2 of *THE SHAPE OF THE FUTURE*. For example the intersection [overlap] of the Economic and the Social Spheres is governance ('politics'). Politics is NOT a primary sphere of human activity.

C. THE FOUR ESTATES:

Over the past 220,000 years humans have evolved Four Estates to manage contemporary civilization. The Four Estates are Agency, Enterprise, Institution and Citizen / Household. For a survey of the evolution of the Three Estates (1304 to 1775) to the current Four Estates, see THE ESTATES MATRIX – PART TWO of *TRILO-G*.

Goals of management of society by the Four Estates is first and foremost happy, safe citizens. See *TRILO-G* PART FIVE – A NEW METRIC FOR CITIZEN WELL BEING.

To achieve happiness and safety will require:

- Economic Resiliency (Also termed 'Economic Prosperity,' however the phrase 'economic prosperity' can be confused with 'economic growth' which is often intentionally misconstrued as an excuse for Mass OverConsumption)
- Social Stability, and
- Physical Sustainability

D. THE NEW URBAN REGION AND THE NEW URBAN REGION CONCEPTUAL FRAMEWORK:

The New Urban Region: As documented in *THE SHAPE OF THE FUTURE*, The New Urban Region is the basic building block of contemporary civilization. Regional, SubRegional and Community Prosperity (aka, economic, social and physical well-being) are prerequisites of citizen Happiness and Safety.

For a graphic depiction of the New Urban Region, See PowerPoint "New Urban Region Conceptual Framework" in Chapter 49 of *TRILO-G*.

In the context of New Urban Region's, Regional, SubRegional and Community **Economic**

Prosperity / Resiliency, Social Stability and Physical Sustainability can be achieved by creating:

- A **Critical Mass** of Economic, Social and Physical Activity sufficient to achieve
- A **Balance of J / H / S / R / A** in the organic components of human settlement as defined in GLOSSARY

The human settlement patterns are composed of discreet organic components at the Unit, Dooryard, Cluster, Neighborhood, Village, Community, SubRegional, Regional, MegaRegional, Continental and Global scales.

E. VOCABULARY

A robust Vocabulary is required to articulate the New Urban Region Conceptual Framework. See GLOSSARY – PART THIRTEEN of TRILO-G. Also see PRIMER (Forthcoming)

F. QUANTIFICATION

Quantification to establish **Critical Mass, Balance** and **Resiliency** is facilitated by Regional Metrics.

To maximize the potential of achieving **Balance, Critical Mass** and **Resiliency** at all scales, citizens must understand that:

- Organic Components of human settlement exist both in the Urbanside and in the Countryside
- The New Urban Region Conceptual Framework establishes the relationship between the Organic Components in the Urbanside and in the Countryside
- The Clear Edge separates the Urbanside from the Countryside.
- Quantification relies on the use of a widely accepted and robust Vocabulary with which to articulate the Conceptual Framework. See PRIMER
- Regional Metrics can be used to Quantify the Organic Components

G. FUNDAMENTAL TRANSFORMATIONS

To shift civilization from the current unsustainable trajectory to a sustainable trajectory, Citizens need to achieve **Fundamental Transformations** of:

- Human settlement patterns
- Governance structure
- Economic system

As outlined in *The Shape of the Future*, to achieve goals and objectives, citizens must employ an open, democratic process to achieve consensus on clearly articulated Principles.

H. ANTIPARTISANISM

The two party system served (how well it served is a matter of debate) the agrarian / mercantile society found in the most advanced Regions in the 18th century. In the US for example, 95 percent of the population was engaged in NonUrban activity, the vast majority were illiterate and did not yet have rights of citizenship. (Women, tenants, indentured servants and slaves made up the majority of humans in the nation-state.)

The current 50.1 percent-mandate / Whack-a-Mole two party (two Clan) political system does not serve an Urban society on a small planet with finite and mal-distributed resources. See The Bottom Line, Section 1.3 in Chapter One. Also see ENOUGH? (Forthcoming)

For a summary of what has changed since 1800 see Chapter One of THE SHAPE OF THE FUTURE. For a discussion of AntiPartisanism in the context of what has changed since 1800 see the ANTIPARTISAN VOTERS GUIDE – YEAR ONE (24 October 2010) See End Note One.

As documented in A NEW METRIC FOR CITIZEN WELL BEING – PART FIVE of *TRILOG*, Humans need a new politics if they are to achieve a sustainable trajectory for civilization. See End Note Two

CHAPTER FIVE END NOTES

1. The AntiPartisan Voters Guide was first published on 8 October (same title) and posts related to AntiPartisan actions were posted on 24 Oct (THE BOTTOM LINE IN 500

WORDS), 26 Oct (TEA LEAVES IN THE WIND), 1 Nov (ONE MORE DAY) and 8 November (ANTIPARTISANISM A WEEK AFTER 2010 MIDTERMS). For a discussion of the “No Labels” campaign and its relationship to AntiPartisanism, see CRESTFALLEN, 15 December 2010. For an update of the Antipartisan Agenda see “AZA’s ANTIPARTISAN AGENDA at www.baconsrebellion.blogspot.com 27 February 2011.

The key elements of the AZA Agenda include:

Call a constitutional convention to redraft the VA Constitution in order to:

1. Take Agency control out of the hands of the two currently dominate political Clans and their major campaign contributors.
2. Transform governance structure so that the primary level of decision is at the primary level of impact.
3. Set the terms of the state executive and all regional executives to two four year terms.
4. Insure that state, Regional and Community legislative bodies meet at on a regular basis and never take long ‘recesses.’ Governance is a full time job as demonstrated by the executive and judicial branches of most Agencies.
5. Set up a procedure to insure that all legislative districts are drawn by a NonPartisan body elected at the Community level to perform this task every ten years.
6. Expand Freedom of Information and governance transparency.
7. Make other changes to reflect economic, social and physical reality in the 21st century replacing the 18th century ‘traditional’ perspectives as appropriate.

AntiPartisan candidates might also want to pledge to limit their time in state and regional legislatures to 8 years (e. g. two senate terms, four house terms).

(Note it was also suggested that guidelines for petition and recall at all scales of Agencies from Cluster to New Urban Region be added to the Virginia Constitution.

2. Gus Speth delivered a lecture at VMI in April 2010 (thanks to Bob Lee for forwarding the text) which summarizes his 2008 book *Bridge At the Edge of the World: Capitalism, the Environment, and Crossing from Crisis to Sustainability*. Speth provides an excellent summary of why there is a need to transform of Economic System due to the impacts on the Social and Physical Spheres. He argues for a change in governance structure but not a Fundamental Transformation. He proposes a new ‘political process’ that will result from a grand coalition of ‘progressive,’ environmental and social justice

advocates. But Business-As-Usual does not work for ANYONE and thus a 'new coalition' of advocates will only be a catalyst for a counter coalition. In the context Speth spells out, there are no resources to support partisan competition.