The ZYPREXA KILLS Campaign:

Peer Production and the Frontiers of Radical Pedagogy

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Politics: Web 2.0
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cc

JOURNALISM

Network as a Medium

Design Patterns:

- Self-consciously
- Deliberately
- Consequentially

Teacher	↔	Students
Non-Profit	↔	Constituents
Corporation	↔	Customers
Government	↔	Citizens

Balance

Environments which balance the flow of

- Knowledge
- Communication
- Power

- Grassroots Communications Toolkit:

  Mailing List, Wiki, Blog, Shared Tags, RSS

Or, Disruption

- Civil Disobedience
- Strategic Litigation
- Generating Media Cycles

Change comes from power, and power comes from organization. In order to act, people must get together... Power is not only what you have, but what the enemy thinks you have.

Saul Alinsky

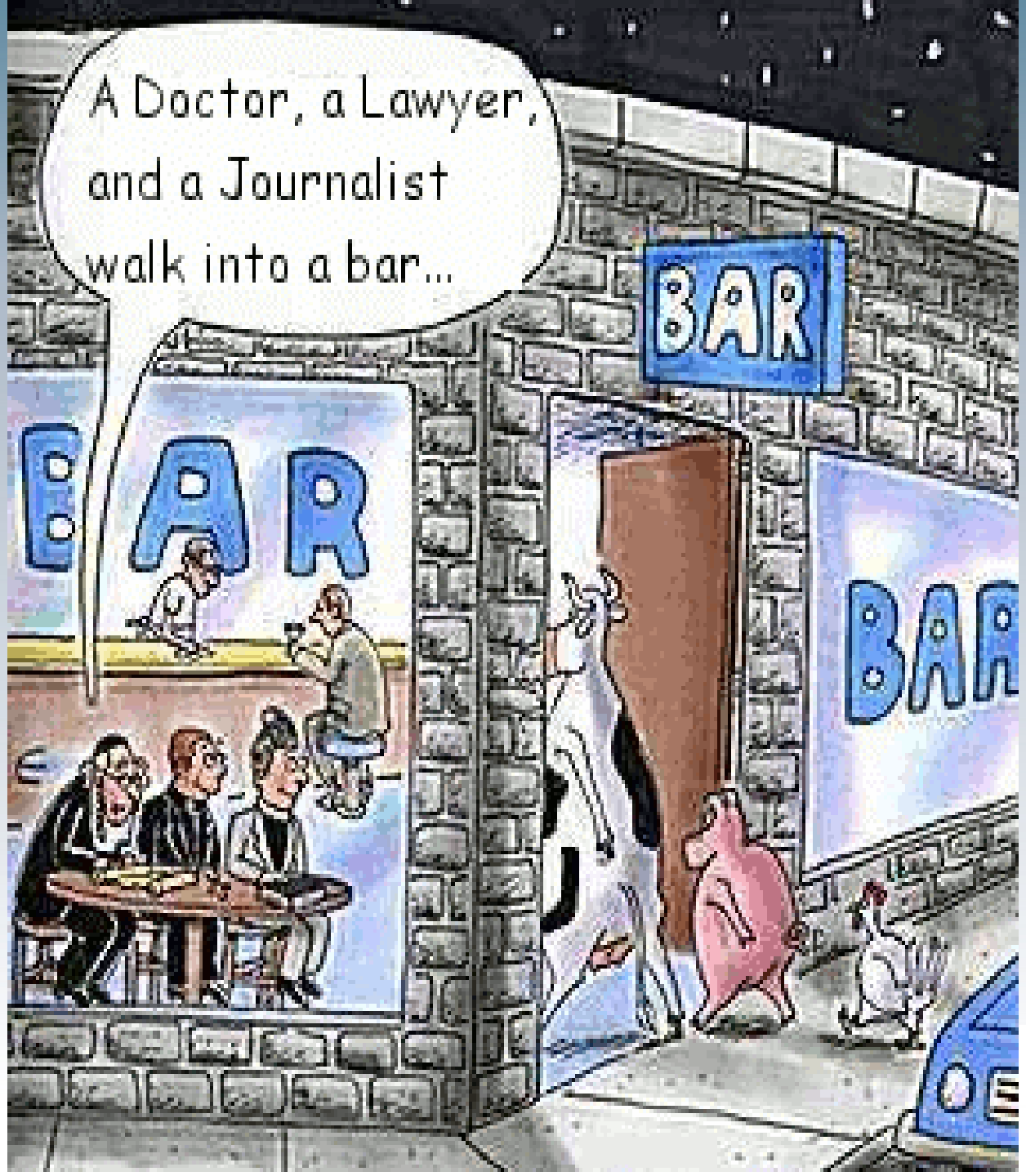
Activism Redux

How to break free from the echo chambers of cyberspace?

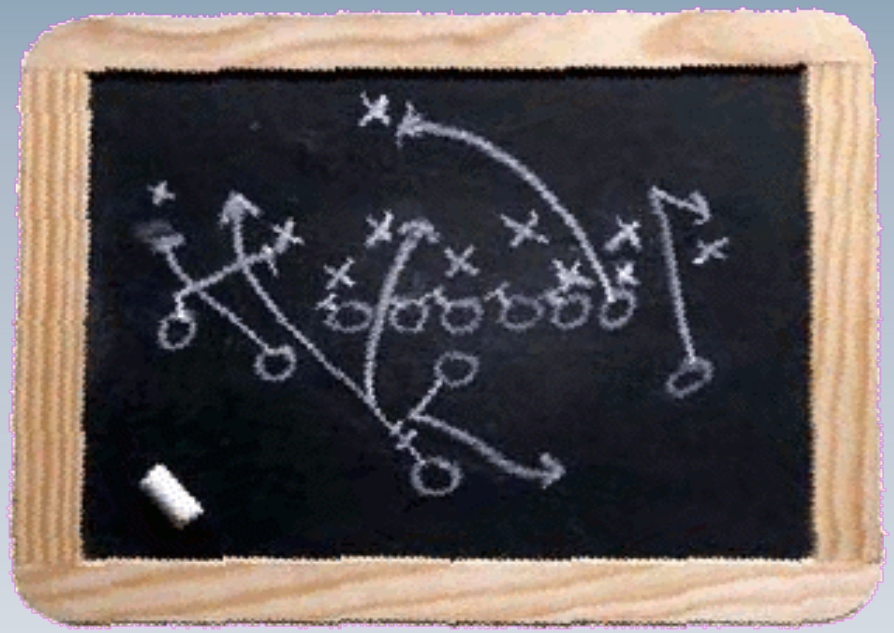
How to safely and anonymously blow a whistle in an era of omniscient surveillance?

This is Serious...
Too Much of us is Dangerous

- Zyprexa (*Olanzapine*)
  - Lilly's $4.8B/Yr Anti-Psychotic
- Class Action Suits
- Black Box Warnings
- Internal Memos
  - Diabetes Cover Up
  - Marketing to Seniors & Kids


A Doctor, a Lawyer, and a Journalist walk into a bar...
BAR
BAR
BAR

Unsung Heros



- David Eigelman, M.D. - Expert witness
- James Gottstein, Esq. - Law Project for Psych Rights
- Alex Berenson, Journalist - NY Times

Vigilante Justice, Served Over HTTP

Judge Tries to Unring Bell
Hanging Around Neck of Horse
Already Out of Barn
Being Carried on Ship That Has Sailed.

TortsProf Blog

- Ad hoc community of anonymous contributors
- Shared cultural references
- Shared tag – 'ZyprexaKills'
- and wikis, Tor, BitTorrent, freenet, usenet, ...

The EFF's First Wiki Case

- “Classic” Prior Restraint
- Citizen-Journalism
- Public Health
- Anonymous litigation

To enjoin a publicly editable wiki is to effectively enjoin the world

Fred Von Lohmann

The Gavel Drops

- The Internet won… for the wrong reasons
- Ongoing investigations:
  - 10 Attorney Generals
  - FDA
  - Congressional Oversight Committee

New Media, New Models

pbwiki.com

FuriousSeasons.com

TortsBlog

The New York Times

NPR

Anchorage Daily News

Technology and Epistemology

- How is Technology changing what's knowable, and how we go about knowing?
- The “End of Forgetting”?
- The Politics of Memory:
  - How can we plug the information leaks?

Questions

Additional Resources:

http://del.icio.us/tag/zyprexakills

http://zyprexa.pbwiki.com/

http://www.eff.org/cases/eli-lilly-zyprexa-litigation

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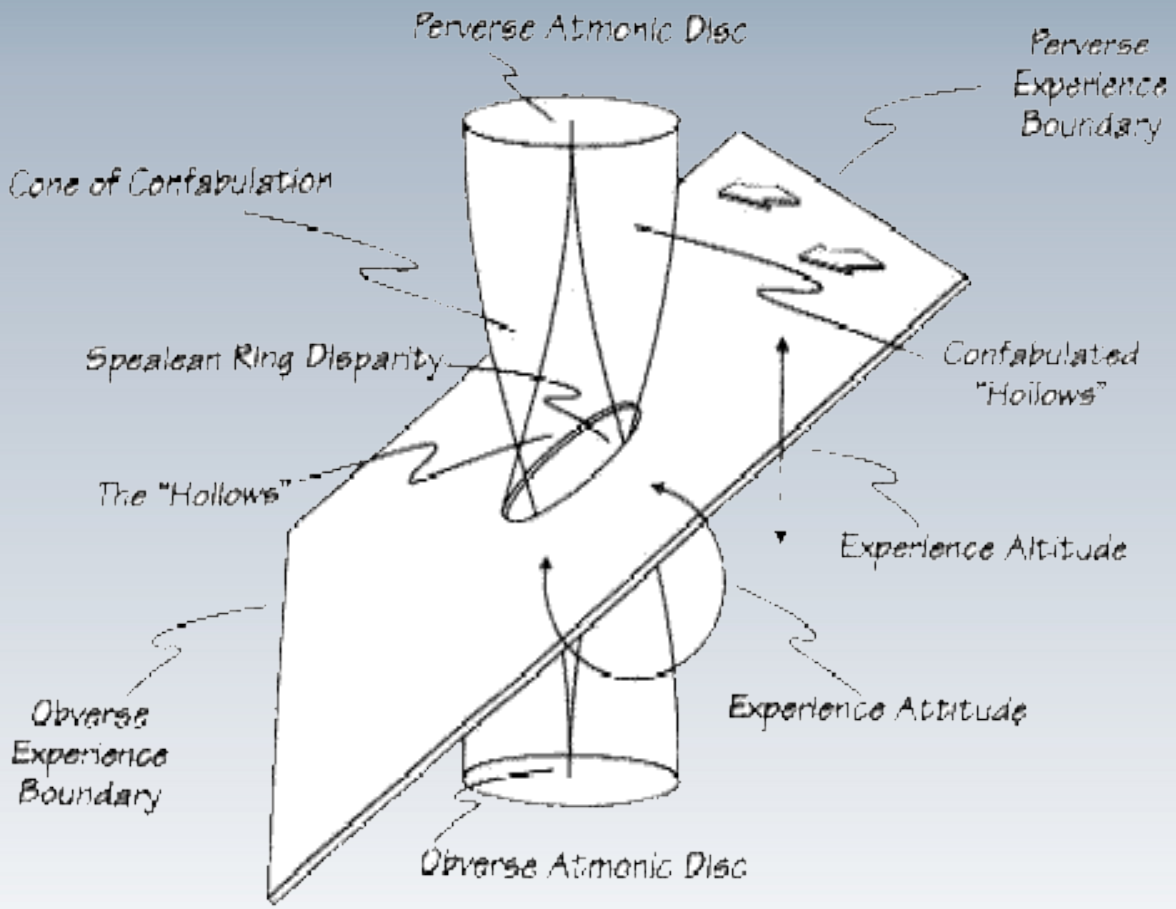
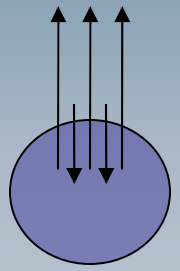
The End of Forgetting?

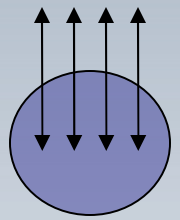


- Capture:
  - Everything
- Save It:
  - Forever
- Access:
  - An End in itself?

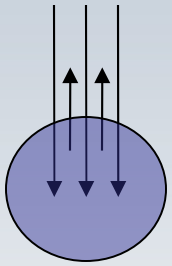
The Politics of Memory



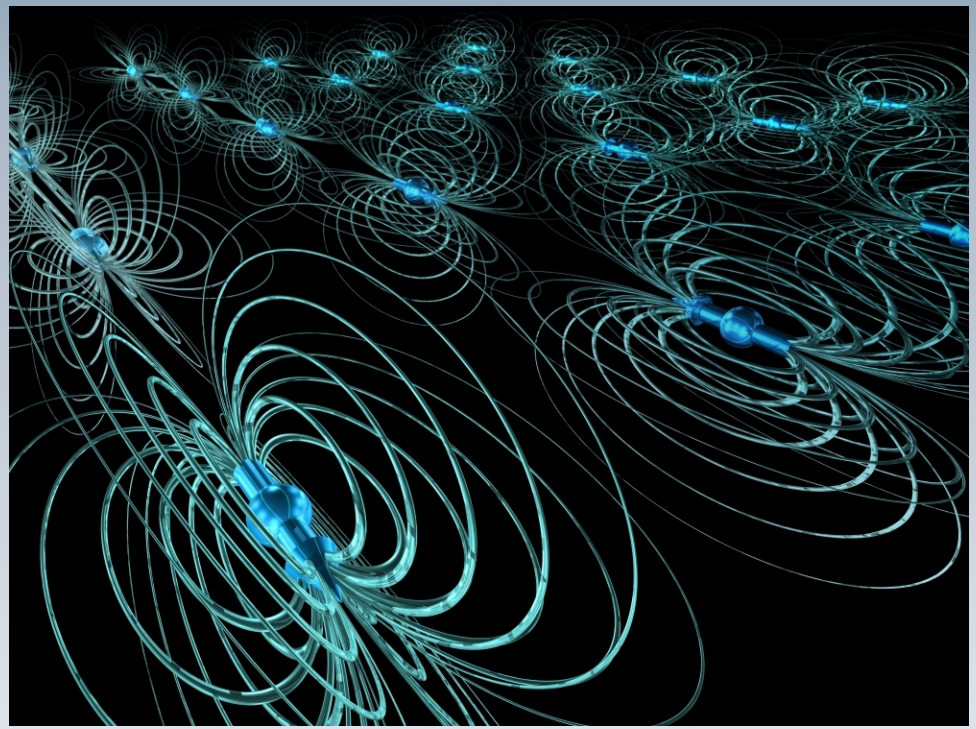
Negative Flux



Neutral Flux



Positive Flux



- Geometrical model of the flow of information around the individual
- How can we plug the information leaks?