**Draft letter**

Subject: How we can remain human beings, as our machines become so sophisticated?

Dear …….,

Social platforms, like Google and Facebook must change their business plan, which currently is based on giving everything for free in exchange for people’s valuable privacy data. We accept access to free information voluntarily, which looks like a great bargain at first, but the price we pay is giving up our freedom. Selling our freedom to accept free information is an illusion. We accept this violent attack on our own free will. Lanier, the author of the book Who Owns the Future? argues that to make tech into something that empowers people, people must be willing to pay. Don’t forget that ‘free’ means others will decide how you live.

These big tech companies earn their money from advertising. But no longer it is the usual form of advertising. It is behavior modification. Manipulating people. Lanier calls these companies behavior modification empires. He argues that we as consumers should not need a third party to talk to each other. Every technological advance in our adventure, up to the present, has had side effects. There is a great deal of concern about the authenticity and vitality of our online life. Are ‘friends’ really your friends?

Digital technologists are creating pathways for how people live, how we do business, how we do everything – and they’re doing it according to the expectations of foolish utopian scenarios. We want free online experiences so badly that we are happy not to be paid for information but give it for free.

Lanier’s argument is not against society as a source of information. Instead, he is arguing that there is more than one way to build an information economy, and right now, we’ve chosen the self-destructive option in his opinion. A ‘few’ benefit financially greatly from free data from people, expanding their power.

But there is an alternative. In this provocative, poetic and deeply humane book Who owns the future, Lanier charts a path toward a brighter future. An information economy that rewards ordinary people for what they do and share on the web. He simply hopes that young computer scientists and economists prove that we can do better than we do now. He also wants people to stop and ask themselves: “Am I keeping people in the center of my thinking? Am I really avoiding the lazy trapdoor of falling back into thinking of people as components and a central server as being the only point of view for defining efficiency or testing efficacy?” Testing efficacy, means in this context, the ability to achieve the wellbeing of people in the center of our thinking.

Instead, consumers should pay for valuable services and these companies should stop spying on us.

“We have to create a culture around technology that is beautiful, meaningful, deep and so endless creative, filled with infinite potential that it draws us away from committing mass suicide.’

Here is the link of book Who Owns the Future?, which take you to the Global Reading Club website:

<https://globalreadingclub.com/books/who-owns-the-future>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Who Owns the Future.