

**MARKLE FOUNDATION, GROUP 5
MEN, 40-55
INTERNET USERS
ATLANTA, GA
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I'm John. And living at home with me is my wife Lynn, for 23 years. And two children. Son 5 and a daughter 7.

Jerry. I live by myself. I have 4 children. My youngest two are twin girls.

Rick. I live alone, 2 children, 5 and 15.

I'm Chris. I have 2 kids and a wife.

I'm Michael. I have a 9-year-old daughter that lives with me.

Bruce. I'm married and I've got a 16-year-old son. Been married 2 years as of April.

Dale. I live in a one room apartment.

Preston. I have a 14-year-old daughter.

MODERATOR—THINKING OF THE COUNTRY AS A WHOLE, WHAT ARE THE THINGS THAT MAKE YOU HOPEFUL?

I think the lower unemployment rates, people working.

Business in general.

Technology. Everybody. I remember we used to talk of how come things are so slow to catch on. Now it's like a snowball running down hill. It's here. Of course it's fickle. Everything. The information. Computers, desktops.

Economy.

MODERATOR—WHAT WORRIES WHEN YOU LOOK ACROSS THE COUNTRY?

Not all people are in participating in this economy in the same way that other people are participating in it. Well, certain disenfranchised people from an educational standpoint, taken advantaged of. Some things are simple to probably people around this table, access to the Internet, so on and so forth. But for some people, this unit sitting in front of me, they would actually be afraid of it. They know it's there, they know the potential of it, but to actually dive into it, difficult.

The trend toward part-time workers and two tier structures. We've got a little bit away from that. Some folks doing the same job and getting more money than other folks, these two tier scales. What bothers me is this booming economy, you look at what the market does, you mentioned the lower unemployment rate. It's hard for our people. The job market is real tight, there's still inflation looks like.

The technology that we have today is under used. That the people who developed it, who developed the Internet are having a hard time holding on to their share of the profits. Unless they're very innovative in the future they are going to find multitudes of these small Internet providers going down the tubes.

MODERATOR—LET ME READ YOU A SHORT LIST OF WORDS AND HAVE YOU SHOUT OUT THE FIRST THING THAT POPPED INTO YOUR HEAD. 'TECHNOLOGY.'

Internet.

Computers.

Speed.

Jobs.

Future.

DSL.

Efficiency

MODERATOR—THE 'INTERNET.'

Information.

Web.

World wide.

No secrets.

Access.

Information. Access to business, access to information.

Communication.

MODERATOR—'MILLIONAIRE.'

TV show.

E-commerce.

Not what it used to be. It's just not worth what it used to be.

Age.

Sports, athletes.

MODERATOR—'PALM PILOT.'

Real time information. We have several devices, radio frequency, real time information.

Wireless.

Frivolous.

Status symbol.

Convenience.

Every day usage.

MODERATOR—ANYONE NOT KNOW WHAT THAT IS? OK. 'EMAIL.'

Too much.

Ditto.

Convenience.

Distance.

Convenient way to distribute information.

Too much trash.

Frequency. The amount of contact you have with people that you didn't have much contact with.

MODERATOR—IS THAT A GOOD THING OR BAD THING?

Depends on who it is.

It's also interesting that snail mail, you may get no response or you leave a message and you get no response. But some people they will respond to their e-mail.

Different set of courtesies.

Exactly.

MODERATOR—LAST ONE, ‘CHAT ROOM.’

Chaos.

Teenagers.

Not.

Huge party.

Lot of people talking about nothing. Just tying up tons and tons of time that somebody’s paying for. That could be used for something better.

Certainly idle chatter. But also a needle in the haystack, gold nuggets are out there, the winning tickets are out there. But you have to sift through a lot of gravel.

I think it’s unfortunate from what I’ve seen the majority of people who take part in a chat rooms unfortunately seem they have no home training. And it’s very unfortunate because there are a lot of people who would like to have some really good conversation. And you consistently see as you scroll up, people saying, well what’s the topic, what’s the conversation. And all of this other garbage is just, they’ll use the system and that’s unfortunate. Because that mechanism can be used for some really good information from some good resources around the world. Because you have that medium right there. People just won’t take advantage of it, there’s so tunnel vision into this one nuance instead of extending their mental horizons to see what is available. So while you have an opportunity in Atlanta to speak to someone in New Zealand, take advantage of it. Find out what’s actually happening in New Zealand. As opposed to opening a book or seeing something on the news.

MODERATOR—WE’RE TALKING ABOUT THE INTERNET HERE, HOW IS THE INTERNET MAKING YOUR LIFE BETTER?

Information, tons of information that affects every aspect of your job, travel. I can’t think of a subject that it doesn’t affect. There was a, this week there was a jazz week, national black jazz festival, whatever it was. And who was playing where and when and what hours and all the little nuances of it. It was a click and there it was. And if I want to find out who the person was, because I wasn’t familiar with the group, I could go under that. Find out what CDs they had and so on and so forth. Just from the Internet. But that creates problems too, also for me. Because I’m close to being an Internet junkie. I kind of diagnosed myself. The banner floats, looks interesting, I’ll click it and before you know it two hours have gone by.

It eats time, you don’t realize the time spent. I look at the weather radar daily, several times a day.

I sometimes find very interesting web sites on arts, art related. I would have never thought of them.

I think one of the bigger ones is that you get information almost instantaneously. It's more real time as opposed to prior to Internet or prior to computer. You're being forced to dial a phone number and if it's after business hours you're just stuck until the next day.

MODERATOR—WHAT ABOUT E-MAIL, DOES E-MAIL MAKE YOUR LIFE BETTER?

It depends, where you get it from. And who sent it.

I think it's become almost the opiate of the people. Wasn't it Marx that suggested that it was religion, then it was television, now it's the Internet, the great drug.

MODERATOR—DO YOU FIND YOURSELF UNDER ITS SPELL?

Drugs don't have to be bad, if it gives you pleasure and comfort. You can go to it and you know it's going to be there, gives you enjoyment. And it's going to be faithful and always deliver.

MODERATOR—ARE THERE ANY WEB SITES THAT MAKE YOUR LIFE BETTER?

We have one that we do a lot of business on.

I like MapQuest. I'm here, what's the fastest way to get there. Because I thought it was this way but no, it's actually this way. I kind of like it.

I'm reading an on-line magazine daily. It's made my life, well I guess I wouldn't say it's made my life better but I've had more interesting things to think about reading. Because of the content of it. Salon magazine.

MODERATOR—HOW DOES THE INTERNET MAKE YOUR LIFE WORSE?

You've got 400 e-mails to go through. So much junk, but sometimes not. You've got to look at all of them. Weed them out.

When I first started with the Internet the problems that you incur, and there is really nobody available to help you out of it. After you've been in it for awhile everything is smooth sailing. If I want to go to AG Edwards and print a graphs on a 401 or a stock or whatever. And then I can go to Dow and print one. And you can look at everybody else's opinions. And it helps. You got good information.

The negative to me is really the flip side of the positive which is easy access to information, retailing and that kind of thing, there's almost no end to that. You find yourself doing comparison shopping on a new camera or whatever. And long after it's helpful to you you're still out there looking.

A perfect example of that. I listened to the Motley Fools. And they're constantly talking about Fool dot com. So I said OK, I'll go on there and they're giving all this information. So I said I'll download this, this and this. And I'm getting six or seven reports every other day. So at first I started to download this stuff, take it home and read it. But you know after awhile this day I can't read it, and that day. And these things keep coming. And after awhile I just go into it, which is exactly what you said the opposite of, I just go into it and delete it all. And it could be good stuff. But I just don't have time.

MODERATOR—ANY CONCERNS ABOUT FRAUD ON THE INTERNET?

Yes, quite possible. Especially with cable access. Very easily possible. Cable versus modem.

I'm a big fan of hackers. If I ever had an e-commerce business I believe one of the first groups of people I would go out and hire would be people between 18 and 21 that are extremely computer literate. I believe, I have this big brother syndrome from way back. Whatever information you put in, there is no privacy per se. Because someone, with enough knowledge and no-how can go in and look at it. So you really need to be extremely careful what you put in with respect to, is this something you really want someone else to see. Because it can be seen, by hook or crook, it can be seen.

I had that experience recently with the union. We had to be careful what we put on e-mails and stuff. Even when you delete it forever they can still get it.

That the people who are on the receiving end of the information sell it to whoever they want to. And right now there's no legislation that I know of that can prevent that. If it's encrypted, it doesn't make a difference if it is or not. But if you're giving it to some guy and he's turning around and selling it to Joe Blow, what can you do? You can't do anything.

MODERATOR—THIS RAISES AN INTERESTING QUESTION. WHO RUNS THE INTERNET?

The FCC doesn't really have a whole lot of control over the Internet right now. They'd like to have.

MODERATOR—THE FCC WANTS TO?

Sure they do. There's legislation, in the next couple years, they will start slowly to tighten down the screws. They want money. They want taxes. They want to tax the Internet. They want to tax people like eBay and auctions and this type of thing.

MODERATOR—AND WHAT IS THE FCC FOR THOSE OF US WHO DON'T KNOW.

The Federal Communications Commission.

MODERATOR—SO DO THEY DECIDE WHAT'S ON THE INTERNET? WHO DECIDES?

We do.

It's a decentralized thing.

That's the core and the basis of the whole phenomenon. There is not control on it. There is no controlling body. Obviously there are groups establishing addressing, etc. That is by no means controlling. What is a web? An interconnecting web of computers that anybody can connect to anything.

Culture wars. We fight the Bill of Rights all over again.

I mean the places where they try and control it is like China. Places like that, dictatorships.

MODERATOR—ARE THERE ANY RULES ON THE INTERNET?

Your web master is. If you're in a chat room saying things that you shouldn't be saying, that anybody can read, he can come in and cut you off.

MODERATOR—NOW WHO IS THAT WEB MASTER, WHO'S PAYING HIM?

Maybe eBay, whoever you're tied in with. Your chat room, or through.

I think agreements that you have to supposedly agree to. That are just basically legal documents on the system. And who isn't going to say yes, I agree so you can move on. Basically that's just a stop gap, temporary. Whomever looks at that mountain of information when it goes back to where ever, who knows. That's like receiving e-mail after you've been out of town for awhile. To me. I'm sure it's not just one person, it's probably a department, a huge department. But still, by the time you ask them to catch something, look at whatever that person could have done potentially. In the meantime, so.

All these questions of control come down to regimentation and discipline. If it takes cyber police to do it, you have cyber police.

They already have them.

MODERATOR—WHO ARE THEY?

Well the FBI is doing more and more of the set ups and things like that to try and bring legitimacy to these types of issues. They've probably just scratched the surface with policing it. I mean how do you do that, something of that magnitude. They're trying to?

MODERATOR—SO ARE THERE ANY RULES ON THE INTERNET?

There's etiquette.

There's cultural norms.

It doesn't keep you from doing whatever.

But it doesn't stop all the people from spamming back and back at you too.

That's one of the main issues because, now that I think about it, looking back at love bug virus. Look at how many different avenues that person took to quote unquote web police through how many different countries, through different time zones trying to track down that source. The person they initially brought in for questioning had absolutely nothing to do with it. But they ran it through him. Going back to movies in the past.

MODERATOR—WAIT, WHO'S RESPONSIBLE FOR MAKING SURE THAT THE LOVE BUG VIRUS DOESN'T GET OUT?

You can't do that yet.

Nobody is responsible for it to get out.

Those of us who are concerned employ people with the technical skills. And the news of the love thing was out instantly. I mean before it was finished distributing itself everybody was talking about it.

There's not organization to really dictate when there is a problem. Or organizations that try to deter what they do on purpose. For every reaction there's going to be an alter reaction, follow behind.

Anybody that can carry our garbage out for us we're happy to give the business to.

There's nothing pro-active going on. If this was, get on-line right now, we can go to the hacker sites. I can give you the hacker, you want to do Internet with no banners. It's right there, you can get that. Or you can get viruses. I mean it's right here. All we have to do is log onto it and download it and spread it to a lot of your friends and neighbors.

MODERATOR—AND THERE'S NO ONE TO MAKE SURE THAT YOU DON'T DO THAT?

It's there. Why is it there if someone was keeping it from being there? There's not.

I don't think there's such a thing as nobody responsible. I think there is somebody out there that has the responsibility to watch and see what's going on.

MODERATOR—WHO IS THAT?

I wouldn't have any idea. I'm sure somebody.

MODERATOR—AND HE SAID THAT THE LOVE BUG VIRUS DID SHUT DOWN SOME BUSINESS

Shut down airline email system for a day and a half.

MODERATOR—SO A DAY AND A HALF, MEANTIME THEY LOST ALL THE MONEY, THEY LOST ALL THAT WORK. SHOULD THEY, OR AN INDIVIDUAL, BE ABLE TO GET RESTITUTION FROM SOMEONE?

Yes.

You would say yes but how would anyone, someone, make restitution for that?

And it was some 18-year-old kid.

What would be the restitution for e-mail for a corporation for a day and a half.

If someone came in and started spraying cans of spray paint, it's a vandalism act. If it's an 18-year-old kid, what kind of restitution are you going to get.

Can you buy insurance?

That's the other thing that's interesting about this. Out of that need to protect yourself comes computer security coordinators, it has created another whole industry to protect it.

MODERATOR—THERE'S NO ONE THAT YOU'RE ABLE TO CALL IF YOU WERE A LITTLE COMPANY.

There's not.

There's a positive side to it. It would be nice but what kind of controls are going to be put on the Internet in exchange for that?

Right.

Where does that leave you.

I mean you can call the police if somebody breaks into your business physically. Somebody breaks into your computer system. I don't think there should be any controls on the Internet.

John's point is the intriguing one because that's a slippery slope. You then put that person in, who is that person and why did they get that position. And how much control do they really have. Because you're real close to them having control if they're going to do that job. To police or censor.

A police state has very low crime rates. Is that the exchange.

Just don't blur censorship with curbing clearly illegal, harmful activity.

You can't read the New York Times in China. So that's a control that's put on the Internet.

MODERATOR—ANY SUGGESTIONS ON WHO SHOULD MAKE THE RULES ON THE INTERNET, WHO YOU WOULD TRUST TO MAKE THE RULES?

Now you just threw another word in there, 'trust'.

MODERATOR—WHO SHOULD BE?

No one trusts the government.

Exactly.

MODERATOR—SO WHO IS THE ONE WHO SHOULD BE MAKING THE RULES?

Are we starting with the assumption that there should be rules?

Yeah I'm starting with the assumption that there shouldn't be rules.

MODERATOR—DON'T YOU WANT TO BE PROTECTED FROM SOMEONE HACKING INTO YOUR COMPUTER?

I think there ought to be police that deal with that.

MODERATOR—SO CYBER POLICE BUT NO RULES.

Well I guess there should be rules. It's already against the law to do things like that. There's probably already rules that they could arrest these people for it.

I'm sure they have firewalls, the software packages. So you personally police your environment.

MODERATOR—SO THE COMPANIES ARE BUILDING THE SOFTWARE PACKAGES AND THAT HELPS REGULATE IT?

To a degree.

It's not going to stop a hacker though.

There is some things, it's not simple. I mean no one trusts the government so you've got to go, like you said, back to Microsoft or the makers of the software and have them build something in, I don't know. I'm a basic user. But I don't know if I want the government in there.

MODERATOR—IS THIS SOMETHING YOU TRUST THE GOVERNMENT MORE TO DO OR YOU TRUST PRIVATE CORPORATIONS, PRIVATE INDUSTRY TO DO?

A little of both.

Have the watchdogs watch each other.

MODERATOR—YOU TRUST INDUSTRY MORE THAN THE GOVERNMENT?

Yes.

MODERATOR—DO YOU THINK YOU CAN TRUST PRIVATE INDUSTRY TO REGULATE ITSELF?

Yes. Because the economic disincentives are that way, the cost of doing that. Because if the Internet becomes unusable because of some of things we've expressed, it's obviously a tremendous downturn for a number of big industry players. So absolutely. It's in their own best interest. Where the government has a whole different set of incentives.

MODERATOR—RECENTLY THE FEDERAL TRADE COMMISSION, THE FTC, THEY RECOMMENDED THAT CONGRESS PASS LAWS THAT WOULD REQUIRE WEB SITES TO HAVE CLEAR PRIVACY NOTICES AND GIVE CONSUMERS A CHOICE ABOUT HOW THEIR PERSONAL INFORMATION IS USED. HOW DOES THAT SOUND TO YOU?

It's a good idea.

I understand that's the norm in Europe. That there's disclosure.

You can't believe it. That they really follow privacy.

MODERATOR—IS THIS SOMETHING THE GOVERNMENT SHOULD BE DOING?

I think so.

The history of industry is they will poison to kill people if they can get away with it. Fight them off tooth and nail through the Supreme Court.

Every decision should be tested, I'm with John. Keep it out of the hands of the government. The way our culture is, there's going to be government intrusion and it's up to, we should oppose it whenever it rears its ugly head. And sue and sue and sue and make them think about it.

MODERATOR—AND WHO ARE YOU SUING?

Every time there is a government intrusion to regulate something then there should be someone who sues them and says no, you have no right. Class action.

MODERATOR—HOW MANY PEOPLE FEEL THIS IS SOMETHING THE FEDERAL GOVERNMENT OUGHT TO BE DOING? THEY OUGHT TO BE PASSING LAWS THAT REQUIRE WEB SITES TO HAVE CLEAR PRIVACY NOTICES AND GIVE CONSUMERS THE CHOICE ON HOW THEIR PERSONAL INFORMATION CAN BE USED?

The question is, whose regulating the regulators.

I think it should be both. Private and governmental.

The elected officials regulate the government. And you elect them. You don't elect Bill Gates.

MODERATOR—IS IT SOMETHING IN OTHER PARTS OF THE WORLD OUGHT TO BE DOING, PASSING LAWS LIKE THIS, PRIVACY LAWS?

I don't know why you would hold another government to a different standard. I would think we would be consistent. I would be consistent on whether I thought our government should be doing it as opposed to others. We're all in the global economy these days.

But then again at the same token, don't you get into, this country said you can, you have disclosure to this. That country says you do not have disclosure into that. So you're getting into several entities saying, you can have that information, you can't. As opposed to one body saying, this is the type of information that you can have access to. And this is the type of information you can't have. And as of right now, worldwide, no group of countries work that well together anyway, not even the UN.

Gestapo, there's plenty of Gestapo just waiting for the bell to ring. That totalitarian control.

That's interesting, the difference between the United States government and Russia KGB. And all of sudden it's trusting the government to regulate privacy issues on the Internet when the United States government can't keep secrets from falling into the hands of Communists right in their own confines. So if you can't do it in your back yard, how can I expect you to do it for ours?

It may be impossible to have secrets.

MODERATOR—DO YOU THINK YOU ALL, THE PUBLIC, DO YOU PLAY ANY ROLE IN DECIDING HOW THE INTERNET IS RUN?

Yes. By virtue of the information that you place in it. If you don't place all your business in it then you don't have to be so concerned about who's going to get access to what. If I don't put my social security number in there, if I don't put my credit card numbers in there then I don't have to worry about somebody going into my account charging something that I didn't give authorization for.

And the very way that we utilize it, my basic understanding of cookies is, in cookies, the way it's been explained to me, if I go on the Internet, and it seems most of the time I'm looking at sports, that cookies will pick that up. And if I have a banner Internet service, something like that, I'm going to see a lot of stuff that relates to sports. And that's not by accident. So my mere usage of the Internet brings about stuff that I'm interested in.

MODERATOR—WHAT ABOUT DECIDING HOW IT'S RUN IN TERMS OF RULES, MAKING UP, WHAT'S ALLOWED, WHAT'S KOSHER, WHAT'S NOT, DO YOU ALL WANT A SAY IN THAT?

Yes.

I would think so.

Question is, how.

MODERATOR—THAT WAS GOING TO BE MY NEXT QUESTION.

It's a good question.

I think it should be done like the census. Everybody in the United States gets a form. Concerning how it's going to be and what it needs. Everybody gets to mark down what they think. And it all goes into some agency that we can trust. And they come up and say OK, some people think it should be this way and this is the way it's going to be until we do the next census.

What if it's only 51 percent? What do the other 49 percent do?

That's the problem early on. A lot of people aren't in this yet. It's coming. We're giving computers to 76,000 people, all our employees get a computer, American Airlines. It's cheaper for us to do that, training at home on the Internet than to bring them in for 8 hours and take them out of work. But there's a lot of people out there that don't have access. So we can do the census but you're not going to get but the percentage of people that are using them now. And as we move forward in the next 10 years or whatever, we're all going to have them.

MODERATOR—SO DO YOU FEEL THAT AVERAGE CITIZENS ARE QUALIFIED TO SAY HOW THE INTERNET IS RUN?

No.

Sure, absolutely. As much as anyone.

I agree. We're a democracy. Everyone should have a say even if they're ignorant.

I have heard many a talk show host say, voting should only be for those people who are comfortable with the issues and so on and so forth. Who ever those people are. So then you eliminate a huge amount of people based on whether you think they're qualified. There are a lot of people who are just getting into this situation. Do you eliminate them just because they don't have a computer or they don't have two. Or they don't have a palm pilot. Where do you draw the line?

You asked, are they qualified? My understanding is, if you know your way through the labyrinth, you can disable your computer's ability to set cookies or someone to send cookies. Now how many people know how to disable cookies?

I don't.

But you can. If you want to you can be pretty anonymous. Otherwise you divide yourself into two groups, those who are secret and those who are, hey, my life's an open book.

In communist countries you have to be anonymous or they'll track you right down. Just like they tracked the guy down in the Philippines right after the virus went out.

If you have nothing to hide.

MODERATOR—HOW DO PEOPLE'S OPINIONS ABOUT HOW THE WEB SHOULD BE RUN, HOW DOES THAT GET MEASURED? CHRIS WANTS TO DO IT THROUGH THE CENSUS. HOW DOES THAT HAPPEN? DO YOU THINK YOU SHOULD HAVE A SAY?

You should. And one of the more clear cut basis would be through the electorate. Through a vote. I think that would be the quickest and easiest way, up front.

MODERATOR—HOW DOES THAT WORK?

Questionnaire, survey. You take the time to vote.

The do those kinds of things on the Internet now to get information, surveys and so on and so forth. I'm thinking at the same time if you did a graphics of that individual that's going on to do those surveys, it's not John Q. Citizen for the most part. He or she is borderline techie. The ordinary user is not going to go into cram sessions or something like that.

MODERATOR—SO WHAT HAS TO HAPPEN FOR THE AVERAGE CASUAL USER TO BECOME ACTIVELY INVOLVED IN THESE KINDS OF ISSUES?

Someone needs to be educating these people so that they are aware of the potential for privacy, what your own privacy is. Use of your personal information and sell it, develop profiles, everything about you. And people don't even realize that I don't think. That's what's happening on the Internet.

That's very true. I work for a school that educates people in regards to this. And the very fundamentals of getting into it and what is it, you'd be surprised. You sometimes think people just know. People don't know. They really don't a huge amount. I went to a presentation that the city was giving and they were talking about, if you looked at totality, like 68 percent of the people in our area have no clue. There's no computer in their area, no palm pilots. They know they exist but they have no clue. So then it comes back to, there must be money allocated to educate these people, how does that come about?

MODERATOR—YOU GUYS ARE ALL EDUCATED, YOU USE COMPUTERS, WHAT HAS TO HAPPEN FOR PEOPLE LIKE YOURSELVES TO GET INVOLVED IN FIGURING OUT WHAT SHOULD BE ON THE INTERNET, THE RULES THERE SHOULD BE, THAT KIND OF THING?

Well I think we have to learn, I would like to learn more about it.

MODERATOR—WHAT HAS TO HAPPEN TO YOU BEFORE YOU START DEVOTING TIME TO THAT?

I think I need to learn more and more about it, the Internet, whatever.

I don't know enough about the collection of information about me, how it's used, when it happens. I guess it means when I buy a book, all of a sudden buying books on certain topics. And if the government decides they don't like you reading this particular author, they'll take the book away from you, throw you in jail.

I think I would have to become much, much more convinced that there is some harm problems. I mean a lot of what we're talking about quite honestly could have been accomplished with what you bought from mail order catalogues too. Just done a different way on the Internet.

This is not just the Internet, like using credit cards. This is just speeding up the process. Because the old way was the slower way. This is now faster.

It does seem to me though there is a hierarchy out there with an attitude of, that's for us to know and you to find out. For example, you want to be able to turn off the option of setting cookies on your computer. I have no idea how to do that. I understand that's a desirable thing to do. But in order to do it you have to go through an intricate web of procedures. Why is that you think?

MODERATOR—JOHN SAID THERE'S REALLY NOT ANYTHING HAPPENING THAT'S HARMFUL

I would have to be convinced of it, on a personal basis.

MODERATOR—LET ME THROW OUT A SITUATION HERE. YOU GUYS TELL ME IF THIS WOULD GET YOU RILED UP. YOU GOT AN E-MAIL FROM A FRIEND THAT TELLS YOU ABOUT THIS GREAT SITE. YOU THOUGHT IT WAS GREAT. SOMEHOW YOU SPENT \$100 THERE. YOU SENT THE SITE TO 10 OF YOUR BUDDIES. THEY PUT IN \$100. AND TWO DAYS LATER IT TURNS OUT IT WAS A BIG PYRAMID SCHEME. YOU'RE OUT A HUNDRED AND YOU GOT TEN FRIENDS WHO ARE ALL PISSED AT YOU BECAUSE THEY'RE OUT A HUNDRED ALSO. WOULD THAT BE ENOUGH TO GET YOU TO MAYBE CALL YOUR CONGRESSMAN AND SAY, WE GOT TO DO SOMETHING ABOUT WHAT'S HAPPENING ON THE WEB. WOULD THAT DO IT?

No. It wouldn't even get on the radar screen.

Isn't there pyramid laws, now that you brought that up. Any usage, post card or web, however it comes to the general public?

No.

That just sounds like stupidity. And if somebody else decides to go along with that, again that is not the issue. The fact that people decided to put \$100 in is the issue.

People and their greed.

You respond to greed you get what you deserve.

To kind of get to what you were alluding to though, if there were, say there was a news site on the net that could keep me abreast of issues like there's a potential pyramid scheme out there. Or there's a new virus that we're extremely concerned about that other countries have and hasn't arrived in our borders yet. However, we want to alert you to it. Word of mouth travels faster than anything. And you can send that e-mail to your friends or broadcast it or whatever. But if there was a new site that I could stay abreast of about these issues, I would be very interested in it.

MODERATOR—WHAT IF SOMEBODY KNEW ABOUT THAT VIRUS COMING BUT THEY DIDN'T TELL ANYBODY, THEY DIDN'T DO ANYTHING TO STOP IT. WOULD THAT GET YOU MAD ENOUGH TO CALL YOUR CONGRESSMAN AND SAY, WE'VE GOT TO DO SOMETHING?

I would be angry with that person. I wouldn't necessarily be mad about what's going on. Because basically that's what happened. And if happened to me I wasn't aware that it was going to occur. And you were my friend and you knew it was coming and didn't tell me, I would be more mad at you than the situation.

I'm upset that I wasn't made aware that something of that magnitude that could potentially set my business aside for a day, a day and a half, that could do some serious damage. I could be a small e-commerce on the net, that could do a lot of damage to me.

MODERATOR—BUT STILL IT'S NOTHING YOU WANT TO DO ONCE IT DOES INTERRUPT YOUR BUSINESS.

That's what I'm saying, I wouldn't stop at my congressman. That's just my voice. I need to solicit some other voices. And at least if I had access to that site I could probably get a broadcast out to solicit the help of other people that are members of that site. Or at least review that site on a regular basis.

Or in a chat room.

Exactly.

MODERATOR—THE PRESIDENT OF THE UNITED STATES HAS JUST APPOINTED YOU 8 LUCKY GENTLEMEN TO BE THE, YOU ARE THE NEW COMMISSION ON GOVERNING THE INTERNET. YOU ARE IN CHARGE. YOU 8 ARE IN CHARGE OF REGULATING THE RULES ON THE INTERNET. WHO ARE YOU GOING TO CALL? WHO ELSE COMES ON THIS COMMISSION?

Specialist to the field. Go back to the industry. Maybe not one particular company, but representatives from all of them.

MODERATOR—LIKE WHAT KIND OF REPRESENTATIVES?

People who know computers more than I would. That build them.

Language specialists. Hardware specialists.

Bill Gates' first partner. Whoever it was.

Steve Jobs.

MODERATOR—YOU WANT THESE GUYS ON IT?

Not necessarily them but people who work with them.

I might use Bill as a consultant.

I would want to have on it individuals who were knowledgeable enough about the technology and how technology affects culture. And who are very up on the Constitution and the right to privacy.

Civil libertarians as well.

It would be very hard to find a technocrat that would be able to do that.

You need people on the technical side and people on the moral side. Getting back to what John said, how much bad is there on the Internet. We don't want viruses. But we don't want censorship. So there's a counterbalance to the people who know how to build it, there's a counterbalance to that in what ought to be governed.

With a group that you have like that, say morals, basically, what do they really believe in and how is that opinion, who it's going to affect.

MODERATOR—WHAT MORALS SHOULD BE REPRESENTED HERE?

When I talk about morals I'm not talking so much about what the content of the Internet is but back to what should be governed. Maybe morals is not a good word. But someone needs to help

out, these folks that know how to build computers, some of them need to sit down and figure out, what do we need to govern?

What constitutionally is able to be done. You wouldn't really use morals.

I had a professor of economics who said, in order to be a successful comptroller of a large corporation you need two characteristics. Nerves of steel and the morals of an alley cat. And that's perhaps what we need here in this thing, nerves of steel, we have to take this as far as we can go. And we have to have the morals of an alley cat. Pragmatic. What works.

Morals is the wrong word. What I'm trying to say is, there's some dangers out there that we don't want. We don't want viruses and we don't want harmful things to the system that we want to use. Now what's on there, that's not really for anyone to decide. That's one of the good things about the Internet, that it's not controlled.

A lot of the corporations, as soon as the hackers get out of jail, they give them jobs.

MODERATOR—ARE THERE ANY ORGANIZATIONS YOU WANT REPRESENTED ON HERE?

The implication of the President appointing us is that this is a US based commission. Which to me seems to fly in the face of logic of how you would control the Internet which is obviously an international based organization.

MODERATOR—SO YOU WANT TO BRING ON SOME INTERNATIONAL PEOPLE HERE?

At least people from other countries. UN representatives.

I think we all need to go on a fact finding junket.

A team of entrepreneurs, the one that envisioned this in the first place. And have some idea of what they really had intended.

MODERATOR—ANY OTHER ORGANIZATIONS YOU WANT ON HERE? I DON'T SEE ANYBODY FROM THE GOVERNMENT UP HERE.

Do we want somebody from the FCC up there?

They'd be the Constitutional experts.

I didn't really mean governmental people. I meant people more like academic, lawyers.

MODERATOR—DO YOU WANT GOVERNMENT UP THERE?

At some point.

They have the power to legislate, and the question is, do you want legislation. That's what we're talking about.

I think a way we could kind of go around that government phobia that we have, is maybe to appoint a retired politician. Maybe send out an invitation to Sam Nunn.

Colin Powell.

A former statesman.

But do we want law and order or do we want this wide open wild west.

MODERATOR—ONCE YOU GOT ALL THESE PEOPLE, WHAT WOULD BE THE FIRST THING THAT YOU WOULD DO?

Figure out what you want to regulate.

What falls under regulation. Maybe even before that, what are the problems.

In what ways could the information that could be collected, as far as these profiles on people, how are they misused. I'm not so sure they can be misused.

If I got your credit card number, do you know how much damage I could do?

But that's already against the law, would have you arrested.

Not if you didn't know who I was.

MODERATOR—SO CRIME IS ONE.

Crime slash privacy issue.

MODERATOR—WHO SHOULD YOU ALL BE ACCOUNTABLE TO?

The public.

MODERATOR—WHO SHOULD OVERSEE YOU?

Janet Reno.

Who should oversee them?

People regulate themselves. The only thing you have to watch out for is if they turn into a mob. And then you're out of control. But a group of people will begin to regulate themselves.

MODERATOR— HAS ANYONE HEARD OF AN ORGANIZATION CALLED ICANN?
NO. OK. (DESCRIBES ICANN) DOES THIS SOUND LIKE THE RIGHT KIND OF
GROUP TO BE GOVERNING THE INTERNET?

Question: are these the same people let Joe Blow buy up all the URL's and then dole them out for X amount of dollars to those people that were stupid enough to buy them? I don't know.

I know somebody that went through a dispute with them. They registered for a dot com. Somebody claimed they registered at the same time. So I think they're good for that. Enforcing that. But anybody can register, as long as it's not taken.

MODERATOR—DOES THIS SOUND LIKE THE RIGHT GROUP TO BE MANAGING THE INTERNET?

No. They're limited.

I believe they're too open to private enterprise.

From the description here it doesn't scratch the surface of the issues that we feel are necessary. They are, I don't want to use the word control. They are handling certain issues that are important but they just like scratch the surface.

You have to start someplace.

But we're talking trademarks and patents here.

Just an extension of existing laws that you could name.

MODERATOR—PULL UP YOUR LAPTOPS. CHECK OUT THIS WEB SITE. HOW DOES IT LOOK TO YOU?

Very Amazon dot commish.

MODERATOR—WHAT DOES THAT MEAN, IT LOOKS LIKE AMAZON?

To me it means it's easy to navigate.

MODERATOR—DOES THIS LOOK LIKE A SAFE WEB SITE?

Sure. This is a safe web site until they, I haven't seen what they're going to ask me.

It's a safe web site.

It's going to ask me my social security number or credit card number.

MODERATOR—DOES IT LOOK LIKE A LEGITIMATE SITE?

Looks like one.

MODERATOR—GO TO THE BOTTOM. READ THIS PRIVACY STATEMENT.

What's the "trustworthy third party."

Yeah, what is that.

Who do they want to give it to?

MODERATOR—SO DOES THIS MAKE YOU FEEL BETTER OR WORSE ABOUT USING THIS WEB SITE?

Better.

The thing I like about it is, I really think the choice ought to be, I choose to let them use my information. Rather than saying, click here if you don't want us to use your information. That's what the law they're proposing now is.

MODERATOR—TRUTHFULLY HOW MANY PEOPLE READ THESE PRIVACY STATEMENTS?

Bingo, that's what I was about to say. I've bought books over the web. I've purchased CDs over the web. And there are some pages are, and I'll read the first part, and I'll dip into a couple of things and that's it. If I bought something else from that web site later on, I didn't even read it next time. So if they've changed it, I've read it.

You read it one time and then you assume they are all the same.

Right.

They basically are. When I saw this I said this was a standard privacy policy. Because when I went into interland dot com to find out about setting up a web page they had these. And you can basically kind of customize it to fit what you want.

It's called reading the fine print.

MODERATOR—HIT THE NEXT ONE AND LOOK AT WHAT THEY'RE ASKING YOU TO FILL OUT THERE.

I would like a show of hands, how many people have actually had credit card frauds due to the Internet in this room?

MODERATOR—ANYBODY? NO.

I had America Online continually charge me when I first did it. I had to get a stop order

MODERATOR—LOOK AT THE NEXT SCREEN. PRETENDING YOU WERE BUYING A CD. ANYONE HAVE ANY RESERVATIONS ABOUT GIVING THEM THIS INFORMATION?

I'd give them the money order

The interesting thing to me about this question in general, the age-old comparison people make being concerned about this but yet handing your credit card to an 18-year-old waiter or waitress.

MODERATOR—SO IS BUYING ON-LINE THE SAME AS BUYING IN A STORE OR RESTAURANT?

Should be.

I don't feel any less secure. In fact I probably feel more secure.

At least you have a more immediate way of going back and tracking. If someone from a restaurant started charging. If you have a family of four or five, you know you haven't gone out that often that week so you have at least a way of backtracking.

Still worried about someone ripping off my number. I know they can no matter how secure this is to send it to them. Someone could six months from now break into these web sites, company, and steal all the credit card information they have. And that's what worries me a little bit.

MODERATOR—WHEN YOU PURCHASE SOMETHING ON-LINE WITH YOUR CREDIT CARD ARE YOU PROTECTED BY THE SAME LAWS AS WHEN YOU PHYSICALLY WALK INTO A STORE AND BUY SOMETHING?

I believe so

I think so

With a credit card, aren't you protected by the insurance fraud, that credit card purchase at a certain amount, or whatever.

Depends on your credit card too.

MODERATOR—DID ANYONE NOTICE THE BETTER BUSINESS BUREAU SYMBOL ON THERE?

I did.

MODERATOR—WHAT DOES THAT MEAN TO YOU?

Nothing. If they piss you off you can report them and that will go onto their file. But what's going to happen to them, nothing.

That wouldn't make me any more secure or less. Would not.

Would make me feel slightly better. But cynically I don't trust them anyway.

MODERATOR—SO WOULD YOU ACTUALLY PUT EFFORT TO CLICKING ON THAT AND INVESTIGATING WHETHER THIS SITE WAS ANY GOOD?

I wouldn't have even thought to scroll up there.

Usually if it's on there they put it through.

MODERATOR—LET'S MOVE ON TO THE NEXT ONE. GO DOWN AND YOU SHOULD BE EXITING THE CDZONE. THINK ABOUT THIS, YOU WERE DOWN AT THE MALL PICKING UP SOME STUFF AND SOMEONE COMES UP TO YOU AND THEY'VE GOT THEIR BADGE ON, THEY'RE FROM THE LEAGUE OF WOMEN VOTERS. AND THEY'RE DOING A REGISTRATION DRIVE. AND THEY GIVE YOU THIS FORM AND SAY PLEASE REGISTER TO VOTE. AND ON THAT FORM IS, THEY WANT YOU TO PUT IN YOUR BIRTHDAY, YOUR DRIVER'S LICENSE, YOUR ADDRESS, YOUR PHONE NUMBER, YOUR SOCIAL SECURITY NUMBER. DO YOU FILL OUT THAT FORM AND GIVE IT BACK TO THE VOLUNTEER?

No.

No.

I would ask her why she needs all this information. I would say I'm not going to give you that information.

That would really scare me.

It would scare me if they were asking for that information. You certainly don't have to have a driver's license in order to vote.

MODERATOR—CHECK OUT THE NEXT WEB SITE. YOU GO TO THIS SITE BECAUSE A BUDDY OF YOURS AT WORK TOLD YOU THIS WAS A GOOD SOURCE OF INFORMATION ABOUT POLITICS AND YOU CAN USE IT TO REGISTER TO VOTE. SO WHAT'S THE FIRST THING YOU THINK OF WHEN YOU SEE THIS SITE?

Something I'd rather see on 60 Minutes, get involved with it personally.

My first impression is, I still wonder who sponsors this kind of stuff. Other than that, I was reading their security stuff over here and what they say about cookies is kind of interesting. It says here the cookies they use are erased when the computer is turned off this particular site.

That's true, but they are not erased at their end. That's the trick.

It's just words anyway, they can say anything they want.

MODERATOR—DOES THIS SITE LOOK CREDIBLE TO YOU?

Yeah.

The links at the bottom I think add a lot of credibility.

MODERATOR—DOES THIS FEEL SAFE?

Safe to read.

Yeah, safe to read.

Oh in order to use it you must first fill out their registration form.

MODERATOR—DOES ANYONE NOTICE THAT THIS SITE IS TRUSTe CERTIFIED?

I'm reading this I didn't even notice that.

MODERATOR—WHO NOTICED THE TRUSTe? ANYBODY?

I noticed it.

MODERATOR—GO TO THE BOTTOM OF THE PAGE AND CLICK ON THE NEXT BUTTON. AND ON THAT PAGE IS A SHORT EXPLANATION OF TRUSTe. READ IT. DOES THAT MAKE YOU FEEL ANY BETTER ABOUT USING THE SITE?

A little bit

MODERATOR—YOU'RE SHAKING YOUR HEAD NO.

They can put anything they want to on this.

That's kind of like, I have this product and it's so great. And I have 20 testimonials. But do I really have 20 testimonials?

Who are those people?

Exactly. Did I just make it up to make it seem valid? Who is TRUSTe?

MODERATOR—HAVE YOU EVER HEARD OF TRUSTe BEFORE? I GOT TWO PEOPLE.

That might be the problem. If we could identify with them, that they were reliable.

There was a time when Better Homes and Gardens seal of approval, that's something. And it could be that brand recognition will come to the forefront. And now that I've been exposed to TRUSTe I will certainly watch for it in the future. And maybe we'll discover that that's a secure thing to watch for.

MODERATOR—HIT THE NEXT BUTTON DOWN. YOU SHOULD SEE THE SITE'S PRIVACY STATEMENT. CRUISE ON THROUGH. SO NOW YOU SHOULD BE, FEDERAL ELECTION COMMISSION. WHAT'S THAT MEAN TO YOU?

Not much.

MODERATOR—HAS ANYONE HEARD OF THE FEDERAL ELECTION COMMISSION?

I think so.

MODERATOR—ONE PERSON.

It's a real organization?

I don't think so.

On tax forms, maybe.

MODERATOR—WHAT ABOUT, IT'S GOT YOUR STATE ATTORNEY GENERAL ON THERE. DOES THAT MAKE YOU FEEL BETTER ABOUT USING THIS SITE?

What process did he go through?

I don't understand what it means. That it's approved by the FEC.

I would want first to know what the standard is, what are they trying to say. What are they trying to tell you to look at on the page itself?

MODERATOR—THIS IS WHERE YOU'RE GOING TO REGISTER TO VOTE.

Did the FEC actually dictate or how much influence do they actually have on the informed voter network?

MODERATOR—IS THAT SOMETHING YOU WANT TO FIND OUT BEFORE YOU USE THE SITE OR NOT?

Before I get truly involved in the site, yes.

I guess if I thought this was good and it meant something to me with the attorney general's authorized, approved this site, I would wonder about the other 35 attorney generals and why they haven't.

MODERATOR—CLICK ON NEXT AGAIN. LOOK AT THE INFORMATION THEY ASK YOU TO FILL OUT THERE. ANYONE HAVE ANY PROBLEM FILLING OUT THAT FORM?

Yes. I don't see why they need my date of birth. My driver's license number. My age. Have I made a donation to a political party. My email address to send me upcoming bills and other political news, who's actually going to send me that, which side. So I probably wouldn't go through this and do it.

The driver's license number is the only thing that bothers me.

It looks like they're trying to capture a little more information than just register you to vote.

MODERATOR—SO REMEMBER WHEN WE WERE TALKING ABOUT YOU WERE AT THE SHOPPING CENTER AND THE GRANNY CAME UP WANTING TO REGISTER YOU.

She was in a booth.

For somebody that doesn't have the time to go out and vote this would probably be easier for them.

MODERATOR—WHICH WAY WOULD YOU FEEL MORE COMFORTABLE?

Right now, where I am in my life, I would have to go in and do it. Right in the mall. I would go to the post office.

MODERATOR—YOU WOULDN'T DO ON-LINE AND YOU WOULDN'T DO GRANNY?

No.

MODERATOR—WHO FEELS MORE COMFORTABLE WITH GRANNY AT THE MALL THAN ON-LINE?

They going to do the same information at both?

MODERATOR—THE SAME.

They're going to take the information and put it on a computer so either way it's going to go on-line. So it's just if you want to be confronted at the mall or sit at home in front of the computer and do it yourself.

I feel more comfortable with this. Because of so many endorsements, I like that. TRUSTe.

MODERATOR—HIT A NEW BUTTON FOR ME. KEEP HITTING UNTIL YOU HIT A NEW SITE. THIS IS A GOOD PLACE TO GET INFORMATION ABOUT YOUR HEALTH

AND IT HELPS YOU KEEP TRACK OF YOUR MEDICAL INFORMATION AND YOUR FAMILY'S MEDICAL INFORMATION. YOU HAVE ALL THE INFORMATION WITH YOU.

Because they could retrieve it off the web?

MODERATOR—OR YOU COULD PRINT IT OUT AND BRING IT WITH YOU.

Why is that an advantage? The hard copy.

MODERATOR—IT IS FOR SOME PEOPLE. SO HOW DOES THIS SITE LOOK TO YOU?

I would assume the insurance companies have something to do with this.

I bet the tobacco companies don't like it.

American Medical Association.

MODERATOR—THREE PEOPLE NOTICED THE AMA. DOES THIS LOOK LIKE A LEGIT SITE?

Yes.

Does this mean it's sponsored by them, the AMA.

It's got the TRUSTe little thing there. If we think that's good, that's good.

MODERATOR—CLICK ON THE NEXT BUTTON. FILL OUT THE FORM. TOTAL OF THREE SCREENS TO FILL OUT. ANYONE HAVE ANY RESERVATIONS ABOUT FILLING OUT THIS INFORMATION?

Yeah I do. Well again I don't want someone to know all my diagnoses and what prescriptions I'm taking. I just don't want them to have that personal information.

MODERATOR—WHO DO YOU THINK YOU'RE GIVING IT TO HERE?

I'm not really sure actually. Probably the pharmaceutical companies. I don't really know, I don't know.

One of the largest data bases for the citizens of the United States is the federal government. All the information they can get on us, whenever they like. And this may just be something they need.

MODERATOR—SO YOU THINK YOU'RE GIVING THIS TO THE FEDERAL GOVERNMENT?

I don't know. Why not? Who else would they give it to?

The information is definitely going to be put into a data bank.

MODERATOR—ANYONE HAVE A PROBLEM FILLING OUT THE PART ABOUT THE PRESCRIPTIONS?

Me, I did.

Not taking any you don't have anything to hide.

This is just an easy way to build a profile on someone. And in the wrong hands that could be extremely detrimental and dangerous to your well-being.

MODERATOR—THE REASON YOU WENT HERE IS BECAUSE YOU WERE TRYING TO GET YOUR RHEUMATOID ARTHRITIS AND SOME KIND OF MEDS

You have to be able to access that particular ailment, www.rheumatoidarthritis.com. And pull up something I can just read. I don't have to divulge any personal information.

MODERATOR—YOU'RE GOING TO PUT THAT IN THERE AND MAYBE THEY'RE GOING TO SEND YOU A MONTHLY NEWSLETTER TELLING YOU HOW TO COPE WITH YOUR ARTHRITIS AND HOW TO TREAT IT AND WHAT NEW DRUGS ARE ON THE HORIZON. THAT'S WHY YOU'RE PUTTING IT IN.

I'd go to the computer to look for medical advice.

Something specific, not this site.

You don't need to go in and give them that kind of information. The worst you have to give them is your email site so you can download the information. But giving them what I'm taking, that can eliminate me from a job possibly.

They certainly ought to demonstrate a value for you to give that information. They haven't demonstrated that.

I can see a lot of other problems coming out of this. Hypothetically, I work for Coca Cola. Ongoing right now with a class action suit. Suppose this information was purchased by the Coca Cola company as we are going to court. They say well, Mr. Banks are you suffering from? Oh how did you get that information. So now, with their attorneys they start bringing out a lot of issues that I had absolutely no idea that they had that they had gone out and actually purchased because I was stupid enough to put it on-line.

MODERATOR—LET ME GIVE YOU ANOTHER EXAMPLE OF WHY ONE MIGHT DO THIS. SOMETIMES IT'S HELPFUL FOR PEOPLE TO HAVE ALL THEIR INFORMATION IN ONE PLACE. SOME OF YOU HAVE KIDS. YOU'RE IN ONE STATE. YOU'RE

FORMER WIFE IS IN ANOTHER. YOU GOT KIDS GOING BACK AND FORTH. SUPPOSE THEY WENT TO THE EMERGENCY ROOM AND YOU'VE GOT TO FILL OUT ALL THOSE FORMS. IT WOULD BE NICE TO HAVE IT SO YOU COULD JUST SAY, THIS IS ALL MY INFORMATION. IT'S THE SAME AS WHAT SHE'S GOT BACK IN CHICAGO, THE SAME PRESCRIPTION IS GIVEN, ETC. YOU HAVE ALL YOUR RECORDS IN ONE PLACE SO WHEN AN EMERGENCY COMES UP YOU SAY, BOOM HERE IT IS. PROTECT YOURSELF THAT WAY.

I see the usefulness of that. And when you think about computers, it's great for that kind of stuff. But now I'm so worried about how that information is going to be used that I'd rather not do it. Even though I can see how it could be very good and useful.

You wouldn't want to have that on the web. Now if it was a case where you were in an office all day and they radioed you and couldn't get to your computer. They could have somebody maybe access this web page and pull this information up.

On the flip side I can see, those that you are mentioning, that this would be extremely beneficial, senior citizens or our children. Because senior citizens, at a certain point in their life, may not be as apt to go out and drive someplace. So to have that information on hand already so that if a paramedic had to come to their home and that information was stored someplace where they can retrieve it, then yeah, I'm all for saving somebody's life as expeditiously as possible. And or if my child is suffering from something that is so rare I really need you to know, right here and there. My wife is over there panic stricken. I'm trying to give mouth to mouth to my child. I don't have time to answer their questions. Here's the information. When I get with you, get the information, you know what to do and dive right in. Those situations I can see. But if you are of average reasonable health, at that point and you are an adult, I can see how this could be kind of scary. And you see the main word you kept using throughout was, do you feel safe. And that's a safety issue I kind of have a problem with.

If everything is out on the table and you can find out the facts about anyone then pretty soon those who are going to misuse the information will become very obvious to us. And if we go after the abusers, there's no secrets here, here's the keys to my house. You all have a copy to the key to the house. It becomes evident that one of you is misusing that trust, the privilege of having that shared information, and we'll get you. We'll shut you down.

MODERATOR—ANYTHING ELSE THAT CONCERNS YOU ABOUT THIS SITE?

Why is it that all information entered in my health records will remain private? So health doc and the designers of the web site have, that's a misleading statement right here. And nobody goes any further than that to, continues to read all the information. Which says back to back says we will sell to a third party for whatever reason we feel like it. Then that's misleading. So why do they do that? Why don't they say that right here, on this page?

MODERATOR—WHAT'S YOUR BIGGEST FEAR ABOUT THIS?

As I read through it it's not asking for enough health information. It doesn't really capture medical history. It really sounds like they're trying to target advertising.

MODERATOR—IF THEY ASKED YOU MORE QUESTIONS

It would be better. If indeed that was the purpose that I went in there for, to have a record of my medical health.

MODERATOR—WHAT'S THE BEST THING THIS SITE COULD HELP YOU GUYS WITH?

Information. Again, it's not a site that would give me something as a prerequisite, was I've got to give you information about me to get the other information. I would just take what you have and leave the site.

MODERATOR—GO TO THE NEXT SITE.

When you read the rest, do you take insulin, HIV, migraines, a company that pays their insurance for their employers. Well the more problems the employees have the more it's going to cost them for insurance. So it's a way of weeding out certain people, they can use this information.

MODERATOR—GO AHEAD AND CLICK ON THE GREEN AND READ ABOUT IT. WHO DO YOU THINK SPONSORS THIS SITE?

No idea.

Industry. Internet service providers. Sites.

I don't know. Can't tell really who sponsored it.

Nike.

MODERATOR—HOW COME NIKE PUT IT UP?

I think Nike or some company that would benefit from selling to kids, we want to get some of this information.

Maybe the PTA.

FTC.

MODERATOR—THIS SITE IS SPONSORED BY THE FEDERAL TRADE COMMISSION. THE PURPOSE OF IT IS TO HELP PARENTS UNDERSTAND HOW THEY CAN PROTECT THEIR KIDS ON THE INTERNET. HOW DOES THAT APPEAL TO YOU?

Good.

Good.

MODERATOR—DOES PUTTING UP A SITE LIKE THIS SEEM LIKE AN APPROPRIATE THING FOR THE GOVERNMENT TO DO?

Yes.

Absolutely.

Yes.

I can't see a downside to that.

MODERATOR—I'M CONFUSED A LITTLE NOW. WE HAD THAT ALL COMMISSION AND NOBODY WANTED TO PUT A SINGLE PERSON FROM THE GOVERNMENT ON IT.

I'm actually surprised that they are behind this. Pleasantly surprised.

Now the thing is, what's coming after the next page. This is good. This like the home page. I'm impressed. Don't disappoint me when I get to the next page. Now you can see why I didn't want them on the commission.

MODERATOR—WHAT WOULD HAPPEN ON THAT NEXT PAGE THAT WOULD PISS YOU OFF?

They're going to ask for some information that they don't need to have. Because right now I'm impressed that you just want to, my child can read this. I can read it with my child. And if my child has some questions I can go through them with him and explain it to him. Don't go over to the next page and start asking a whole bunch of questions that you don't need. They're educating here about not doing this, not doing that. And then you're going to go over the next page and start asking the very questions you said don't do?

I thought the duty of the parents was to teach the children how to get across the street by themselves. So you shouldn't forbid them to cross the street. You shouldn't tell them they should always be with mommy and daddy when you cross the street. I want you to as soon as you possibly can learn how to cross the street by yourself. So that you can get to the other side of the street safely.

MODERATOR—WEB SITE, HOW'S THAT PLAYING?

Well anytime I see anything to protect children, I say, uh oh, watch out. Children should be exposed to everything. There should be no secrets from children.

I disagree with that. Kids should be exposed to most things but there's things on this Internet that they can get into.

MODERATOR—HOW MANY THINK THEY SHOULD DO MORE THINGS LIKE THIS? THREE, FOUR PEOPLE.

Three and a half.

I would want to know how much it cost and the effectiveness of it.

MODERATOR—BEFORE YOU ENDORSED IT.

Exactly.

As long as it is strictly maintained on that level, on this level right here, I frankly don't care how much it cost. Because I can see how this is beneficial for myself and my little girl.

But what if the cost of this was 500 million dollars for this web site?

I see your point.

We put web sites off limits, you can't pull them up. They're blocked. Because we've got PCs all over the place. Delta looks at all the sites and they see one that's pornographic, they block it out. And again, not so much to censor those, they're supposed to be using the PC's for business.

MODERATOR—WRITE DOWN FOR ME WHICH OF THE SITES YOU LOOKED AT YOU FELT MOST COMFORTABLE WITH. THEN GO TO THE NEXT PAGE. AND CIRCLE WHICH SYMBOL INSPIRED THE MOST CONFIDENCE. LAST, FILL IN THE BLANK FOR ME. HOW MANY PEOPLE SAID THEY FELT MOST COMFORTABLE WITH THE CD ZONE? SIX. WHAT ABOUT THE INFORMED VOTER? THE HEALTH ONE. ONE PERSON.

I didn't pick any of them. I have to pick one? I don't particularly care about shopping on-line. Health doc wanted a lot of private information, they would sell that information. And voter deal, they don't need my driver's license.

MODERATOR—THOSE OF YOU WHO PICKED THE CD'S, WHAT WAS IT ABOUT IT?

Similar to Amazon dot com. Simple straight forward commercial site.

They just asked for information they needed to process your order. The other two definitely asked for more than I thought was necessary.

MODERATOR—AND WHICH SYMBOL DID YOU LIKE THE BEST?

TRUSTe.

AMA.

MODERATOR—FOUR PEOPLE SAID AMA.

TRUSTe.

TRUSTe

TRUSTe

(End of tape)