

INET '04

IGC 2004

Tilting at Windmills?

The Social and Economic Benefits of SPAM

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SPAM CONTROL -- A NEW AND DIFFERENT PERSPECTIVE

- Continuing Interest in Learning What is Going on in the Internet Global Society
 - How the Internet is being used to make the world better
 - Background in law, management and technology
- At INET98 in Geneva Reported on Ways to Identify Unwise and Ineffective Laws
 - Complexity and rigidity reduce effectiveness
 - Rewards rather than punishment
 - Enlightened self governance rather than private civil law and police powers
- Personal Mail Address Harvested and Sold on CD in Spanish Language Countries
 - A new and different appreciation for how the problem should be addressed
 - Trade and commerce, art, and political dimensions of unsolicited messaging
- Share Some Findings and Beliefs About How the Problems Should be Solved
 - The members of the Internet Society are the key enablers of success
 - Came to learn and to share ideas with others, and to shift the perspective
 - Some bottom line ideas, and questions with regard to the scope of the system

ADOPT MORE EXPLICIT VALUES IN SOLVING THE PROBLEM OF BURDENSOME ELECTRONIC MAIL

- Respect the Integrity of Messaging and the Freedom to Communicate
 - Sellers and purchasers have needs that should be respected
 - The integrity of messaging should not be impaired by filtering
- The Numbers are Very Large -- Small Percentages are Very Significant
 - A single message sent and not received can be critical in the life of someone
 - The problem is large and frustrating and callous attitudes easily can develop
- Users Have a Very Wide and Increasing Range of Skills and Equipment
 - Breadth of support in setup skills, tools capabilities, and bandwidth
- Solutions Based on Studies and Analysis and Reached by Consensus are Best
 - Regulation by governments should be a last resort and can stifle innovation
 - National solutions to solving global problems add complexity and confusion
 - There are very serious gaps in analytical studies and standardization
 - The scope of studies and analysis should be based on global considerations

ENHANCE USER CAPABILITIES TO MANAGE LARGE NUMBERS OF INBOUND MESSAGES – *REDUCE USER FRUSTRATION*

- Language Identification and Tagging
 - Integrate with filter setup preferences
 - Consider multiple embedded language formats for messaging
- Adopt More Discriminating Rules for Subject Matter Classifications
 - "ADV" and "PORN" are too crude and negative to be effective
 - Need to tag to auto sort by useful and meaningful subject matter categories
 - E.g.: *Health Software Financial Gambling Adult Kids Opportunities*
- Tag Messages to Match User Bandwidth Capabilities – Help Mail Applications
 - Text to Graphics to Flash Media – Consider multiple tagged message formats
 - Number of different fetch accesses to develop and load formatted messages
- Accelerate Work on the setup Wizards and Feedback Loops
 - Conduct more serious and focused research on behavioral issues
 - "Opt out" mechanism fears, mythology, complexity, and indifference

ADOPT EXPLICIT RULES FOR FILTERS – FILTERQUETTE??

- Netiquette Rule 9: Don't abuse your power
 - Some people in cyberspace have more power than others. . .
 - Knowing more than others, or having more power than they do, does not give you the right to take advantage of them. . . Never read private email
- When should the sender be notified that a message has not been delivered?
 - *Sometimes, always, or frequently* when the cause is system related?
 - Spam context argues *never* -- following the convention doubles the volume
 - Have only two examples, corporate filtering service and government servers
 - Nothing found within the extensive body of laws, rules, and regulations
- When should the recipient be notified that a message has not been delivered?
 - "Virus Alert" messages are more common, particularly with attachments
 - Not forwarded – recipient is instructed to find another way to communicate
- The experience can be intimidating to some users – being watched by machines
 - Most users like feedback on the progress of their communications

APPRECIATE AND IMPROVE THE RESPECTIVE ROLES OF THE SOCIETY, INDUSTRY, GOVERNMENTS AND USERS

- Uniform Global Definitions and Coordinated Concerted Actions?
 - Successful paradigms in international aviation, the law of the sea, defense standardization, environmental concerns, telecommunications, and more
 - Setup standing conventions among participating governments, standardize definitions, study the technical and policy issues, and generate rules
- Increase Resources for Analyzing and Solving the Problem
 - National Institute of Standards and Technology and the Federal Trade Commission have conducted valuable conferences and interesting research
- Standardize Test and Evaluation Models and Run Competitive Demonstrations
 - Conduct side-by-side testing of filtering products, certify before release
 - Focus on eliminating false-positive classifications before licensing use
- Positive Uses of the Law and Police Power Rather than the Evolving Approach:
 - Bounty hunters, private lawsuits, confiscation of property, fines, prison terms

THOUGHTS IN CONCLUSION AND SUMMARY --

Unsolicited e-mail is the essence of freedom in a global society. The communication of ideas, opportunities, and artistic expression is essential for freedom to develop throughout the world. Restricting the right to send messages also destroys the freedom to receive them.

Giving anyone else the right to determine what you receive and read is to surrender the freedom of everyone.

There are many burdens in life, but none are so great that they should be exchanged for individual freedom.