



ALEXANDER VON HUMBOLDT
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The social side of internet interconnection

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Internet
interconnection is
social.

How?

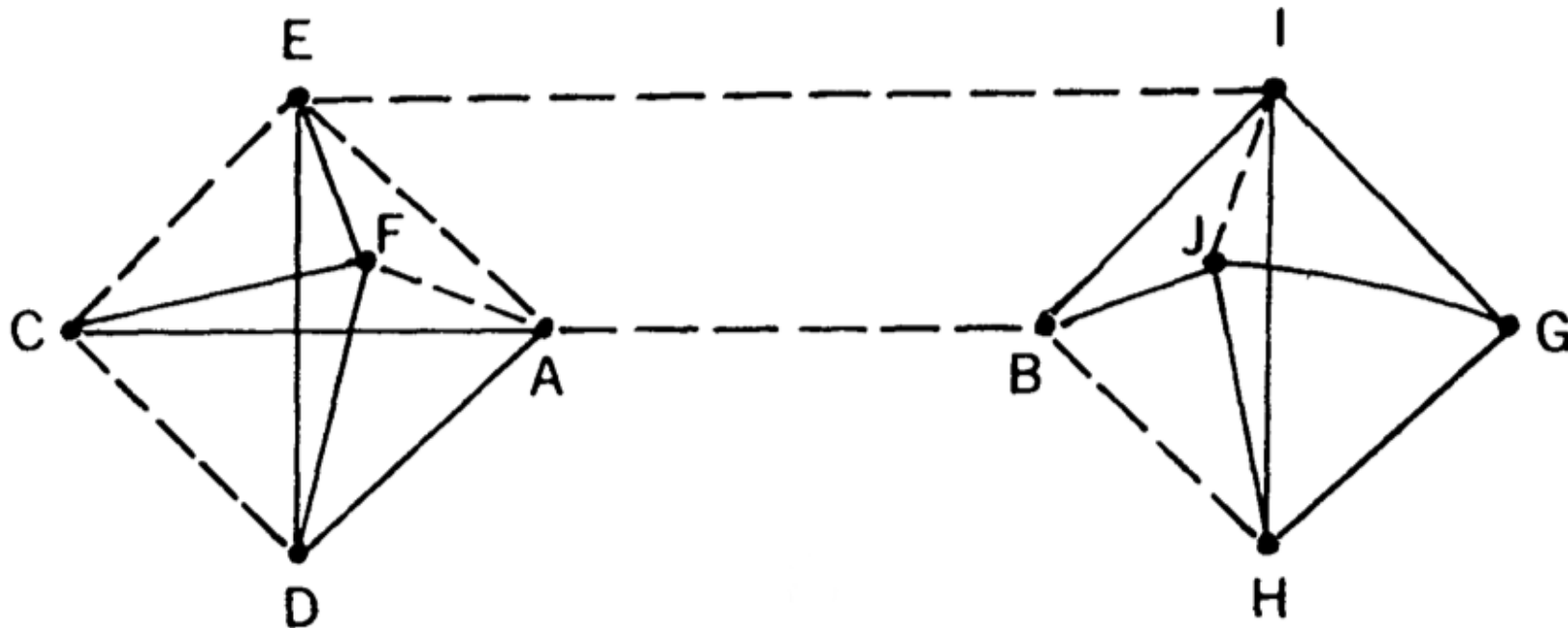


Imagine

<https://www.youtube.com/watch?v=TMRkUFnucnU>

(1 Minute)

1. Embeddedness of economic action & The strength of weak ties



Granovetter, M. (1973). The strength of weak ties. *American Journal of Sociology*, 78(6), 1360-1380

2. *Plurality* of rationales



Price is one mode of
evaluation –
among others.

Rationales in internet interconnection

- Market: Price,
- Industry: Efficiency,
- Domestic: Trust,
- Civic: Collective interest,
- ...

Specific uncertainties

Network actors face **systemic uncertainty** and **architectural opaqueness**.

Systemic uncertainty: it's **live!**



Dealing with the Border Gateway Protocol



- Procedure for resolution of irregularities
- Common best practices
- Education

Architectural opaqueness, products and markets



Outlook

- Dispose of universal view on interconnection arrangements. Instead: **situative** analysis.
- A **social network** beneath the internet.
Plausible?
- Plurality of rationales. When do you change **justifications**?
- Specific uncertainties: How do you mitigate them?



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