Tussle in Cyberspace
Defining Tomorrow’s Internet
Redesigning the Internet

- Technical issues are (the most) important

- We should not let the “real world” misguide us

- People are generally wrong, our design will correct them
NO!
• Tussle (n.) - A rough or vigorous struggle; a scuffle

• The tussle - a fundamental behavior

• When interests collide, tussles emerge

• Example: ISPs want money, users want free
• The tussles will define the future of the Internet!

• Architecture should support this

• Modularize, taking tussles into account

• Design for choice
• Economics: fear and greed

• Value transfer mechanisms

• Trust and anonymity

• Openness vs enhanced services
What can we do?

- We can bias the tussle
- Openness important
- Policy/mechanism separation is hard
- Value neutral designs are impossible
- Analyze tussle spaces
- Evolution by designing for competition
Discussion topic:

- NAT vs IP addresses is a tussle space pointed out by the authors — religious issues aside, could we somehow have designed so that the tussle could have it’s course without wrecking the architecture?