

## Power in the Information Society

What is the nature of power today, in mature information societies? In this talk, I shall argue that, in liberal societies – awash with cheap goods and services as well as free information – the sociopolitical ability to control or influence people's behaviour (power) is exercised not so much through the control of things (goods and services) or information about things, but mainly through the control of the questions that determine the answers that give rise to information about things (uncertainty). In short, I shall argue that the new morphology of power in the information society is the morphology of uncertainty: those who control the questions shape the answers; and those who shape the answers control the world. If time allows it, I shall then explore the consequences of this emerging form of power and what can be done to regulate it in a socially beneficial way.