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Josh Klein: "hack the world"

Talk to Ted and the World Economic Forum, is a consultant for the giants of the economy. Wired in Italy, Klein explains that sometimes the rules change is the only way to improve

13 December 2010 of Luke Sofri



You confess to be a hacker, not a geek outlaws. And you propose to hack the world and life.

"The term comes from the work of the mechanics who dismantled the engines to fix them, and engineers are still used in the sense of understanding how things work, disassemble and reassemble them in a way more effective." So for you who is a hacker? "All of us sooner or later we happen to disassemble the rules to get better results. But we realize that we do not is hacking and reflections. I try to define a framework of thought in this way instead. " It's not about software and technology, then ... "Yes and no. As a child, when I dropped a tooth, put it under my pillow because the tooth fairy left me a quarter. At nine, I put it under my pillow yet another tooth fairy a note that informed me that because of inflation a dollar it was full. That was a hack: to understand the system and find ways to break the rules and get better results. " You have written a lot of "breaking the rules" ... "Once I asked for a consulting company for its security and noticed that employees were using Google Docs too unprotected. They said: "Impossible, it is forbidden to use Google Docs." So I showed them the online traffic for Google Docs, and they could not believe: "But it's against the rules." Yeah, I said to them, but if employees use it is because they realized that they need, that work better in violation of a rule. Lock is not a solution. Sometimes the absolute rules make the work inefficient. " And so you have to break them or change them? "At the end of change, but the problem is that there is a lot of people who understand that the system does not work but does not dare challenge him to change it. Everybody complains, but then do nothing because they are afraid of being fired, or other trouble. But if you do nothing, things will not improve ever. " Well, it's understandable fear of risk ... "Yes, but I do not know a company that has fired an employee who has raised their hand to say: "I tried to do in that way and it works, and so earn more money. " But if we change all the rules for the better, since there is no need to violate, or hackers of a thought ... "I think not: show me a situation in which nothing can be improved. Certainly not in these times. There has never been much need for innovation, and at the same time they practice too little. Things do not work, and individuals have more power to change them: But companies do not take it into account. " Do you speak only of companies and business, or even business ethics and change the world? "Yes, I talk about in the book. That break the rules to make things better for others and not harm them. Otherwise, robs a bank, and I broke the rules to my satisfaction.

The idea is to remove what is not working for the good of all. " And who decides what is wrong? "This is a problem. In theory, there are organizations that seek to understand, but the increasing complexity means that a lot of responsibility falls on individuals, who must be able to figure out which tools to use to judge the system. " But here we have a saying: " Whoever leaves the way for the new old, knows what he leaves, but does not know what is ... "Many times the opposite is true. A survey by Forbes has shown that most employees of a number of companies use software other than those assigned by the company. " Your book, Hacking Work: Breaking Stupid Rules for Smart Results is preceded by the usual rules of copyright rights and so on. But if I take off the DRM electronic edition and distribute it online, I'm not breaking the rules for the common good? "Yes, you're right. Things in the first book I have spread online and downloadable as a text, changing the current system of publishing. And I was right, I say things that have circulated much more than doing lectures and conferences. It worked. Now I try the old way, which is new for me. Let's see how it goes. " Thus, however one has to spend his life breaking the rules above, no principle is never out of the question ... "True, and of course there must be a dose of common sense to balance what we are saying. But one thing that we notice is that the cost of testing is lower and lower. You can do a lot of testing, especially with technology. So, many times, not really tipped things until we have verified that it's worth it. " The editors who put the news online payments are the brave? "No, not innovation. It has nothing to do with hacking. It is an experiment that stems from the fear that the house burn: maybe it makes sense, but if the house is burning down probably need something else. " All this talk of changing things by dint of "bad things" do not teach subjects to people who are just doing "bad things"? "I do not think, they are words. Michael Jackson did that record called "Bad", but people are not more bad listening. It's a way to tell. " And if we do not understand? "You can be right but I teach, and my impression is that the kids understand when one says shit or not. They receive an enormous amount of messages before they have finished breakfast, and have learned to understand the meaning and intentions. " One can only hope, you have to change the things I read in your book. "I began to fear read only copyright law. " What you did, before publishing a book, to know your ideas? "A turning point was the work I did for my thesis at New York University. It was the design of a coding system for the secure transmission of images and text. Was intended to promote freedom of expression and reporting of violations of civil rights in Eritrea. " How did it go? "The system was based on smartphones, but the only ones with Eritrea smartphones then were the forces of the government who made abuse. I realized later and I was very depressed. My wife said to me ten years talking about this idea of magpies, do it, even if it's a crazy thing. " The idea of magpies? "I built a box of magpies "who teach these birds to the coins are delivered in exchange for peanuts. I talked about, they invited me to Ted, I have enough and that changed my life. I learned that it is better to invest two years in a crazy thing you believe in, rather than let them pass by doing things you would expect you to do. " And why not do it all, do you? "Why is frightening. I am not smarter than I've had successful experiences, I graduated at the beginning of the new economy, I traveled the world. I was most unexpected things, the more I realized that it is better to do them. But the people who started studying admired: and they had this thing in common. " hacking. "Bravo." Ted Conference Photos



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