

# Could this be a case for ITEGA?

“But keep in mind where the real value is: in the relationship, in knowing what people — individuals and communities, not a faceless, anonymous mass — need and want and know so you can give them relevance and value and so they will give you greater usage, engagement, attention, loyalty, and advertising value in return . . . I would propose that both the containers for embeddable content and the **means of consensual transfer of data about users and interests should be open standards so users can get these benefits of relevance and sharing wherever they want . . . . Indeed, what I’d really like to see is a scheme—an open-source data scheme, that is—that would allow users to control their own interest data, how it is shared, and with whom . . .** Now is the time to join together to become stronger negotiating as a group than alone. Now is the time to play Facebook, Google, Twitter, Snapchat, et al off each other and get the best deal possible. Now is the time to get access to the data that will build more than today’s cash flow but will instead build tomorrow’s strategy.”

— *Jeff Jarvis, CUNY-Journalism, at his blog, BuzzFeed, in March, 2015.*

<https://buzzmachine.com/2015/03/24/relationship-stupid/>