

I believe in education and the power of good ideas to improve lives. Great ideas change countless lives; they shape the course of history and give purpose to life.

Great ideas enduring over centuries have become the roots of our morality, political systems, and scientific theories. In particular, the *scientific method* is one of our most successful great enduring ideas, a near universally accepted method to discover objective knowledge. Belief in this method has spread across cultures including those that share very few other fundamental beliefs.

While I marvel at how well society creates prosperity and wealth from scientific ideas, and even creates life itself, I've also realized that the greatest ideas are priceless and have a moral dimension. *The most ennobling ideas are about how to live life, not how to make it.*

We are inventing a science and technology to help everyone lead a better life through computer-assisted universal access to all public domain digital information and participation in creating knowledge from it, a mission grounded in information science that is both inspiring and intrinsically good. The moral dimension of ideas is seldom so clear.

What caused this new outlook? It is based on our brief experience with the newest "knowledge technology." We have imagined the future and seen how computers can help us implement the scientific method and find objective knowledge. This understanding leads us by logic and a sense of what is inherently good to empower our digital partners in ways not open to flesh.

I believe we are assembling a new constellation of scientific ideas that will profoundly change the course of intellectual history. We will be judged by the moral direction of that course.