the use of "distributed intelligence" (*e.g.*, millions of individual users and data bases). The emergence of electronic networks is creating a world of self-organizing "virtual communities" based on people with shared values or beliefs, in which geographic boundaries are largely meaningless. Although, today, communication amongst these virtual communities is primarily text-based, in the future with the greater use of broadband transmission not only will there be voice and picture transmission, but also interactive, full motion video. Furthermore, increased electronic interconnectivity increases the likelihood that people will be assigned personal communications numbers, a point brought up in the discussion following Mr. Phillipps's presentation. Prof. Stanbury foresees the possibility of world divided among a minority who are on the Information Highway (900+ million out of 5.3 billion) and a majority who are not.

In terms of the impact of the NITs on the individual, Prof. Stanbury states that as high power a medium that television is, it nevertheless remains a "passive" source of experiential cognition (i.e., the capacity to process information). He predicts that as more and more information is delivered in the form of full-motion video this will promote a more "reactive" form of experiential cognition as people respond more readily to environmental cues.

In the second part of his analysis Prof. Stanbury examines the impact of NITs on interest groups and their activities. He starts by noting that NITs, by facilitating the entry into the **"market for voices"**, are leading to hyperpluralism, since smaller and smaller percentages of the population can now become organized and participate in the political arena at a lower cost. This will mean less reliance on traditional interest groups such as business associations, trade unions, and professional groups, as well as more competition among a greater diversity of interests.

Second, NITs **alter the relationship between individuals and interest group** because it is now easier for individuals to monitor issues, to communicate views to the leaderships of interest groups (as well as to targets of interest group activity), and to acquire more/better information, all leading to a greater sense of urgency. Prof. Stanbury cautions that increased information flow accentuates the danger of information "overload," and can result in paralysis and indecision, irrational acts, and "group think".

Third, NITs will increase the number of **"staff-type"** interest groups, that are divided into entrepreneur-based (*viz.*, an extension of the founder) types and those that are a collective of a small group of activists who share a common vision, rather than the more traditional groups characterized by staff and larger memberships. According to Stanbury, on the one hand, staff groups *may* be more effective because there are fewer people to consult and their overheads are lower; on the other, they may lack the legitimacy of a membership base which "governs" the group.

Fourth, with regard to the **organization of interest groups**, NITs create "flatter" organizations characterized by fewer intermediaries between leaders and members, faster and