I support Net Neutrality personally. It’s important to regard it as a tool of good performance in this information age. Net neutrality, in another word the nondiscrimination principle, will do more good than harm.

So what people argue about net neutrality actually? According to Edward Felten, “technical motivations for discrimination, the various kinds of discrimination and how they would actually be put into practice, and what counter measures would then be available to users and regulators” are basically the layout of the debate. So I’m going to talk about my opinion based on it.

I ever implied in the essay about information privacy that we are supposed to combine the self-regulatory, consumer monitor and the government administration to develop a better information environment, it’s also applicable in Net Neutrality. I will explain it from the point of marketing and the consumers.

First, net neutrality can prevent monopoly and cutthroat competition. Early in the 18th and 19th centuries, both the Europe and the US ever came across the monopoly in the postal industry, which made the government make policies to mitigate the negative effects. Once the network market gets into a condition of little restriction, the big companies can do anything to push the start up to a dead end. I believe no one would like to see such results.

Second, net neutrality may help get consumers equal rights of network utilization and content control. Let me make it more clear here. The former one is the channel thing people all care about, people may worry that they cannot get the corresponding network quality they pay for with the principle, but the net neutrality means that you have to pay more if you want better speed or storage, which has been consensus even in the people who against the net neutrality; the latter one is the search engine and extra service thing, without net neutrality, information share will be affected and the companies which have better resource will make use of it to reach the clients who can bring them more profits and do more for them, gradually the clients will be passive in the market chain. It’s not a good trend in the field of economy.

**Reference**

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