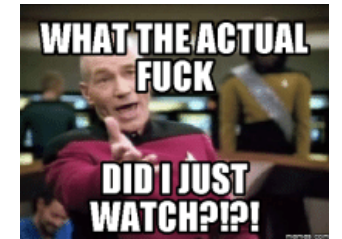
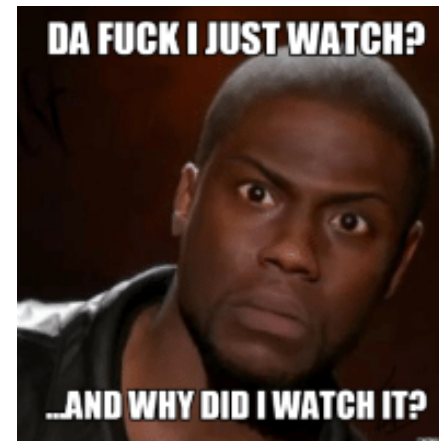


Digital Media, Society, and Culture

Angus A. A. Mol

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11101010 00101010 00001010  
00100000 01010111 01101111 01110010 01101100
```





- Tip: Zomergasten aflevering (als [podcast](#)) met Marleen Stikker, directeur van Waag, instituut voor kunst, onderzoek, en technologie.



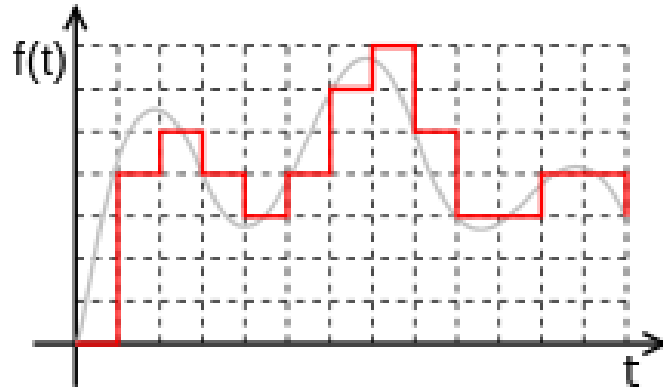
What are Digital Media?

- Digital Media are any media encoded in machine-readable formats

- “New Media”

(of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization.

~OED



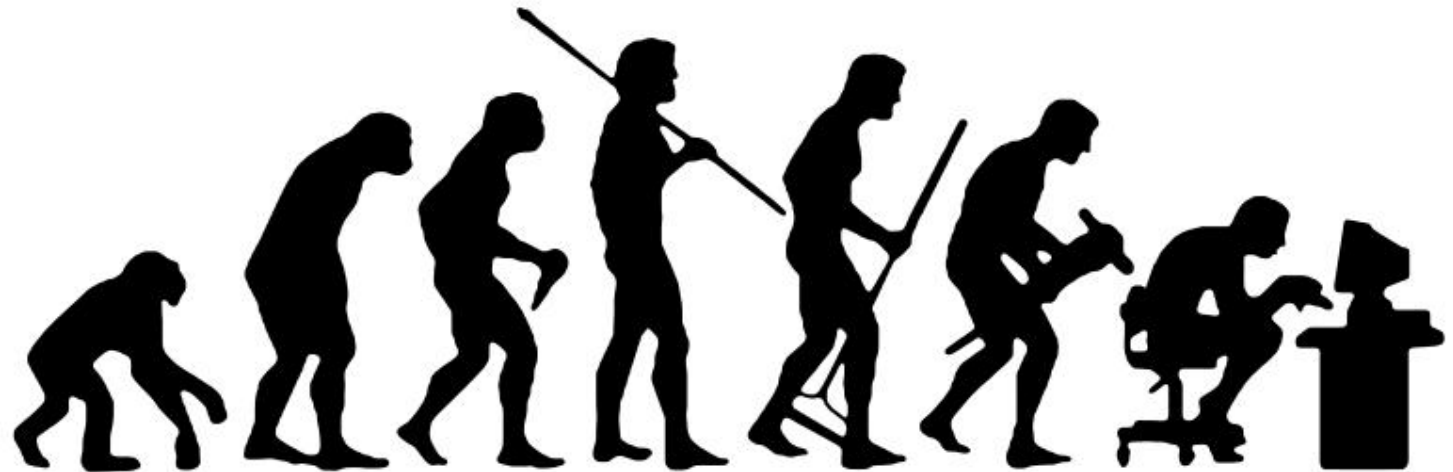
- Digital media give rise to societal and cultural dynamics on a heretofore unseen scale and complexity.

Entanglement of of the Digital



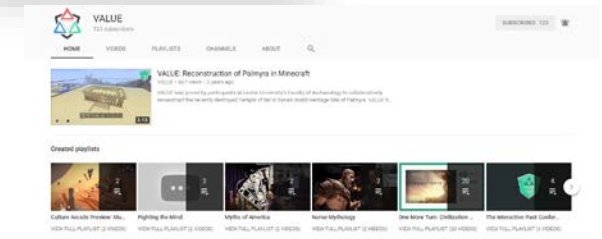
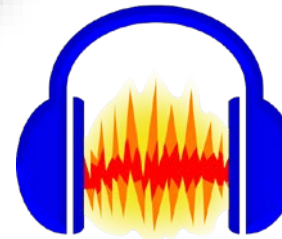
Digital Media, my perspective

- Game Studies
- Archaeology
- Historical (evolutionary theory)
- Social and cultural theory
- Opinionated and undereducated, but also totally puzzled/fascinated
- Experiential:
 - User
 - Creative



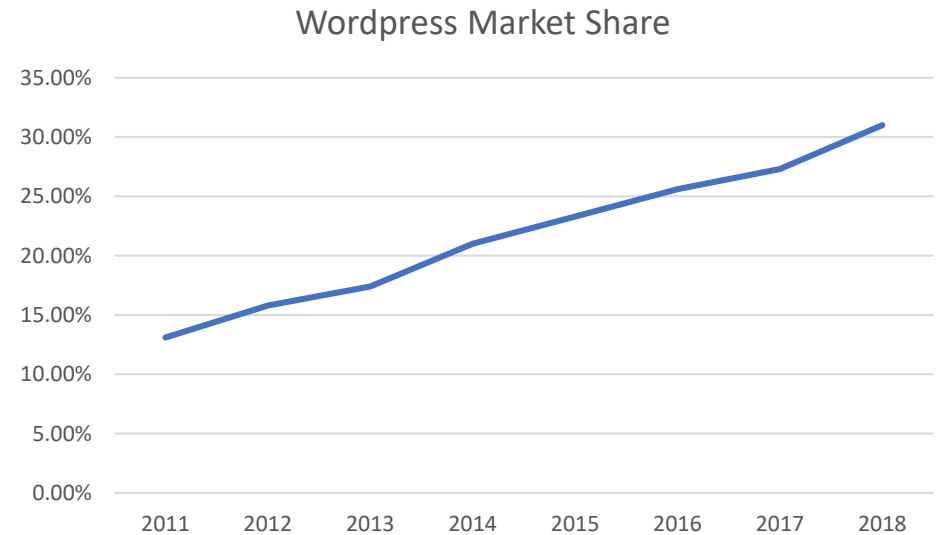
Create!

- Experiential
 - “User”
 - Creator
 - Social Media
 - **Blogging** (Wordpress)
 - **Podcasting** (Audacity)
 - Online streaming (Open Broadcast Software, Twitch)
 - Video content (Adobe Premiere, YouTube)
 - Games (Unity, Twine, Minecraft maps)
- What digital media have you created?
- What would you like to create?



Wordpress

- A Content Management System
- A **very popular** CMS
 - Runners-up: Joomla (3.1), Drupal (2.1), Squarespace (1.1)
- Based on:
 - PHP (Hypertext Preprocessor)
 - HTML
 - CSS
 - Javascript



Data from [W3Techs](https://www.w3techs.com/)



Blogging Tips

- Write for yourself
- Add new things to the topic by:
 - Telling your story
- Be concise, clear, and consistent
- Keep notes
- Write catchy headlines
- Use images/other media
 - Watch out for copyright! Linking is okay, but if embedding, use creative commons!
- Stuck for topics?
 - Google “Trump News”
 - Literature list
 - Slack!