

# Digital Media, Society, and Culture

Angus A.A. Mol

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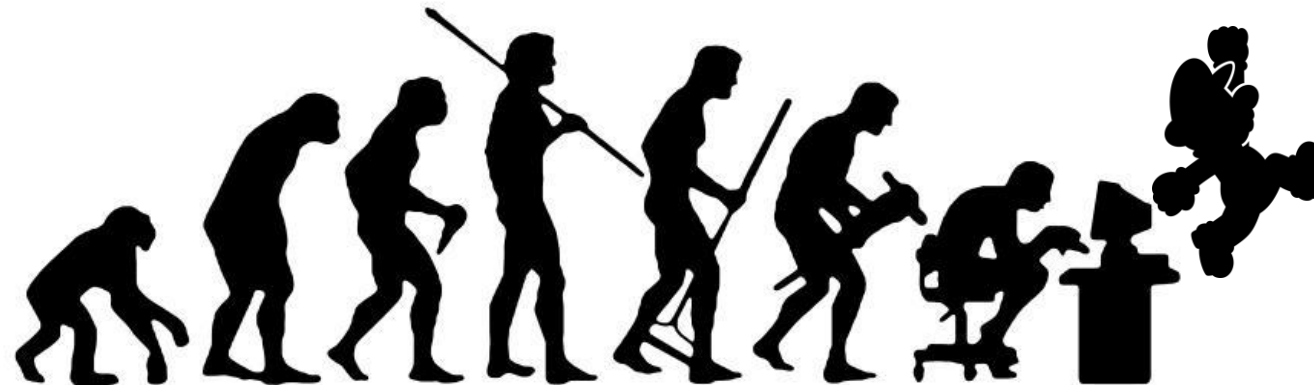
# AMS2019

- Manon (callback) on [Influences of Digital Media on Artists](#), continued in a [podcast](#)
- Itzelrodd goes down the [Rabbit Hole](#)
- BerBremm on [Oranges... Yeah Oranges](#)
- Moos on ok, boomer (vol [1](#) and [2](#))...
- Thijmen wants us to [USE GOOGLE TRANSLATE](#) (so I [did](#))

# DH2019

- Ewout: [Let's Stop an Execution](#)
- Judith on the [Good and the Bad](#)
- Sanem [From Love Letters to Smartphone Screens](#)
- Lorenza Rose on [Technology and Perfumes](#)
- Ilse on [The Fear of the Machines](#)

# Cyborgs



# Introduction by Roos





# Technology and Theories of the Body

- Cybernetic Organism:
  - Cybernetics: “The scientific study of control and communication in the animal and the machine.” (Wiener 1948)
  - “The Cyborg deliberately incorporates exogenous components extending the self-regulatory control function of the organism in order to adapt it to new environments.” (Cyborgs and Space, [Clynes and Kline](#))

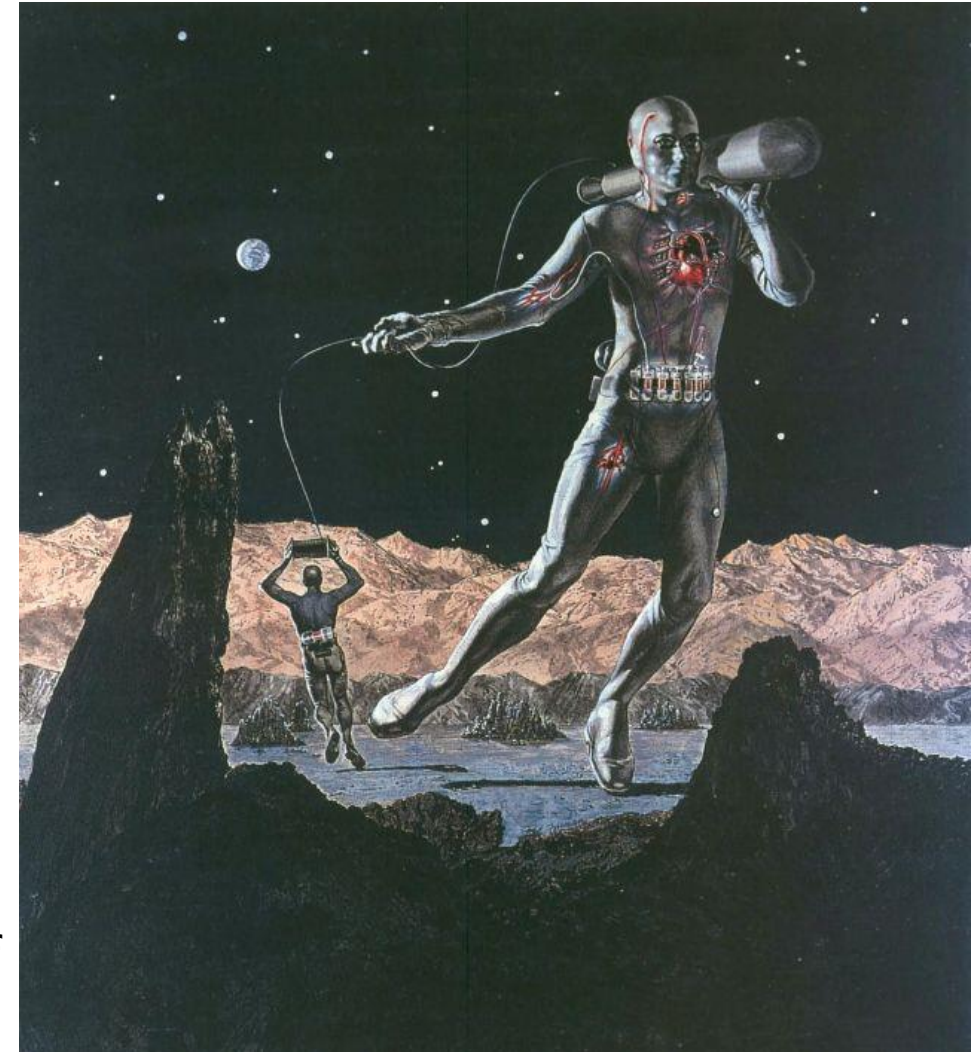
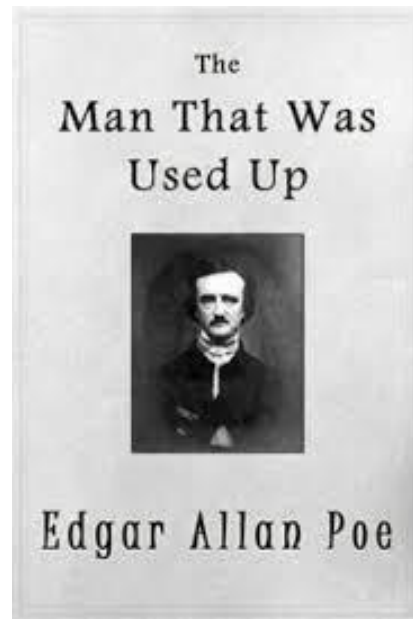


Illustration accompanying a LIFE magazine coverage of  
*Cyborgs and Space*

# Cyborgs all the way down..



[\*Humani Victoris Instrumenta\*](#),  
Unknown Artist (1570s)



"And a bloody action it was," **continued the thing**, as if in a soliloquy; "but then one mustn't fight with the Bugaboos and Kickapoos, and think of coming off with a mere scratch. Pompey, I'll thank you now for that arm. Thomas" [turning to me] "is decidedly the best hand at a cork leg; but if you should ever want an arm, my dear fellow, you must really let me recommend you to Bishop." Here **Pompey screwed on an arm.**"



Roos, the Cyborg,  
making a tattoo of a Cyberman



*Homo habilis*, 2 million years ago  
[Forensic reconstruction](#)



# Play and Cyborgs (Keogh 2018)

- *A Cyborg Manifesto* (Haraway 1985)
  - Cyborgs as chimeric, hybrid beings vs dualism, essentialism, patriarchy



Donna Haraway

“Perhaps, ironically, we can learn from our fusions with animals and machines how not to be Man, the embodiment of Western logos.”

Bodies (both self-identified and ascribed) are central to our digital play





# Arcades: Fun for the Family



# Pac-(Wo)Man

“Women are insane about this game. Men like the sports games, the action games and the space games. Women like the predator games.”

NBC News Report

“Video experts believe that Pac-Man’s lighthearted graphics, catchy tunes and the absence of exploding spaceships attract women players.”

Working Women magazine



Ms. Pac-Man

## Private Lives/Jennifer Allen **ALL THE WORLD'S A VIDEO GAME**

### Mind Invaders

IT IS A CHILL THURSDAY MORNING, THE day after the surgeon general announced that video games contribute to violent and testy behavior, a wobbly grip on reality, and, for all one knows, cancer of the eyeballs, dyslexia, ennui, arthritis, palsy, and pox.

The surgeon general's remarks worried but did not faze me. At nine the next morning, I am standing in a smudgy, steamy Laundromat at Broadway and 78th Street, burrowing in my purse for quarters for the Pac-Man machine, and feeling like the chaperon at the party. On line ahead of me, having dumped his bundles at my feet, is a pocky, pink-skinned messenger; ahead of him is a six-year-old boy who has to stretch his neck to see the screen. Except for a tall boy in a crew-neck sweater slouching against a washing machine and devouring a Mars bar, the others on line are all skinny and black and look about fourteen years old. The children glance at me, mildly curious, the way you pass by someone who is having a conversation with a parking meter.

For a while it is reassuring, a comfort just to be near the Pac-Man machine, like sitting in a restaurant when you're famished, knowing a hot dinner is on its way. But the minutes start to limp, then hobble. How long will I have to wait? Is it possible that I'll have to leave here without getting to play?

"Shouldn't you be in school?" I ask one of the boys, in what I hope is a friendly, bantering tone.

"Shouldn't you be at work?" he says.

I have been bewildered lately by my fascination with Pac-Man: Lacking a certain competitive gusto and weak in motor skills, I have never been a games player or sportswoman. So it comes as a surprise—like a sudden infatuation with someone I never even liked—to find that I am attached to this game. I play almost daily, before or after working, and cannot pass by a machine without stopping for a game. I've stopped buying cigarettes at the head shop down the street and switched to a candy store-video parlor two blocks away. I steal quarters

from my boyfriend's dresser top, the ones he saves for the washing machine, and tell him I'm going out for the paper.

The romance began on Labor Day weekend. On the way back to the city, I stopped at a Catskill resort, and wandering through the vast lobby, I came across a big black room aglow with wall-to-wall video games. It was dazzling in there, like Las Vegas: hot lights

This game features a skier schussing down a mountain slope to a gay Bavarian tune and a remarkably lifelike sound effect of skis slicing through crisp, packed snow. The idea was to guide the skier past the tractors, trees, and boulders that dotted the slope. I lasted longer there, but got discouraged again: The collisions reminded me of my own un-happy skiing past—spills, tumbles, tears.

Wait: Another happy, dopey song noodled from a nearby machine. It was the Pac-Man theme song—a tune that, weeks later, I would hear in my dreams. Grown-ups and children were clustered around the game, laughing and talking, better-tempered than the dour, determined players who wrestled with Asteroids and Space Invaders. The object of the game was to get the yellow Pac-Man to eat the maze of dots on the screen before being eaten by the creatures who pursued them. If the Pac-Men ate certain dots, the creatures in pursuit turned blue, and the Men could earn extra points by eating them. There were no explosions or smashups; when a Pac-Man got eaten, the only sound was a droopy, wilting noise, the kind that might accompany a clown making a sad face.

I spent \$3 at Pac-Man, oblivious to the honeymooning couple patiently waiting their turn, and left feeling feverish and happy and a little woozy, as if I had just gulped a strong drink on an empty stomach. Driving home, I found myself humming the Pac-Man song.

I begin playing regularly at the candy store-video gallery. Like a customer in a porn shop, I do not look at the proprietor, even when he gives me change. In the back of the store, where the three games are, the carpet is flecked with gum wrappers and cigarette butts; it is so warm and clammy that players wipe the sides of their faces as they play, and the control knobs of the games are slippery with sweat. When the younger players are here, mostly boys and girls from about eleven to fourteen, the place smells of grape gum and some kind of lime stick candy that stains the kids' mouths green. At dusk, when it is taken over by older teenagers and young men,





# International video games promote sexism and violence against women

## U.S. manufacturers guilty of same

A new video game, "Lover Boy," made in Japan and exported to Europe, has caused controversy in West Germany. Despite the West German Health Ministry's assurance that the game has been destroyed throughout the country, it is still found in amusement arcades.

The object of the game is for the player, who controls a naked male figure, to rape as many women as possible. In the first part of the game, the naked man chases four women, as a policeman patrols in the background. The man tries to catch the women without being arrested by the policeman. As he is successful in catching a woman, the words "Help! Help!" appear on the screen, along with the name of the woman he has caught.

The second half of the game shows scenes of forced sexual intercourse between the man and the screaming woman. If

the women reach the police station without being raped, the player loses.

Meanwhile, here in the U.S., a new line of video games has arrived with the aim of introducing housewives to computers. These games, designed by 2-Bit Software of Del Mar, California, are intended to teach housewives about the world of computers. The package of four new games includes "Mad Dash," "Shopping Mall," "Carfool," and "Harried Housewife."

The first game has mom running around the house, coping with a crying baby, ringing phone and boiling pot; the second shows her searching for her lost car in a parking lot maze. In "Carfool," mom runs out of gas while doing errands around town; and in "Harried Housewife," she struggles with an endless list of chores and if she does them all, she gets a hot bath and a nap.



"International Video Games Promote Sexism and Violence against Women."

*Double Standard*, Dec 1984-Jan 1985, p. 5. *Archives of Sexuality & Gender*, <http://tinyurl.galegroup.com/tinyurl/8Q4Z2X>.

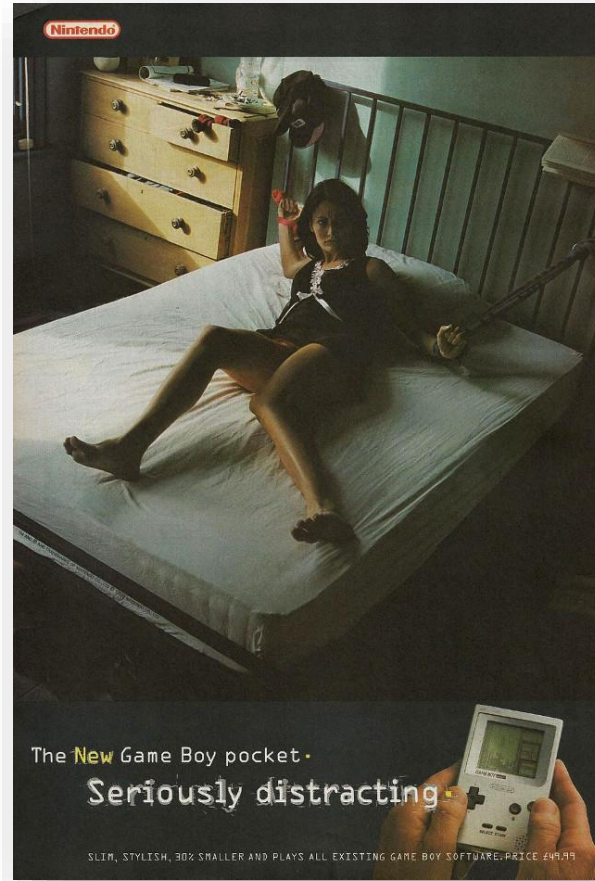


# Video Game Commercials 90ies

[Atari Jaguar](#)

[Sega CD](#)

[Game Boy Commercial](#)





# XBox One (2014) Promotional Campaign Letter

## PS Vita's Doctor Advice

Hey [honey](#),

Not sure if you've heard, but Xbox One is now available. That means we can start playing games like [Dead Rising 3](#). I know, I know. You'd rather [knit](#) than watch me [slay zombies](#), but hear me out on this. Xbox One is actually for both of us. Seriously.

I put together a list of reasons why the console could benefit you and me—together and apart, but mostly together:

1. **Games!** Maybe you don't LOVE games like I do, but there's really something for everyone. While I'm playing [Dead Rising 3](#), you might like [arcade](#) games. And since you were just begging me to [dance](#), I'm willing to play [Forza Motorsport 5](#) just [for](#) you. It's a win-win!
2. **Entertainment for both of us.** You love [movies](#) and I love [football](#). Well, with the Xbox One, we can love both. We can catch your favorite [team](#) AND check out my favorite [team](#). Just think of all this togetherness we're going to experience. It's gonna be awesome!
3. **It will help us get fit.** The console offers Xbox Fitness free with Xbox Live Gold through December 2014\* so [I](#) can get [the abs I've](#) always dreamed of, while working out to [Tracy Anderson](#).
4. **Play with others.** You've been encouraging me to [play with others](#) and it just so happens that Xbox One has the best multiplayer service that [filters out jerks](#). So don't you worry. If we get an Xbox One, I'll be [making new friends](#) in no time.
5. **We can talk on Skype** with your [favorite sister](#) whom, of course, I love dearly. Heck, we can even talk to them while we watch your favorite [TV show](#).

So what do you say? Let's be like an awesome movie montage—just me, you, and ~~my~~ our Xbox One—together at last.

Xoxo,  
Me

p.s. Did I mention how [beautiful](#) you are? And how I really appreciate that you [love me more than anything](#)?

p.p.s If (or should I say when) we get Xbox One, you have dibs on the first [multiplayer game](#) that we experience together.

p.p.p.s Long story short: I really, really, really want one for the holidays—y'know... for us.

# “The Gamer”



- Male
- Young
- White
- Not social
- Competitive
- “Hardcore”
- “Weird” relation to sex
- (Geeks)

## Gamers



What my friends think  
I do



What my family thinks  
I do



What society thinks I  
do



What my colleagues  
think I do



What I think I do



What I really do

powered by uthinkido.com



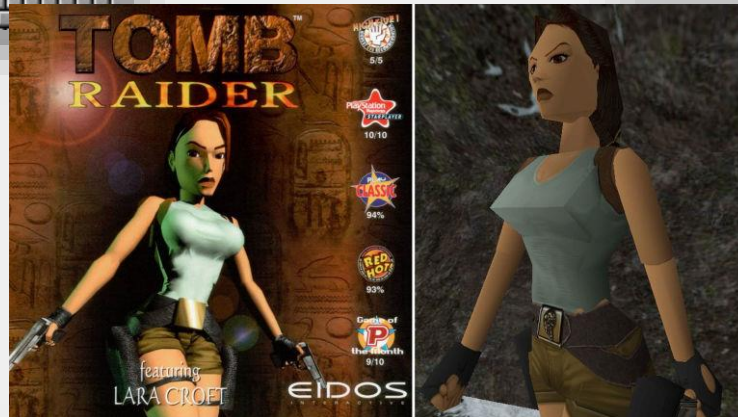
# Women in Video Games



Damsel in Distress



Ms. Male Character



Body Types

Women as Reward

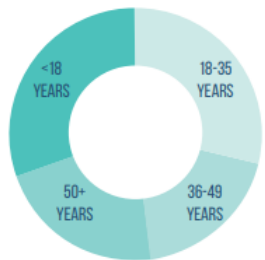


# People Play Games

## THE AVERAGE GAMER

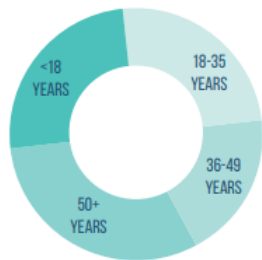
The average gamer is 34 years old.

### AVERAGE GAMERS BY AGE GROUP



#### MALE

UNDER 18 YEARS OLD: 17%  
18-35: 16%  
36-49: 12%  
AGE 50+: 11%



#### FEMALE

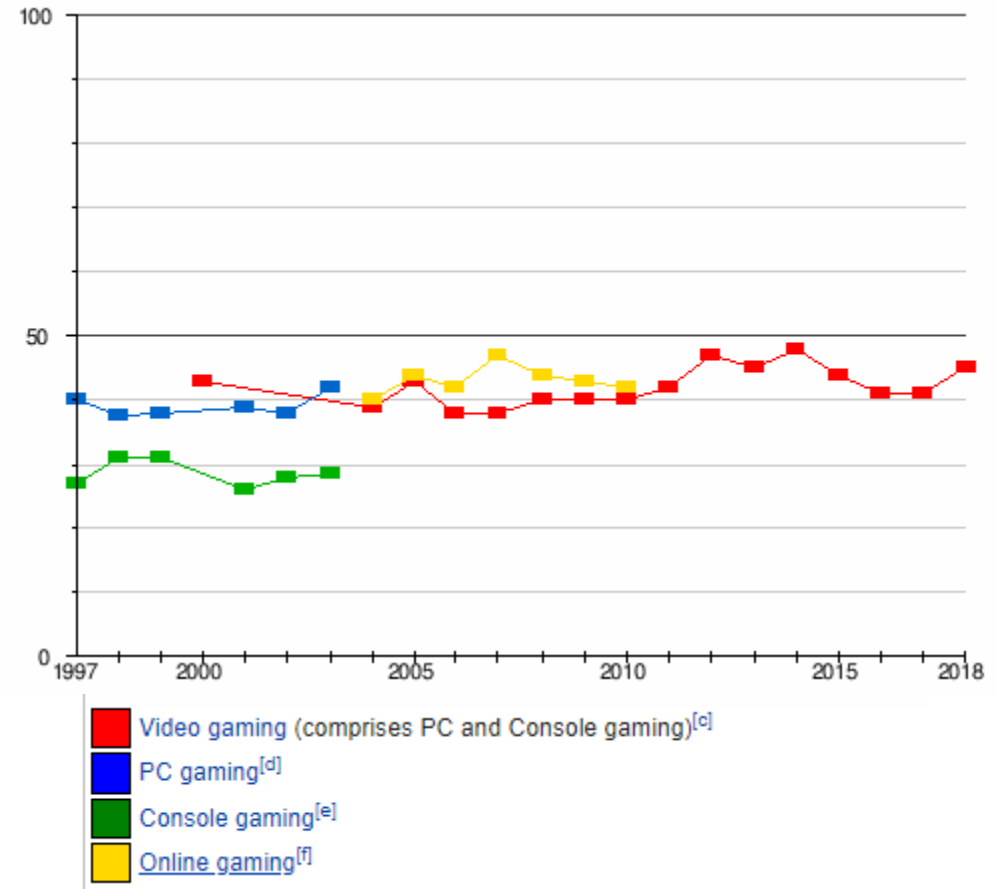
UNDER 18 YEARS OLD: 11%  
18-35: 13%  
36-49: 8%  
AGE 50+: 12%



The average **female** video game player is **36**, and the average **male** video game player is **32**.

**45%** of US gamers are women.

Source: [ESA 2018 Report](#)



Source: [Wikipedia](#)

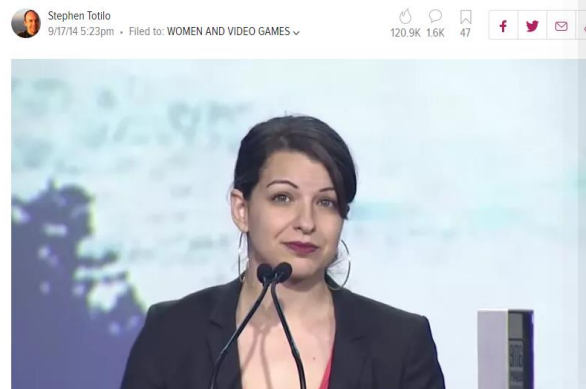


# Tropes vs. Women

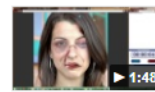
- [Feminist Frequency](#) (Anita Sarkeesian)
- Successful (\$158,000) Kickstarter
- Harassment



## Bomb Threat Targeted Anita Sarkeesian, Gaming Awards Last March

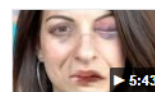


## Speed Run of Beat Up Anita Sarkeesian. (WR maybe) 5 seconds ...



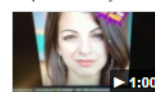
Jan 28, 2015 - Uploaded by Astrowave  
Here's the link [https://mega.co.nz/#121M3xRSIIJeYx\\_SgzRn05Df-7F2JCAPv6ggc335TT06WyzjXV7E](https://mega.co.nz/#121M3xRSIIJeYx_SgzRn05Df-7F2JCAPv6ggc335TT06WyzjXV7E) ...

## Controversial Games | BEAT UP ANITA SARKEESIAN - YouTube



Sep 21, 2016 - Uploaded by Sentient Fart Cloud of Doom [dormant channel]  
I am rebooting my controversial games series. I'll be covering the game Beat Up Anita Sarkeesian. Video on ...

## let's play PUNCH ANITA SARKEESIAN \*\*TRIGGER WARNING ...



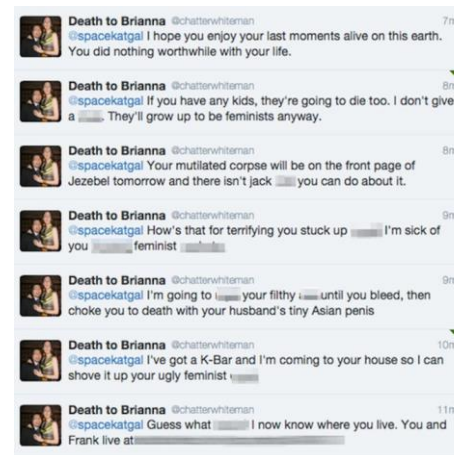
Jul 14, 2012 - Uploaded by GAMERBOYMANYGAMES99  
"So no apologies for all the misogyny I just want some company to come and watch some porn with me ...



# Gamergate



- Harassment campaign against Zoe Quinn
  - Developer of Depression Quest
  - Masquerading as “Ethics in Game Journalism”
  - [Doxxing](#): the public release of personal information
  - Involving other (female) developers.
- Misogyny and Gaming
  - Violently shutting out the Other



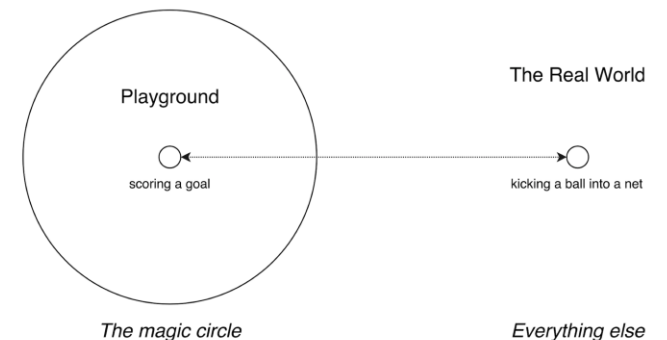
Recent: Red Dead Redemption 2, player violence against suffragettes

# Gamers caught outside the Magic Circle

- Play is free, not "ordinary" or "real" life, creates order, connected with no material interest.
- “Gamers” essentialize, internalize, and lock down the playground.

“In addition to making sense of how gaming subcultural capital is deployed, what performance allows for, as Butler (2009) describes it, is a **way to conceive of the self, individual, and identity as results of momentary, fraught and complex intersections between the social and the individual.**”

From Adrienne Shaw's [\*On Not Becoming Gamers: Moving Beyond the Constructed Audience\*](#)



# Games as Liberating, Empathizing Play

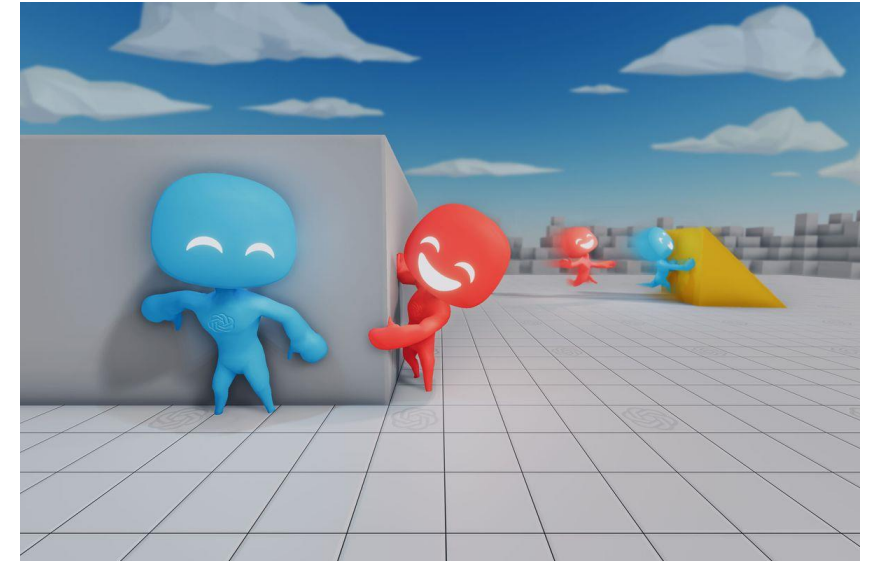


Dys4ia



# Computers in the Playground

- AI provides opposition to our game performances
- Check out Google's [QuickDraw](#)
- OpenAI [Plays Hide and Seek](#)
- Google's [Deepmind plays Starcraft 2](#) (better than most humans)
- Yet... no mixing the Playgrounds:
  - Cheating (e.g. [aimbots in Fortnite](#))



# No class next week: find a cyborg or computer and go play together!

e.g. at the [Nationaal Videogame Museum](#) in Zoetermeer!

