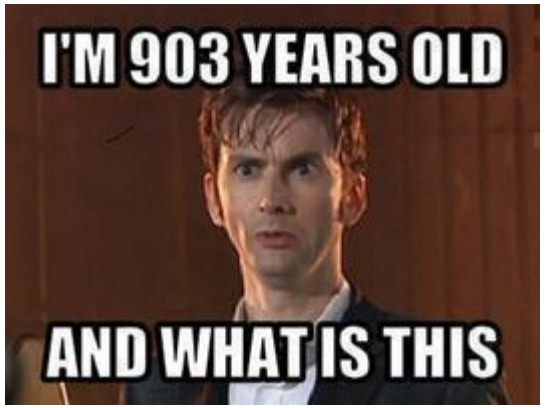
Digital Media, Society, and Culture

Angus A. A. Mol

We Live in Public

You want to tell us something about that?

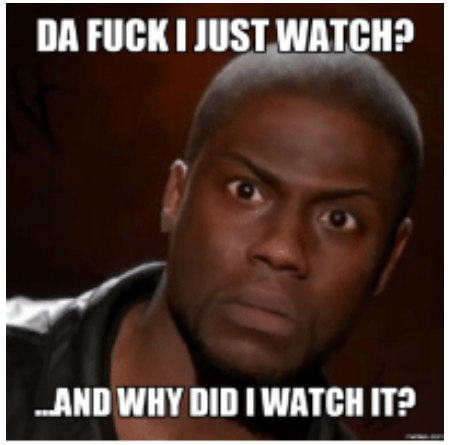
WHAT DID WE JUST WATCH?!?

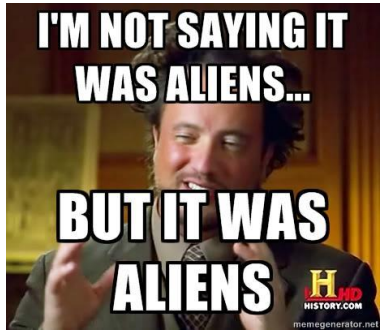

I'M 903 YEARS OLD
AND WHAT IS THIS

WHAT DID I JUST WATCH?
imgflip.com

WHAT IN THE HELL
DID I JUST WATCH?

WELL THEN
THAT'S ENOUGH INTERNET FOR TODAY
imgflip.com


DA FUCK I JUST WATCH?
...AND WHY DID I WATCH IT?

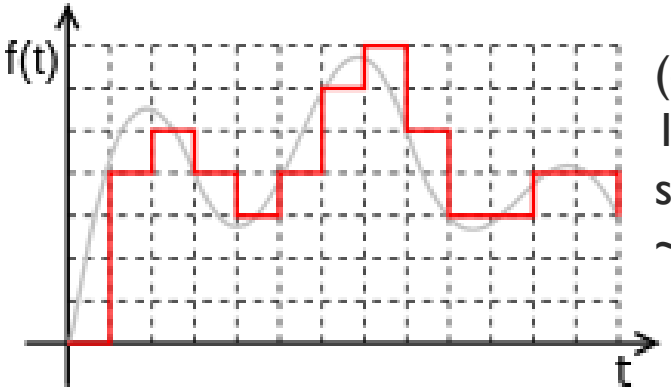

I'M NOT SAYING IT WAS ALIENS...
BUT IT WAS ALIENS
HISTORY.COM
memegenerator.net

WHAT THE ACTUAL FUCK
DID I JUST WATCH?!?!

I'M GONNA BACK AWAY SLOWLY
AND COME BACK WHEN THERE'S LESS WEIRD SHIT

1990s || 20 years → Now

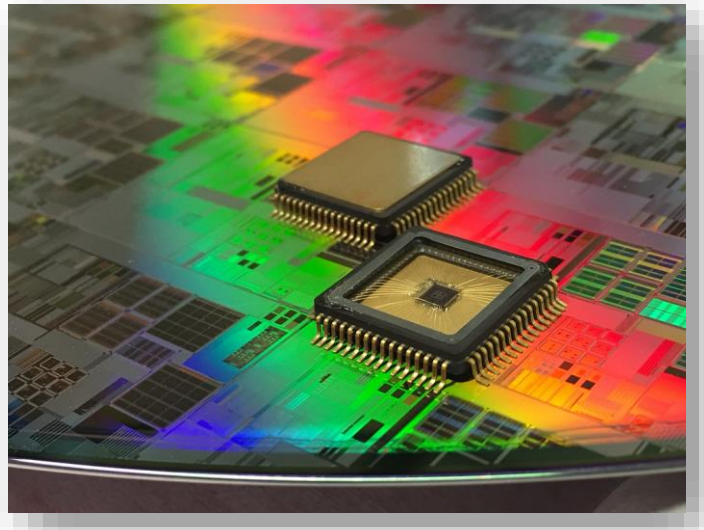
Digital Roots



(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

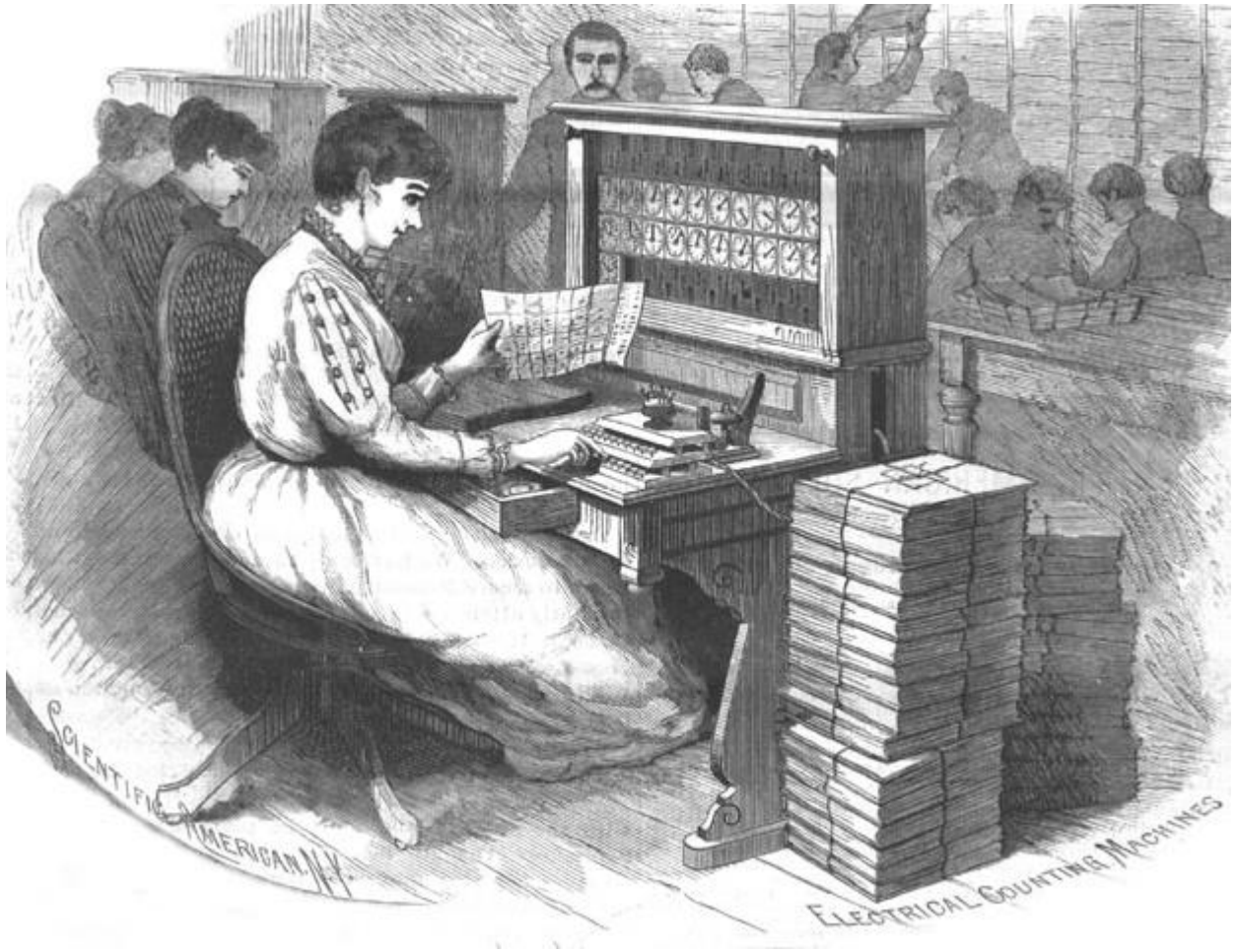
01010111 01100101 01101100 01101011 01101111
01101101 00100000 01101001 01101110 00100000 01001100
01100101 01101001 01100100 01100101 01101110 00100001

} "Welkom in Leiden!" in binary code

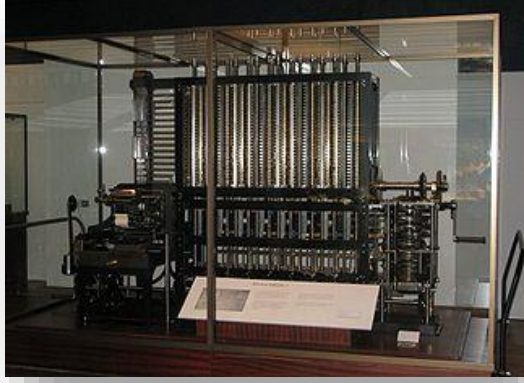


A computer is a set of integrated circuits of transistors ("microchip") through which electricity flows in on/off patterns.

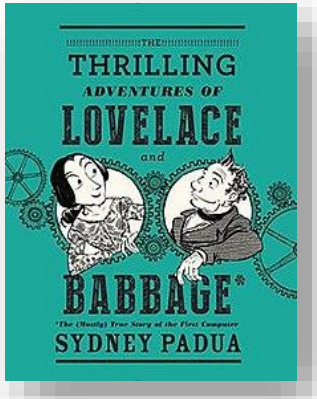
The First Computers



Babbage's Analytical Engine and Lady Lovelace

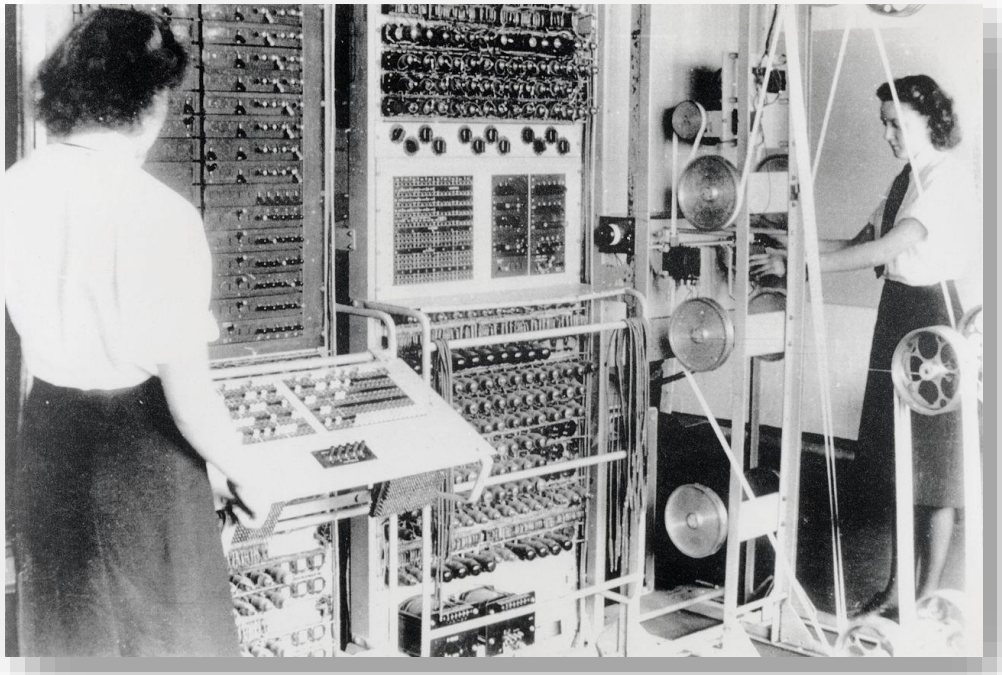


Working model in London's Museum of Science



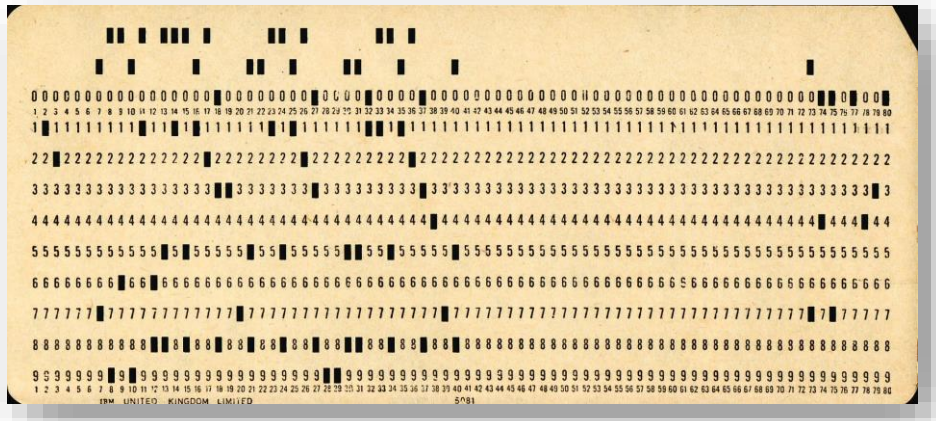
War Machines

IBM 701 (1952):
ordered by the NSA



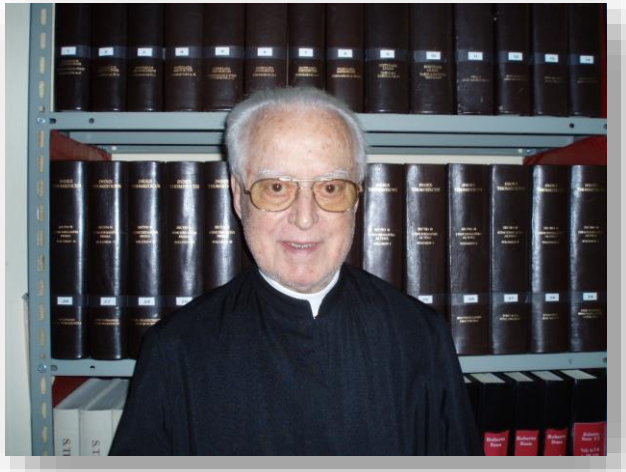
First Electronic Computer: *Colossus codebreaker* (1944)

Vacuum tube
(pre-transistor technology)



Hollerith-kaart/punch card

Roots of the Digital Scholar



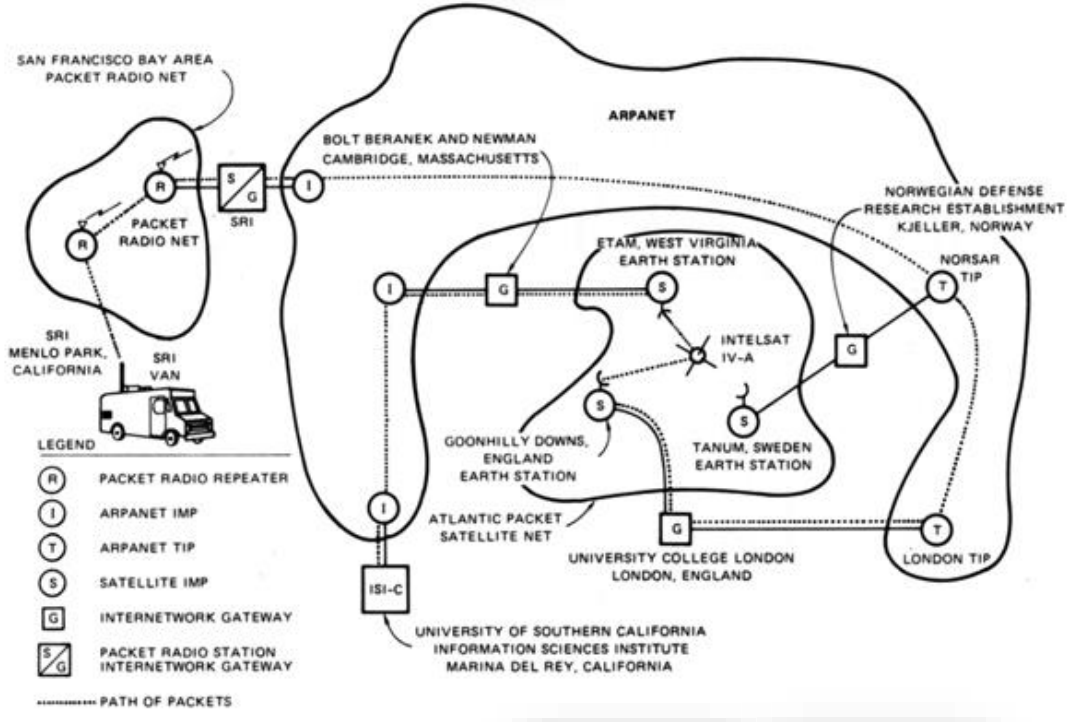
Father Roberto Busa (in 2006)

Thomas Watson (founder of IBM)

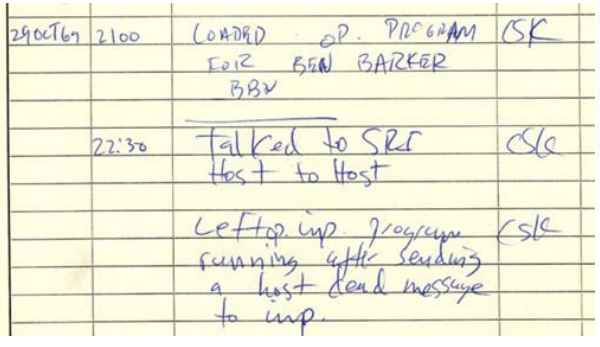
What is the metaphysics of presence in St. Thomas Aquinas?: praesentia, praesens + proposition

"I knew, the day I was to meet Thomas J. Watson, Sr., that he had on his desk a report which said IBM machines could never do what I wanted. I had seen in the waiting room a small poster imprinted with the words:
'The difficult we do right away; the impossible takes a little longer.' "
- Roberto Busa, 1980

From ARPANet to World Wide Web



Log of first ARPANet message



'Fathers of the internet'
Vint Cerf & Bob Kahn

Tim-Berners Lee, inventor of the WWW

Aol.

CompuServe

hobbynet

EUnet

SURFNET

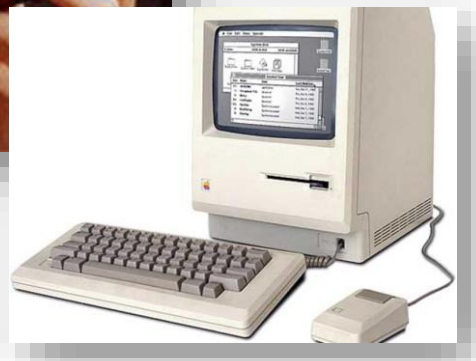
See the blog by Ben van Yperen, Digital Archaeology

The 80ties: The Digital comes "Home"

Bill Gates

Steve Jobs

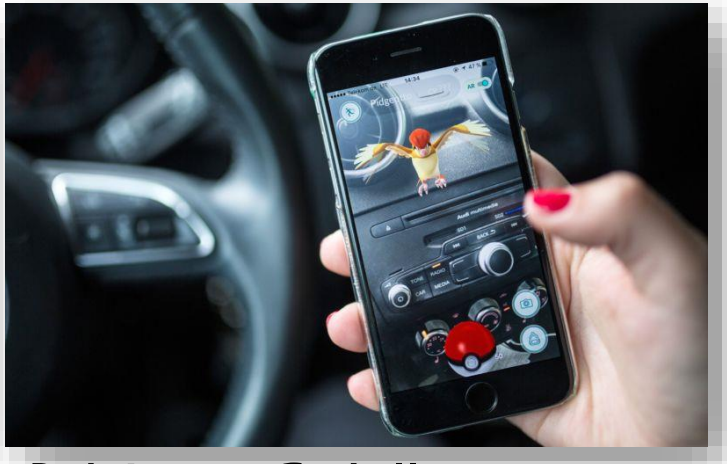
Graphical User Interface (GUI)
+ Office Software



Personal computing
Apple Macintosh

The Post-Digital Age: Entanglement of the Analog and the Digital

Commander in Tweet



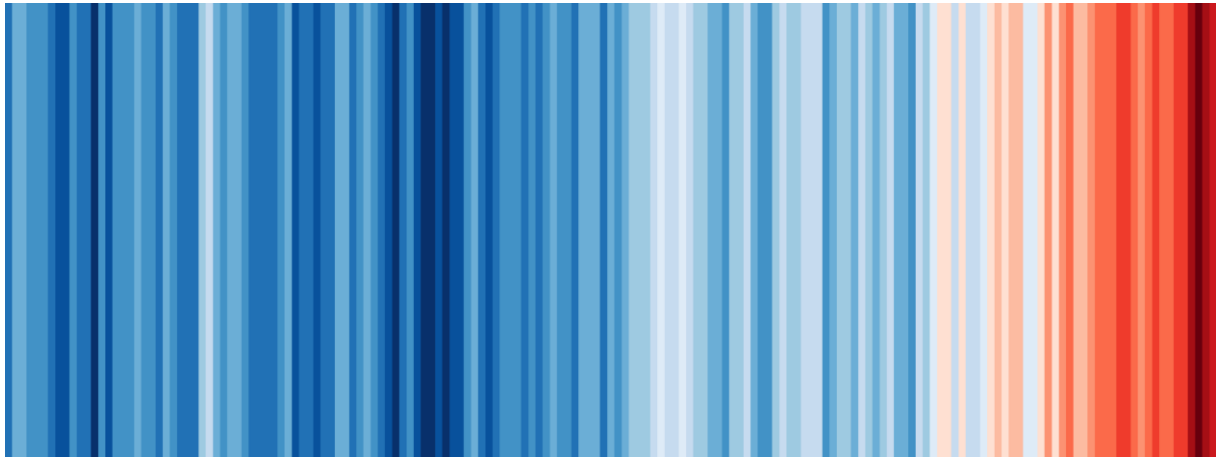
Pokémon Go kills

Smartphone "Condom"

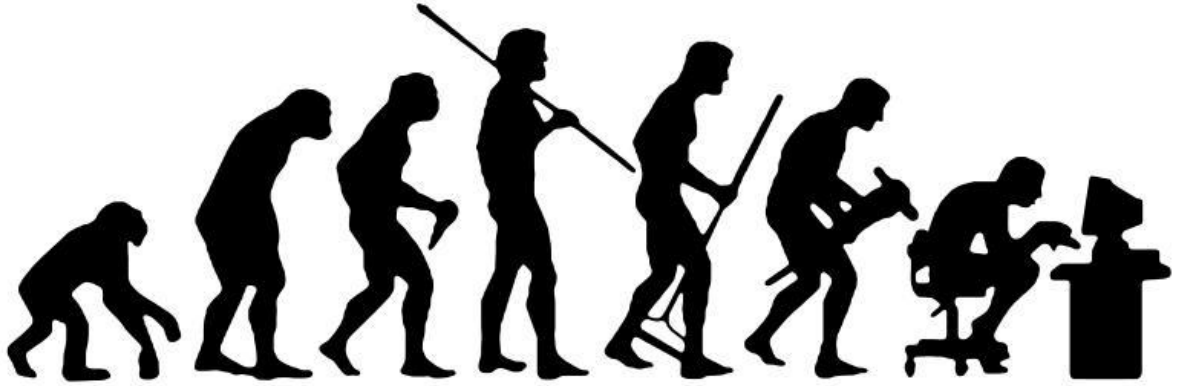
Facebook &
Cambridge Analytica scandal

"Data is the new oil"

Humanity faces two *crises*
human-made: Humanities' solutions?



Warming stripes (Ed Hawkins)
Annual global temperatures, 1850-2018
Blue = cooler than normal
Red = warmer than normal



Digital (R)evolution

Not *why*, but **how**?

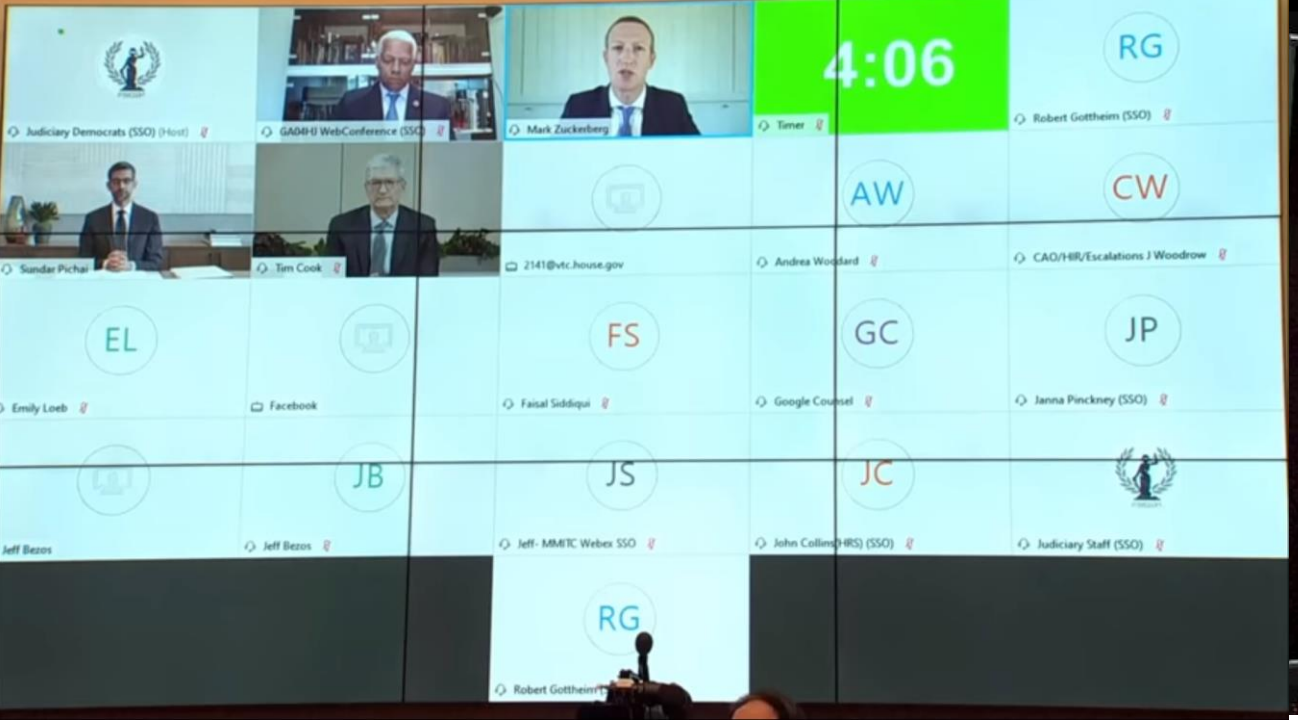
Google

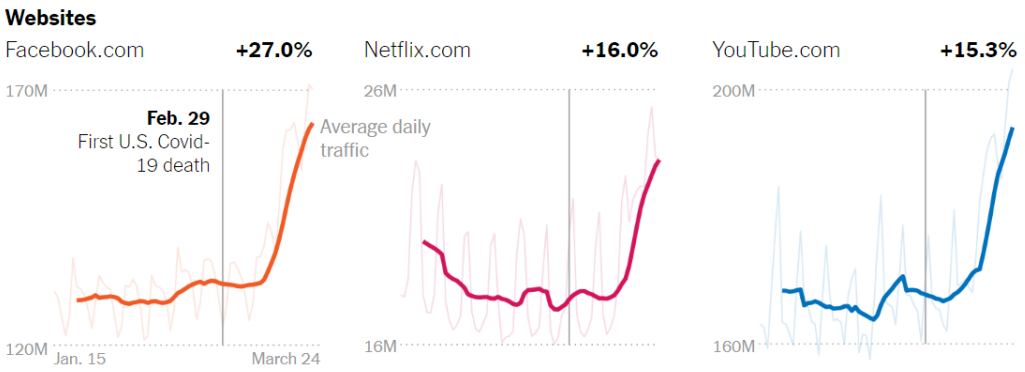
Visualization showing the number of trees needed to absorb the amount of CO2 generated by the global visits to google.com every second in 2016!

Joanna Moll, 2016, janavirgin.com
DEFOOOOOOOOOOOOOOOOOOOOOOREST

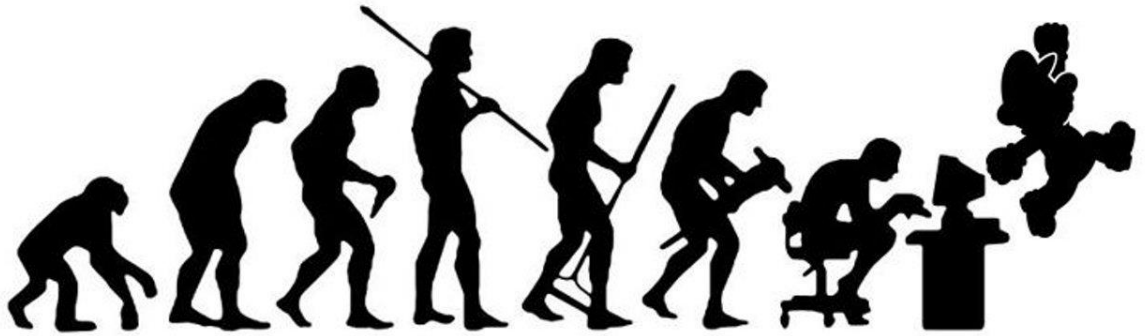
www.janavirgin.com/CO2/DEFOOOOOOOOOOOOOOOOOOOOOOREST.html

…. and *that* was in the ‘before times’!





Blog: AkifAliyev (Akif), A Marriage from Hell

The Digital (my perspective)

- The Digital as a Landscape
  - Media Ecology
  - Social and cultural theory
  - Phenomenology (User Experiences
- The Digital and its Historical Roots
  - Archaeology
  - Heritage
  - Historical (evolution)
- The Digital as Playful and Creative
  - Opinionated and undereducated, but also totally puzzled/fascinated
  - Game Studies