

# Digital Media, Society, and Culture

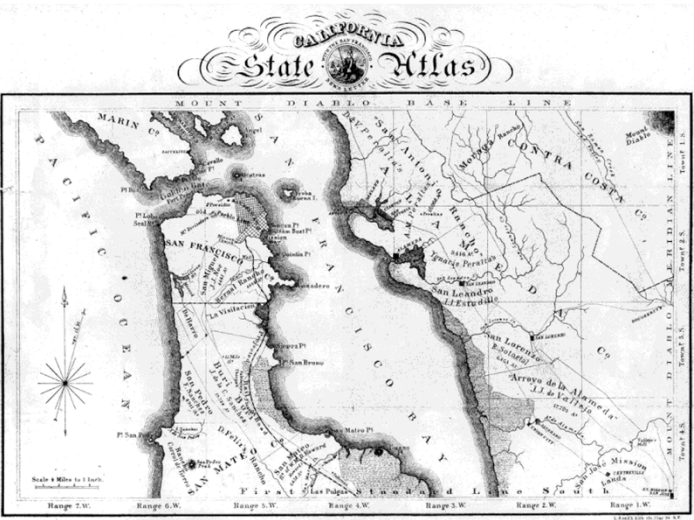
Angus A. A. Mol

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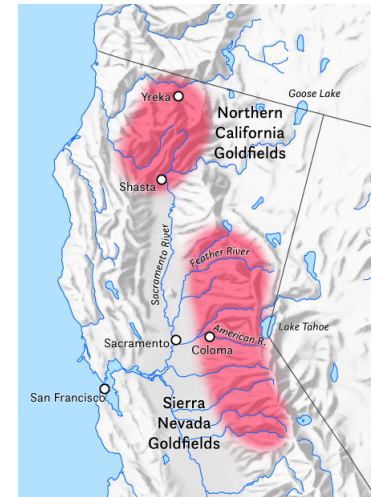
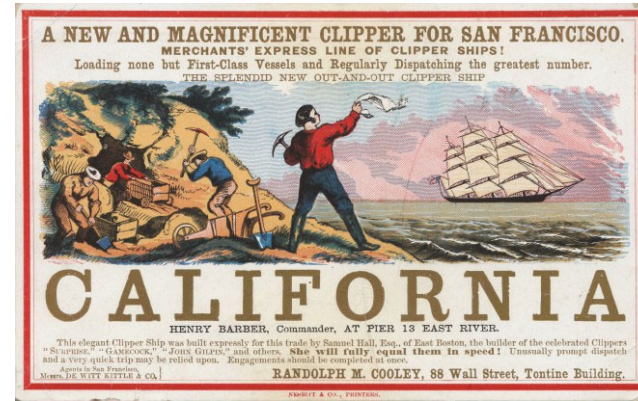


# The Valley of Gold and Silicon

# California Gold Rush



Early Ranching Map ↑ ↓ San Francisco's Harbour (1860ties)

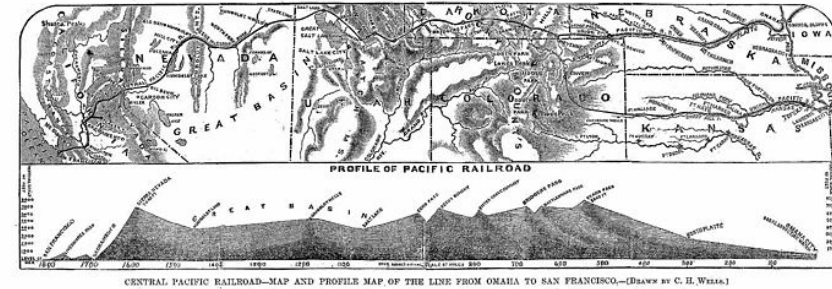
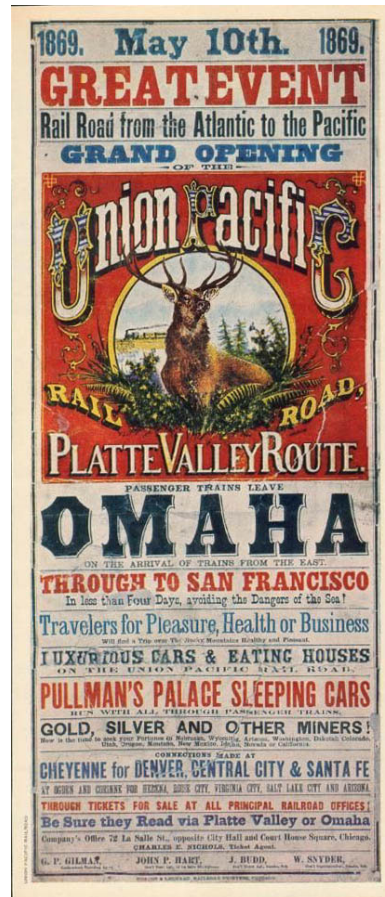


All images from Wikipedia's [California Gold Rush](#) page





# Leland Stanford and the Transcontinental Railway



# SRI and the Mother of all Demos

- Stanford Research Institute
  - 1946: Rubber replacement
  - 1950: Electronic Check Processing
  - 1953: Disneyland feasibility study
  - 1966: Shakey, the robot (AI)
- “Mother of all Demos”: Computer Society's Conference in San Francisco, by Douglas Engelbart on December 9, 1968

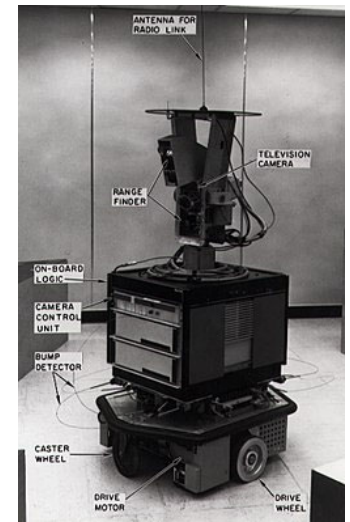
“Computing was, in those days, believed to be for arithmetic. That’s it.”

“There was this proposal called ‘Augmenting the Human Intellect’ by someone at SRI”

~ Bob Taylor, NASA (in Valley of Genius)

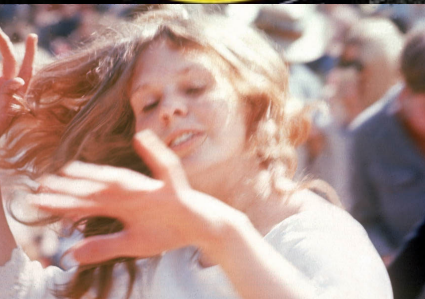


First mouse by Bill English



Shakey,  
the robot in 1972





# Hippies to Hackers

- Summer of Love, Frisco 1967

"As an engineer I wore a coat and tie to work every day, however, we all had our hippie costumes and we would go to San Francisco and pretend we were flower children. The ultimate posers, we were."

~ Nolan Bushnell, Co-founder of Atari

- Stewart Brand and the *Whole Earth Catalog*

- Lifestyle, but also software catalog

"When I was young, there was an amazing publication called *The Whole Earth Catalog*, which was one of the bibles of my generation ... It was sort of like Google in paperback form, 35 years before Google came along. It was idealistic and overflowing with neat tools and great notions."

~Steve Jobs

- 1980ties, Hacker Culture

- Computers as expressive

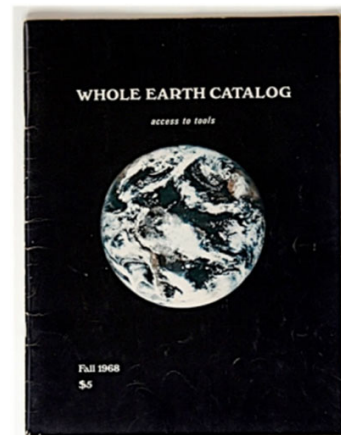
"It really was a gathering of the illuminati.

[...] It was really a very inspiring kind of occasion: Hey, we are here. We can get together. We are interesting people!"

~ Lee Felsenstein, organizer of the Homebrew Computer Club



Stewart Brand







## SILICON VALLEY U.S.A.

(This is the first of a three-part series on the history of the semiconductor industry in the Bay Area, a behind-the-scenes report of the men, money, and litigation which spawned 23 companies — from the fledgling rebels of Shockley Transistor to the present day.)

By DON C. HOEFLEIN

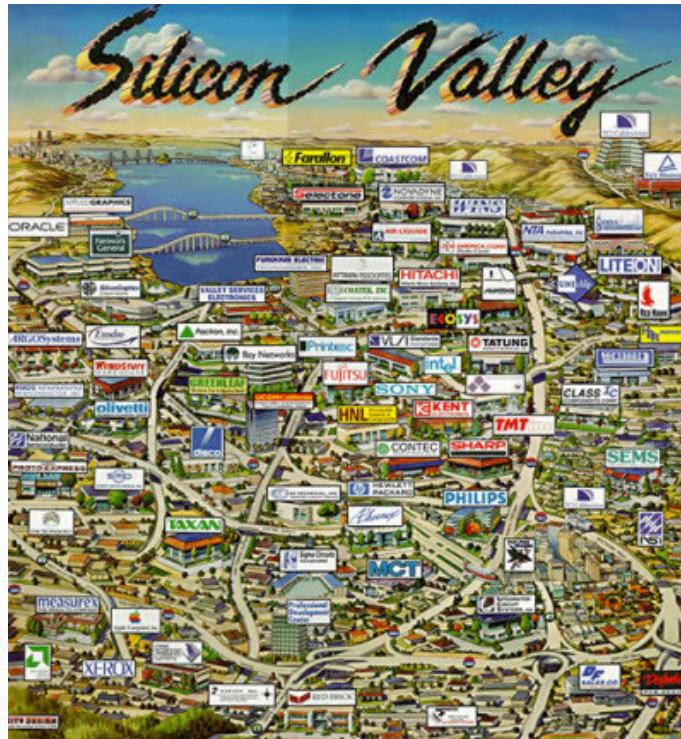
It was not a vintage year for semiconductor start-ups. Yet the 1970 year-end box score on the San Francisco Peninsula and Santa Clara Valley of California found four more new entries in the IC sweeps, one more than in 1969.

The pace has been so frantic that even hardened veterans of the semiconductor wars find it hard to realize that the Bay Area story covers an era of only 15 years. And only 23 years have passed since the invention of the transistor, which made it all possible.

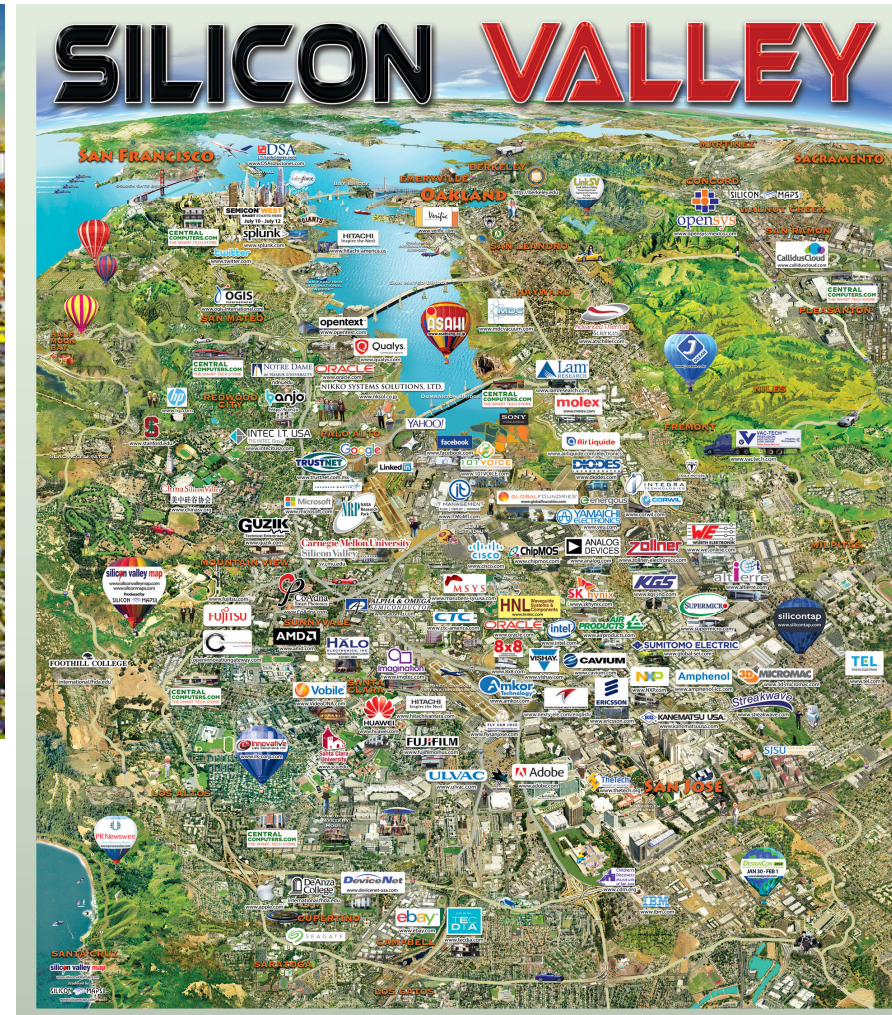
For the story really begins on the day before Christmas Eve, Dec. 28, 1947. That was the day, at Bell Telephone Laboratories in Murray Hill, N.J., three distinguished scientists, Dr. John Bardeen, Dr. Walter Brattain and Dr. William Shockley, demonstrated the first successful transistor. It was made of germanium, a point-contact device that looked something like a crystal detector, complete with cat's whiskers.

The three inventors won the Nobel Prize for their efforts, but only one of them, Dr. Shockley, was determined to capitalize on the transistor commercially. In him lies the genesis of the San Francisco silicon story.

It was only by a quirk of fate, however, coupled with lack of management foresight, that Boston failed to become the major semiconductor center San Francisco is today. When Dr. Shockley left Bell Labs in 1954, he headed first for New England to become a consultant to Raytheon Co., with a view toward establishing a semiconductor firm there under its auspices.



Late nineties map



2018 map



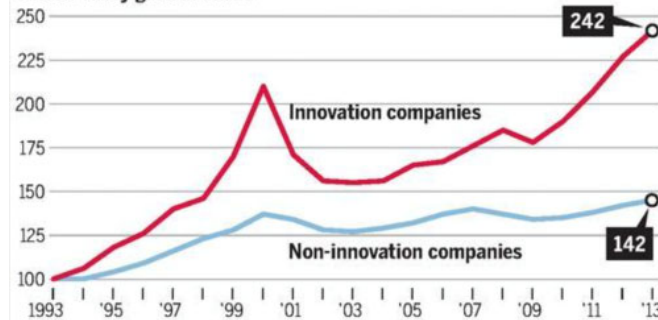


Nasdaq Composite stock market

### Silicon Valley's record-breaking growth

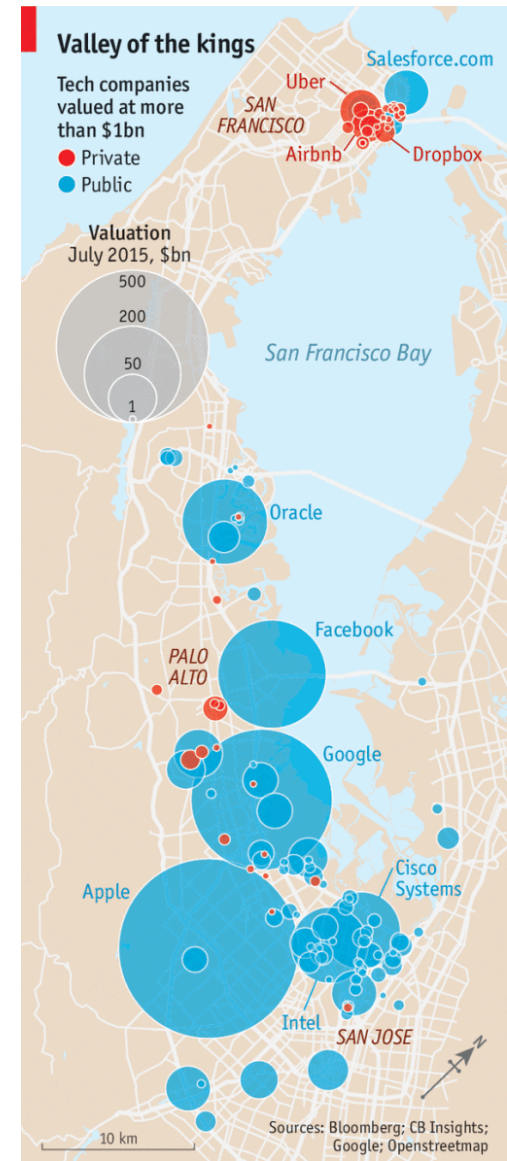
The region's innovation industries have been driving the economic growth for the past 20 years, surpassing the dot-com boom in 2000.

**Silicon Valley growth index:**



Note: Reflects GDP in Santa Clara, San Mateo and San Francisco counties; Starting values are indexed to 1993 economic output)

Source: Moody's Analytics; Analysis: Collaborative Economics BAY AREA NEWS GROUP



Economist.com



# More next week: The Ego Online!

“People use their real names on Facebook. [...] And I think that that’s a really simple social solution to a possibly complex technical issue”

