

# Digital Media, Society, and Culture

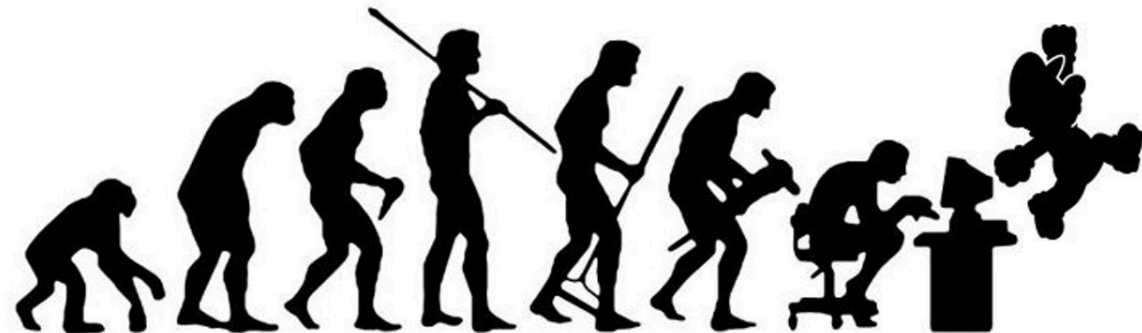
Angus A.A. Mol

```
01001000 01100101 01101100 01101100 01101111  
00100000 01010111 01101111 01110010 01101100
```

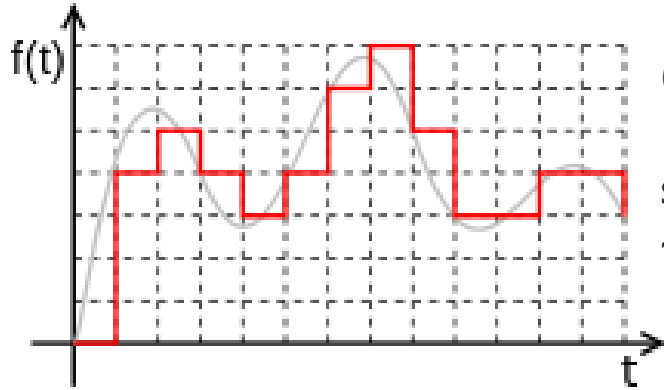


# The Digital (my perspective)

- 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



# Digital Roots



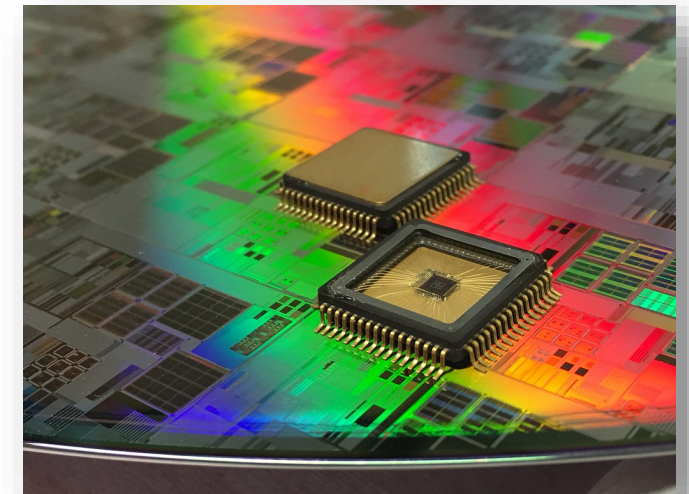
(of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization.

~OED

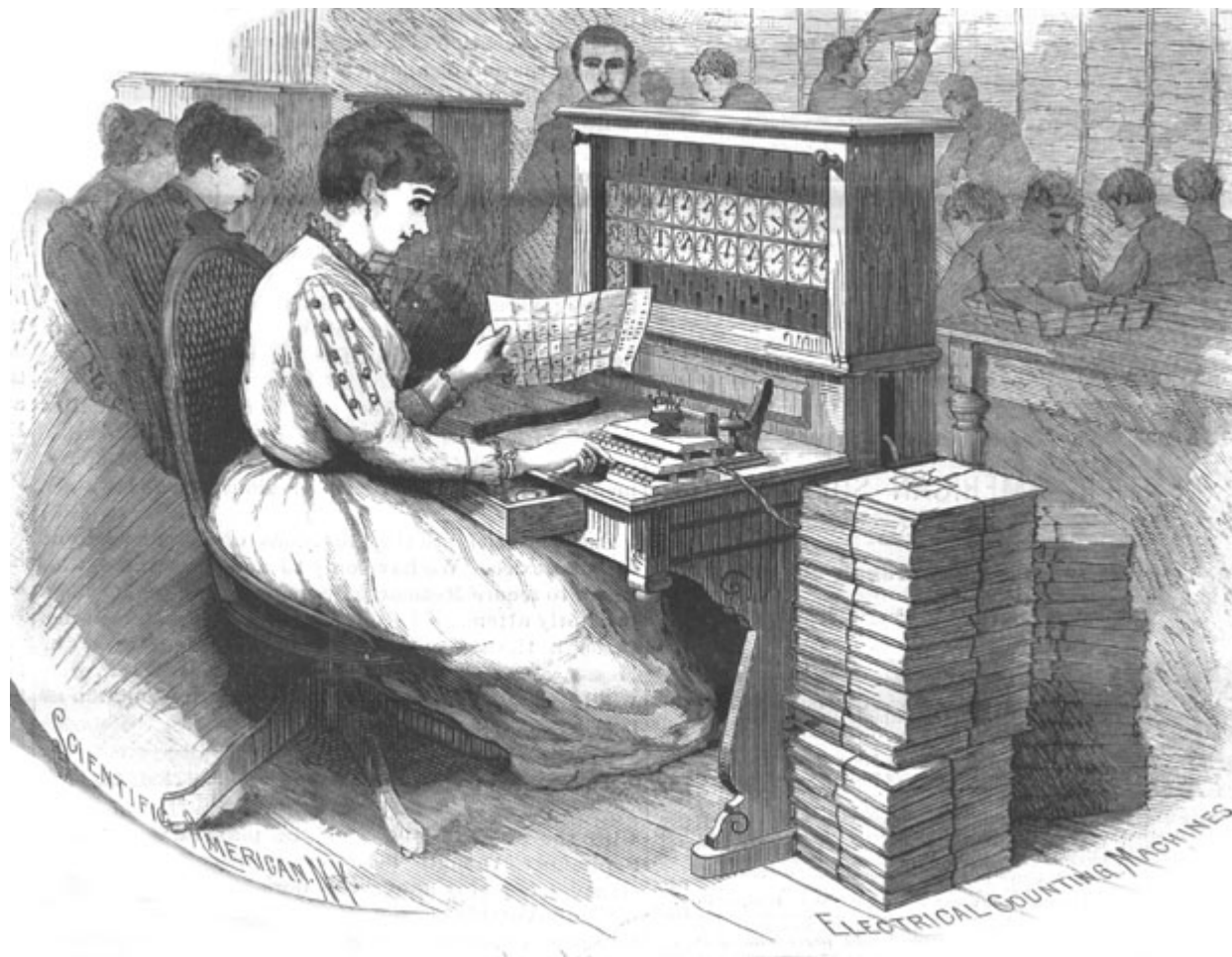
01010111 01100101 01101100 01100011 01101111 01101101 01100101  
00100000 01100010 01100001 01100011 01101011 00100000 01110100  
01101111 00100000 01100011 01101100 01100001 01110011 01110011

} “WELCOME BACK TO CLASS” in [binary code](#)

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

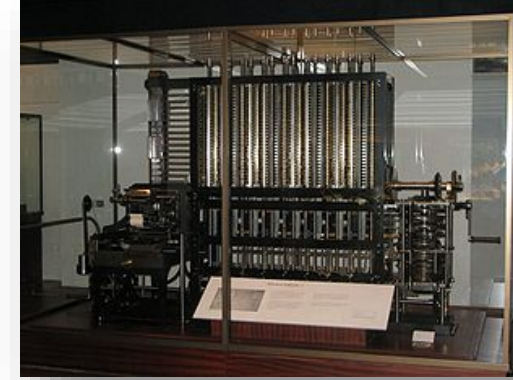


# The First Computers

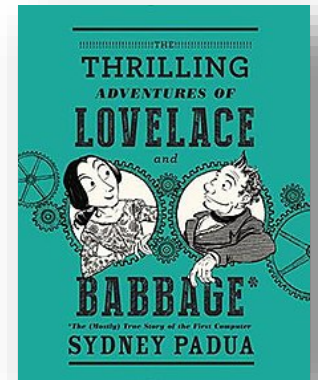




# Babbage's Analytical Engine and Lady Lovelace

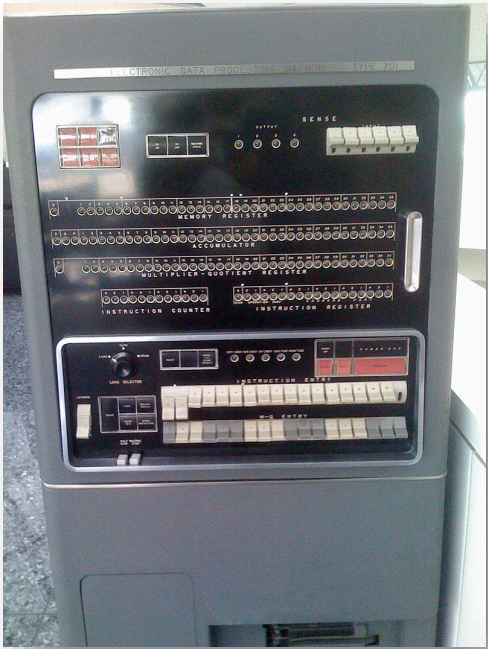


Working model in London's Museum of Science

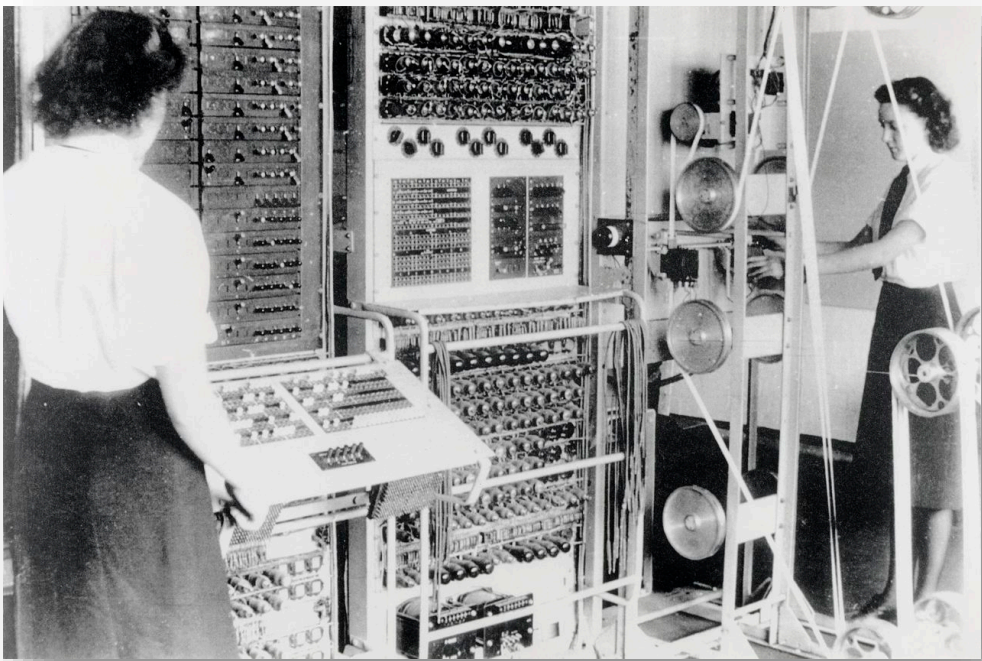
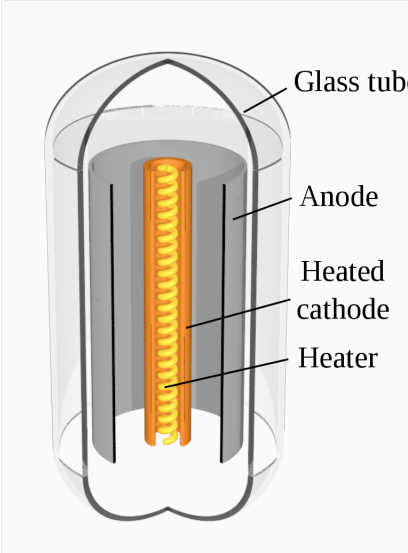




# War Machines



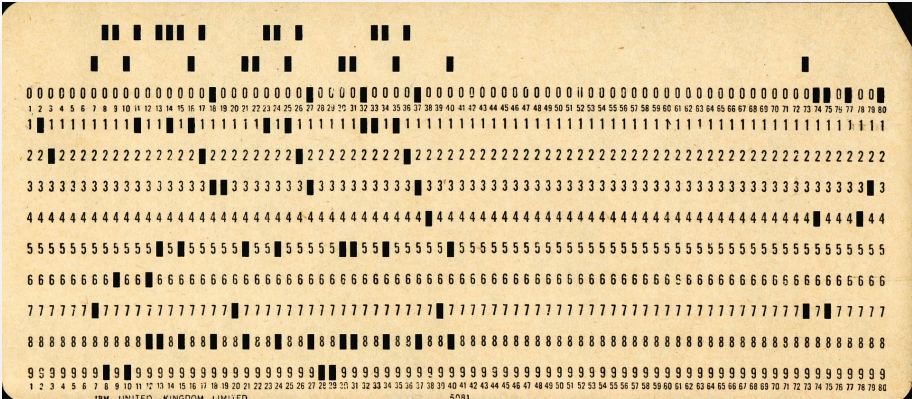
IBM 701 (1952):  
ordered by the NSA



First Electronic Computer: *Colossus* codebreaker (1944)



Vacuum tubes from the ENIAC computer

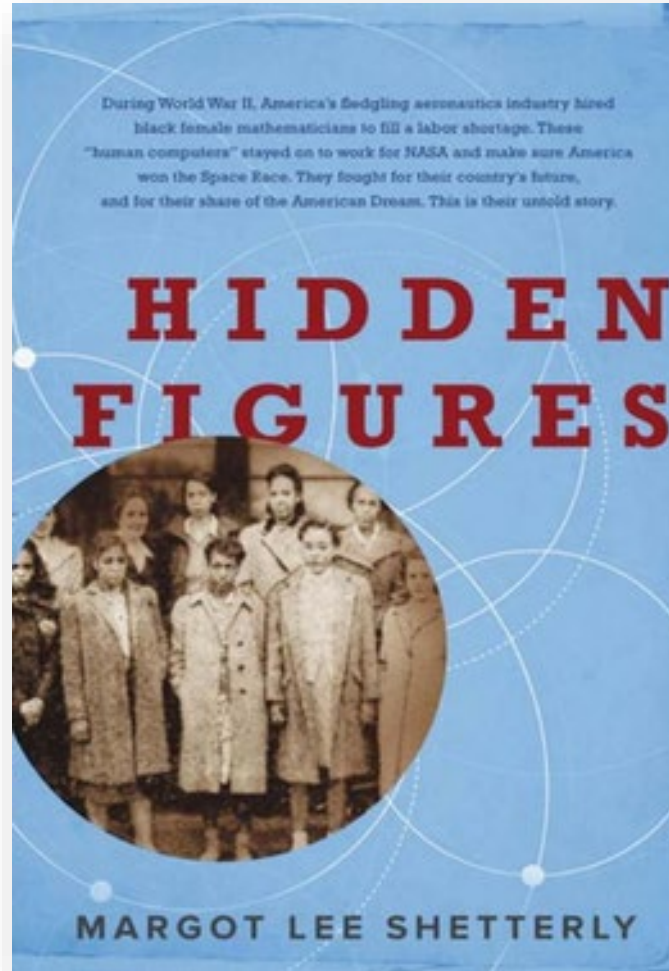


Hollerith-kaart/punch card

# Computers: The Hidden Figures of the Space Race



Katherine Johnson working as a computer at NASA in 1966





# 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.’ ”

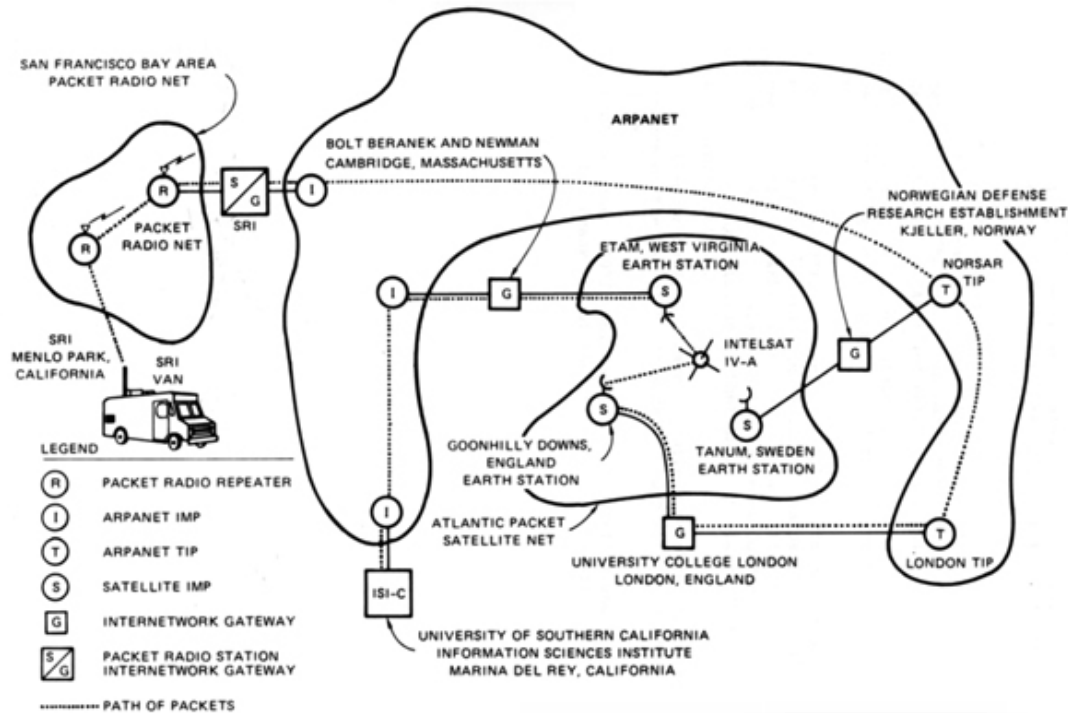
- Roberto Busa, 1980



# From ARPANet to World Wide Web



Tim-Berners  
Lee, inventor of  
the WWW



Log of first ARPANet message

29 Oct 69	2100	LOADED OP. PROGRAM (SK)	
		FOR BEN BARKER	
		BBV	
22:30		Talked to SRI	SK
		Host to Host	
		Left top imp. program	SK
		running after sending	
		a host dead message	
		to imp.	



'Fathers of the internet'  
Vint Cerf & Bob Kahn

Aol.



hobbynet

EUnet

SURF NET

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"



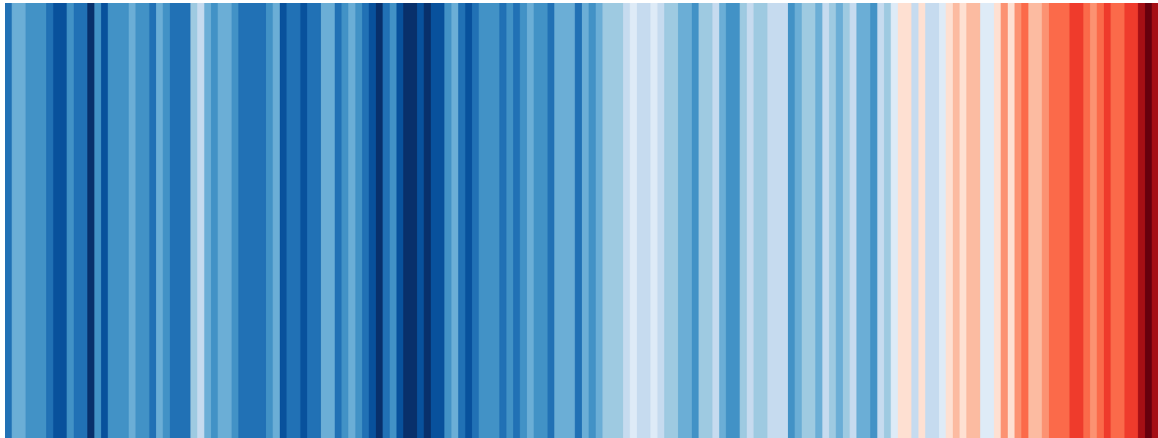
Facebook &  
Cambridge Analytica scandal



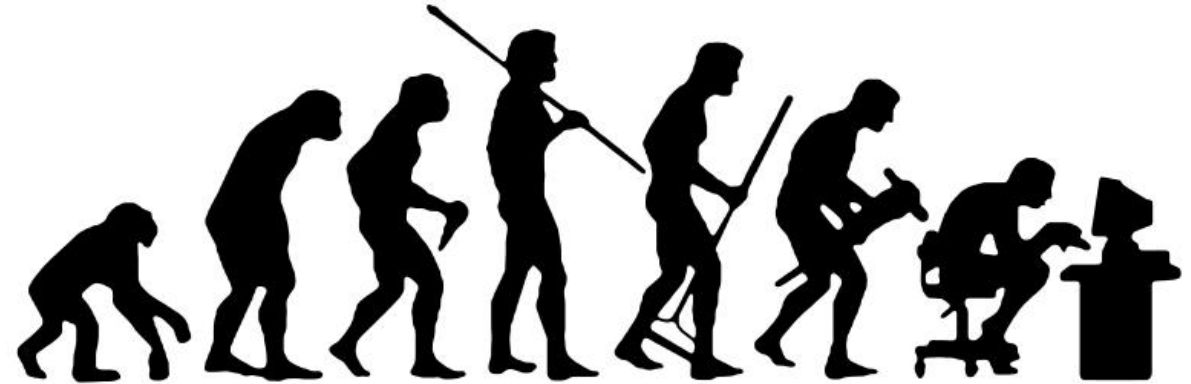
"Data is the new oil"



# Humanity faces multiple *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

The image is a creative, dark-themed interpretation of the Google logo. The word "Google" is rendered in a sans-serif font. The letters 'G', 'o', 'g', and 'l' are a dark blue-grey color with a grainy, textured appearance. The first 'o' is red, and the 'e' is also red; both have stylized orange and yellow flames rising from their top edges. The second 'o' is a brownish-gold color with a wood-grain texture. The vertical bar that separates the 'l' and 'e' is a solid green color, and a thick plume of black smoke rises from its top. The entire logo is set against a plain white background.



Joanna Moll, 2016, [janavirgin.com](http://janavirgin.com)  
DEF000000000000000000000000REST





.... and *that* was in the 'before times'!

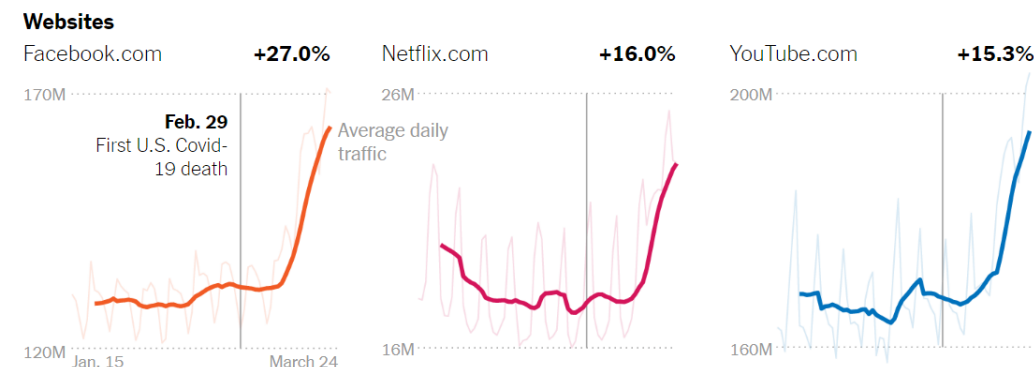
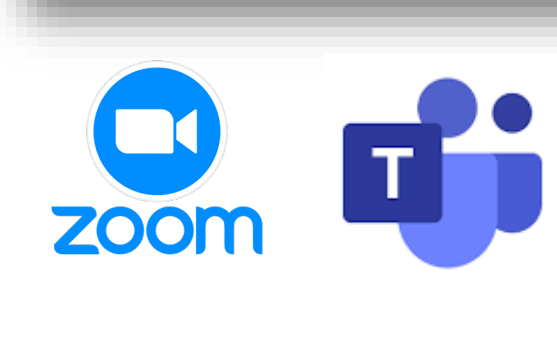
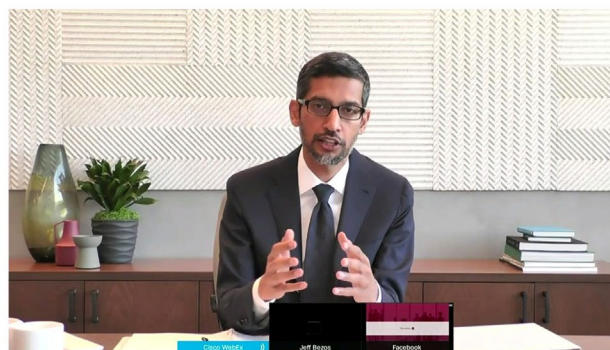
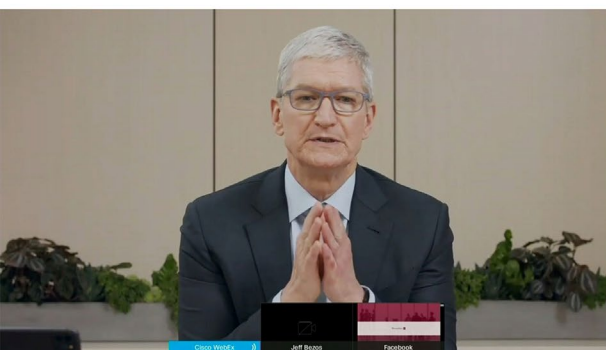




**Elon Musk** ✓  
 @elonmusk

Tesla is restarting production today against Alameda County rules. I will be on the line with everyone else. If anyone is arrested, I ask that it only be me.

1:36 PM · May 11, 2020 · [Twitter for iPhone](#)



What's next?

Let's find out  
together!

01000001 01100100 01110110 01100001 01101110 01100011 01100101 01101101  
01100101 01101110 01110100 00100000 01100011 01101111 01101101 01100101  
01110011 00100000 01110100 01101000 01110010 01101111 01110101 01100111  
01101000 00100000 01110101 01101110 01100100 01100101 01110010 01110011  
01110100 01100001 01101110 01100100 01101001 01101110 01100111

