Blogs

- Use links, check if they work!
- Mind grammar/syntax
  - Janessa recommends Grammarly
  - Read your work/have someone else read it
- Mind the text walls
- Use Categories for your group
  - Tags are for tagging specific content
- Read other people's work (start with your group)
- Send notifications of absence to Janessa (and to me, if you like).

Good job!

Digital Media, Society, and Culture

Angus A. A. Mol

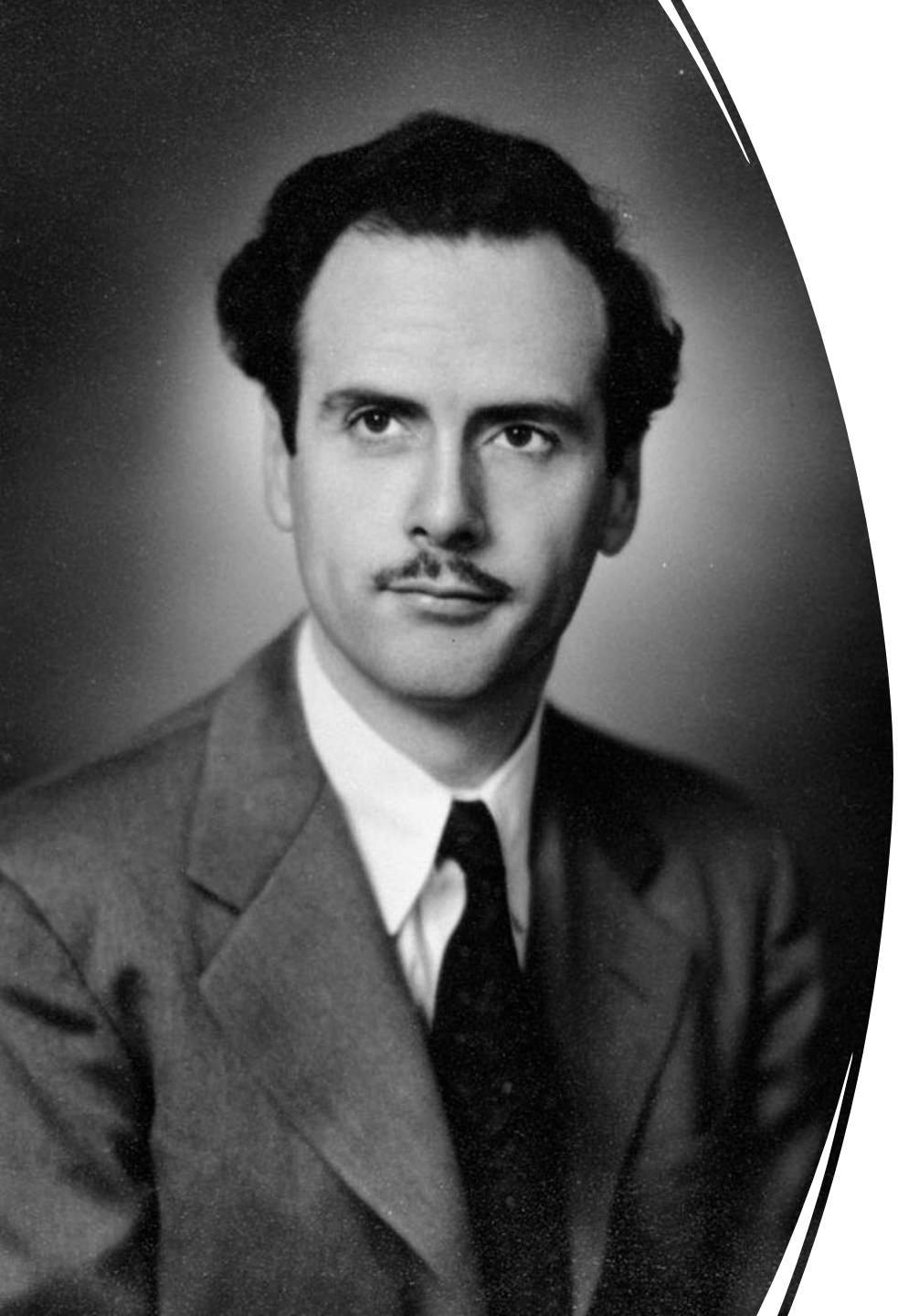
The Digital Natives Crisis

"**Our students have changed radically.** A really big discontinuity has taken place. One might even call it a "singularity" – an event which changes things so fundamentally that there is absolutely no going back."

"What should we call these 'new' students of today? The most useful designation I have found for them is Digital Natives. Our students today are all "native speakers" of the digital language of computers, video games and the Internet."

~ Marc Prensky, 2001,

[Digital Natives, Digital Immigrants]



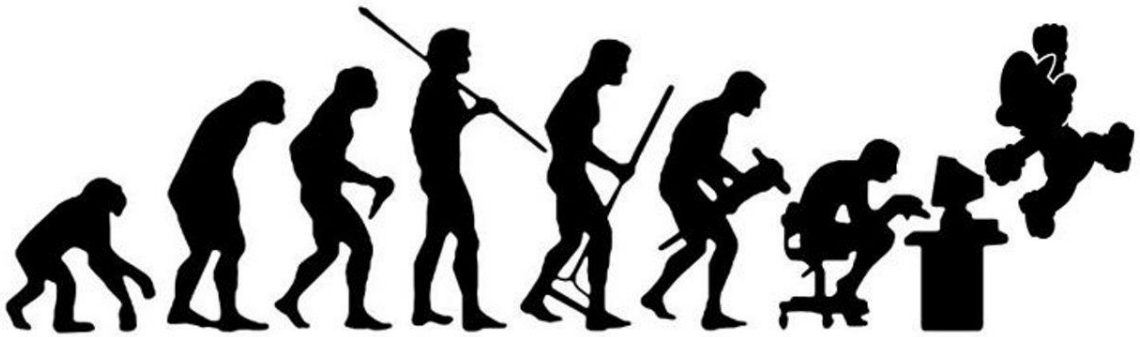
“The Medium is the Message”

Marshall McLuhan
(1964, *Understanding Media*)

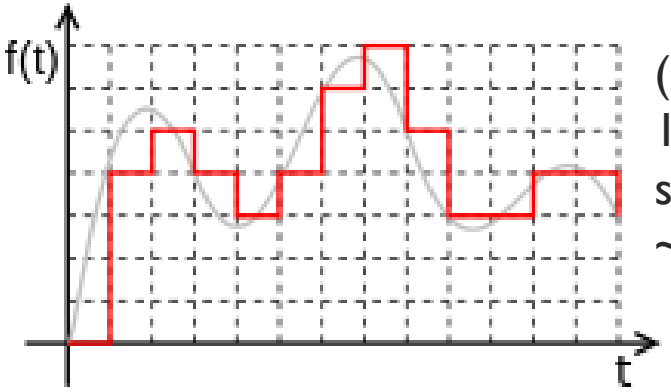
"Indeed, it is only too typical that the 'content' of any medium blinds us to the character of the medium"

The Digital (my perspective)

- The Digital as a Landscape
  - Media Ecology
  - Folk technology + basic understanding
  - Socio-cultural theory
  - 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



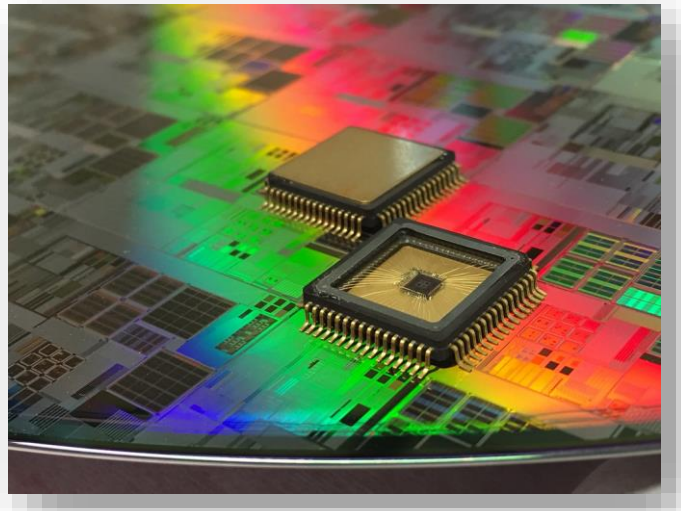
Back to digital basics



(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

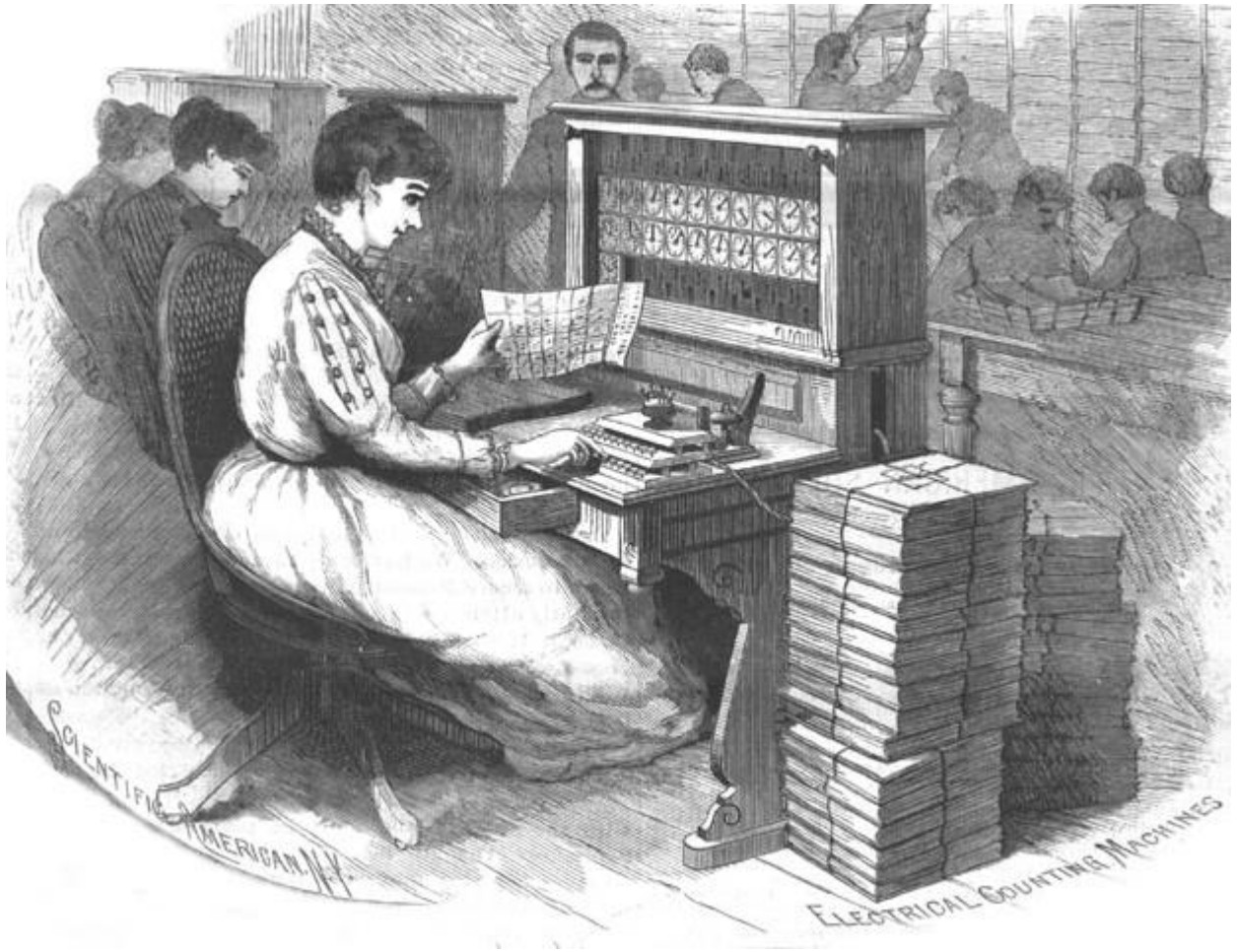
01010111 01100101 01101100 01100011 01101111 01101101 01100101
00100000 01100010 01100001 01100011 01101011 00100000 01110100
01101111 00100000 01100011 01101100 01100001 01110011 01110011

} "WELCOME BACK TO CLASS" in binary code

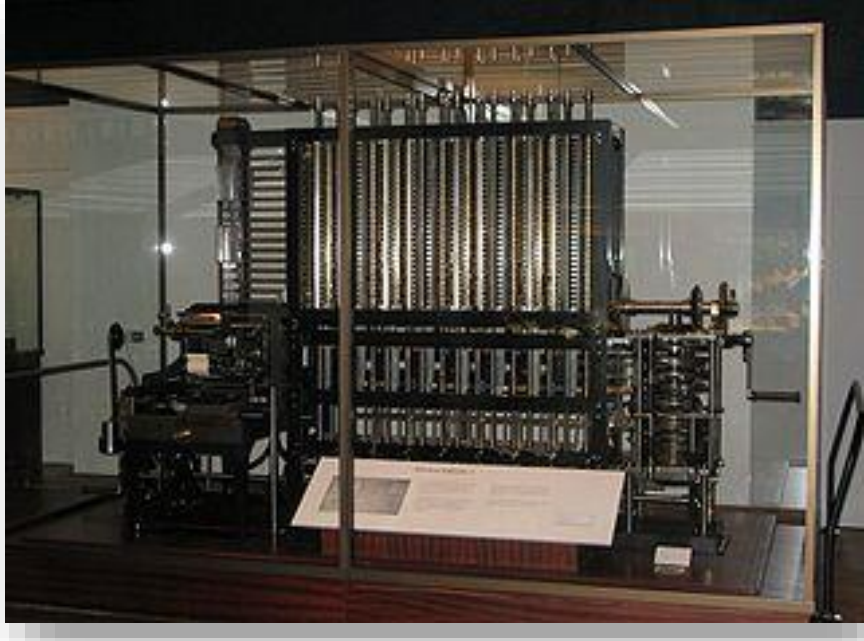


A computer is a set of integrated circuits of transistors ("microchip") through which electricity flows in on/off patterns.

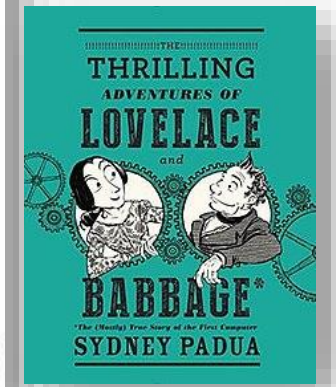
The First Computers



Babbage's Analytical Engine and Lady Lovelace

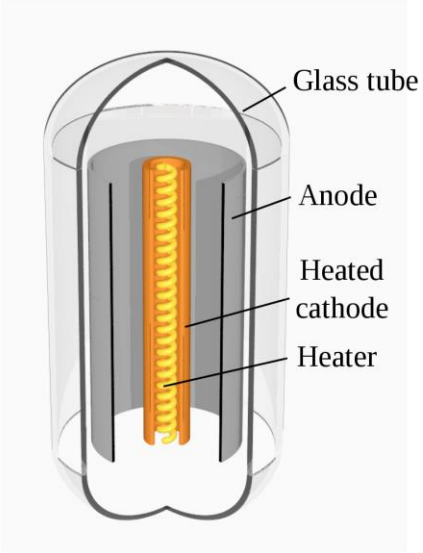


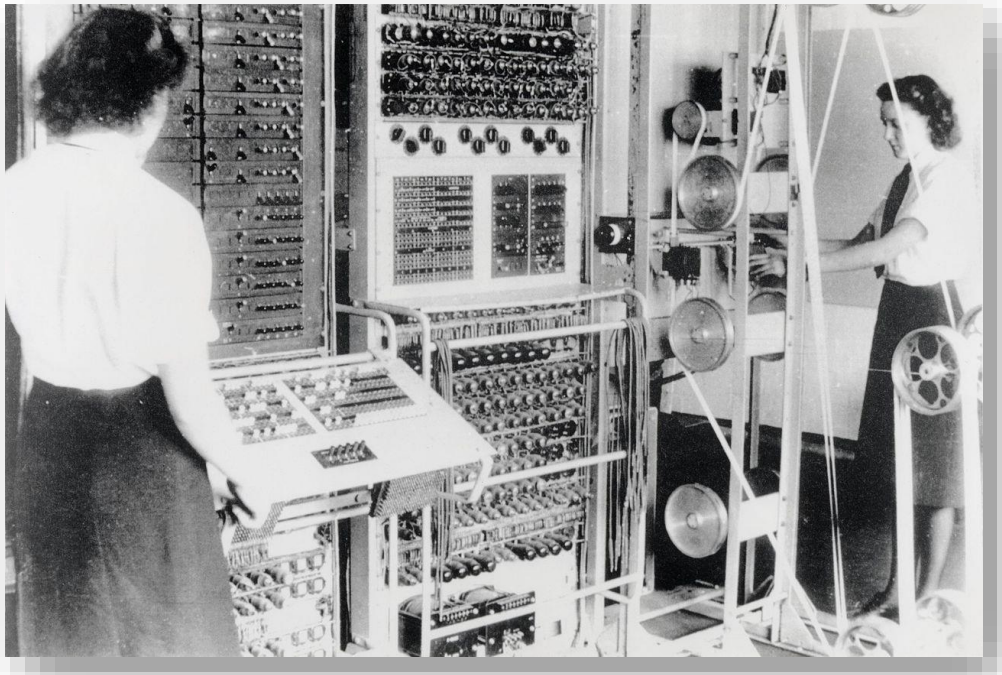
Working model in London's Museum of Science



War Machines

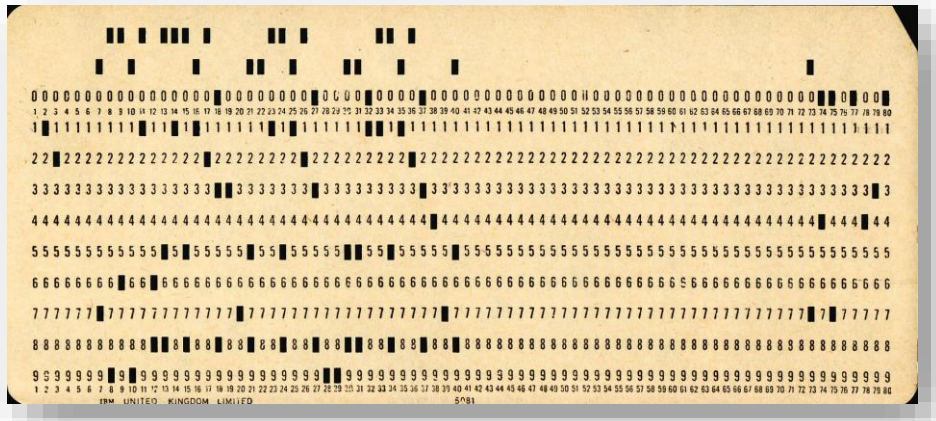
IBM 701 (1952):
ordered by the NSA





First Electronic Computer: *Colossus codebreaker* (1944)

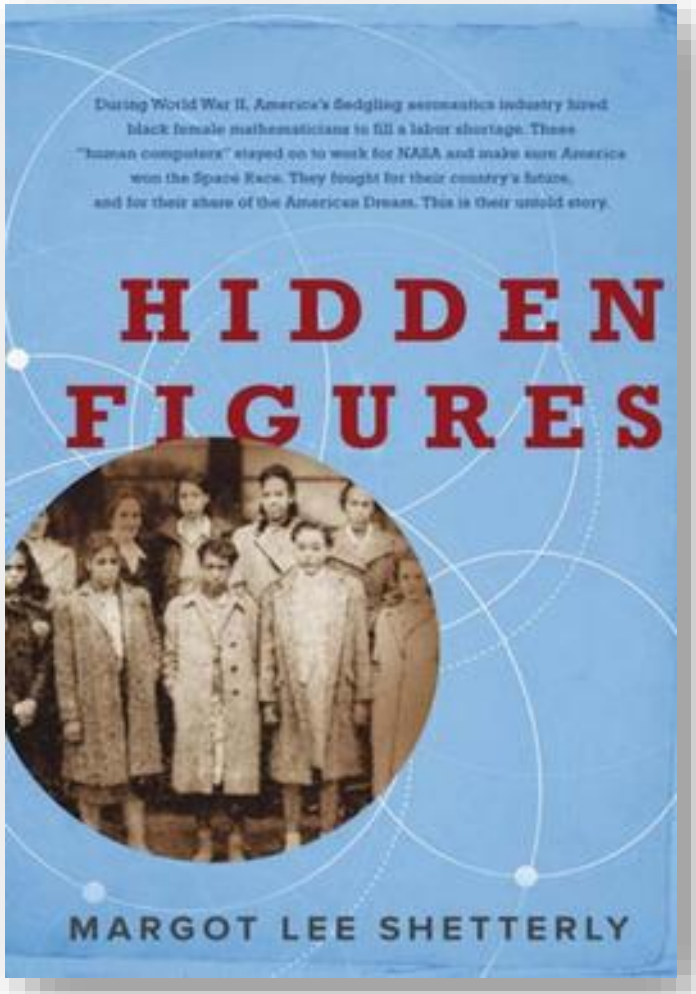
Vacuum tubes from the ENIAC computer



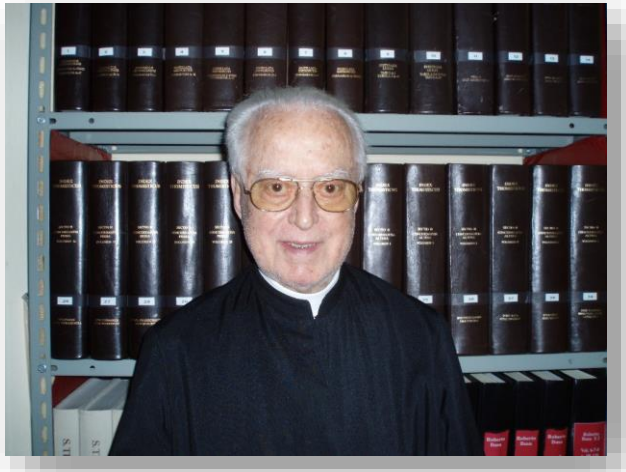
Hollerith-kaart/punch card

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)

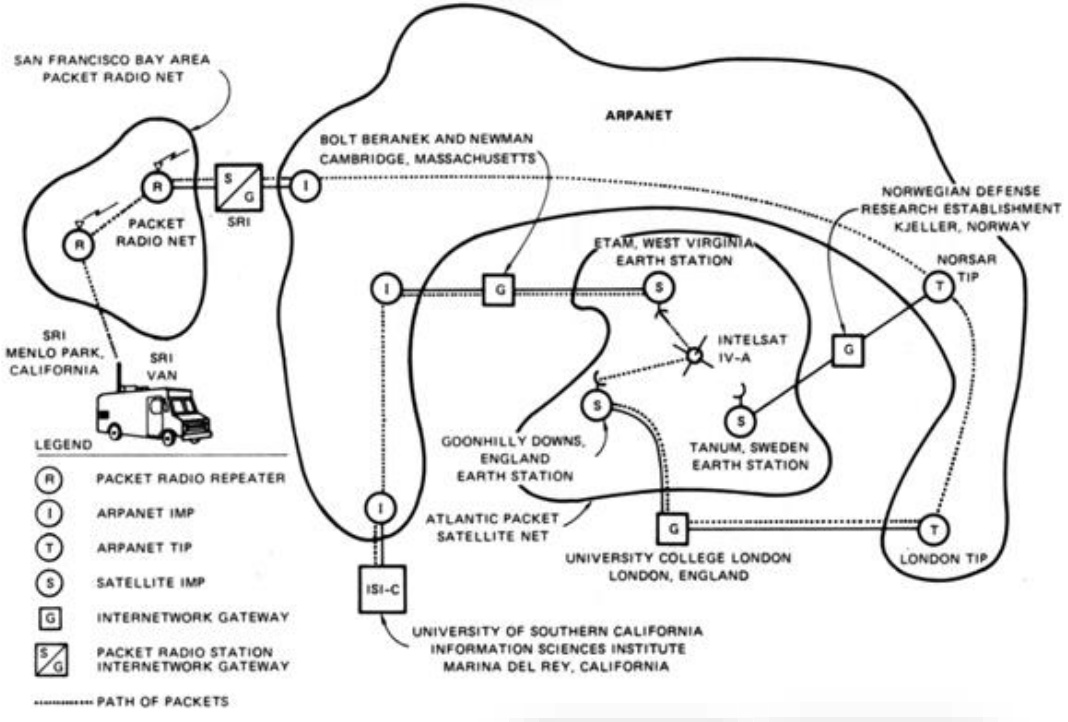
What is the metaphysics of presence in St. Thomas Aquinas?: praesentia, praesens + proposition

"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.' "

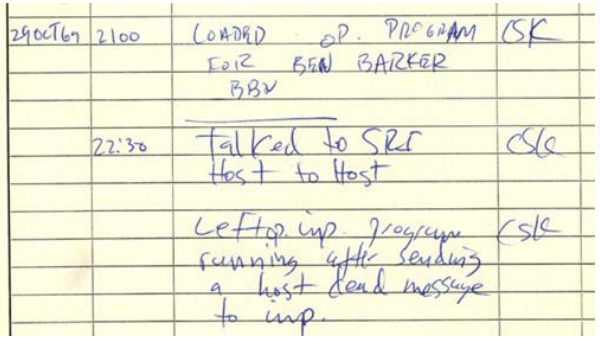
- Roberto Busa, 1980

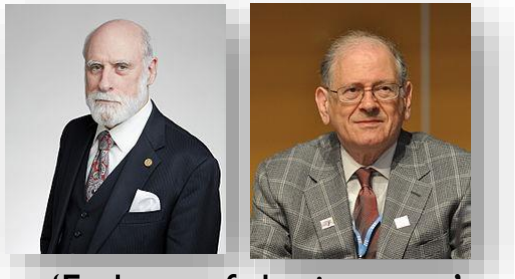
From ARPANet to World Wide Web

Tim-Berners Lee, inventor of the WWW



Log of first ARPANet message





'Fathers of the internet'
Vint Cerf & Bob Kahn

Aol.

CompuServe

hobbynet

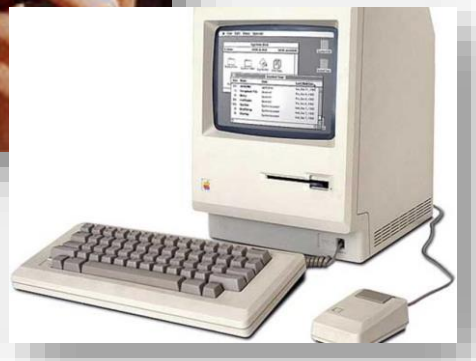
EUnet

SURFNET

80s/90s: The Digital Revolution

Bill Gates

Steve Jobs



Personal computing
Apple Macintosh

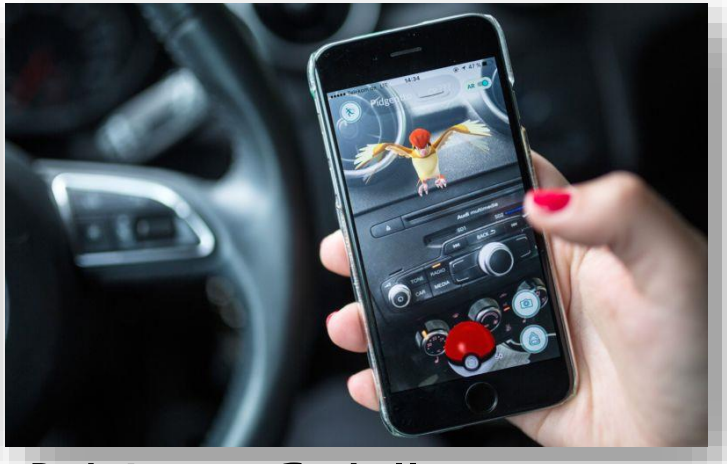
Graphical User Interface (GUI)
+ Office Software

Microsoft Internet Explorer

AMERICA Online

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

Commander in Tweet



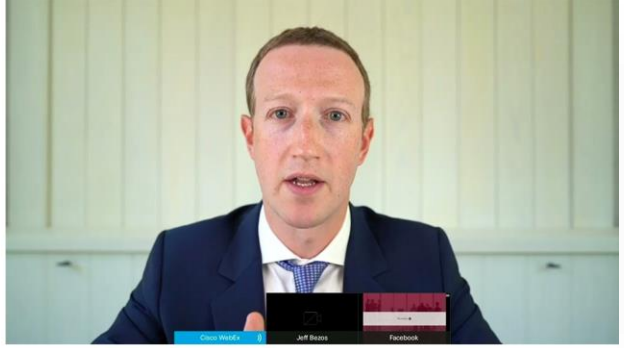
Pokémon Go kills

Smartphone "Condom"

Facebook &
Cambridge Analytica scandal

"Data is the new oil"

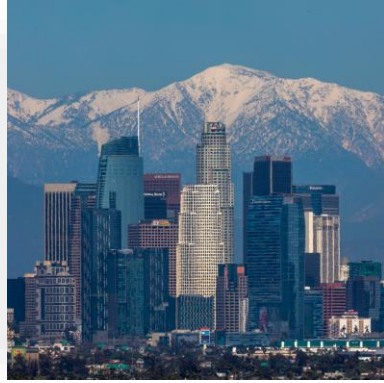
…. and *that* was in the ‘before times’!

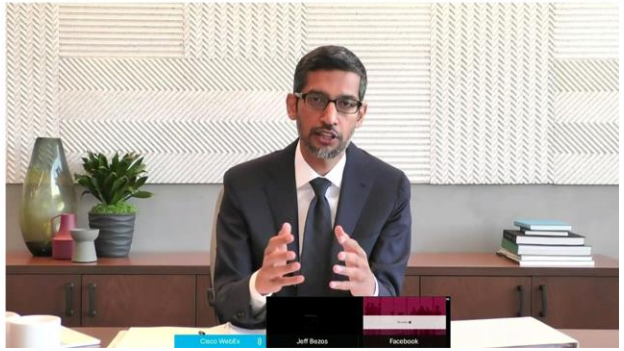


Elon Musk
@elonmusk

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

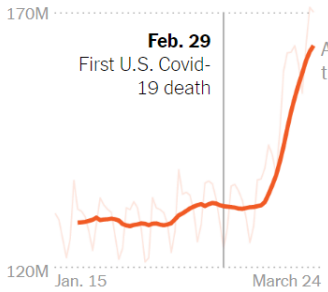




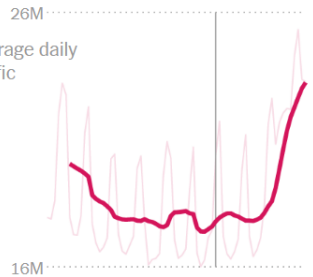
zoom

Websites

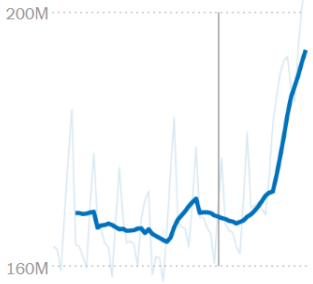
Facebook.com **+27.0%**



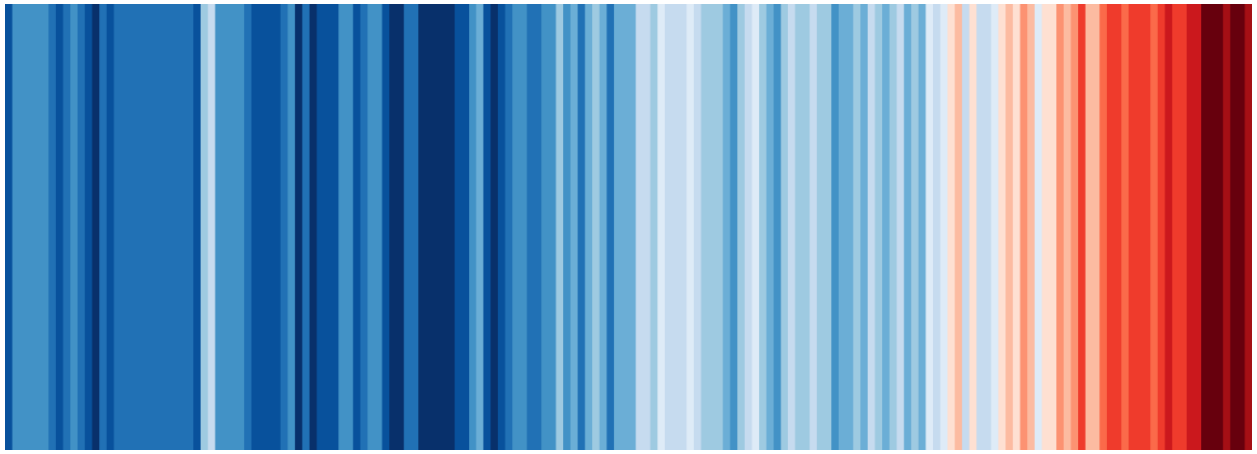
Netflix.com **+16.0%**



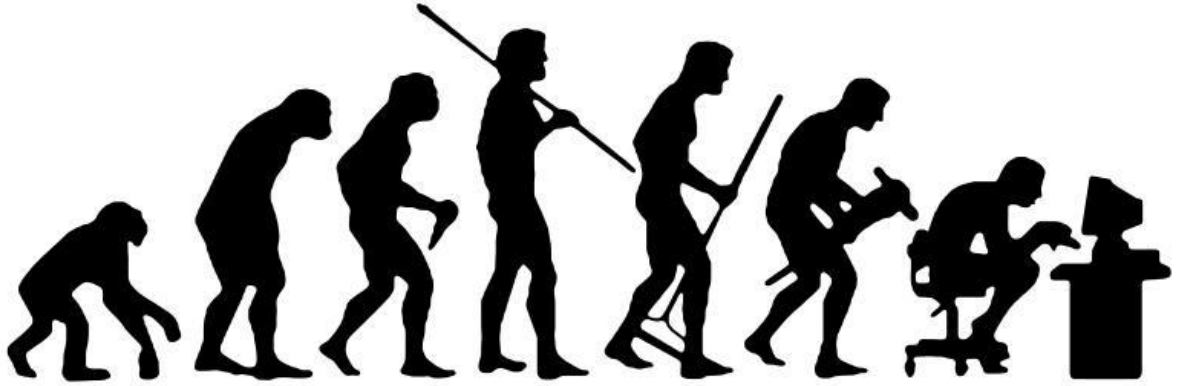
YouTube.com **+15.3%**



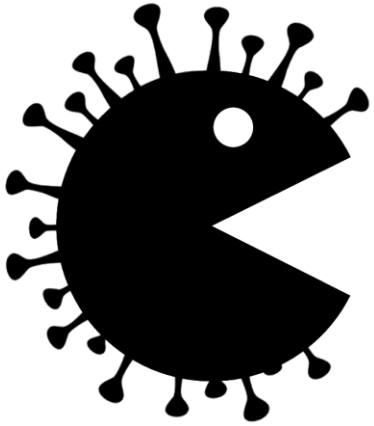
Humanity faces multiple *crises*
Human-made: Humanities' solutions?



Warming stripes (Ed Hawkins)
Annual global temperatures, 1850-2021
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

What's next?

Let's explore this digital landscape, together!

Content Cue:

What is your earliest memory/an early memory of digital technology/media?