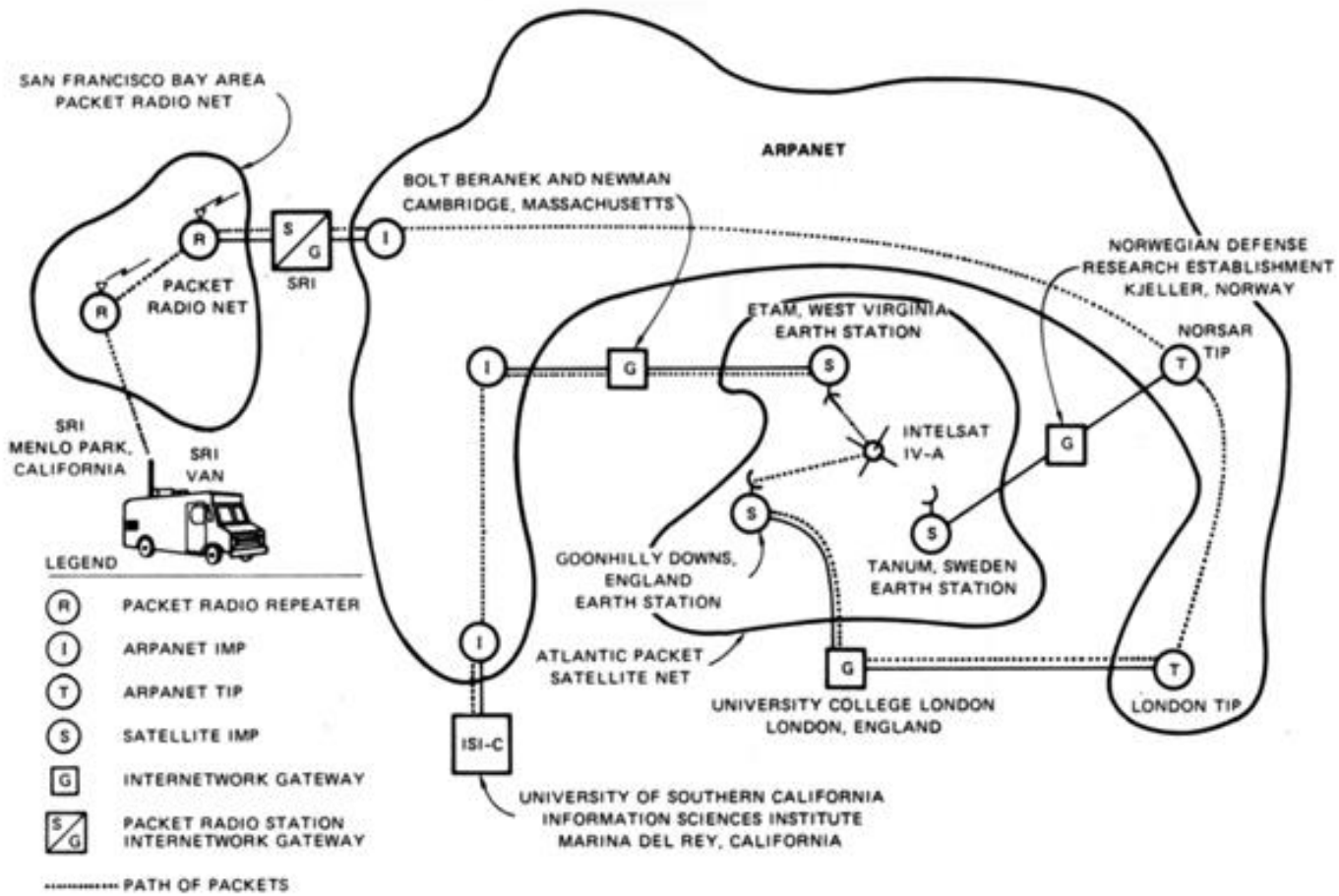
Digital Media, Society, and Culture

Angus A. A. Mol

Web 1.0:
Information wants to be expensive, but it also wants to be free



Google

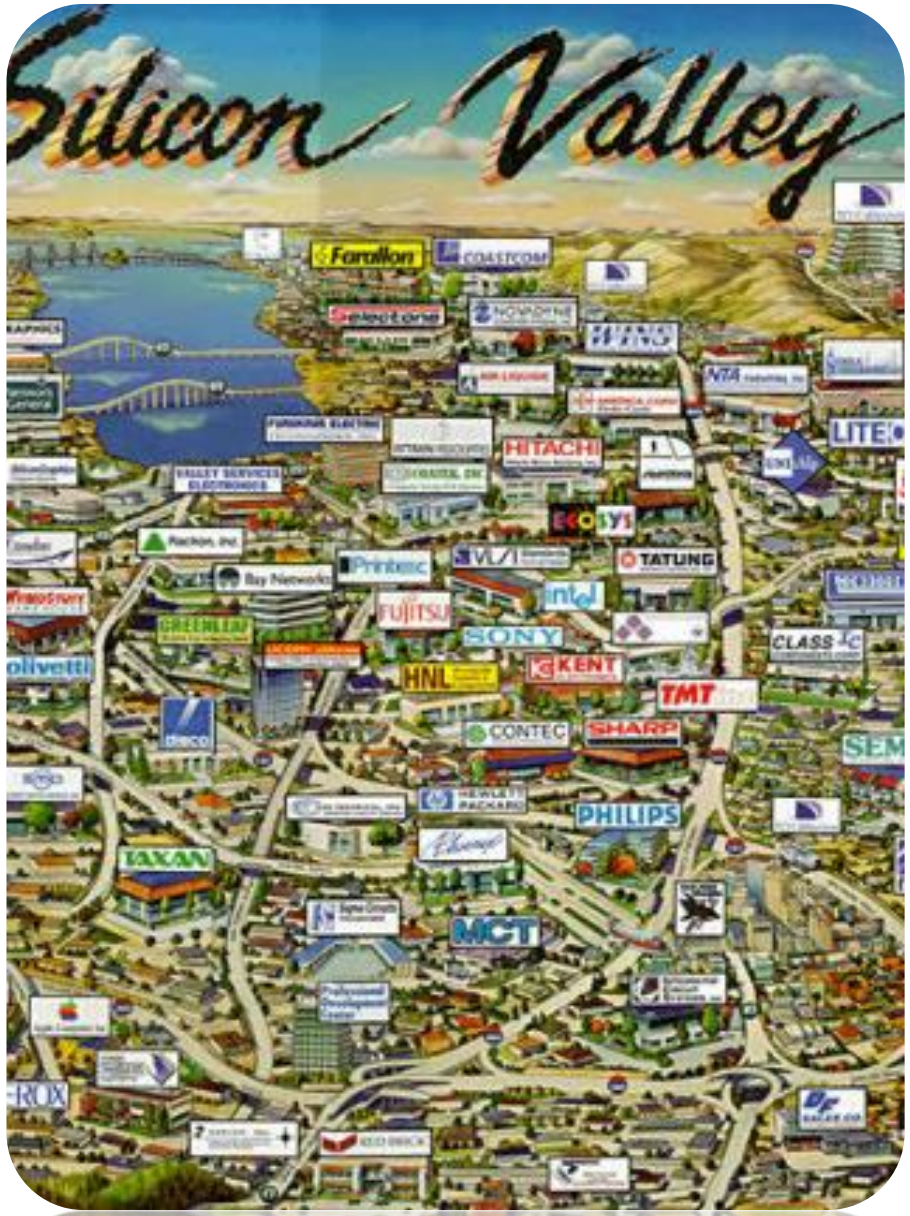
Aol.

CompuServe

hobbynet

EUnet

SURFNET


Silicon Valley
Farallon
COASTCOM
HITACHI
TATUNG
SONY
KENT
TMT
CONTEC
SHARP
PHILIPS
TAXAN
MCT
Printesc
FUJITSU
HNL
CLASS
Bay Networks
Rackon, Inc.
LITE

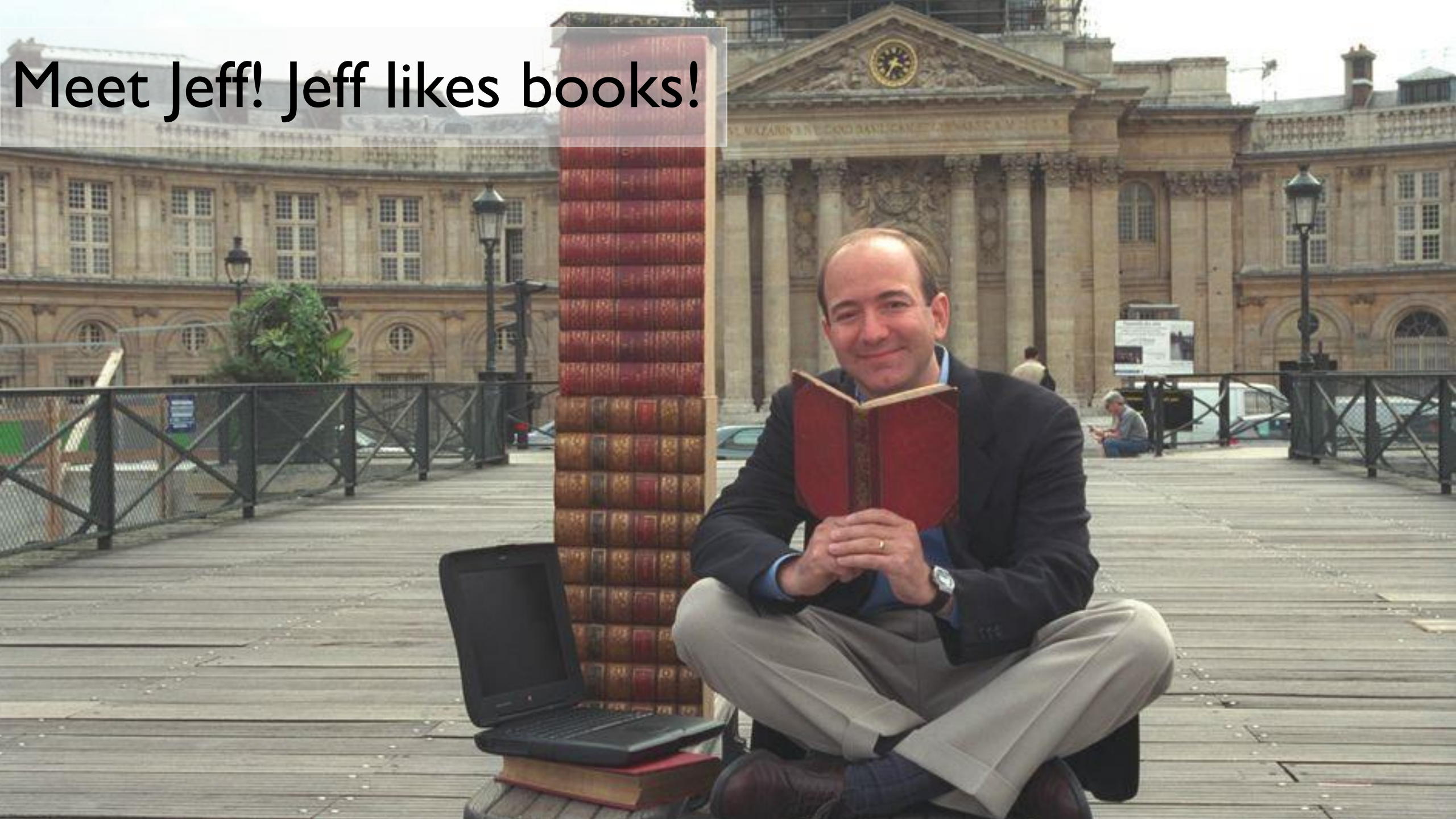
1996
1997
1998
1999
2000
2001
2002
2003
2004

Web 2.0:
Services want to be expensive,
but they also want to be free

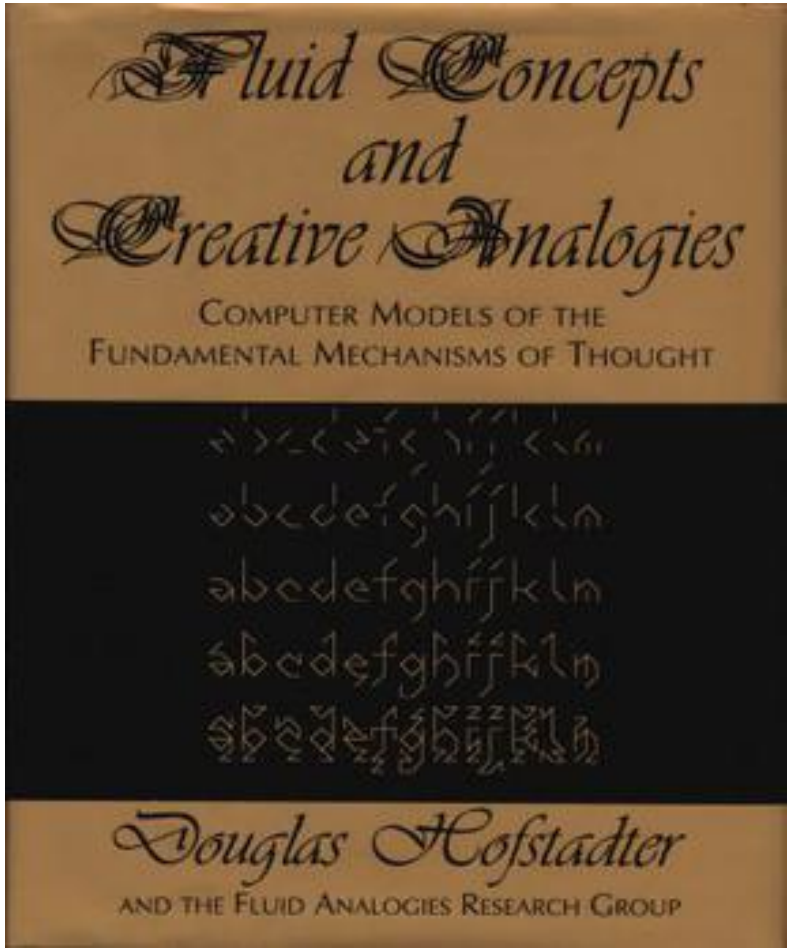
(An Amazing Jeff Bezos Story)

Not out on amazon books today!

Meet Jeff! Jeff likes books!

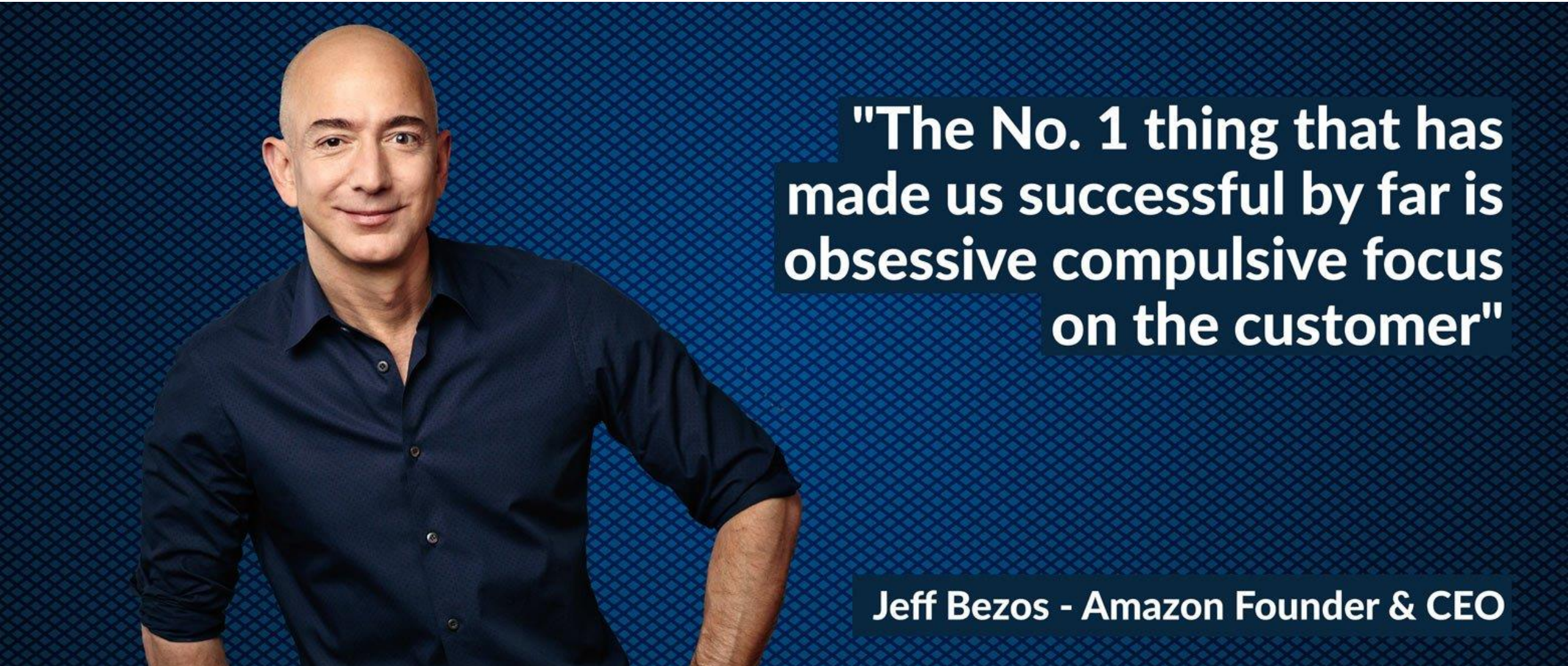


… maybe this is the one he liked best…

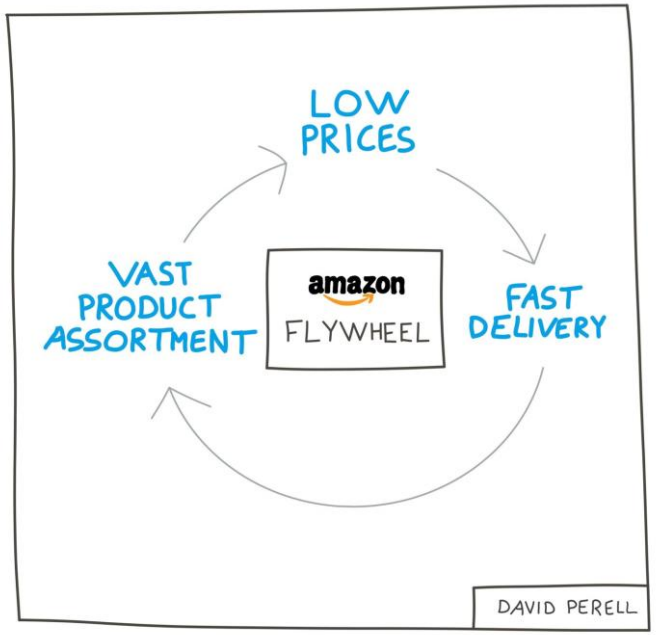


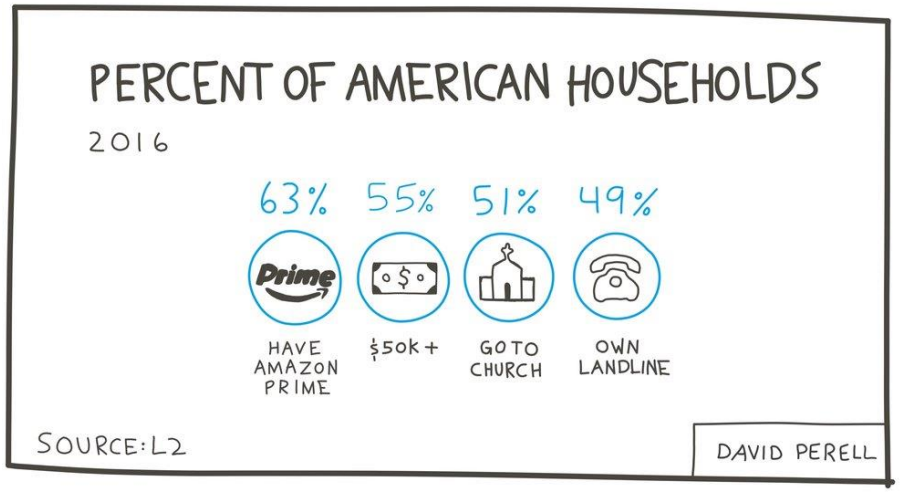
… but now he likes rockets even better…

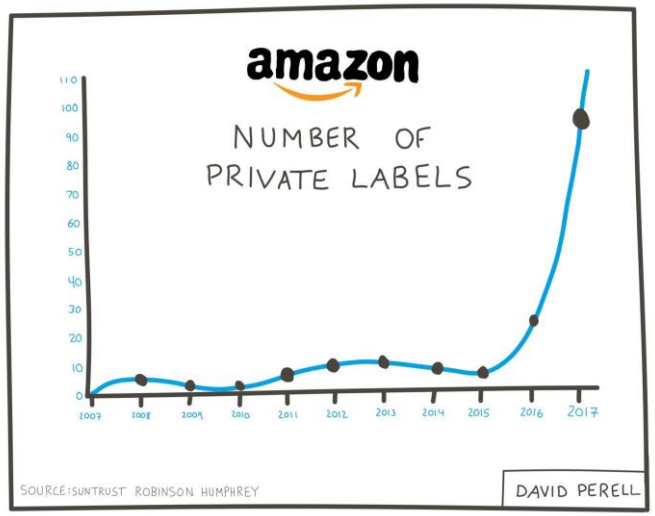
… and us, his customers…

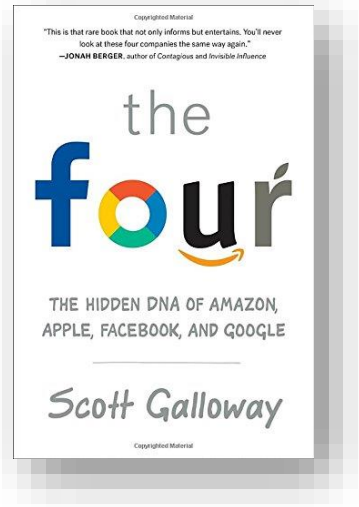


… and we like what Jeff got….









If you're an investor you like Jeff a lot!

…because Jeff and us, we like to keep our money…

Jeff Bezos / Net worth

193.2 billion USD

2021

People also search for

Elon Musk
315.2B USD

MacKenzie Scott
55.8B USD

Bernard Arnault
190.7B USD

Feedback • Sources include: Forbes

…but he does not have as much money as Elon, his mortal, spacefaring enemy… ☹
, but we don't have as much money as Jeff… and he doesn't share it… ☹

… even if that means, some of us have less…

… but maybe we don't like Jeff anymore…

… until Friday 25 November!

Let's be fair to Jeff… They're all doing it!

Web 3.0:

Digital stuff wants to be expensive,

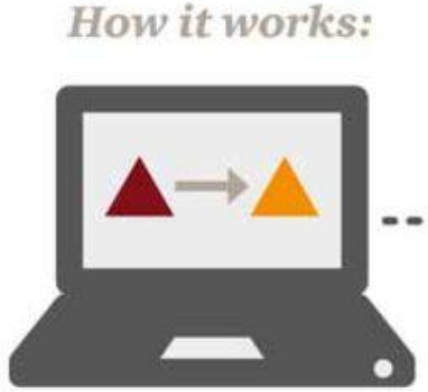
but it also wants to be ~~free~~ bored

A look at *blockchain technology*

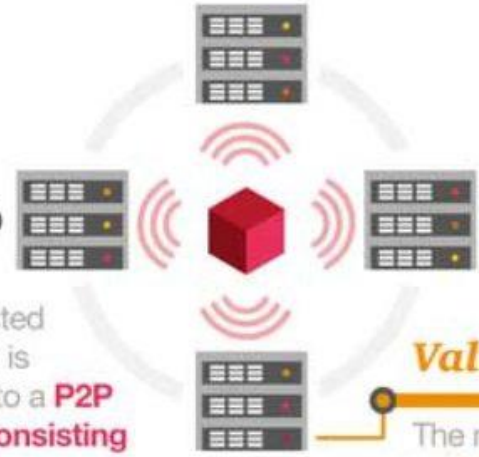
What is it?

The blockchain is a decentralized ledger of all transactions across a peer-to-peer network. Using this technology, participants can confirm transactions without the need for a central certifying authority. Potential applications include fund transfers, settling trades, voting, and many other uses.

How it works:



Someone requests a transaction.



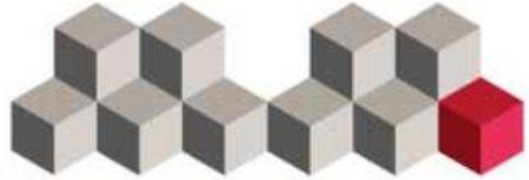
The requested transaction is broadcast to a **P2P network consisting of computers, known as nodes.**

Validation

The network of nodes **validates the transaction and the user's status using known algorithms.**

A verified transaction can involve **cryptocurrency,** contracts, records, or other information.

The transaction is complete.

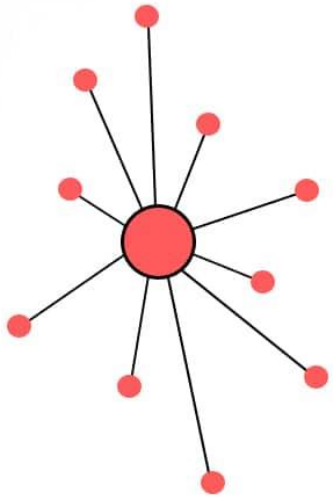


The new block is then added to the existing blockchain, in a way that is permanent and unalterable.

Once verified, the transaction is combined with other transactions **to create a new block of data for the ledger.**

The New Networks

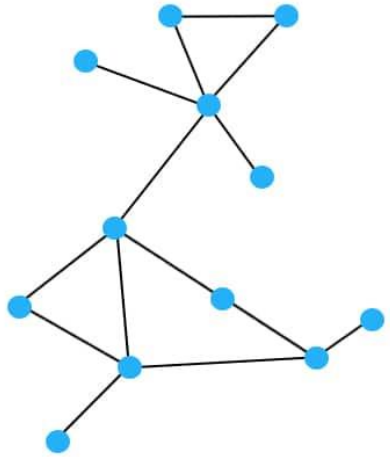
Centralized



Centralized systems have a core authority that **dictates the truth** to the other participants in the network.

Only **priveleged users** or institutions can access the history of transactions or confirm new transactions.

Decentralized

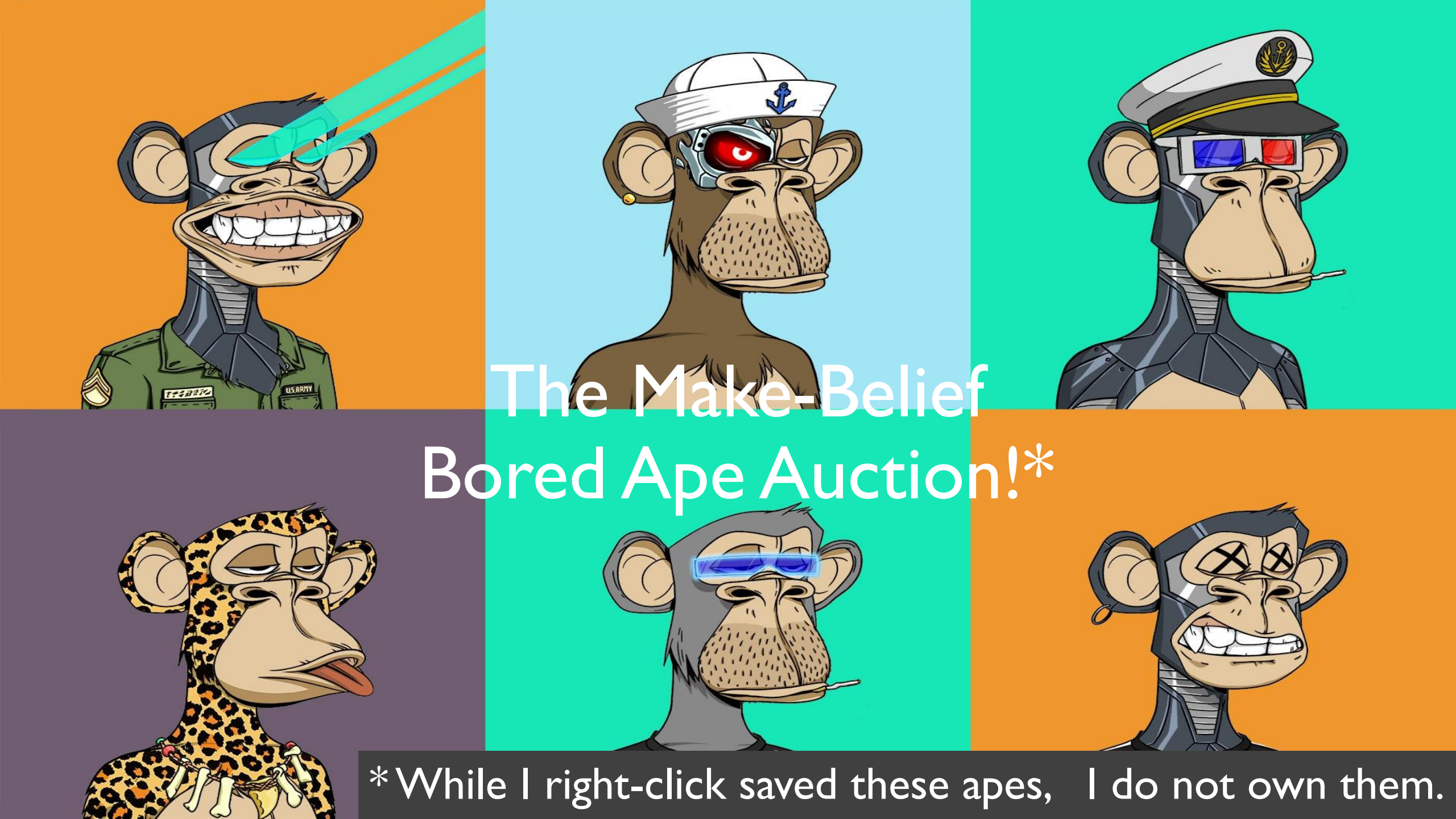


Decentralized systems have **no core authority** to dictate the truth to other participants in the network.

Every participant in the network can access the history of transactions or confirm new transactions.

Blockgeeks

Trust

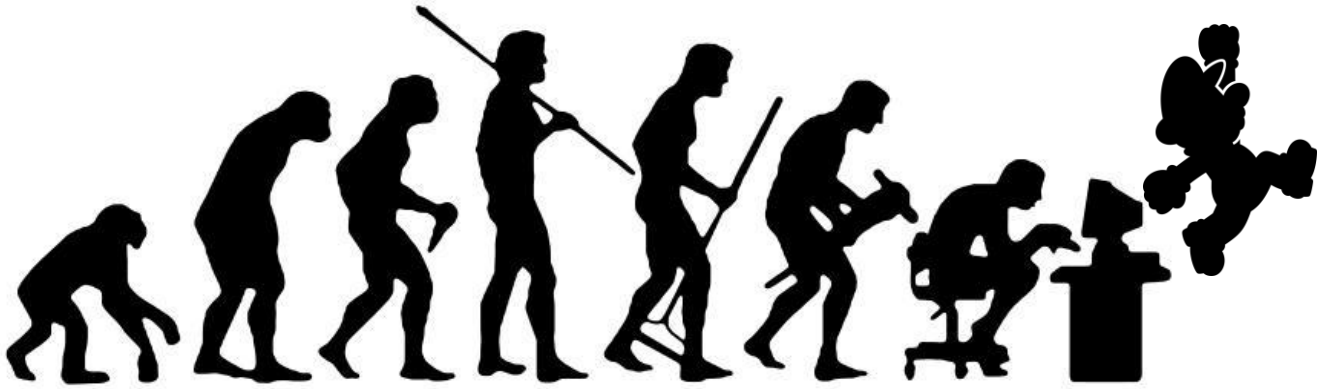

The Make-Belief
Bored Ape Auction!*
*While I right-click saved these apes, I do not own them.

Whatever you said… It's sold!

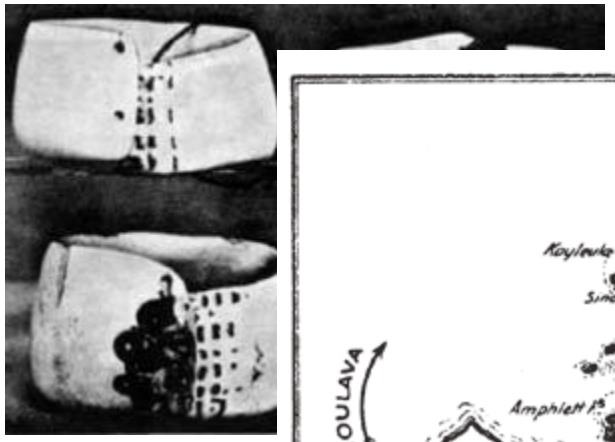
Web 1.0: Information → Web 2.0: Services → Web 3.0: Stuff

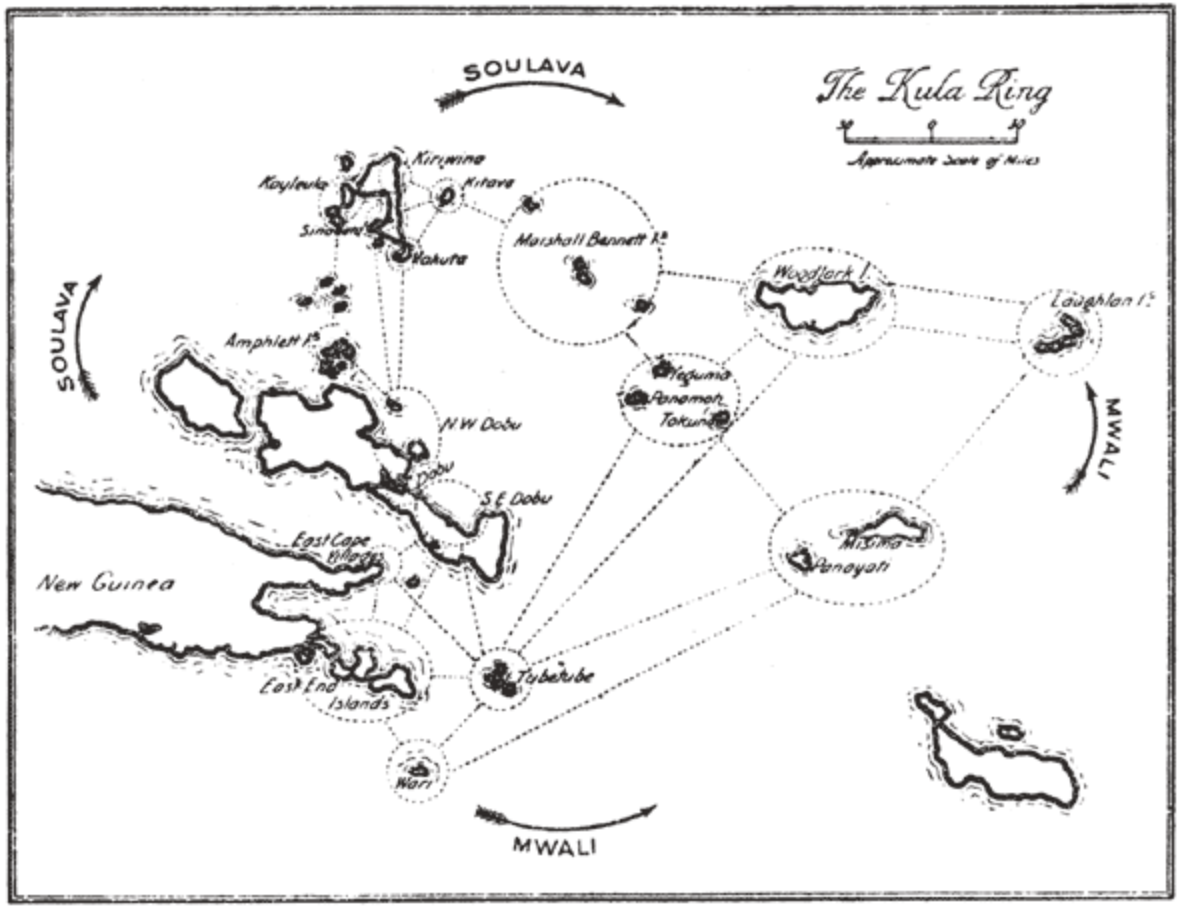
The Digital Becomes Material

Blockchains as Playful Economies



The Game of Kula





Map V—The Kula Ring.

What happens when digital work becomes play and when digital play becomes work? (Content Cue)

Spacewar!
at MIT's Computer Lab

Gamification of an
Amazon Warehouse

Axii Infinity