Digital Media, Society, and Culture

Angus A.A. Mol
Walter Crist III
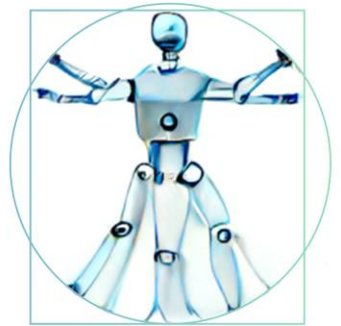
L U C D H

Blogs

- Sign up!
- Clear up your username with Janessa.
- 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,
      try to stick to pre-existing tags and categories
- Read other people's work (start with your group)
- Send notifications of absence to all three of us.

Good job!

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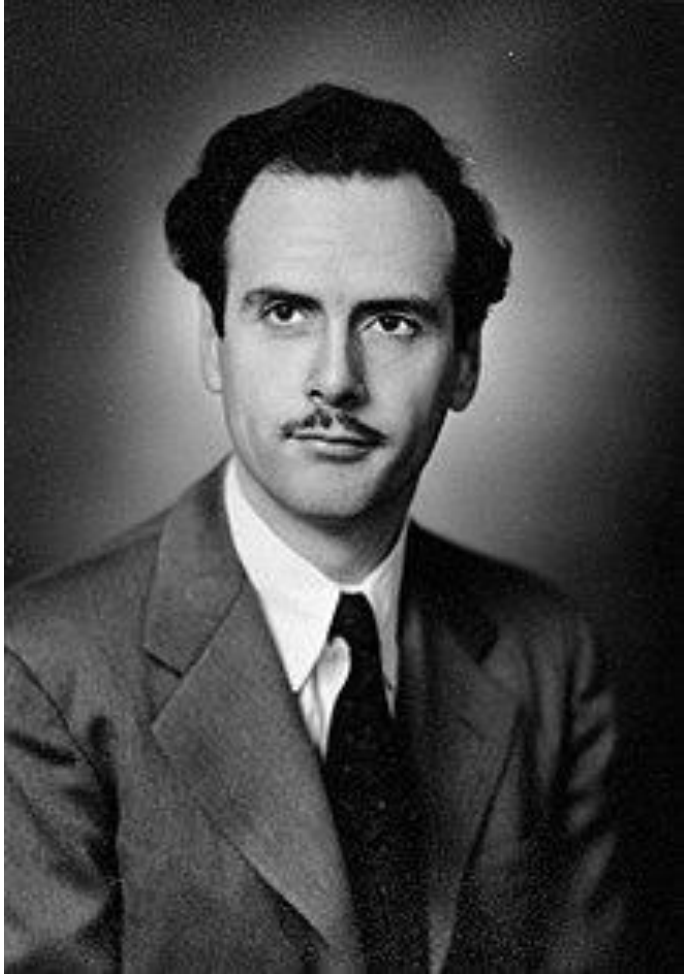
"Indeed, it is only too typical that the 'content' of any medium blinds us to the character of the medium"

Marshall McLuhan
(1964, *Understanding Media*)

What is the medium?
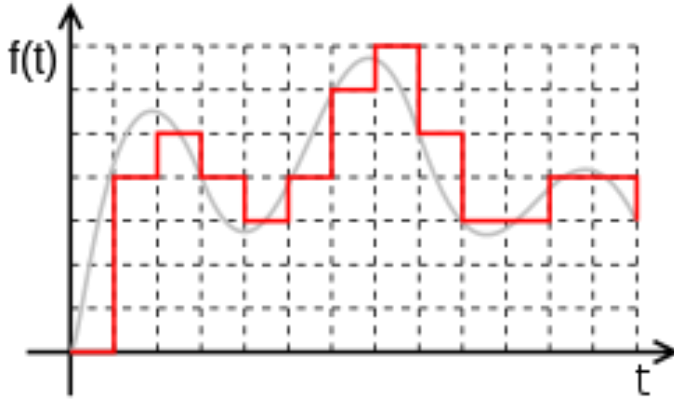
What is the Digital?

(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.
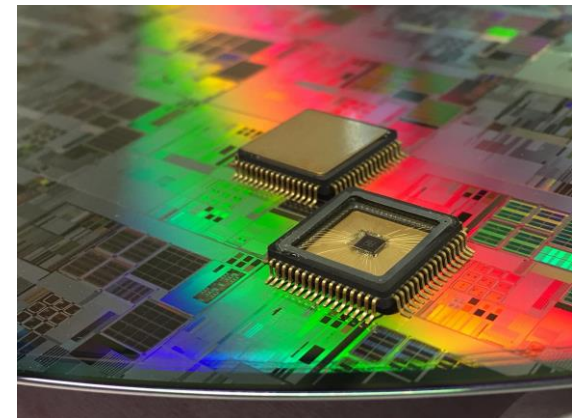~OED}

✋

01010111 01000101 01001100
01000011 01001111 01001101
01000101 00100000 01000010
01000001 01000011 01001011
00100000 01010100 01001111
00100000 01000011 01001100
01000001 01010011 01010011

} "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.
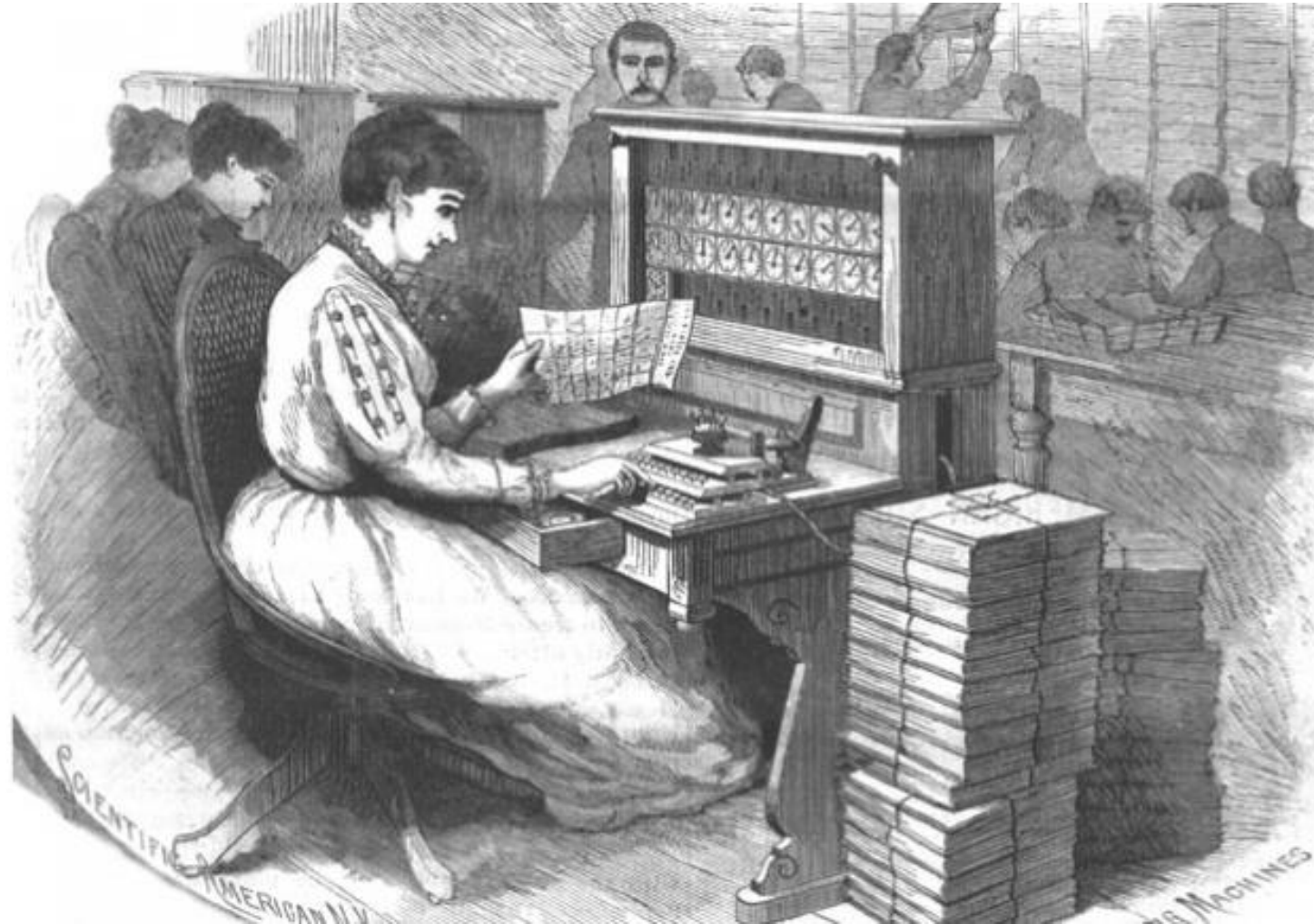
The First Computers

19th Century Hardware and Software

OH LOOK, WE'RE PRESENT FOR THE INVENTION OF THE GEEK!

THIS BIT WAS PARTICULARLY CLEVER OF ME!

In 1842, Ada Lovelace wrote the first paper on computer science, and published the first computer program, for Babbage's unbuilt design for a punchcard-run mechanical computer, the Analytical Engine.
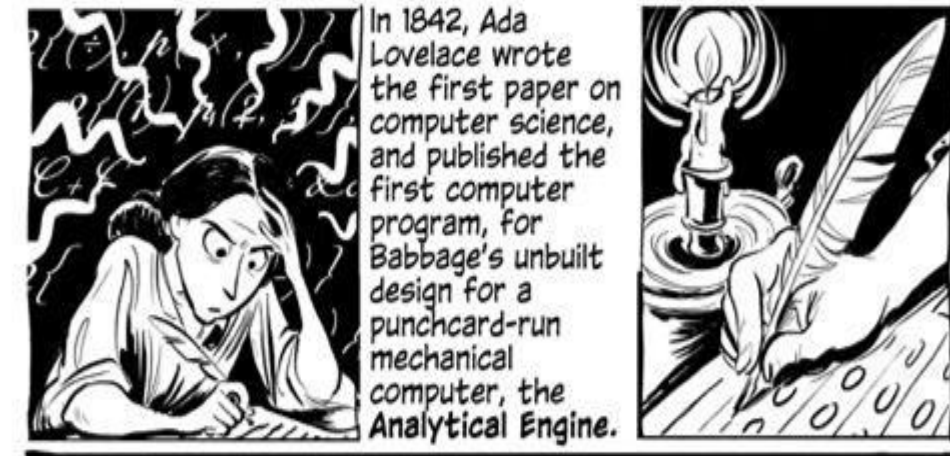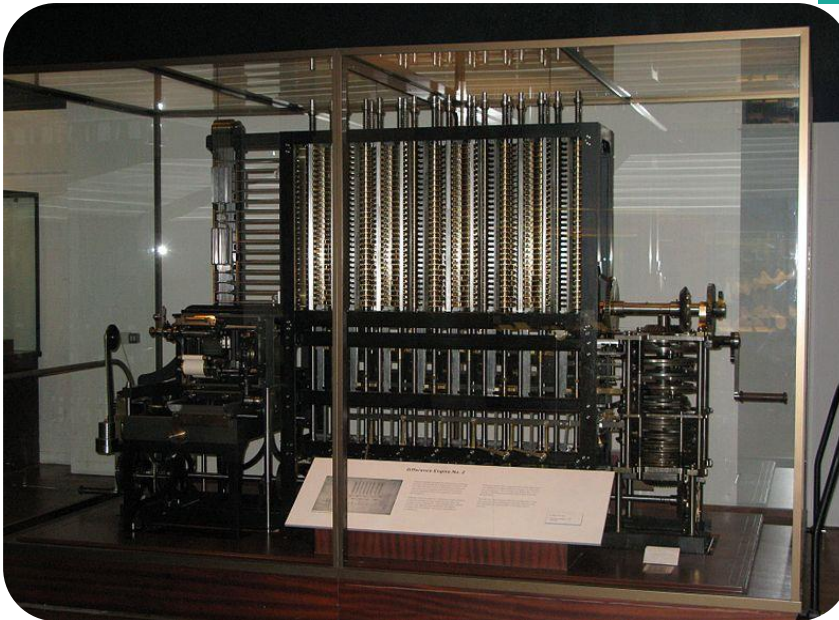
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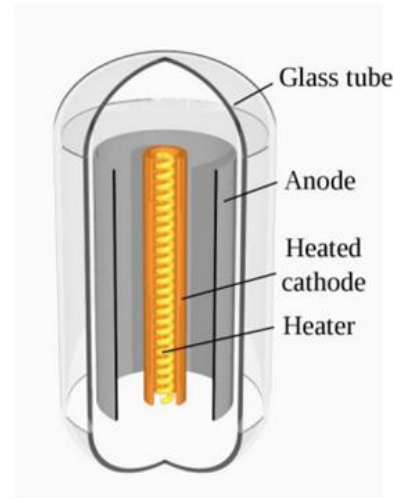
1940s: War Machines

IBM 701 (1952):
ordered by the NSA

Glass tube

Anode

Heated
cathode

Heater

First Electronic Computer: *Colossus codebreaker* (1944)

Vacuum tubes from the ENIAC computer
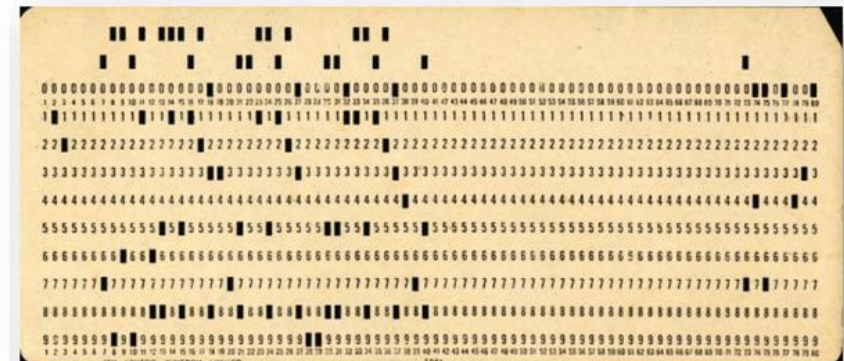
Hollerith-kaart/punch card

1950s: 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?: An index of "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.' "
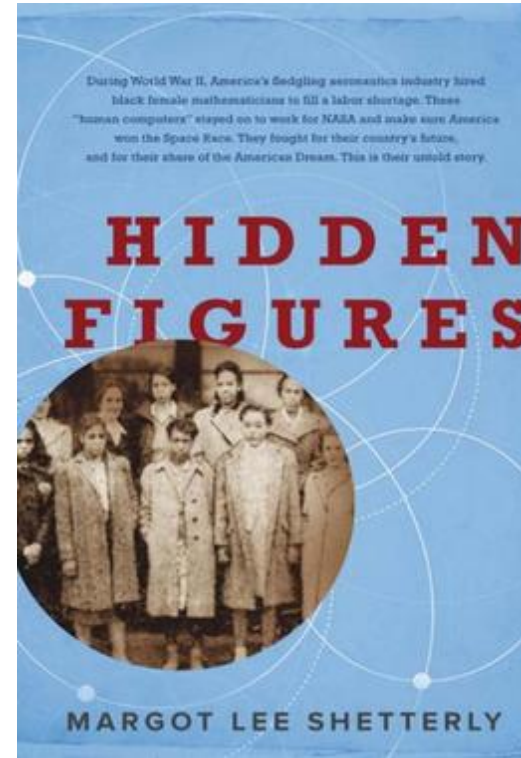- Roberto Busa, 1980

1960s: The Hidden Figures

Katherine Johnson (1966)

70s-90s: ARPANet to World Wide Web
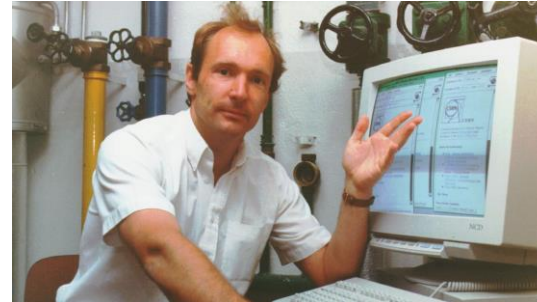
Sir Tim Berners-Lee, inventor of the WWW

Log of first ARPANet Message

'Fathers of the internet' Vint Cerf & Bob Kahn
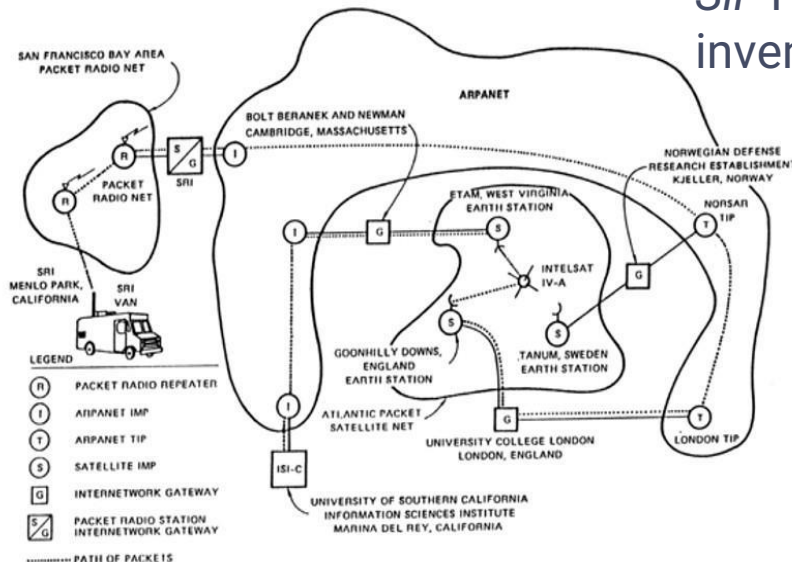
Internetworking demonstration, linking the ARPANET, PRNET, and SATNET in 1977

AOL.

CompuServe

hobbynet

EUnet

SURF NET

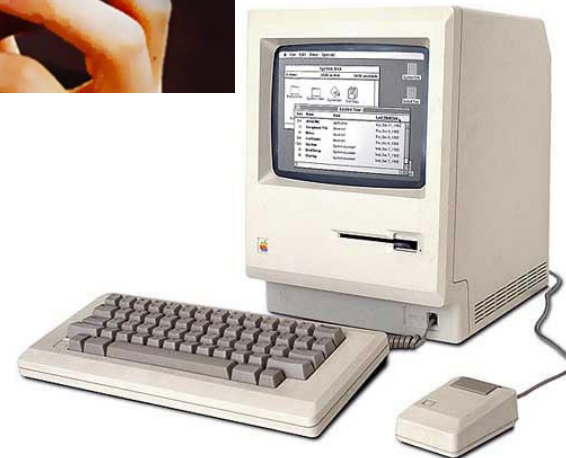# 80s/90s: The Digital Comes Home

Bill Gates

Steve Jobs

Graphical User Interface (GUI) + Office Software

Personal computing Apple Macintosh

2000s: Burst to Boom

"Data is the new oil"

2010s: The Post-Digital Age.

Commander in Tweet

Pokémon Go Kills

Smartphone "Condom"

Facebook & Cambridge Analytica scandal
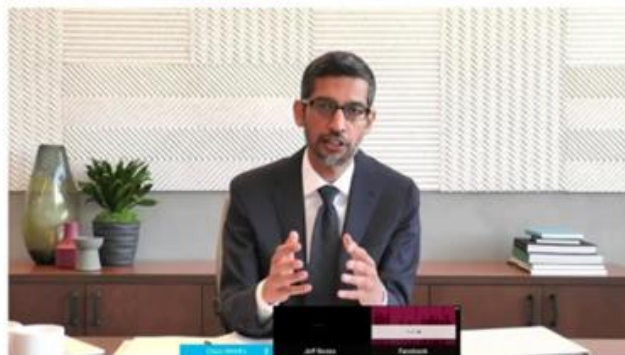
… the Digital and the Pandemic
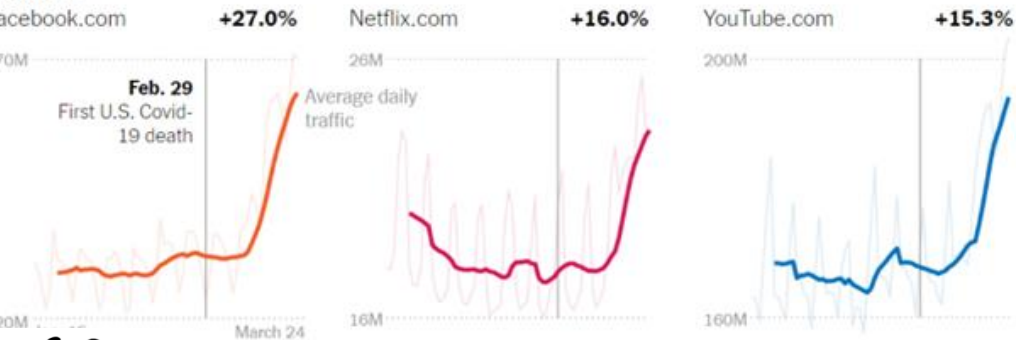
Tesla is restarting production today against Alameda County rules. I will be on the line with everyone else. If anyone is arrested, I ask that it only be me.

1:36 PM · May 11, 2020 · Twitter for iPhone

Elon Musk
@elonmusk

ZOOM

Websites

acebook.com   +27.0%
70M

Feb. 29
First U.S. Covid-
19 death   Average daily
                  traffic

March 24

Netflix.com   +16.0%
26M

16M

YouTube.com   +15.3%
200M

160M

2020s: The Rise of AI?

Théâtre D'opéra Spatial, Midjourney (2022) by way of Jason M. Allen and many uncredited humans
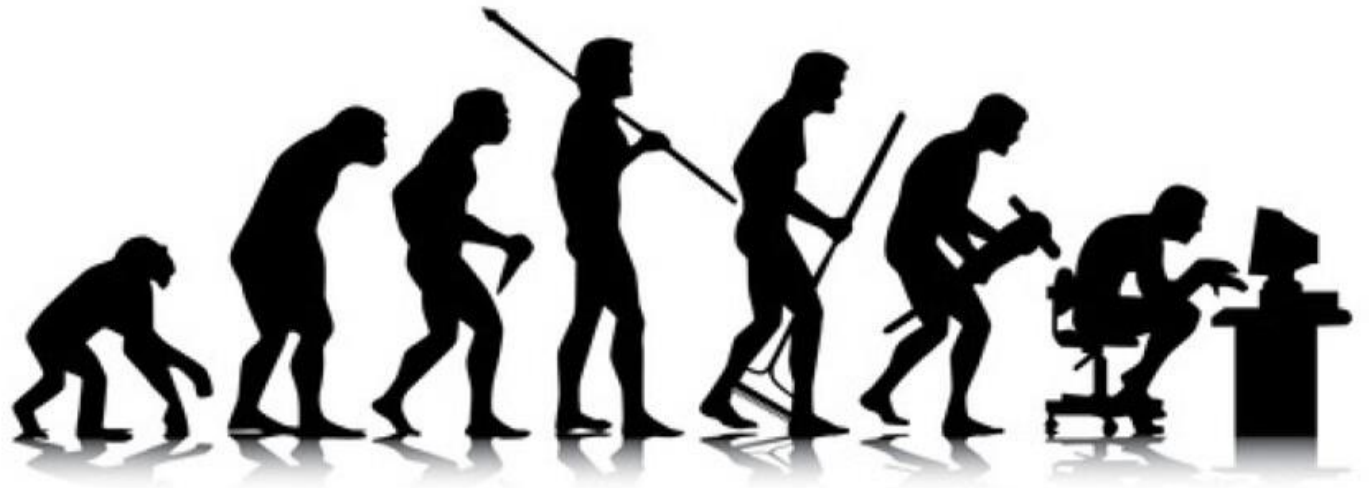
The Digital: A (non-)Human Medium

Digital (R)evolution

"For the message of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs."

Marshall McLuhan
(1964, *Understanding Media*)

What change is next?

Let's explore this, together!

Content cue:

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

Next week's lecture: The World Brain