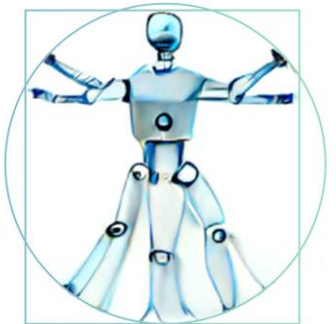


# Digital Media, Society, and Culture

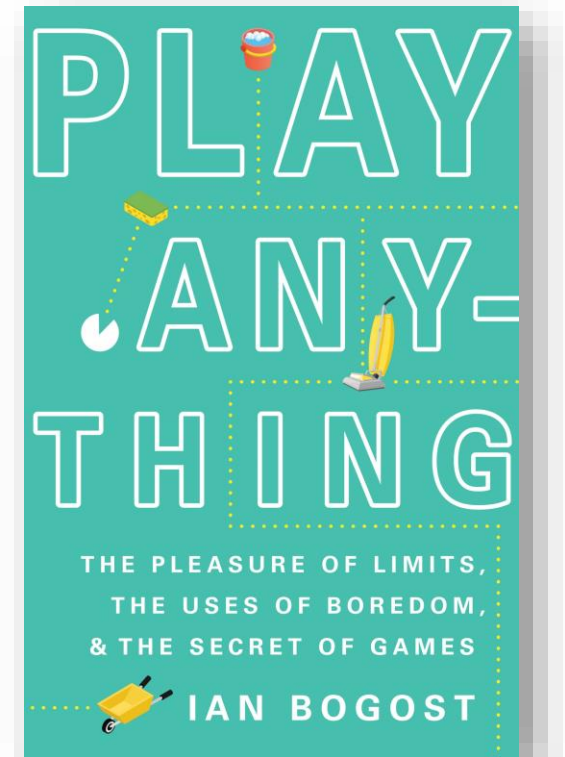
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**Angus A.A. Mol**  
Walter Crist III

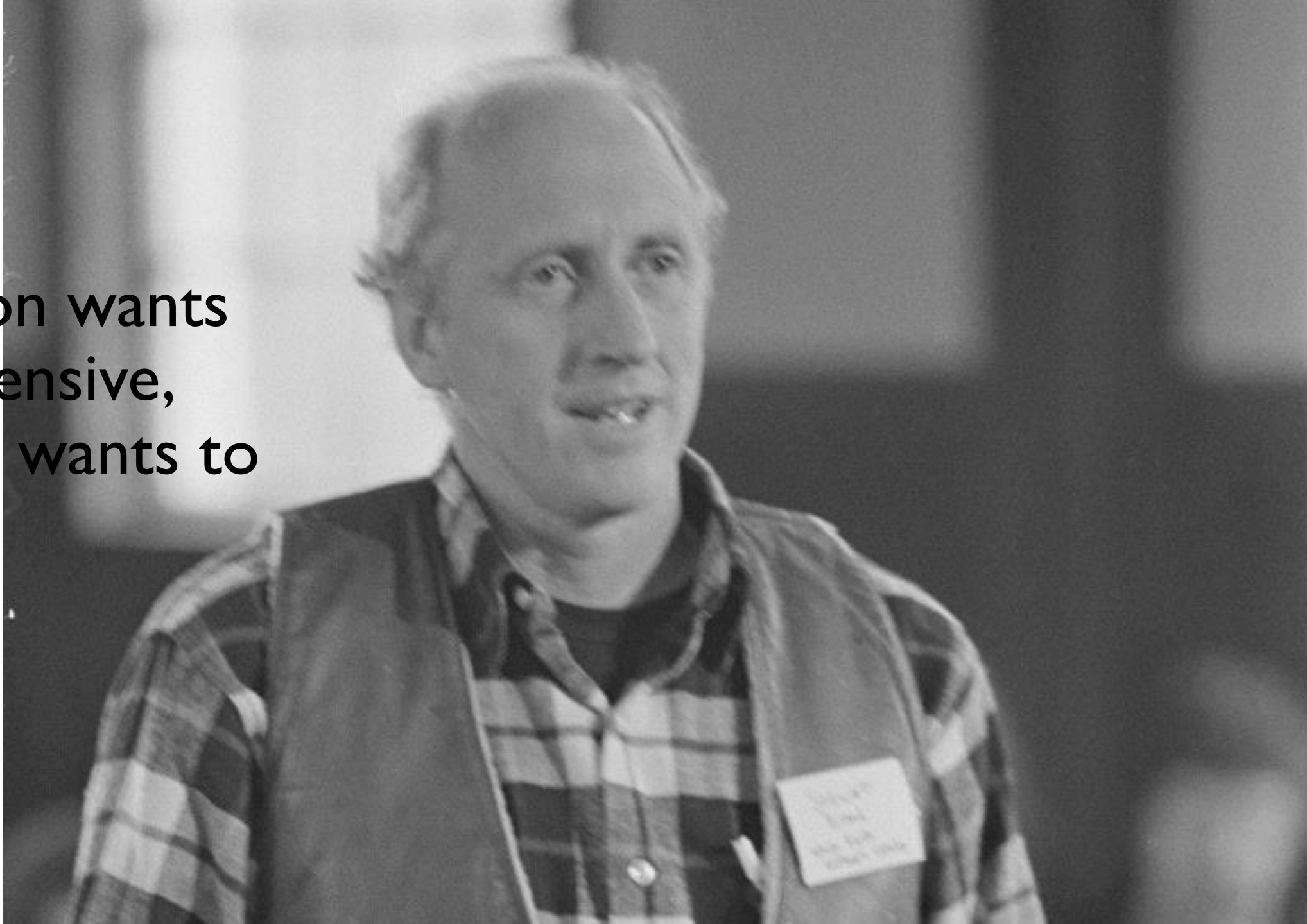


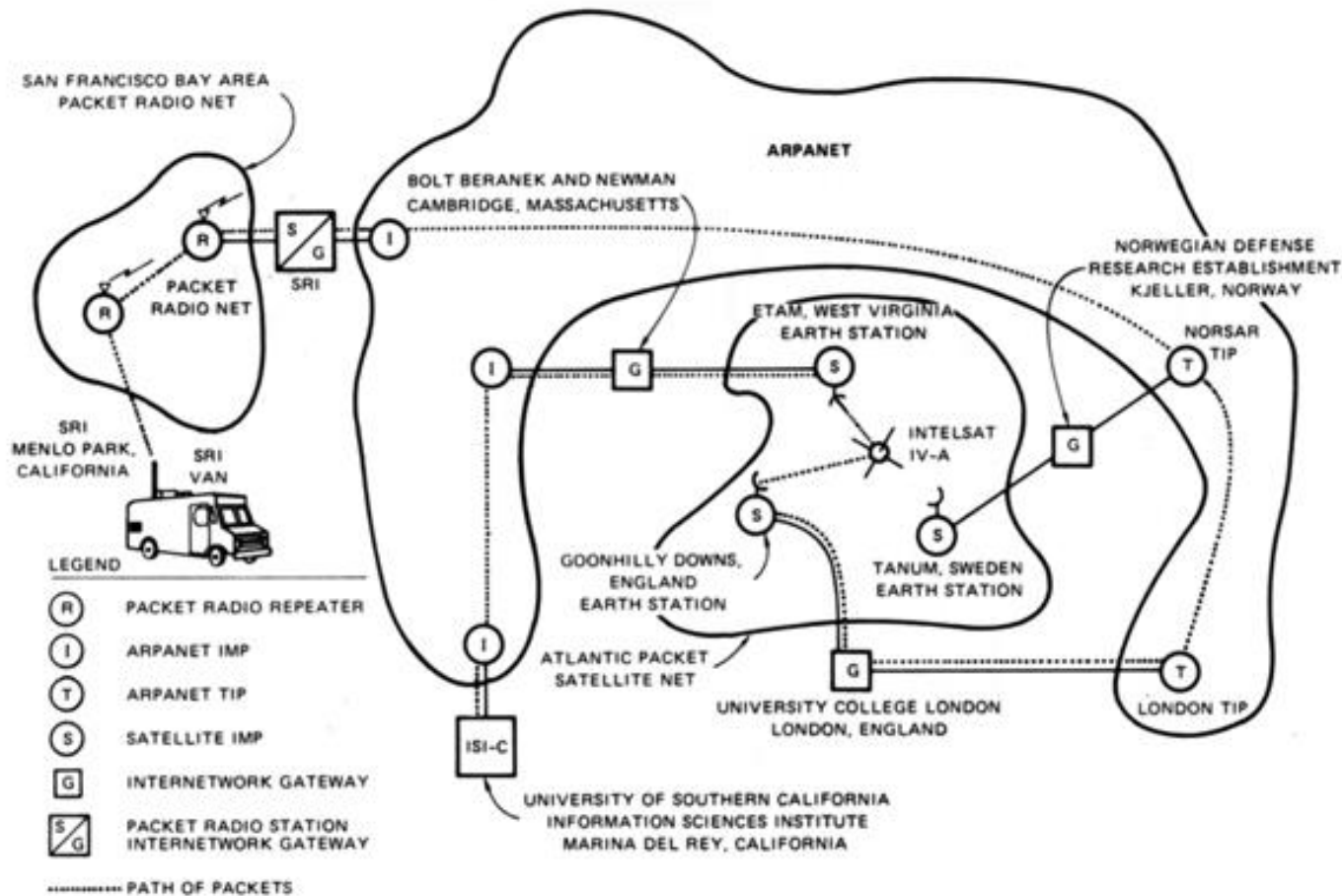
L U C D H

# Flappy Bird



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





# Google

# Aol.

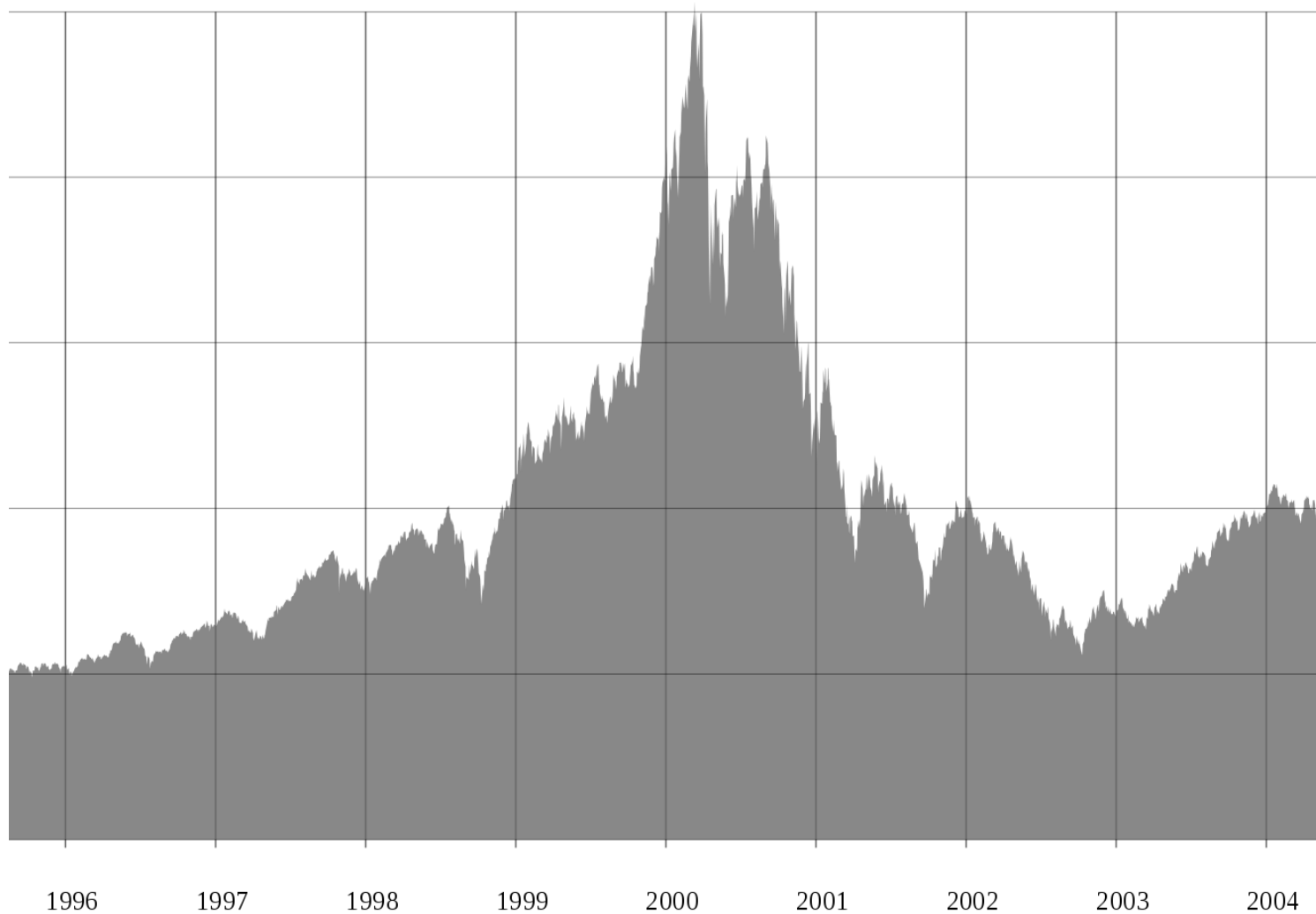
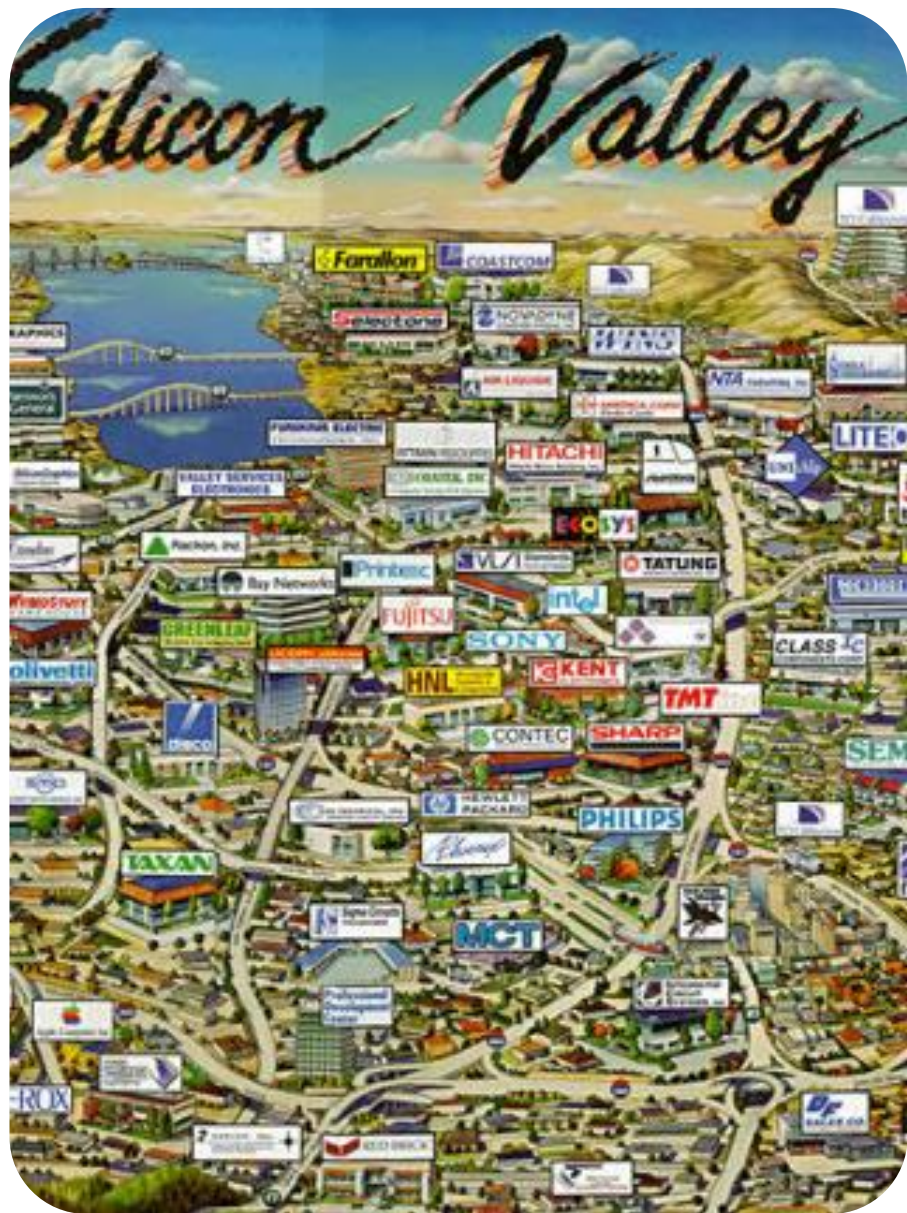
 CompuServe®

# hobbynet

# EUnet

**SURF** NET





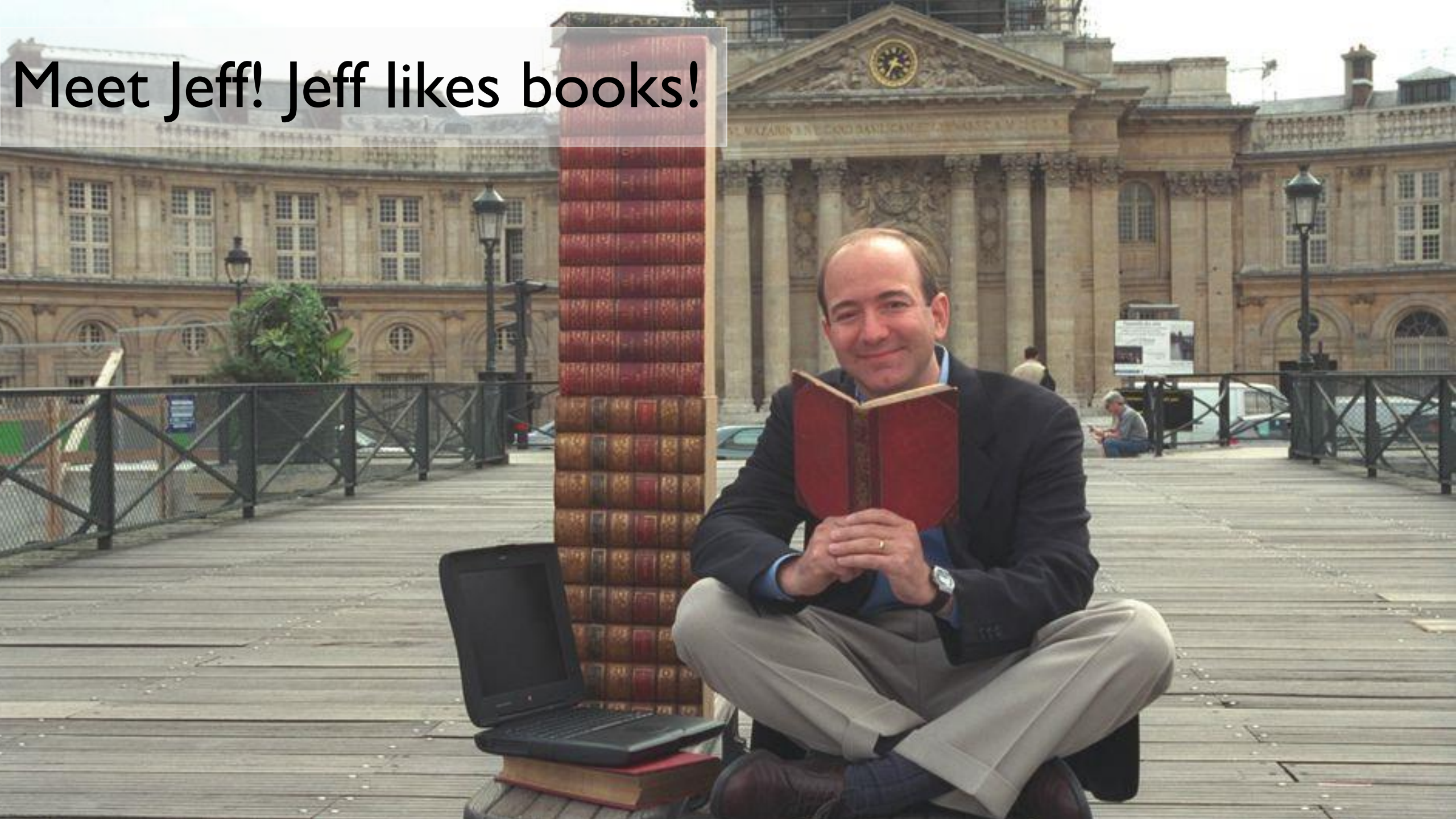
Web 2.0:  
Services want to be expensive,  
but they also want to be free

(An Amazing Jeff Story)

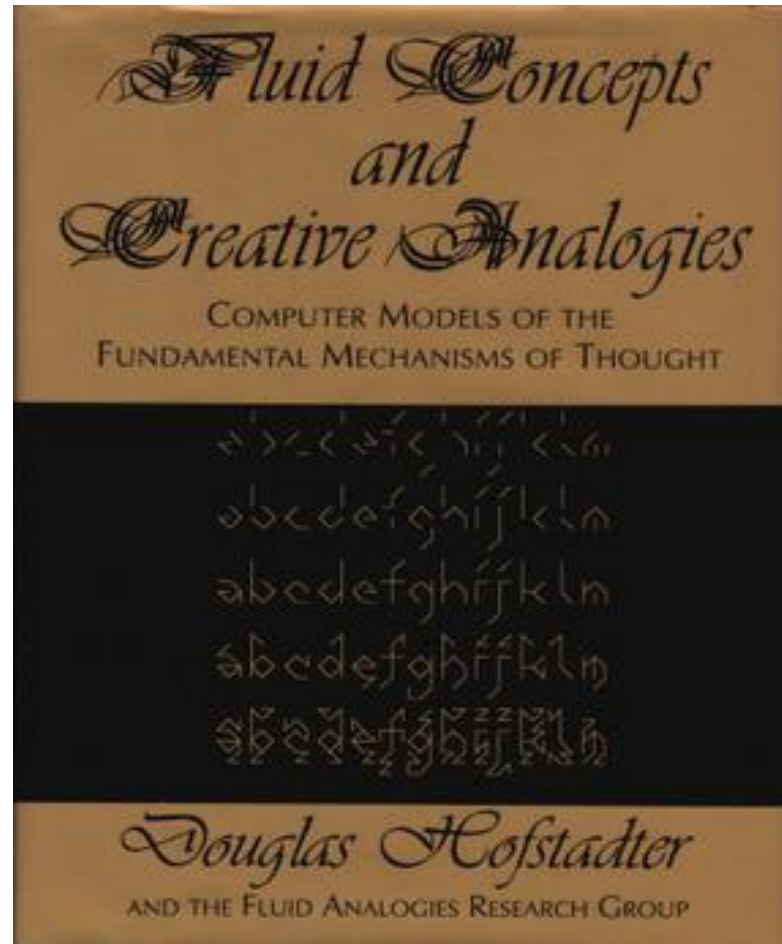
Not out on **amazon** books today!



Meet Jeff! Jeff likes books!



... maybe this is the one he liked best...





... but now he likes rockets even better...





... and us, his customers...

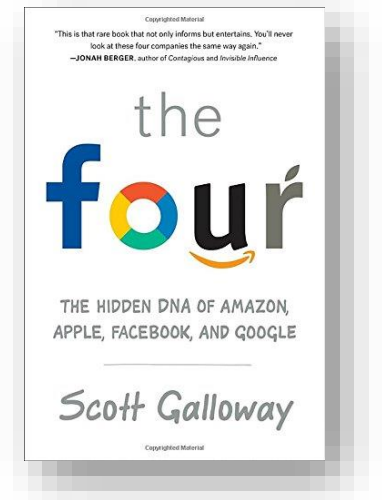
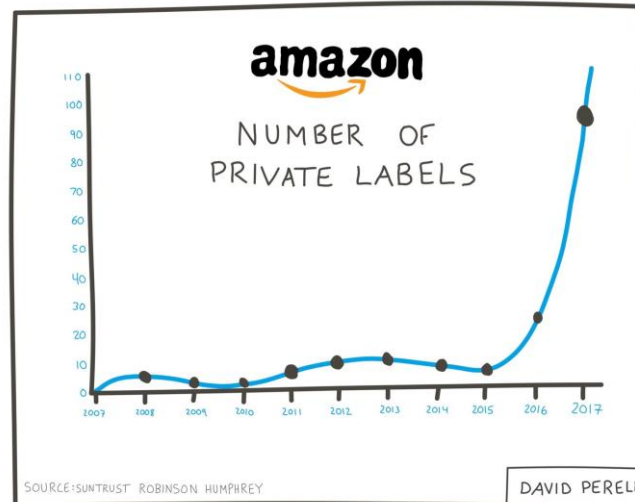
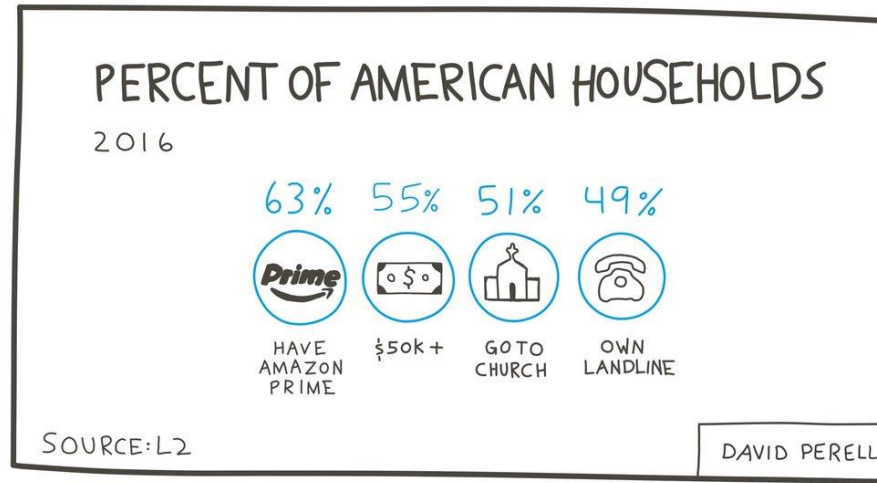
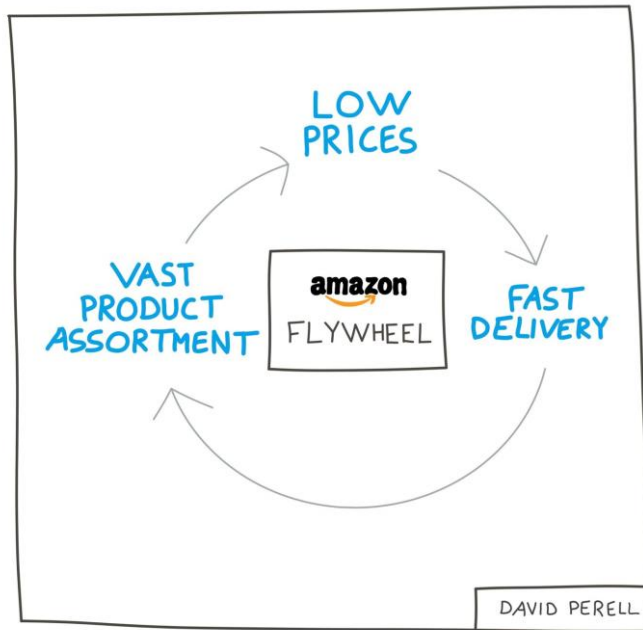


**"The No. 1 thing that has made us successful by far is obsessive compulsive focus on the customer"**

**Jeff Bezos - Amazon Founder & CEO**



# ... and we like what Jeff got....



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

3.312,75 USD

NASDAQ: AMZN

+2,557.70 (338.75%) ↑ past 5 years

Closed: 2 Nov, 19:51 GMT-4 • Disclaimer

Pre-market 3.309,00 -3,75 (0,11%)

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open	3.315,01	Mkt cap	1,68T	52-wk high	3.773,08
High	3.331,12	P/E ratio	64,78	52-wk low	2.881,00
Low	3.283,55	Div yield	-		

...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



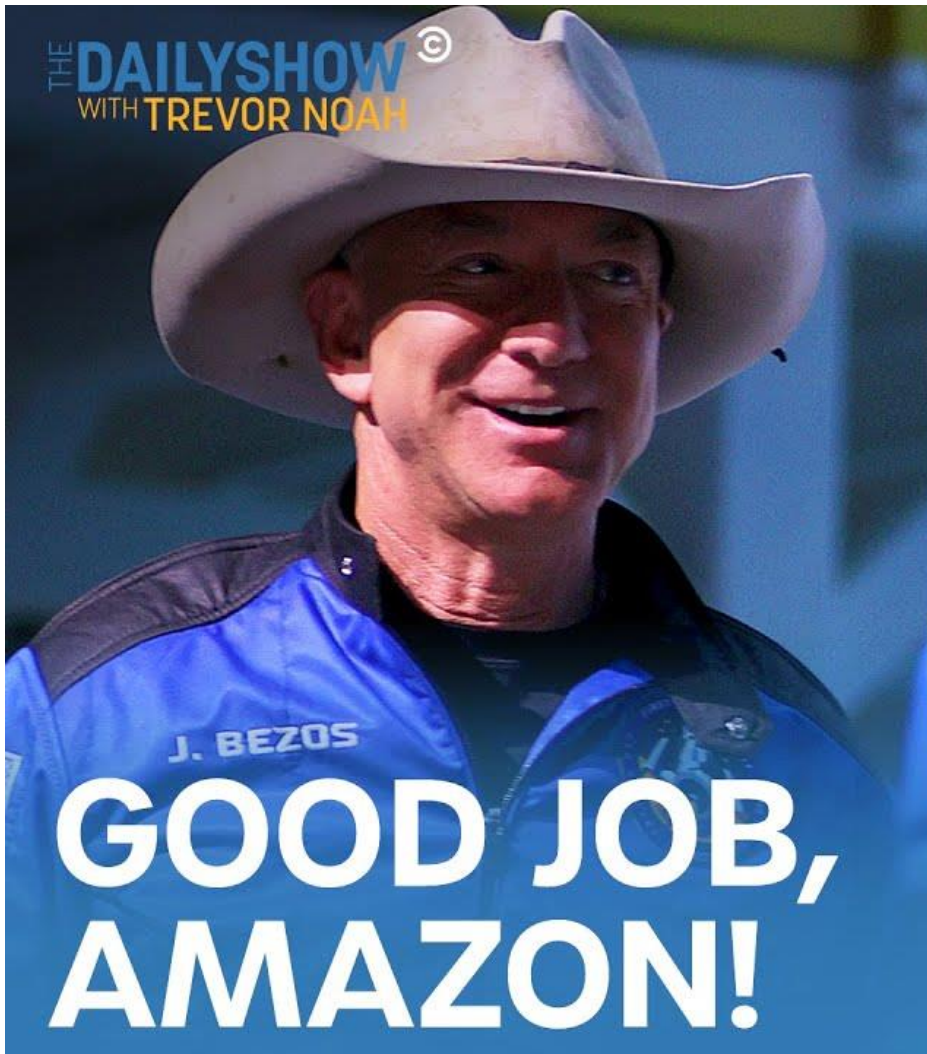
Bernard  
Arnault  
190.7B USD

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...



STRIKE HARD  
HAVE FUN  
MAKE HISTORY !!



BLACK  
FRIDAY

amazon

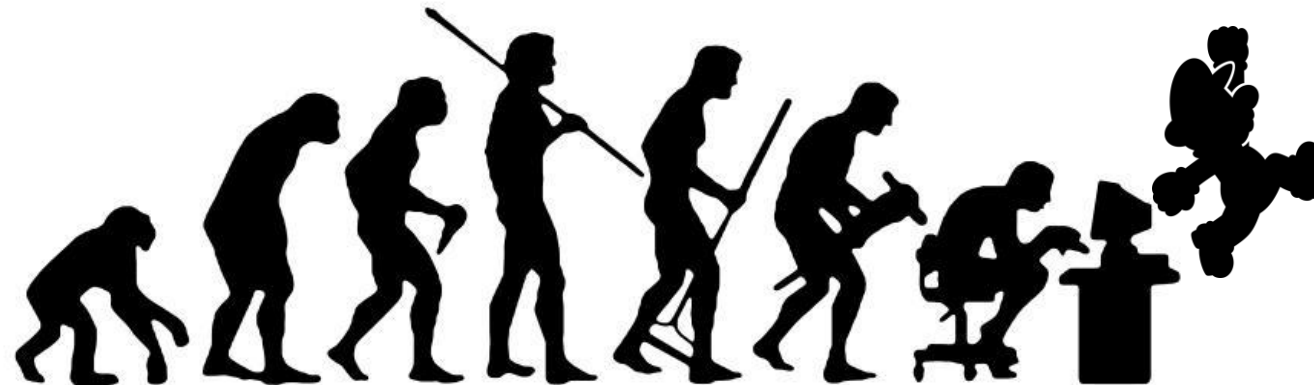
... until Friday 24 November!



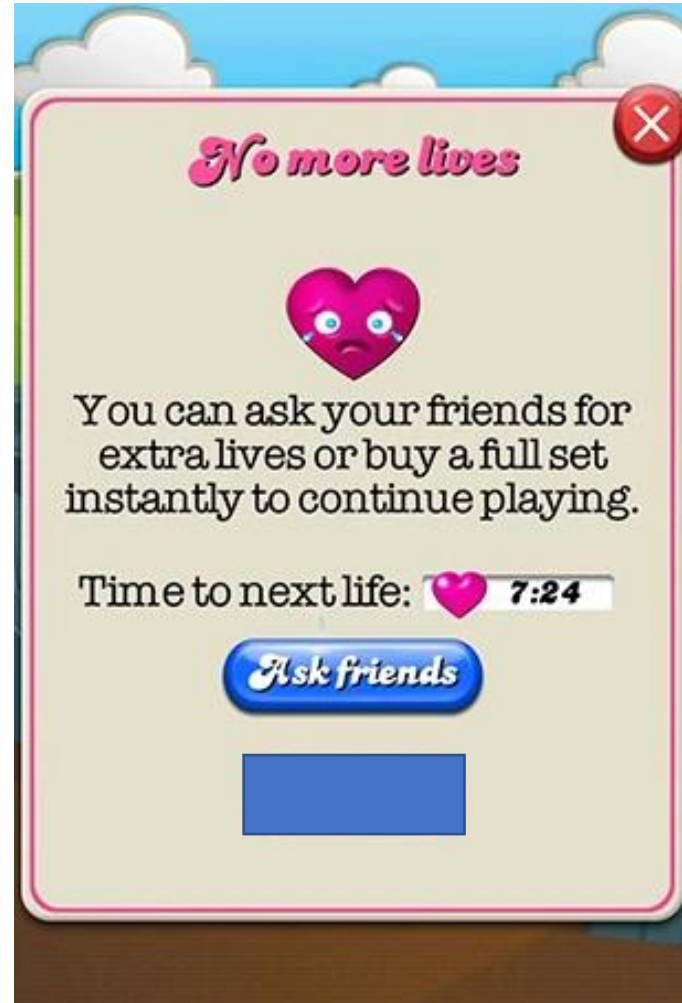
Let's be fair to Jeff... They're all doing it!



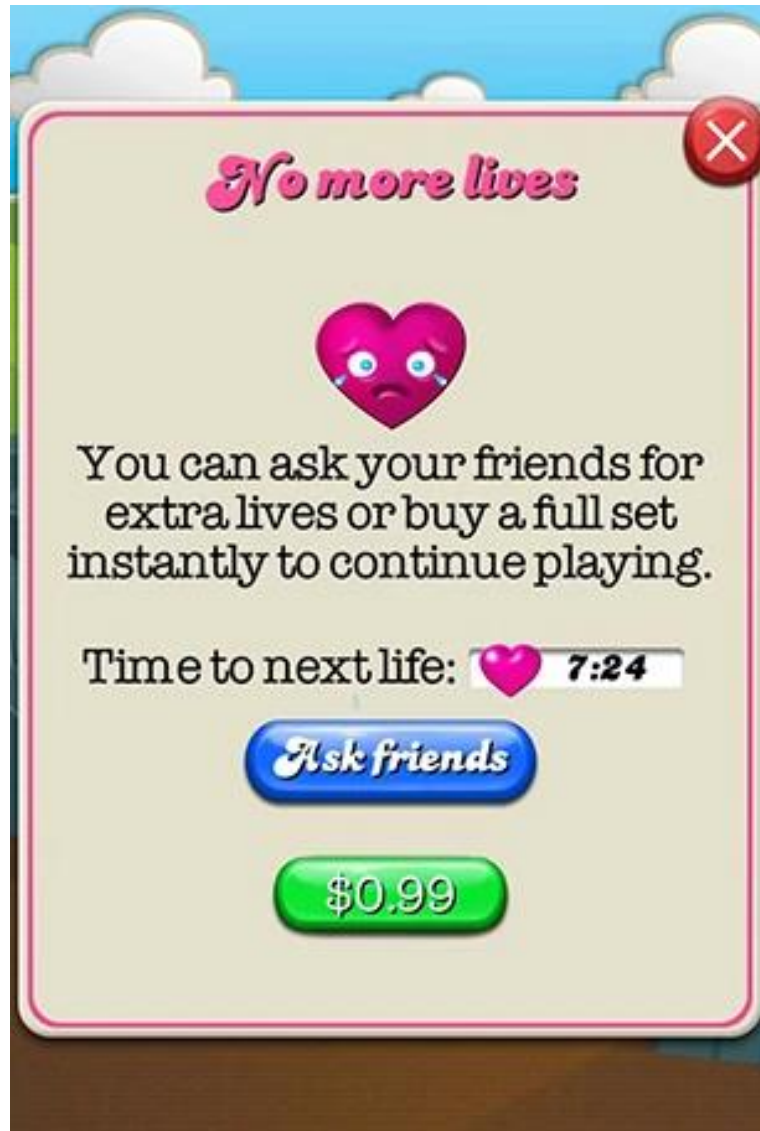
# The Virtual Auction!



# What would you pay for 5 Candy Crush lives?



# What would you pay for 5 Candy Crush lives?



# What would you insure the most expensive Eve Online Battle for?

(i.e. What did this battle cost?)





# What was the cost of the most expensive Eve-Online Battle?



The Massacre at M2-XFE:  
€353.702,-

What would you pay to be the owner of  
**CLUB NEVERDIE?**



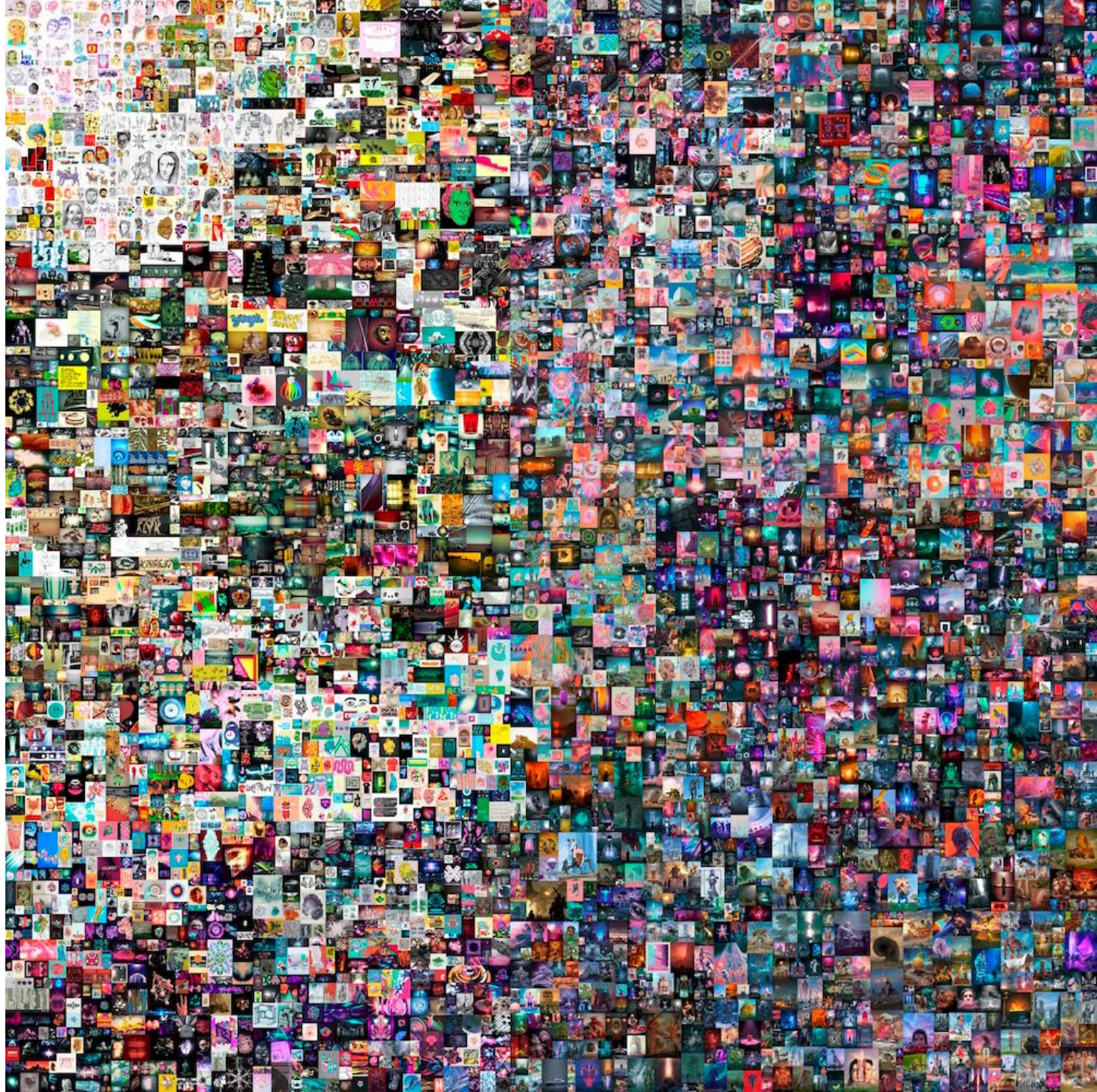
What would you pay to be the owner of  
**CLUB NEVERDIE?**



Sold for \$635.000  
in 2010



What would you  
pay to be the  
owner of Beeple's  
*Everydays—The  
First 5000 Days?*

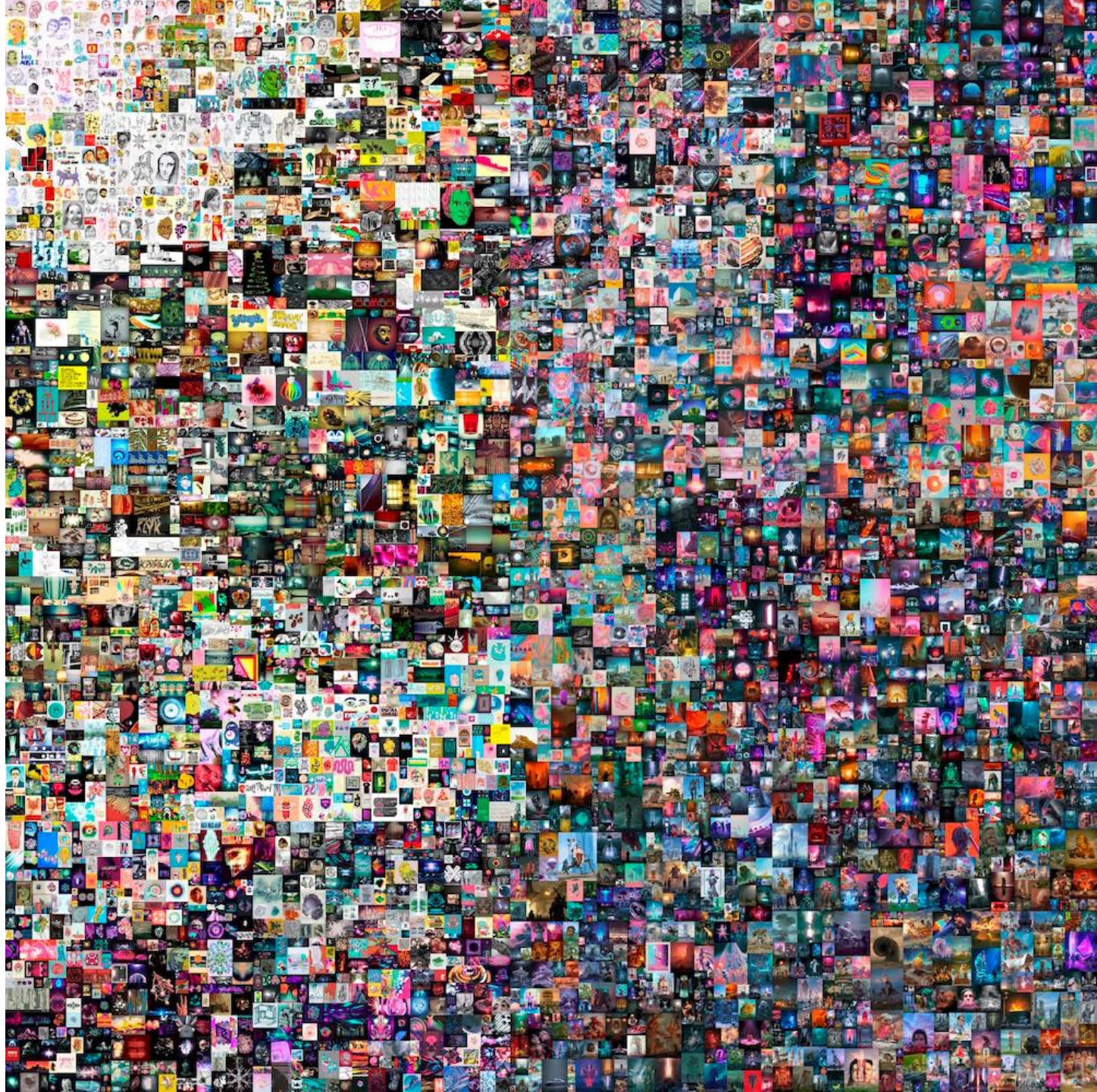




What would you  
pay to be the  
owner of Beeple's  
*Everydays—The  
First 5000 Days?*

\$69.346.250

[online on](#)  
[Christie's](#)





Web 3.0:

Digital stuff wants to be expensive,  
but it also wants to be free bored







“Right click to own.”



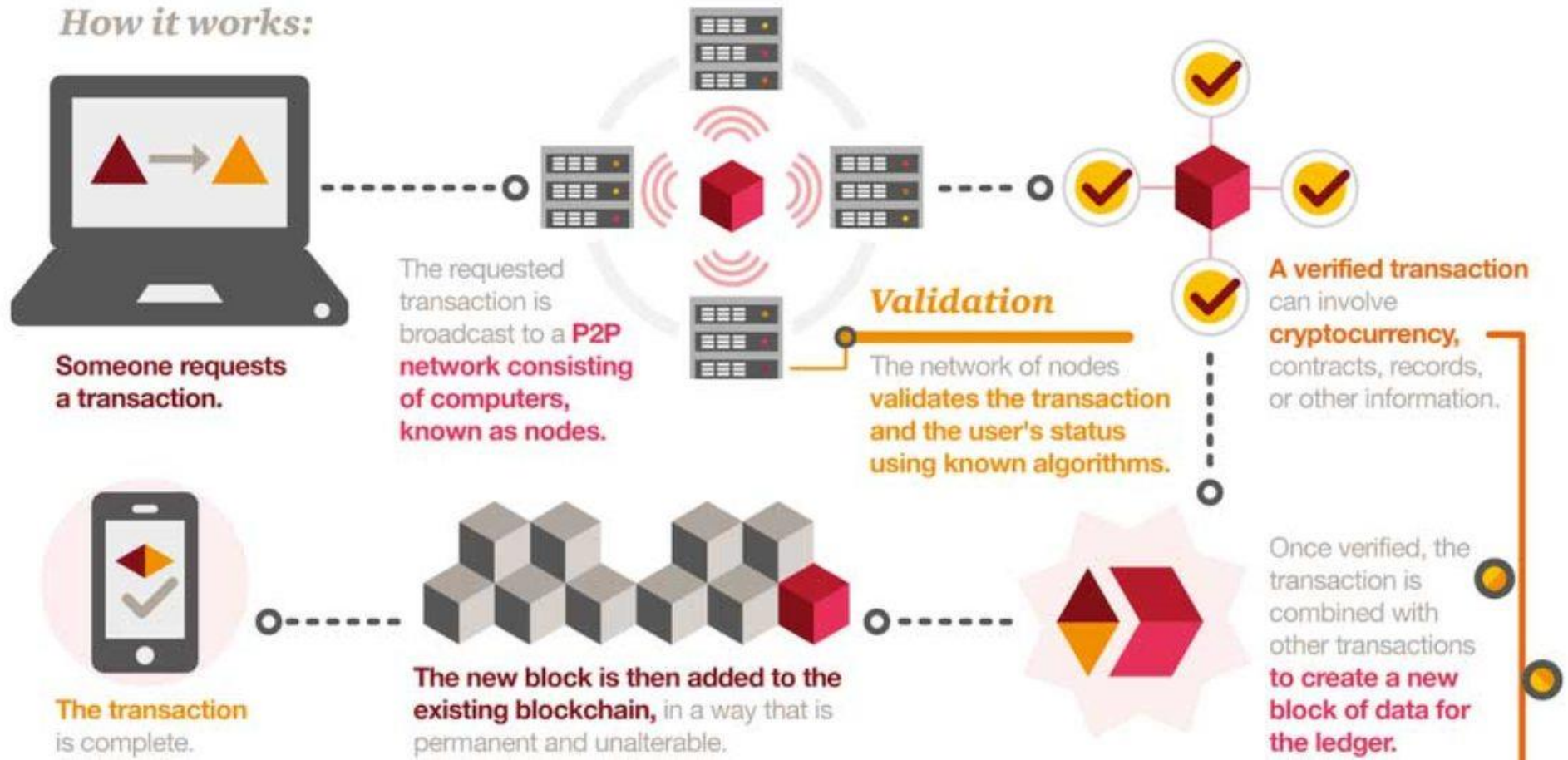


# A look at *blockchain technology*

## 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.

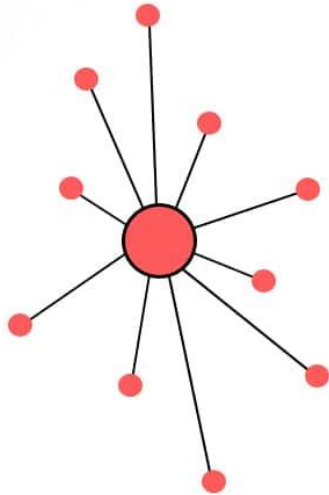
## How it works:





# The New Networks

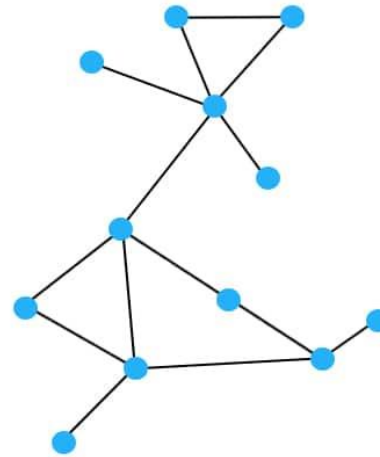
## Centralized



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

Only **privileged 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.



# Trust



Web 1.0:  
Information



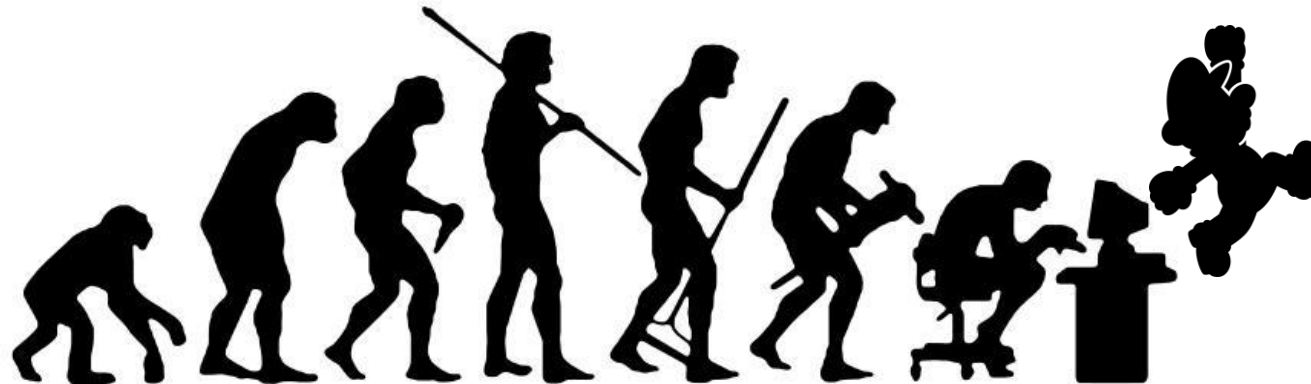
Web 2.0:  
Services



Web 3.0:  
Stuff

# The Digital Becomes Socio-Material

## Blockchains as Playful Economies





# 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

Tamagotchi Uni

