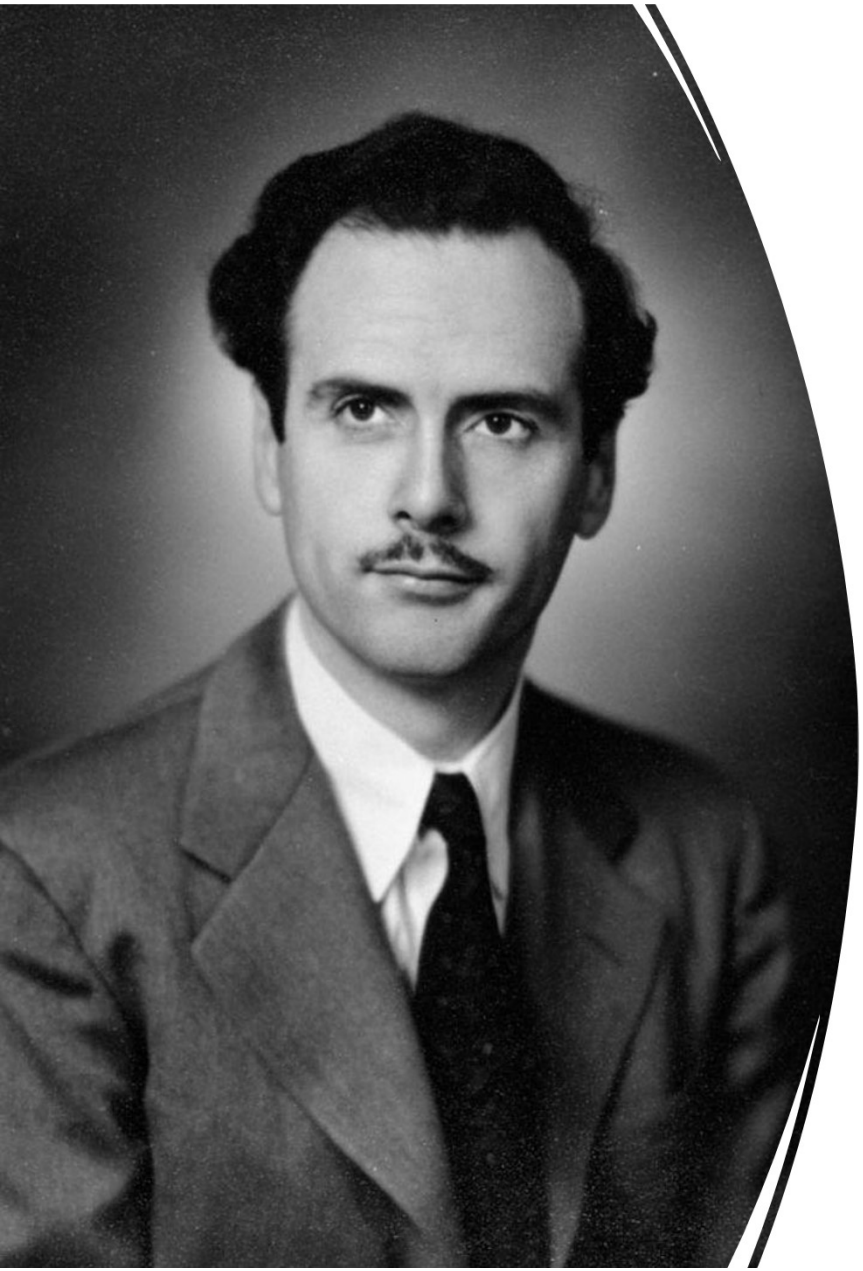
Blogs

Good job!

- Use links, check if they work!
- Use images and other media
- Mind grammar/syntax
- Mind the text walls
- Use (and keep on using) Categories for your group
  - Tags can be used to keyword content
- Read and comment on other people's work (start with your group)
- No user account for the website? Let us know!

Digital Media, Society, and Culture

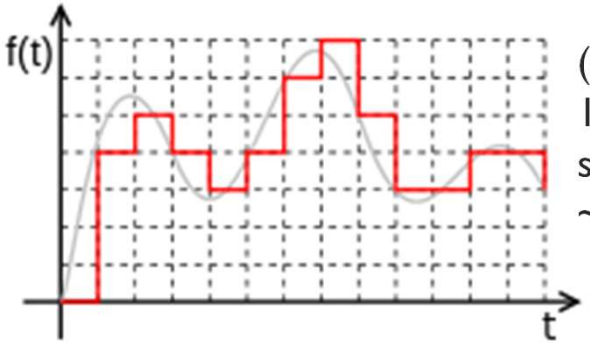
Angus A. A. Mol



“The Medium is the Message”

Marshall McLuhan
(1964, *Understanding Media*)

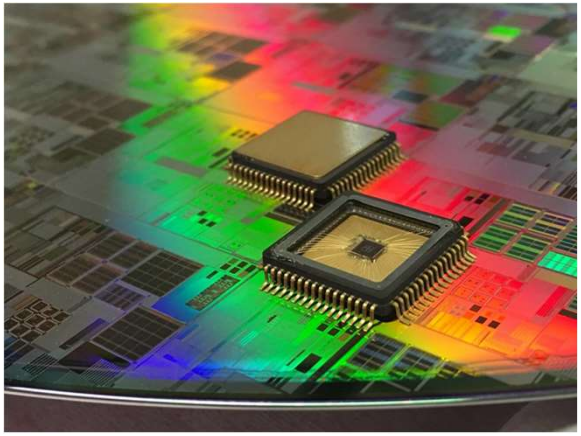
The Digital at its most basic



(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

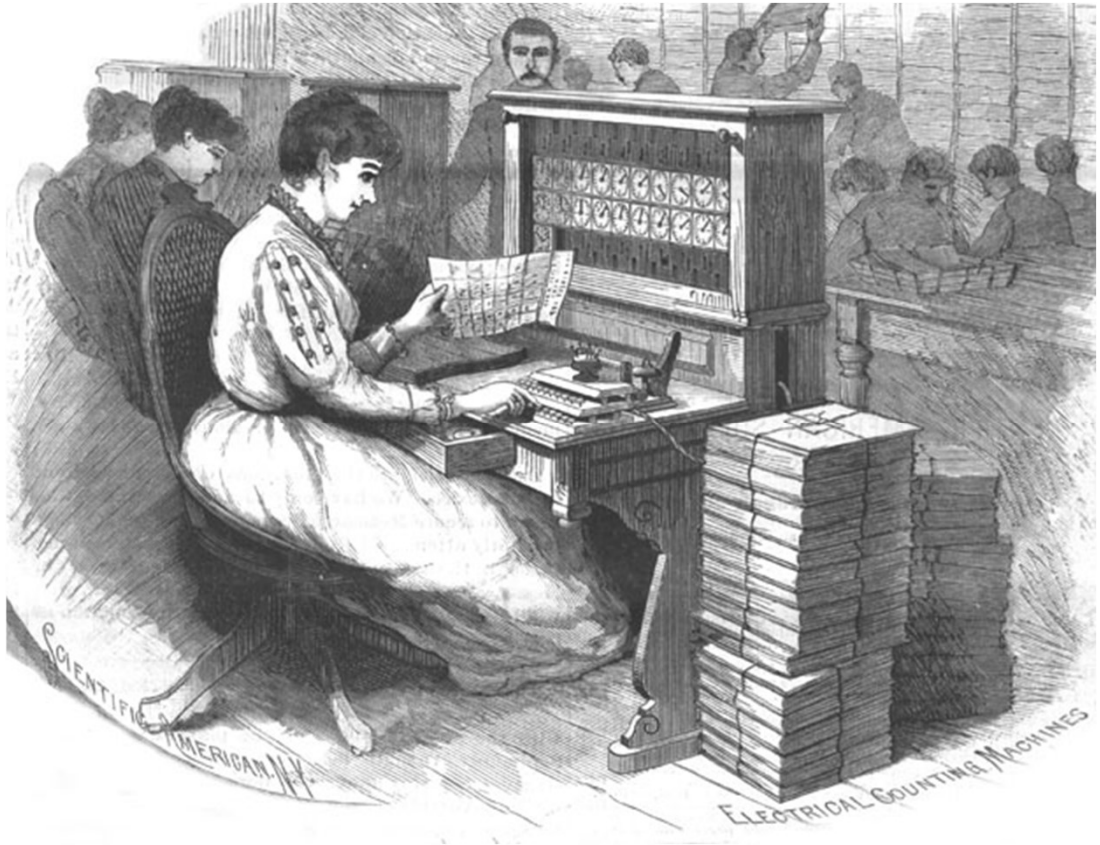
01010111 01100101 01101100 01100011 01101111 01101101 01100101
00100000 01100010 01100001 01100011 01101011 00100000 01110100
01101111 00100000 01100011 01101100 01100001 01110011 01110011

} "WELCOME BACK TO CLASS" in binary code

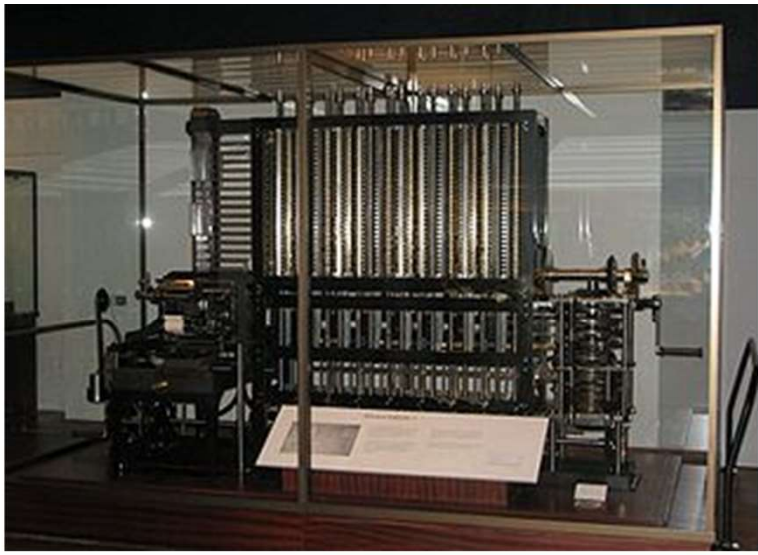


A computer is a set of integrated circuits of transistors ("microchip") through which electricity flows in on/off patterns.

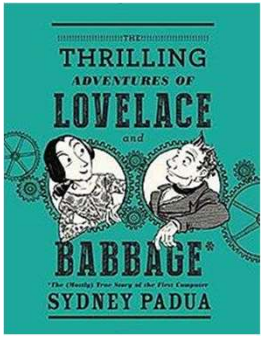
The First Computers



Babbage's Analytical Engine and Lady Lovelace

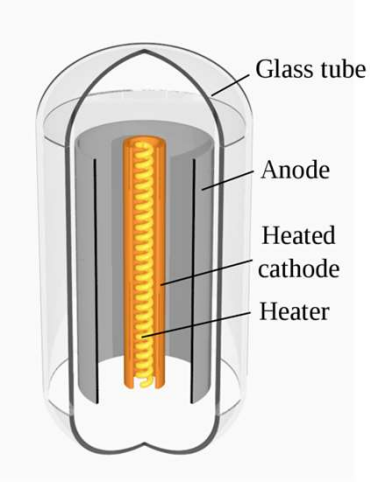


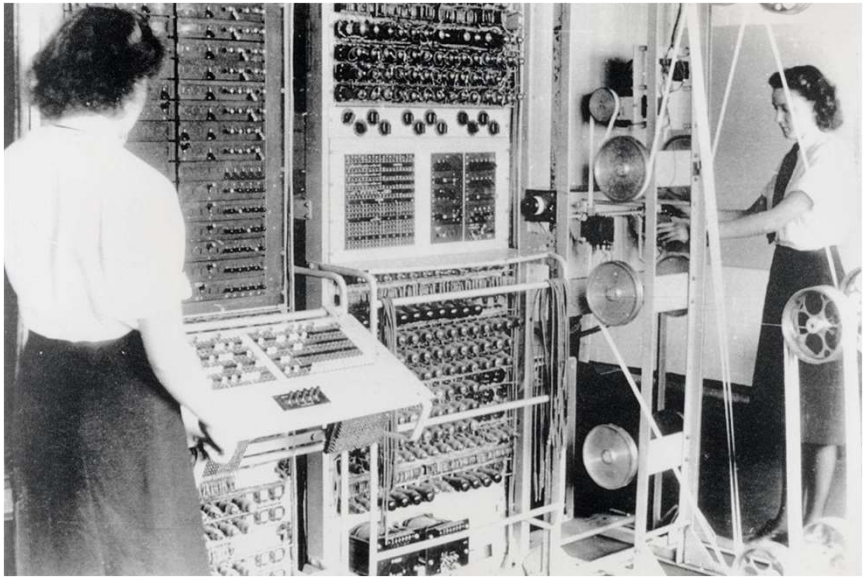
Working model in London's Museum of Science



War Machines

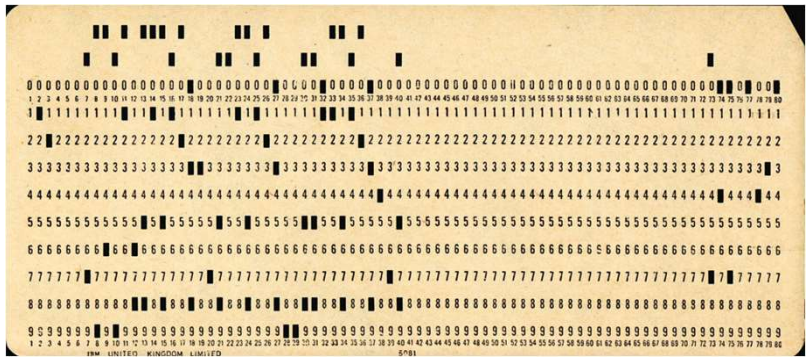
IBM 701 (1952):
ordered by the NSA





First Electronic Computer: *Colossus codebreaker* (1944)

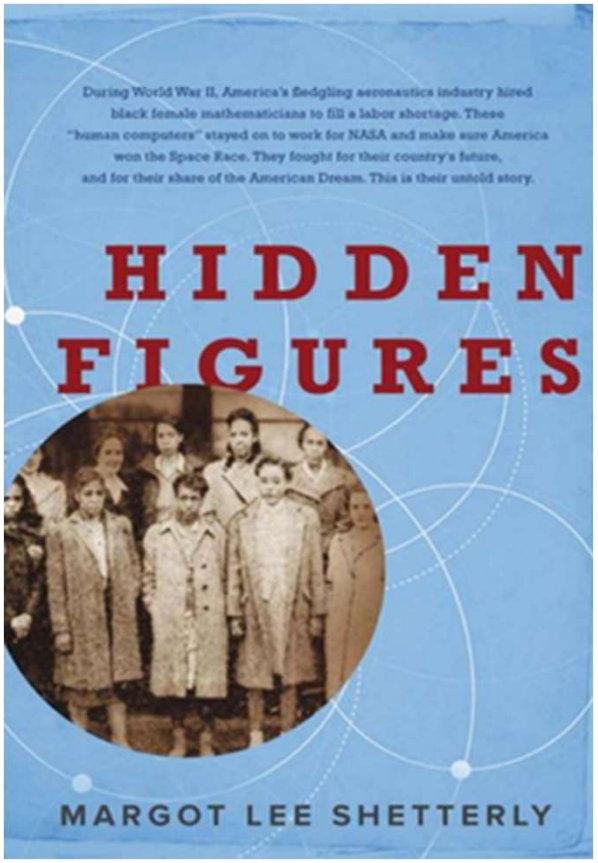
Vacuum tubes from the ENIAC computer



Hollerith-kaart/punch card

Computers: The Hidden Figures of the Space Race

Katherine Johnson working as a computer at NASA in 1966



The ‘First’ Computer Scholar

Father Roberto Busa (in 2006)

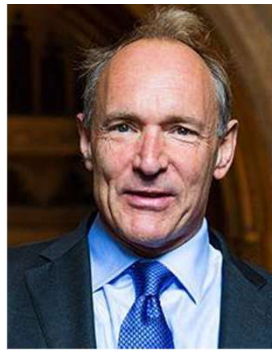
Thomas Watson (founder of IBM)

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

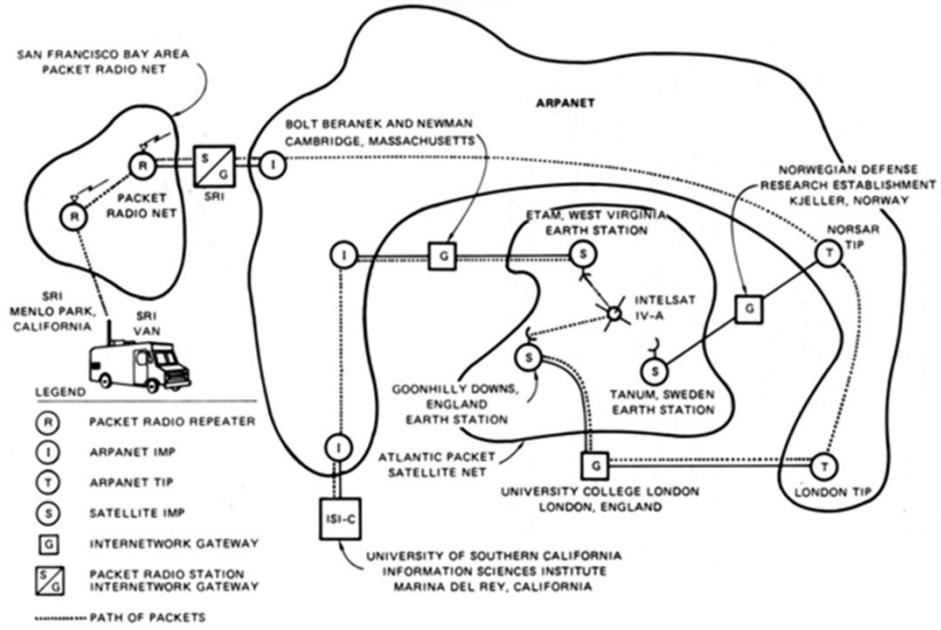
“I knew, the day I was to meet Thomas J. Watson, Sr., that he had on his desk a report which said IBM machines could never do what I wanted. I had seen in the waiting room a small poster imprinted with the words:
‘The difficult we do right away; the impossible takes a little longer.’ ”

- Roberto Busa, 1980

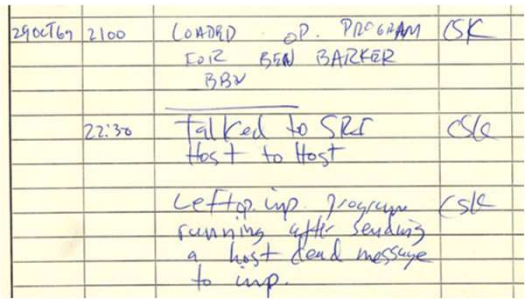
From ARPANet to World Wide Web



Tim-Berners Lee, inventor of the WWW



Log of first ARPANet message



'Fathers of the internet' Vint Cerf & Bob Kahn

Aol.

CompuServe

hobbynet

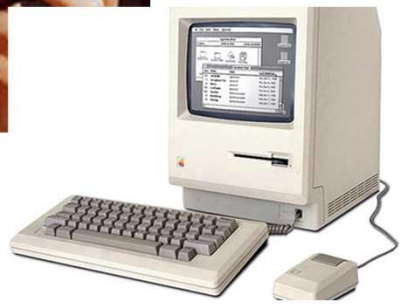
EUnet

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 (2010s): Entanglement of the Analog and the Digital

Commander in Tweet

Pokémon Go kills

"Data is the new oil"

Smartphone "Condom"

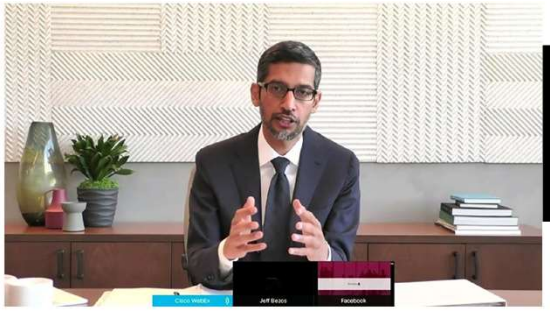
Facebook as Political Power

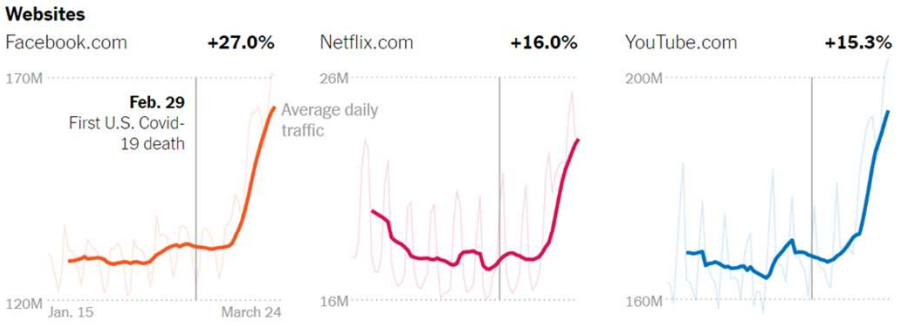
…. and *that* was in
the ‘before times’!

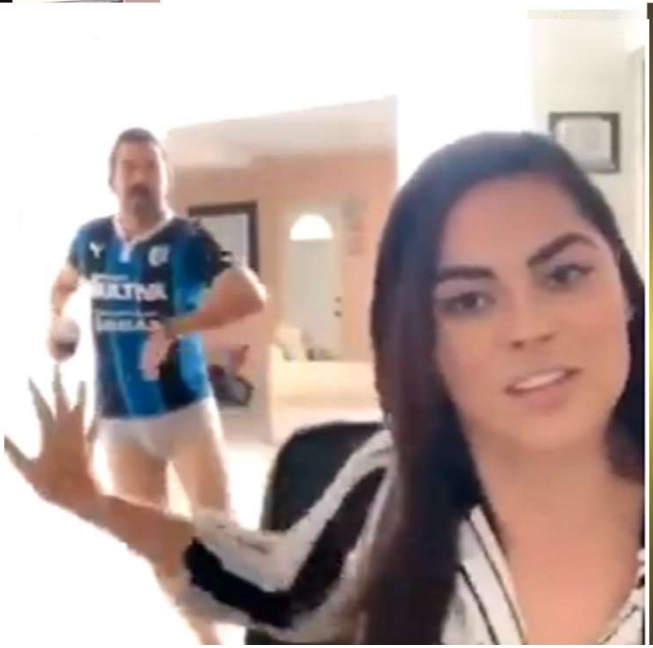
Elon Musk
@elonmusk

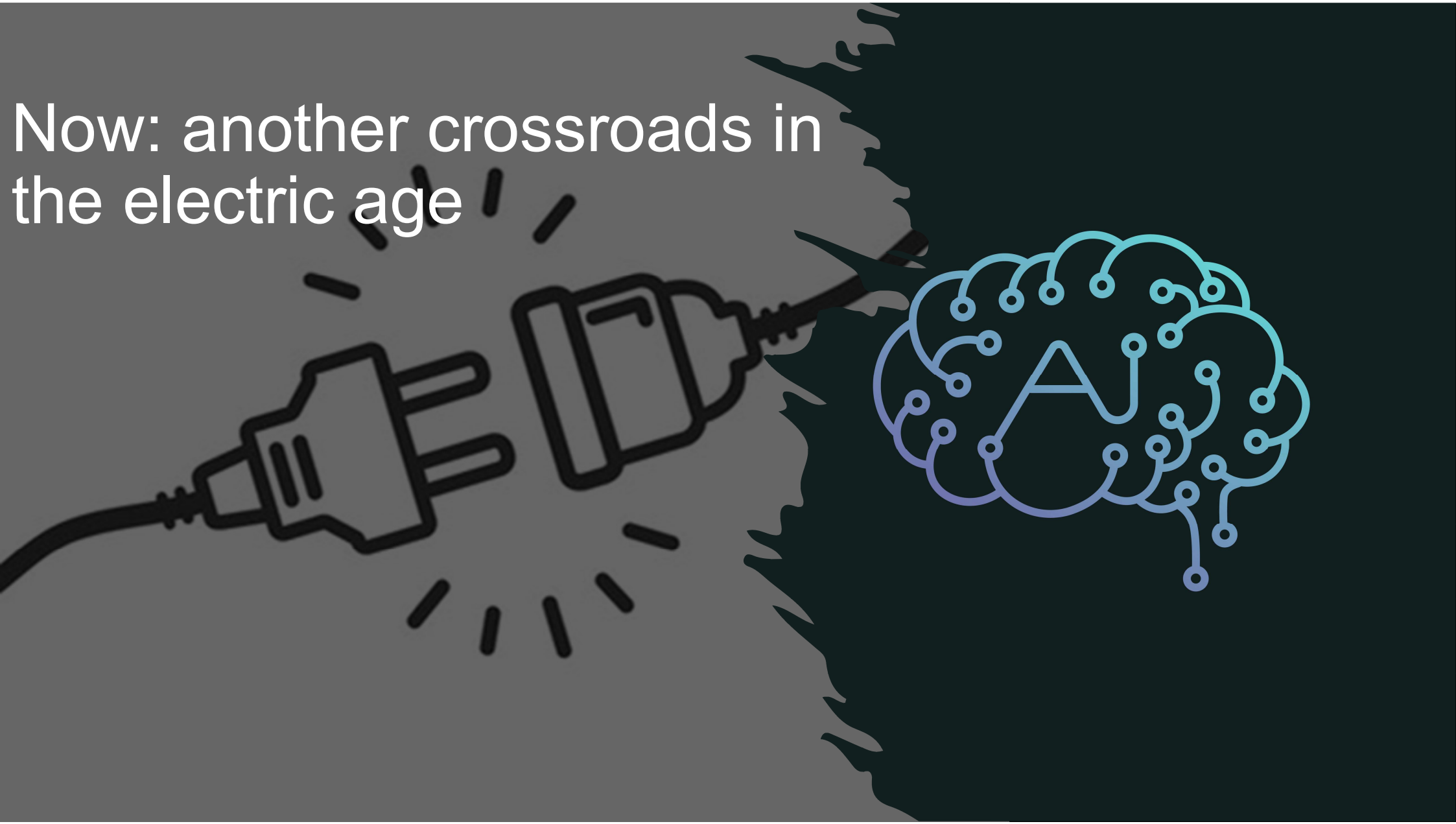
Tesla is restarting production today against Alameda County rules. I will be on the line with everyone else. If anyone is arrested, I ask that it only be me.

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

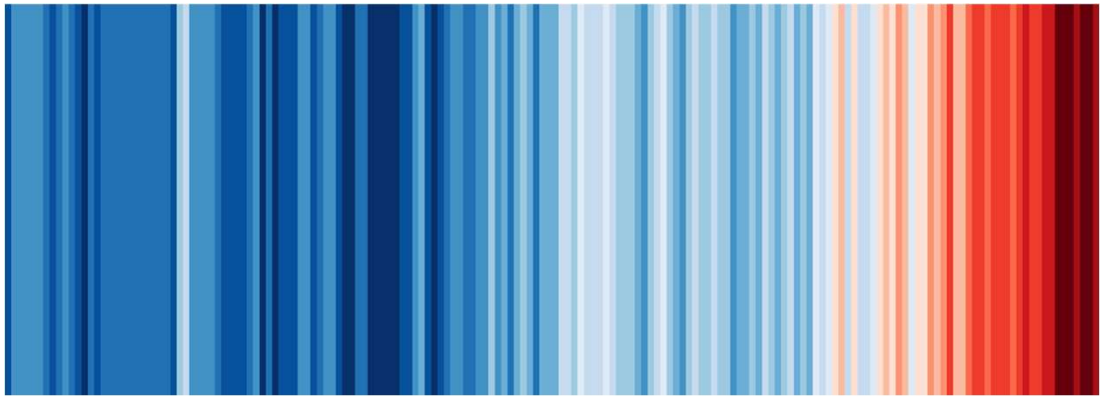




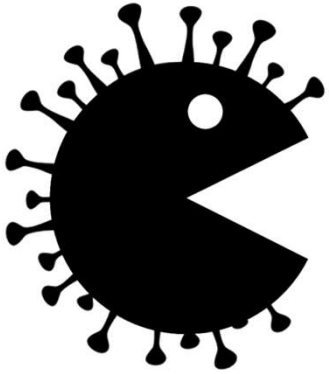


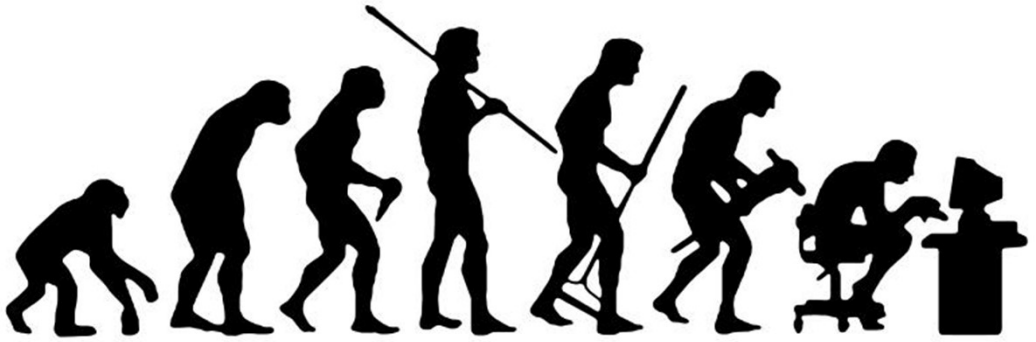

Now: another crossroads in the electric age
AI

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?

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!

www.janavirgin.com/CO2/DEFOOOOOOOOOOOOOOOOOOOOOREST.html

Joanna Moll, 2016, janavirgin.com

DEFOOOOOOOOOOOOOOOOOOOOOREST

Main takeaway

The 'Digital', and its associated technologies, is not one medium and does not carry one message, *but* there is a core to its long history: the binary, electric signal.

Underlying message: "The message of any medium is the change of scale or pace or pattern that is introduced into human affairs." (McLuhan 1964: 8)

Content Cue:

What has changed in your (thinking about your) digital practice? In what ways is this change part of overarching cultural and societal developments?

Or

What analog technologies and practices are part of/at the roots of (a specific form of) digital technology?