Speed Viewer's Guide to New Media

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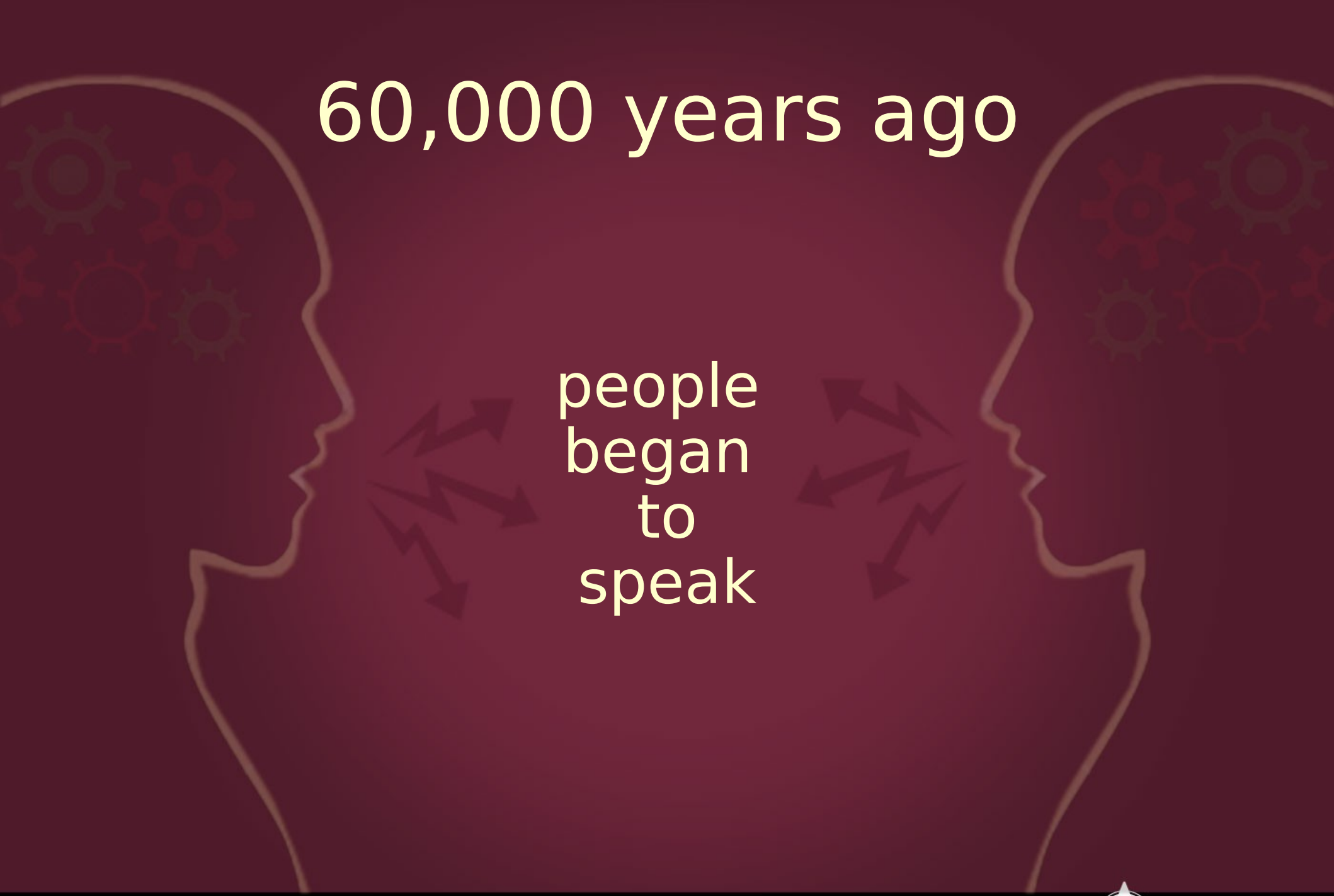
60,000 years ago



people
began
to
speak

5,000 years ago

people
started
to
write

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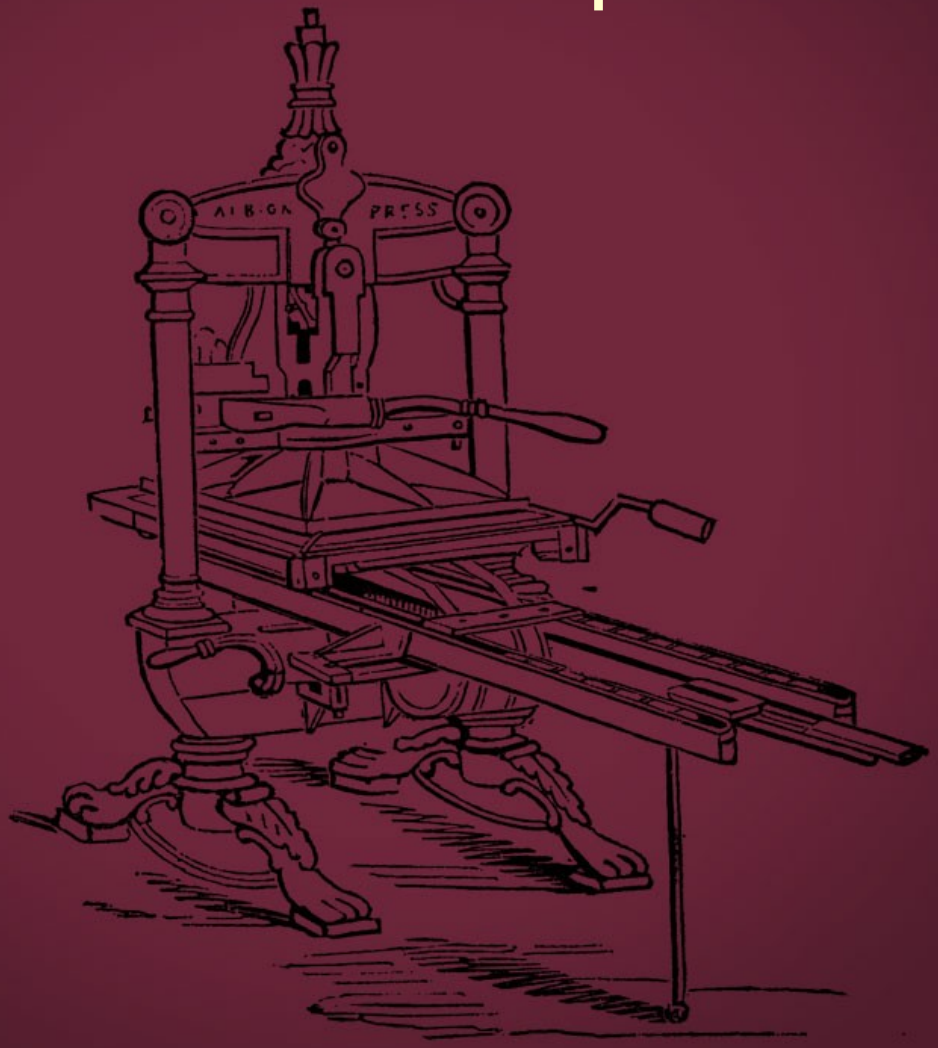
600 years ago
people started to publish



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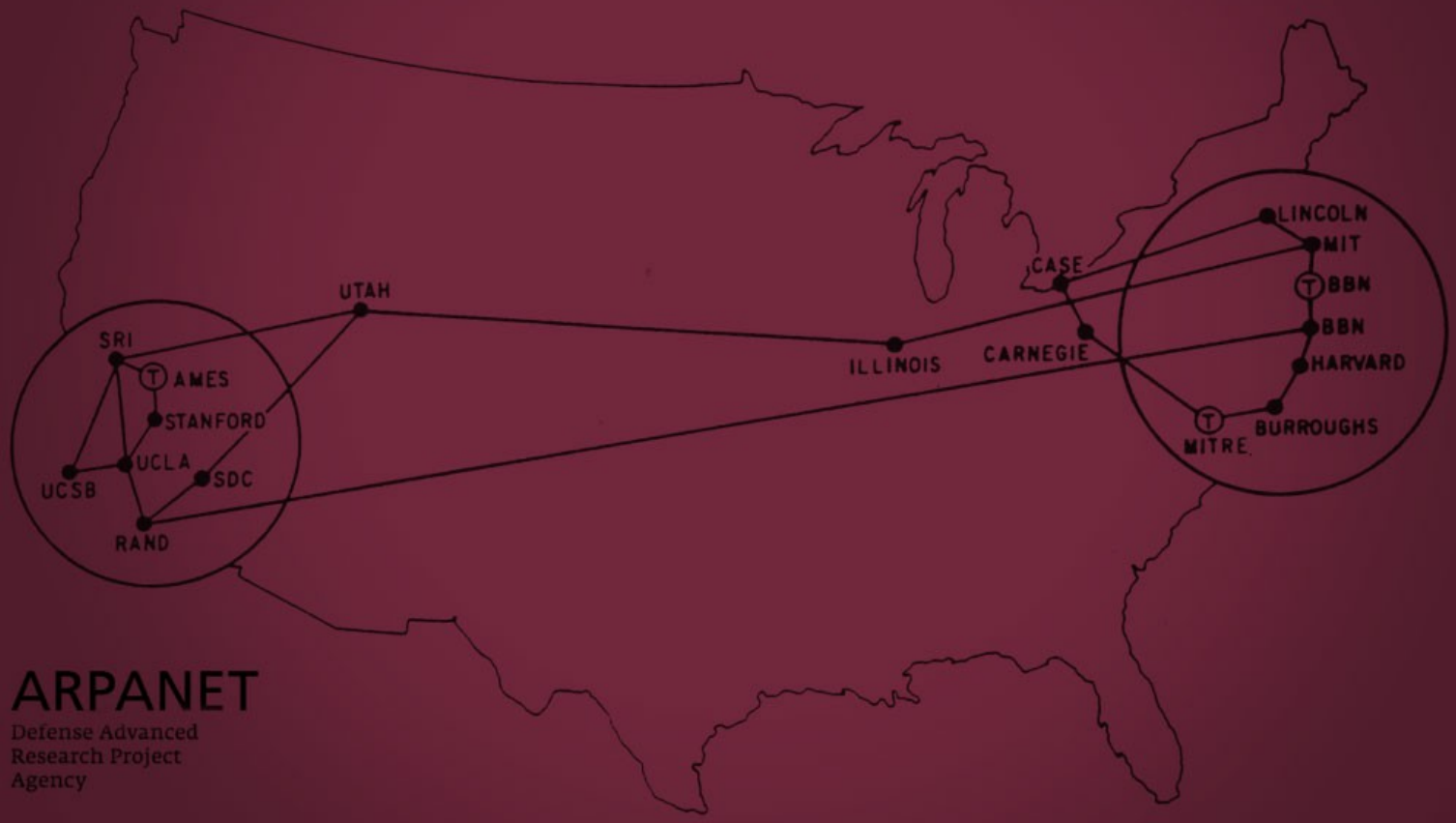
50 years ago
people created a network of computers



ARPANET
Defense Advanced Research Project Agency

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Two Historical Trajectories

1. Mass Media
2. Data Processing

Mass Media

Ability to disseminate to millions of citizens the same:

- texts
- images
- sounds

Data Processing

Ability to keep track of millions of citizens:

- birth records
- employment records
- medical records
- police records

Media / Data Timeline

MASS MEDIA

1826

Joseph Nicéphore Niépce

1890's

Thomas Edison

1897

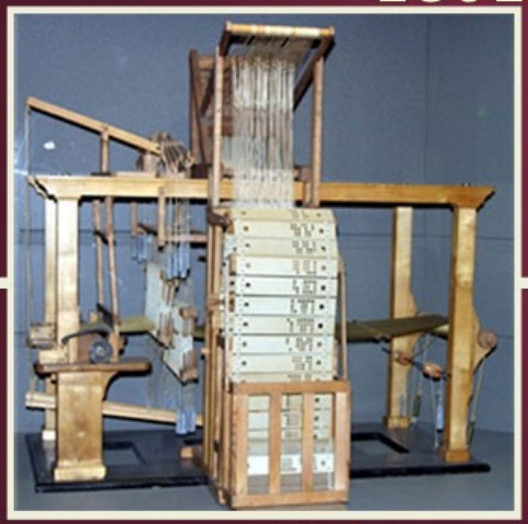
Marconi Company

1929

Vladimir Zworykin

DATA

1801



Joseph-Marie Jacquard

1822

Charles Babbage

1890

Herman Hollerith

1936

Konrad Zuse

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Convergence:

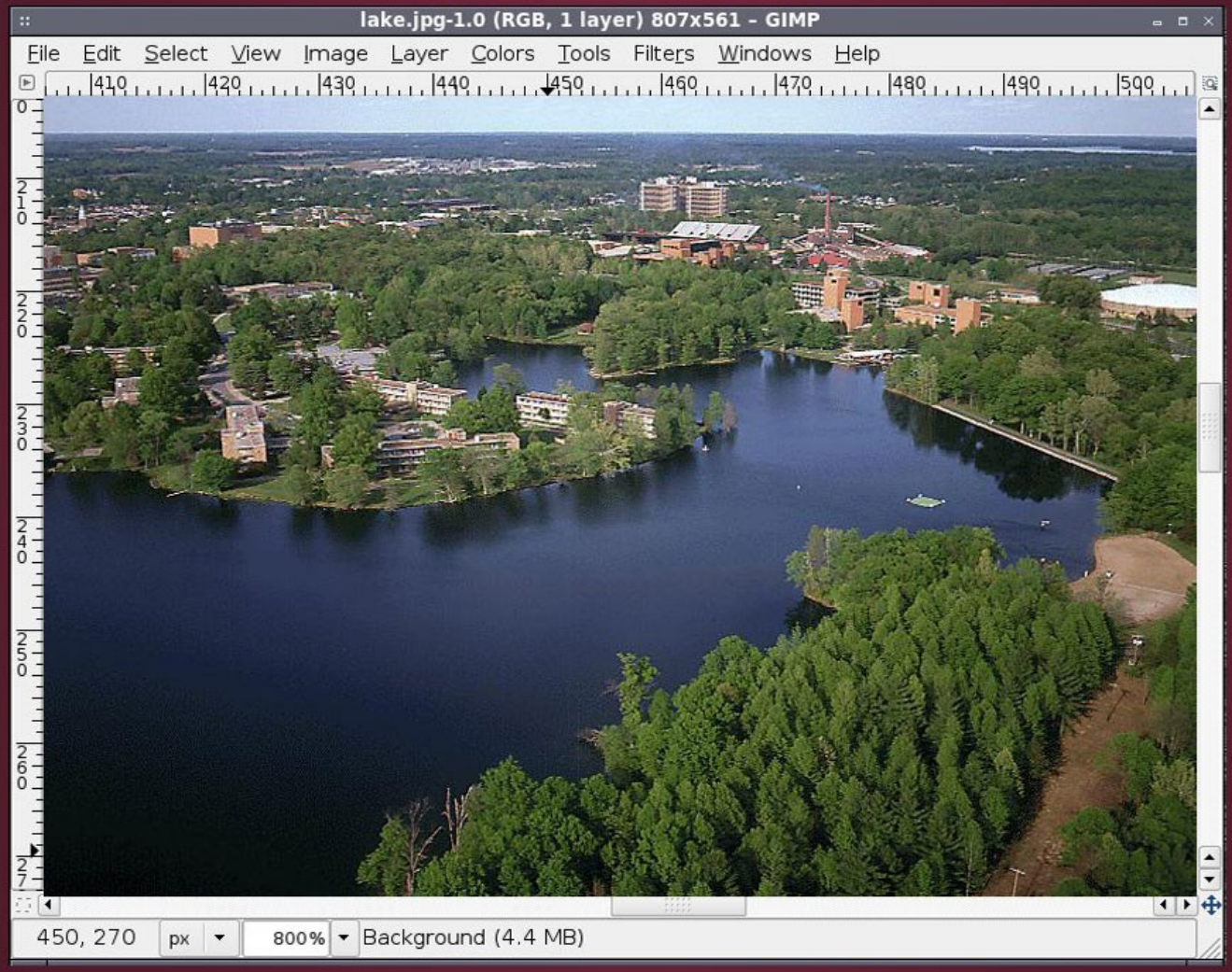
All become computable!

- graphics
- moving images
- sounds
- shapes
- texts

Five Principles of New Media

1. Numerical Representation
2. Modularity
3. Automation
4. Variability
5. Transcoding

Digital Photograph of SIUC



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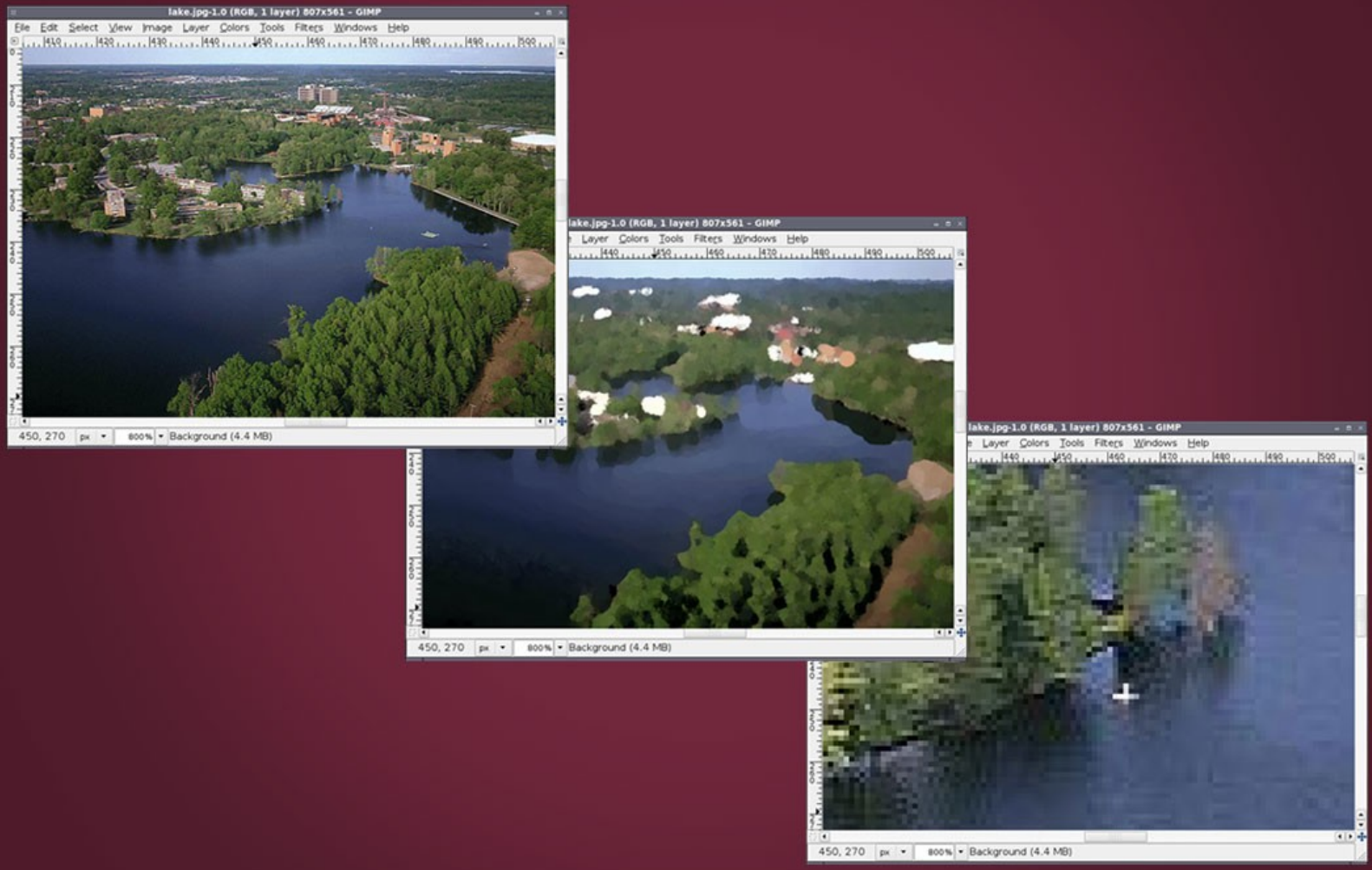
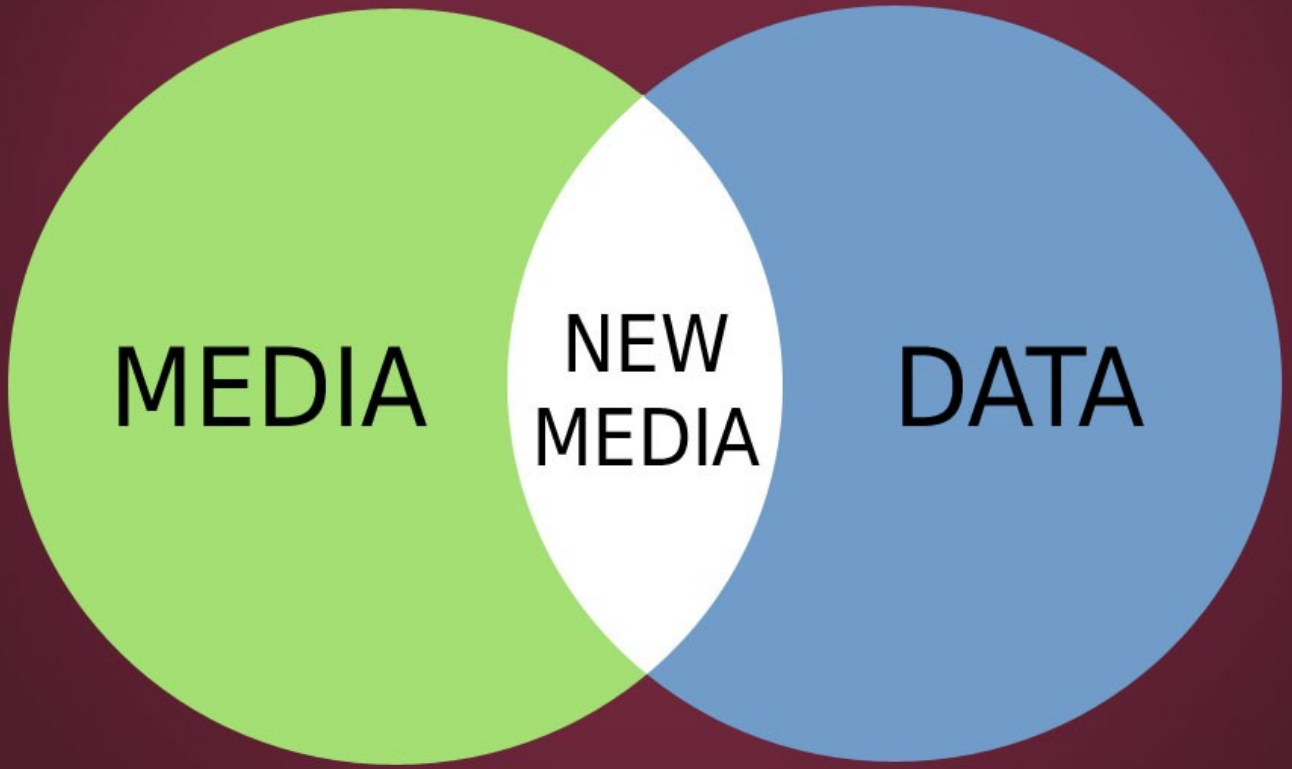
Examples of the Five Principles



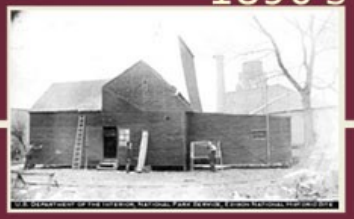
Programmability of New Media has no historical precedent



Media Convergence

MASS MEDIA

1826


1890's

1897

1929

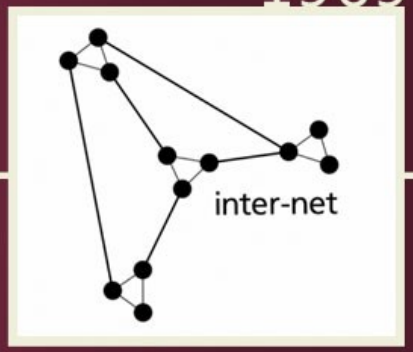
DATA

1801

1822

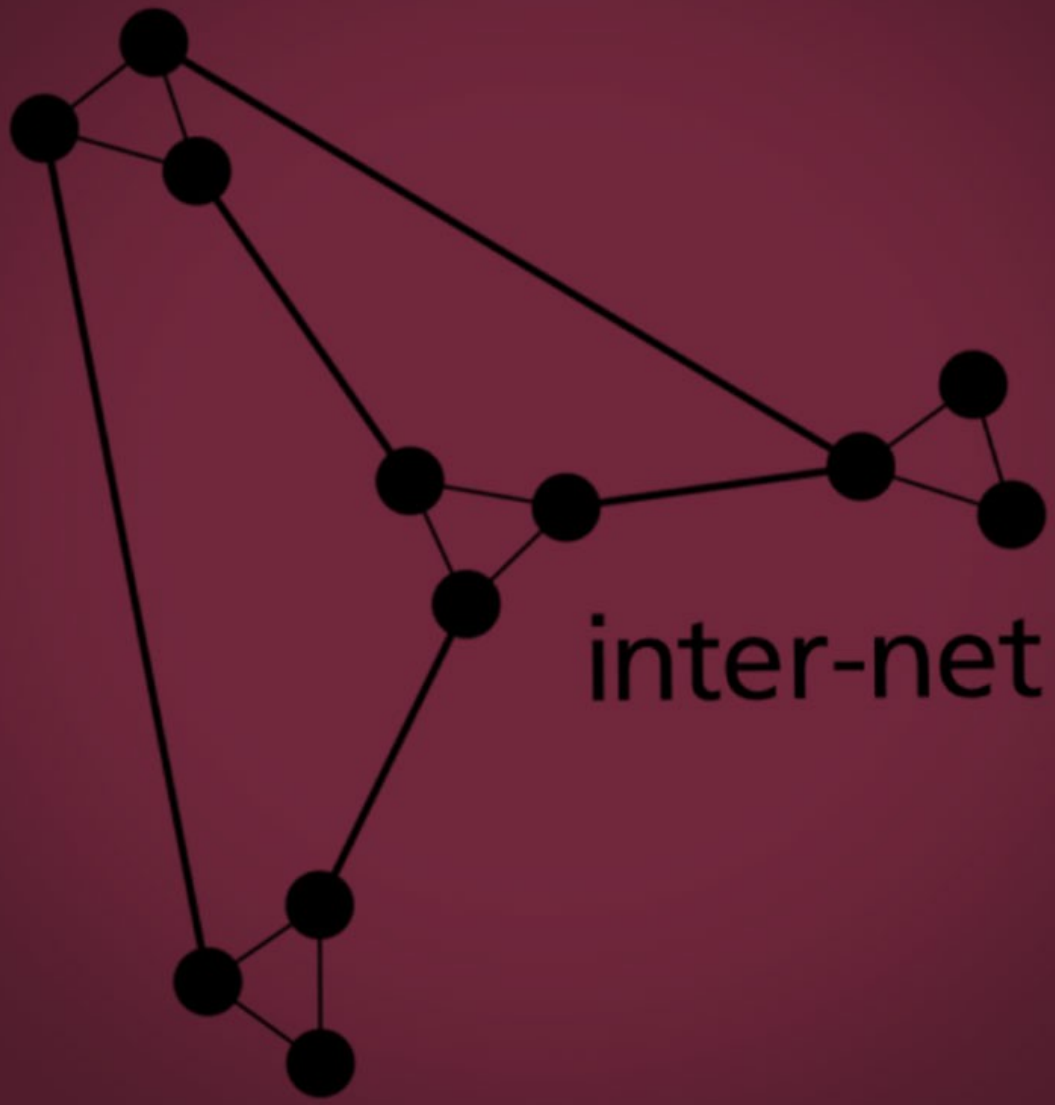
1890

1936



1969

The Internet's Decentralized Design



80's at&t monopoly is broken up

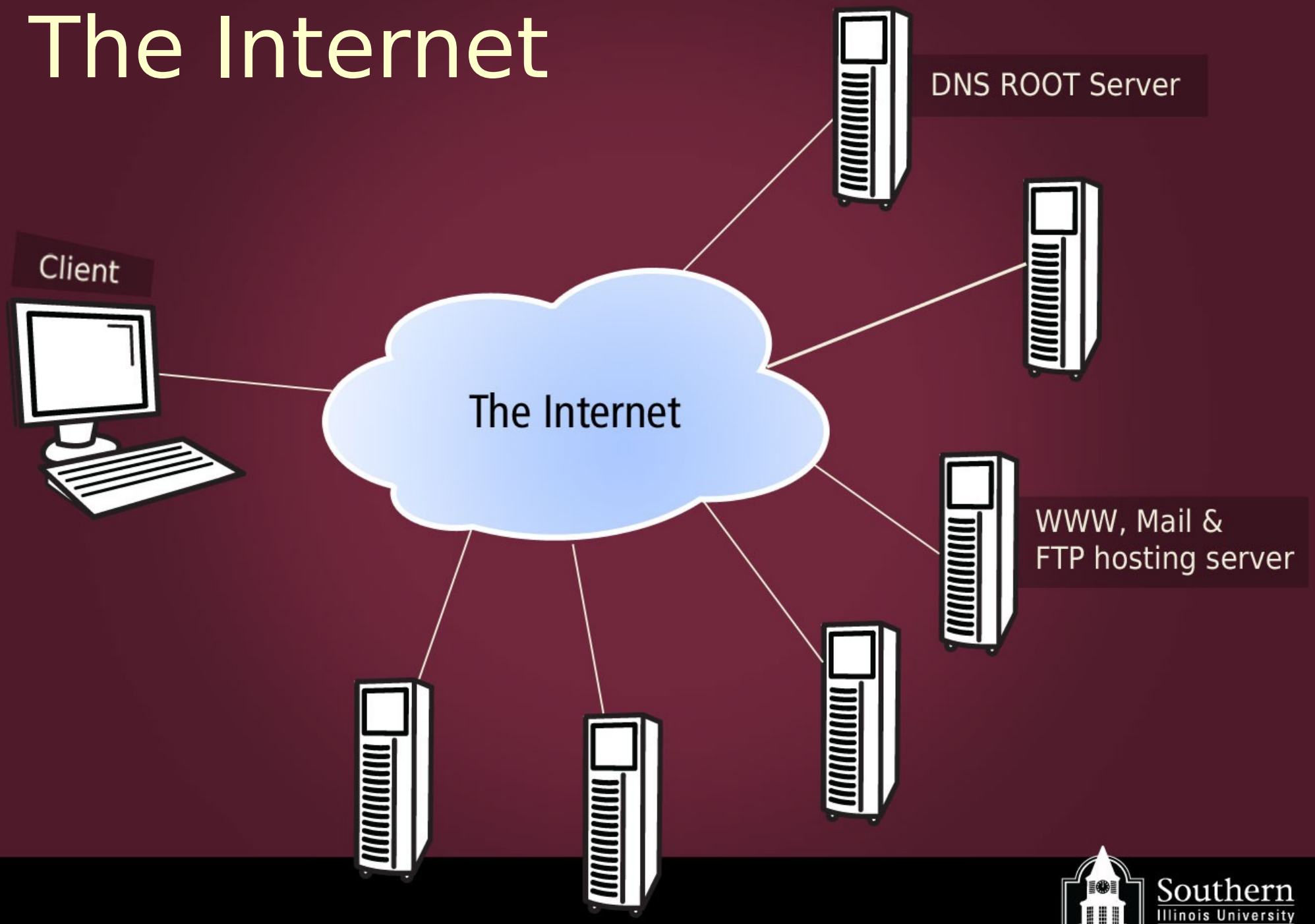
Web / HTML

```
<html>
        <head>
                <title>An Example Web Pa
        </head>
        <body>

                <p>This is a example of

        </body>
</html>
```

The Internet



What does it mean to be an image maker, now that you can instantly share your work with almost anyone in the world?