

Speed Viewer's Guide to New Media

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Southern
Illinois University
Carbondale

60,000 years ago

people
began
to
speak

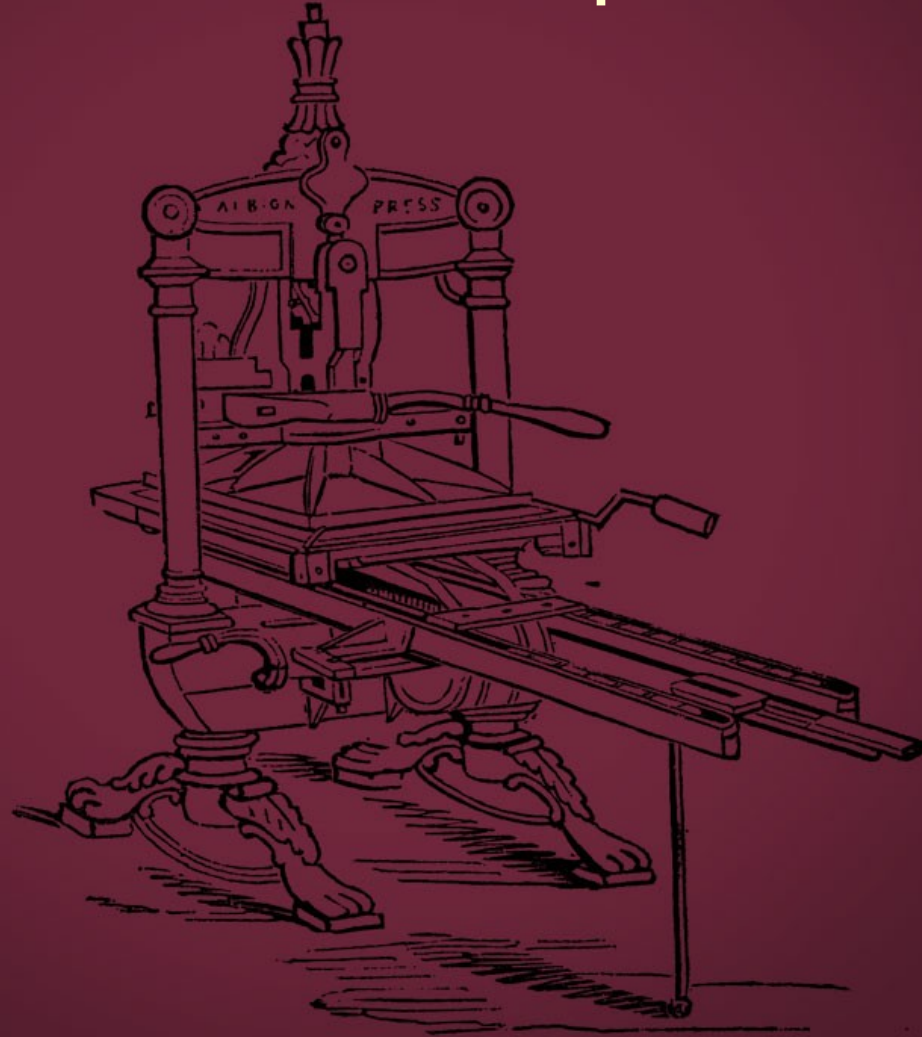


5,000 years ago

people
started
to
write



600 years ago
people started to publish



50 years ago people created a network of computers



ARPANET

Defense Advanced
Research Project
Agency



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



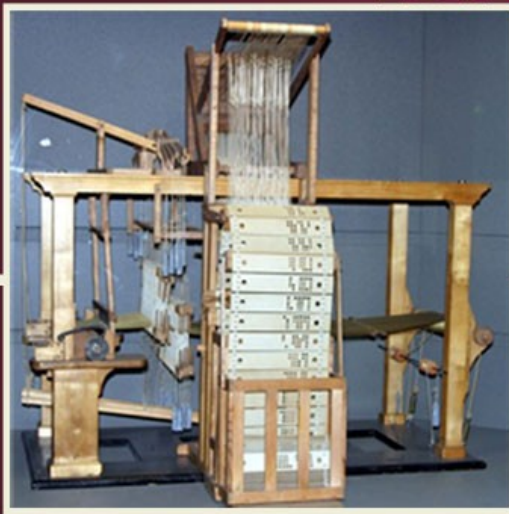
Marconi Company

1929



Vladimir Zworykin

1801



Joseph-Marie Jacquard

1822



Charles Babbage

1890



Herman Hollerith

1936



Konrad Zuse

DATA



Convergence:

All become computable!

- graphics
- moving images
- sounds
- shapes
- texts

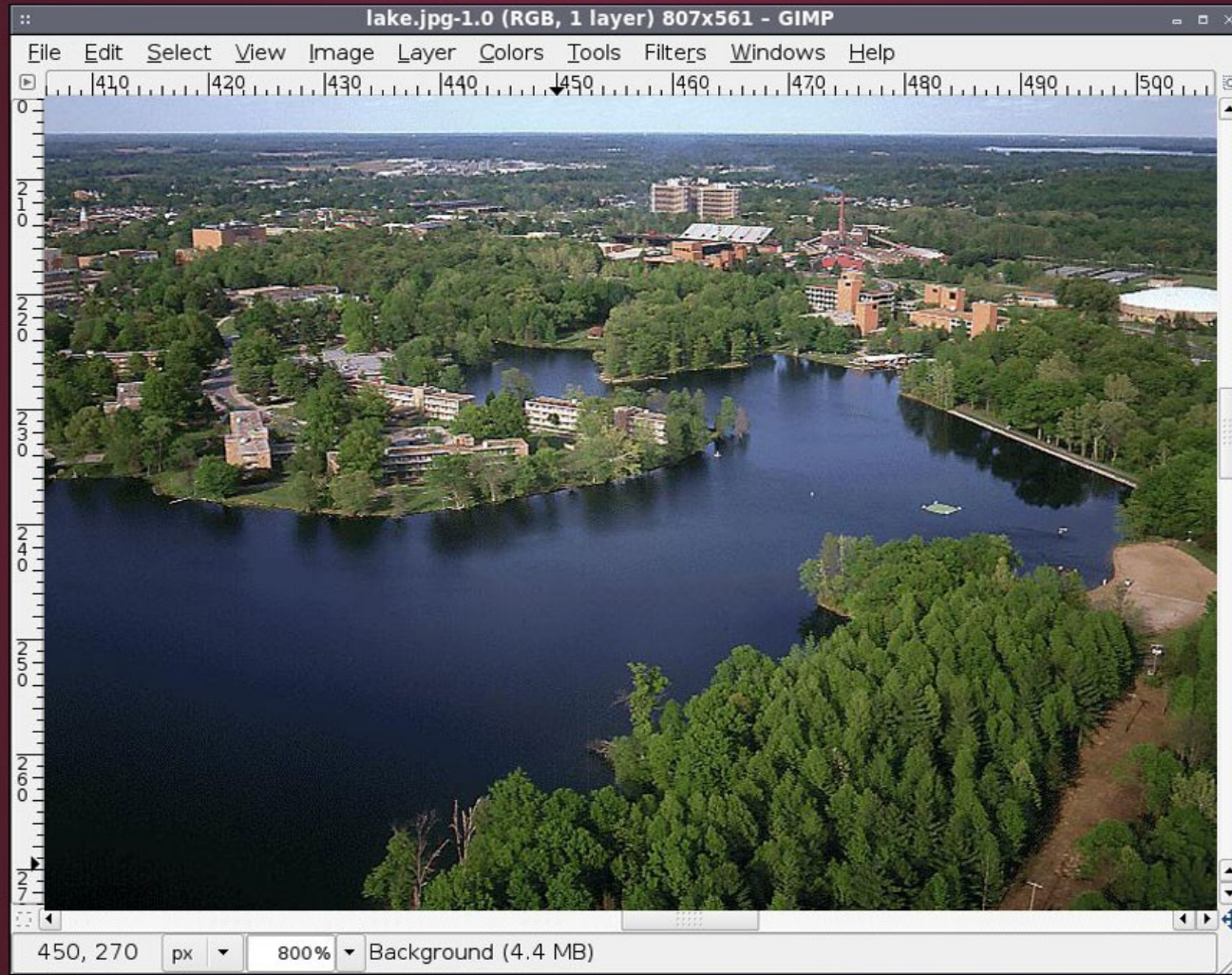


Five Principles of New Media

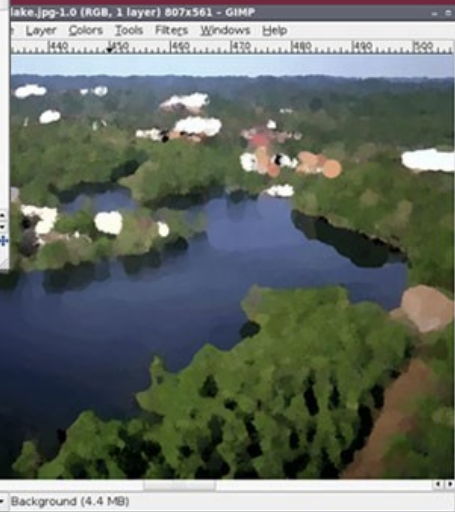
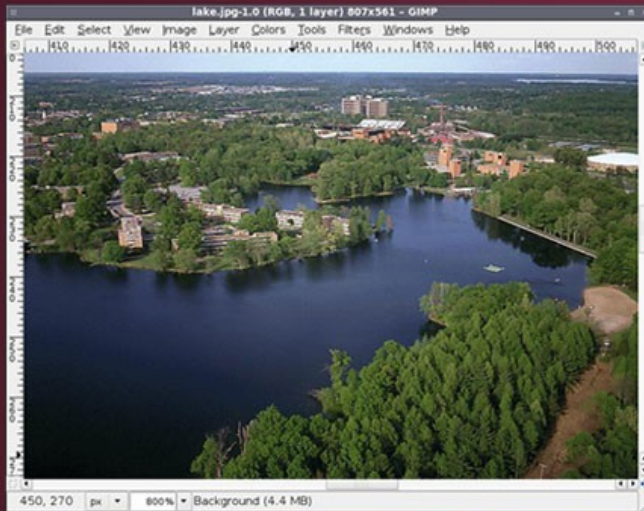
1. Numerical Representation
2. Modularity
3. Automation
4. Variability
5. Transcoding



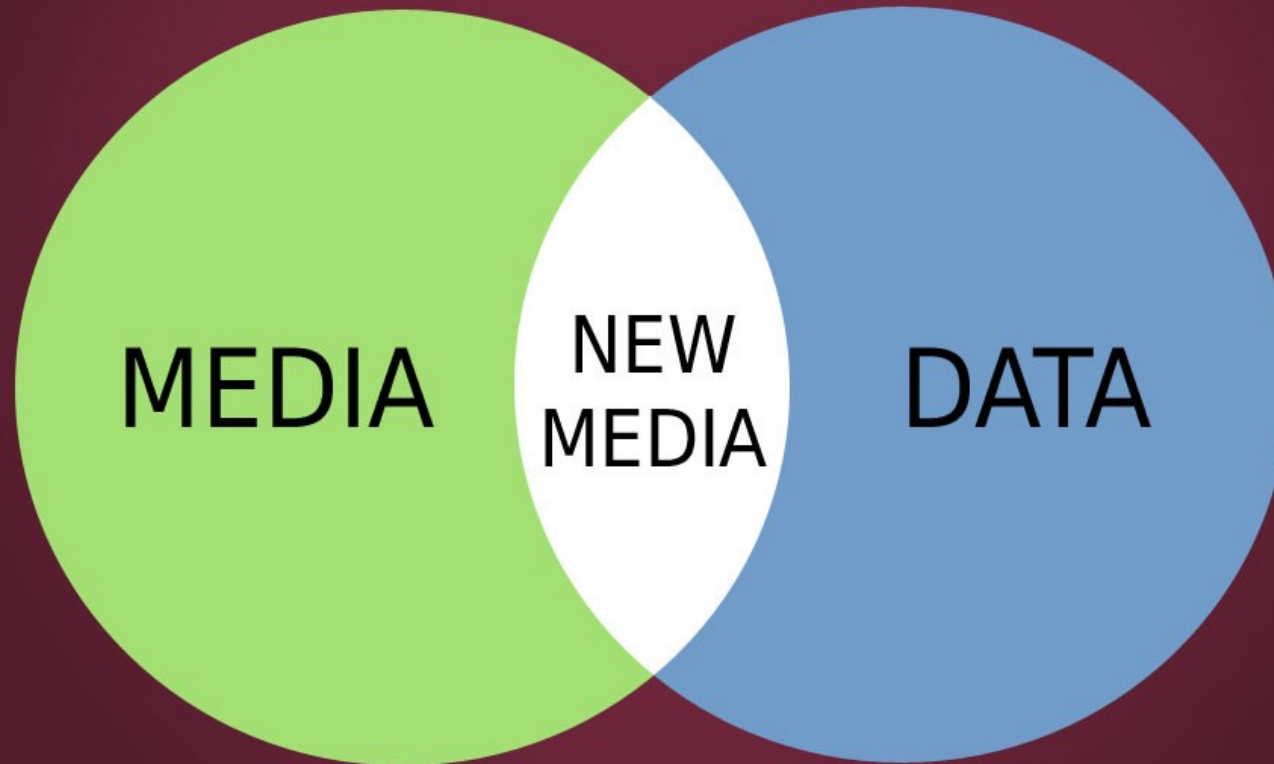
Digital Photograph of SIUC



Examples of the Five Principles



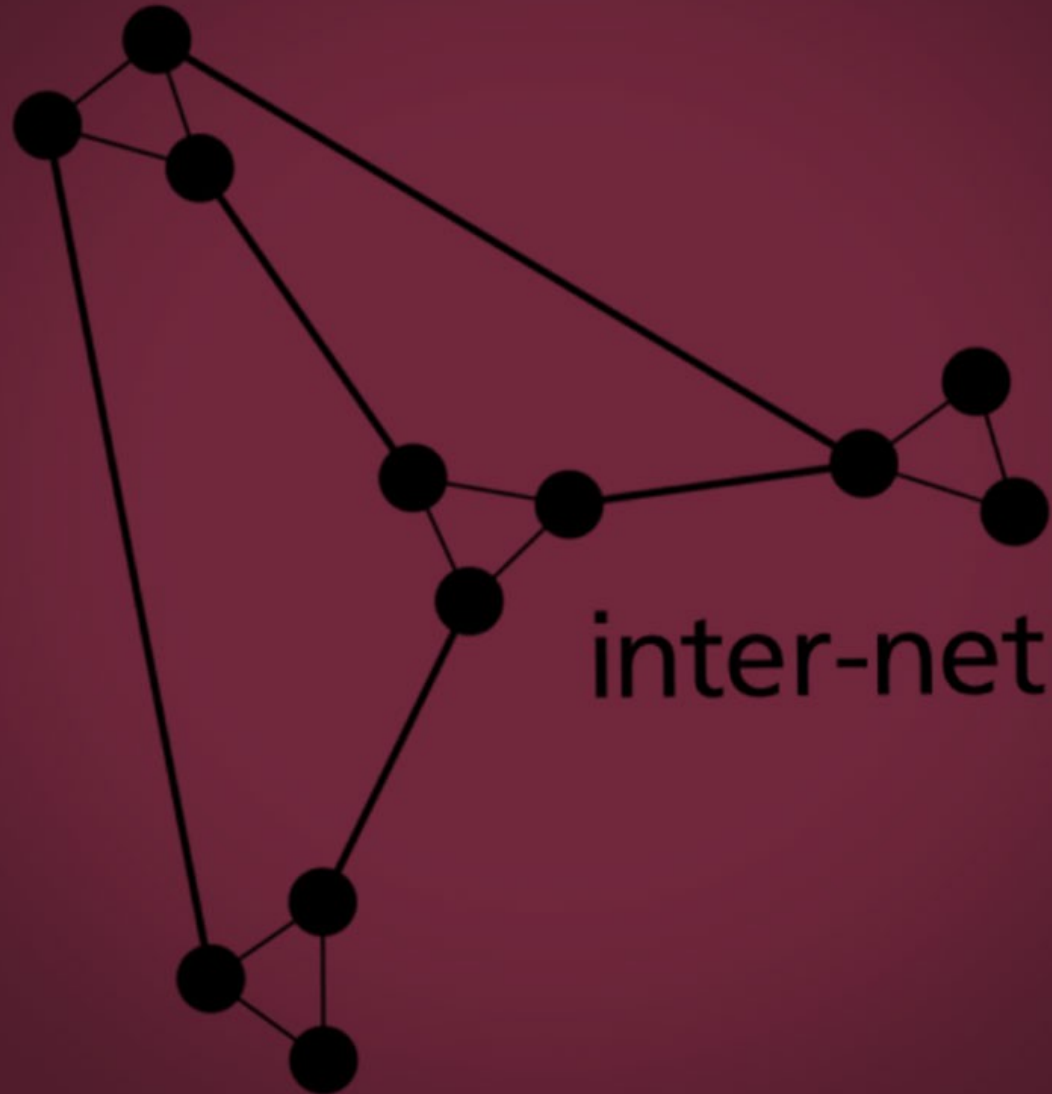
Programmability of New Media has no historical precedent



Media Convergence



The Internet's Decentralized Design



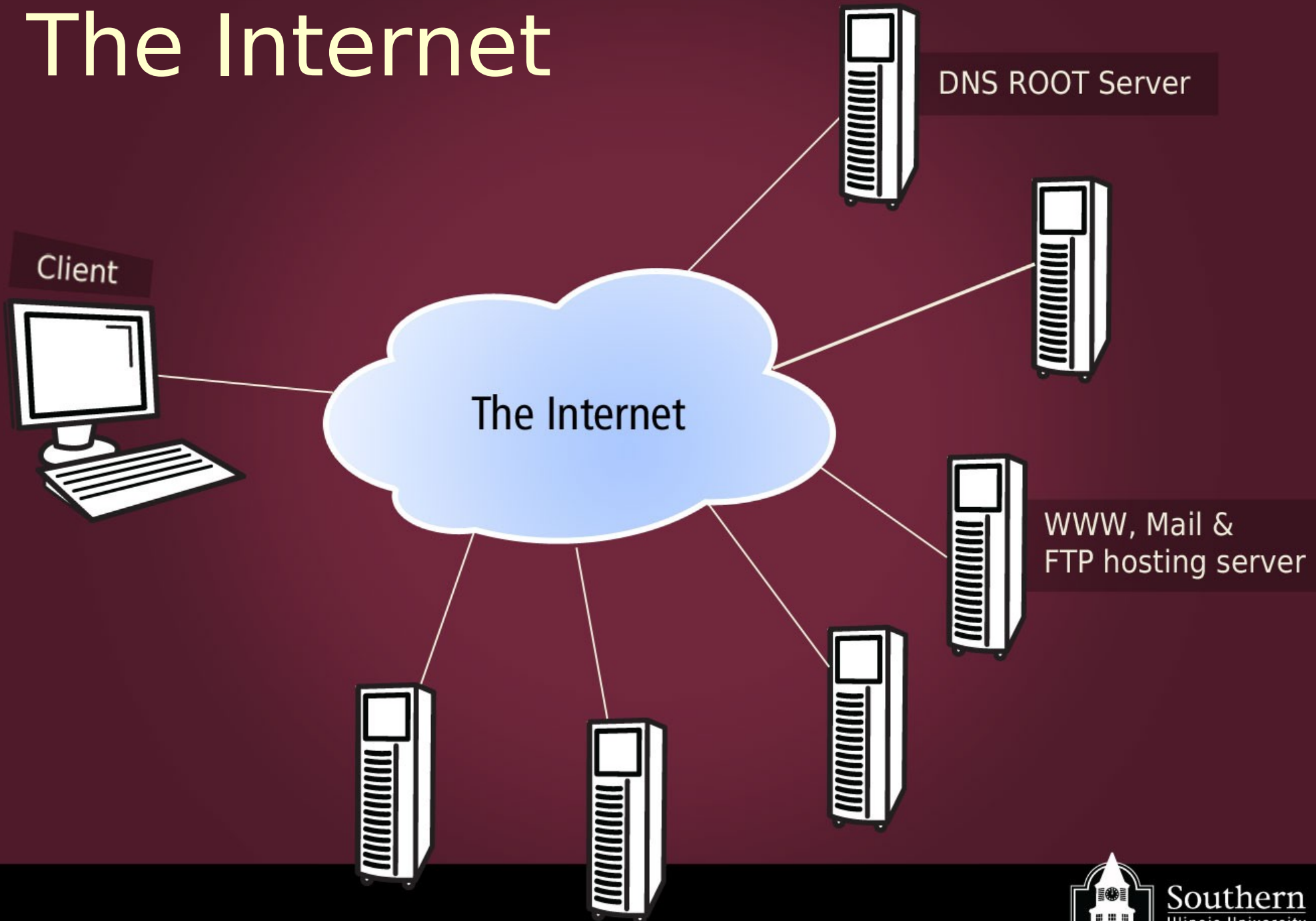
80's at&t monopoly is broken up

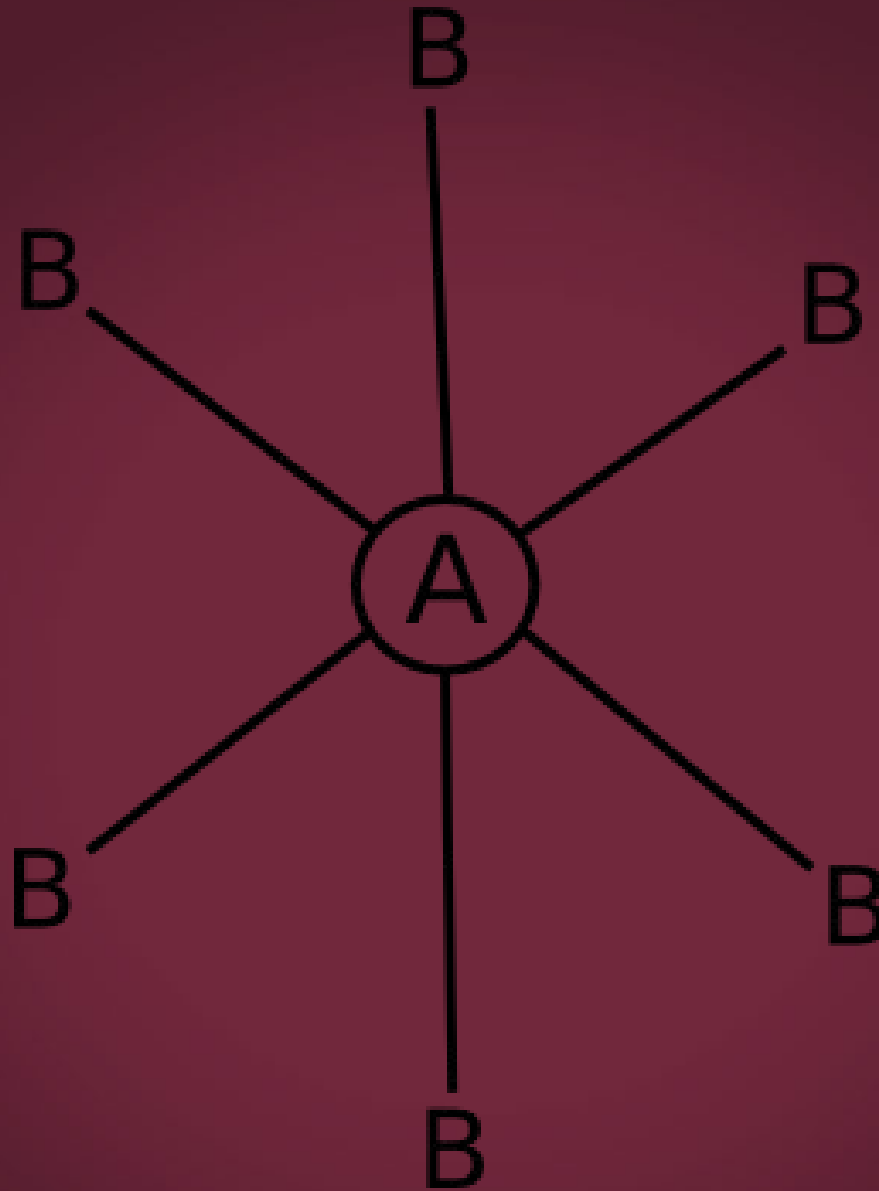


Web / HTML

```
<html>
  <head>
    <title>An Example Web Pa
  </head>
  <body>
    <p>This is a example of
  </body>
</html>
```

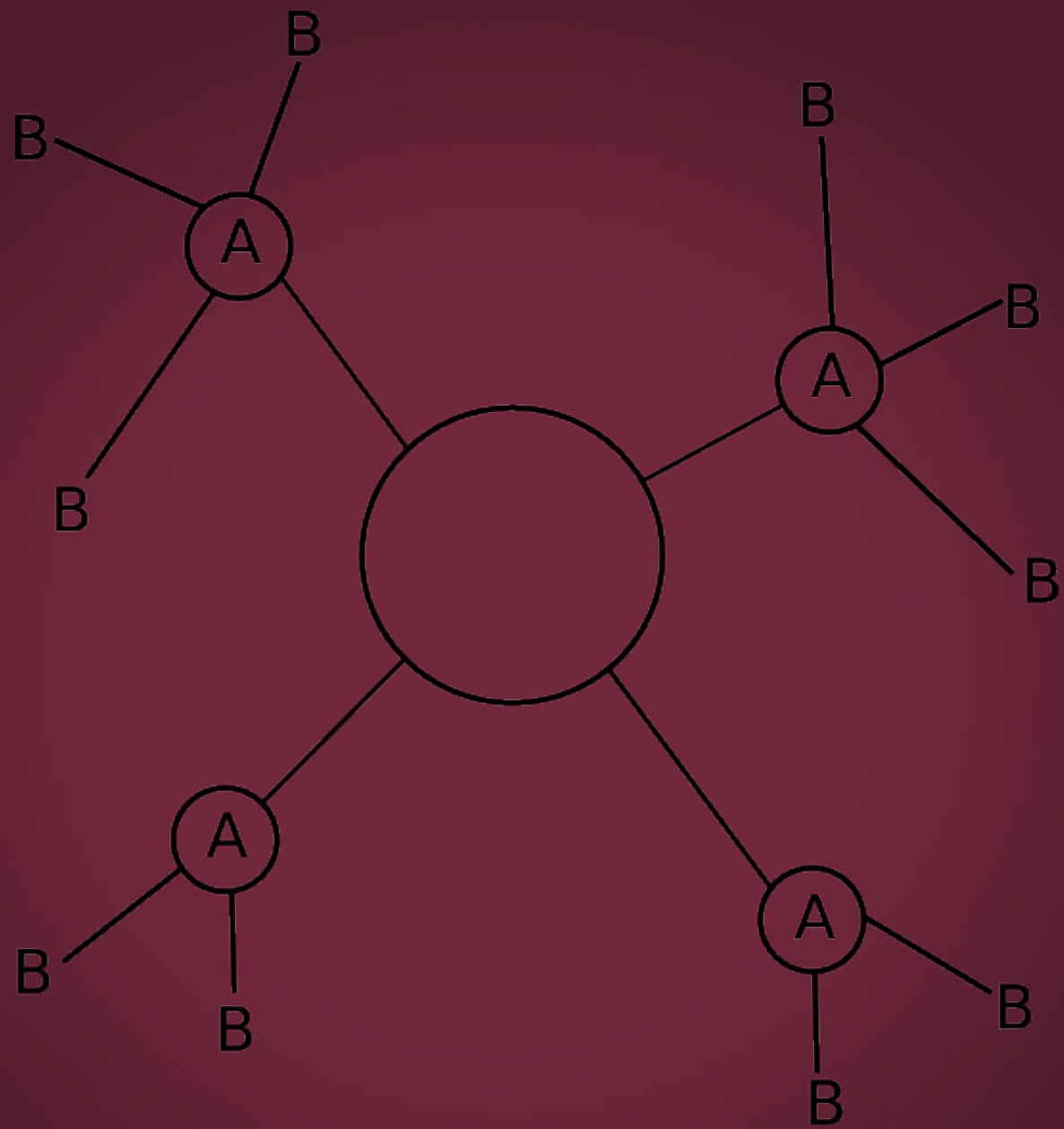
The Internet





a centralized network





a decentralized network





a distributed network



Hierarchies vs. Networks

The current global crisis is one between centralized, hierarchical powers and distributed, horizontal networks.

Shift towards networks vs. networks





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

