

# Speed Viewer's Guide to New Media

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Southern  
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60,000 years ago

people  
began  
to  
speak

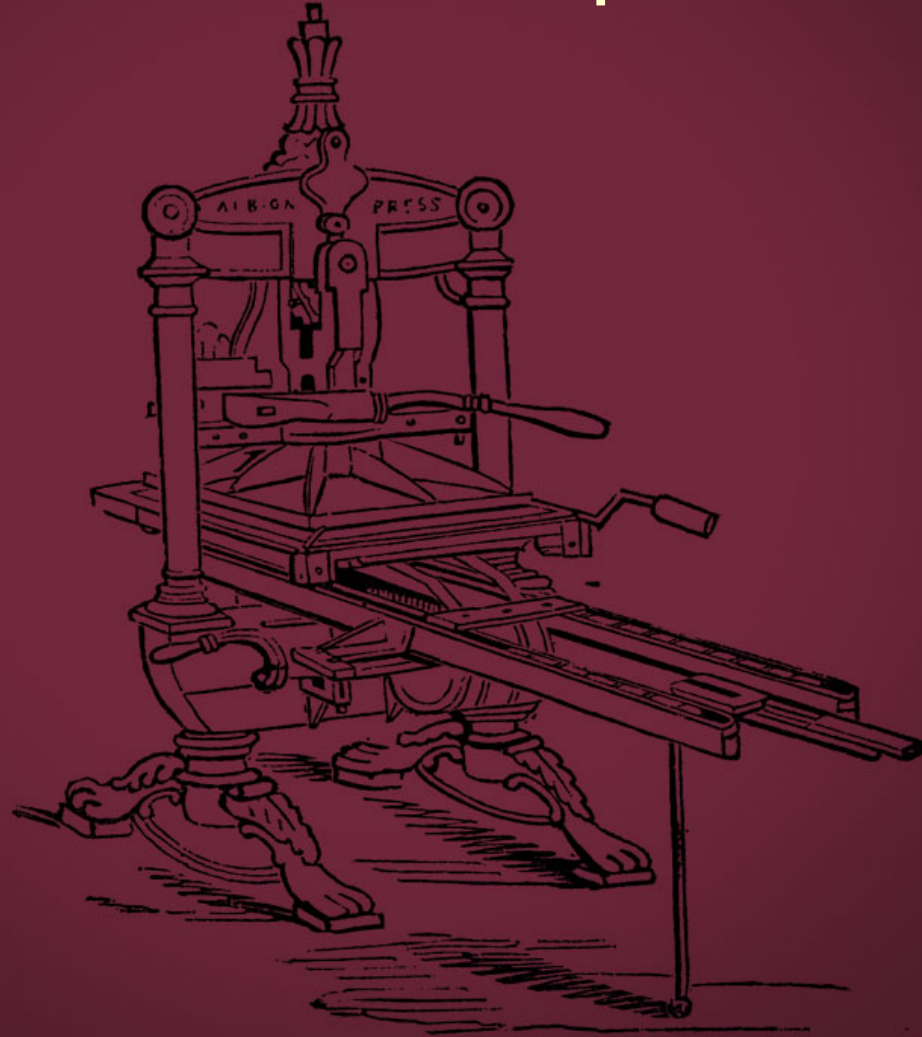


5,000 years ago

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



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# Convergence:

All become computable!

- graphics
- moving images
- sounds
- shapes
- texts

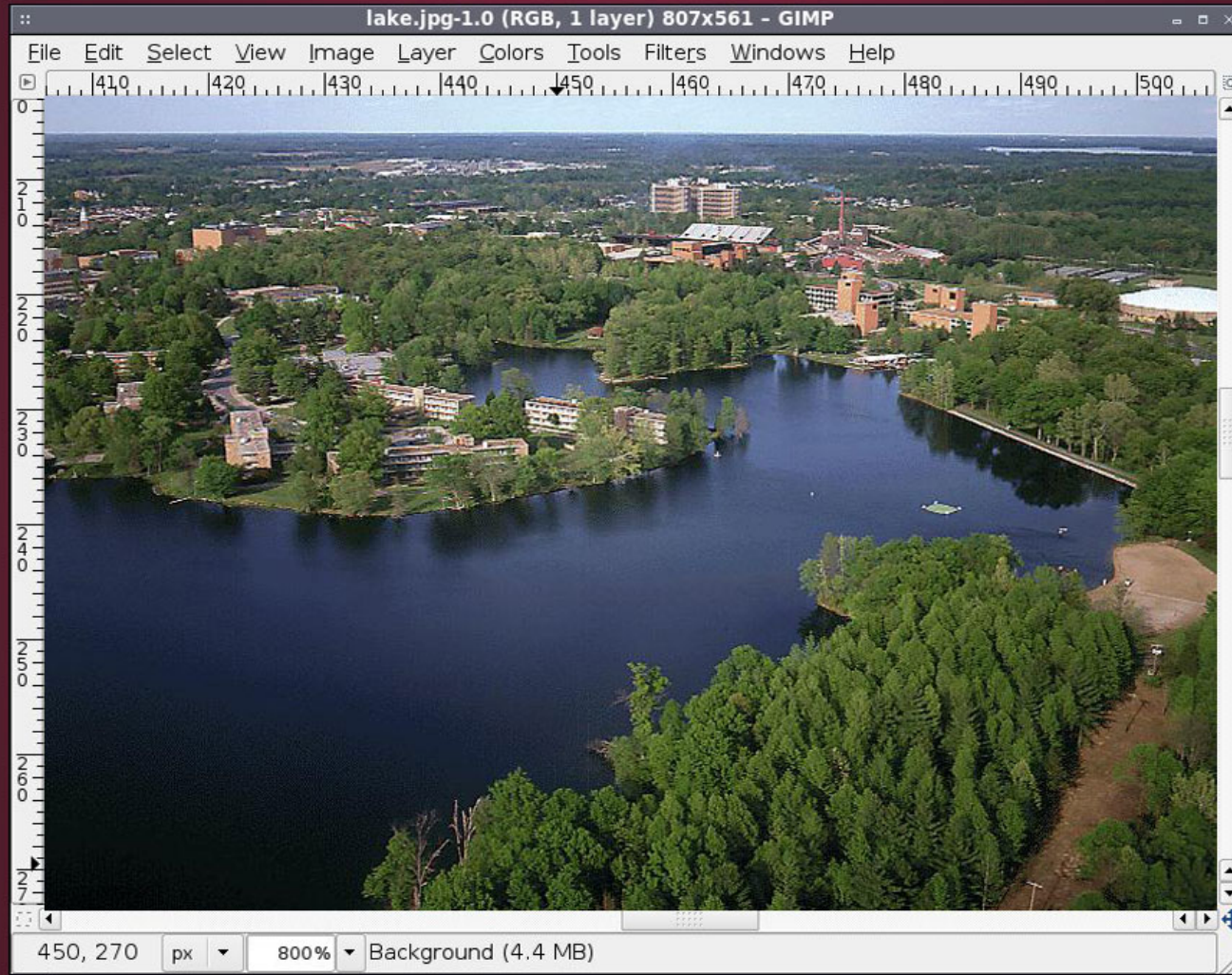


# Five Principles of New Media

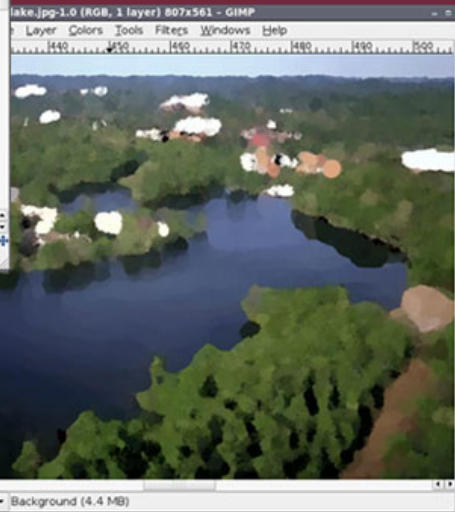
1. Numerical Representation
2. Modularity
3. Automation
4. Variability
5. Transcoding



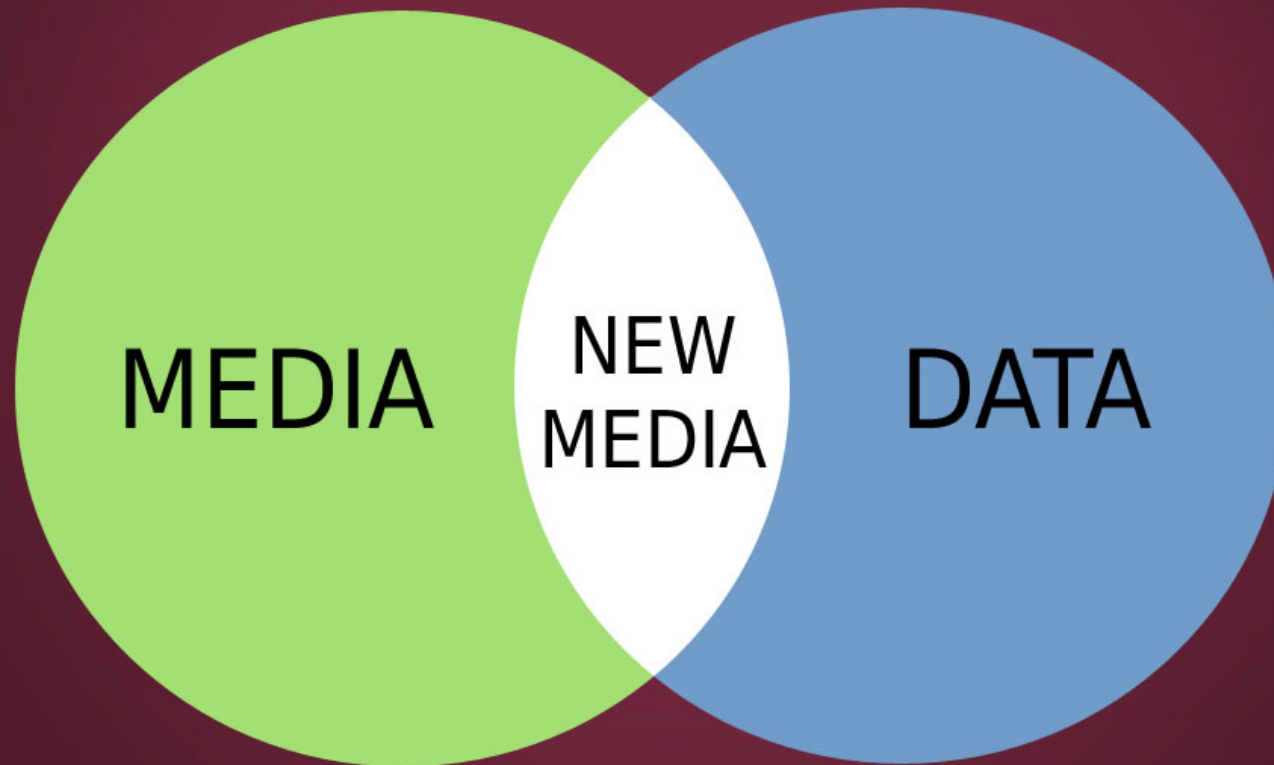
# Digital Photograph of SIUC



# Examples of the Five Principles



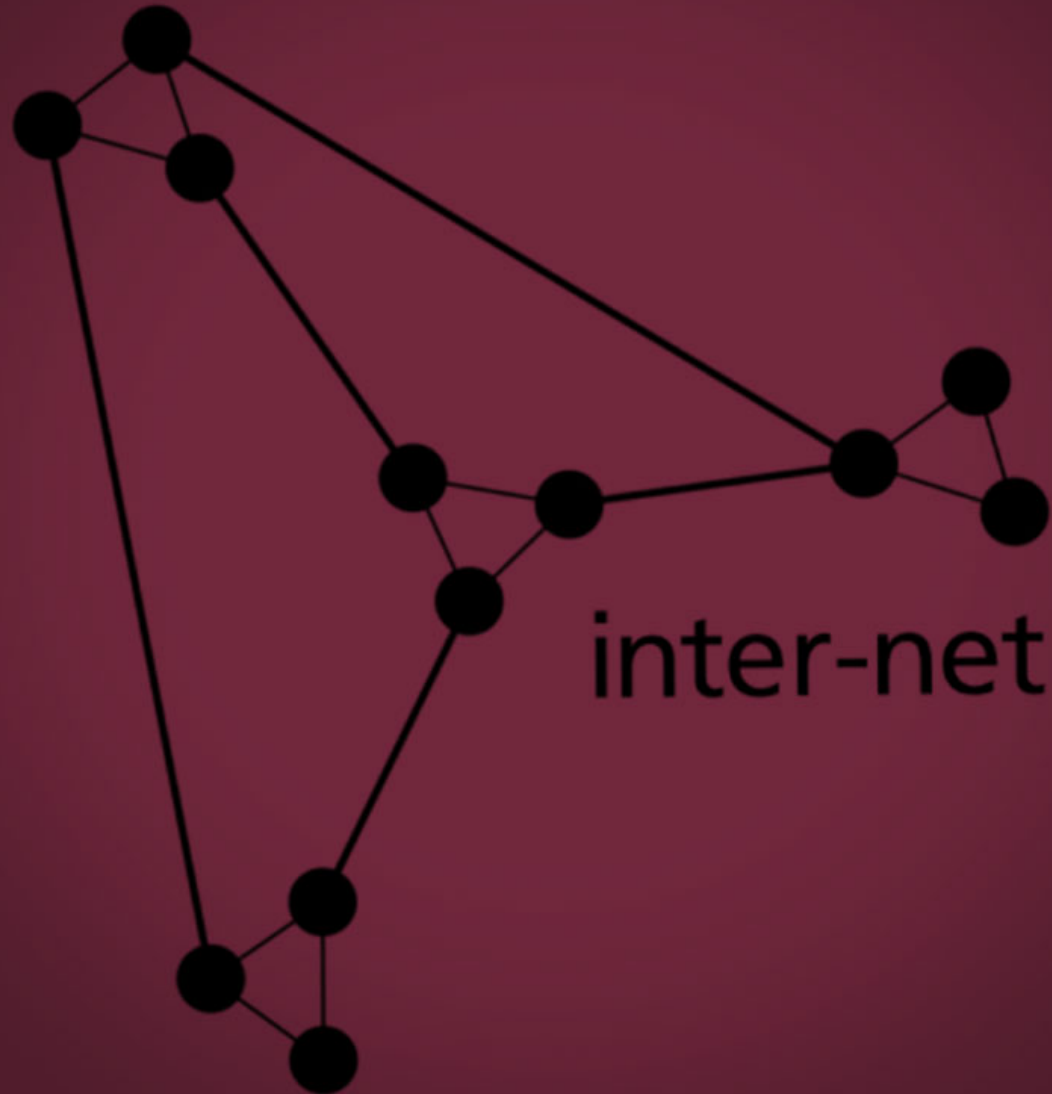
# Programmability of New Media has no historical precedent



# Media Convergence

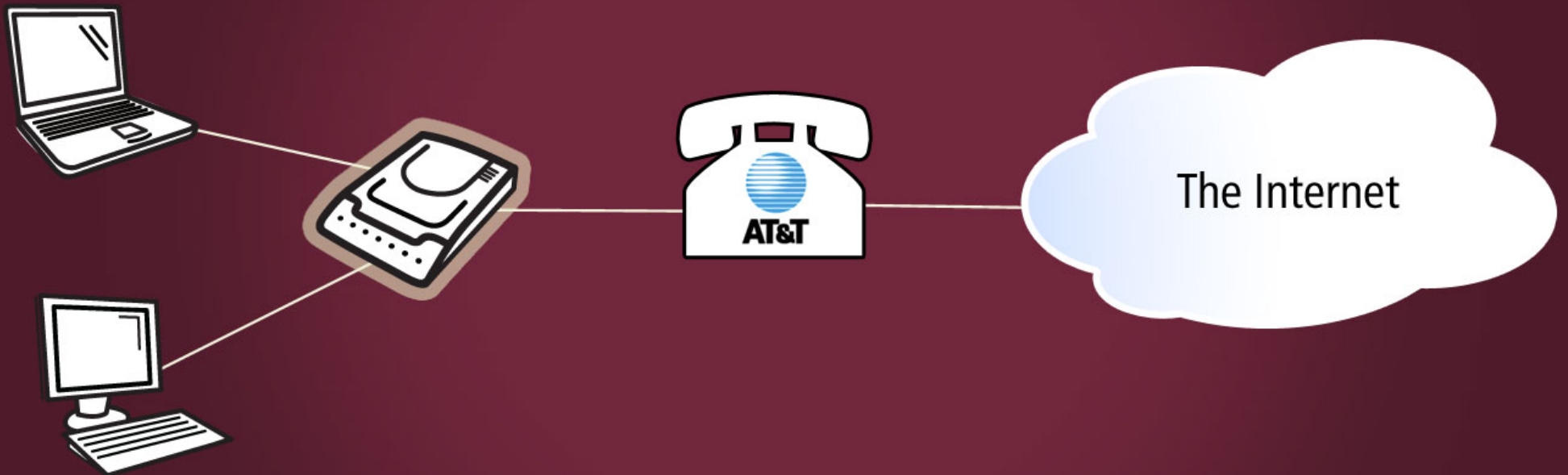


# The Internet's Decentralized Design





# 80's at&t monopoly is broken up

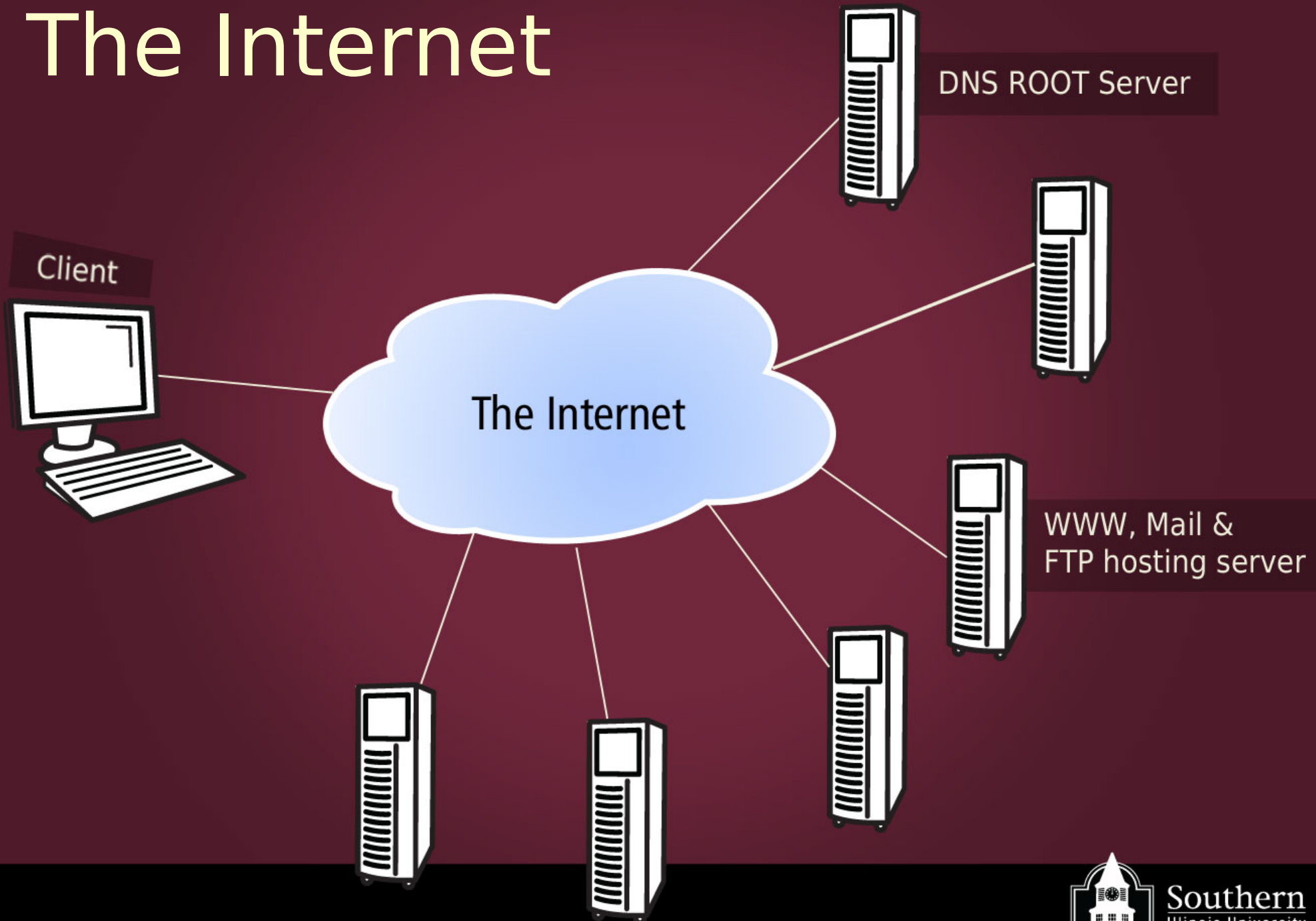


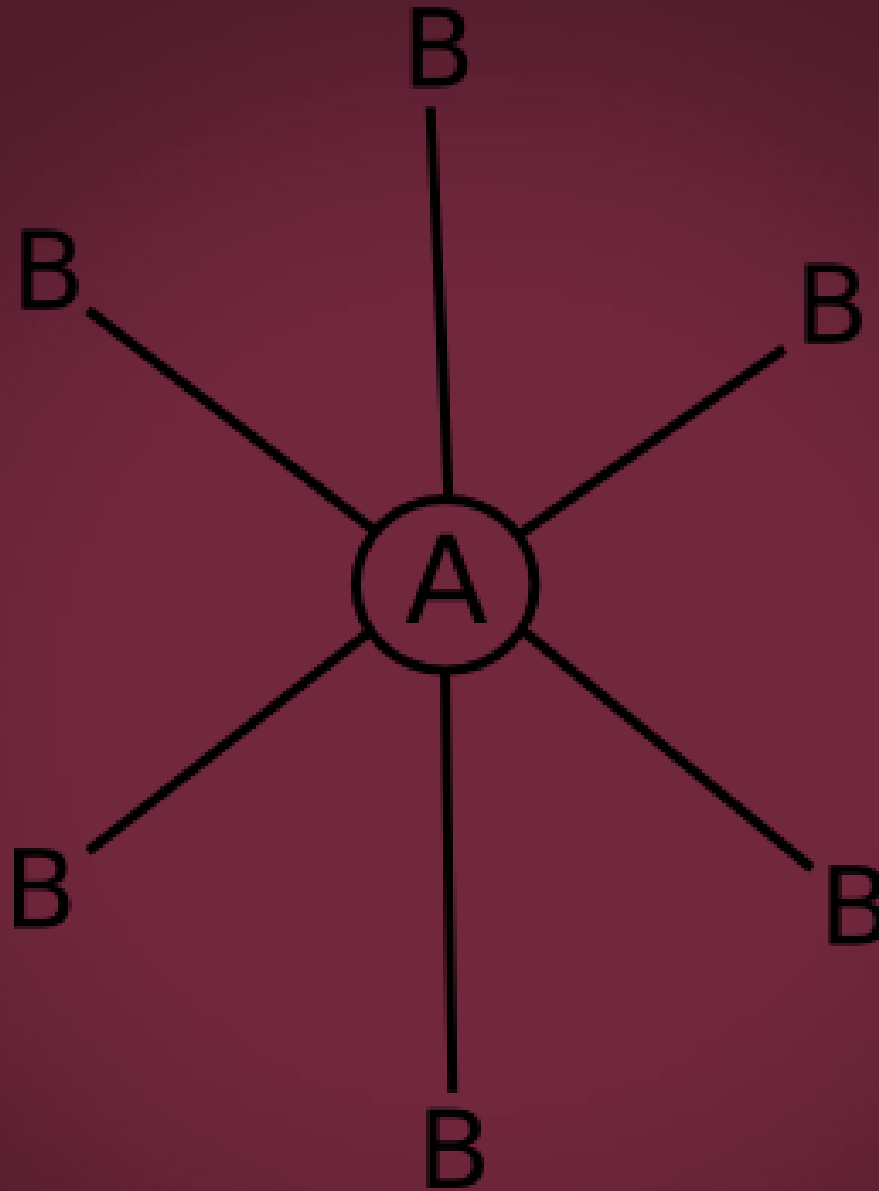
# Web / HTML

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



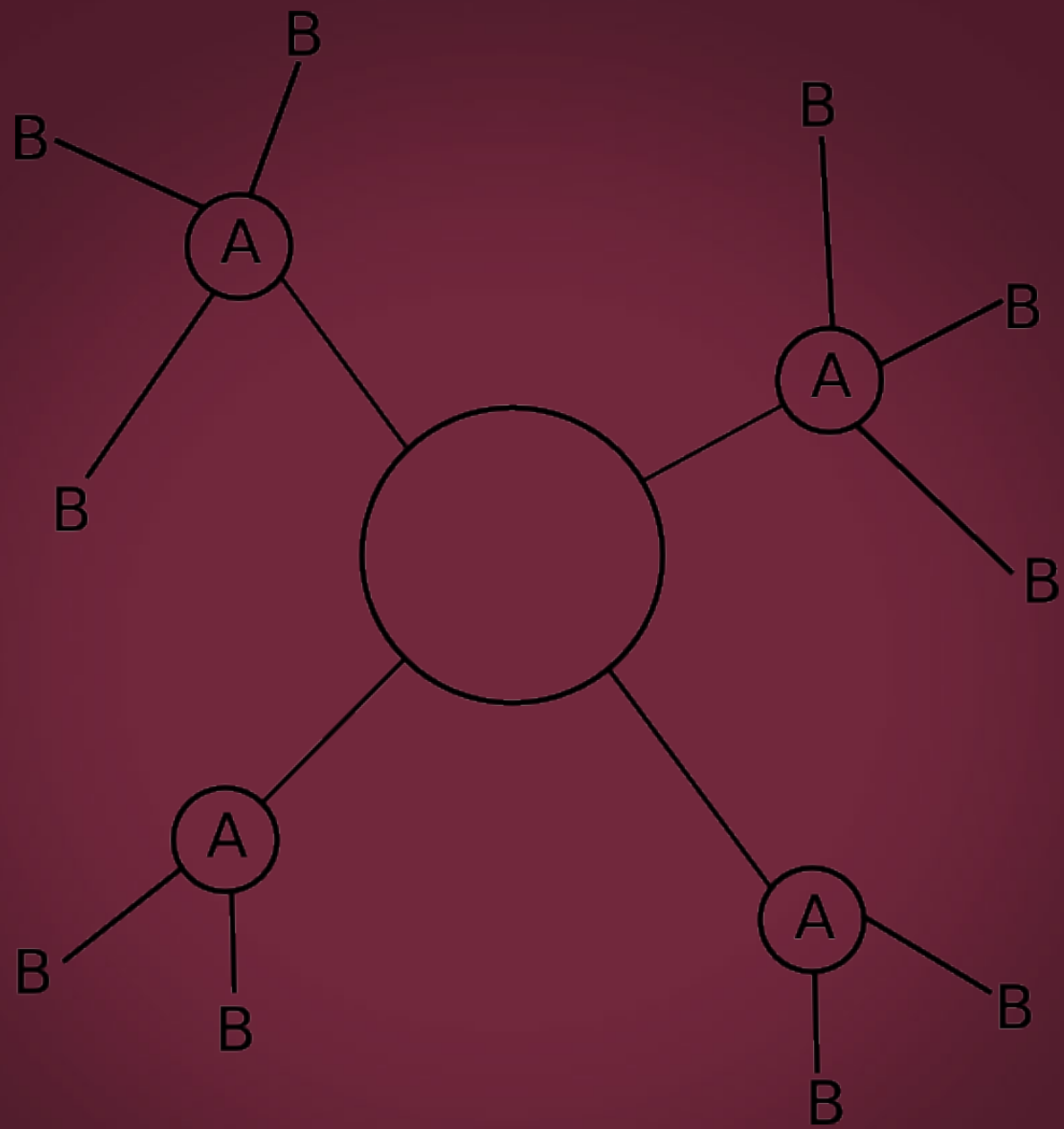
# The Internet





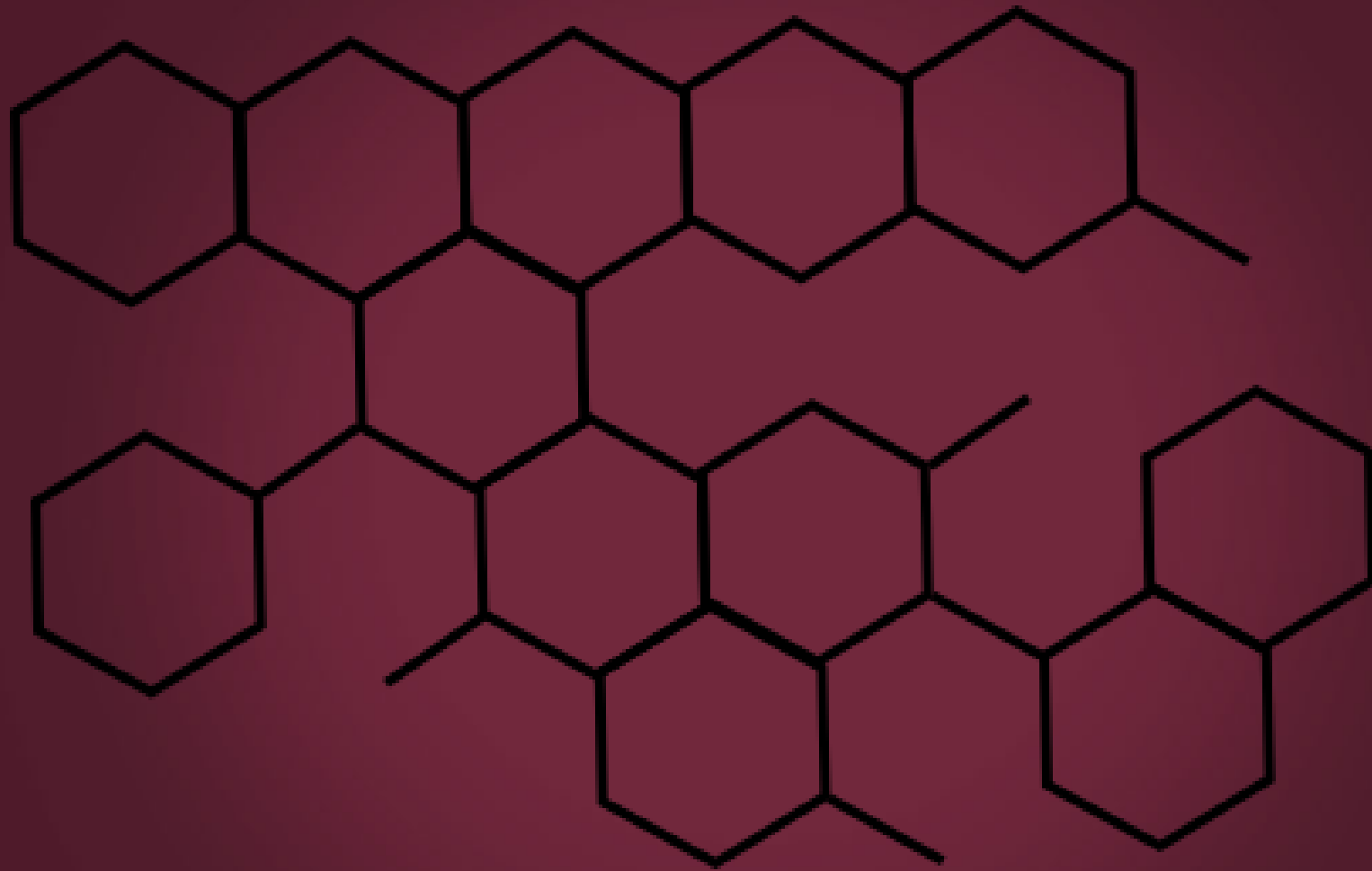
a centralized network





a decentralized network





a distributed network



# Centralized vs. Distributed 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 a media maker, now that you can instantly share your work with almost anyone in the world?

