

CS100 Midterm Review

Pacey

Technological Determinism

- Technology is a tool= technology + human usage goal (for ex. Paper clip, hammer, ipod)
- Technology that changed the world
- Technology developed through linear development

Linear development- Advancement of technology

- Technology drives Social change
- Technology steadily improves our life

*Technology doesn't change society, Society changes itself

Cultural Determinism

- Technology is a product of and reflective of our culture -> We make technology
- Complex development- Multiple inventors
- "Occurs over time and is a subject of social forces"
- Ex. Progress of photography (1800s)
 - Invented around same time by number of different people
 - Caused separation of families
 - Photographic representation of loved ones was high in demand

Progress and technology

- **Progress-** Definitions of success change, measurement change

Industrial Revolution

- Shift from economy producing food to an economy about mass production
- **Common explanation-** Steam engine was invented = Mass production enabled

Nye, Barlow

David Nye

- Believed inventions were very rare
- "New technology are not actually new"

- Example of new technology is a computer
- Innovation- New ways of making previous technology useful ex. Laptops
- **Diffusion**- Work of designers, marketers or innovative user adapting the technology into their lives, finding new use for technology **EXAMPLE- IOS 8**
- Best design doesn't always win

John Barlow

- Things often run counter of how we expect them to
- **Utopian visions**- Something that will improve everyday life in 3 ways:
 1. Natural- Natural progression
 2. Ameliorative- Improve everyday life
 3. Transformative- New machines reshape social reality
- **Dystopian Visions**- New technologies are agents of doom
 1. Hegemonic- Evil minority gains control via technology
 2. Apocalyptic- New technologies are agents of doom
 3. Satiric- Make life worse or reverse of intended outcomes

Walter Ong

- Word is both powerful and temporary
- Oral techniques- Rhythm, patterns, repetitions
- Sound is internal
- **Human conditions**- Where is the world? Center of universe? Most important moment?
- The world for people in oral cultures is a lot about you as the individual being the center of the universe

Neil Postman

- Association with rise of printing press
- Ability for people to have their own bibles so they can question, agree or disagree with concept of childhood
- Child in middle age were seen as small adult
- Saw reading as an antisocial act

- **Printing in childhood-** Interacting with others in your head (led to self-reflection)
- **Knowledge explosion-** more people become illiterate, in order to function must learn to read and write
- Adult hood had to be earned

Ascher and Ascher

- **Quipo-** Technological medium of communicating that comes about in south America
- When civilization vanished so did the medium
- One piece of yarn represents time
- **Syntax-** Word order for complex thought/ sentences

The Greek legacy Eric Havelock and Robert Logan's writing and the Alphabet effect

Eric Havelock

- Greeks invented alphabet=INVENTED LITERACY
- Invented culture of literacy
- Heightened ability to process data- How we're able to write down very complex info rapidly
- Culture of writing in ancient Greece- More thoughtful, elegant than today

Robert Logan

- Alphabet is rational, fluent and logical
- Written word isn't easily spoken
- Spoken doesn't usually translate to writing

Schmandt-Bessart

- **Symbols-** Things whose special meaning allows us to conceive, express, and communicate ideas EX. Black is the symbol for death
- **Signs-** Subcategory of symbols, carry much more narrow and precise information than symbol EX. "I" is also one
- Neolithic token system may be considered the second step in the evolution of communication and data processing

- Borrowed elements from Paleolithic antecedents for things such as tallies or pebbles for counting
- Tokens increased objectivity
- **Discreteness**- Each token had a unique meaning
- **Systematization**- Each token shapes was systematically repeated in order to carry the same meaning

Harold Innis

Stone vs Papyrus

- Stone was shifted to papyrus as a basis of prestige
- Papyrus was paper made from a plant that was extremely light

Clay and cuneiform

- Alluvial clay was used for making brick and as a medium in writing
- Clay was also made into biscuits
- Cuneiform was made when a shift from pictograph to formal patterns was in demand
- Cuneiform writing was characterized by triangles and the massing of parallel lines

Hieroglyphics

- Tell us where we must overtake, where the nearest telephone is, which road is a motor way and etc.

Beaurocracy

- Connects the advent of writing on paper with the advent of beaurocracy (Decisions made by high authority)

Andrew Robinson

Writing

- Writing made history possible
- Writing was used for propaganda purposes
- Urge for immortality has always been of the first importance for writers
- Another purpose was to predict the future

Alphabets

- Alphabet is not pictographic
- Easier to understand other scripts that are written using the western alphabet
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Phaedrus

- Talks about Socrates
- Socrates hated writing (Never wrote anything down)
- Writing is external= depends on signs that belong to others
- Oral culture- More dependable memory than writing
- Face communication is more effective than written communication

Eisenstein

Age of Scriptorium

- Books as internal entity- Stylistic elements (Index, table of contents, glossary)
- Knowledge distributed orally rather than visually

Incunabula- Old books-> transition from scribing culture to printing press culture

Vernacular- Language that everyday person could read (selling books as commodities)

Carter

- Chinese block printing- Standard inexpensive paper
- 8th century AD in China (Block printing)
- 15th Century AD in Europe (Printing press)
- Printing press- Typographic form enabled new forms of thought and understanding, place for thinking, integrating ideas