New Media

Information Technology and Social Life

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Exercise

- List three things that you would consider to be new media.

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Inventing the Medium

- Janet Murray, *Hamlet on the Holodek (1997)*, future of literature in a new media environment
- Director of Georgia Tech's Masters Degree Program in Information Design and Technology and Ph.D. in Digital Media
- Provides overview of New Media Reader
- Sees two strands of thinking about new media: scientists and humanists
- Identifies a "rich interplay of cultural practice and technological innovation."
- Four defining qualities: procedural, participatory, encylopedic, and spatial
- Postmodernism - questions rationality; the origins of knowledge; positionality of the knower; discourse more important than knowledge
- Rhizome - Deleuze and Guattari - metaphor for new media; potato; root system; no beginning or end; grows outward and inward
- Mention of Tim Berners-Lee - technical work and cultural hero

procedural - processing/ stimulus-response

participatory - interactivity; two-way communication

encyclopedic - store of information

spatial - embodying dimensionality; virtual; immersion

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Lev Manovich

- Teaches new media art and theory at Univ. of CA, San Diego
- Born in Moscow
- Studied fine arts, architecture, animation, and programming
- Wrote *The Language of New Media*, 2001

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- Critique of U.S. approach to new media art
- Art world vs. new media world - romantic idea of authorship vs. existence of multiple copies
- Eight propositions of new media
  - New Media vs. Cyberculture
  - Distribution platform
  - Controlled by software
  - Mix between cultural conventions and the conventions of software
  - Early stage of every new modern media and communication technology
  - Faster execution of algorithms previously handled manually
  - Modernist avant-garde/metamedia
  - Post WWII and Modern Computing