

Internet & Society: The Technologies and Politics of Control

Class 5: From Consumers to Creators

Harvard Extension School
Spring, 2004



HARVARD UNIVERSITY
Division of Continuing Education

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March 8, 2004

Overview

1. Media history in a nutshell
 - 5 stages of communication
 - Press, telephony & radio, tv, computer
2. Media systems: Shifts in control
 - Production, distribution, consumption / reception
 - From consumers to creators
3. Regulation

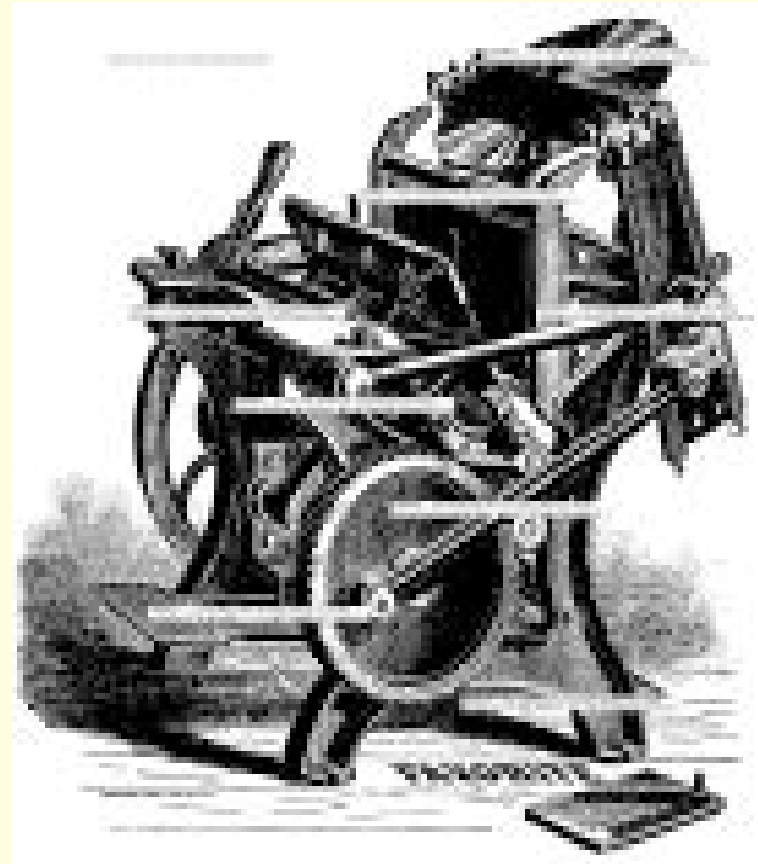
Media History in a Nutshell

5 stages of communication

- Oral (200,000 BC)
- Pictographic (70,000 BC)
- Written (3500 BC)
- Printed (Wang Chieh 868 AD)
- Electronic (Morse telegraph 1844 AD)

Press

- Age of controls (1474-1687)
- Controls begin to loosen (1688-1720)
- Rise of free press in America (1721)
- Mass market (late 1910s), tabloid format
- Advertising



Telegraph, Telephone, Radio

- Telegraph (Morse, 1837/1844)
- Telephone (Bell, 1876)
- Radio (Marconi, 1895)
- Direct telephone communications (1915)
- Commercial radio broadcasts (1920)



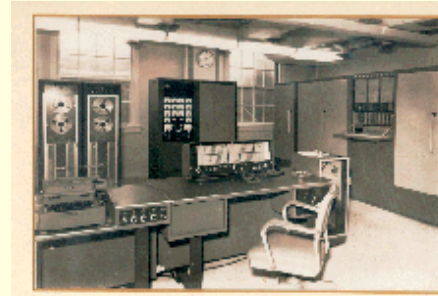
TV

- Mechanical (1923-1927)
 - Jenkins, Baird
- Electronic (1927-1931)
 - Farnsworth, Zworykin
- Network (1928-1936)
- Color (1953-1975)
- Digital (1996-1998)



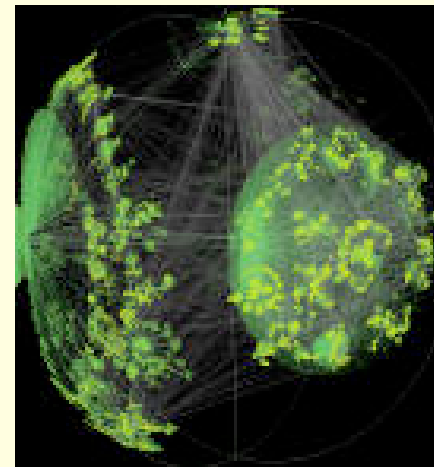
Computer & Internet

- IBM (1953)
- ARPAnet (original internet, 1969)
- Intel pc memory (1970)
- Ethernet computing (Metcalfe & Xerox, 1973)
- Scelbi, Mark-8 Altair, IBM (consumer pc, 1974/75), UNIX (1975)



Computer-Science Center
University of Virginia

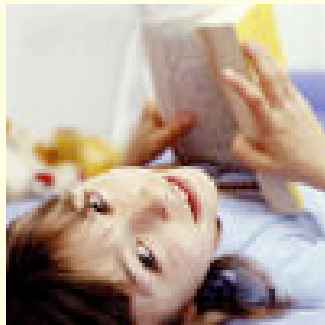
Durrough's 205 Computer
1960-1964



Modes of Interaction

Media technologies - different levels of exchange

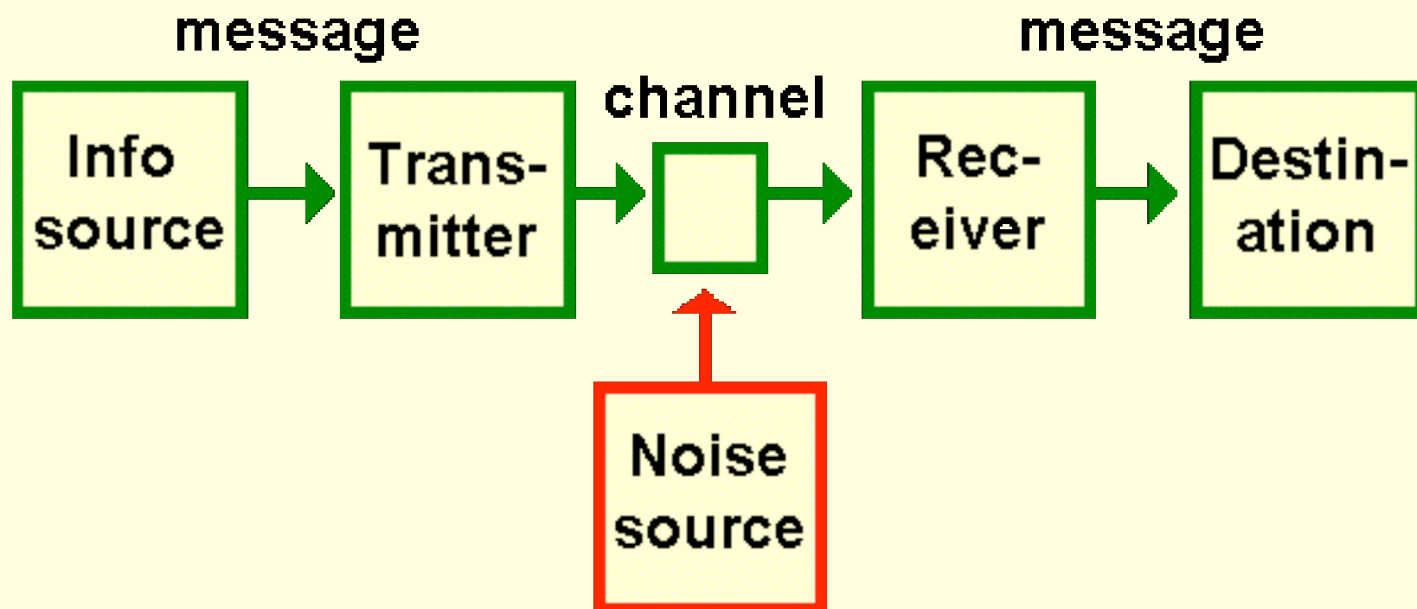
- E.g. Book, magazine, (digital) TV, radio, Computer / internet, games, telephone, web logs



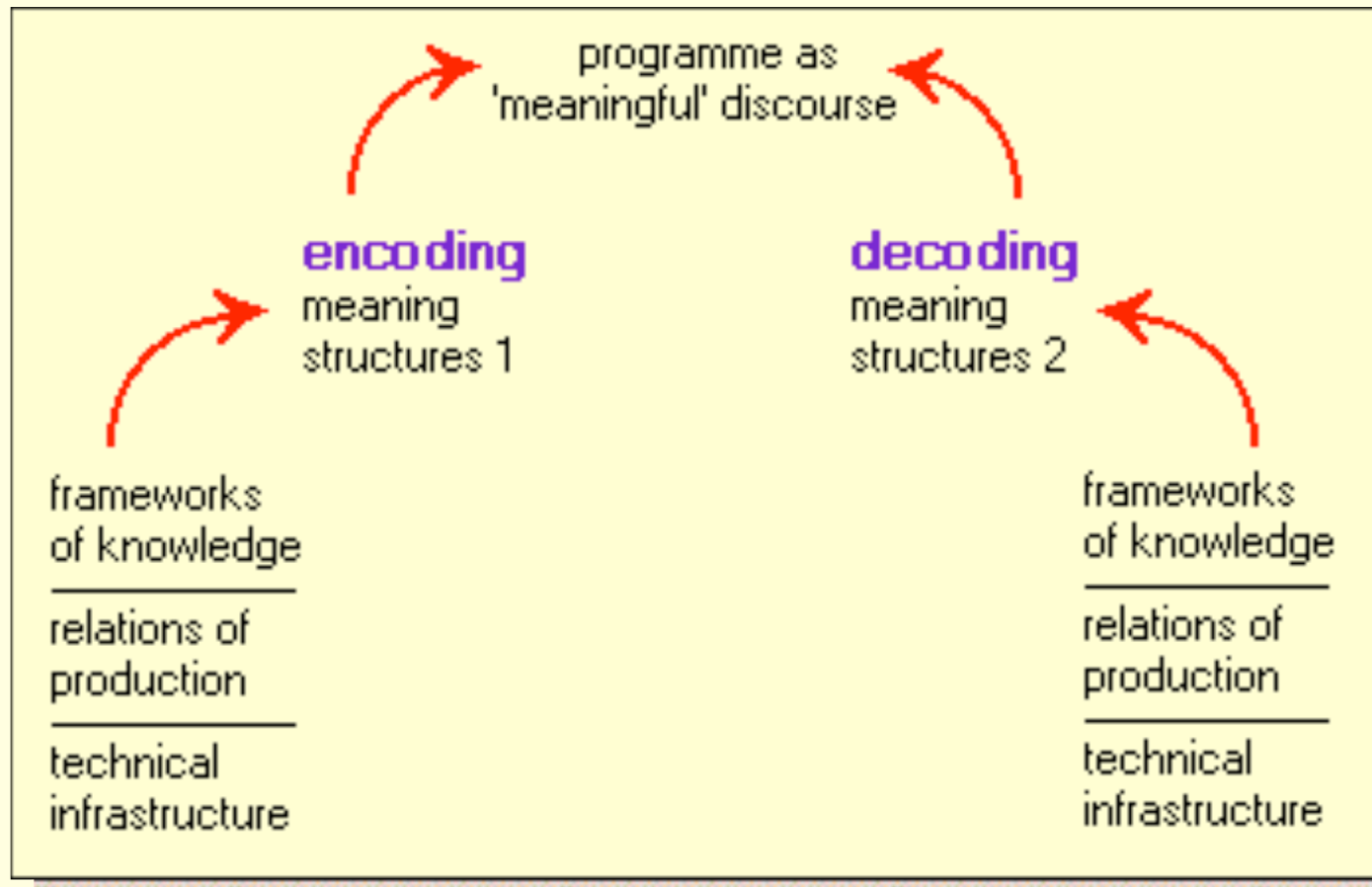
Media systems

What are the implications of current trends or changes in the media landscape for thinking about production, distribution and consumption practices?

Shannon & Weaver (1949)



Stuart Hall (1980)



(Inter)Active audiences

- Dominant reading
- Negotiated reading
- Oppositional

And

- Textual poachers
- Participation / collaboration

Creativity (online)

Possible motivations:

- Entertainment
- Critique
- Intellectual exchange
- Artisanship

Examples of Creativity

- Art, fan fiction LOFTR Harry Potter
- Critique Victoria's Secret Subversive
- Intellectual exchange Howard Dean John Edwards John Kerry George W Bush Wesley Clark Anti Foreign politics
- Games Americas Army

Media Regulation

- Why do we want to regulate?
 - E.g. Scarcity? Hate speech?
- What is the focus of regulation?
 - Infrastructure? Content? Blended regulation?
- Who is regulating?
 - Government? Private Actors? NGOs?
- By what means?
 - Modes of regulation may differ among media
- Effects?
 - Including side effects of regulation

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<http://cyber.law.harvard.edu>



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