

SPCM 280 Midterm Review Sheet

Concepts/terms may appear more than once. If a word is central to the title of the reading, consider that word to be on the list! Examples are listed here as a way of refreshing your memory of what was discussed. You are not responsible for memorizing the details of examples, but it may help you learn to concepts if you recall what the example was supposed to demonstrate. Not all examples are listed here.

Technology is abbreviated “t.” Communication is abbreviated “c.” Infrastructure is abbreviated “i.”

- Lecture 1: **Introduction.** c. t. is constitutive, c.t. is contingent. Examples: Chinese characters painted on a scroll, Egyptian hieroglyphics painted on papyrus, cuneiform script on a clay tablet
- Lecture 2: **Where does c. t. come from?** timelines of invention (problems with), progress, demand-pull, marketing-push. Examples: The Riddle of the Yir Yoront and the bark canoe, Cook & Wheatstone and the telegraph, the telectroscope
- Lecture 3: garden of forking paths
- Lecture 4: **How does c. t. shape society?** technological determinism, cultural determinism, fallacy of t. neutrality, sociotechnical system, “lost” or forgotten t. Examples: Moses’s Bridge, Homer’s Iliad, Computer-Related Accidental Death and the Therac-25 Disaster
- Lecture 5: **How does c. t. shape society (II)?** imagining alternative t. and societies, fallacy of t. neutrality, the medium is the message, t. vs. content. Examples: McLuhanisms, the hoe, Incan Quipu
- Lecture 6: **What is i.?** i. defined, features of i. (embeddedness, transparency, reach/scope, learned, conventions, standards, installed base, visibility). Examples: NANPA, telephone exchanges, QWERTY keyboard, street graffiti “USA,” satellite flares
- Lecture 7: **Why is i. important?** Internet standards and freedom of expression, Internet standards and access to the means of c. Examples: “I narrowly avoided a \$17,000 bandwidth bill.” Akamai (“delivering a better Internet”), the NY Times Web site on 9/11, the difficulty of being your own online DJ, restrictions on peer-to-peer filesharing
- Lecture 8: **What’s special and important about digital media?** digital, analog, sampling, quantizing, encoding, decoding, advantages of digital (quality, abundance, security, duplication, programmable) Examples: YouTube, YouTube vs. Viacom, Compress “get the red hat, the red hairclip, and the red hoodie,” puzzle: why some JPEGs are bigger than others
- Lecture 9: **What’s special and important about digital media (II)?** digitization, convergence, what’s exciting about studying c. t. right now that might be different from other eras? the convergence table Examples: digitizing Sonic the Hedgehog, digital vs. analog quiz show
- Lecture 10: **Is t. political?** politics, Winner’s sociotechnical constitution, intellectual property and privacy (problems in) Examples: “The Corruptibles,” Daily Show Viacom vs. YouTube
- Lecture 11: **How does c. t. make us who we are?** unequal delegation of t., t. is unequally prescriptive, c. t. is a t. of identity, cultural imperialism (a.k.a. mediascapes, media flows, media colonization). Examples: cartograms of c. t. adoption, The Warlpiri Media Association (“Bush Mechanics”)
- Lecture 12: **How does c. t. make the world the way it is?** cultural imperialism, c. t. and distance, c. t. and space, Examples: The Warlpiri Media Association.

Culture & Technology Book

Ch. 1: Progress – the machine in the garden, evolution, the sublime

Ch. 2: Convenience – attitudes toward change, limits of the body, contingency

Ch. 3: Determinism – technological determinism, cultural (a.k.a. social) determinism

Ch. 8: Defining T. – definitions of t., definitions beyond “thingness,” problems with definitions

Ch. 12: Space – orality & space, literacy & space, print culture & space, electronic c. & space, secondary orality

Ch. 13: Identity – unequal delegation, unequal prescription, t. of identity, identity categories related to t.

Ch. 14: Challenging Identity – marked categories, what about identity is conveyed during communication?

Turing test

Ch. 15: Politics – “t. is political,” Winner’s sociotechnical constitution, Sclove’s design criteria

Ch. 16: Globalization – national identity and t., Appadurai’s five flows, how can the same t. be different in other countries?

The Handbook of New Media (Red Book)

Ch. 11 Infrastructure – features of i. (embeddedness, transparency, reach/scope, learned, conventions, standards, installed base, visibility) the best t. standard win? (note QWERTY example), access to/usability of i.

Ch. 15 Access to I. – key recent trends in c. i. (digitization, capacity, convergence, ubiquity), ownership options for i. (government, autonomous public-sector, private), structure for i. markets (monopoly, modified open entry, competition, consolidation), key c. t. for access (appendix)

Ch. 21 Role of the State – [focus reviewing on the first half of this chapter] the key policy areas for c. t. (intellectual property, privacy, freedom of expression), why are they important? how do recent developments in c. t. relate to them?