

MOST-MISSED QUESTIONS ON THE MIDTERM:

Overall, the final is not cumulative, *except* that FIVE questions will be asked on the following concepts from the first part of the class. These were the most-missed questions on the midterm. They are:

the information society (from Beniger), the technological imperative (from Mumford in Rhodes reading), internalism (from 1/24 lecture), desktop production of new media (Media Now ch. 1), path-dependence (from 1/29 lecture)

FINAL ESSAY QUESTION:

The final exam will contain one essay question. Possible question topics: (1) discuss passages *1984* and their relation to specific course material, (2) relate course material of your choice to examples you choose from *Civilization IV*. You will choose between two or three questions that relate to one (or both) of these topics.

MATERIAL TO REVIEW FROM LECTURES:

Examples are listed as a way of refreshing your memory of what was discussed. You are not responsible for memorizing examples, but it may help to recall what an example was supposed to demonstrate.

- Feb 21 (Wed)** **How much of comm tech is 'technical'?** Key concepts: social norm, breaching experiment [GUEST SPEAKER: Dawn Nafus]
- Mar 5 (Mon)** **You watch a lot of screens (psychological processes)** Key concepts: semantic activation without awareness, the orienting response, memory effects, positive/negative evaluation effects Examples: orienting response in-class experiment w/video camera
- Mar 7 (Wed)** **It sells you things; it is sold to you (advertising)** Key concepts: demand pull vs. marketing push, diffusion of innovations (again), critical perspectives on advertising Examples: TLC rejected commercial, Apple "switch" campaign and spoof ads, various Microsoft ads, William Shatner Commodore ad, IBM PC "users of computers" ad
- Mar 12 (Mon)** **You use it to express yourself (presentation software)** Key concepts: certainty trough, the configured user, the resistance and repurposing of advertising Examples: Engelbart/Herman Miller mock-ups, the night owls "wise up to nightly savings with GENie," Microskills, CK Obsession, The Product is YOU, MCI "there are only minds," various Microsoft ads, music visualization
- Mar 14 (Wed)** **Presentation Software (cont'd)** Key concepts: cognitive style, resolution, sequence, linearity, hierarchy Examples: "Iraq: Failure to Disarm" slides, Challenger disaster diagrams
- Mar 26 (Mon)** **It teaches you to be American (cultural difference)** Key concepts: dominance of US in global media flows, comm tech produces sovereignty, cultural imperialism Examples: telephone use and film exhibition by country, film production, laws that restrict the % of US films that can be shown, Warlpiri Pirate Broadcasting, the great firewall of China, the most popular media products of all time (globally)
- Mar 28 (Wed)** **You try to get a date (representation)** Key concepts: representation (two views), representation and identity, symbol, sign Examples: "a woman's touch" on the telegraph key, "mean world" syndrome, minority representation on TV, Asian men never kiss, [Me and You and Everyone We Know](#) (clip) In class: The Turing Game

- Apr 2 (Mon)** **You like art, or not (art)** Key concepts: sampling; how the tools of art, the production process of art, and the final art-object develop with comm tech Examples: paint tubes, silkscreen printing, Sony Portapak, record players, DJing, Andy Warhol, Nam June Paik, TVTV, Paper Tiger TV, David Byrne, The Emergency Broadcast Network
- Apr 4 (Wed)** **You can find information (search)** Key concepts: search engines as infrastructure, crawl/spider, index, query processor / engine, the politics of search engines, what determines search skill Examples: make your own search engine, Google "bombing" [GUEST SPEAKER: Eszter Hargittai]
- Apr 9 (Mon)** **It makes you angry (resistance)** Key concepts: political action, civil disobedience, non-violent direct action (NVDA) Examples: Wireless Internet activism
- Apr 11 (Wed)** **You use it to collaborate (peer production)** Key concepts: peer production, collective/consensus filtering Examples: Wikipedia, [Wikiality](#), [Wikilobbying](#) Example Games/Simulations: SimCity, Sugarscape, Schilling's model of self-segregation
- Apr 16 (Mon)** **You benefit indirectly from it (science)** Key concepts: free revealing, the funding of scientific research, peer review, trends in scientific and medical information Examples: in class roleplay
- Apr 18 (Wed)** **Science (cont'd) and Simulation** Key concepts: trends in scientific and medical information, copyright, infrastructure for scientific information (all cont'd from last lecture), simulation (defined), simulation as a research method, realism in simulations Examples: The mystery of the disappearance of the Anasazi, Civilization IV
- Apr 23 (Mon)** **Technological utopias and dystopias** Key concepts: utopian, dystopian, technological utopianism/dystopianism, Orwellian, language as technology, historical context of 1984, Orwell's influence on other stories about comm tech, role of information in the control of society Examples: Gattaca, Brazil, The Apple Macintosh "1984" Ad, Civilization IV
- Apr 25 (Wed)** **How can we control technology?** Key concepts: utopian, dystopian, technological utopianism/dystopianism (cont'd from last class), technological prefixes/epithets and institutional transformations Examples: Clinton/Gore speeches about the Internet, Office Space, The Apple Macintosh "1984" Ad, Civilization IV
- Apr 30 (Mon)** **The role of comm tech in society** Key concepts: autonomous technology, relation between free speech and democracy, review of class objectives Examples: THX 1138, 1984, Civilization IV
- May 2 (Wed)** **Special Event: Serious Games** Key concepts: goals of active learning with simulations (student engagement, problem-solving, synthesizing, empathy, multiple learning styles), historically inaccurate, sexist, racist, and imperialist material in popular video games, interactions "around" or about learning technologies as a valuable classroom goal Examples: Civilization IV [InnisMod](#) [GUEST SPEAKER: Karrie Karahalios]

MATERIAL TO REVIEW FROM READINGS / SCREENINGS / SIMULATIONS:

You are responsible for the main point of each reading/screening/simulation, and the vocabulary and/or concepts listed below:

Studies of the Routine Grounds of Everyday Activities (Garfinkel) Key concepts: "seen but unnoticed background expectancies" Example: "the boarder" experiment

The Cognitive Style of PowerPoint (Tufte) Key concepts: cognitive style, resolution, sequence, linearity, hierarchy, origins of PowerPoint Examples: space shuttle disasters, The Gettysburg Address

Local Attachment (Fischer) Key concepts: effects of the telephone on marriage

Case study: Love Over the Wires (Standage) Key concepts: Gender and the telegraph

Case study: aloha.net (Theroux) Key concepts: notice the examples of the different meanings of "representation" in this story

Making 'White' People White (Dyer) Key concepts: skin color in early photography as an example of contingency, power relationships in invention of comm techs

The Search (Bartelle) Key concepts: algorithm, crawl/spider, index, query processor/engine, the long tail of search queries, what do people search for on the Internet? Examples: 2bigfeet.com, digital cameras on Google

Digital Maoism (Lanier) online collectivism, the fallacy of the infallible collective, disadvantages (or "failure modes") of collectives Examples: Wikipedia, MySpace, popurls, Linux, newspapers

The Tailenders (Horne) Key concepts: "hand crank", language as technology, the complexity of translation, diffusion of innovations, cultural imperialism, tech and development Example: Global Recordings Network

Media Now (Straubhaar & LaRose)

Ch. 5: Recorded Music Key concepts: digital recording, sampling/mixing, the industrial organization of music, copyright, electromagnetism Examples: online peer-to-peer services (napster, kazaa, etc.)

Ch. 6: Radio Key concepts: digital broadcasting, electromagnetic spectrum, copyright, diversity/ownership and radio infrastructure

Ch. 7: Film and Home Video Key concepts: the development of motion picture technology, the effect of computers on motion pictures, the production and distribution of film

Ch. 8: Television Key concepts: Evolution of television technology, digital television

Ch. 13: Media Uses and Effects Key concepts: the productivity paradox of ICTs, job displacement, de-skilling, re-skilling, ethnographic research vs. content analysis vs. experiments, vs. surveys, sampling

Ch. 14: Media Policy and Law Key concepts: policy, law, standard, self-regulation, the First Amendment, privacy, intellectual property, patent, copyright, universal service

Ch. 15: Media Ethics Key concepts: ethical obligations of social science researchers

1984 (Orwell)

Key plot elements related to class material: the treasonous diary; Winston's job; Winston's proof of the falsified past; Winston's attempt to discover the past; Winston's affair with Julia; Winston joins the resistance; Julia's job in the Fiction Department; Julia's disinterest in the true past; Winston's capture, torture, re-education, and betrayal; O'Brien's explanations of reality; newspeak grammar and vocabulary

Important themes: the role of comm tech in the authoritarian state, the mind of the individual as a safeguard against a repressive state, the importance (or unimportance) of the past and future, the effects of the control of information on the perception of reality, the control of language as a communication technology

Key Examples: telescreen, versificator, novel-writing machines, memory hole, MiniTrue (Ministry of Truth), Goldstein's book: The Theory and Practice of Oligarchical Collectivism, the explanation of doublethink, "2 + 2 = 5", crimestop, Room 101, newspeak

Civilization IV Key concepts: Civilization IV as a simulation, the concept of "culture" in Civilization IV