

Media Reset

What then?

What now?

What next?

Stages of media:

- Oral
- Written
- Print
- Electronic

Stages of Electronic:

- Telephone/telegraph
- Movies
- Radio/TV
- Digital

Stages of Digital:

- Local - static (HD)
- Web 1.0:
 - Remote - static (Encarta extensions)
 - Remote - dynamic (software updates)
- Web 2.0:
 - Remote/local - dynamic (peer-to-peer - Wikipedia, social media)

Skipping stages:

- For the vast majority of the world, the cell phone, not the Internet, is the coolest available technology. And they are using those phones to text rather than to talk.

- Though most of the world's languages have no written form, people are beginning to transliterate their mother tongues into the alphabet of a national language. Now they can text in the language they grew up speaking.

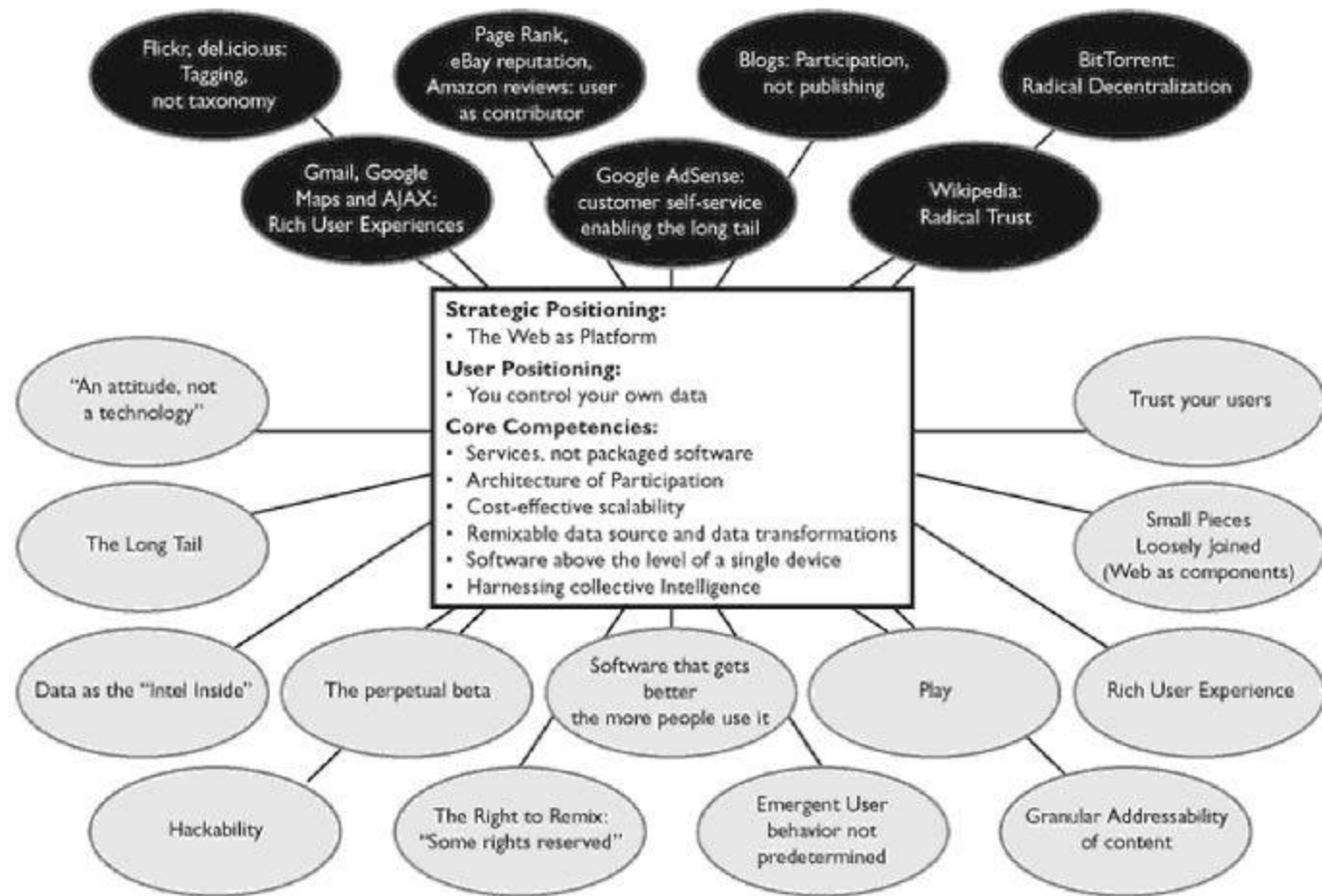
Criticizing/resisting stages:

- Socrates hated writing-he preferred the oral (so did the Jews in the NT era-oral Torah).
- Many people decried the print revolution (and in fact it did lead to a decrease in overall quality –Shirky).
- Movies and then TV were supposed to usher in the end of civilization and morals.
- Now computers and the Internet are the bad guys.

Old:

New:

personal	public
written	beyond print media
linguistic	imagistic
symbolic	iconic
propositional	inter-textual
reflective	affective
metaphysical	embodied
defined	negotiated
passive	participatory
centralized	distributed
hierarchical	democratic
managed	peer-to-peer, open
Educational, formal	social

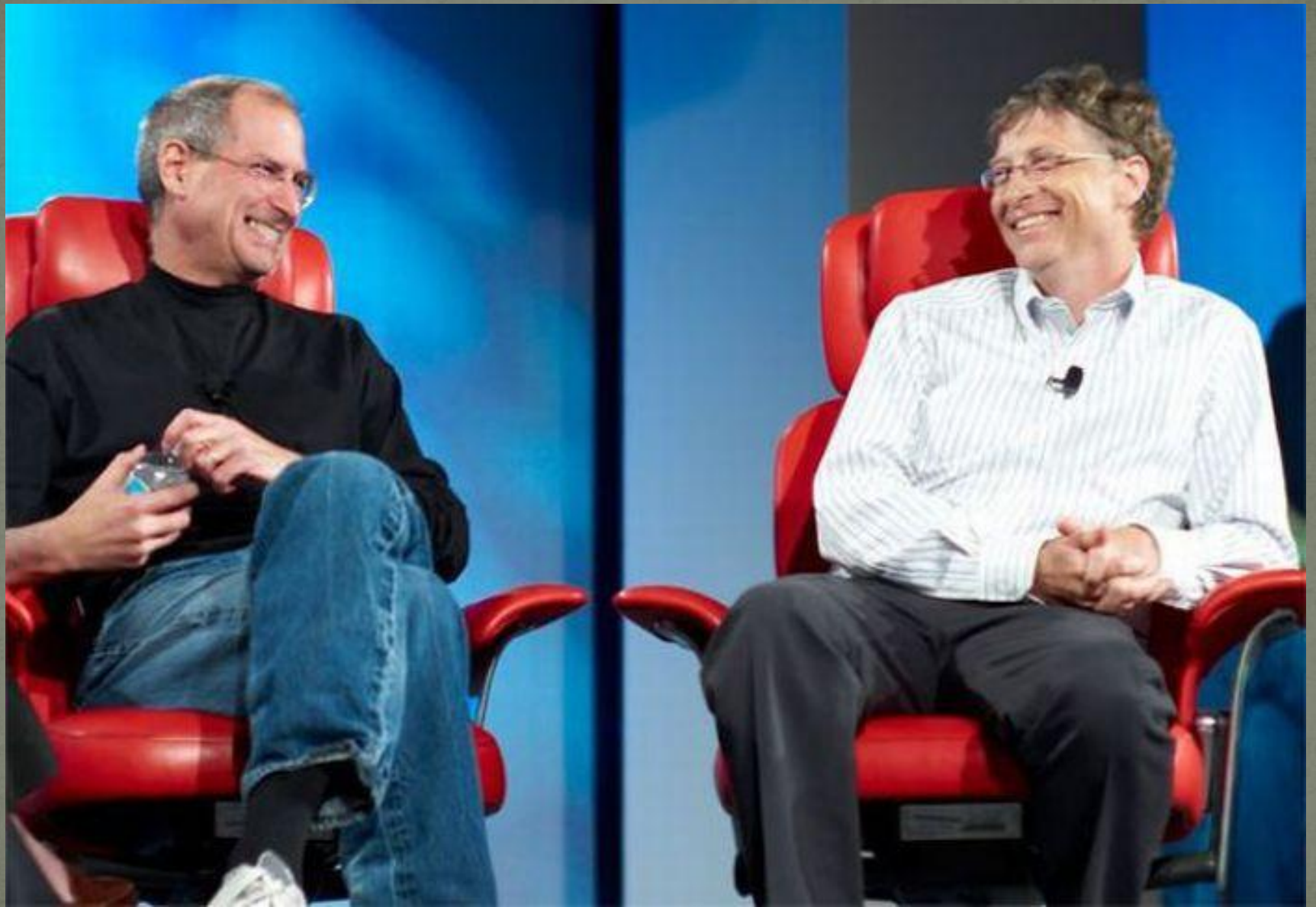


WEB 2.0 MEME MAP

Future:

- Specifics we do not know (e.g. will Google expand and take over Skype's territory, or vice versa, or both continue as is, or will both be replaced by something else?).

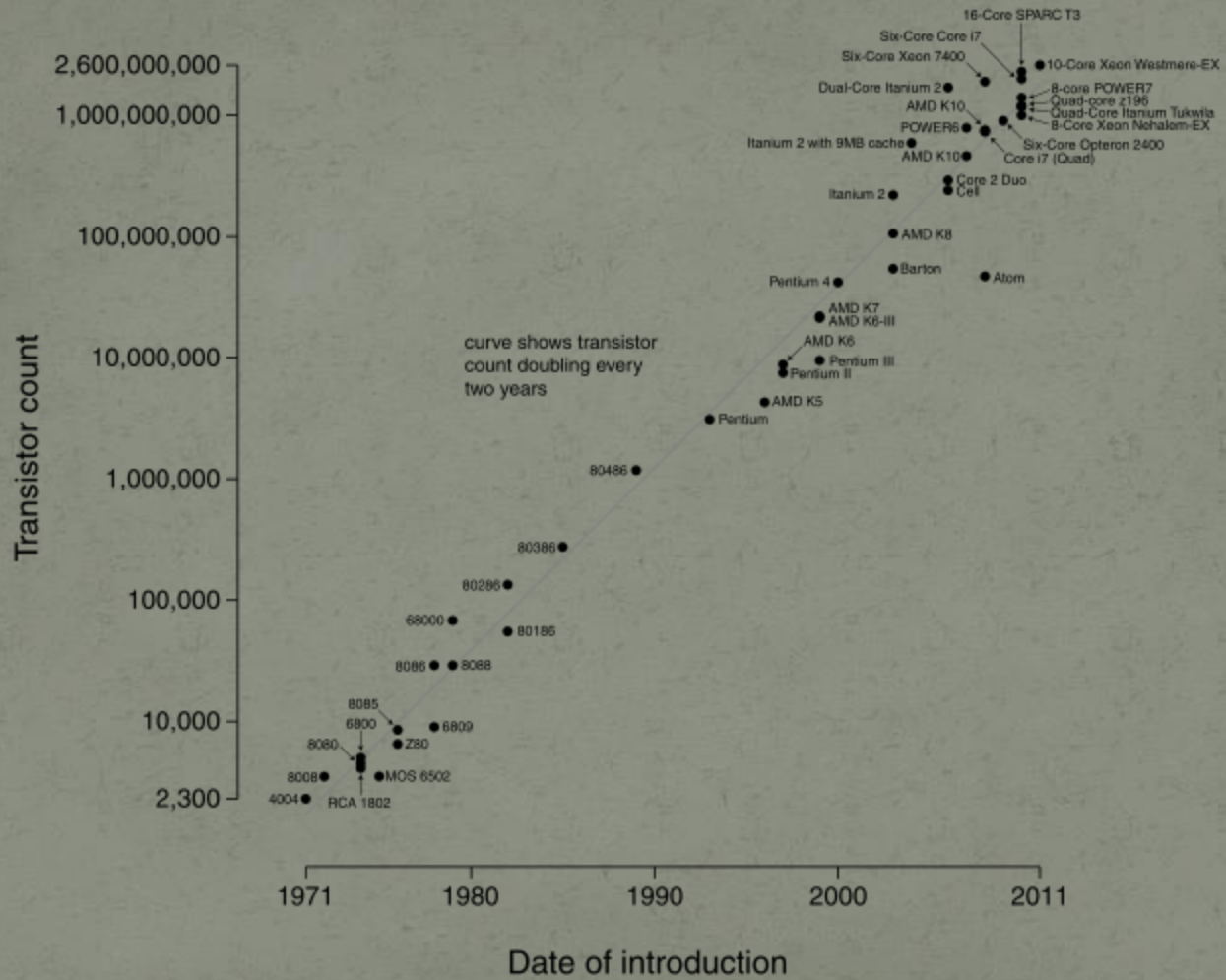
- Only a few people have been able to predict technology specifics, and then only some of the time, and then usually only when they were actually creating the future themselves .



Future (cont.):

- We do know some general tendencies.
- E.g.: *Moore's law* describes a long-term trend in the history of computing hardware: the number of transistors that can be placed inexpensively on an integrated circuit doubles approximately every two years.
- -source for information on Moore's law: Wikipedia

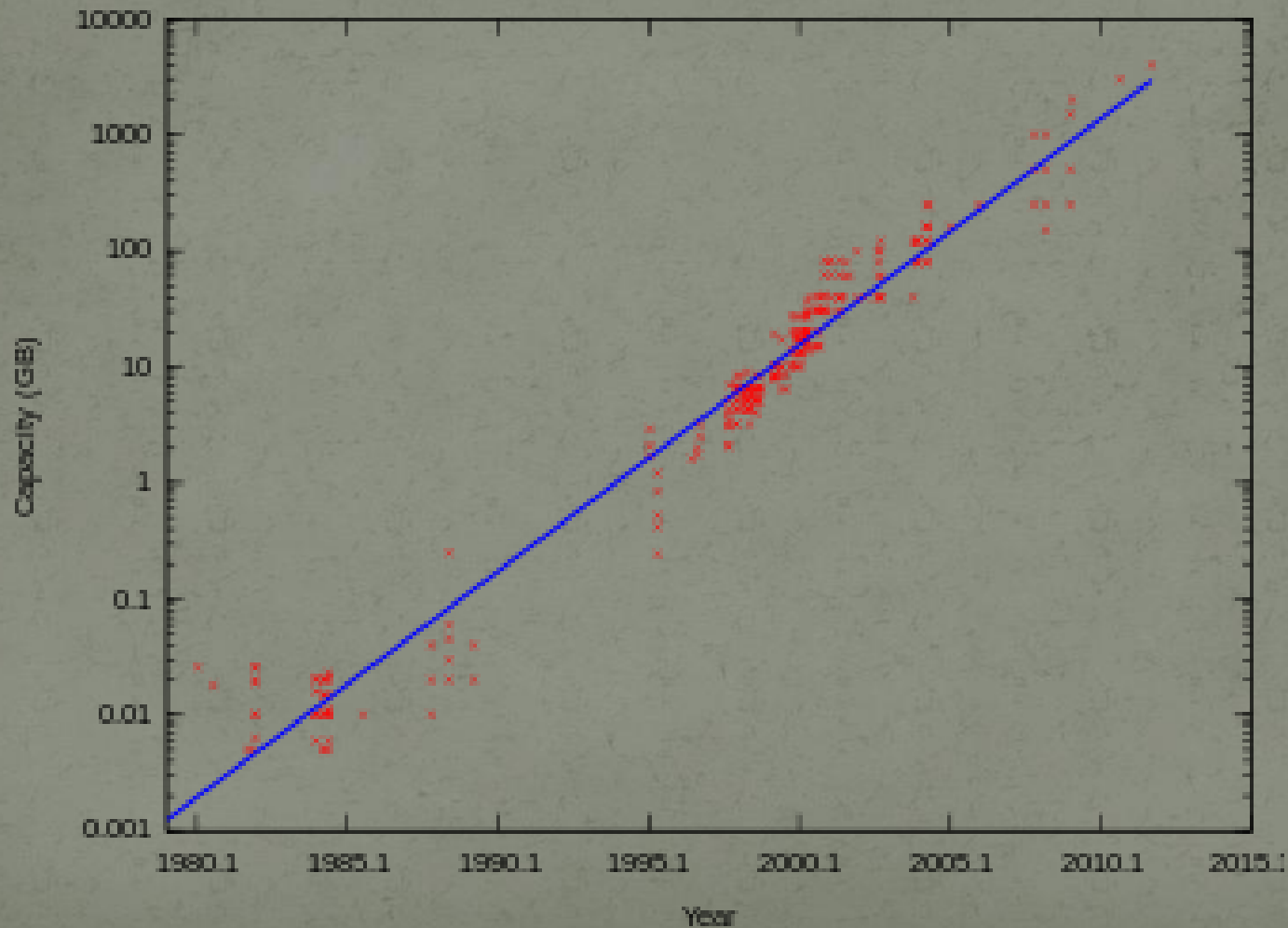
Microprocessor Transistor Counts 1971-2011 & Moore's Law



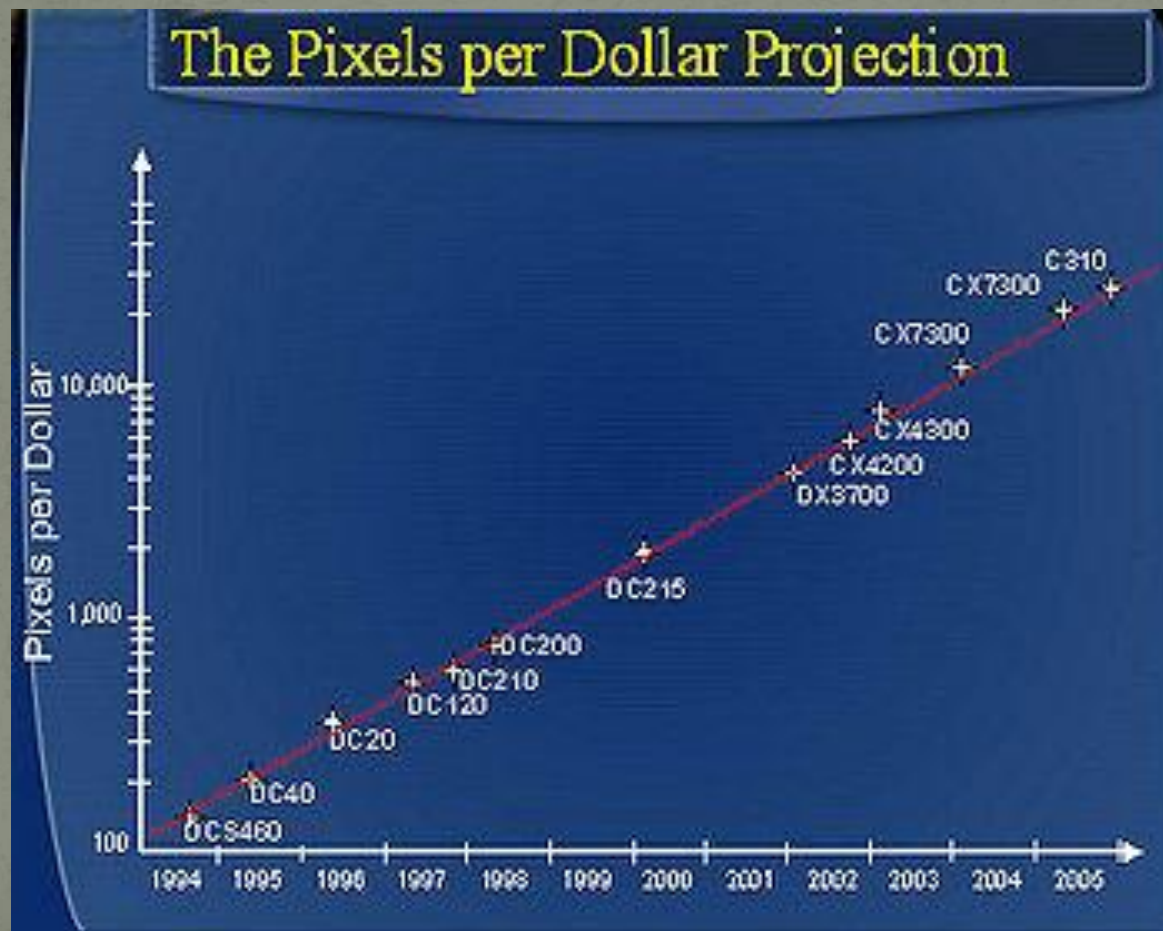
Other formulations and similar laws

- These “laws” apparently work in a number of areas beyond those about to be mentioned, but generally seem to be restricted to digital, not linear, systems.

Hard disk storage cost per unit of information.



Pixels per dollar.



Network capacity

Ultimate limits of the law:

- On 13 April 2005, Gordon Moore stated in an interview that the law cannot be sustained indefinitely: "It can't continue forever" (e.g. atomic scale).
- Over the last 30+ years it has been predicted that Moore's law would last at least another decade.

The Great Moore's Law Compensator (TGMLC)

- Generally referred to as bloat.
- E.g.: Despite the gains in computational performance during this time period according to Moore's law, Office 2007 performed the same task at half the speed on a prototypical year 2007 computer as compared to Office 2000 on a year 2000 computer.

The Digital Divide:

(ed. by Mark Bauerlein)

- “Digital tools have proven so efficient and compelling that it now requires a leap of imagination to recall what life was like before their advent.” (p. 4)
- Digital natives (grew up in the digital age) vs. digital immigrants (Marc Prensky, pp. 10ff).

Fears:

- Many may find themselves on the impoverished side of a new “digital divide.”
- The human “social brain” may be short-circuited.
http://www.ted.com/talks/patricia_kuhl_the_linguistic_genius_of_babies.html
- Life in general may become impoverished or brutish in the area of human interaction.

Media and Genre:

- The relation between (largely neutral) media and (often morally suspect) genre makes it difficult at times to use new media. See the historical examples of movies until Billy Graham films or television until the rise of Christian programming.

- Clay Shirky says average quality is certain to go down when quantity suddenly rises (e.g. Gutenberg and the rise of the pornographic novel, now lol cats).

Social Media:

- FB may weaken friendships (while multiplying their number) by connecting us to more relationships than we can manage well. On the other hand, we may not want many of our relationships to be anything more than what FB efficiently provides.

- More serious is if/when we start to replace face-to-face contact with people we really care about with virtual interaction.

Information overload:

Sometimes the critique of the web is seemingly contradictory: we sometimes complain of information overload and memory off-loading (use of Internet instead of memory) at the same time.

But it could be that we are overloaded with “junk” information while losing the important material.

We off-load at least three
kinds of memory:

Semantic: Paris is the capital of
France (Wikipedia)
–this came first

Episodic: I ate at an Italian
restaurant last night
(FB, Twitter)
–this is recent.

Procedural: How to ride a bike
(YouTube)

–this is the hardest as it is the
most thoroughly embodied.

Hopes:

- Remote/dynamic product development/deployment will be efficient and effective (e.g. Linux software updates- or better, life in the cloud).

- People everywhere will have access to all sorts of products as never before.

- Impact will be greater due to multi-sensory , interactive, and social nature of the products / experiences.

Scripture impact /engagement

- We have said for some time that “non-print” media scriptures were to be pursued because :

- 1) Many people cannot or do not read, and
- 2) Many people find audio, video, and graphical representations of the scriptures more engaging and impactful.

- Now we can actually measure the impact in fMRI and other kinds of brain and body movement scans.

- We will have to be:
 - Flexible and nimble-ready to change and not overly committed to one approach or product.
 - Willing to take some risks and lose big sometimes.
 - Ready to sell this to donors/budget makers.

Questions:

- How to we leverage Web 2.0 for Bible translation?
- How to we manage the chaos?
- What will some new products look like?

