

The Cultures of New Media

Prepared by

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Lecture No.1

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

The Cultures of New Media



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY



Course Description

The Cultures of New Media

Dr. Mohamed Owies



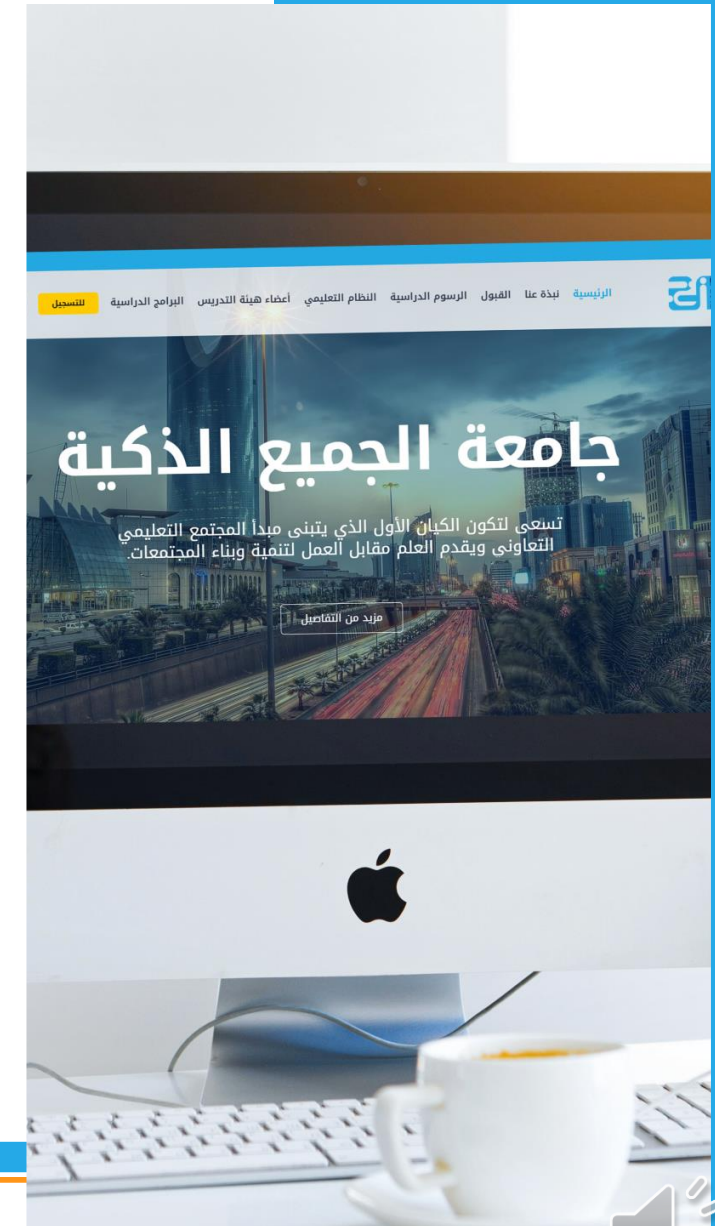
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The Cultures of New Media



Course Description

1. Digital Society .
2. Social Media.
3. Cyber Debates .
4. Interaction and Identity .
5. Communities and Networks.



Topics

1. Digital Visuality and Visibility .
2. Feeling Digital.
3. Digital Citizenship.
4. Digital Power and Exploitation.
5. Digital Activism.
6. Mobile Culture.
7. Software, Algorithms and Data.



1. Digital Social Research
2. The Research Process
3. Digital Ethnography
4. Mapping and Mining Digital Society



1. A Theory of Digital Media and Social Change.



1. Digital Media & Society, by Simon Lindgren



Definition of Digital Society:

For the time being, then, let's call our present society digital society. I mean then, society as affected by digitally networked communication tools and platforms, such as the internet and social media.

Today we have the internet, smartphones, apps, social network services, blogs, and media sharing platforms. One stunning statistic after another tells us about the extreme amounts of information and knowledge — much of it created by ordinary people.



Definition of digital society:

The **World Wide Web** was innovated by Tim Berners-Lee's key which transformed the Internet from a relatively small network of computers used primarily for military and research purposes.

This technological revolution formed the material foundation for a new type of society. An entire generation have now come of age in the network society, the information age, or to use a term more recently popularised in the social sciences, the **digital society**.



Definition of digital society



At the same time, people in society continuously contribute to shaping the new media through the ways in which they use, adapt, or resist them.



This is a society characterised by information flowing through global networks at unprecedented speeds. New undergraduate and postgraduate courses are appearing that specialise in understanding 'digital society', 'digital culture', or 'digital media and society'.



New fields of research have grown into the disciplines of 'digital sociology' and the 'digital humanities'.



Intro lecture

Features of Digital Society



knowledge and information are now widely accessible through the Internet;



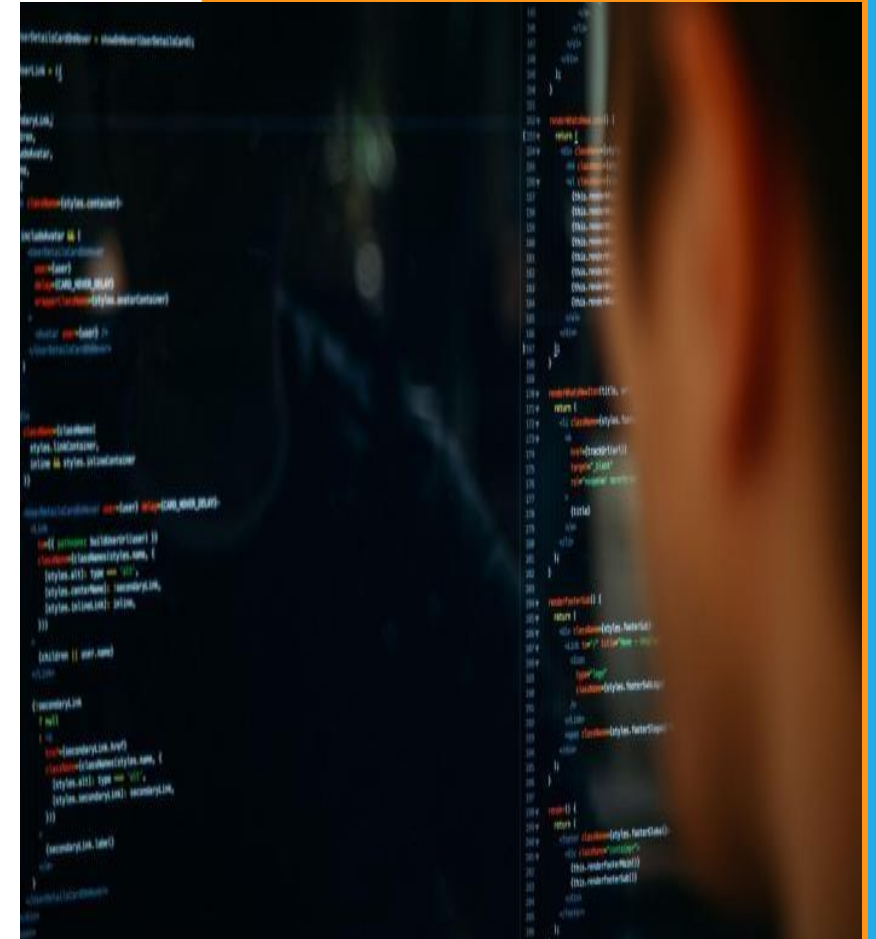
use of new technological devices such as computers, mobile phones, tablet computers, and other related tools;

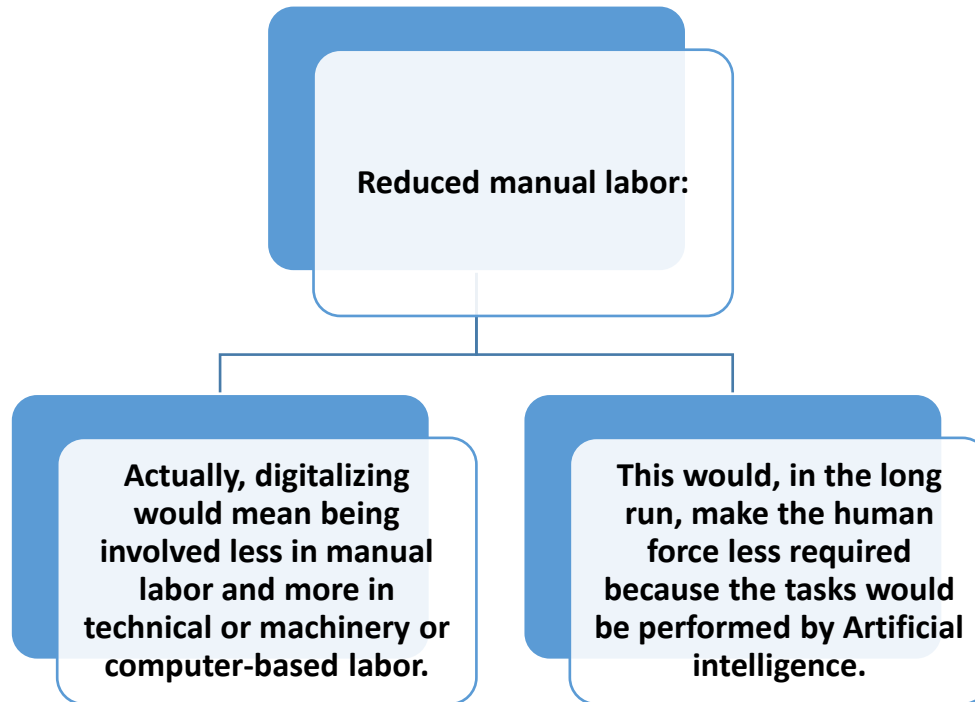


use of the social networks within work or private life for informal learning;



and the need for all citizens to develop and master digital skills to adopt changes and to take advantage of them.





Improved life of citizens:

The definition of a machine reads, 'anything which makes human life simple'. This is true in our lives too. We can imagine the shift and the turns our lives took after the coming of computers, the internet, and machinery of the like.

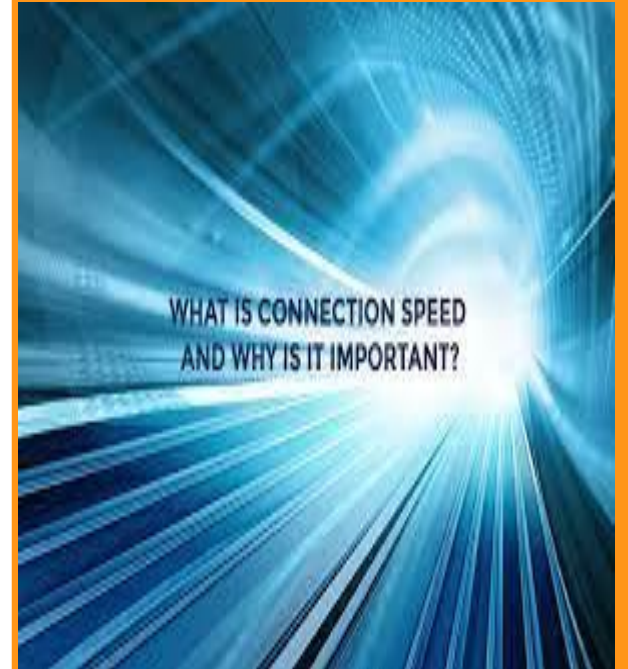
Everything human beings do is directed to make lives easier and for every person in the world.

The daily developments in the world of science with the coming of life-like robots. everything is possible because the human mind wants to make things go easier and more accessible to all. So, a digitalized society would be definitely a society that has to offer a better life to its citizens.



Increased communication speed:

- With almost six billion texts sent daily worldwide, messages have simplified life and communication to a big extent. Now, fights and misunderstandings can be solved over the phone with fingers.
- This has also improved communication at the organizational level.
- A digital society would excel in developing and offering ease in communication



Increase in learning opportunities

Students nowadays think out of the box and are learning new skills every day through their tools.

Affiliate marketing, freelancing, digital marketing, and even online teaching or graphic designing are possible and available to children these days to try their hands on.

Life has grown so much and opportunities have increased and are available worldwide, all you need is a device to give you information and a heart and mind which is ready to dream.

A digital society is not traditional, it is not conventional but something that has a larger horizon for itself.



Changed education system

It would not be wrong to repeat ourselves because we cannot help but think that what would our children do if there was not any internet during Covid imposed lockdown?

This would have been a literal blow to the government, the teachers, and the students alike. The present times have taught us the need and importance of digitalization on a global level.

Our National Education Policy is also bent on giving the students an option of blended classes with both online and offline options.

Digitalization in education began with the introduction of projectors and whiteboards in private and government schools



Media Everywhere

- Different tools and platforms that we use to get or spread information, and communicate, enable and limit what we can do in their own specific ways. The medium used will alter our ways of seeing, speaking, and acting. Think about the difference between learning about current events from the website of a big media corporation and from friends on Facebook or Twitter.
- Today, we live in a digital society in the sense that we are in an era where our lives, our relationships, our culture, and our sociality are digitised, digitalised, and affected throughout by digital processes.



Intro lecture

Zeroes and Ones

- From the outset, the digital has to do with mathematics. Being digital, then, means simply using numbers — digits — rather than analogous objects to convey information.
- In computing, input values are converted to binary numbers, 0 and 1, instead of using all numbers ranging from zero to nine.
- The binary system was invented by philosopher and mathematician **Gottfried Leibniz** in the 1600s. He used this system for coding, computing, and controlling information when experimenting with ideas for machines.
- This is how the computers that we have today, in anything from smartphones and laptops to refrigerators and drones, work too
- Technologically speaking, this binary system forms the basis for everything we do that is digital.



Intro lecture

Zeroes and Ones

- Applications, such as text, sound, graphics, and images became digitally encodable. Today, computers can store and transmit data, which changes how we deal with anything from our family photos and recipes to government documents or business plans.
- We have also learnt that computers can manage communication networks, and this has transformed how we form friendships, and how we connect and stay in touch with people, sometimes across large geographical distances.
- Furthermore, computers can process text, images, and sound, which has changed the way in which writers write, musicians play, and painters paint. Spaceships and airplanes are flown by computers, and digital devices are increasingly entangled in our everyday lives, in the form of laptops, tablets, smartphones, and things like robot vacuum cleaners.



Digitalisation of ourselves and sociality continually moves ever closer with wearable devices.

Still, at the heart of every computer lie circuits that contribute to all of these social and cultural transformations, through the breaking down of operations into mathematical equations.

When we speak of today's society as being digital, we don't very often mean to say that it just draws upon binary numerical operations. What we do tend to mean is that it has been transformed in a number of quite drastic ways, following the development of the early 'computing' machines into smart device.



- Another often emphasised feature of digital society is that it compresses time and space and makes them less important. For example, when we send texts, chats, or emails to each other, there is no need for us to be in the same place to be able to communicate. The exchange need not be instantaneous either, as we can respond to digital messages whenever it suits us.
- it is not that important really whether one should label our present-day society 'post-industrial', 'post-Fordist', 'post-modern', or as an 'information society', 'network society' or a 'control society'.



- There are many ways of collectively naming the interactive activities and environments that people engage in online. You will see that I write of the environments as sometimes ‘internet and social media’, sometimes ‘digital media’ or ‘digitally networked media’, and sometimes as ‘digital tools and platforms’.



- The things such as computers, smartphones and tablets, and to services such as email, texting, Skype, YouTube, Facebook, Twitter, Instagram, Snapchat, blogs, forums, and so on. With these digital tools and platforms, people do things among and between each other.



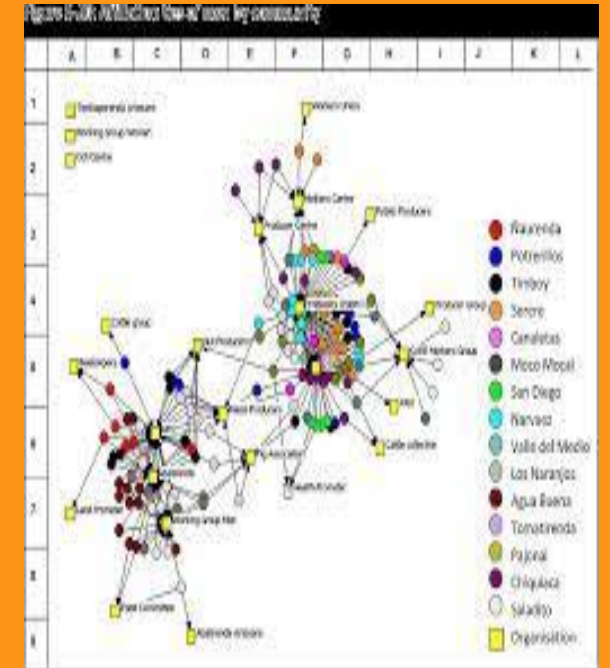
- Before moving on to a more specific discussion of what digital media might mean, we must focus first on one of the key inventions of digital society — namely, the internet.
- This global network of computers, which enables and structures an unmeasurable amount of social activity around the world, feels today as if it was always there. But in fact, it only became widely available in the **mid-1990s**, through the invention of a **protocol for something called the World Wide Web**.



- The strategy was to establish a **computer network** that did not rely on **centralised command**, and thus was not **vulnerable** to attacks targeting central hubs (Galloway 2004). Baran's network was based on the technology of packet-switching, through which messages are distributed in small fragments to be reassembled at the receiving end.
- The system was finally realised at the end of the 1960s through funding from the Advanced Research Projects Agency (ARPA), President Eisenhower's response to the Soviet Sputnik launch. The agency's ARPANET, the first computer network based on packet-switching, **was used by the military and by academics to transfer and exchange information.**



Castells (2002: 24–25) describes how the Network Working Group, which was doing most ARPANET design in the late 1960s, consisted mainly of graduate students who had studied in the same secondary school in Southern California, later to become students of Leonard Kleinrock at California University.



The young ARPANET developers, and the **student culture** of which they were part – as well as the wider context of late 1960s counterculture – **had a great impact on how the global internet came to emerge**. Castells (2002) writes that **the birth of the internet happened at the rather unlikely intersection of science, military interests, and libertarian culture**. It is **a common misinterpretation** that the internet was created solely as a military command-and-control mechanism, when it was **in fact co-opted already from the start by academics (and others)**.



E-mail, which was initially called **network mail**, was introduced in 1972, and the term internet **itself appeared in 1974** as an **abbreviation for 'internetworking'**. Control of the network was transferred from the Department of Defense to the National Science Foundation by the end of the 1980s, and then to **commercial telecommunications interests** in 1995.



Since then tools using the **internet infrastructure** — such as the web, social media, and mobile apps — have become a crucial part of how people today obtain information, communicate, and interact. This digital and cultural ecosystem provides us with a language for relating to each other and the world around us. In that sense, **the internet is a medium.**



Thank You

