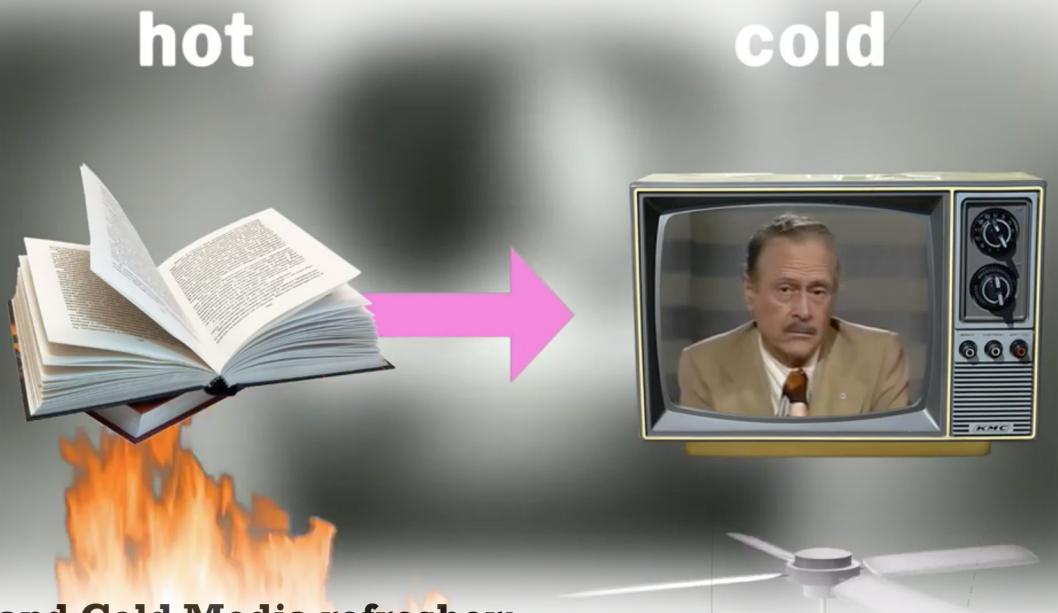


IDEA 120: Week 5

February 8, 2021:
Media Theory (Part 2)



Hot and Cold Media refresher:

Different media invite different degrees of participation. Film and lectures are hot, television and workshops are cool.

I notice that I struggle with 'hot' and 'cool', because my association with 'hot' is intense and active, but in Marshall McLuhans view 'hot' is high in participation. 'Cool' determines more effort to determine meaning, because they are based on one single sense and/or provide little (visual) information.

Thus a...

- lecture is hot and makes for less participation than a workshop;
- movie is hot and makes for less participation than a cartoon;
- book is hot and makes for less participation than a dialogue.

This week's readings:

Cathy O'Neil, Weapons of Math Destruction: 'Introduction', 'Chapter 1', 'Chapter 3', and 'Chapter 5'

Marshall McLuhan, Understanding Media: The Medium is the Message

Higgins and Kahn, Mainframe Experimentalism: First Generation Poetry Generators

What has been communicated (message) has been less important.....than the particular medium through which people communicate



"The Medium in the Message": What does this mean?

McLuhan proposes that a communication medium itself, not the messages it carries, should be the primary focus of study. He showed that artifacts as media affect any society by their characteristics, or content.

Watch The Nerdwriter Minisode:

https://www.youtube.com/watch?v=OseOb_wBsi4&ab_channel=FoldingIdeas

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Consider how “The Medium is the Message” works for a variety of media. For example, how does design of different media impact its reception/meaning?

Chip Kidd: <https://www.youtube.com/watch?v=cC0KxNeLp1E>

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« Data science doesn't just predict the future. It causes the future. »

CATHY O'NEIL

Advertising isn't the only realm of design. Algorithms are also designed.

Watch Cathy O'Neil's TED talk that summarizes her book:

https://www.youtube.com/watch?v=2u_eHzRto

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Weapons of Math Destruction:

'Introduction' and 'Chapter 1: What is a Model?'

"A model, after all, is nothing more than an abstract representation of some process, be it a baseball game, an oil company's supply chain, a foreign government's actions, or a movie theater's attendance. Whether it's running in a computer program or in our head, the model takes what we know and uses it to predict responses in various situations. All of us carry thousands of models in our heads. They tell us what to expect, and they guide our decisions." (18-19)

- 1) Models depend on PAST KNOWLEDGE.
- 2) Models depend on what data is selected.
- 3) Models are DESIGNED.

'Chapter 3' and 'Chapter 5': What WMDs (Weapons of Math Destruction) are detailed in these chapters?

What WMDs have you seen in the wild that concern you?

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