

Section: Douglas Rushkoff

Context: Up to the late-1990s, Douglas Rushkoff's philosophy towards technology could be characterized as media-deterministic. Cyberculture and new media were supposed to promote democracy and allow people to transcend the ordinary. In *Cyberia*, Rushkoff states the essence of mid-1990s culture as being the fusion of rave psychedelia, chaos theory and early computer networks. The promise of the resulting "counter culture" was that media would change from being passive to active, that we would embrace the social over content, and that empowers the masses to create and react. This idea also comes up in the concept of the media virus, which Rushkoff details in the 1994 publication of *Media Virus: Hidden Agendas in Popular Culture*. This significant work adopts organic metaphors to show that media, like viruses, are mobile, easily duplicated and presented as non-threatening. Technologies can make our interaction with media an empowering experience if we learn to decode the capabilities offered to us by our media. Unfortunately, people often stay one step behind our media capabilities. Ideally, emerging media and technologies have the potential to enlighten, to aid grassroots movements, to offer an alternative to the traditional "top-down" media, to connect diverse groups and to promote the sharing of information. Rushkoff does not limit his writings to the effect of technology on adults, and in *Playing the Future* turns his attention to the generation of people growing up who understand the language of media like natives, guarded against coercion. These "screenagers", a term originated by Rushkoff, have the chance to mediate the changing landscape more effectively than digital immigrants. With *Coercion* (1999), Rushkoff realistically examines the potential benefits and dangers inherent in cyberculture and analyzes market strategies that work to make people act on instinct (and buy!) rather than reflect rationally. The book wants readers to learn to "read" the media they consume and interpret what is really being communicated. CANNOTANSWER

STUDENT: **What is Rushkoffs connection to cyberculture?**

TEACHER: ⇨ In Cyberia, Rushkoff states the essence of mid-1990s culture as being the fusion of rave psychedelia, chaos theory and early computer networks.

TEACHERX: ⇨ In Cyberia, Rushkoff states the essence of mid-1990s culture as being the fusion of rave psychedelia, chaos theory and early computer networks.

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TEACHERX: ⇨ Cyberculture and new media were supposed to promote democracy and allow people to transcend the ordinary.

TEACHERX: ⇨ In Cyberia, Rushkoff states the essence of mid-1990s culture as being the fusion of rave psychedelia, chaos theory and early computer networks.

STUDENT: **What technology did Rushkoff use?**

TEACHER: ⇨ This idea also comes up in the concept of the media virus, which Rushkoff details in the 1994 publication of Media Virus: Hidden Agendas in Popular Culture.

TEACHERX: ⇨ Douglas Rushkoff's philosophy towards technology could be characterized as media-deterministic.

TEACHERX: ⇨ In Cyberia, Rushkoff states the essence of mid-1990s culture as being the fusion of rave psychedelia, chaos theory and early computer networks.

TEACHERX: ⇨ This idea also comes up in the concept of the media virus, which Rushkoff details in the 1994 publication of Media Virus: Hidden Agendas in Popular Culture.

STUDENT: **Are there any other interesting aspects about this article?**

TEACHER: ⇨ Yes, Technologies can make our interaction with media an empowering experience if we learn to decode the capabilities offered to us by our media.

TEACHERX: ⇨ Yes, Rushkoff does not limit his writings to the effect of technology on adults,

TEACHERX: ⇨ Yes, screenagers", a term originated by Rushkoff, have the chance to mediate the changing landscape more effectively than digital immigrants.

TEACHERX: ⇨ Yes, does not limit his writings to the effect of technology on adults, and in Playing the Future turns his attention to the generation of people growing up

TEACHERX: ⇨ Yes, This idea also comes up in the concept of the media virus, which Rushkoff details in the 1994 publication of Media Virus:

TEACHERX: ⇨ Yes, Technologies can make our interaction with media an empowering experience if we learn to decode the capabilities offered to us by our media.

STUDENT: **Did Douglas Rushkoff say this?**

TEACHER: ↗ CANNOTANSWER

TEACHERX: ↗ CANNOTANSWER

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