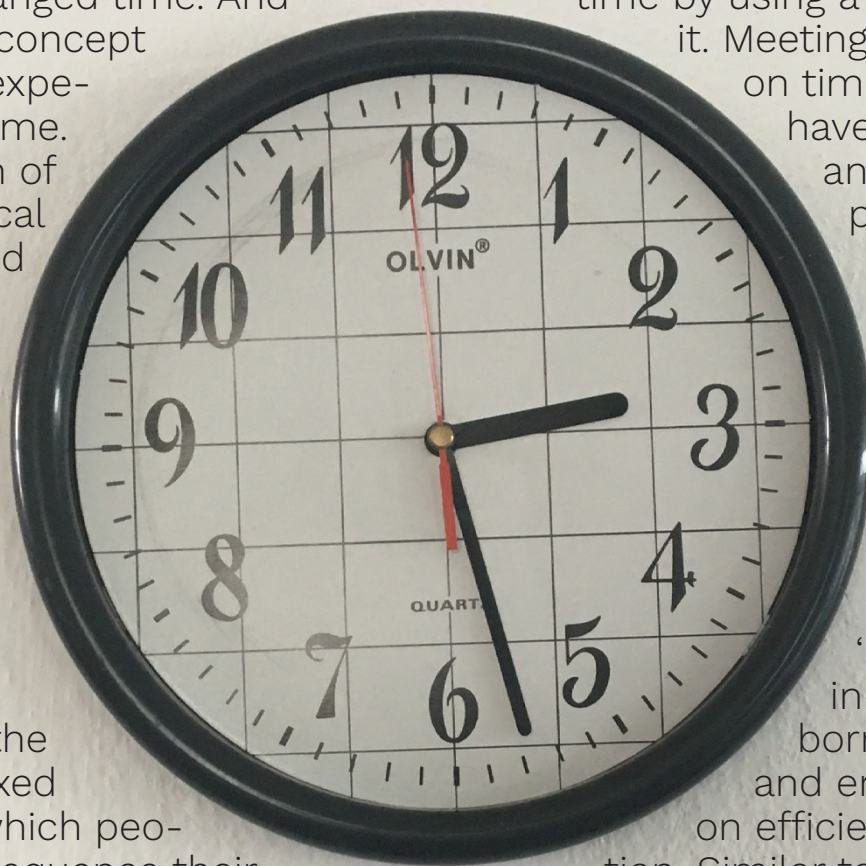


Media ecology studies the network of human technologies and how the introduction of new technologies impacts, in some way, every other form of technology. And how every instance of these new technologies impact how we live. For example, take the introduction of the mechanical clock. The introduction of the clock changed time. And not only our concept of time, our experience with time. The invention of the mechanical clock changed the ecosystem of our culture by influencing the compartmentalisation of time. Altering its form and function encouraged the creation of fixed intervals in which people used to sequence their lives. We no longer rely on the sun and the moon to tell us when to get up and when to go to bed. Through the mechanical clock, we quantify the use of time. Time that is counted is time that can be measured, we measure our lives in seconds, minutes, hours, days, months, and years. We've come to value this kind of quantifiable time, scheduling our daily tasks and appointments.



The clock plays a major role in what our society values and how it operates. The clock turns time into a commodity. We speak of time as something that could be spent or bought. Saved or wasted. The more time we can save the more time we can spend. The introduction of the mechanical clock objectified time by using a preposition of it. Meetings have to be on time, musicians have to be in time, and some people work overtime. Born from these things is the scheduled school day, dividing the delivery of individual subjects into time slots with 'breaks' (a break in time) but also born is the value and emphasis placed on efficiency in production. Similar to that of industrial workplaces, efficiency and production are the main goals we use to measure what we consider 'value'. We use the clock to determine how long subjects should be taught for and in turn place higher physiological value on subjects such as math. We shaped our clock and thereafter it has shaped us. The invention of the clock didn't add something new to the world - it created a new world.