A Response to *As We May Think* (Vannevar Bush, 1945)

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I find myself immediately agreeing with Bush’s basic premise that as the sciences (and to generalise, societies) become more and more specialized the difficulty of disseminating knowledge outside of the academic disciplines in which research was conducted naturally becomes greater. And therefore, as this specialization occurs methods and technologies related to the efficient and effective storage, organization, and dissemination of this knowledge becomes increasingly vital to prevent wisdom from being lost forever within departments or with academic elites.

I am also in accord with Bush’s theoretical solution which seems to be organizing information not by index (nested markers with no real pertinence to the contents of the associated texts), but instead by association, for this takes into account the content and context of texts and relates them accordingly when one selects/searches. From my understanding this parallels the contemporary difference between the looking up of an individual website via a (mostly arbitrary) url versus typing in a bunch of keywords into a search engine and being presented with a countless number of related articles, videos, books etc.

I find his specific fabricated technology, *Memex,* which realizes his association-over-indexing philosophy, especially interesting. I find *Memex* intriguing not so much at its face value: as a blueprint for a contemporary realization of the technology; but rather as a primary account: through Bush’s predictions of future technology and comments on the realism or absurdity of his prophecies we are given insight into the technological paradigms of his time. For instance, the idea of storing and accessing information purely digitally must have been unfathomable at the time for Bush employs ameliorated microfilm technology instead of floppy disks or hard drives as a solution to condensing the storage of information. I know that this particular paradigm is more largely indicative of Bush’s general time and place as the same technologies were present in sci fi classics written at the same time. For instance, in Frank Herbert’s *Dune* published in 1965 books are condensed physically by using what appears to be incredibly thin (micro) paper (film), and are then enlarged artificially using projections and/or magnifiers – an identical technology to what Bush hypothesizes.

I also love his version of the internet “Memex” which can be searched via an index, but also uses crowd sourcing to more meaningfully relate materials in “trails”. I think this was incredibly insightful, as Memex seems both private, collaborative, and allowsfor both index based, and association based searches just like the internet.

Also things shouldn’t need to be crowdsource for associations, machines can do that too.

Finally I do not agree that machines can only be useful in fields in which logic and repetition are used. I believe computers can be as creative as humans, and I think new breakthroughs in neural networks and machine learning show that technically deterministic entities can behave by all extent and purposes in very creative ways, and that this shows that there is no essential difference (to use the gendered language found in the article) man and machine.