

Oldweb vs web 2.0

COMM2112 – Theories of Communication and Persuasion

Paul Emerson Teusner

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Internet

- How does the Internet impact on our lives?
- What does it mean to “be online”?
- Internet as text
- Internet as cultural artefact
- Internet as institution



Internet as text

- Traditional forms of media framed by GUI – GUI is the basis of our interaction with the Internet
- From emoticon to avatar
- From text to hypertext
 - Therefore is seen as the “currency” of online interaction
 - Shifts authority to reader
 - Adds depth to the web page
 - From hierarchical relations to networked relations

Internet as cultural artefact

- How we understand technology shapes how we use it and how we allow it to change us
- Internet:
 - USA Dept. of Defense: military tool
 - University: search for knowledge
 - Commerce: global square, freedom, equality, intimacy
- Cyberspace:
 - conceptualisation of Internet as “space”
 - agora or panopticon?*
 - Wertheim’s *The Pearly Gates of Cyberspace*
- Cyberculture, cyberspeak, cyborg

Wertheim, 1999

Although it is true that cyberspace is realized through the by-products of physical science [...] nonetheless, cyberspace *itself* is not located within the physicalist worldpicture. It is a fundamentally new kind of space that is not encompassed by any physics equations. As the complexity theorists would say, cyberspace is an *emergent* phenomena whose properties transcend the sum of its component parts. Like the medieval Empyrean, cyberspace is a “place” outside the physical space.

Brasher, 2001

Like the words *vassal*, *lord*, *citizen*, and *proletarian* before it, the word *cyborg* paints humanness in a historical context. It discloses how the organization of contemporary social and political life is working in consort with computers as the reigning means of production to influence the range of humanness possible in our era.

Internet as institution

- Institution: structure of relationships that define power and purpose
- Print-dominated society:
 - academy, library, publishing house, nation
- TV-dominated society:
 - celebrity, journalism, corporation, globalisation
- Internet society:
 - ISP, search engine, web design

Web 2.0

- Social networking sites
- Wikis
- File sharing networks
- Folksonomies
- Syndication sites

Convergence of Web 2.0 into society

- Separation of form from content
- Higher Internet usage
- Popularity of open-source software

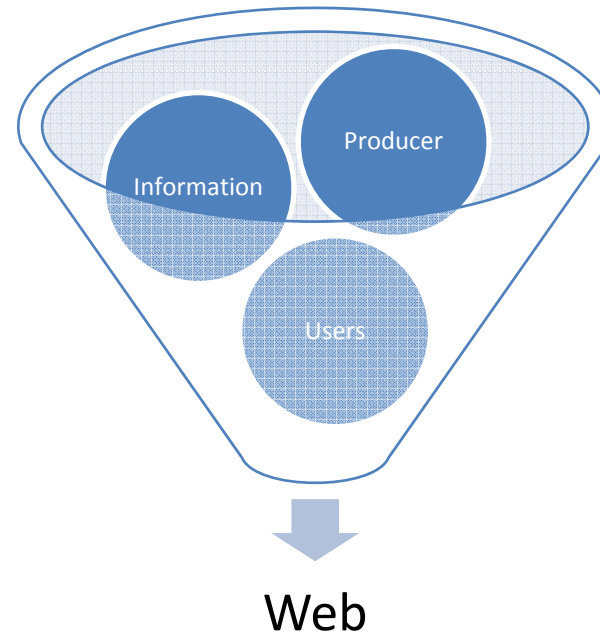
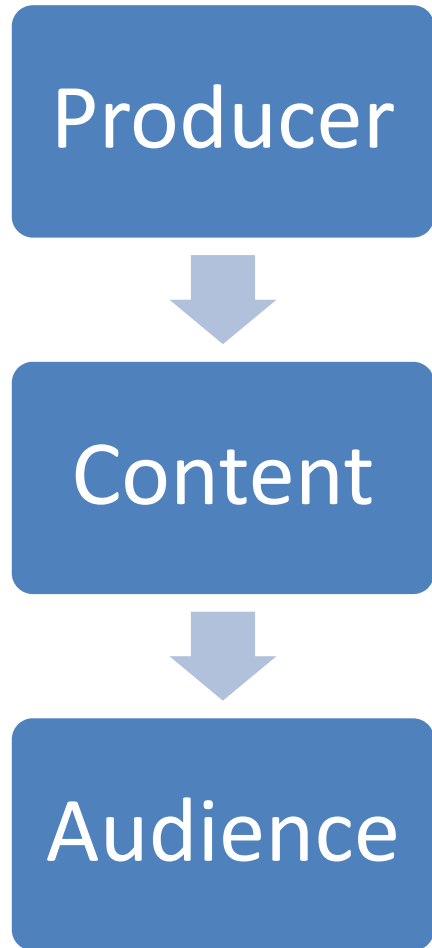
Web 2.0 as institution

- Shift from “back-end” to “front-end” authoring
 - homepages become sites of interaction
- Values open-source and challenges notions of property
- Rise of the “produser”:
 - audience creates content
 - audience defines and organises content*
- Globalisation challenged by “glocalisation”

Enzensburger, 2000

Repressive media	Emancipatory media
Centrally controlled	Decentralised
One transmitter	Receivers are potential transmitters
Immobilisation of audience	Mobilisation of the masses
Production by specialists	Collective production
Controlled by proprietors	Control by self-organisation

The death of the audience



Death of cyberspace

- Going online is no longer a discreet step, Internet always available to us, cyborgs flow in and out of cyberspace repeatedly
- Cyborg means less of a person with computerised technology at their disposal
- Cyborg means more that the person resides in cyberspace, at the this is the place where their identity is at work

Further reading

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