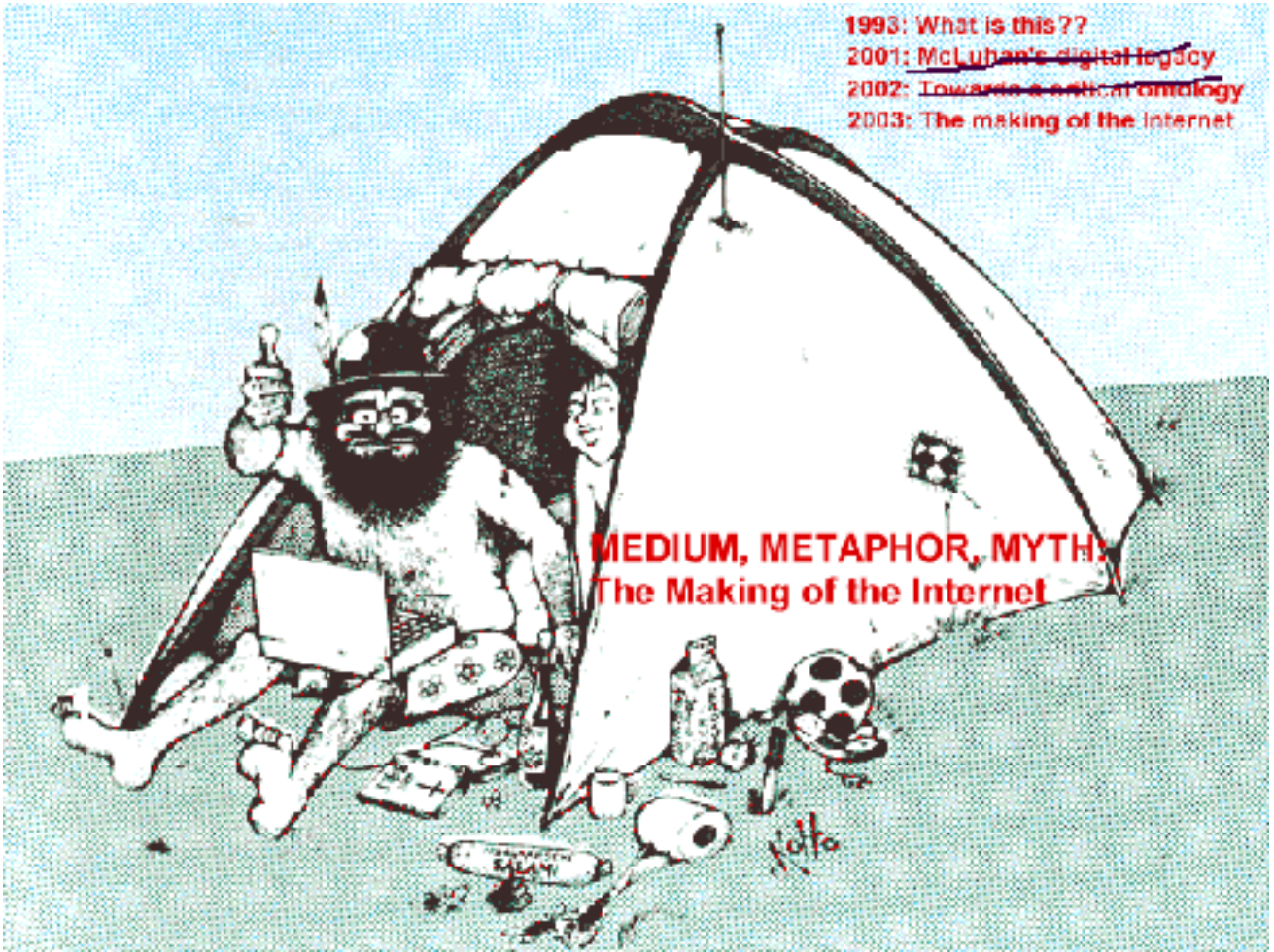
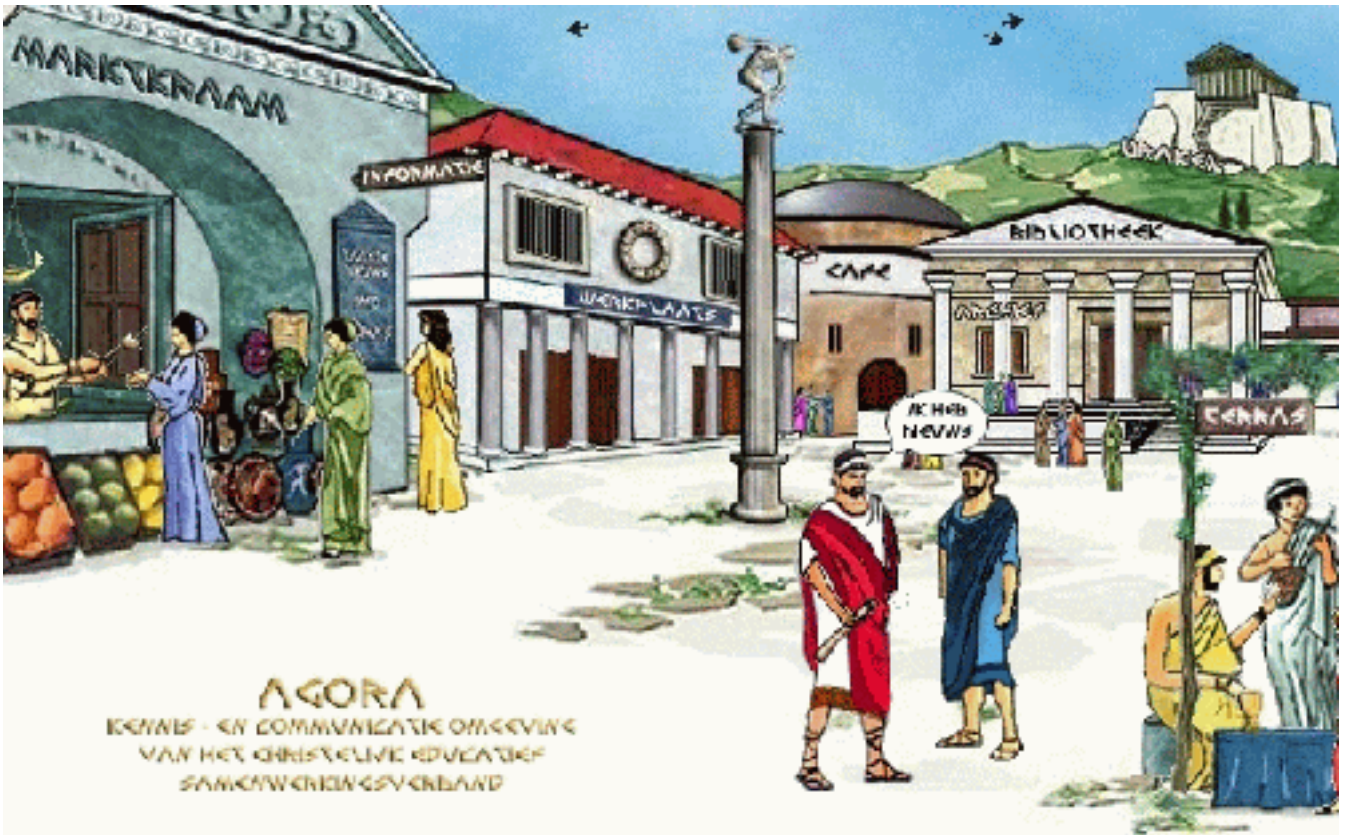


- 1993: What is this??
- 2001: ~~McLuhan's digital legacy~~
- 2002: ~~Towards a critical ontology~~
- 2003: The making of the internet



**MEDIUM, METAPHOR, MYTH:
The Making of the Internet**



AGORA
 EENAF - EN COMMUNICATIE OMGEVING
 VAN HET KRISTELIJKE EDUCATIEF
 SAMENWERENSGEBOND

What kind of medium?

'The medium is the message'

~ myth ~ **MEDIUM** ~ metaphor ~

<u>concept</u>	<u>metaphor/metonymy</u>	<u>represented/depresented theme</u>
digitality computer	0-1 device, tool	digital/analog instrumentalism, techn/soc determinism
network information communication	telephone, television database, memory speech, telepathy	transfer, translation presence/pattern exchange, noise
interactivity	mouse/joystick	actions, actors, relations, interface
connectivity	wires, hubs	distribution, hierarchy
virtuality	screen, window	presence/pattern, interface
multimediality	web	convergence, divergence
e-text hypertext software	KEYBOARD hyperlink, menu fuel, source window, box	writing, print, alphabet choice, scripts CODE, hacking using, framing

What kind of world?

'The Global Village'

~ medium ~ **METAPHOR** ~ myth ~

<u>concept</u>	<u>metaphor/metonymy</u>	<u>represented/depresented theme</u>
space (post-geographical?)	electronic highway cyberspace global village rhizome visual/acoustic space domain, zone	policy, government borders, embodiment local/global striated/non-striated retribilization DNS, governance
<ul style="list-style-type: none">• public sphere	agora, forum library commons bazar, market cafe city	social relations conservation, archiving labour, battle production, commerce noise institutions, agency
<ul style="list-style-type: none">• private sphere	personal computer home, room desktop databody	property, agency domestic labour office privacy, subjectivity
<ul style="list-style-type: none">• public/private	third place	reconfiguration
<hr/>		
time (post-historical?)	rear view mirror movie memory	history movement subjectivity
<hr/>		
SPACE/TIME	sediments wormholes narrative NETWORK SPACE	compression collapse linearity/non-linearity interaction, agency
<hr/>		

What kind of subjects?

'Angels of light'

- medium - **MYTH** - metaphor -

<u>concept</u>	<u>metaphor/metonymy</u>	<u>represented/depresented theme</u>
human	sender-receivers prosumers users netizens/nomads tribes, communities • gamers • masters, wizzards • hackers	communication frame commerce frame instruments, addiction citizenship, in/exclusion, sex/gender, class, color cultural code popular culture hierarchy, fantasy competence, danger
digital	agents avatars, characters warriors login/nicknames	smart servants identity play war access, anonymity
posthuman transhuman non-human	angels of light extropians swarm intelligence, ecosystem, a-life, collective brain memes, virusses	incarnation/discarnation transcendence biological self- organisation, emergence, evolution contamination
(n/a)human	hybrids	borders,
purification/translation INTERHUMAN	cyborgs	body/embodiment

THEORETICAL FRAMEWORK

- **historical ontology, situated epistemology (Hacking, Latour, Haraway)**
 - **representation, metaphor and discourse analysis**
 - **network theory, genre theory, myth theory**

EMPIRICAL FIELDWORK

- **praxography of system management and helpdesk at Internet provider**
 - **parxography of interface and system designers**

DISCURSIVE SOURCES

- **scholarly new media handbooks and essays**
 - **popular computer and net magazines**
 - **Internet discussions**