

THE TECHNOLOGICAL IMAGINATION

TERRY SCHENOLD / HS 260 / FALL 2015

SIMS : 2012



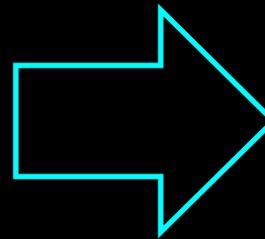
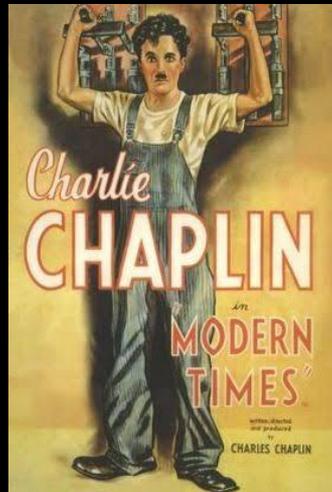
- No jobs
- No friends
- Sims look at their computer for 12+ hours every day

INDUSTRIAL & NETWORK ECONOMIES

A PARADIGM CHANGE

“What characterizes the **networked information economy** is that decentralized individual action—specifically, new and important cooperative and coordinate action carried out through radically distributed, nonmarket mechanisms that do not depend on proprietary strategies—plays a much greater role than it did, or could have, in the industrial information economy”

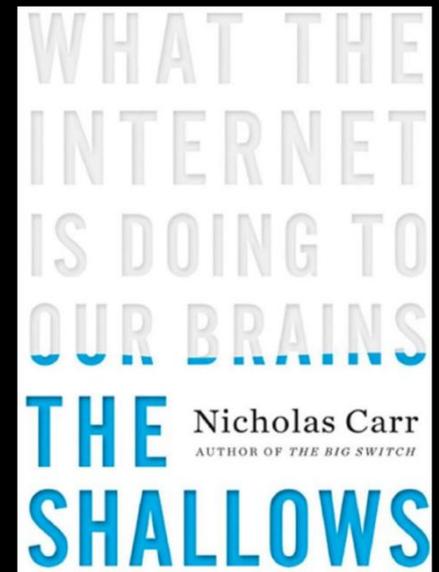
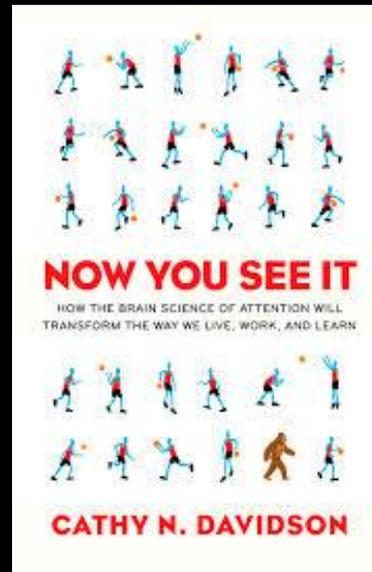
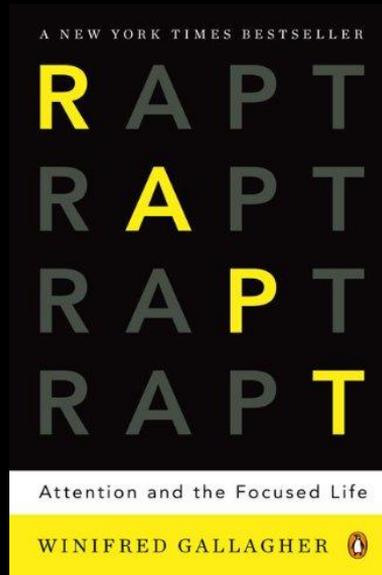
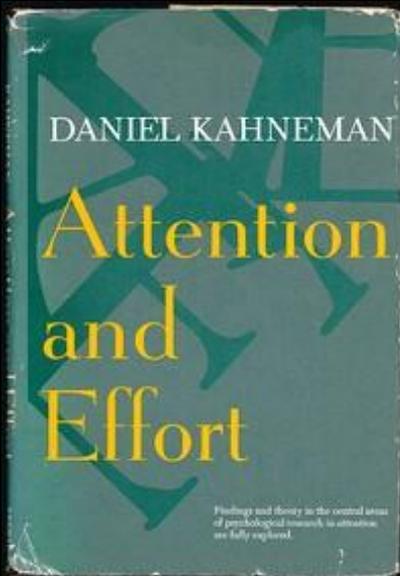
– Yochai Benkler



THE “ATTENTION ECONOMY”

YOU ARE WHAT YOU ATTEND TO

1. Neuroplasticity ; “neurons that fire together, wire together”
2. Hyper & Deep attention (Hayles); “effortful” attention
3. hypermedia, “overchoice,” & “decision fatigue”
4. Media aesthetics / poetics of attention



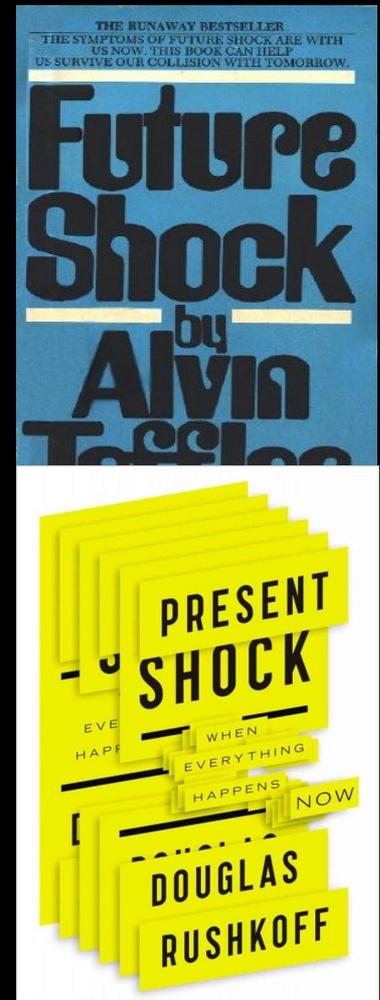
FROM TOFFLER TO RUSHKOFF

MEDIASCAPE TRANSFORMS MENTAL LIFE

Ref. to Alvin Toffler's *Future Shock* (1970)
key: "adaptability is finite"

"We may define future shock as the distress, both physical and psychological, that arises from an overload of the human organism's physical adaptive systems and its decision-making processes."

Rushkoff: Toffler's theory was more or less right, but the issue is not now one of overstimulation and distress, but of a "distracted present"

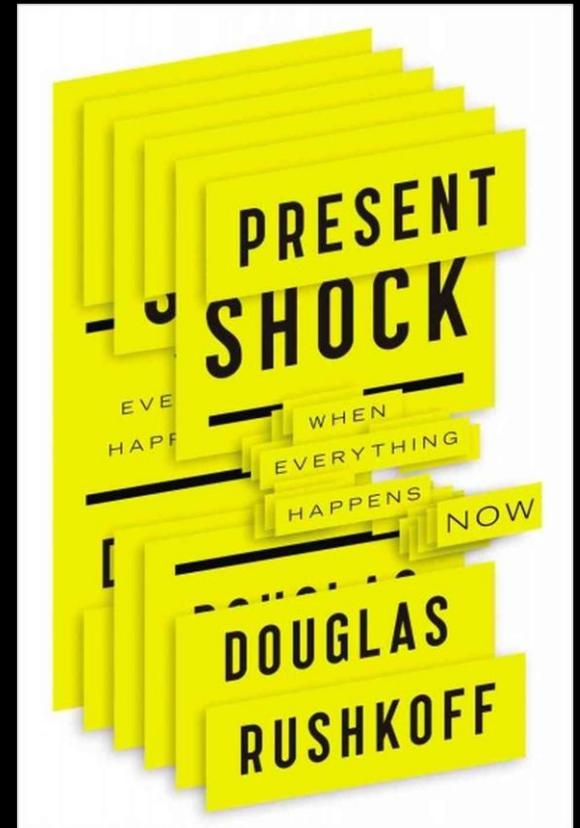


RUSHKOFF: PRESENT SHOCK

THE NEW NORMAL

"[W]e tend to exist in a distracted present, where forces on the periphery are magnified and those immediately before us are ignored. Our ability to create a plan - much less follow through on it - is undermined by our need to be able to improvise our way through any number of external impacts that stand to derail us at any moment. Instead of finding a stable foothold in the here and now, we end up reacting to the ever-present assault of simultaneous impulses and commands"

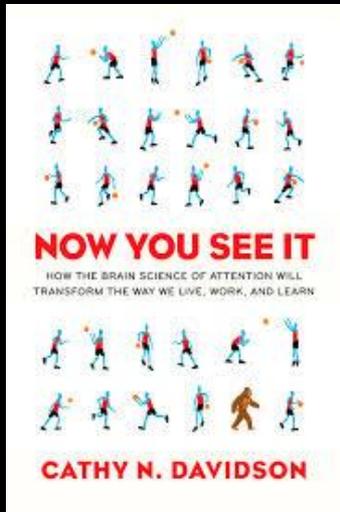
1. Digiphrenia
2. Overwinding
3. Fractalnoia



HAYLES: A MIDDLE GROUND

BALANCING “COGNITIVE STYLES”

1. Network society / contemporary “mediascape” as environment for *human* attention
2. New insights for emerging brain sciences, esp. computational neuroscience
3. Hyper attention is foregrounded, deep is backgrounded



(+)

a continuum

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