

Relationship Between Internet and Society

- Conceptual words
 - Case study of individual people and their use of internet and incorporating of the Internet into their daily life
 - Internet 2.0, a large number of people in the world use the internet, but in a different way than the use of computer and other electronic devices
 - Internet has become an icon or a symbol in some cultures
 - EX: engaging in conversations on the internet in Indonesia
 - EX: the burning of paper computer and cellphone during a ceremony by some of the Chinese descendants in Malaysia.

Technology and Imagination

- Technology and Imagination
 - Technologies that populate our world are technologies that populate who we are and who we interact with, who we might be, who we should be, etc.
 - Everyone's understanding of the internet is different.
 - It is not about imaginary technology, but the technology that makes our imagination about our identity.
 - What is different, is not the technology itself, and what is a little jarring, is how people imagine their relationships with those technologies. What gets incorporated into those imaginings are all sorts of imaginings about *ways of being*.
 - The internet becomes the context of familiar communication.
 - Their duty to be in connection with their family
 - EX: the Trinidad people in Northern Australia consider that the internet is “naturally Trinidadian” in their culture. A great deal of stress is placed on social relations among family and friends. However, approximately 75-80% are overseas and thus, they find the online chat room as a medium for liming and they consider the internet naturally design for them.

Four Dimensions

- Four dimensions from Miller and Slater: objectification, mediation, normative freedom, positioning
 - **Dynamics of objectification:** They speak to the ways in which we understand the objects and potentials of our worlds
 - Expansive realization: The internet helps a person to realize one's identity, what that person thinks of themselves as.
 - EX: chatroom helps me realize an idea about myself
 - Expansive potential: The internet can shape one's imagination to lead to some potentials.
 - Discover possibilities of new kind of ideas, shape the imagination and the idea of who one is
 - **Dynamics of mediation:** It's about what and how the internet fits in the field of media
 - Mediascape: Notion of global and private

- EX: Facebook is public, but *your* news feed is unique - the aggregation of information is different from anyone else's
- EX: Landscape has some unique features of a certain distinct elements, but different people will experience the different alignment from different places.
- Remediation: New media inventions often incorporate the old media or part of it. This can be a bidirectional relation, the old media changes with the invention of the new one.
 - EX: Email messenger recapitulate aspects of office memo, office memo recapitulate old aspects of letters
 - old \longleftrightarrow new
- **Dynamics of normative freedom:** There are many aspects of freedom, but most of the freedom associated with the internet is individualized. The normative freedom endorse constraints over the notion of freedom so it is not absolute freedom.
 - Normative
 - Establish norms and expectations
 - There are rules or patterns on how we should act
 - Introduces what's good or bad
 - Freedom
 - Anonymity; I can be anybody I want to be online
 - Highly individualistic
 - Freedom is constrained by norm & culturally specific
- **Dynamics of positioning:** This means that the content people use will decide the self-positioning of that person.
 - Collection of media affects your position
 - There are a combination of things that mark the social or cultural position like the collection of websites that one reads in the morning will tend to confine and constrain the identity expressed
- These four dimensions appear everywhere
 - They give us ways in seeing how imagination gets worked out at the site of technology
 - What it is that technology does for us in helping us understand what our own values are as expressed by the technology

Video: Genevieve Bell, Intel Corporations

- Australia
 - Internet is a destination - 100km away in a McDonalds
 - TV and phone is all they need
 - Asynchronous internet (internet isn't in real time)
 - Bus picks up information that users want and comes back with information next day
 - Intermediate internet

- Mom tells her son the information that she wants to send to her daughter. Son goes to the internet cafe and emails the daughter and waits for a reply which is then relayed to the mother.
- Malaysia
 - Burn paper for their ancestors; paper technology
 - They burn paper Playstations, TVs, cellphones, laptops
 - Here, the internet is not only a physical object, it's a symbol
 - A means for communication with the dead after they leave the world
 - Can't be dead without them

Discussion

- 5 ways in which your values get expressed in stories we tell about the internet - think about stories that circulate around the media and how those are actually uniquely placed in the places that they come from.
 - Social/entertainment
 - Liveness
 - Extrovert
 - Celebrity
 - Anonymity
 - Mass consumption/Binge
 - Rating
 - Visual culture
 - Independent consumerism