

Lecture Notes on Information and Its Social Impact

Thasnai Sethaseree

Center for Media Ethnography and Visualizing Culture Study, Chiang Mai University

- [1] Contemporary time is information society.
→ social principle of ways of living.
- [2] Postmodernism = disorder, fragmentation, irrationality.
- [3] Information → disorder → NEW ORDER we experience.
- [4] If postmodern architecture deals with the notion of complexity and contradiction.
→ Information Architecture deals with the idea of flows, movements in real time relation over the distance → from ROOT to ROUTE.
→ Compression of time and space → everything comes short and go.
→ One day value of informative usage → ^{๒๒} **ก๊น culture** or Gig harddrive.
- [5] So what to experience in the world?
- [6] Life became technological and informational.
- [7] Meaning of the life world is drained from the life itself with the decline of the life – grand narrative → history is turned to be stories, and many.
- [8] Meaning is turned to be just only INFORMATIONAL.
- [9] Nature is turned to be in the second order / second nature → informational nature → NEW ORDER.
- [10] Cultural options available in an online environment will be dominated by mass-market productions, also constituted by people desire....vice versa.
- [11] More and more people rely on online access to culture.
→ a great effect on how people view culture.
- [12] **Ex:** Visiting museums less frequently.
- [13] As more and more people access representations of museum objects without entering the edifice → the authority of the museum (and its personnel) will rapidly erode.
- [14] The same occurs with libraries → Midnight U. website.
- [15] As individuals look at more and more cultural objects on their workstation screens → 2D

screen based life stimulates 3D virtual self → somewhere / not there → Being and Non-being.

- [16] It is likely that they will begin to **confuse the representations with the original objects they represent.**
- [17] This is not unlike viewing a video and equating that experience with watching a film in a theatre, or eating at McDonald's and calling it a meal.
- [18] This type of access eliminates a richness and depth of experience
- [19] This is what Walter Benjamin called the "aura". (Benjamin, Walter, "The Work of Art in the Age of Mechanical Reproduction", **Illuminations**, NY: Schocken, 1969)
- [20] Digital images can be seamlessly altered, **how can the viewer be sure that the image on view has not been manipulated?**
- [21] The ease of altering these digital images will lead individuals to make changes to them and incorporate them into larger works in **a collage-like process.**
- [22] When someone alters an existing image, this raises interesting questions as to **who is the creator of the new work.**
- the creator of the original work, the person who altered it, or a combination of the two?
 - copyright holders of existing images have attempted to strongly assert their intellectual property rights over works in other domains.
- [23] As it becomes easier and easier to obtain images and documents online.
- it is possible that people will download and copy these somewhat indiscriminately.
- [24] The advent of the photocopy machine led researchers to become less discriminating and to copy articles of only marginal interest.
- [25] This led to a glut of paper in researchers' homes and offices.
- [26] Word processing led to the generation of paper drafts each time a slight change to the text was made.
- [27] In a similar way, online access to full-text documents and digital images may lead individuals to accumulate items of only marginal interest.
- [28] And the proliferation of images (both those available and those accumulated) may lead to **a reduction in meaning and context of all of them.**
- [29] **This leveling effect (floating in a sea of endless images) is a likely result of information overload.**
- [30] We are already seeing traces of it as people are caught in the web of the Internet, **not**

being able to discriminate between valuable and non-valuable information, and not seeing a context to any of the pieces of information.

[31] The online environment of the future is the logical extension of postmodernism.

[32] As in previous incarnations (like MTV), most of our identity images come from the media.

[33] **The images are reprocessed and recycled → Recycle of the Self !!!!!**

[34] In the postmodern tradition, all images (and viewpoints) have equal value; in an **online** world they're all ultimately **bits and bytes**.

[35] **Everything is ahistorical and has no context.**

[36] Social experiences with technology are becoming a replacement for public spaces and human interaction.

[37] People are increasingly shunning public spaces and turning to experiences that involve less unpredictable interactions.

[38] Computer-based “virtual” experiences (including the promised “virtual sex”) will provide us with experiences that are more predictable and less serendipitous than human interaction.

The Information Society is a Knowledge Society

[39] What type of knowledge?

[40] Abstraction, selection, simplification, complexity reduction.

→ **CRAFT TRAINING.**

→ multiple choices and a correct answer.

[41] To bring the particular under the universal → STUPIDITY???

[42] The production process (Marx) = labour process → design process = R&D (research and development).

[43] Shift from the centrality of the manufacturing society to the laboratory or the studio in the information society.

→ to make prototype from the accumulating process / collage.

[44] **And then to be reproduced.**

[45] **No authenticity after all.**

Sum Up

- (1) Ubiquity
 - Information appear to be everywhere today → usage.
 - Performing a credit check for instance.
- (2) Magnification
 - Increasing amount of raw data.
 - Finally, the number of people directly affected by a system error has also grown enormously, to where a single software system literally can affect millions directly.
- (3) Accessibility
 - how equally → **bandwidth < > censorship ?**
- (4) Reproducibility and Distributability
 - Many information resources are available only in digital form, via, for instance, the Internet.
 - the ability to duplicate and distribute such information increases enormously.
 - The concept of hypertext and hypermedia (including audio and video), the ability to create non-linear accessibility to information, was conceived out of the ability to randomly access information via computers.
- (5) Lack of Accountability
 - To find a human being to deal with a problem / **mechanical error**.
- (6) Temporality
 - Information generated today will be available virtually forever / **cookies, caches**.
 - Frequently available on a 24-hour basis.
 - But its value will last over a night.
- (7) Spatiality
 - We can now even be on the move when we talk with someone on the phone, or receive a fax → **Overlapping spaces / places / identities**.
- (8) Surveillability
 - Transactional data is increasingly being collected for virtually all types of transactions.

(9) Shifting of Relationships/Changes in Intercommunication Protocols

- Changed communication between people and groups of people → race, gender, age, or physical disability.

(10) Illusion of Precision

- A limitation on the accuracy of numbers due to memory constraints.
 - Simultaneously the documentation and communication of moments and situations has become common activity due to advances in technology. The image has itself become a restless and transitory object, ready for downloading, ripping, copying and recycling.
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