



IS 103

HISTORY OF INFORMATION

PROFESSORS DUGUID & NUNBERG



i- : A Prefix Whose Time has Come

What puts the *i-* in iSchool?

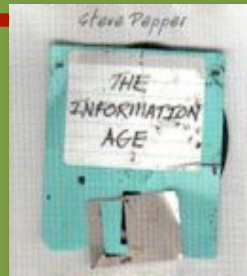
Why "the history of information"?

The screenshot shows the UC Berkeley School of Information website. At the top left is the 'i' logo and the text 'UC Berkeley School of Information'. To the right is a search bar. Below the header is a navigation menu with links for 'UC BERKELEY', 'ALUMNI NETWORK', 'SITE MAP', 'CONTACT US', 'SUPPORT THE SCHOOL', and 'SCHOOL HISTORY'. The main content area is divided into several sections:

- Left Sidebar:** A green vertical bar with a white 'i' logo and the text 'FROM INFORMATION, KNOWLEDGE'. It contains a list of menu items: ABOUT, PROGRAMS, PEOPLE, RESEARCH, ADMISSIONS, CAREERS, and PARTNERS.
- STUDENT PROFILE:** A blue box featuring a photo of Janaki Srinivasan, a doctoral student. The text describes her interests in information and computer technologies for development, particularly in rural computer centers in India.
- BREAKING NEWS:** A section with a photo of a building and text listing recent events: 'Tapan Parikh named Humanitarian of the Year' and 'Joe Hall weighs in on post-election'.
- DON'T MISS:** A section with a photo of a group of people and text listing upcoming lectures: 'Lecture: Richard Stallman' and 'Lecture: Mitch Kapor'.

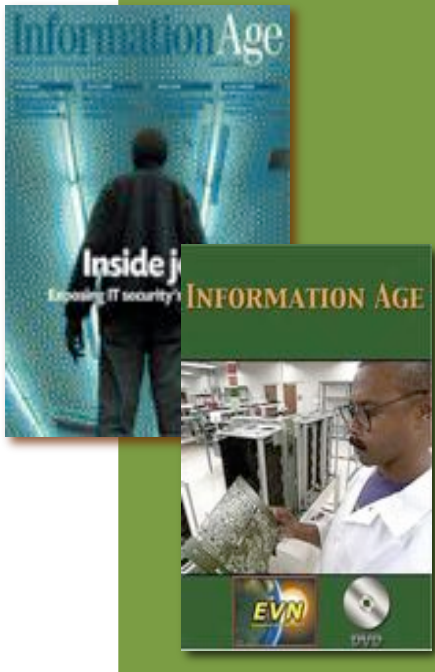


In the midst of the "Information Age"



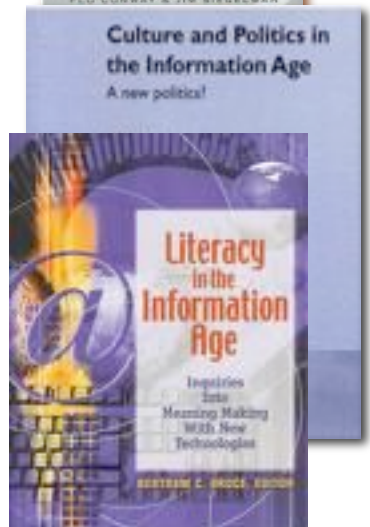
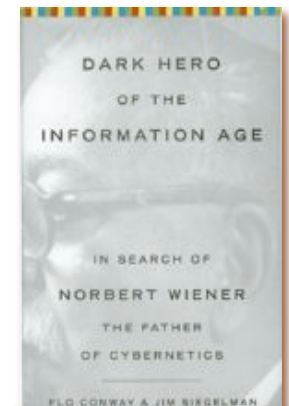
"You, the American people, have made our passage into the global information age an era of great American renewal."

Bill Clinton, Farewell Address, Jan 19, 2001



"The information age is opening up new possibilities for all of us, for our children and for the entire nation. . . ." Bill Gates

"Revolutions in communications and technology have created a global economy of high-tech, high-wage jobs that can be located anywhere there's an internet connection -- an economy where the most valuable skill you can sell is your knowledge. Education is now the currency of the Information Age." Sen. Barack Obama, 11/20/07





The First Information-Age President?



It's the result of Clinton being the first information age president. *Washington Post*, 1/22/99



The First Information-Age President?



George W. Bush is the first Information Age president.
Seattle Times, 8/27/06



The First Information-Age President?



Obama is clearly poised to be the nation's first "wired" president. Richmond Times-Dispatch, 11/13/08



The First Information-Age President?



Clinton was the first Web president. Bush is the first digital president. Obama is the first online social networking president." David Almacy, White House Internet director, 2005-2007





Did information technology put Obama in the White House?

WIRED Explore. Create. You could be the winner of The "Why Not?" Innovation Experience. Let's Innovate ▶

HOME SUBSCRIBE » SECTIONS » BLOGS » REVIEWS » VIDEO READ MAGAZINE

POLITICS + LAW

Inside Obama's Surging Net-Roots Campaign

By Sarah Lai Stirland 10/9/08

Obama supporters Amy Beech, her daughter Madi, her son Sam, her husband, Douglas, and son Jacob (right) rely both on real-world events and web tools such as e-mail lists and web video to get the word out about their candidate. *Neal Lorton/Wired*

Mario Champion, a 37-year-old web application designer and political activist, spent the weekend pounding the pavement in his home neighborhood in southern Austin, Texas, to promote Barack Obama.

Done

Senator Barack Obama has run the first campaign of the information age, and win or lose he has set the standard for how campaigns will be run from this point forward. *New Geography*, 10/9/08



Did information technology put Obama in the White House?

The screenshot shows a Wired blog post. At the top, there's a navigation bar with 'WIRED BLOG NETWORK' and 'EPICENTER'. Below that, a navigation menu includes 'HOME', 'SUBSCRIBE', 'SECTIONS', 'BLOGS', 'REVIEWS', 'VIDEO', and 'READ MAGAZINE'. The article title is 'The Reason for the Obama Victory: It's the Internet, Stupid' by Betsy Schiffman, dated November 07, 2008. The article text discusses how web 2.0 technologies helped Obama's campaign in 2008, contrasting it with the McCain campaign's lack of digital strategy. A small photo of Arianna Huffington is included. The article concludes with the statement: 'But that means that politicians have to watch everything they do now.'

If President-elect Barack Obama had run in 2004, he would not have won the election, says HuffingtonPost founder and political pundit Arianna Huffington. That's partly due to the variety of web 2.0 technologies that were available to the Obama campaign that either weren't around or weren't used effectively during the last election...

"Were it not for the internet, Barack Obama would not be president," said Huffington. "The McCain campaign didn't have a clue. The problem wasn't the age of the candidate, it was the age of the idea. The internet has killed Karl Rove's politics".



Defining the "Information Age"

information age

The period beginning around 1970 and noted for the abundant publication, consumption, and manipulation of information, especially by computers and computer networks.

American Heritage Dict., 4th ed.



Defining the "Information Age"

Information Age is a term that has been used to refer to the present era, generally beginning within ten years of 1990. The term alludes to the global economy's shift in focus away from the production of physical goods and towards the manipulation of information. Wikipedia



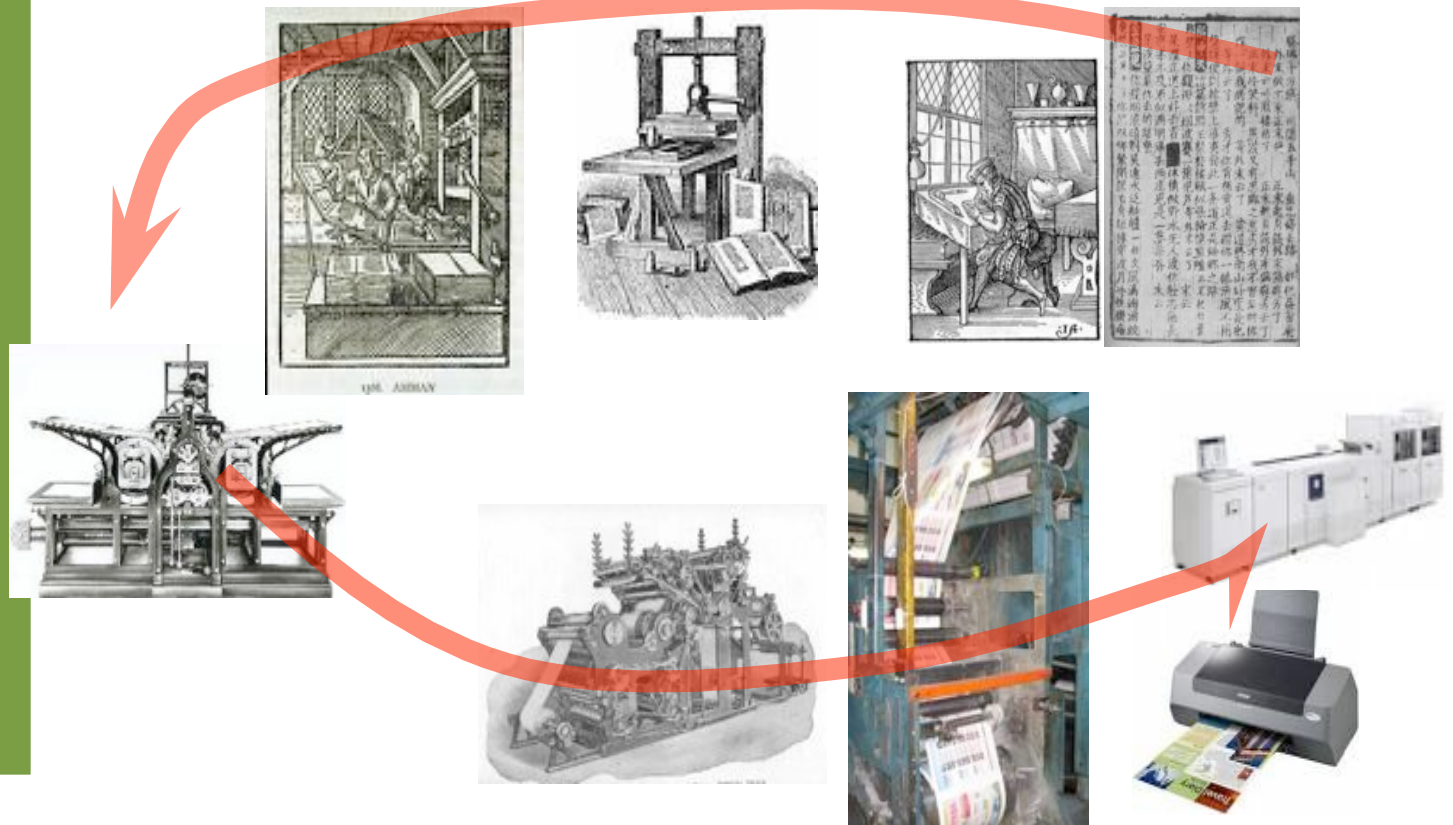
"Information" and Information Technology

History 3493 (Oklahoma U.) The Cultural History of Information.

Prerequisite: junior standing or permission of instructor. An introduction to the history of information technologies and communications media from the printing press to the internet. Topics will include the print revolution, the advent of electronic communications, the growth of broadcast media, the development of the digital computer, and the internet boom.

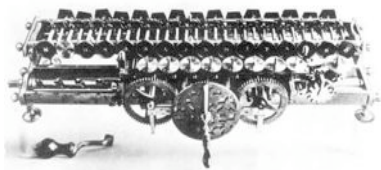
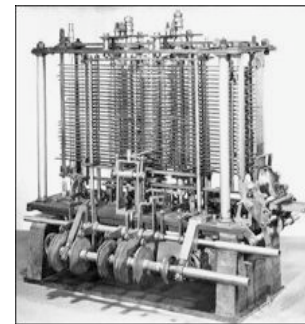
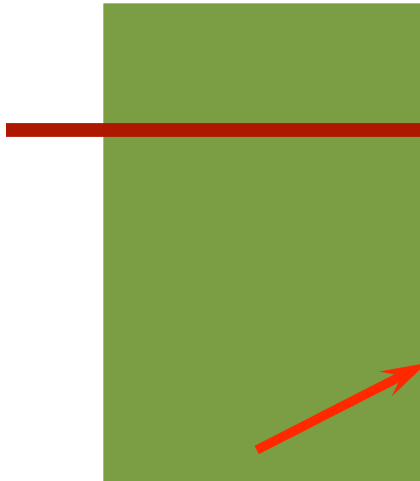


Does history of Information = history of IT?





Tracing Technological "Antecedents"





Ask a silly question: "What was the first computer"?



Pascal's calculator, 1624



Abacus 2400, B.C.



Stonehenge, 3100 B.C.



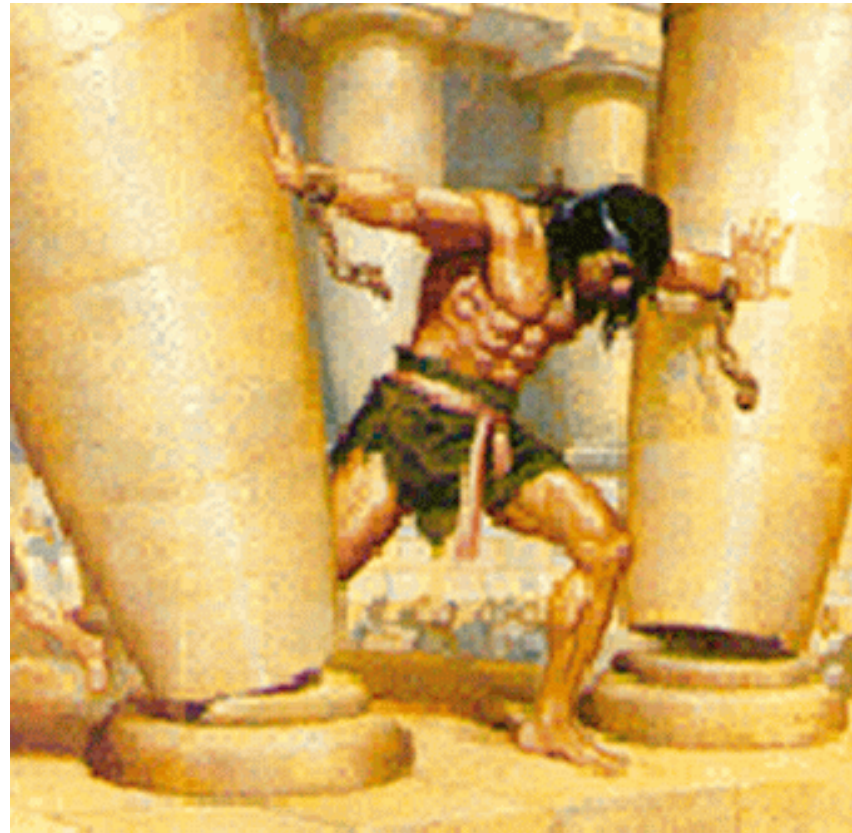
Antikythera mechanism, ca. 150 B.C.



Ishango bone, 20,000 B.C.



Who was the first suicide terrorist?





What are "Information Technologies"

What makes for "Information technology"?
Prototypical instances of modern "IT"





More marginal instances of "information technologies"





Non-IT

What isn't IT?



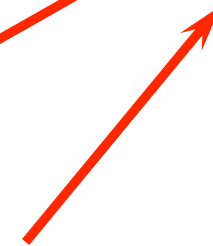


Rethinking "Information Technologies"





Rethinking "Information Technologies"





Rethinking "Information Technologies"





Rethinking "Information Technologies"

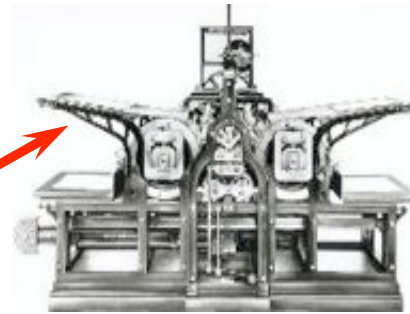




Complicating the Story, 1: The Interconnection of Technologies



18th c. Press



Times Printing Press --
1814



17th c. Press

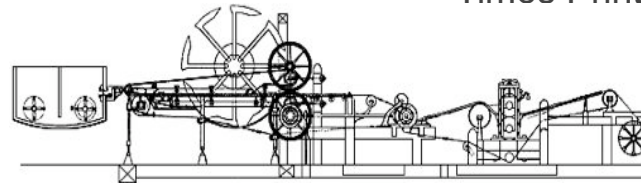
One way to tell the history of
printing



Complicating the Story, 1: The Interconnection of Technologies



Times Printing Press --



Foudrinier Machine, 1811

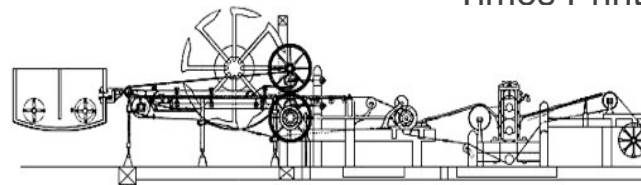




Complicating the Story, 1: The Interconnection of Technologies



Times Printing Press --



Foudrinier Machine, 1811



Stephenson's
Rocket, 1827

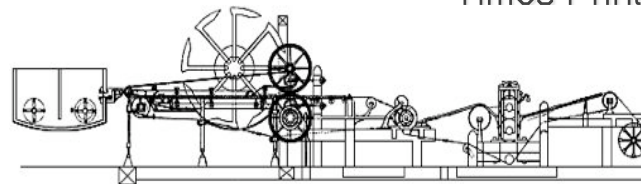




Complicating the Story, 1: The Interconnection of Technologies



Times Printing Press --



Foudrinier Machine, 1811



Strap-iron rails

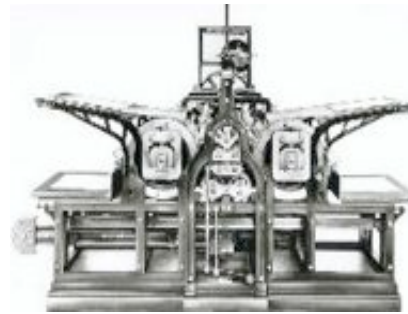


Stephenson's
Rocket, 1827

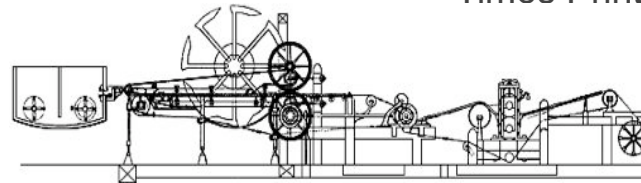




Complicating the Story, 1: The Interconnection of Technologies



Times Printing Press --



Foudrinier Machine, 1811



Strap-iron rails



Stephenson's
Rocket, 1827



**Every technology sits
in a technological
custard...**



Complicating the Story, 2: The Social Setting of Technologies

The 19th c. newspaper required....

Specialization of
Skills



Specialization of
Commercial Roles

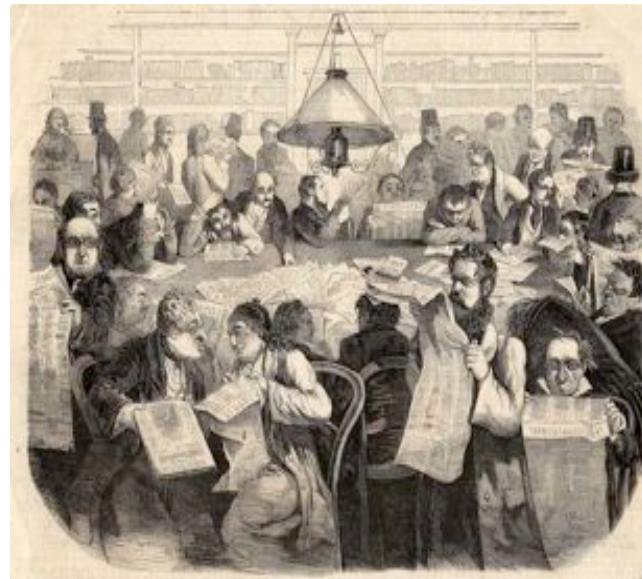




Complicating the Story, 2: The Social Setting of Technologies

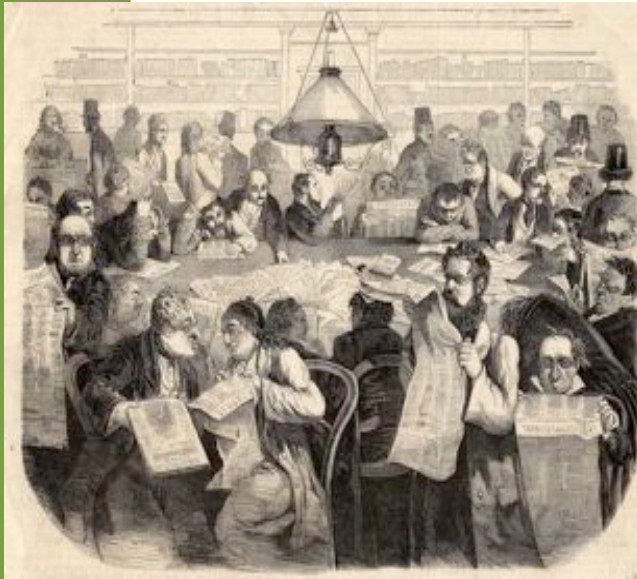
The 19th c. newspaper required....

Growth of Literacy





Complicating the Story, 2: The Social Setting of Technologies



Other factors: Availability of capital
Emergence of professional journalism
Shifts in political partisanship, relaxation of censorship
Rise of science & "objectivity"



The Whiggishness of Technologically-focussed Histories



All history = a triumphant (and, often, ineluctable) progress toward the present state...

... the history of our country during the last hundred and sixty years is eminently the history of physical, of moral, and of intellectual improvement.

Thos. Babington Macaulay, 1848

That great, growling engine of change -- technology.

Alvin Toffler, 1970.



Plan of the Course



Plan of the Course



Plan of the Course



Plan of the Course



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Plan of the Course



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Plan of the Course



Plan of the Course