

printing

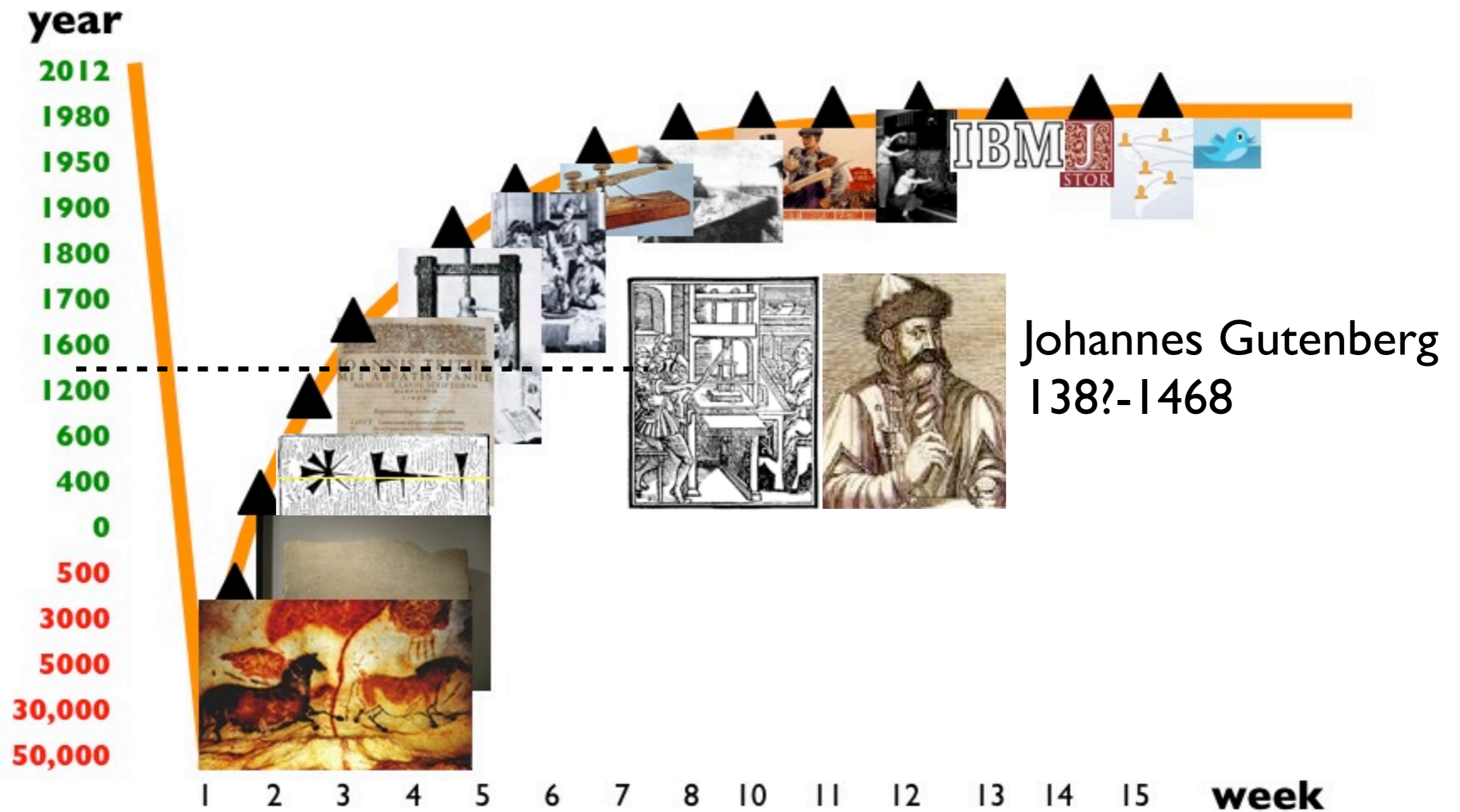
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**the glorious revolution?**

**history of information**

February 7, 2012

# something happened



# retro claims we have seen

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Francis Bacon  
1561-1626

"Printing, gunpowder and the compass ... whence have followed innumerable changes, in so much that no empire, no sect, no star seems to have exerted greater power and influence in human affairs than these mechanical discoveries."

--Francis Bacon, *Novum Organum*, 1620



Thomas Carlyle  
1795-1881

"He who first shortened the labor of copyists by device of movable types was disbanding hired armies, and cashiering most kings and senates, and creating a whole new democratic world: he had invented the art of printing."

--Thomas Carlyle, *Sartor Resartus*, 1833

7-Hof112-Print 3



fry-up

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"Gutenberg ....the first media revolution: opened the door to the modern age ... "the machine that made us" ... most revolutionary advance in technology since the invention of the wheel ... still living with its consequences today ... everything starts with Gutenberg ... the first and finest ... glittering proof that a new information age was dawning in Europe. ... the silicon valley of modern europe ... the machine that changed the modern world."

# Library needs in state of flux

THE STARPHOENIX JANUARY 13, 2012

Not since the invention of the printing press and the advance of public education and widespread literacy has there been the kind of rapid and comprehensive transformation in how people access information that we are witnessing in the early years of this century.

**news24**

Breaking News. First

everywhere



**Dan Roodt**

## Have racists and fascists taken over the internet?

20 January 2012, 10:00

Yesterday a lot of American websites were blacked out in protest against the new legislation in that country aiming to give more control over the internet to major corporate copyright holders. In fact, not since Gutenberg invented the printing press, has there ever been such a revolution in publishing and freedom of speech as over the past fifteen years or so.

**Orlando Sentinel**

HOME LOCAL WEATHER SPORTS BUSINESS

HOT DEALS EVENTS OBITUARIES TRAFFIC BLOGS

## New Voices: Facebook candidate a needed update for the political machine

January 13, 2012 | By Chris Teixeira | Special to the Sentinel

Social media are the most powerful force in the world. Not since the printing press brought Europe out of the Dark Ages and into the Renaissance have we seen such a revolution in how we exchange ideas and interact with each other.



**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**Form S-1  
REGISTRATION STATEMENT**  
*Under  
The Securities Act of 1933*

**Facebook, Inc.**

(Exact name of Registrant as specified in

and of course ...

**LETTER FROM MARK ZUCKERBERG**

Facebook was not originally created to be a company. It was built to accomplish a social mission — to make the world more open and connected.

We think it's important that everyone who invests in Facebook understands what this mission means to us, how we make decisions and why we do the things we do. I will try to outline our approach in this letter.

At Facebook, we're inspired by technologies that have revolutionized how people spread and consume information. We often talk about inventions **like the printing press** and the television — by simply making communication more efficient, they led to a complete transformation of many important parts of society. They gave more people a voice. They encouraged progress. They changed the way society was organized. They brought us closer together.

greater number of diverse perspectives.

By helping people form these connections, we hope to rewire the way people spread and consume information. We think the world's information infrastructure should resemble the social graph — a network built from the bottom up or peer-to-peer, rather than the monolithic, top-down structure that has existed to date. We also believe that giving people control over what they share is a fundamental principle of this rewiring.

We have already helped more than 800 million people map out more than 100 billion connections so far, and our goal is to help this rewiring accelerate.

**We hope to improve how people connect to businesses and the economy.**

We think a more open and connected world will help create a stronger economy with more authentic businesses that build better products and services.

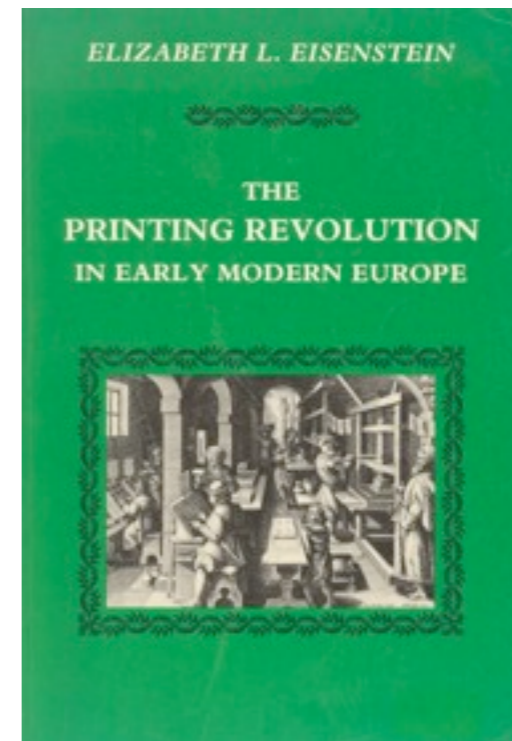
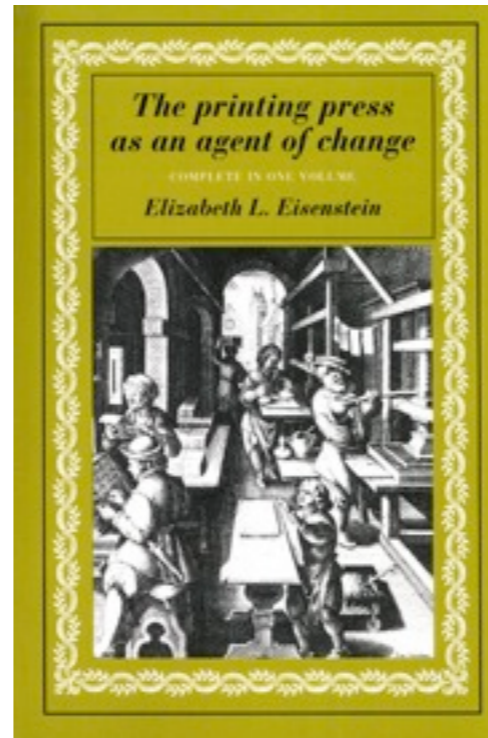
As people share more, they have access to more opinions from the people they trust about the products and services they use. This makes it easier to discover the best products and improve the quality and efficiency of their lives.

# overview

what was overlooked?

assessing a revolution

Eisenstein



# revolutionary claim

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"The impact of printing, experienced first by literate groups in early modern Europe, changed the character of the Italian Renaissance and ought to be considered among the causes of both the Protestant Reformation and the rise of modern science."





# agent of change

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## Eisenstein

"I first became concerned with the topic of this book in the early 1960s after reading [a] ... lament over '**the loss of mankind's memory**' ... It seemed unhistorical to equate the fate of the 'common culture of Bible reading' with that of all of Western civilization when the former was so much more recent--being the by-product of an invention which was only five-hundred year's old ... Gutenberg"



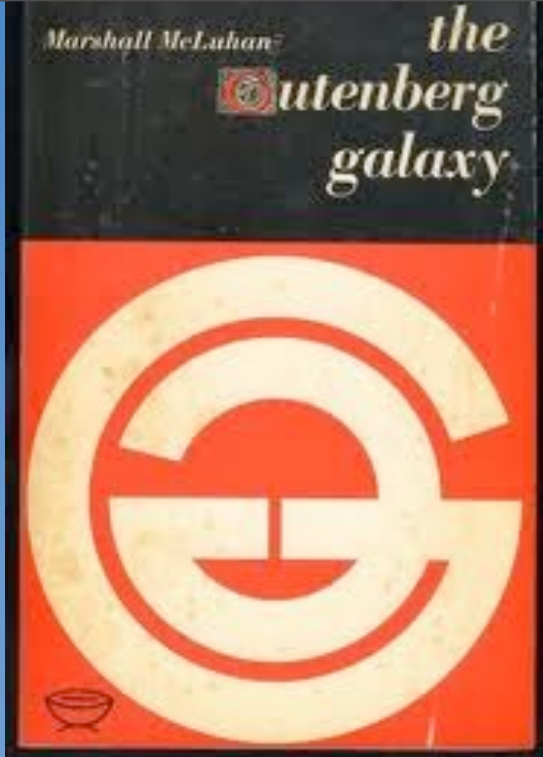
# McLuhan is the message

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"I ran across a copy of Marshall McLuhan's *The Gutenberg Galaxy* ... He pronounced ... the age of Gutenberg to be at an end ... stimulated my curiosity ... about the specific historical consequences of the fifteenth-century communications shift

"McLuhan raised a number of questions about the actual effects of the advent of printing ..."



# electronic man

## **McLuhan (1911-1980)**

*The Gutenberg Galaxy:  
the making of typographic man, 1962*

"Printing ... created the public ... What we have called 'nations' ... did not and could not precede the advent of Gutenberg technology ... isolation of the visual faculty from other senses ..."





# oracle

We are witnessing simultaneously the end of ... the Mechanical, or Gutenberg Era, dominated by movable type and later mechanical forms, and the birth pangs of the new and entirely different Electric Age ... the Age of Circuitry or Information.

"Books and jobs--all are obsolete. Any phrasemaking yokel can become a world center."

# Eisenstein's claim

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"The impact of printing, experienced first by literate groups in early modern Europe, changed the character of the Italian Renaissance and ought to be considered among the causes of both the Protestant Reformation and the rise of modern science. ... a major transformation ... *did occur* ... has not ceased."

# overview

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**Eisenstein**

-readers respond

# reading thoughts

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## **assignment**

- 10 of 12 will count
- ATQ
- proofread

"I find Eisenstein's argument most conniving"

"he believes that the word of good must be written on animal skin"

"her deep-seeded belief in the "preservative powers of print"

"Eisenstein continues his argument with the example of visual images"

"Trithemius especially expresses his complete admiration for  
had writing"

# Douglas Blue

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A crucial difference between Eisenstein and Trithemius' views on the impact written word has on education is in what Trithemius thought written word should be used for versus what it actually was used for: (print) copying is what, on Eisenstein's view, lead to uniformity of convention in mathematics and the sciences, which contributed to their spread and development to the present day (1980: 105); (hand) copying was conceived of by Trithemius as a method for imprinting scripture upon the mind of the copier and distributing works through long periods of time (1974: 59). Trithemius therefore had a narrower view of what content would be transmitted by copying. Scripture was indeed copied and distributed, in a multiplicity of languages, but new uniformity of syntax helped secular works overshadow its importance and its place in education.



# Allison Mason

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Eisenstein lacks a sufficient argument in her address of the Scientific Revolution to support a claim that print was among the causes that allowed for this "new science" to flourish. Having studied the Scientific Revolution at length, I would argue that while print definitely did something for the active ability for knowledge to be widespread, it didn't do so in the "uniform" generalization of knowledge that Eisenstein would like to categorize it in. A huge facet of this "new science" was that it was able to be disputed and that terms were used in different ways, as opposed to standardized ones. Isn't that why Newton and Leibniz had such a hard time agreeing who was the one who truly invented Calculus? The terms were too muddled and the literature was not widespread enough for there to be an effective answer to this dispute. If anything, Eisenstein's argument should be that this attempt at standardizing vernacular created literary dispute, something I think that Socrates would be very fond of, regardless of the fact that it was in writing and not speech.

# Andrew Mains

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In Eisenstein's view, the written word is a boon to education, as it allows a decentralization and spread of knowledge; in Plato's the written word is largely a detriment to education, as it disallows the dialogue necessary for true understanding on the part of the listener/reader. Eisenstein describes the democratization of information allowed by the printing press as instrumental to the Protestant Reformation ... The previous model of oral transmission of religious knowledge, from priest to parish, disallowed the kind of heterodoxy seen in the wake of the Protestant reformation. This model is closer to that advocated by Plato-- understanding is transmitted directly through a dialogue. As he says, speakers, unlike written texts, can both tailor their argument for their audience and ensure a better understanding in that audience (97). The mutation of the meaning of the Bible between national editions described by Eisenstein illustrates the possibility of a distortion in meaning without the presence of the original author. ... Overall however, Eisenstein has the more compelling argument ...

# Adam Susaneck

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Plato posits that "written words" can do no more than "remind the reader of what he already knows (Phaedrus, 97)," and that therefore reading can not foster to understanding. His view of reading is akin to the "Chinese Room" thought experiment which describes a situation in which a computer program is written that speaks a language fluently, however doesn't actually understand what it's saying. Eisenstein, on the other hand, makes the core assumption that people can, in fact, understand what they are reading. This assumption is obvious from the thrust of her argument--that printing expedited the Renaissance and facilitated the Reformation. Her claims would be moot if people fundamentally couldn't understand what they were reading. ... Eisenstein's argument is better for two post-hoc reasons. Firstly, Plato's argument is biased by his worldview. Plato lives in a world without much interconnectedness. Likely, most of what he learned came from direct experience with teachers as opposed to books. Because of the lack of communications technology, all information is necessarily local for Plato and it is therefore difficult to think of knowledge being gained from any other source than those immediately around.

# Vyoma Shah

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"Plato's concerns differ in their focus ... He is not against books but questions their function and effect on readers' knowledge and perceived knowledge. His primary preferred mode of communication for the purpose of education is dialectic."

# closer reading

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"precise pictorial and mathematical statements ...

"preservative power of print ... study without travel ...

"In a different context, the same technology might have been used for different ends (as was the case in Asia).



Emily Bunting and Leigh Van Bryan deported from LAX and banned from US over joke tweets

# differing contexts

31 January 2012 Last updated at 07:51 ET

6.6K Share    

## Caution on Twitter urged as tourists barred from US

Holidaymakers have been warned to watch their words after two friends were refused entry to the US on security grounds after a tweet.

Before his trip, Leigh Van Bryan wrote that he was going to "destroy America".

He insisted he was referring to simply having a good time - but was sent home.

Trade association Abta told the BBC that the case highlighted

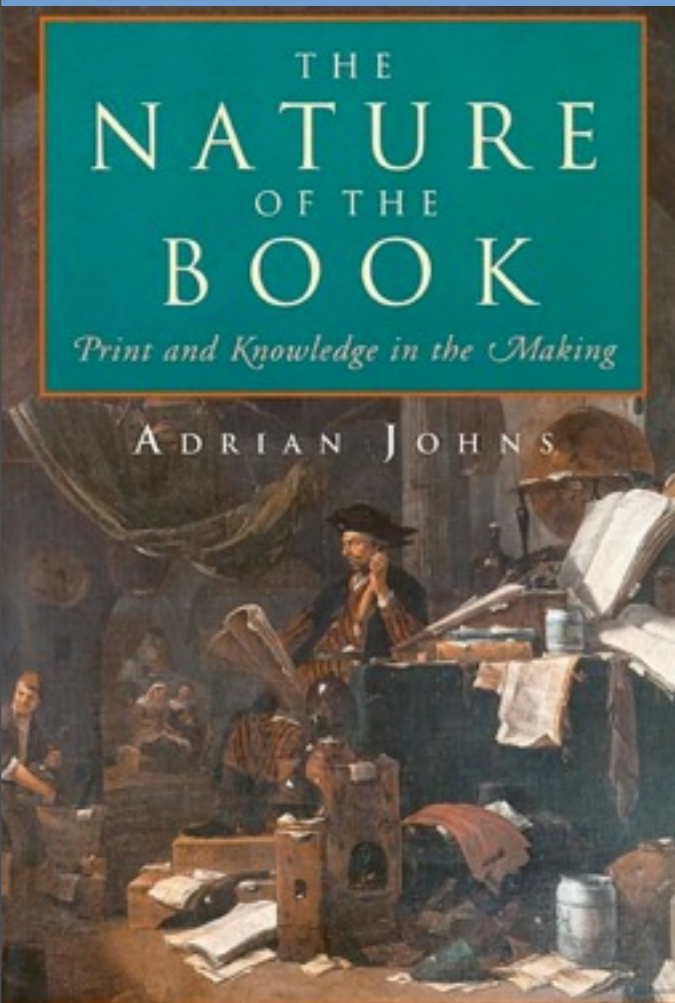


Post-9/11 USA is highly cautious of any perceived threat, Abta said

During secondary examination, Mr. Bryan was placed under oath and his sworn statement was taken by CBP Officer Wahmann, Mr. Bryan confirmed that he had posted on his Tweeter [sic] website account that he was coming to the United States to dig up the grave of Marilyn Monroe. Also the tweeter account of Mr. Bryan posted that he was coming to destroy America.

# idealized?

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"One came to assume that beneath that veneer of slick universality must lie a whole series of ad hoc kluges ... Print [commentators] now said, had been ... stable, linear, and authoritative. .... like Windows 3.1 .... extremely rickety. ... Books were various, inauthentic, tricky to trust, and put to unpredictable uses."

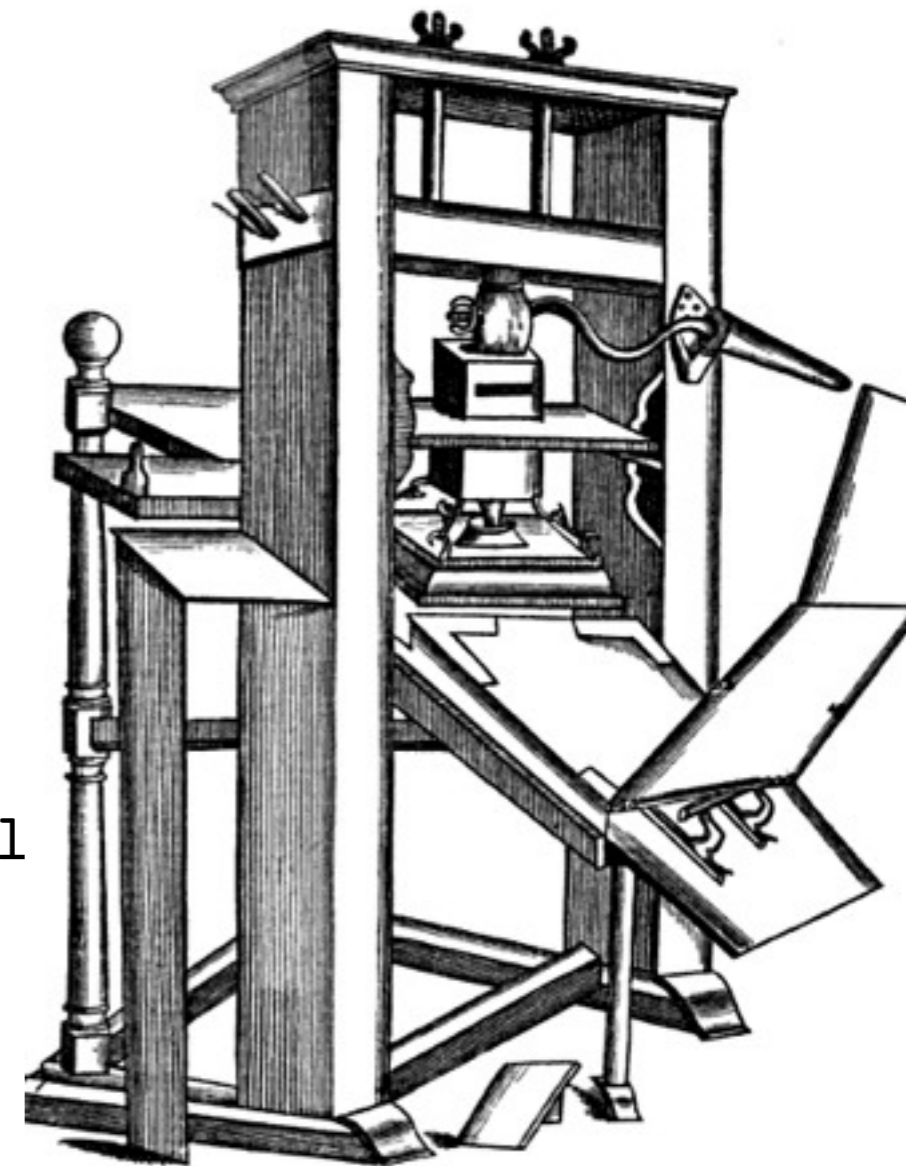
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what was overlooked?

assessing a revolution

Eisenstein

"The invention [of the Greek alphabet] was revolutionary" -- Havel



7-Hofl12-Print 25





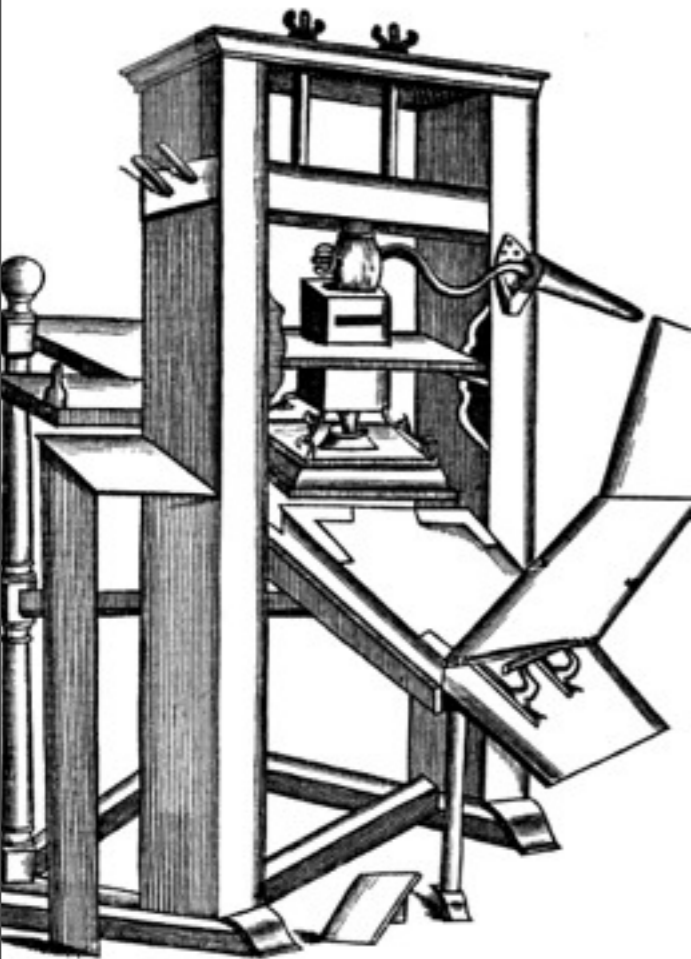
# how determined?

## necessary vs sufficient

"Is industrial technology the necessary and sufficient condition for capitalism?"

was the printing press the necessary and sufficient condition for the Renaissance, Reformation, and Scientific Revolution?

- the press inevitably produces R, R, & SR?
- couldn't have R, R, & SR without handmill?



# overview

what was overlooked?

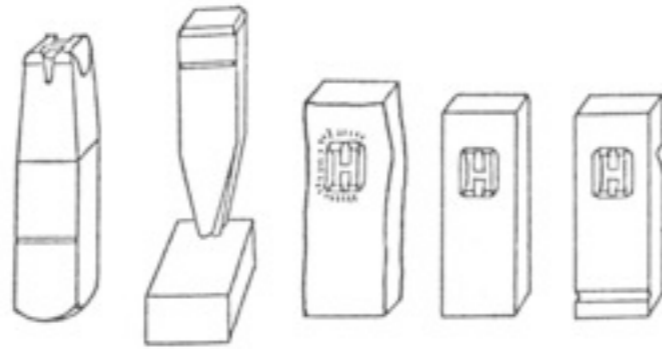
**assessing a revolution**

**what happened?**  
who was involved?  
what came before?  
what came after?  
what happened elsewhere?  
what was necessary, what  
sufficient, what incidental?

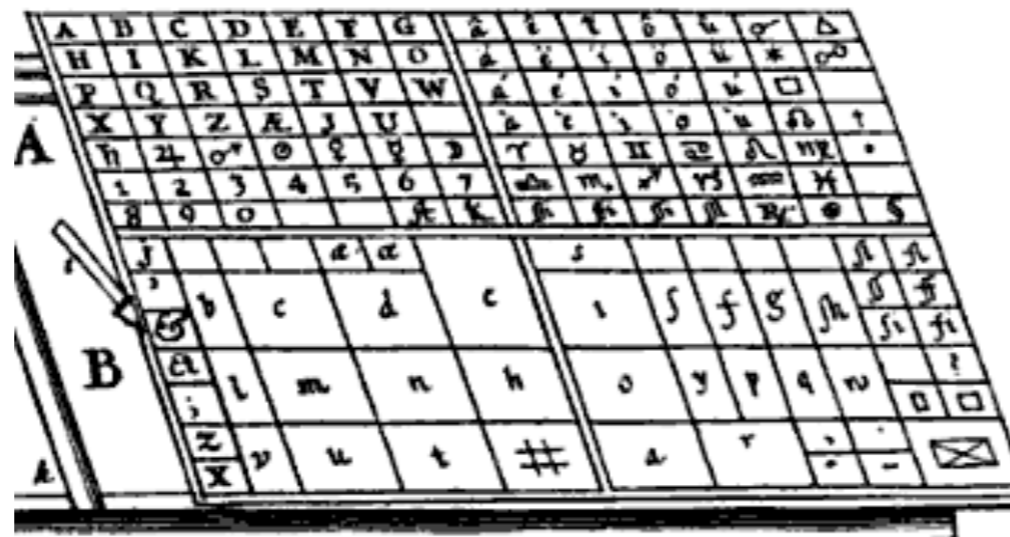
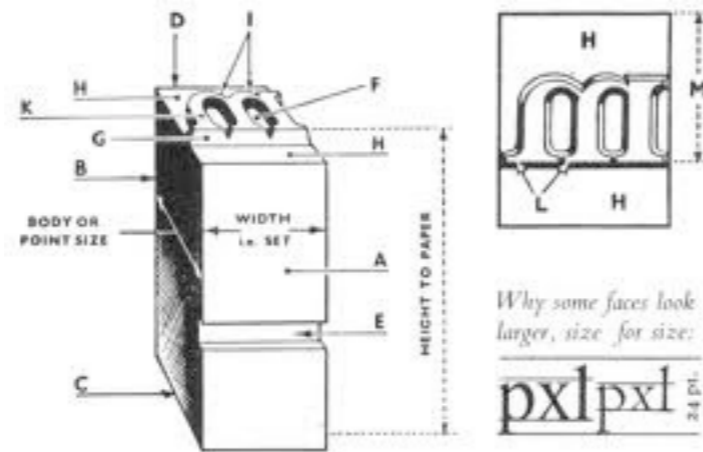
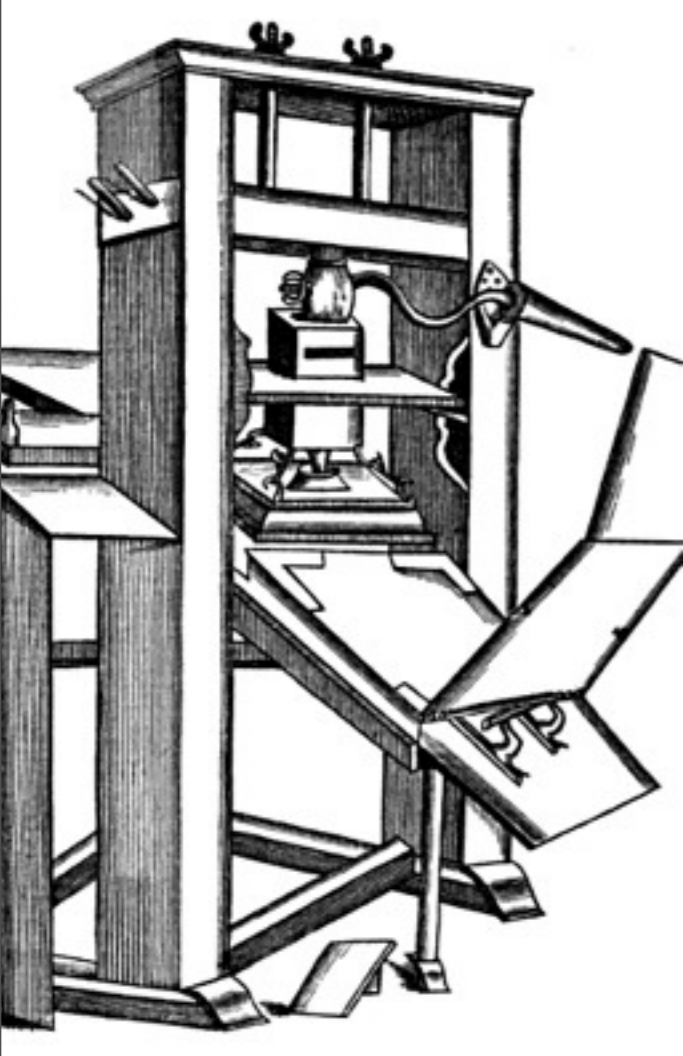
Eisenstein

"not the 'coming of the book,' but rather the coming of a new process for duplicating books."

-Elizabeth Eisenstein



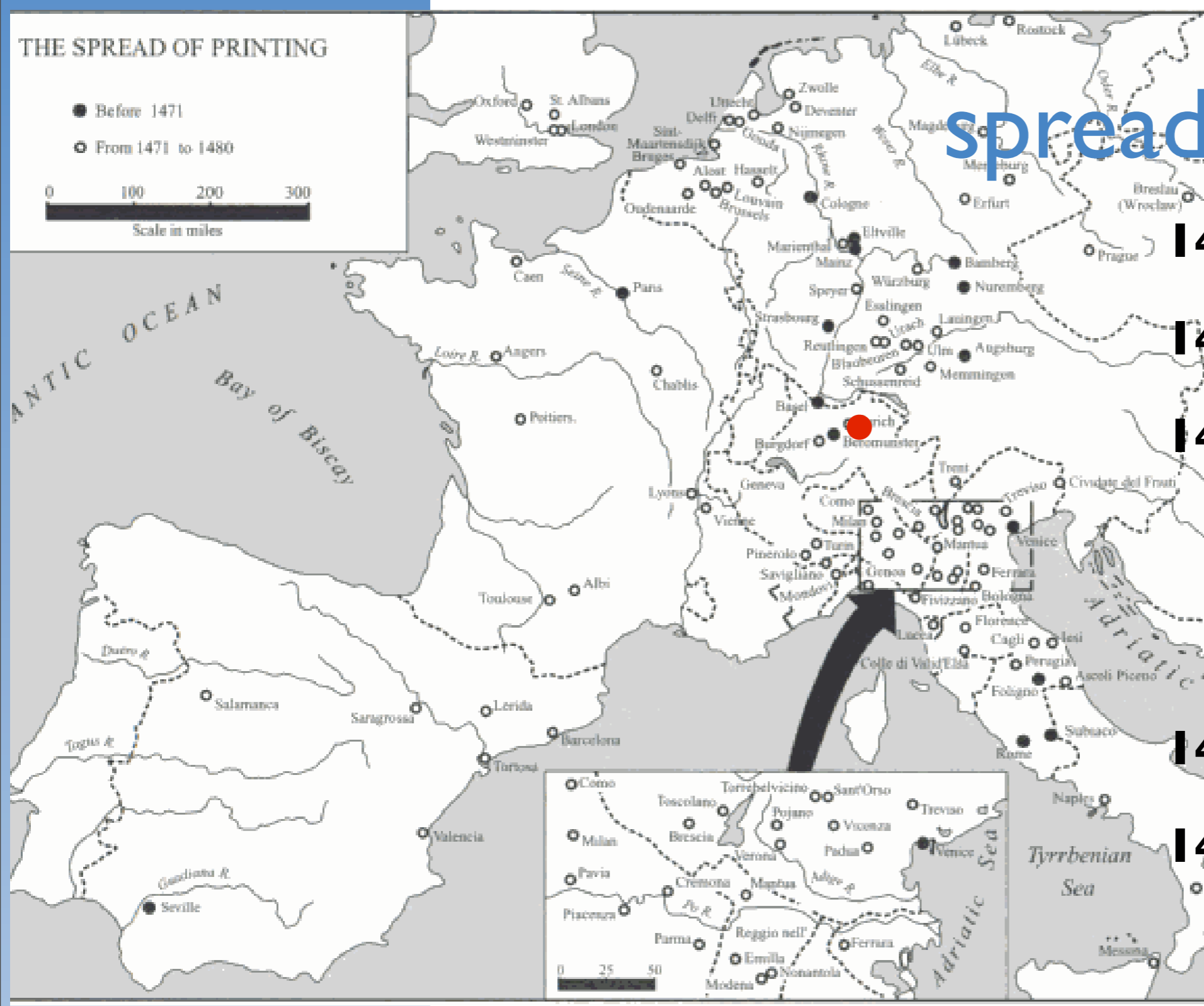
# what happened



# spread of print

## THE SPREAD OF PRINTING

- Before 1471
- From 1471 to 1480



**1455 :** Mainz

**1465:** Subiaco, Italy

**1470:** Paris, Cologne, Strasbourg, Basel, Rome, Venice, Bologna, Seville

**1476:** London

**1480:** Budapest, Krakow, Prague, Brussels

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Eisenstein



Johannes Gutenberg  
138?-1468



Johannes Fust  
138?-1468



Nicholas of Cusa  
1400/1-1464

## who was involved?

**Gutenberg:** metalworker from Mainz

**1438:** exile, Strasbourg

partners: Riffe, Dritzehn, Helman

**1438, December:** Dritzehn dies

"4 pieces to be destroyed"; carpentry work

**1439:** Aachen mishap; Dritzehn's heirs sue

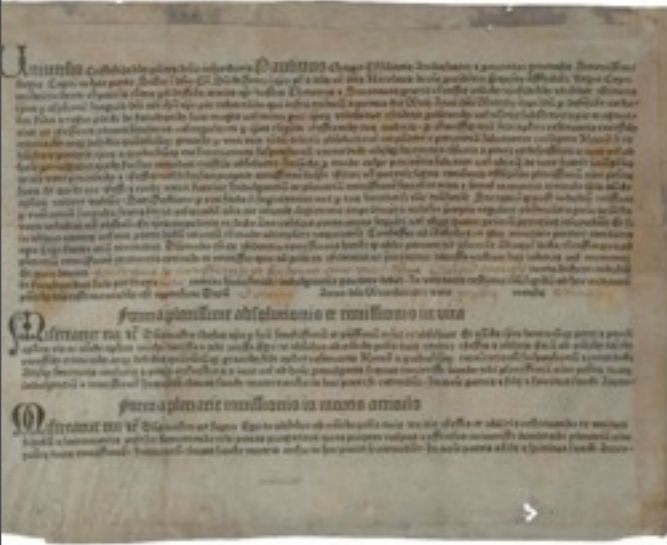
**1450:** back in Mainz

*creditor* Johannes Fust

*employee* Peter Schöffer

*ally* Cardinal Nicholas of Cusa

"200,000 indulgences printed between 1498 and 1500 at the behest of the Benedictines of Monserrat in Catalonia." --Ann Blair, *Too Much to Know*, 2010



# complete works?



## 1454: Cyprus Indulgence

## 1455: 42-line bible the Cardinal's connections?

## 1455: Fust sues, wins

new partnership of  
Fust & Schöffer

Mainz psalter



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Eisenstein



# what came after

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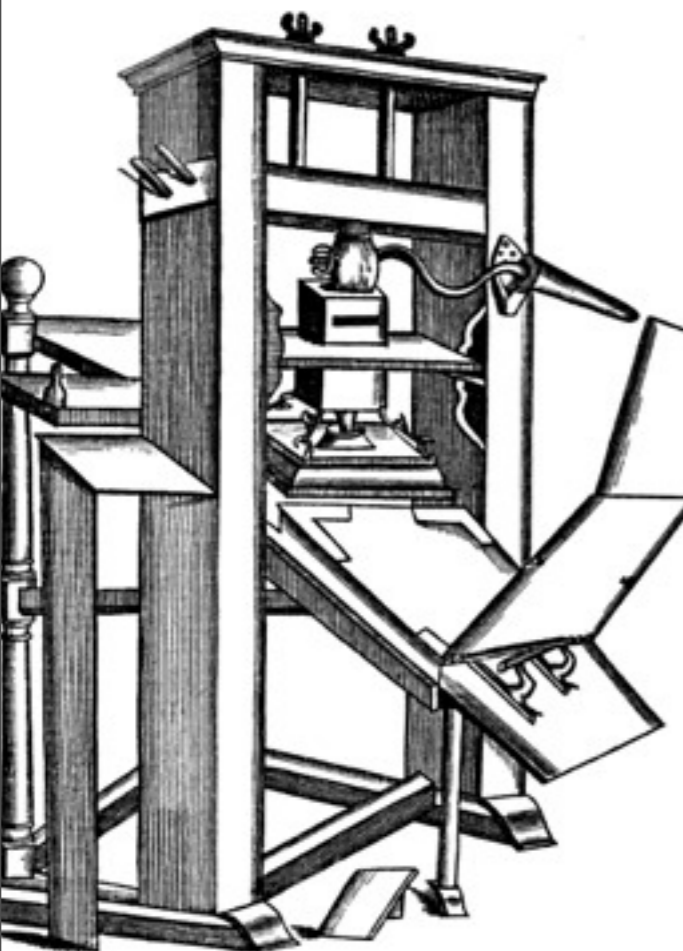
## **renaissance**

"The first phase ... has to be placed within the context of scribal culture" --EE

## **reformation**

"The new combination of evangelism and capitalism" --EE

## **scientific revolution**



**coming up:** Scientific Revolution

# questions of timing?

## scientific revolution

Gutenberg, d. 1468

Bacon, 1561-1626

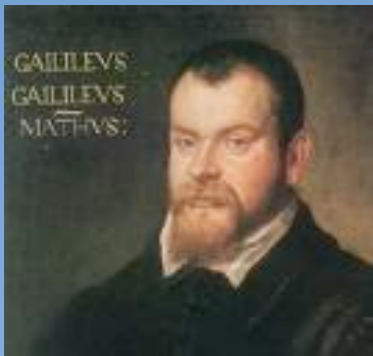
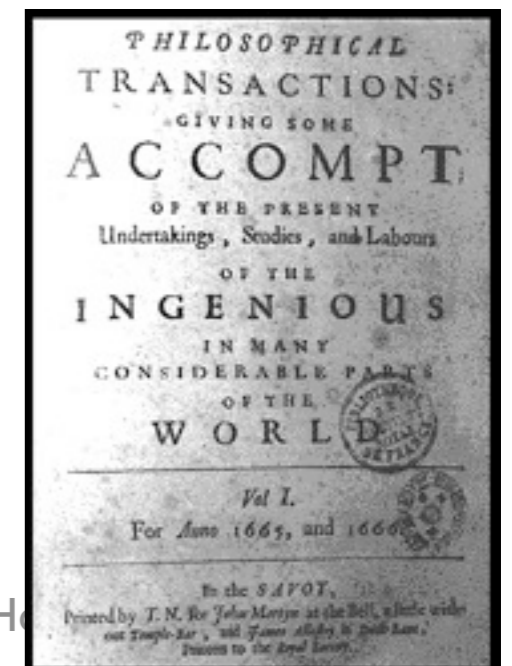
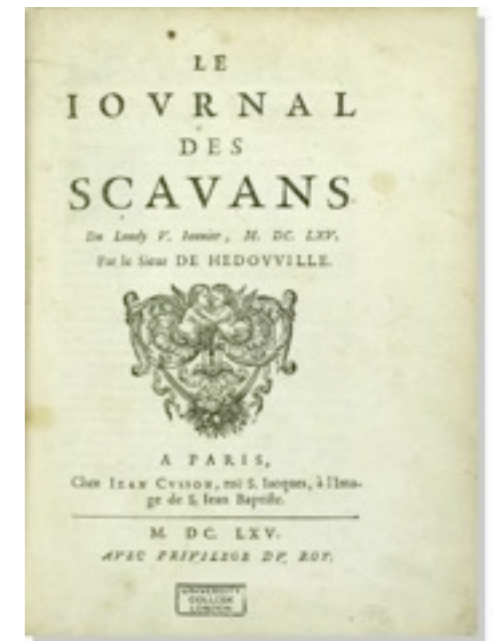
Galileo, 1564-1642

Descartes, 1596-1650

Newton, 1642-1727

Royal Society, 1660

*Transactions, Journal des Scavans, 1665*



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Eisenstein

# what came before?





# what came before?

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## changing book

"The late medieval book differs more from its early medieval predecessors than it does from the printed book."

--Parkes, "Influence" 1976



# scholarly apparatus

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**thanks to manuscript**

gloss

running heads

subdivisions: books, chapters

analytical tables of contents

chapter headings

cross references

alphabetical order

page numbers

indexes

# apparatus

## thanks to print

"only a few features of the early printed book were innovations: the title page ....  
new methods for signaling section breaks"

Ann Blair, *Too Much  
to Know*

Operetta di frate Girolamo da ferrara  
della oratione mentale



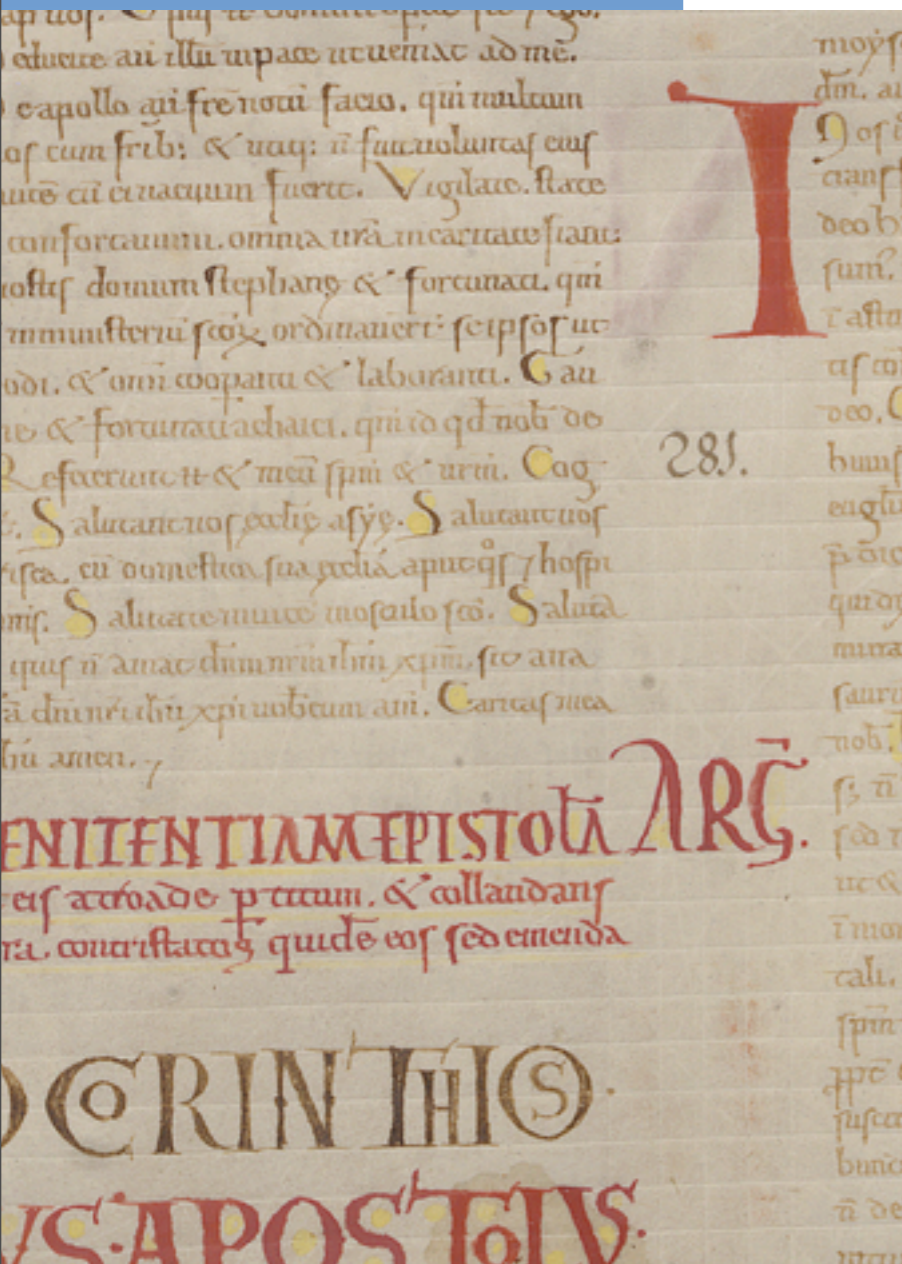
Savonarola,  
*Operetta della  
Oratione Mentale*  
Florence, c. 1495

Codex Gigas  
13th century

# scholarly tools

"From about 1300 very many scribes, librarians, and book owners provided their volumes with leaf numbering."

--Smith, "Printed Foliation"





# scholarly tools

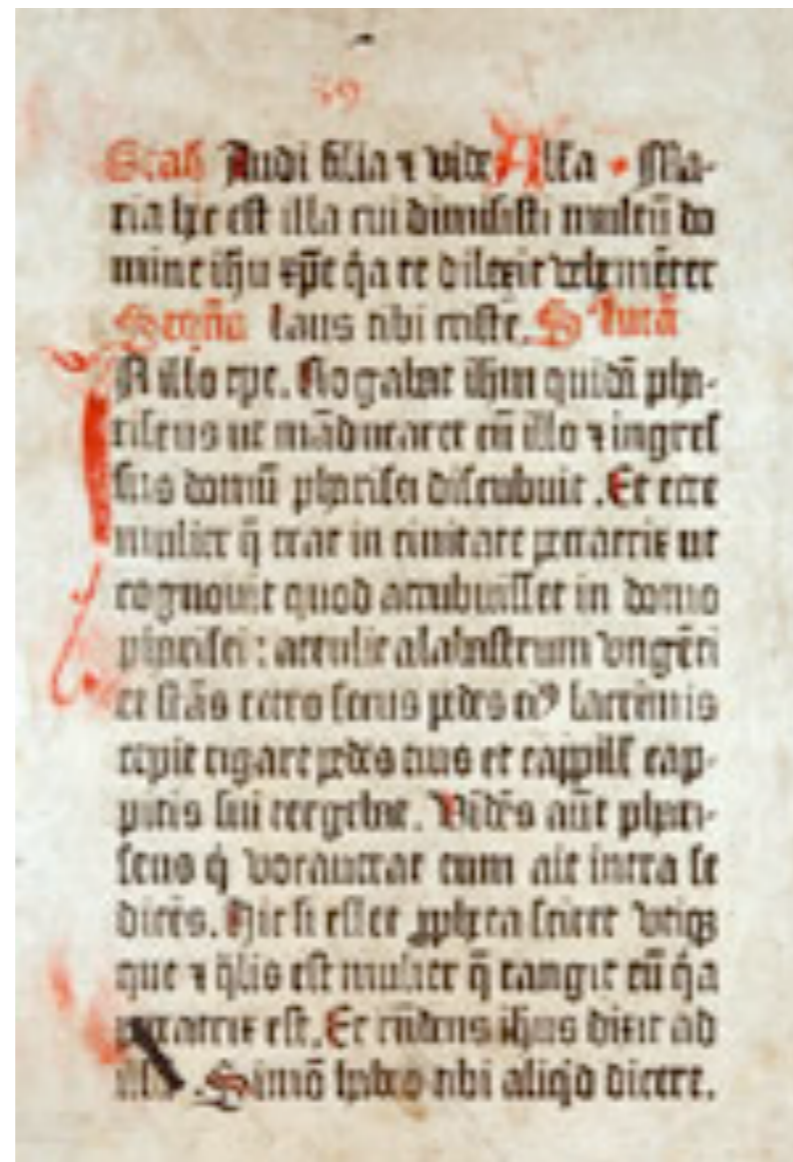
*incunable*:  
printed book  
from before 1500

*foliation*:  
providing leaf  
numbers

"of 4194 incunables ... only 10.3 percent use printed foliation, none use page numbers ..."

--Smith,

"Printed Foliation"



*Missale*

*"Constantiense"*

7-Hofl12-Print 43

# slow to catchup

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"After examining about 80,000 Dutch books from the 16th and 17th century I think that printers did not care for page numbers ... 60-70% contain mistakes in the page numbers"

[some printed books with 50% of the page numbers wrong]

--Verkruisje,

"Wacht u voor de bladwachter!"

*pagination:*  
providing page  
numbers

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Eisenstein



# what happened elsewhere?



# secret history?

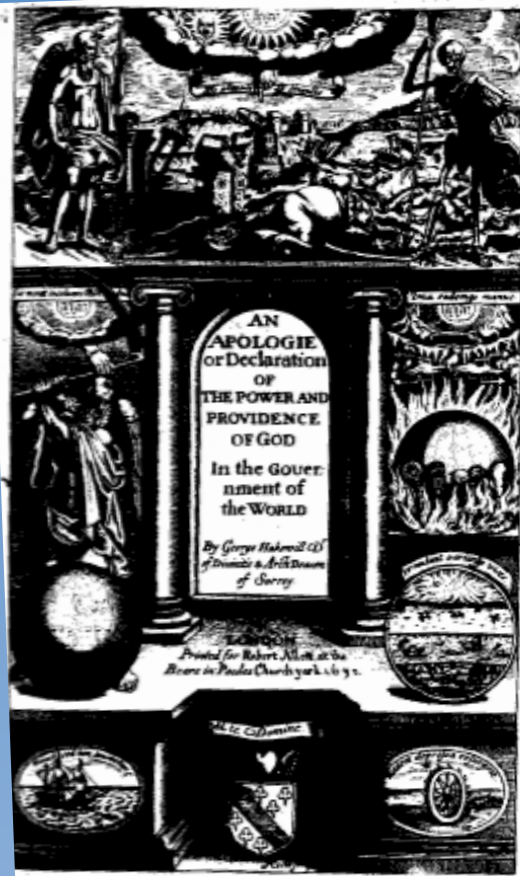
"[E]ither the Germanes borrowed this Invention from the Chineses, or at leastwise the Chineses had the practise & vse of it long before them."

--George Hakewill, *An Apology of the Power*, 1627

"Whether the Germans first borrowed this Invention from the Chineses, or whether amongst the Germans (who undoubtedly lay best claim to it) Iohn Gutenberg the Knight of Mentz, or Iohn Fust a Moguntine, was the first Inventor thereof, it matters not."

--Robert Heath, *Paradoxical Assertions*, 1659

7-Hof112-Print 47



Paradoxical  
**ASSERTIONS**  
AND  
Philosophical  
**PROBLEMS.**

BY



*Aut prodesse solent aut de-*  
*lectare*



*lithography:*  
printing from  
stone



*xylography:* wood  
carving

# printing in china

**c. 200 bce:** the use of seals  
*yin* = seal and print

**175 ce:** printing of Confucian classics from  
stone carvings

**868:** earliest surviving Chinese printing



# furthermore ...

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## **10th century?**

playing cards, printed textiles, paper money

## **1041: Pi Sheng clay moveable type**

"in the Northern Song in the eleventh century ... there were some thirty printing centers ... and some two hundred in the Southern Song (twelfth century)"

--Lucille Chia

*Printing for Profit* 2002



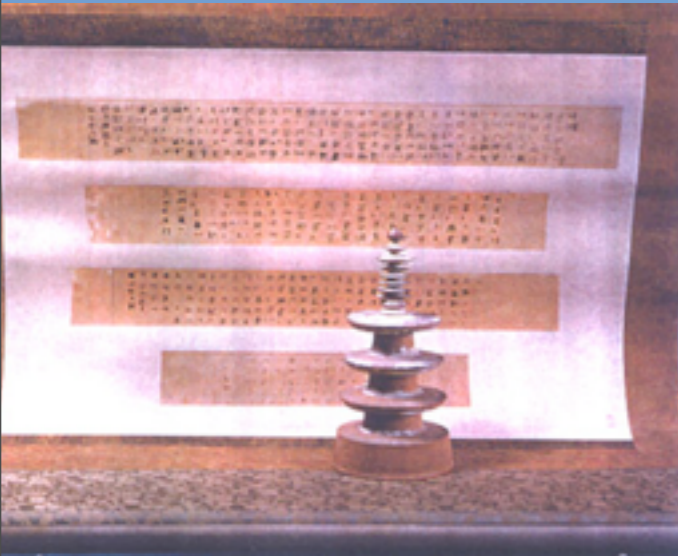
# Japan

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## **Empress Shotoku, and her charms**

**770:** xylographic printing

? 1,000,000 copies





# Korea

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**8th century:** xylography

**918-1392: Koryo Dynasty**

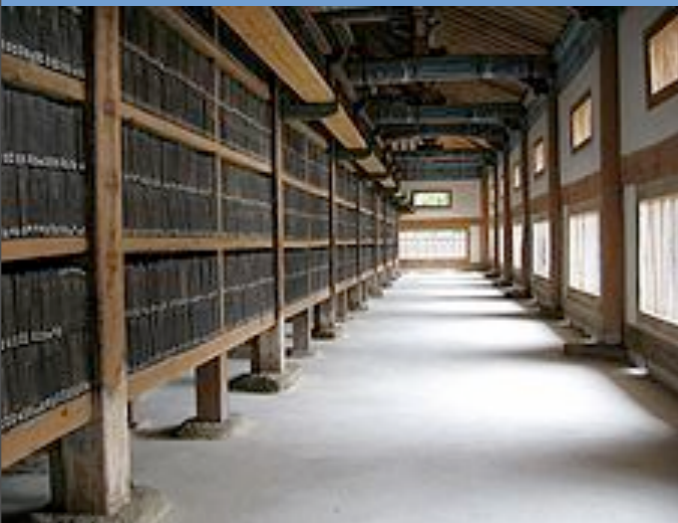
three methods of publishing:

*transcription:* Royal library

*xylography:* Buddhist temples

*typography:* civil service

**1087:** *Tripitaka Koreana* (xylography)



# the market for printing

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## **"demand side"**

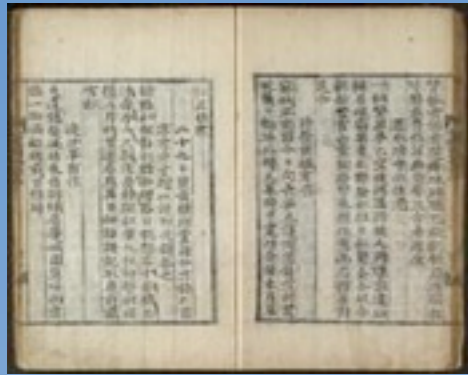
**949-975:** King Kwangjong  
Guagou competitive civil service exams

## **"supply side"**

**1231:** Mongol invasion  
destruction of archives, burning of wooden type

# Korean printing

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**1241:** *Yi Munsun Chip* (metal moveable type)

**1377:** *Jijiki*

**1392:** Kyosugam (dept. of publishing)

**1403:** Jujaso (type foundry)

**1446:** Hangeul alphabet and typography



# and elsewhere

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## **enigmatic hints**

"The first attempts at Hebrew printing may well have been made at Avignon, where on 10 March 1446 a certain Procope undertook to make for a former associate 27 square Hebrew letters engraved on iron."

-- Colette Sirat,

*Hebrew Manuscripts of the Middle Ages*, 2002



## western ways

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"[Theodore]De Vinne, in his book [*The Invention of Printing*, 1878] writes, 'The inventor of printing did not invent paper .. did not originate engraving on wood. He was not the first to print upon paper, he was not the first to make printed books, it is not certain that he made the first press, it is not probable that he was the first to think of or make movable type. What he did was to invent the type mold' "... it was the *type mold* that the Koreans developed."

--Carter, *The Invention of Printing in China*, 1955.

see also Paul Needham and Blaise Aguera y Arcas,

"What did Gutenberg Invent?"



1 kuan note  
c. 1380



# linear connection?

## c. 1290:

"HOW THE GREAT KAN CAUSETH THE BARK OF TREES, MADE INTO SOMETHING LIKE PAPER, TO PASS FOR MONEY OVER ALL HIS COUNTRY

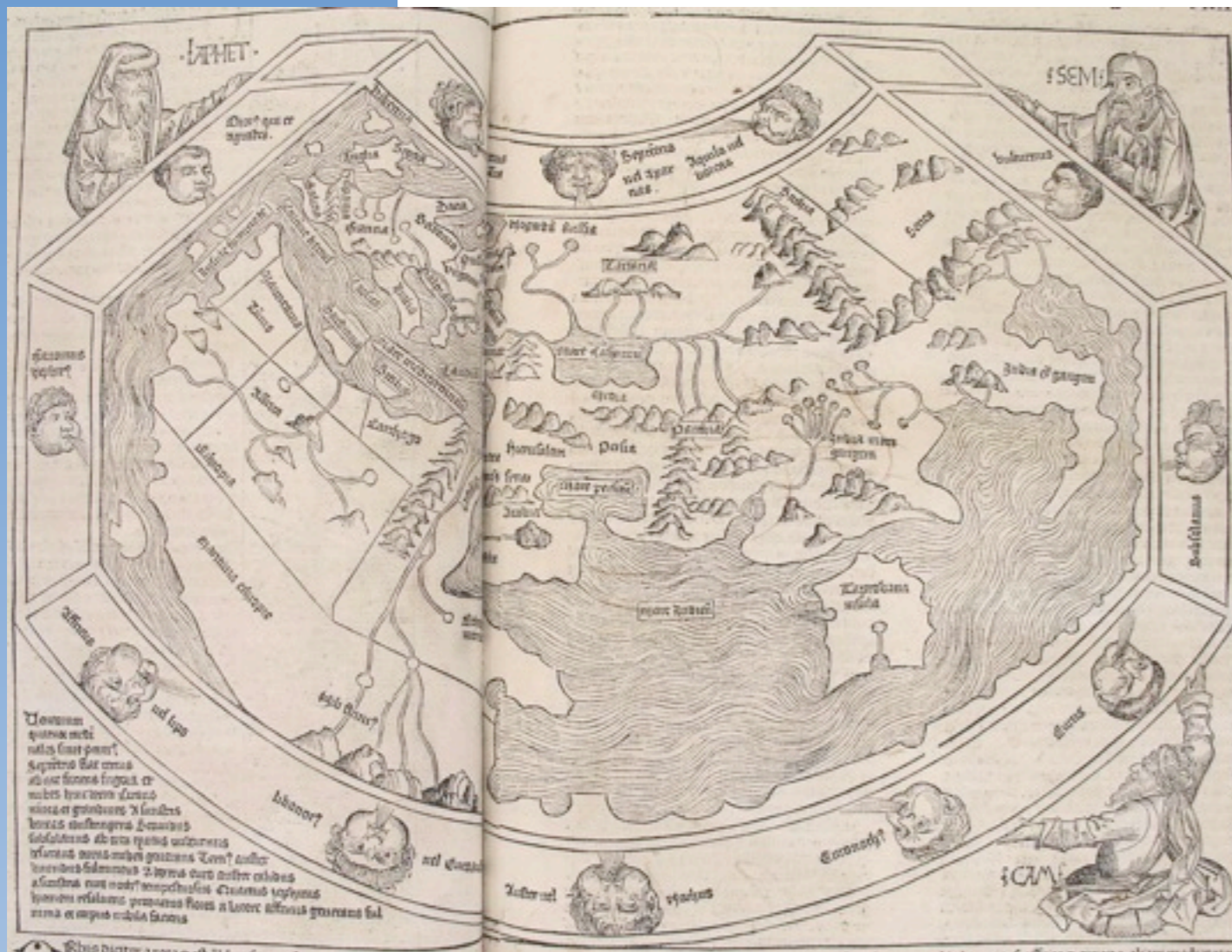
"All the grand Kaan's subjects receive this paper money without hesitation because wherever their business may call them, they can dispose of it again in the purchase of merchandise they have occasion for."

--Marco Polo



At Facebook, we ... often talk about inventions **like the printing press** ... they led to a complete transformation of many important parts of society. They gave more people a voice. They encouraged progress. They changed the way society was organized. They brought us closer together.

## world of print



### printing

China, 7th century

Korea, 8th century

Japan, 8th century

W. Europe, 15th century

Jews, 15th century

India, 18th century

Islam, 19th century

# world of books

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## **parchment to paper**

China, 200 bce

Korea, 3d century

India, 5th century

Japan, early 7th century

Islam, 8th century

Jews, 10th century

Byzantium, 9th century

Western Europe, 11 century

## **scroll to codex**

Christians, 2d century

Islam, 8-9th century

Jews, 8-9th century

China, 9th (butterfly)  
13th (thread binding)

Korea, ?12th century (sutra binding)

Japan 18th century

## **printing**

China, 7th century

Korea, 8th century

Japan, 8th century

W. Europe, 15th century

Jews, 15th century

India, 18th century

Islam, 19th century



# chicken and egg

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"Indians had created a highly effective information order in which strategically placed written media reinforced a powerful culture of oral communication; printing .. not needed until society itself began to change more radically"

--Christopher Bayly

*Empire and Information 1780-1870, 1998*

overview

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*Visite à  
l'Imprimerie  
Léonard DeFrance  
18c*



John Evelyn  
1620-1706

# overestimated aspects of print?

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## **reliability and authority**

"Printers] ... provid[ed] part-time jobs ... to impecunious students ... Obscure young monks like Erasmus and Rabelais could rise in the world." --EE

"Book-sellers follow their owne judgment in printing the antient Authors according to such Text as they found extant ... Errors repeate & multiply in every Edition".

-- John Evelyn, 1666

# problems of overload

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"Descartes ... recommended ignoring the accumulated stock ... and starting afresh ... 'Even if all knowledge could be found in books, where it is mixed in with so many useless things and confusingly heaped ..., it would take longer to read those books than we have to live this life.' ... writers articulated fancies of destroying useless books ..."

Ann Blair, *Too Much to Know*, 2010

# problems of fixity

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"[Shakespeare's] first folio [1623] ... boasted some six hundred different typefaces along with nonuniform spelling and punctuation, erratic divisions and arrangements, mispaging, and irregular proofreading. No two copies were identical."

--Johns, *Nature of the Book*



# problems of authenticity

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## piracy and plagiarism

"Luther's German translation of scripture was actually beaten into print by its first piracy"

--Johns, *Nature of the Book*

# pseudo-science

## chapbooks and almanacs

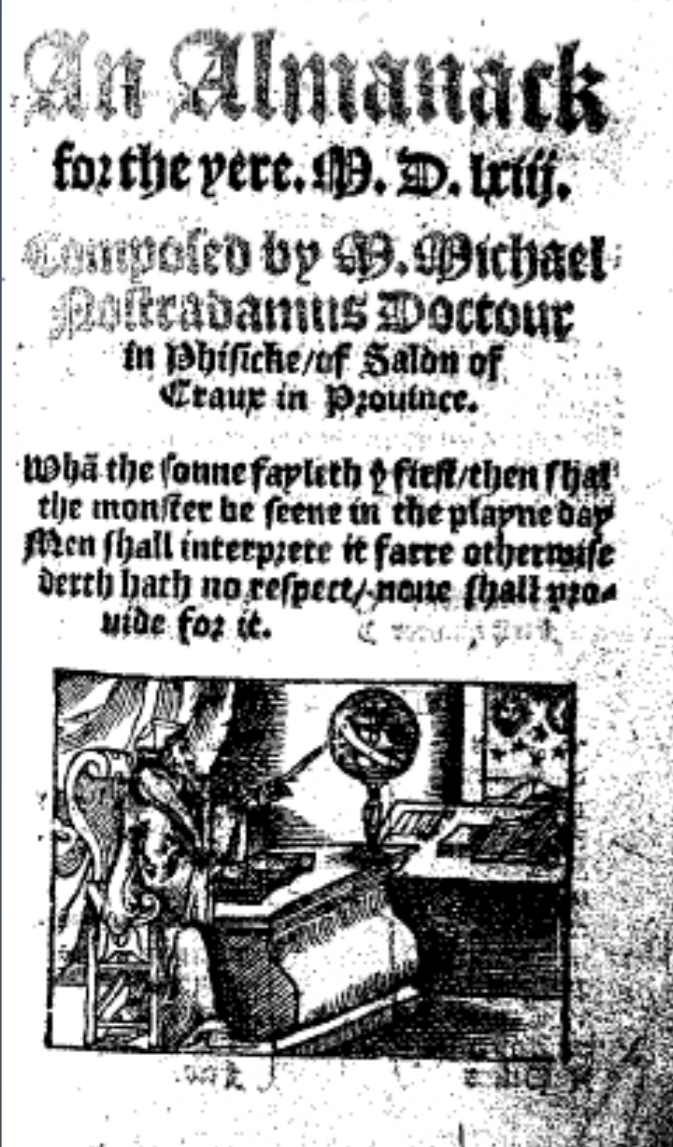
"for three-and-a-half centuries, the Almanack has been the most popular book in the English language"

1492-1600, probably 600 published

Bosanquet,  
*English Printed Almanacks and  
Prognostications*, 1917

400,000 a year

--William St Clair,  
*The Reading Nation*, 2005





# revolutions and revolutionaries



Theuth



Moses

Lord Kulaba

Ts'ai Lun

Morse

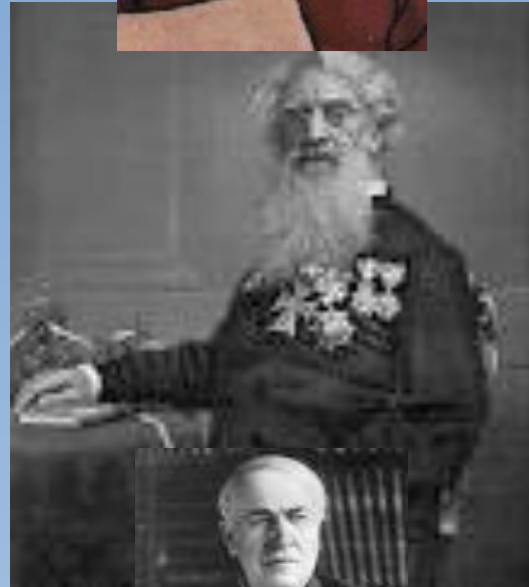
Edison

Bell

Marconi

Bill Gates, Steve Jobs

*The true Effigie of Iohn Guttenberg Discovered from the Original Painting at Mentz in Germanie.*





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# dime a dozen

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overview

what was overlooked?

assessing a revolution

Eisenstein

# just ahead

## 9 Feb: Scientific Revolution

### Required reading:

- Sprat, Thomas. 1667. pp 60-79 in *The History of the Royal Society of London for the Improving of Natural Knowledge* London. Read from: p. 60, "I come now to the Second Period of my Narration..." to p. 79, "The *Royal Society* will become *Immortal*."

NOTE: The Royal Society was founded in England in 1660. It still exists today. 2010 was its 350th [anniversary](#)– and claims to be the world's oldest scientific society. Thomas Sprat (1635-1713), the author of the work you have to read, was a student of one of the founders. He joined the Society in 1663 and was asked to write the Society's history. In this book, then, we have a contemporary, insider's account of the founding of a very influential society, one that people argue was at the center of the "scientific revolution." Because it was written in the seventeenth century, however, the text is a challenge. But it is manageable and even rewarding with patience. Take it slowly–the section you have to read, pages 60-79, is not very long. If you keep going, what is at first confusing may become clear (or irrelevant). Mark up passages that don't make sense (as well as those that interest you) to discuss in class, but keep on reading. As you read, ask yourself how much this does or does not resemble what we think of as modern science.

If you go to [Early English Books Online](#), you will be able to see the pages as they appeared in the original book.

- "Essay against Quacks," *The Spectator*, 1712-15, vol 8, #572.
- Watch [Anderson Cooper](#) interview

### Additional material:

- Deer, Brian. 2011. "How the Case Against the MMR Vaccine Was Fixed." *BMJ*.
- Stubbe, Henry. 1670. 'Mistakes about the Sweating-Sicknes, and its Cure,' pp. 23-25 in *Legends No Histories, or, A Specimen of Some Animadversions upon the History of the Royal Society*. London.