

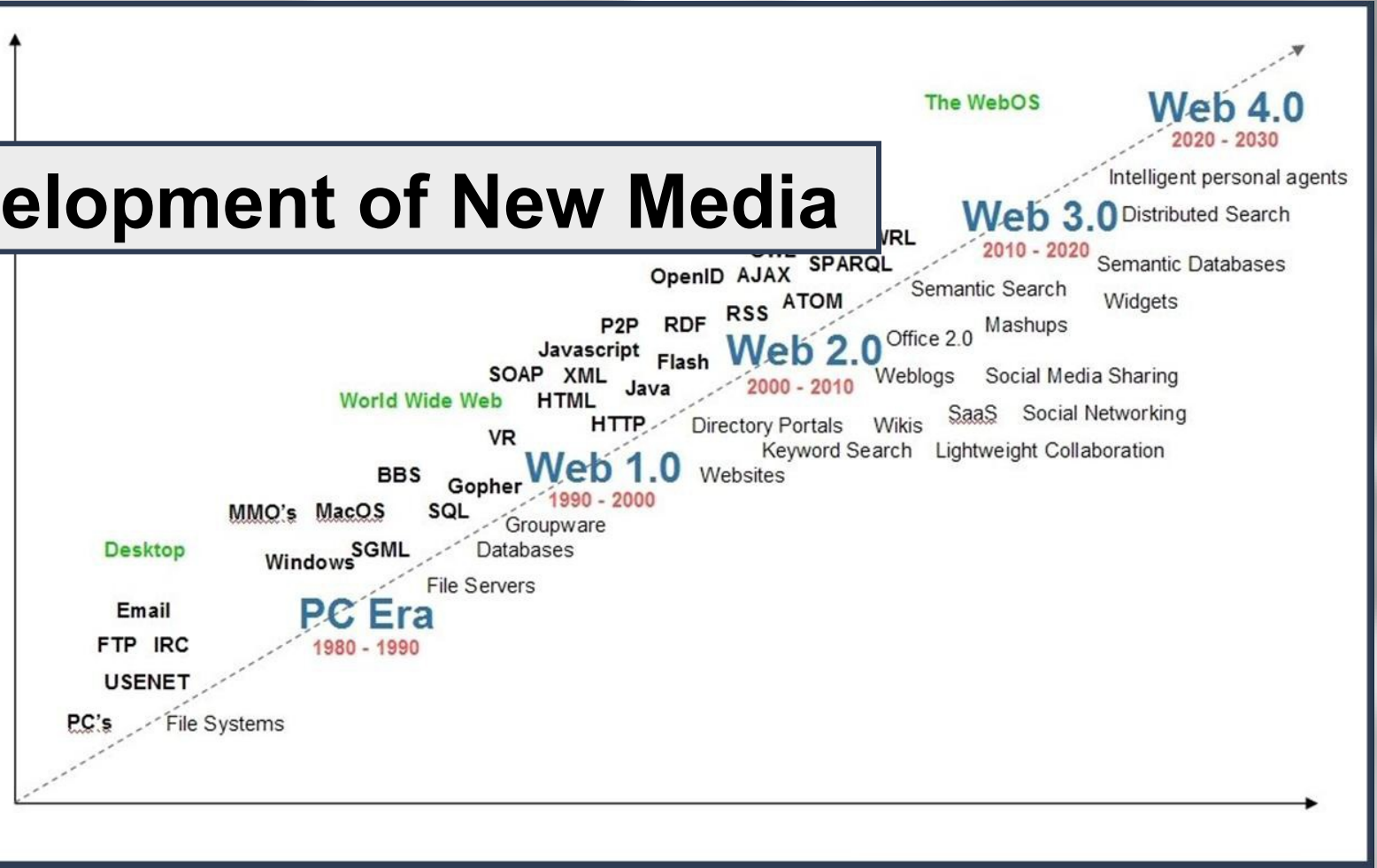
Paradigm Shifts

New Perspectives on Interactive Multimedia Journalism

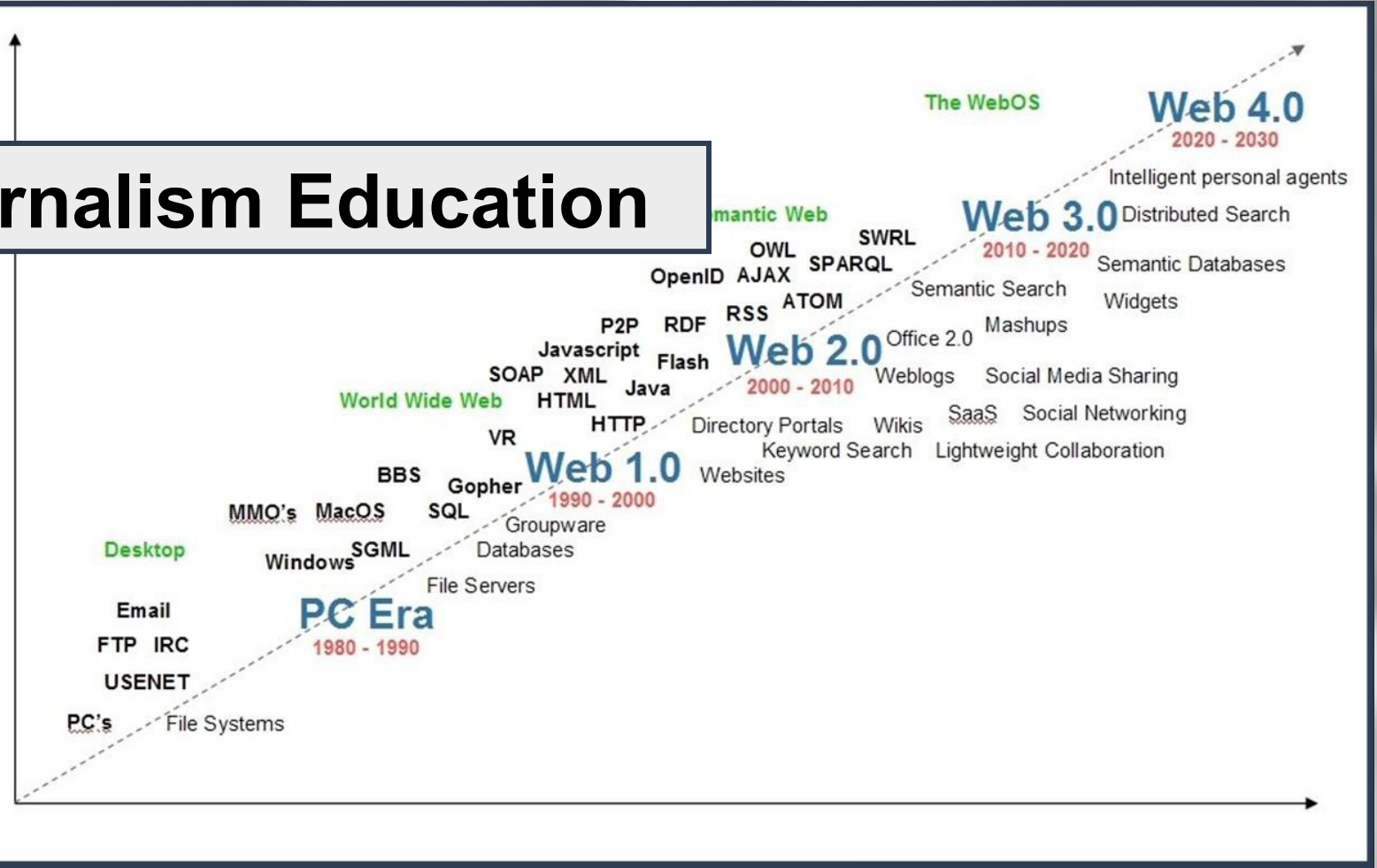
David J. Gunkel

Presidential Teaching Professor
Northern Illinois University

Development of New Media



Journalism Education



Experience, Research & Teaching



Web 1.0

World Wide Web

Proposed by Tim Berners-Lee in 1980 as a system for organizing documents for physicists

Incorporated *hypertext*, developed by Ted Nelson in the 1960's

Operational in 1989; released to Internet

Development overseen by the World Wide Web Consortium (W3C)

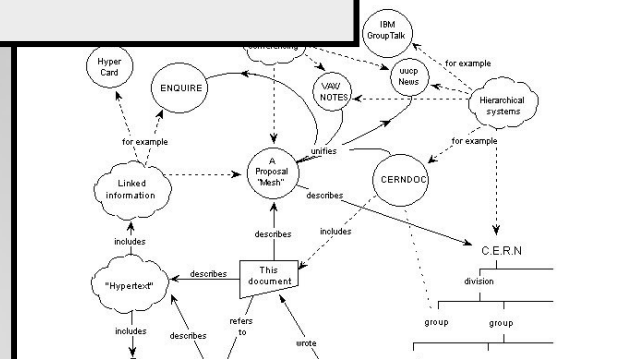


Document: A Proposal

CERN

July 1990

Information about accelerators and experiments at CERN
about complex evolving systems and derives a



Web 1.0

```
Notepad++ - C:\1-DavidStuff\niu-classes\coms469\spring2004\studentprojects\matt_larowe2010\larowe_proj1\frames...
File Edit Search View Format Language Settings Macro Run Plugins ?
frames.html
1 <html>
2 <head>
3   <title>Hypertext Markup Language</title>
4 </head>
5
6 <body>
7 <p>Hypertext Markup Language is a
  creating web content. It is based
  tags, like <b>for bold</b> that ar
  browser.</p>
8
9 <p align="right">Tags can also inc
  their appearance. This paragraph
  alignment attribute to justify tex
10
11 <p style="background-color:#0a12b4
  Style Sheets (CSS) is a W3C standa
  formatting information for HTML el
  to apply a background color and ma
12
13 </body>
14 </html>
```

Content Development

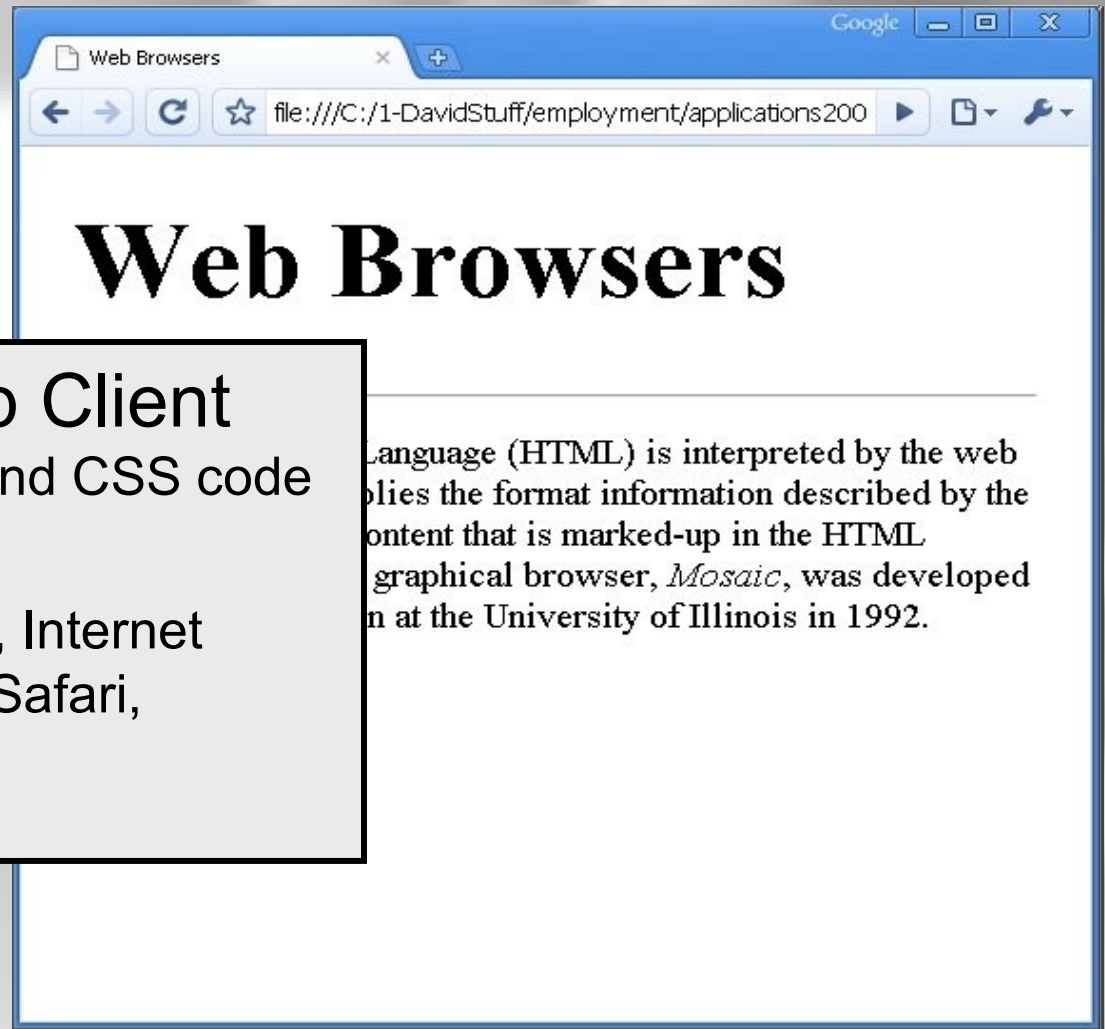
HTML – Hypertext Markup Language

A set of mark-up tags used to specify the appearance of text, images, hypertext links, and multimedia elements.

CSS – Cascading Style Sheets

A style sheet language used to specify the format or appearance of HTML elements

Web 1.0

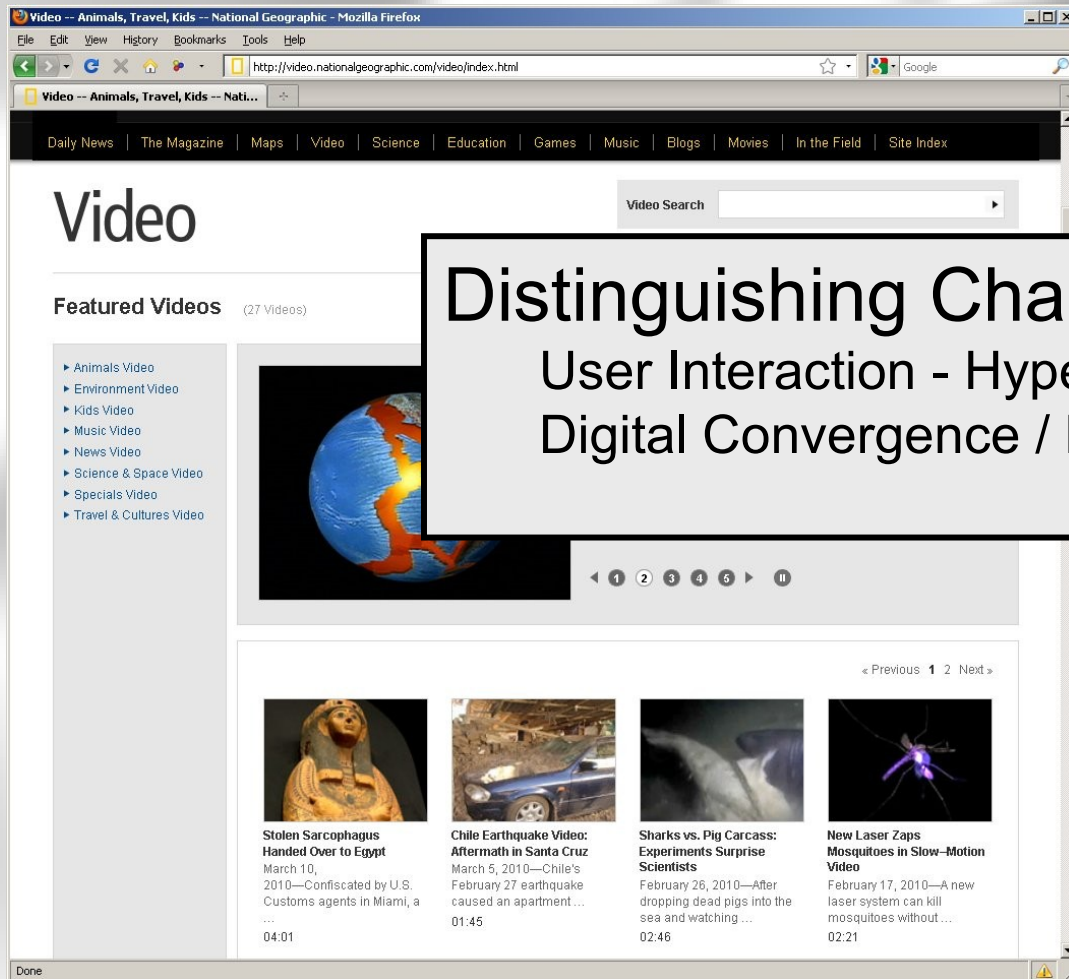


Browsers – Web Client

Interprets HTML and CSS code to display content

Mosaic, Netscape, Internet Explorer, Firefox, Safari, Chrome

Web 1.0



Distinguishing Characteristics
User Interaction - Hypertext
Digital Convergence / Multimedia

Web 1.0



Web of Documents



Web 1.0



Web of Documents

Publishing Model

Web provided a means for creating and distributing documents: *web pages*.

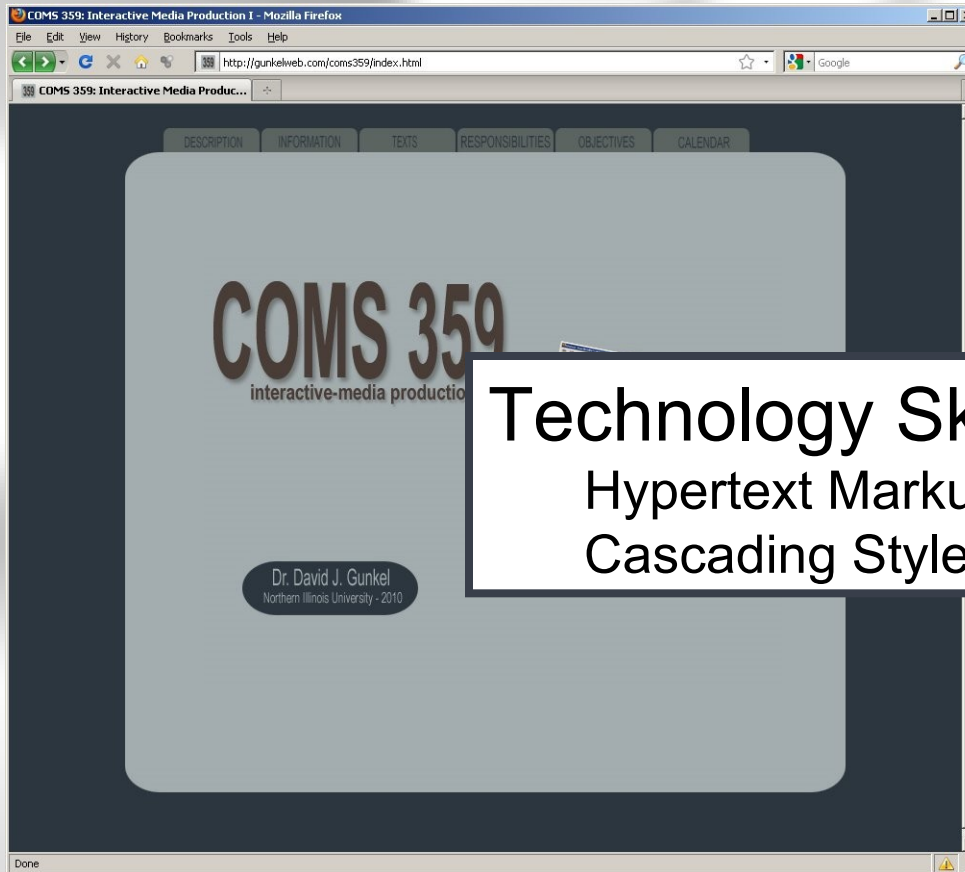
“Content is king”

Producer/Consumer

Documents created by professional content providers, made available over the Internet, and accessed by consumers of information.

Hypertext

Interaction is created by linking documents to each other and permitting users to follow these links. Read-only experience.



Technology Skills

Hypertext Markup Language (HTML)

Cascading Style Sheets (CSS)

Web 1.0

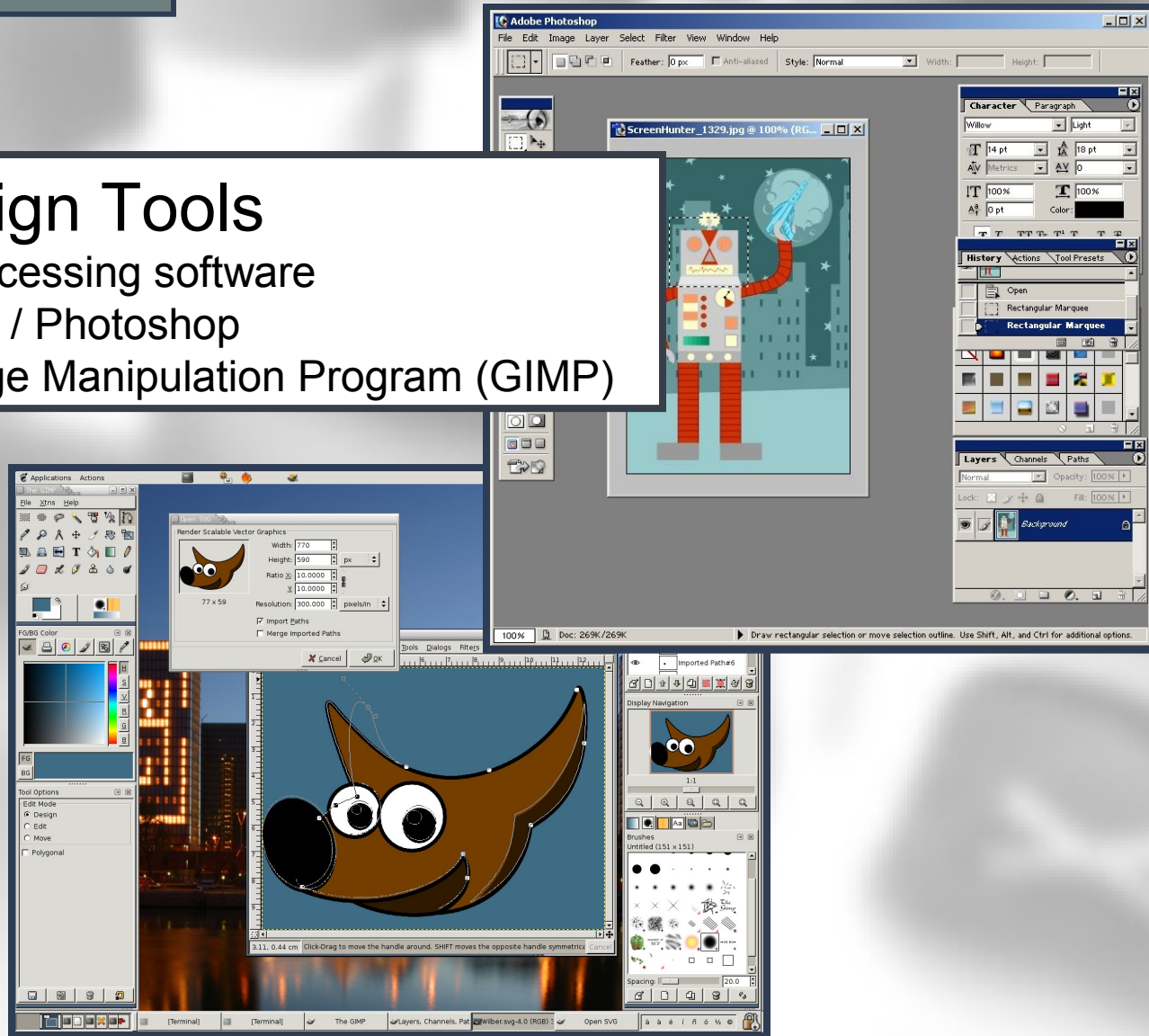
Teaching

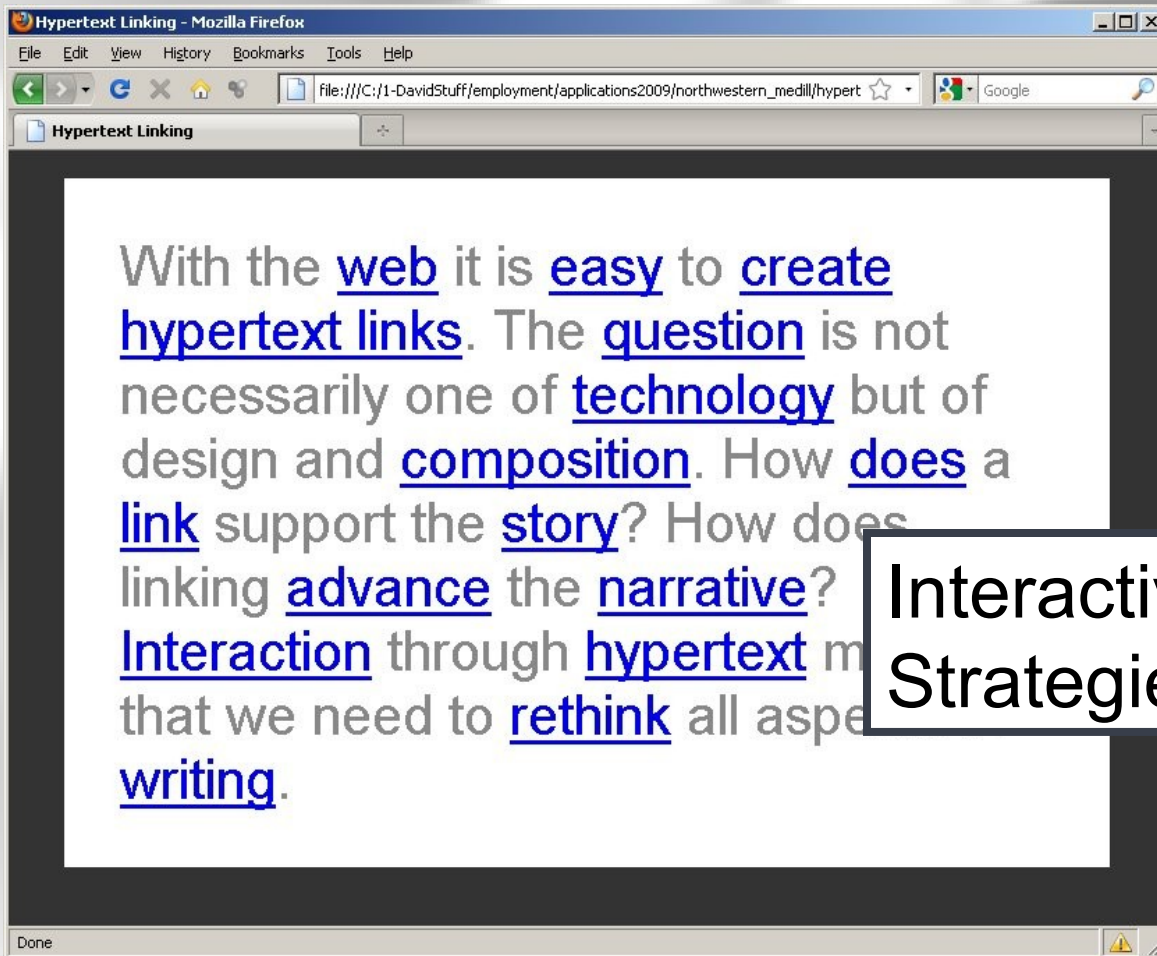
Web Design Tools

Image processing software

Adobe CS / Photoshop

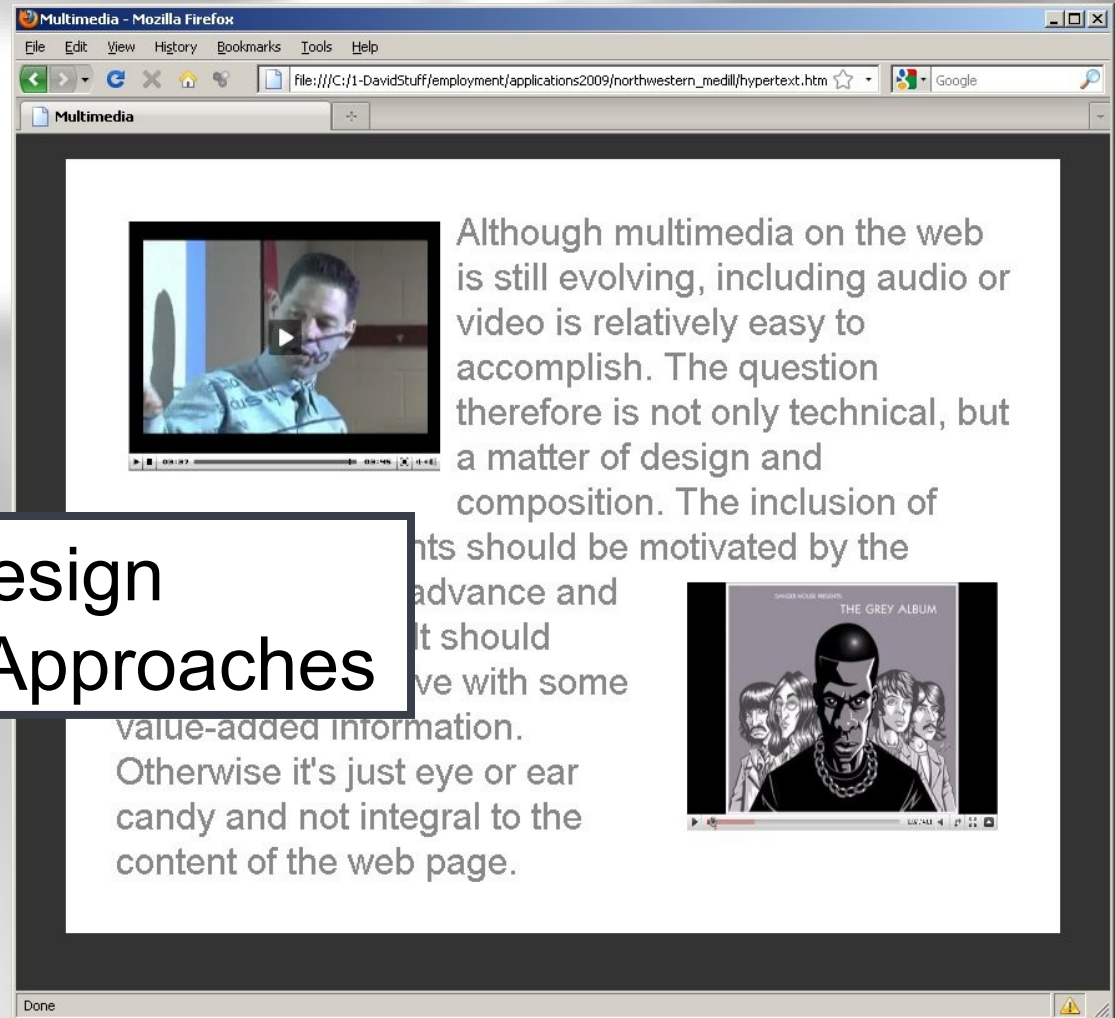
GNU Image Manipulation Program (GIMP)





Interactive Design Strategies & Approaches

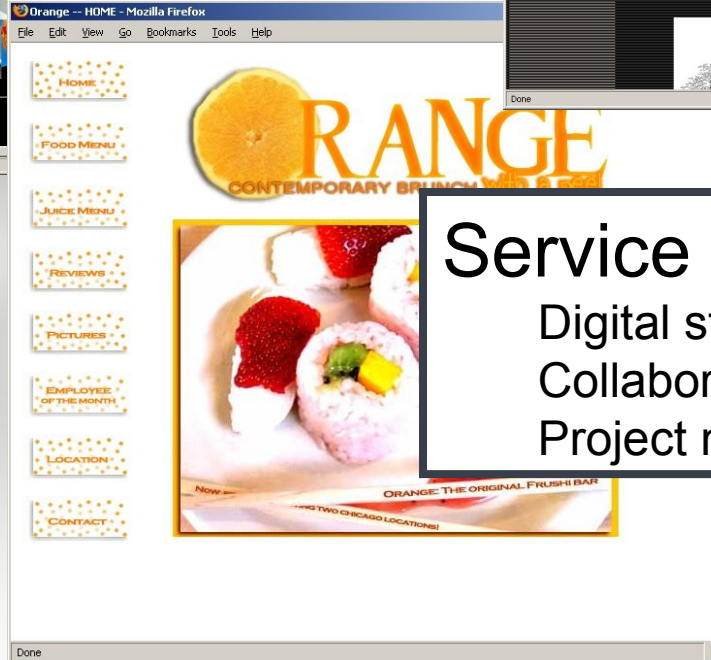
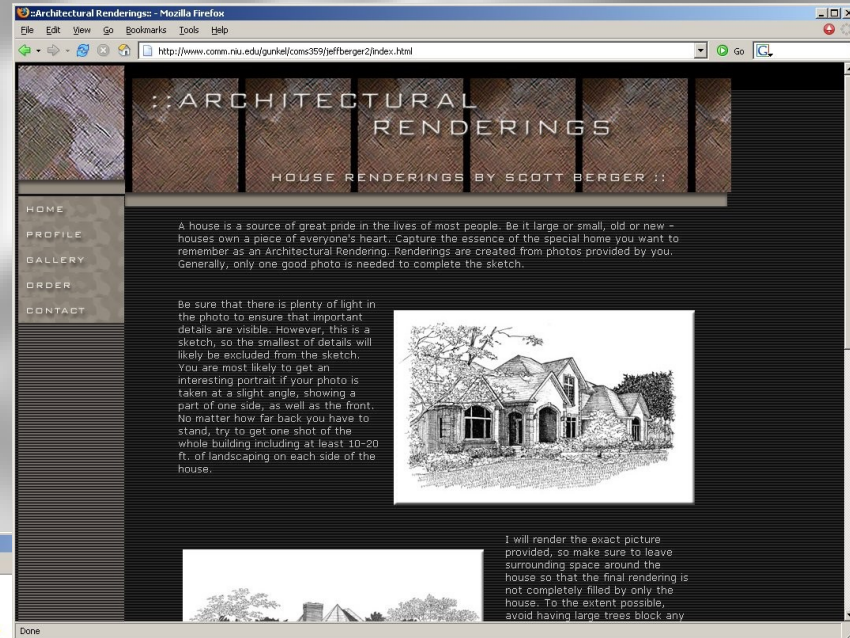
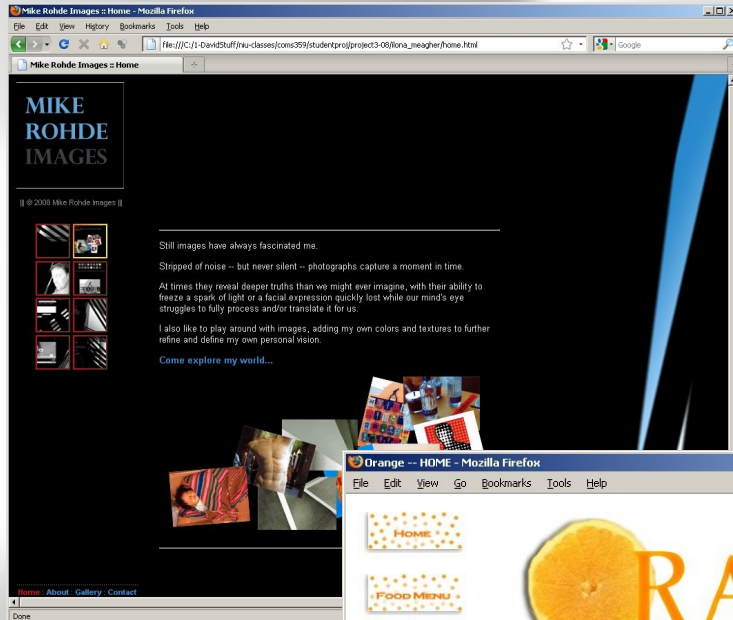
Multimedia Design Strategies & Approaches



Although multimedia on the web is still evolving, including audio or video is relatively easy to accomplish. The question therefore is not only technical, but a matter of design and composition. The inclusion of multimedia elements should be motivated by the need to advance and enhance the content. It should not be used merely to add value with some value-added information. Otherwise it's just eye or ear candy and not integral to the content of the web page.

Web 1.0

Teaching



Service Learning

Digital storytelling

Collaboration with content experts

Project management

Critical Studies in Mass Communication
14 (1997), 125-137

Virtual Geographies: The New Worlds of Cyberspace

David J. Gunkel and Ann Hietzel Gunkel

□—This article embarks on an exploration of the new world of cyberspace, investigating the legacy, logic, and consequences of the Columbian voyages of expansionism. It therefore engages in a critical research, and inquires about its position in cyberspace.

Today another frontier yawns before us, far more fog-obscured and inscrutable than its opportunities than the Yukon. It consists not of unmapped physical space which to assert one's ambitious body, but un-mappable, infinitely expandable central space. Cyberspace. And we are going there whether we want to or not (Barlow 1994, p. 1).

If a new world were discovered today would we be able to see it? Would we be able to clear from our minds the images we habitually associate with our expectation of a different world to grasp the real difference that lay before our eyes? (Calvin 1994, p. 1).

If a new world were discovered today would its contours conform to our understanding of "world" and "discovery?" Would it take place as a taking place? Would it supervene as an un-

David J. Gunkel is assistant professor of communication technologies at Northern Illinois University, and Ann Hietzel Gunkel is assistant professor of philosophy and cultural studies at Carthage College.

The Empire Strikes Back Again:

The Cultural-Politics of the Internet

David Gunkel
Assistant Professor of Communication Technologies
Northern Illinois University

In the March 1996 issue of *Wired* (4.03), Nicholas Negroponte provided one of the more recent expressions of a concept that has been at the heart of on-line interaction for quite some time. In this editorial, which is titled "Pluralistic, not Imperialistic," the founding director of MIT's Media Lab argues that the telematic (1) network is not the next stage of American imperialism but rather a free domain that fosters and encourages global pluralism. "The idea that the Net is another form of Americanization and a threat to local culture is absurd. Such conviction completely misses and misunderstands the extraordinary cultural opportunities of the digital world" (Negroponte, 1996, p. 216). Contrary to the imperialist aspirations that had accompanied the "mechanical age," the "information age" has been determined to offer global liberation and multicultural empowerment (2). According to Negroponte's assessment (1996), "the Net is humankind's best chance to respect and nurture the most obscure languages and cultures of the world" (p. 216).

I would like to reconsider this rather popular line of argumentation that has had profound effects on the perceived social and political implications of the telematic network. Although the Internet appears to be international, it has distinct national origins and was developed for purposes other than global communication. The Net originates in the Advanced Research Projects Agency of the US Department of Defense. In the early 1960s, the DOD was experimenting with a new data communications technology called "packet-switching." This technology fostered the development of a new kind of computer network, one which supported multiple-users and resisted system-wide crashes by automatically rerouting data around downed circuits. The goal of this experimental network, originally named ARPANET, was not the decentralized global information system that is heralded in current technical and popular discourses. Rather, its original purpose was directed by the exigencies of the cold war. The DOD researchers that developed ARPANET sought to design the prototype of a national-defense, data-communications systems that would be immune to and survive the devastation of nuclear aggression. The internet, therefore, traces its genealogy directly to one of the primary agents of American hegemony and the effects of this paternity can still be read in the very structure and content of the "global network."

At The The dec net did military One its direct ure. Pi works w ordinate The dist able the ARPAN out the ganization has calle this dece virtually infrastru resistant (1996) a does not

The the alloc Currentl the publ are admi assigned irrespective of geophysical location, and country domains, which are specified in ISO 3166 and administered locally. Despite the apparent neutrality of this conceptual schema, its practical implementation has, in effect, granted a privileged position to American users. The Electronic Frontier Foundation's *Everybody's Guide To The Internet* (1991) indicates this privilege without comment. "In general, American [Email] addresses end in an organizational suffix, such as ".edu," which means the site is at a college or university. Other American suffixes include: .com for businesses, .org for non-profit organizations, .gov and .mil for government and military agencies, and .net for companies or organizations that run large networks. Sites in the rest of the world tend to use a two-letter code that represents their country" (p. 23).

Top-level domain designations for users in the United States have not, in practice, incorporated suffixes indicating their nation of origin. Although some US institutions (most notably federal offices and state agencies) do employ the .us suffix specified

Journal of Mass Media Ethics, 18(3&4), 173-193
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Virtual Alterity and the Reformatting of Ethics

David Gunkel
Northern Illinois University

Debra Hawhee
University of Illinois at Urbana-Champaign

□ This article seeks to reconsider how traditional notions of ethical reasoning, truth, meaning, and a fixed conception of "the human" by digital technology, cybernetics, and virtual reality. We argue that digital systems are incompatible with the way technology refigures practices of identity, meaning, truth, and finally, communication. Such an impasse reformulates how both ethics and technology refigure the liberal human by introducing questions of radical alterity, making it possible for new ethical norms to emerge.

Everyone will readily agree that it is of the highest importance whether we are not duped by morality. (Levinas, 1961/1974, p. 10)

A recent *New Yorker* (2002, p. 68) cartoon drawn by the Earth seeking medical attention. The line-drawn cartoon depicts a benevolent, smooth-faced planetary physician looking at a small, round, planet with a ring. The physician's face is illuminated by a ring of light. The caption reads: "I'm afraid your planet's environmental argument about human resources lies the more general, somewhat the human as parasitic, disease-like. Indeed, the earth things—they are inhabiting, spreading, mutating, causing. The cartoon effectively turns typically humanistic head by suggesting that perhaps humans themselves, at least as far as the earth is concerned. The earth, to be our benevolent host, much like humans do not smallpox or other death- or illness-bearing viral agents of course, is not the first to notice a human virus. That



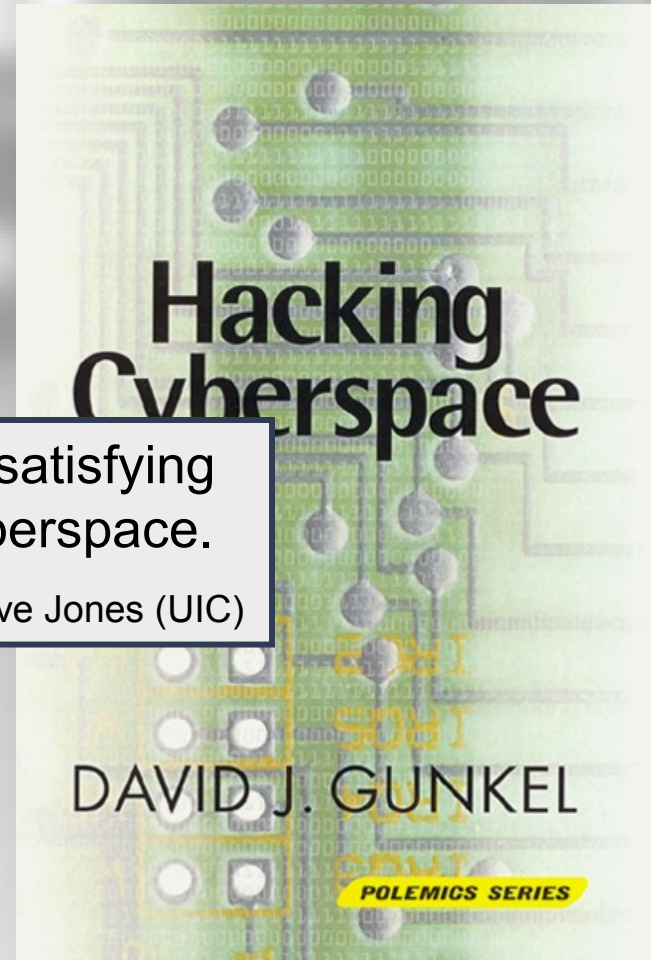
Hacking Cyberspace

DAVID J. GUNKEL

POLEMICS SERIES

The first substantial and satisfying cultural geography of cyberspace.

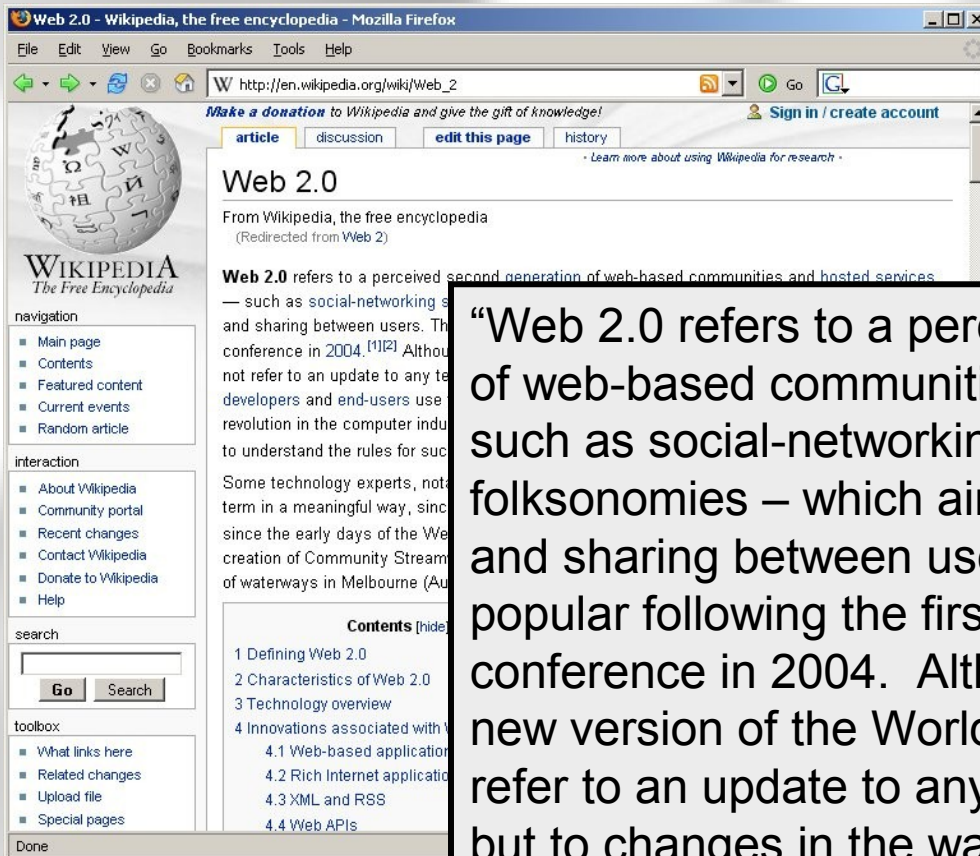
Steve Jones (UIC)



Web 2.0



Web 2.0



“Web 2.0 refers to a perceived second generation of web-based communities and hosted services – such as social-networking sites, wikis and folksonomies – which aim to facilitate collaboration and sharing between users. The term became popular following the first O'Reilly Media Web 2.0 conference in 2004. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but to changes in the ways software developers and end-users use the web.”

Web 2.0

Participation Platform

Provide a platform for users to collaborate, share, and contribute. "Community is king."
Web of People.

Prosumer

User generated content. Content is not produced by professionals but created by users for users. Amateur-to-amateur model.

Read/Write Interaction

Rewriting/editing information, commenting, and tagging. Collaborative intelligence.

Web 1.0

"the mostly read-only Web"

100,000 sites



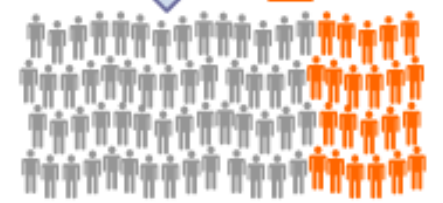
global users

1996

Web 2.0

"the wildly read-write Web"

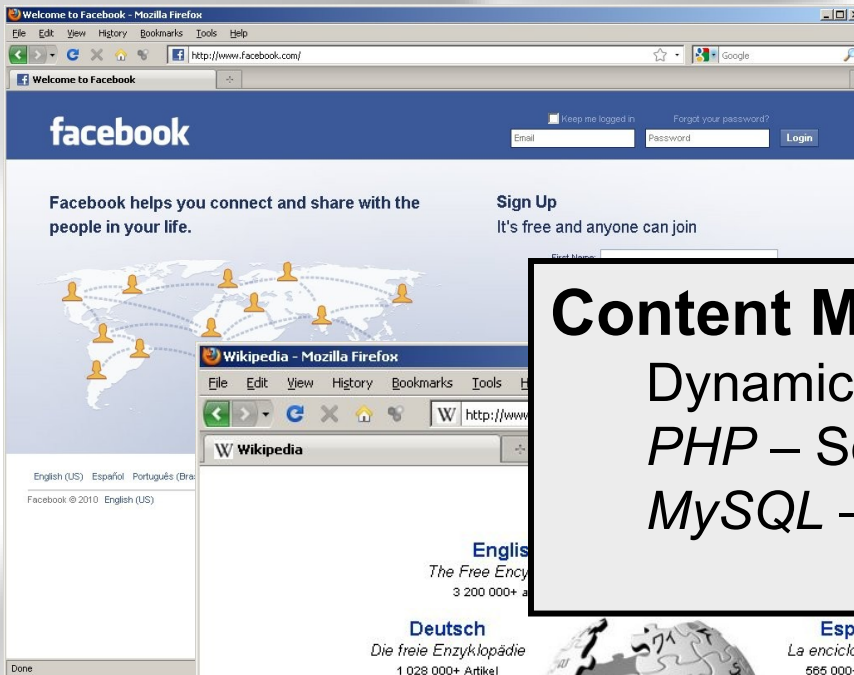
80,000,000 sites



1 billion+ global users

2006

Web 2.0

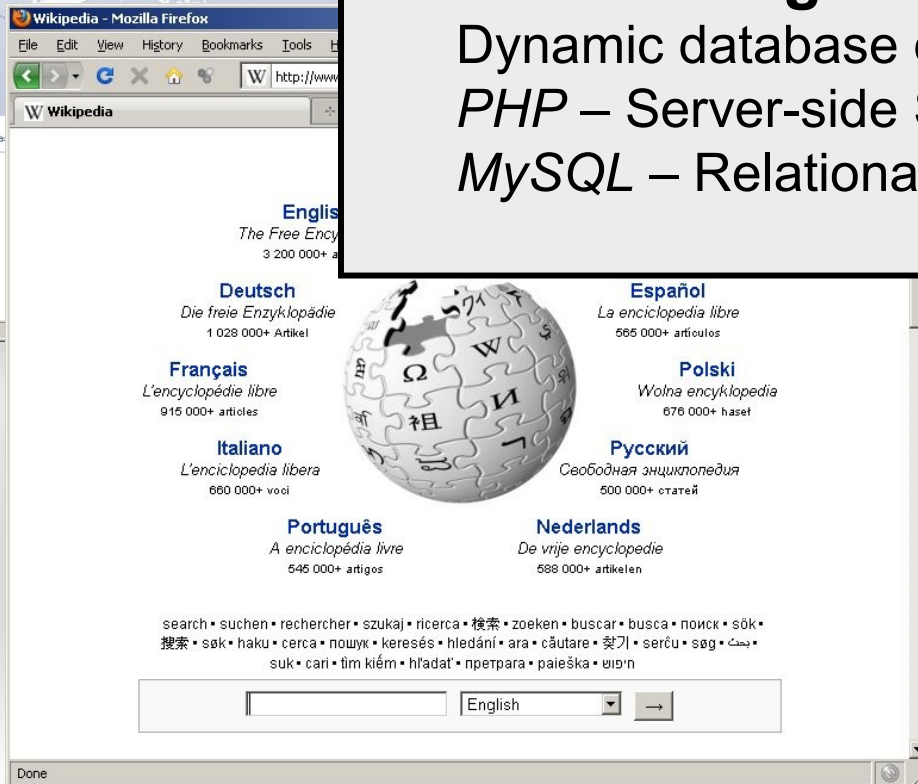


Content Management System (CMS)

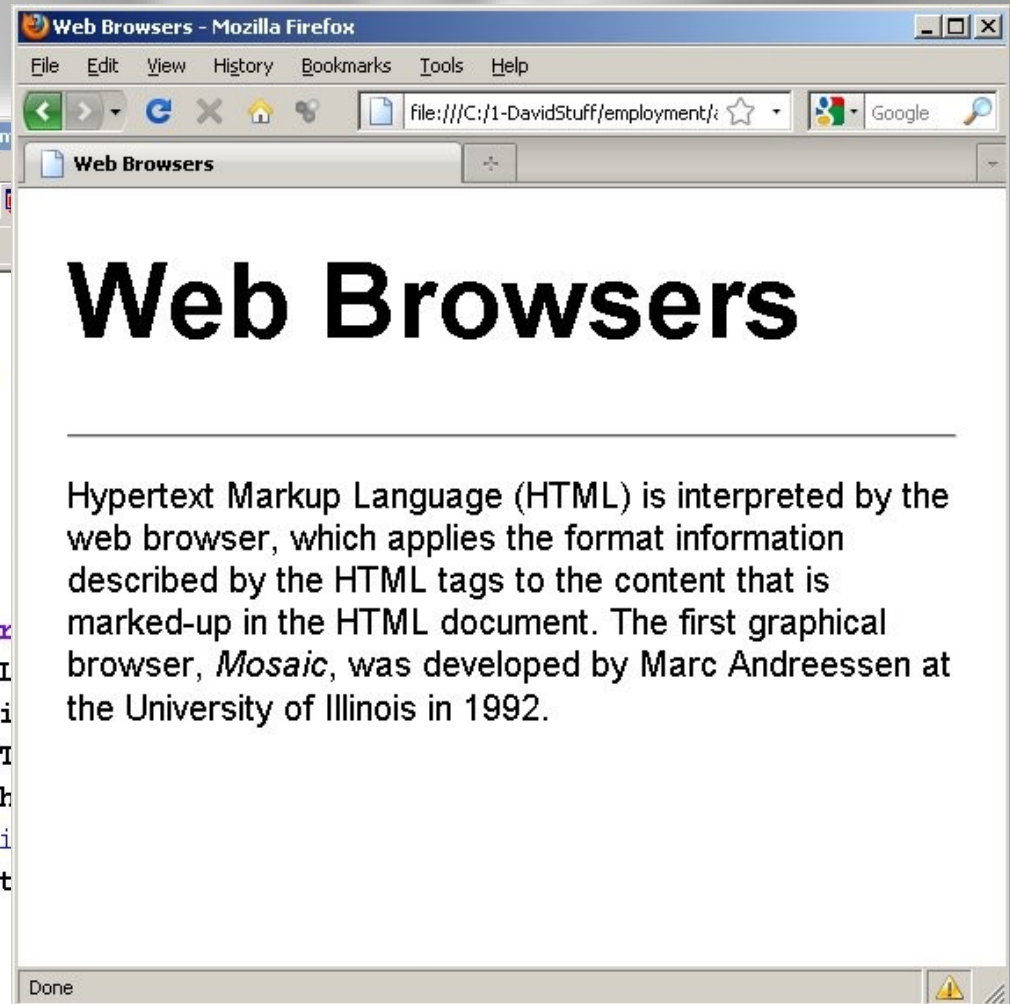
Dynamic database driven content

PHP – Server-side Scripting Language

MySQL – Relational Database



```
Notepad++ - C:\1-DavidStuff\employment\applications2009\northwestern_n
File Edit Search View Format Language Settings Macro Run Plugins ?
html_page.html
1 <html>
2 <head>
3   <title>Web Browsers</title>
4 </head>
5
6 <body style="padding:20px">
7 <h1 style="font-size:60px">Web
8 <hr>
9 <p style="font-size:20px; color
Hypertext Markup Language (HTML
by the web browser, which appli
information described by the HT
content that is marked-up in th
The first graphical browser, <i
developed by Marc Andreessen at
of Illinois in 1992.</p>
10
11 </body>
12 </html>
```



Static HTML

Web 2.0

Teaching

```
1 <?php
2 include "adminheader.inc";
3 echo "<h2>Add News</h2><hr>";
4 function handleform()
5 {
6     global $day, $month, $year, $news_item;
7     $dbh=mysql_connect ("localhost","news_data","46&Mn2xW");
8     if (!$dbh)
9     {
10         die ("Failed to open
11     }
12     mysql_select_db("gunkel
13     if(mysql_errno())
14     {
15         die ("<br>" . mysql_
16     }
17     $query = "INSERT INTO n
18         VALUES ('$day
19     $result = mysql_query($
20     if (mysql_errno())
21     {
22         die ("<br>" . mysql_
23     }
24     else
25     {
26         echo "Database has b
27     }
28 }
```

Add News

Name:

Subject:

This is an entirely different way of thinking about web content. Instead of writing the entire page in HTML code, a CMS uses PHP to generate HTML forms that can be filled in by the user. The information collected by the form is written to and stored in a relational database like MySQL. This data can then be read by another PHP document, which automatically generates the HTML sent to and displayed by the browser.

Table 'mchibe`.`news` has been created.

SQL query:

```
CREATE TABLE `mchibe`.`news` (
`day` int(2) UNSIGNED NOT NULL,
`month` varchar(20) NOT NULL,
`year` int(4) UNSIGNED NOT NULL,
`news_item` longtext NOT NULL
) TYPE = MYISAM
```

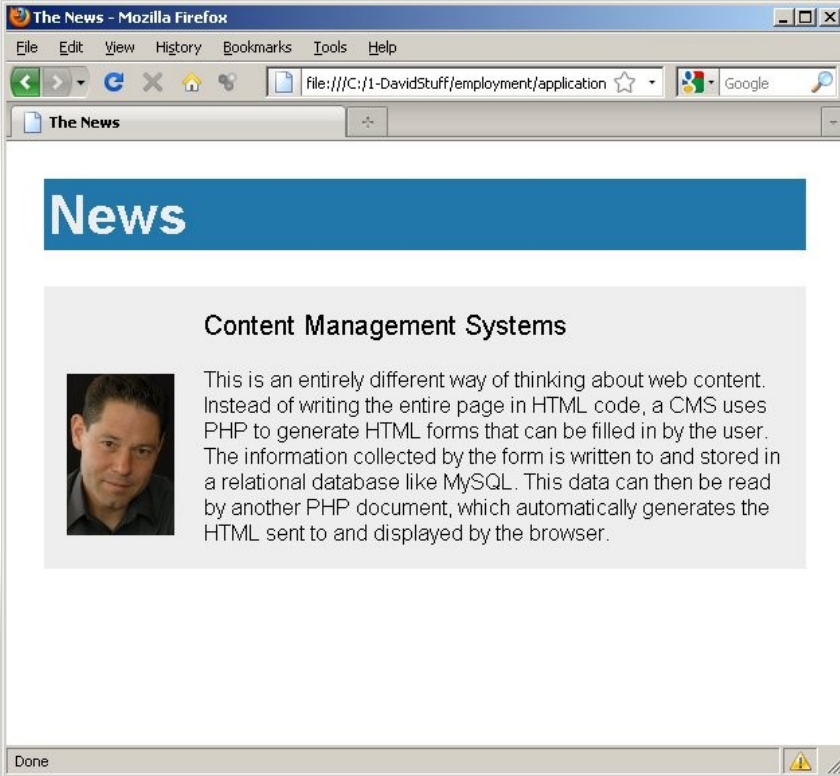
Field	Type	Attributes	Null	Default	Extra	Action
<input type="checkbox"/>	day	int(2)	UNSIGNED	No		
<input type="checkbox"/>	month	varchar(20)		No		
<input type="checkbox"/>	year	int(4)	UNSIGNED	No		
<input type="checkbox"/>	news_item	longtext		No		

Indexes: No index defined.

Dynamic database driven content

Web 2.0

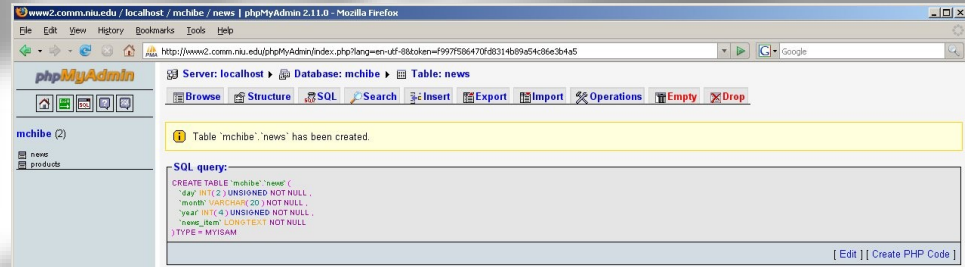
Teaching



The screenshot shows a Mozilla Firefox browser window with the address bar set to `file:///C:/1-DavidStuff/employment/application`. The page content includes a blue header with the word "News" and a section titled "Content Management Systems". To the left of the text is a small portrait of a man. The text describes how CMS uses PHP to generate HTML forms and store data in a relational database like MySQL.

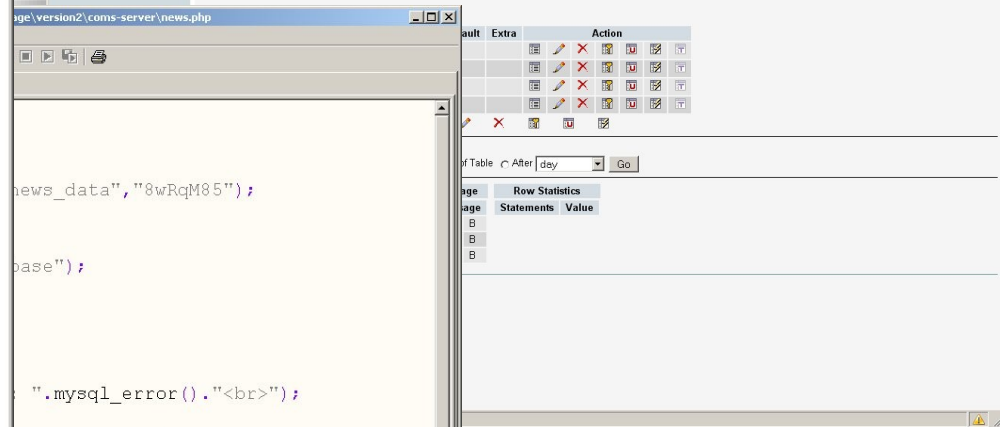
Content Management Systems

This is an entirely different way of thinking about web content. Instead of writing the entire page in HTML code, a CMS uses PHP to generate HTML forms that can be filled in by the user. The information collected by the form is written to and stored in a relational database like MySQL. This data can then be read by another PHP document, which automatically generates the HTML sent to and displayed by the browser.



The screenshot shows the phpMyAdmin interface in a Mozilla Firefox browser. The server is localhost and the database is mchibe. A message indicates that the table 'mchibe'.'news' has been created. The SQL query used is:

```
CREATE TABLE `mchibe`.`news` (
  `day` INT(2) UNSIGNED NOT NULL,
  `month` VARCHAR(20) NOT NULL,
  `year` INT(4) UNSIGNED NOT NULL,
  `news_item` LONGTEXT NOT NULL
) TYPE = MYISAM
```



The screenshot shows a Notepad++ window with PHP code for a news page. The code includes database connection details and a loop to fetch and display news items. The code is as follows:

```
news_data", "8wRqM85");

base");

".mysql_error(). "<br>";

news_item

".mysql_error( ) . "<br>";
```

```
20 }
21 echo "<table width='600' align='left' cellspacing='7'
cellpadding='5'>";
22 while ($row = mysql_fetch_row($result))
23 if (mysql_errno())
24 {
25     die("<br> . mysql_errno() . ": " . mysql_error() . "<br>");
26 }
27 else
28 {
29     echo "<tr><td align='left'><b>$row[0] $row[1] $row[2]</b>";
30     echo "<br>$row[3]</td></tr>";
```

Dynamic database driven content

Technology Skills / Experience

Javascript for client-side dynamic content

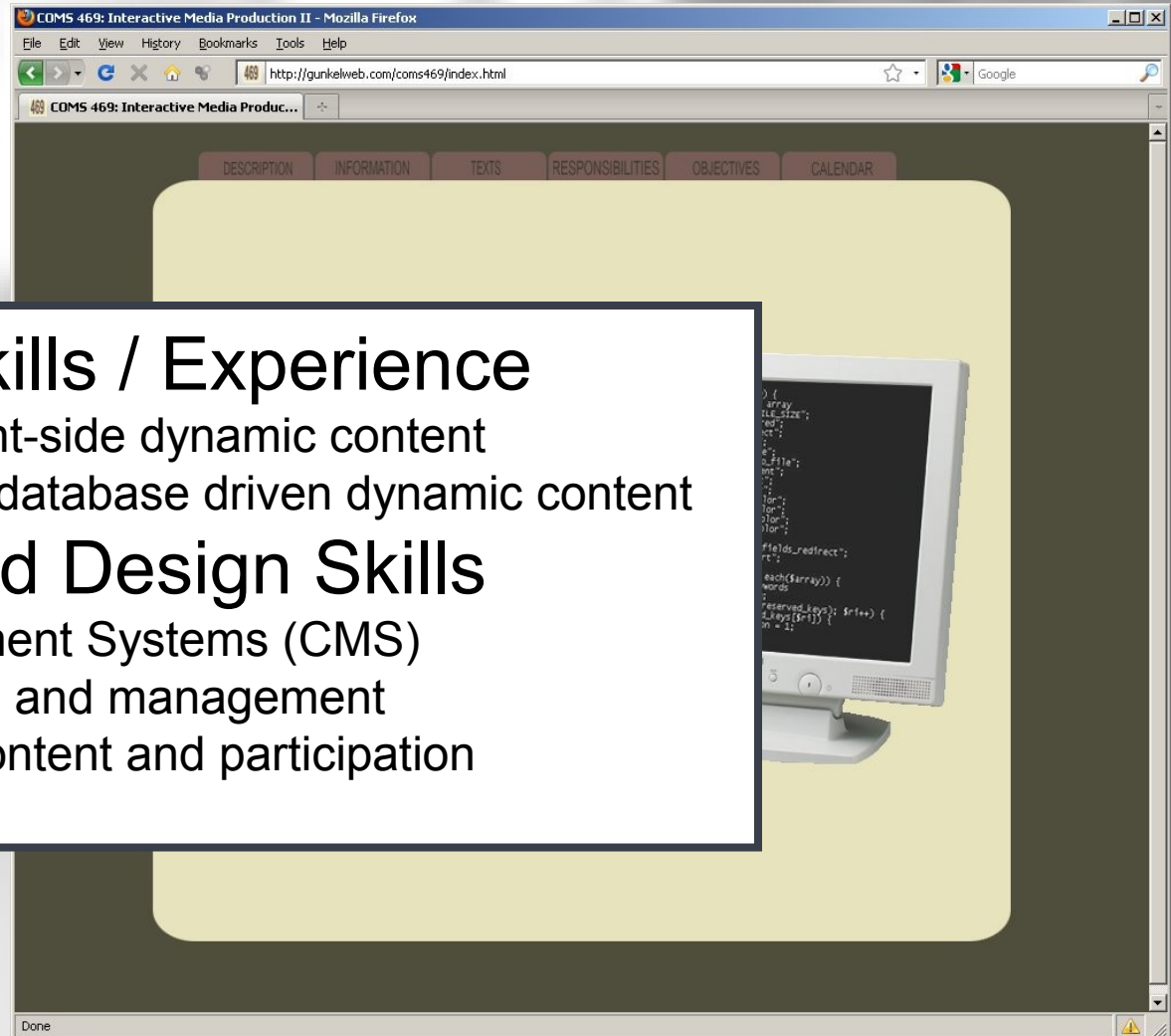
PHP / MySQL for database driven dynamic content

Conceptual and Design Skills

Content Management Systems (CMS)

Database creation and management

User generated content and participation





Content Management Site



mainpage



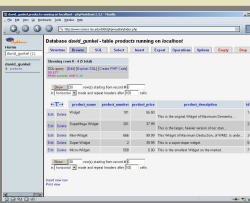
admin login



authentication



news



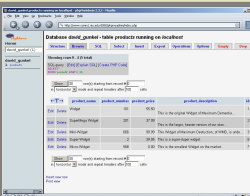
add news



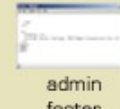
admin header



products



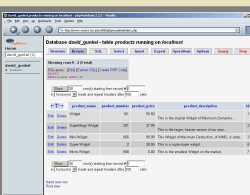
add product



admin footer



links



add link

Reverse Engineer Facebook

Facebook Stats

CMS programmed in PHP/MySQL; one of the most-trafficed PHP sites in the World

More than 400 million active users;
Estimated to reach 5% of global population by the end of 2010.

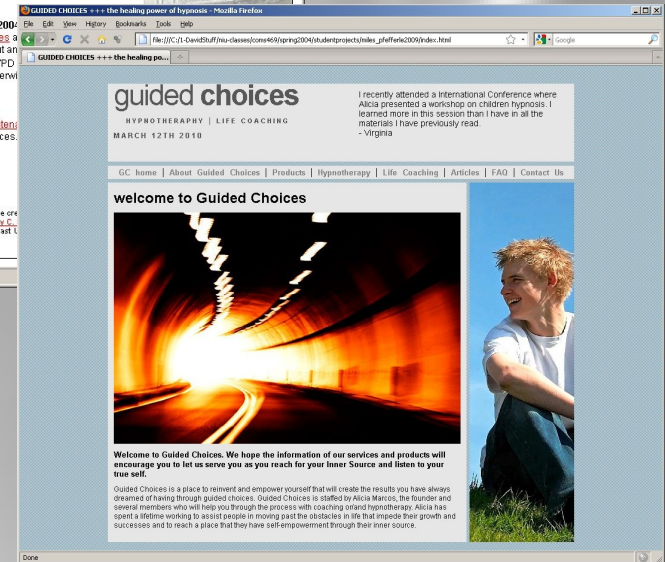
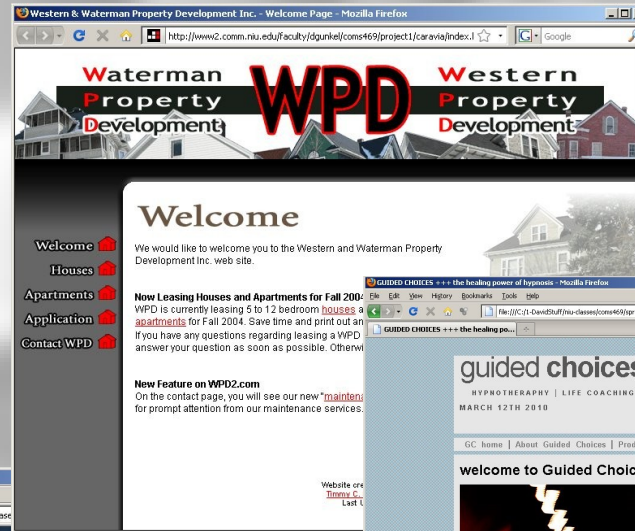
Projected 2010 revenue = \$710 million

Average user spends more than 50 minutes a day on Facebook



Web 2.0

Teaching



Service Learning

CMS for e-commerce & information
Collaboration with content experts
Project management
"Real Life" experience

Web 2.0

Research

What's the Matter with Books?

David J. Gunkel
Northern Illinois University

Ceci tuera cela.

The question "what's the matter with books" has been understood on multiple registers. Taken as a question about technology and its product, such as a concern over something that has become a problem, or deviated from expected outcomes. At the same time, it can also be understood in a more literary way, it inquires about printing's subject matter of print and the medium question, which is traced in many ways, is perhaps the query most appropriate to an era that is commonly called "the literary turn" matters when, for example, the computer replaces the printed book as the depository of knowledge. The question, then, is not just when we read so much about the book, but also literature, or its remediation in digital form.

1. On the "end of the book," see Eugene F. Scanlon, *Computers and the Emergence of Post-Typographic Writing* (Cambridge: MIT Press, 1986); Sven Birkerts, *The Gutenberg Elegies: The Fate of the Book in the Age of the Computer* (Boston: Faber and Faber, 1994); Elizabeth L. Brayer, "Perspectives on Media Change," *American Scholar* 72 (2002): 10-15; Richard S. Tedlow, *Meadow, Ink into Bits: A Web of Converging Media* (New York: Basic Books, 2002); Raymond Kurzweil, "The Future of Libraries," *Library Journal* 23 (2002): 10-15.

Configurations, 2003,
University Press and the

277

David J. Gunkel

THE MATRIX RECONSIDERED Thinking through binary logic fiction and social reality

This article employs the conceptual opposition of the real and the virtual as presented in The Matrix trilogy as a mechanism for analyzing the antagonisms and structural conflicts commonly associated with the digital divide. The text is divided into two main parts: the first part examines the structure of this pharmacological dialectic, arguing that the digital divide is a two alternative originates in the history of writing, and the second part explores how this binary arrangement organizes not just our understanding of social reality. The second part of the article critiques the assumed value of 'true reality' and suggests alternative ways to think about the digital divide. The objective of such an undertaking is to challenge the philosophical assumptions of what has been deemed 'the real' through such questioning, to intervene in the digital divide. The article, therefore, suggests an alternative to the established network of conceptual oppositions that goes beyond mere technological revolution and the other familiar strategies of social change.

Keywords computer ethics; Matrix; Plato; science fiction; virtual reality

I begin with a quotation from Deleuze. 'A book of philosophy', Deleuze writes at the beginning of *Difference and Repetition* (1994), 'should be in part a very particular species of detective novel, in part a kind of science fiction' (p. xx). And if you think about it, he is right. Take the *Meditations* of Descartes, for instance. Descartes provides descriptions that sound remarkably close to the basic plot elements of a science fiction/detective story, like the Wachowski brothers' *Matrix* trilogy. He explains how he is unable to discern whether he is awake or asleep; he admits that he cannot be certain whether everything he knows is in fact real or some kind of grand deception fed directly into his brain by some Evil deceiver; and



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ISSN 1089-118X print/ISSN 1468-4442 online © 2008 Taylor & Francis
<http://www.tandf.co.uk/journals> DOI: 10.1080/10891180802002004



new media & society

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London, Thousand Oaks, CA and New Delhi
Vol 6(4):499-522 1461-4448(200312)6:4:499-522;038271

ARTICLE

Second thoughts: toward a critique of the digital divide

DAVID J. GUNKEL
Department of Communication
University

Abstract

This article introduces a critical discussion of the digital divide defined as the gap separating access to new forms of information for those who do not. The analysis is an undertaking addressing this problem by documenting the empirical problem, considering the terminology, to define and direct work on the issue. The investigation employs and targets extant texts, reports, and the analysis does not dispute recent empirical studies of computer access. On the contrary, its purpose is other endeavors by making explicit point, stakes, and consequences.

Key words

computers • computers-social technology • theory

The term 'digital divide' has come to occupy a central place in debates about the internet, computer technology, and social systems. It has surfaced, in one way or another,



Thinking Otherwise

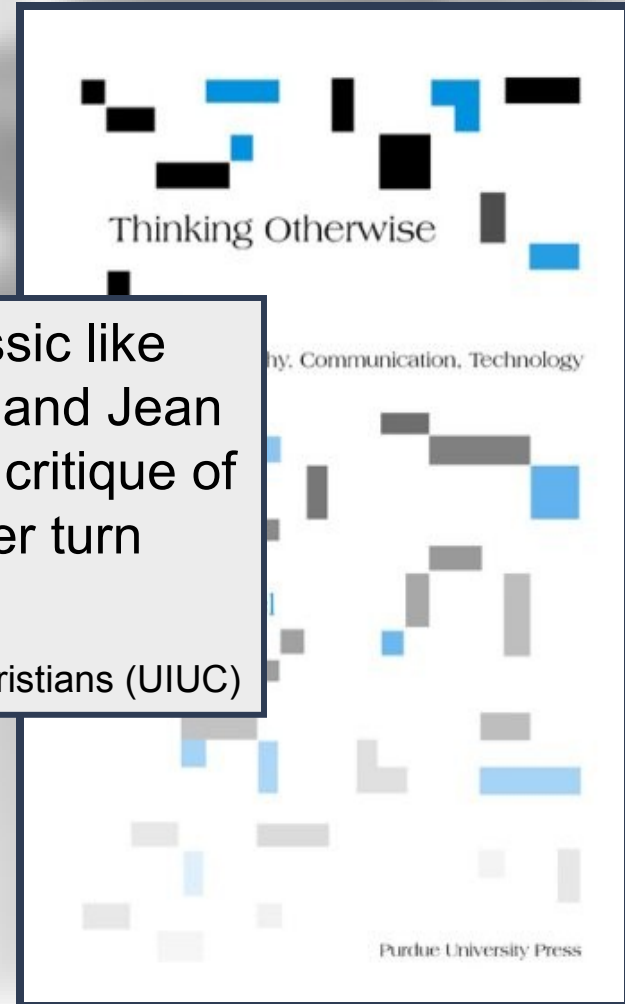
Philosophy, Communication, Technology

David J Gunkel

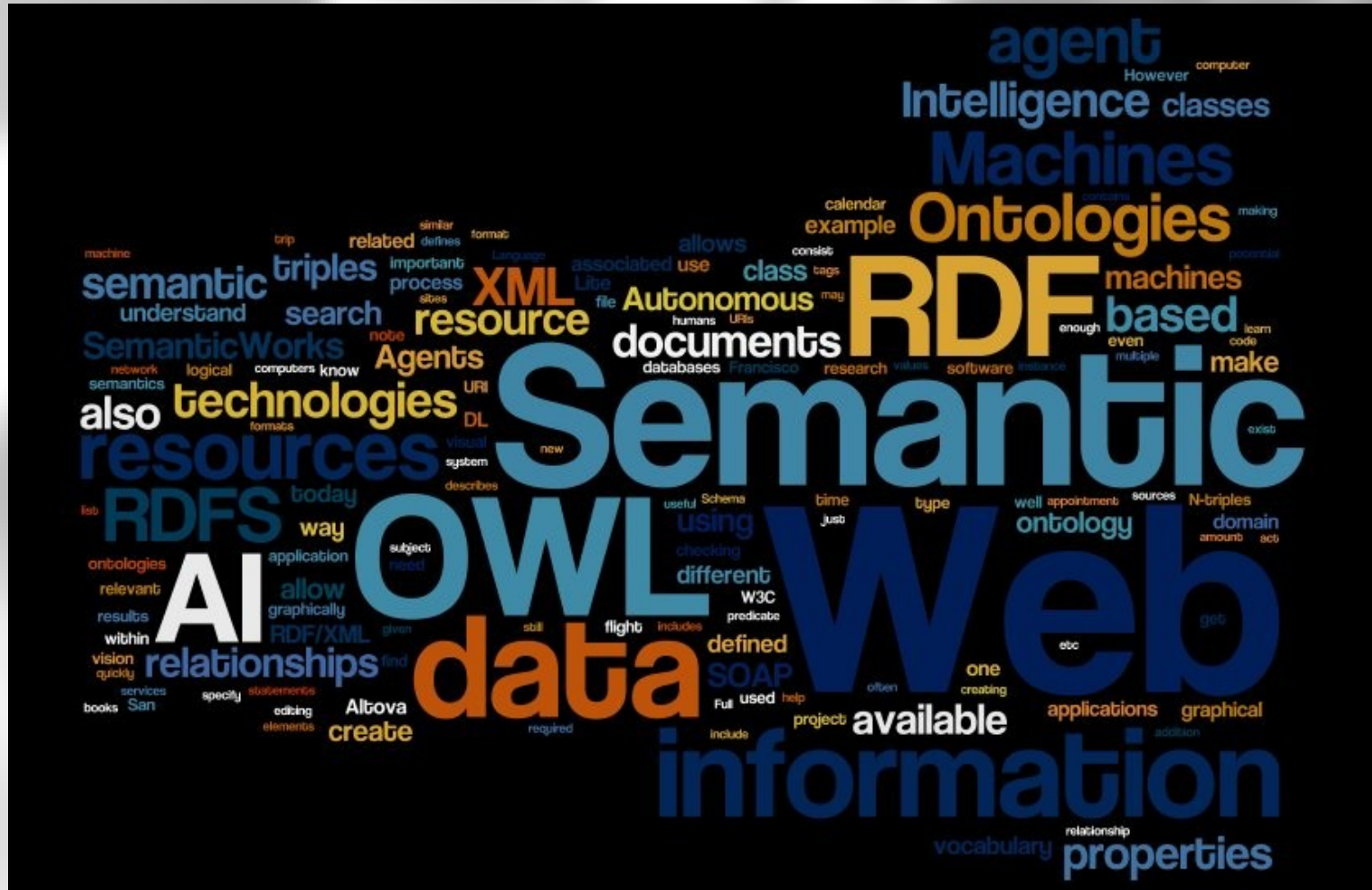
Purdue University Press

Thinking Otherwise will become a classic like Jacques Ellul's *Technological Society* and Jean Baudrillard's *Simulations*... [Gunkel's] critique of digital reason and his machine-as-other turn communication ethics on its head.

Clifford Christians (UIUC)



Web 3.0+



Web 3.0+

Web 1.0



Semantic Web

A universal medium for the exchange of data and information. “Web of Data.”

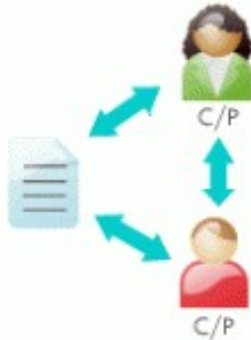
Machines

Information that can be read, understood, analyzed, and manipulated by machines. Machine Intelligence and Autonomous Agents.

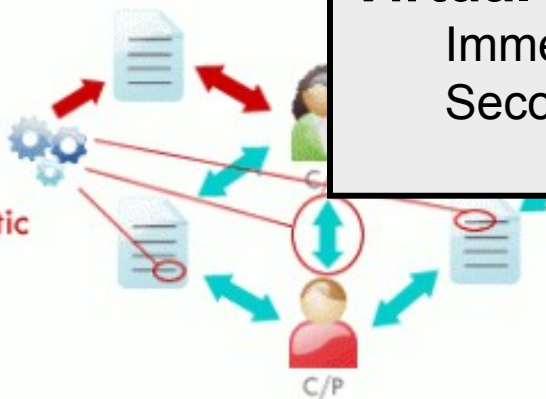
Virtual Worlds

Immersive 3d social environments. MMORPGs, Second Life, and avatar-based 3d web.

Web 2.0



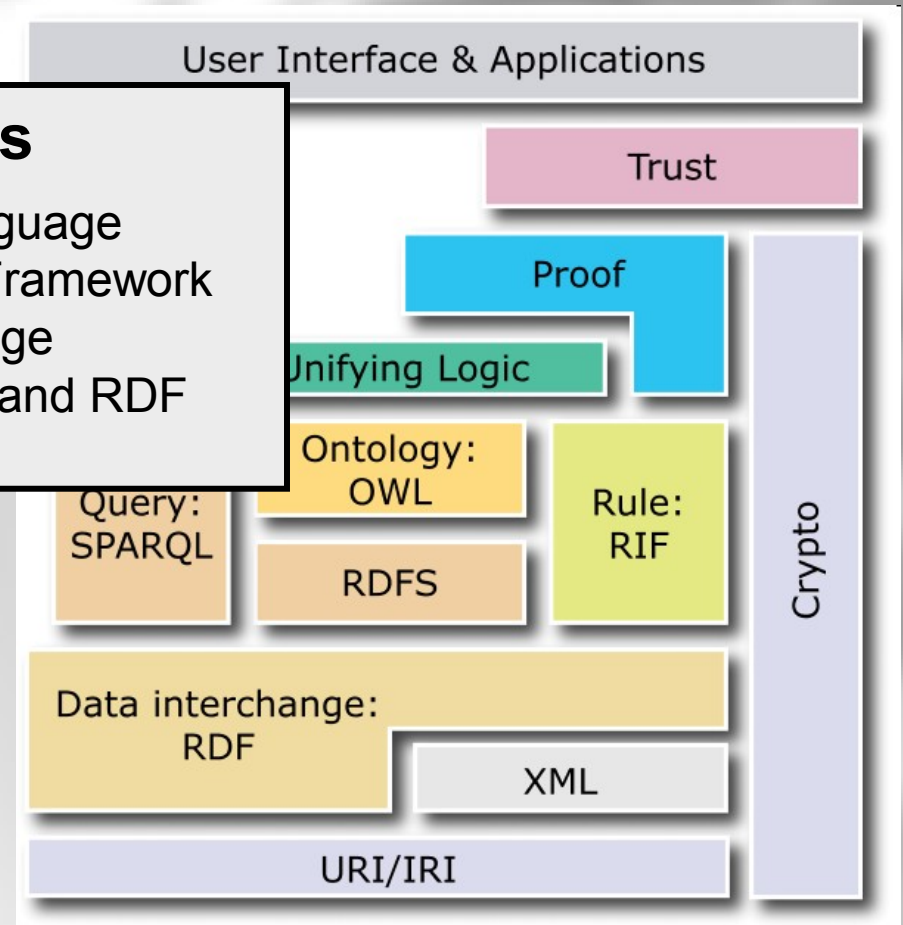
The
Semantic
Web



Web 3.0+

Semantic Web Standards

XML - Extensible Markup Language
RDF - Resource Description Framework
OWL – Web Ontology Language
SPARQL - SPARQL Protocol and RDF
Query Language



Web 3.0+

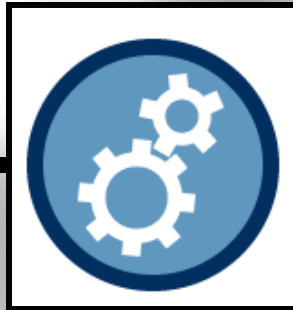
```
Notepad++ - new 1
File Edit Search View Format Language Settings Macro Run Plu
new 1
1 <html>
2 <head>
3   <title>Hypertext Markup
4 </head>
5
6 <body>
7 <p>In HTML, the tags describe
  elements. This text is
  tags include <b>which make
  underline</u>, and <i>for
  the tags specify the appearance
  significance.</p>
8
9
10
11
12 </body>
13 </html>
```

```
Notepad++ - new 1
File Edit Search View Format Language Settings Macro Run Plugins ?
new 1
1 <xml_page>
2 <page_title>Extensible Markup Language</page_title>
3 <language_name>XML</language_name>
4
5 <neg_definition>tags do not describe the appearance of
  elements on the page.</neg_definition>
6
7 <pos_definition>Instead it characterizes the meaning
  of the content contained by the tag.</pos_definition>
8
9 <results>This way information can be extracted,
  understood and even manipulated by machines.</results>
10
11
12
13
14
15
16 </xml_page>
```

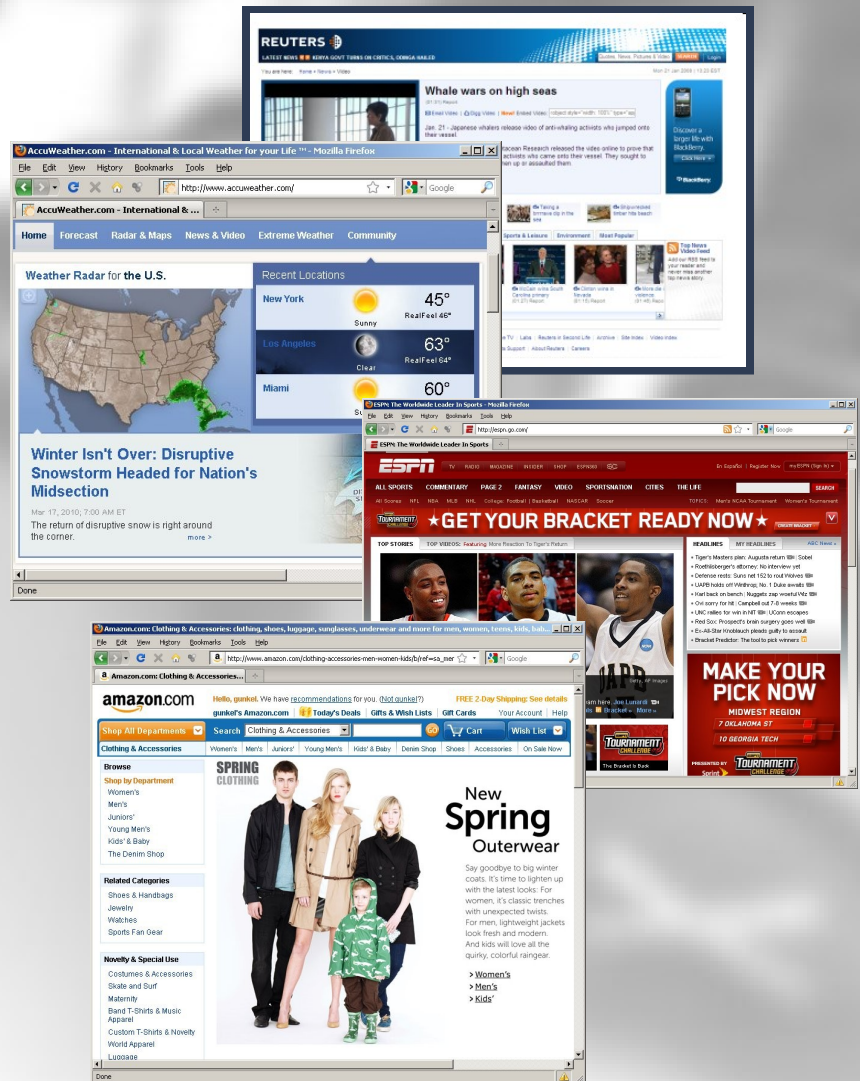
Web 3.0+



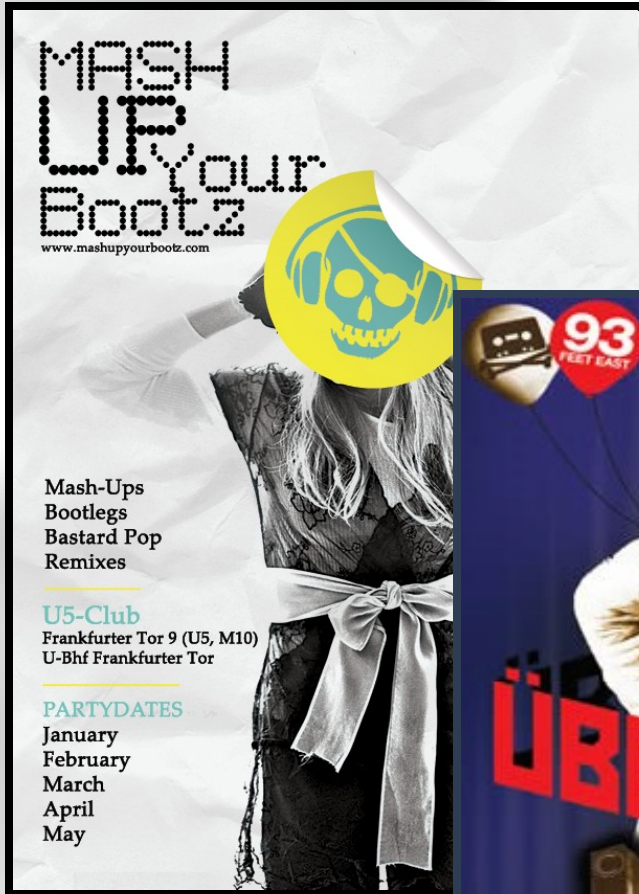
Web 3.0+



autonomous
user agent



Web 3.0+



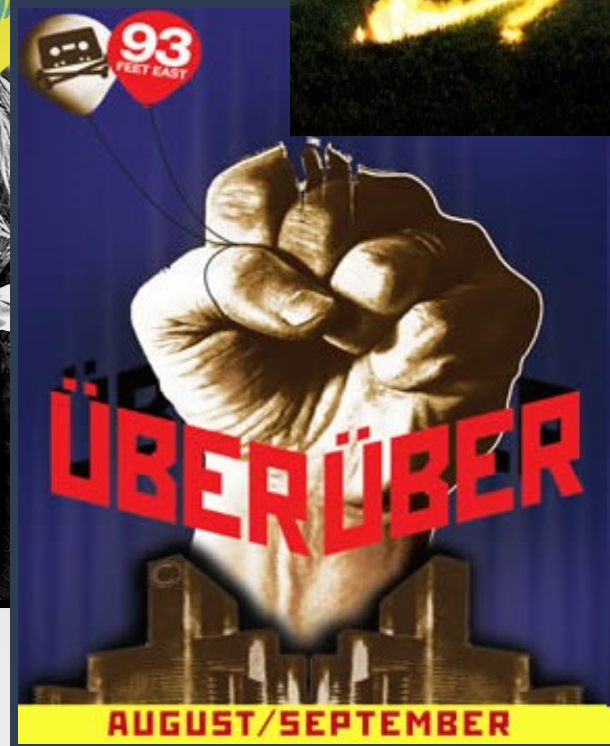
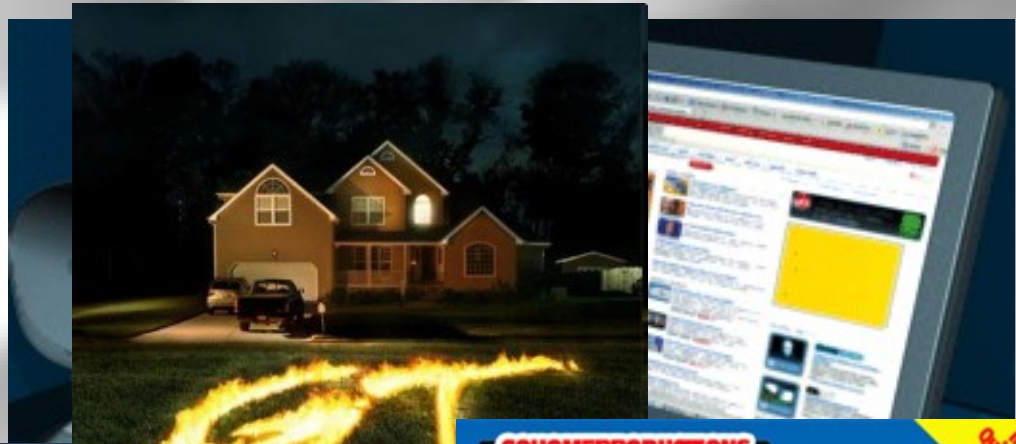
MASH UP Your Bootz
www.mashupyourbootz.com

Mash-Ups
Bootlegs
Bastard Pop
Remixes

U5-Club
Frankfurter Tor 9 (U5, M10)
U-Bhf Frankfurter Tor

PARTYDATES
January
February
March
April
May

A poster for 'Mash Up Your Bootz' featuring a woman in a black dress with a white sash, a yellow skull graphic, and a red heart with '93 FEET EAST'.



93 FEET EAST

ÜBERÜBER

AUGUST/SEPTEMBER

A poster for 'Überüber' featuring a muscular fist holding a city skyline, with a red heart containing '93 FEET EAST' and a yellow banner at the bottom.



GOHOMEPRODUCTIONS
SPliced KRISPIES
VIDEO COLLECTION

THE ROLLING STONES MISS YOU
EMPTINESS
THE STONE
BURT REYNOLDS
THE ROLLING STONES
EMPTINESS
THE STONE

iPod Quicktime 194V

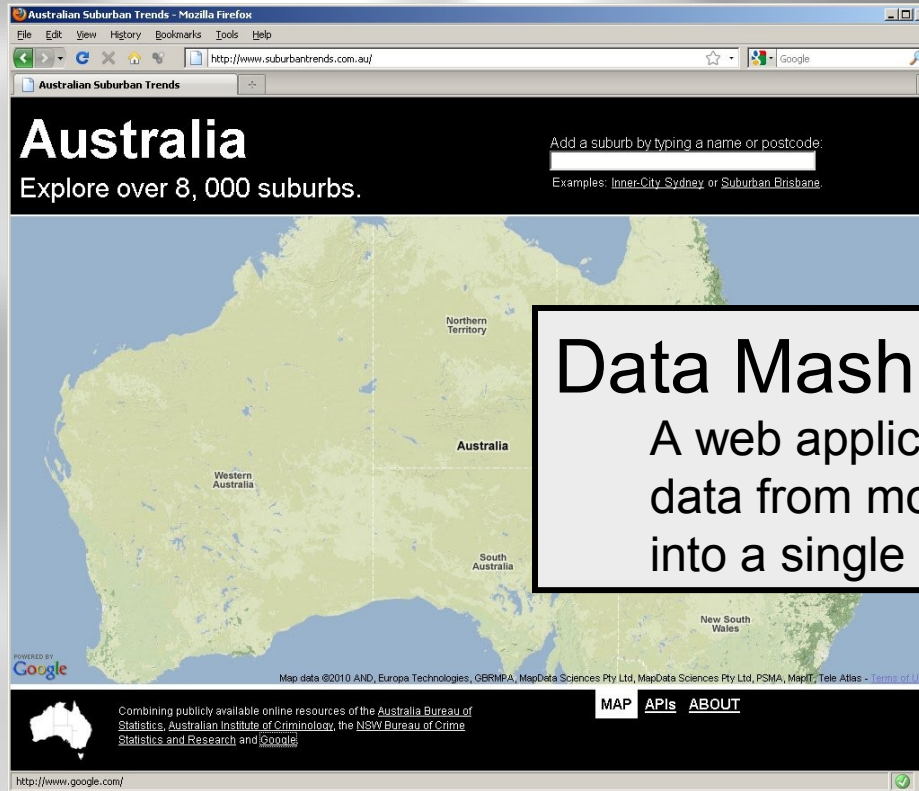
A poster for 'Spliced Krispies' featuring a bowl of cereal with a splash of milk, overlaid with various album covers and a yellow banner.

Web 3.0+



Girl Wants (to say goodbye to) Rock And Roll

Web 3.0+



A screenshot of a web browser window displaying the 'Australian Suburban Trends' application. The browser title is 'Australian Suburban Trends - Mozilla Firefox'. The address bar shows 'http://www.suburbantrends.com.au/'. The page header features the word 'Australia' in large white text on a black background, with the subtitle 'Explore over 8,000 suburbs.' Below this is a search input field with the placeholder text 'Add a suburb by typing a name or postcode:' and examples: 'Inner-City Sydney' or 'Suburban Brisbane'. The main content area is a map of Australia, showing state and territory boundaries and names: Northern Territory, Western Australia, South Australia, and New South Wales. The map is powered by Google. At the bottom, there is a footer with a small map of Australia, text stating 'Combining publicly available online resources of the Australia Bureau of Statistics, Australian Institute of Criminology, the NSW Bureau of Crime Statistics and Research and Google', and navigation links for 'MAP', 'APIs', and 'ABOUT'. The browser status bar at the bottom shows 'http://www.google.com/'.

Data Mashups

A web application that combines data from more than one source into a single integrated tool.

Web 3.0+

Stats Monkey

Select a game date:

11/04/09
Phillies at Yankees

WRITE A STORY WITH THIS DATA

LINE SCORE

Teams	1	2	3	4	5	6	7	8	9	FINAL
Phillies	0	0	1	0	0	0	0	0	0	1
Yankees	0	2	2	0	0	0	0	0	0	4

BOX SCORE

Yankees	AB	R	H	HR	RBI	BB	SO
Jeffrey Denson	1	1	0	0	0	1	1
Derek Jeter	5	2	3	0	0	0	0

Future of Journalistic Semantics

- Sophisticated inferential analysis
- More effective user agents and avatars
- Automated production of intelligent abstracts
- Semantic rules can launch nuanced applications based upon meaning matching
- Semantic rules engines + inferential analysis = sophisticated composition engines
- Pulitzer Prize by an A.I. by 2030?

The rise of machine-written journalism - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.wired.co.uk/news/archive/2009-12/16

The rise of machine-written journalism

By Peter Kirwan | 16 December 2009 | Categories: [The Great Transition](#), [Technology](#)

Technological change arrives in waves. Progress is always uneven. Islands of tradition persist amid the incoming tide.

The self-employed stocking-makers who lived and worked in Nottinghamshire during the early 19th century inhabited one such island. Theirs was a highly-skilled craft: it proved harder to automate than cotton production.

Despite this, the stockings were forced to adapt to the rhythms of industrial production that surrounded them. Their craft traditions died a lingering death, punctuated by Luddite violence. By 1811, Byron described them as "meagre with famine and sullen with despair".

Famine isn't a worry for most journalists in the developed world. But the information workers who toil at the core of the news business do resemble the stocking-makers of Nottinghamshire in other ways.

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PRINT

PERMALINK


Transferring data from www.wired.co.uk...

Web 3.0+

Ramona! - Mozilla Firefox
http://www.kurzweilai.net/ramona/ramona.html

SEE RAMONA MOVE!
HEAR RAMONA SPEAK!

INSTALL THE LIFE FX PLAYER



LEARN ALL ABOUT RAMONA

Even a virtual person likes to chat. Just ask Ramona's questions, and let the computer respond from there.

Hi, I'm Ramona. What is your name?

[Chat with Ramona - KurzweilAI](#)

Done

Creating the Illusion of Personality

VIRTUAL HUMANS

A Build-It-Yourself Kit, Complete with Software and Step-by-Step Instructions

PETER PLANTEC

Foreword by Ray Kurzweil, author of *The Age of Spiritual Machines*



HANDBOOK OF
Virtual Humans

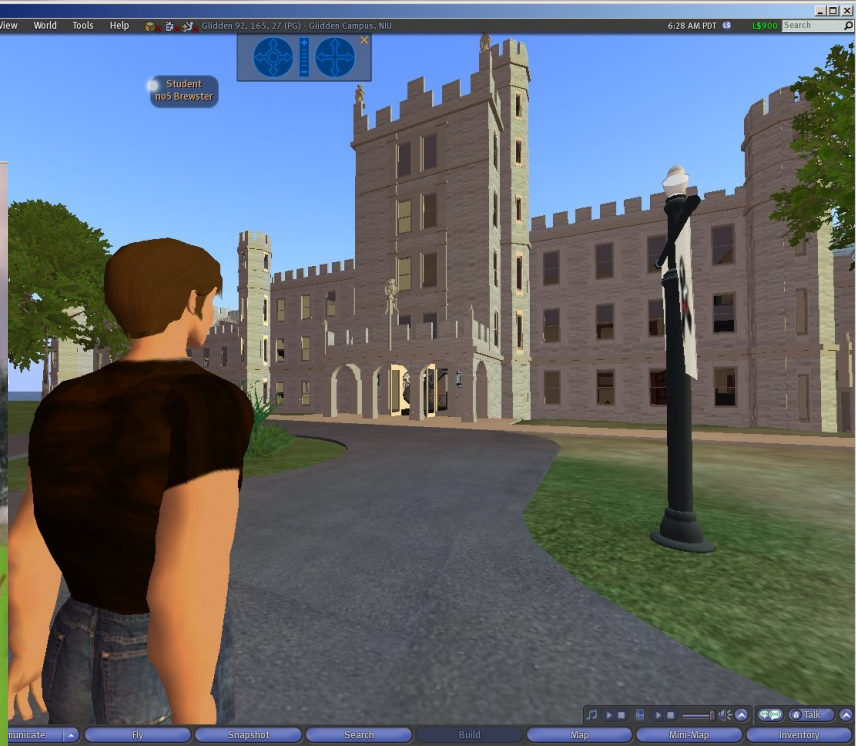
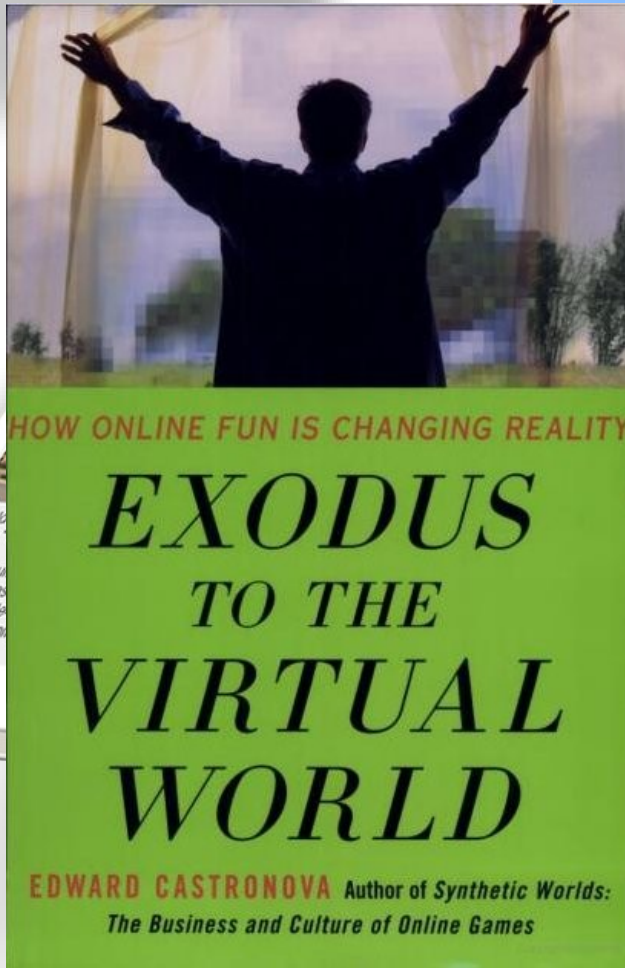
Edited by N. Magnenat-Thalmann and D. Thalmann

WILEY

Web 3.0+



Web 3.0+



Web 3.0+

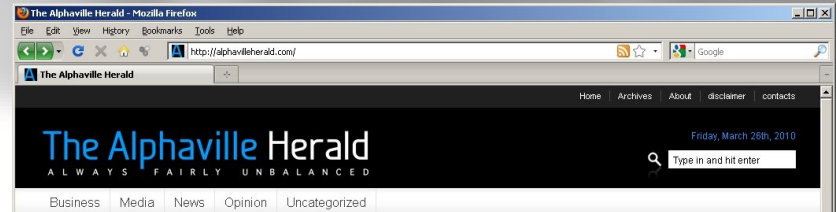


Teaching journalism with virtual worlds

POSTED BY [CORY DOCTOROW](#), APRIL 6, 2009 10:08 PM | [PERMALINK](#)



Joshua Fouts writes, "Rita J. King and I are premiering *today* a new documentary exploring the potential of immersive virtual journalism as a tool for empowering global journalism as the industry continues its transformation amidst the current upheaval and collapse. The documentary comes out of a project we did with the Larry Pintak at the American University in Cairo in which we brought a group of 8 Egyptian political activist bloggers into Second Life to explore the potential of the space for empowering and augmenting their work. We were fortunate that our first effort brought a high ranking US State Department official, James K. Glassman, who was then US Undersecretary for Public Diplomacy. Some interesting issues came up."



Mayor of Victoriana: \$30,000 Wasted, Lindens Killed The Dream

by [Phoeben Mistral](#) on 2/03/10 at 3:25 am



LittleBlackDuck Lindsay -- mayor of Victoriana and Tinytoriana -- announced his departure from Second Life in a scathing pair of notecards distributed to residents of Victoriana's 13 sims over the last two days. While this is a sad day for Linden Lab partisans, fans of LittleBlackDuck's communities remain hopeful that Victoriana and

Comments Featured

Ono Shelman's Post 6 Boob Transplants - Photosop DRAMA! (18)

[Silvana Lefevre](#): Why can't I shake the feeling that this is all a hoax to introduce Kathy, the new (and less...

[Senban Babir](#): All of which is a valid and fine point to make Judge Joker and I agree with you. But it's also...

[Judge Joker](#): If you all care so much to crusade over one pair or photoshopped Life breasts... Go talk to...

[an Babir](#): Thank you Timothy for coming and clarifying what really happened so rightly, I've said...

[Shelman](#) — Post 6 Grrrrr (49)
[an Babir](#): @Sourballs McGinty "Senbanre about the only one here who stentily makes sense. "...

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g in Virtual Spaces - Mozilla Firefox

Tools Help
<http://communication.wsu.edu/virtualjournalism/index.htm>

Virtual Journalism Summit

McCormick Foundation Specialized Reporting Institute: Virtual Journalism Summit 2

The Edward R. Murrow College of Communication, in partnership with the McCormick foundation, presents **Virtual Journalism Summit 2** on April 20.

This free "mixed reality" event brings together key technology executives and newsmakers in both physical and virtual spaces to discuss timely topics and new opportunities in journalism. Held in the **CUB Auditorium** on the Pullman campus of Washington State University, these Murrow Symposium sessions are also accessible for free online via streaming video and inside the virtual world Second Life. Attendees using Second Life will be able to ask questions and interact with presenters.

Participants include:

- **Deborah Amos**, correspondent for National Public Radio
- **Jeff Barr**, senior evangelist, Amazon Web Services
- **Kathy Best**, managing editor, Seattle Times Online
- **Steve Bass**, president and CEO, Oregon Public Broadcasting
- **Ray Heacox**, president and GM, King Broadcasting (Washington and Idaho)
- **Jeff Lancot**, managing director, Microsoft Advertising
- **Ellen McDonnell**, executive director, news programming for National Public Radio
- **Phil Gomes**, senior vice president, Edelman Digital
- **Madhulika Sikka**, executive producer, "Morning Edition"
- **Lauren McCullough**, manager, Associated Press



Save the date!
Event Held
April 20, 2010



WSU Second Life

Computer Literacy

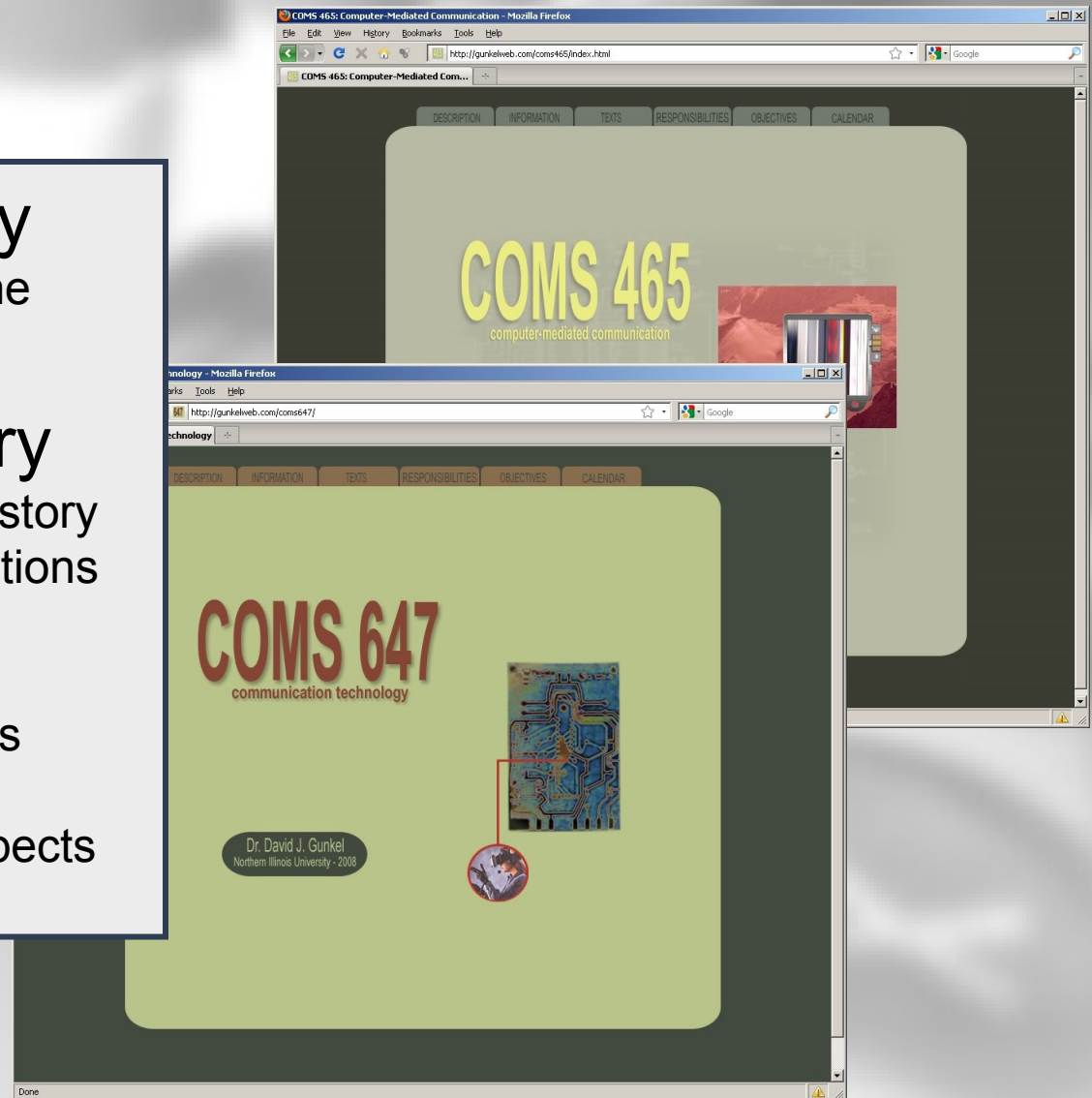
- Demystify the Machine
- Scalable Learning

Theory and History

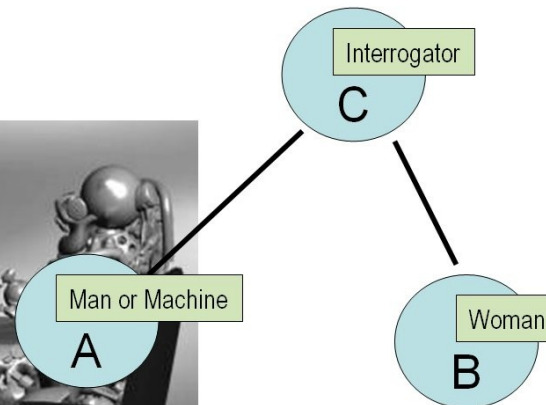
- Technology/Media History
- Literature and Innovations

Critical Thinking

- Research Approaches
- Evaluation Methods
- Ethics and Social Aspects



3. Machine Intelligence



Turing Test



Ethics and Information Technology (2007) 9:165-177
DOI 10.1007/s10676-007-9137-3

Thinking otherwise: Ethics, technology and other subjects

David J. Gunkel
Department of Communication, Northern Illinois University, DeKalb, IL, 60115, USA
E-mail: dgunkel@niu.edu

Abstract. Ethics is ordinarily understood as being concerned with questions of responsibility for an act of an other. This other is more often than not conceived of as another human being and, as such, excludes others – most notably animals and machines. This essay examines the ethics of such exclusion divided into three parts. The first part investigates the exclusive anthropocentrism of traditional moral thinking and, following the example of recent innovations in animal rights philosophy, questions mechanisms of such exclusion. Although recent work in animal- and bio-ethics has successfully proposed strategies for the inclusion of the animal as a legitimate subject of moral consideration, its other, it has remained conspicuously excluded. The second part looks at recent attempts to include these machines in moral thinking and critiques the assumptions, values, and strategies that have been employed in various innovations. And the third part proposes a means for thinking otherwise. That is, it introduces an alternative way to consider these other forms of otherness that is not simply reducible to the concept that has structured and limited moral philosophy's own concern with and for others.

Key words: computer ethics, computers-social aspects, Emmanuel Levinas, otherness, philosophy of technology, machine ethics

Introduction

In addition, we might ask about those ethical calls of the future from "beings" that we cannot now even imagine.¹ – Jeffrey T. Nealon

This essay concerns a question. The question has to do with ethics. And, like so much contemporary work on this subject matter, it is interested in the call from, our response to, and our responsibility for others. However, unlike the capital "O" other, who has taken center stage in recent moral thinking largely due to the influence of Emmanuel Levinas and others, this investigation is concerned with and directed otherwise. It is interested in those others who remain, for reasons that will need to be explicated, excluded from the contemporary and essentially anthropocentric understandings of alterity that have persisted in and been constitutive of moral philosophy. It is, therefore, a question that is not concerned with or limited to the present and the presence of these somewhat familiar Others. It is a question that is oriented to the future, toward other "beings," who we may not now even be able to imagine and who call to us and approach from elsewhere. It is, in short, a question

¹ Jeffrey T. Nealon, *Alterity Politics: Ethics and Performative Subjectivity* (Durham, NC: Duke University Press, 1998), 71.

about the future of ethics. And it involves an interest in the possibility of an other who remains, mentally and disturbingly otherwise.

An example, might help to illustrate this abstract characterization. In a now well-known cartoon reproduced in *New Yorker* by Peter two dogs sit in front of an Internet-connected computer. The one operating the machine companion, "On the Internet, nobody knows you are a dog."² The cartoon has often been cited as an issue of identity and anonymity in computer communication.³ As Richard Heaton in "the cartoon makes fun of the anonymity

² Peter Steiner, "Dog cartoon," *The New Yorker* 1993, 61.

³ See for instance, Roger F.idler, *Metamorphosis: Understanding New Media* (Thousand Oaks, CA: Pine Forge Press, 1997); Richard Heaton, ed., *Composing Cyberspace: Identity, Community, and Knowledge in the Electronic Age* (New York: McGraw-Hill, 1998); Sam Kinsler, ed., *Culture of the Internet* (Mahwah, NJ: Lawrence Erlbaum Associates, 1997); William J. Mitchell, *City of Bits: Space, Place, and the Information Revolution* (Cambridge, MA: MIT Press, 1995); Geoffrey Nunberg, "Prefixed Out," commentary on *Flash Age*, WNYC radio, 17 May 2002. Transcript available at <http://www.csl.stanford.edu/~nunberg/cyber.html>; Diana Saco, *Cybering Democracy: Public Space and the Internet* (Minneapolis, MN: University of Minnesota Press, 2002).

Interactions: Studies In Communication and Culture Volume 1 Number 1
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Article: English language. doi: 10.1386/iscc.1.1.53/1

Beyond mediation: thinking the computer otherwise

David J. Gunkel Northern Illinois University (USA)

Abstract

Whatever *Media Studies 2.0* involves, one thing is certain, there is a need to confront and deal with new technologies, most notably computers and computer networks. Despite the fact that the discipline has largely marginalized these innovations, there has been some effort to incorporate the computer into both the theories and practices at least in the United States. This article examines the computer as a medium that institutes a significant paradigm shift in the way we think about technology, contests and critiques this shift, and identifies its structural limitations. It argues that the computer has the radical potential to change the way we think about technology.

Let's begin at the end, where we are able to be properly understood. The thing we now read about and that, is neither a new invention, continuation, and extension of an old tool in the arsenal of communication, nor does it constitute the end of media. The computer marks the end of an era often been argued by scholars (Bolter and Grusin, 2001). It is a particular and paradigmatic case of a controversial or paradoxical technology in fact not without context of a particular brand of ideology (i.e., post-modernism) appears to be following a *haute couture*. Instead, it is a commitment to the study of new media studies.

ISCC 1 (1) pp. 53-70 © Intellect

Keywords

communication
computer-mediated
communication
media studies

Article

The real problem: avatars, metaphysics and online social interaction

David J. Gunkel
Northern Illinois University

Abstract

It is often assumed that the problem with 'virtual reality' – the technological deployments and the apparently oxymoronic phrase itself – is not with the virtual; it is with the real itself. This article investigates the virtual but ultimately mistaken and somewhat misguided concept of the real that is routinely operationalized in investigations of new media technology. The real that is routinely operationalized in investigations of new media technology. The real that is routinely operationalized in investigations of new media technology. The real that is routinely operationalized in investigations of new media technology. What is at issue here is not the structures and articulations of avatar identity but the assumed 'real thing' that is said to be its ultimate cause and referent. In addressing this subject, the article considers three theories of the real, extending from Platonism to the recent innovations of Slavoj Žižek, and investigates their effect on our understanding of computer-generated experience and social interaction.

Keywords

avatar, computer games, computer-mediated communication, computers, MMORPG, philosophy of technology, social aspects, virtual reality, Slavoj Žižek

One of the more compelling and persistent social issues regarding computer-mediated communication (CMC) has to do with user proxies or avatars. The word "avatar", which is of Sanskrit origin denoting incarnation or the physical embodiment of the divine, has been utilized, at least since Neil Stephenson's *Snow Crash* (2000) and the 'many-player online virtual environment' of LucasFilms *Habitat* (Morningstar and Farmer, 1991: 274), to designate the virtual representative of a user in a text-based multiple user domain (MUD), a massive multiplayer online role playing game (MMORPG), a non-gaming 3D immersive environment like *Second Life*, or a social network like Facebook, MySpace

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DOI: 10.1177/1525504307311111

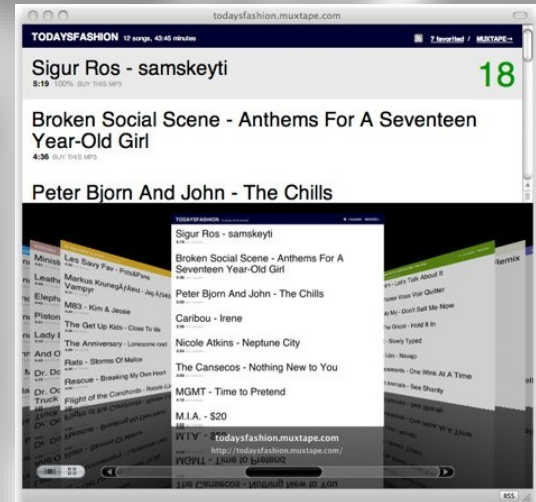
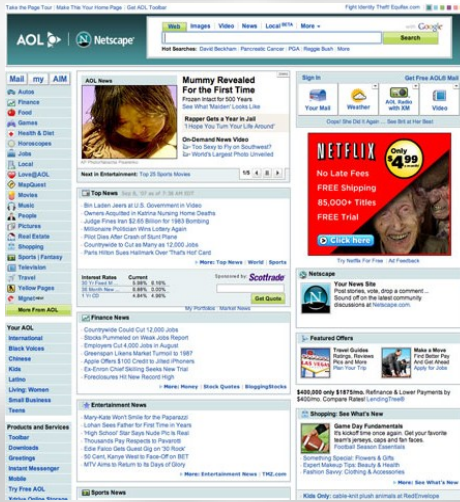
Conclusions



Web 1.0

Web 2.0

Web 3.0+



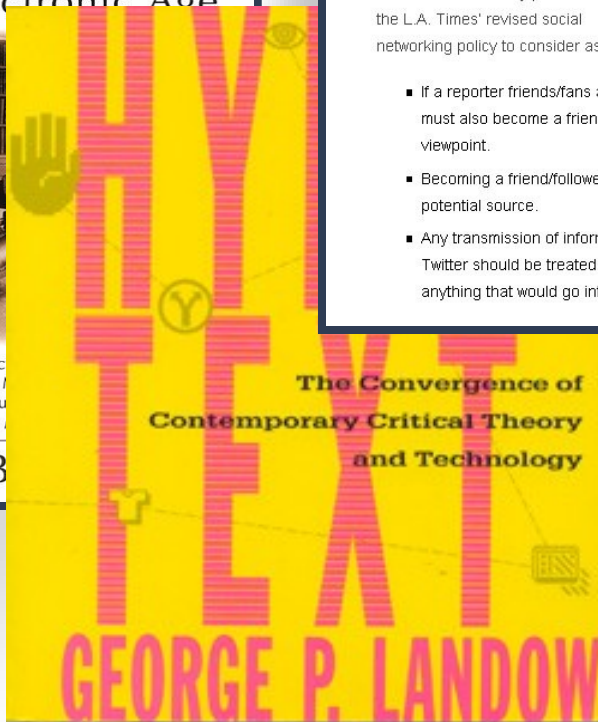
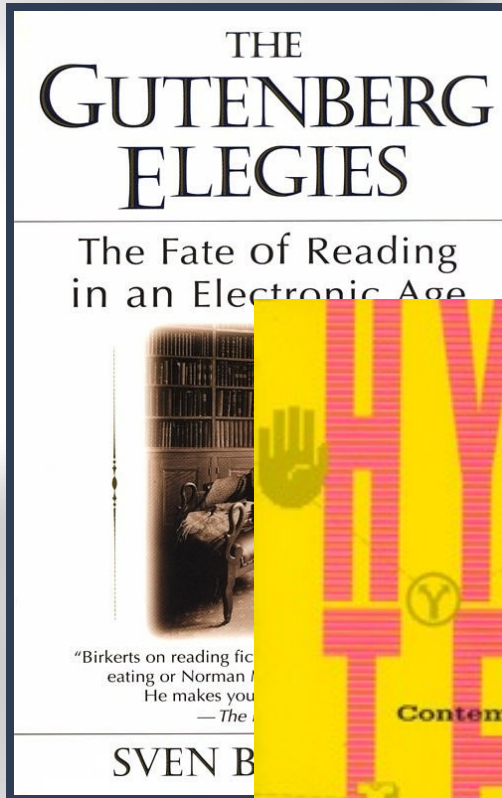
Content
Web of Documents
Read Only
Producer/Consumer

Community
Web of People
Read / Write
Prosumer

Context
Web of Data
3d Immersion
Machine Intelligence

Conclusions

2



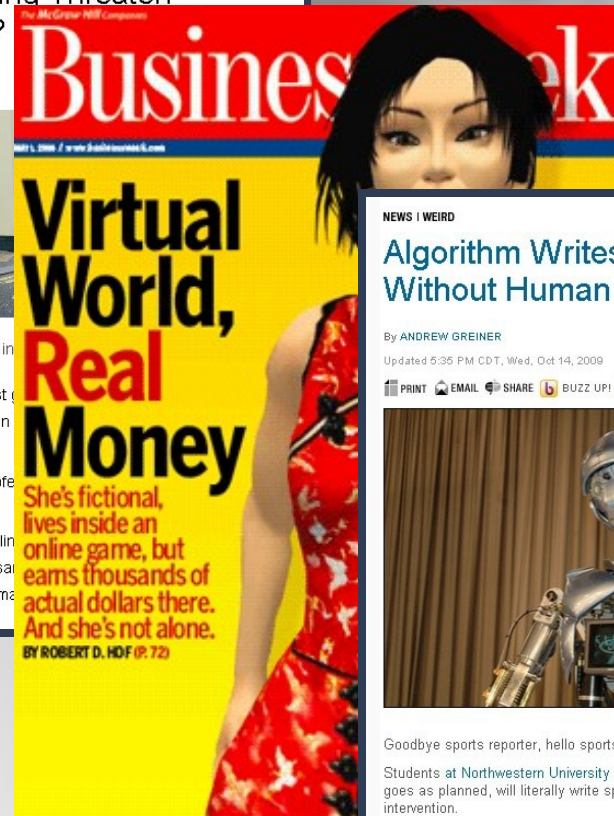
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Does Social Networking Threaten Journalistic Integrity?

Given recent updates to the L.A. Times social networking policy for journalists, I can't help but ask whether or not social media really does threaten journalistic integrity.

Here are some of key points in the L.A. Times' revised social networking policy to consider as outlined in

- If a reporter friends/fans an interest must also become a friend/fan of an viewpoint.
- Becoming a friend/follower of a professional source.
- Any transmission of information online Twitter should be treated with the same anything that would go into the form



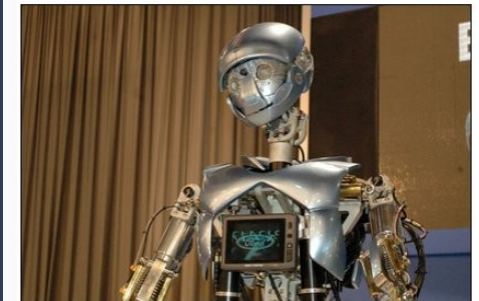
NEWS | WEIRD

Algorithm Writes Sports Stories Without Human Intervention

By ANDREW GREINER

Updated 5:35 PM CDT, Wed, Oct 14, 2009

PRINT EMAIL SHARE BUZZ UP! TWITTER FACEBOOK



Greg Janda

Goodbye sports reporter, hello sports reporter robot?

Students at Northwestern University are working on an algorithm that, if all goes as planned, will literally write sports stories without human intervention.

StatsMonkey, as the algorithm is called, is the creation of Medill students Nicholas Allen, Tian Huang, John Templon and computer science student Thu Cung as part of their work at the Interactive Innovation Project.

The invention takes raw sports data like box scores and play-by-play and fashions them into a readable journalism story.

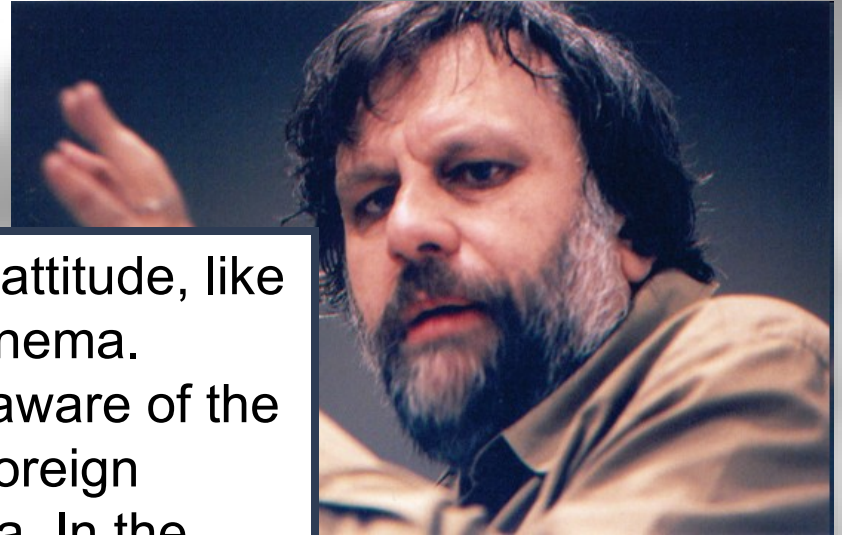
But the machine doesn't replace writers -- it supplements them.

Conclusions

2

“One should adopt a 'conservative' attitude, like that of Chaplin *vis-à-vis* sound in cinema. Chaplin was far more than usually aware of the traumatic impact of the voice as a foreign intruder on our perception of cinema. In the same way, today's process of transition allows us to perceive what we are losing and what we are gaining—this perception will become impossible the moment we fully embrace, and feel fully at home in, the new technologies.”

- Slavoj Žižek



Conclusions

3



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<http://gunkelweb.com>

