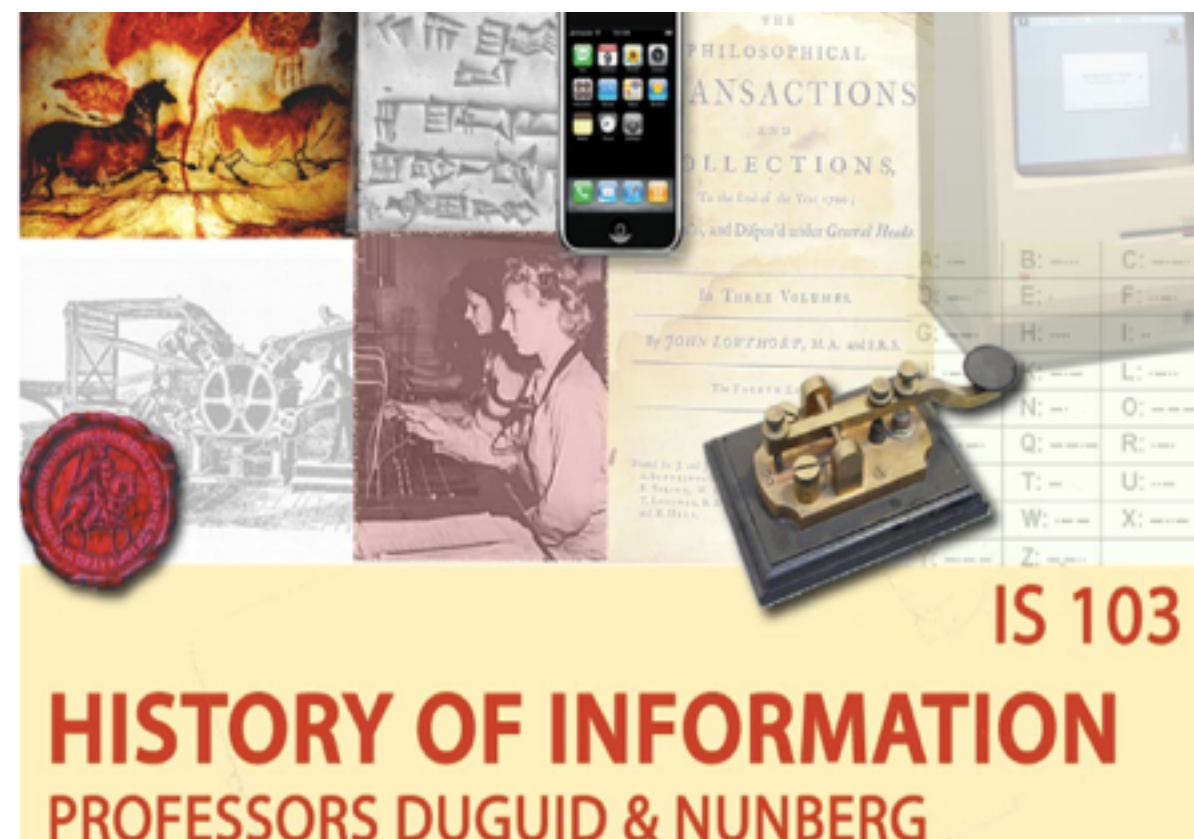


introduction

History of Information 2014

Paul Duguid

Jan 21, 2014



overview

who/where are we?

wait list

requirements

syllabus & reader

where we are going?

feedback from your predecessors

rivals



who/where are we?

who/where are we

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syllabus & reader

where we are going

feedback from your predecessors

rivals

Instructors

Geoffrey Nunberg

office hours:

nunberg-at-berkeley ...

Tues 11-12 (by appointment)

Paul Duguid

office hours:

duguid-at-berkeley

Thurs 2 - 4 (by appointment)

203a South Hall

510 643-3894

(email preferred)

Stuart Geiger

office hours:

sgeiger-at-gmail...

Tues 2:30-4



Bancroft Library

Campanile

Kroeber

here and there

who/where are we?

wait list

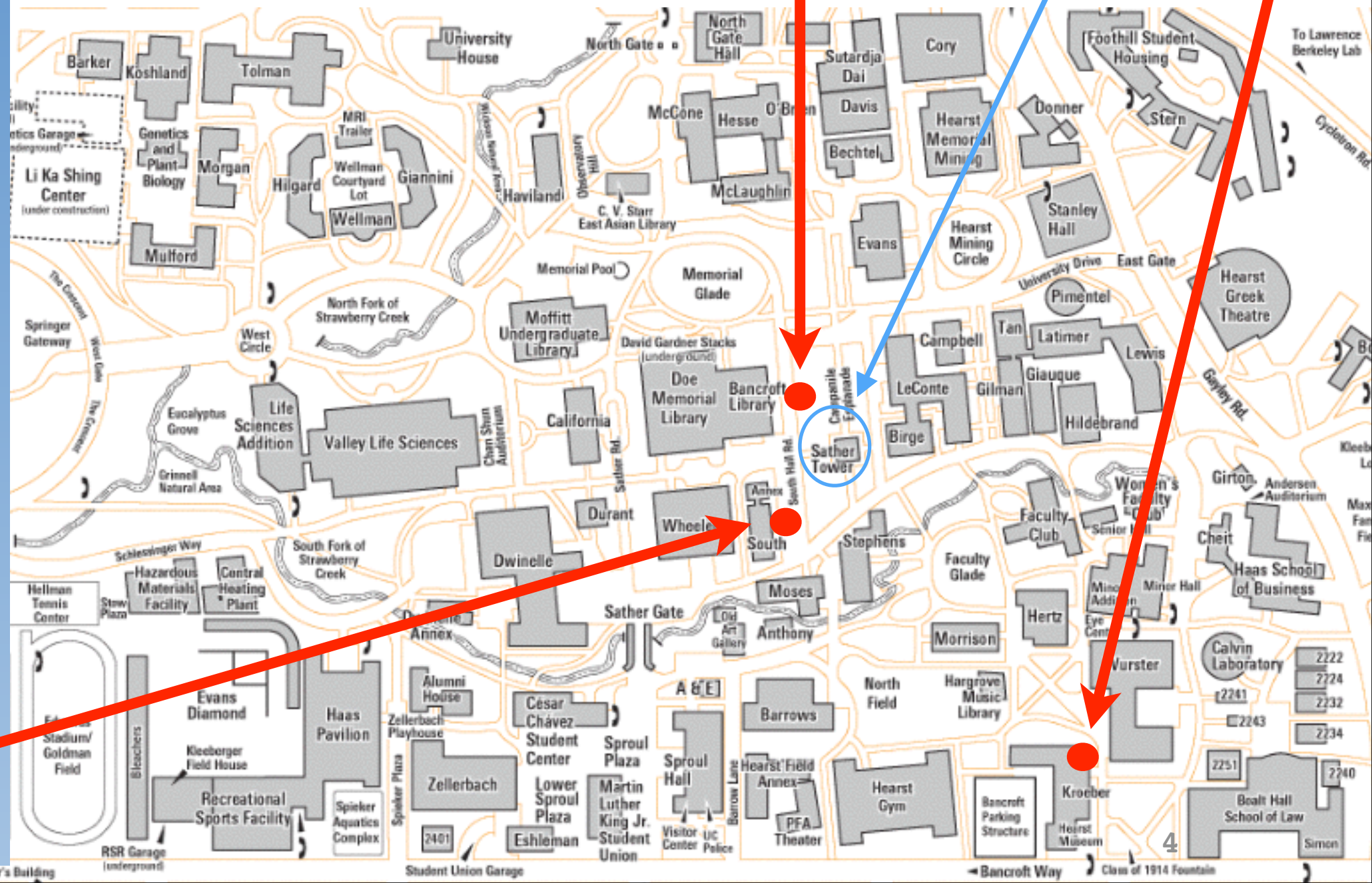
requirements

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South Hall

wait list

wait!

it's not under our control, but under the control of the various departments (cognitive science, history, information, media studies)

usually, all who want one eventually finds a place

meanwhile be sure to sign up in class

if you do not want to continue with the course,
please drop it so someone can have your place

who/where are we?

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Course Requirements

Reading assignments and class participation—35% of course grade

- 10 assignments: 3 points ea
- 5 points for attendance and participation

Midterm exam or paper—25% of course grade

Final—40% of course grade

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Reading assignments and class participation:

Participation and lecture attendance are mandatory. Professors will assign up to 5 points for class participation.

There will be twelve assignments. These will generally ask you to respond to some of the reading in the syllabus. For the most part, these assignments require short answers of no more than two paragraphs (or two hundred words) to questions about the readings. Responses are worth up to 3 points each. Your two lowest grades will be dropped. Thus, each student can receive up to 30 points for assignments, based on their ten best assignment grades.

Assignments will normally be given on Thursdays and must be submitted via Canvas by 5 pm on Sunday. No late assignments and no assignments sent by email will be accepted.

From time to time you will be called upon to discuss your assignments in class. *Please come to class ready to do so.*

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Midterm exam or paper

The midterm will be an 80 minute, in-class exam on **March 20**. It will include three essay questions, two chosen from a list of questions provided in advance. There will also be short-answer sections asking you to identify quotations, people, dates, images, and other aspects of the course.

Exam questions will be based on material covered in readings, slides, and class discussion. We will provide a study guide.

Students can ask to submit a paper instead of a midterm exam. This paper will be a 2000 word essay in response to one of a list of essay questions. We will provide a list of topics on March 1 and, if you wish to write an essay, you must let us know in writing which one you propose to write by March 8 by submitting a title, an outline, and a list of references. We will let you know if you may proceed by March 11. The paper is due at 9 a.m. on the morning of the midterm (March 20). If you do not submit by that time, you should take the midterm exam, which starts at 9:30. No late papers will be accepted.

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Final

May 14, 11:30-2:30

Modeled on the midterm, this three-hour exam will ask you to answer five essay questions, at least three of which will be on the study guide. As with the midterm, there will be short-answer questions as well. The final will cover the entire syllabus, but its emphasis will be on the second half of the semester. Again, we will provide a study guide. All students must take the final.

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Other

From time to time we will give brief homework exercises to be discussed in class. No grade will be assigned for these exercises as such, but participation in these will be taken into account when we assess the grade for class participation.

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[Jump to Today](#)

Course Syllabus

History of Information

INFO 103 | COG SCI C103 | HIST C192 | MSC
104C

syllabus

1/21/2014: Introduction [[slides](#)-GN] [[slides](#)-PD]

1/23/2014: Age of Information

<https://ucberkeley.instructure.com/courses/1179322/assignments/syllabus>

1/28/2014: Technological Determinism

"McLuhan, Marshall. 1964. *Understanding Media*. New York: McGraw-Hill.

Read: "Preface to Third Printing" pp. v-x; & "Introduction," & "The Medium is the Message" pp. 3-21. [pages x-x in reader]

Source: Course reader

Williams, Raymond. 1974. *Television and Cultural Form*. New York: Schocken Books.

Read: Chapter 1, introduction and sections a & b, pp. 9-19; & Chapter 5, section c, pp. 126-128." [pages x-x in reader]

Source: Course reader

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course web-sites

Canvas - a work in progress

Slides:

1/21/2014: Introduction [[slides-GN](#)] [[slides-PD](#)]

Assignments:

Weekly responses:



[McLuhan vs. Williams: Jan 26th...](#) Jan 27 at 5pm

out of 3



who/where are we?

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1/30/2014: First Information Technologies – Writing

Marshack, Alexander. 1999. "The Art and Symbols of Ice-Age Man," in Crowley, David (ed.) *Communication in History: Technology, Culture, Society*. Boston: Allyn & Bacon. pp. 5-14.

Read: Entire article [pages x-x in reader]

Source: Course reader

syllabus links

Gnanadesikan, Amalia E. 2009. *The Writing Revolution : Cuneiform to the Internet*. Hoboken: Wiley-Blackwell.

Read: Chs 1, 2, 4, 14.

Source: ebrary [[hyperlink](#) ↗ , library proxy]

2/4/2014: Cultural Effects of Writing

Gough, Kathleen. 1968. "Implications of literacy in traditional China and India." In Goody, Jack (ed.). *Literacy in Traditional Societies*. Cambridge: Cambridge University Press.

Read: pp. 44-56.

Source: Google books [[hyperlink](#) ↗]

Scribner, Silvia and Michael Cole. 1988. "Unpackaging Literacy." *Social Science Information*, 17, 1.

Read: entire article

Source: Sage [[hyperlink](#) ↗ , library proxy]

who/where are we?

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now here

reader

reader
Copy Central
2576 Bancroft



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off-campus & on-line

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UNIVERSITY OF CALIFORNIA BERKELEY *Library*

HOME	FIND INFORMATION	LIBRARY CATALOGS	SERVICES	ABOUT THE LIBRARIES	HELP
Research help		Library workshops & tours	Guides	Frequently asked questions	
Connecting from off campus		Tutorials	Disability resources	Contact us	

Connecting from Off Campus

Questions?
ask us!
chat • e-mail • phone

Anyone may freely access our library catalogs, and most of the Library's web pages, from any computer with an Internet connection. The Library's [home page](#) is the best place to start.

Some premium electronic resources, such as journal article databases, are made available under special licenses with access restrictions. Your affiliation with UC Berkeley determines what resources you may access from off campus:

- » [Current UC Berkeley students, faculty, and staff](#)



off-line & on campus

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Bancroft library tour

week 3

Monday 2/3

3 - 4:30

Tuesday 2/4

12:30 - 2:00

2:00 - 3:30

Wednesday 2/5

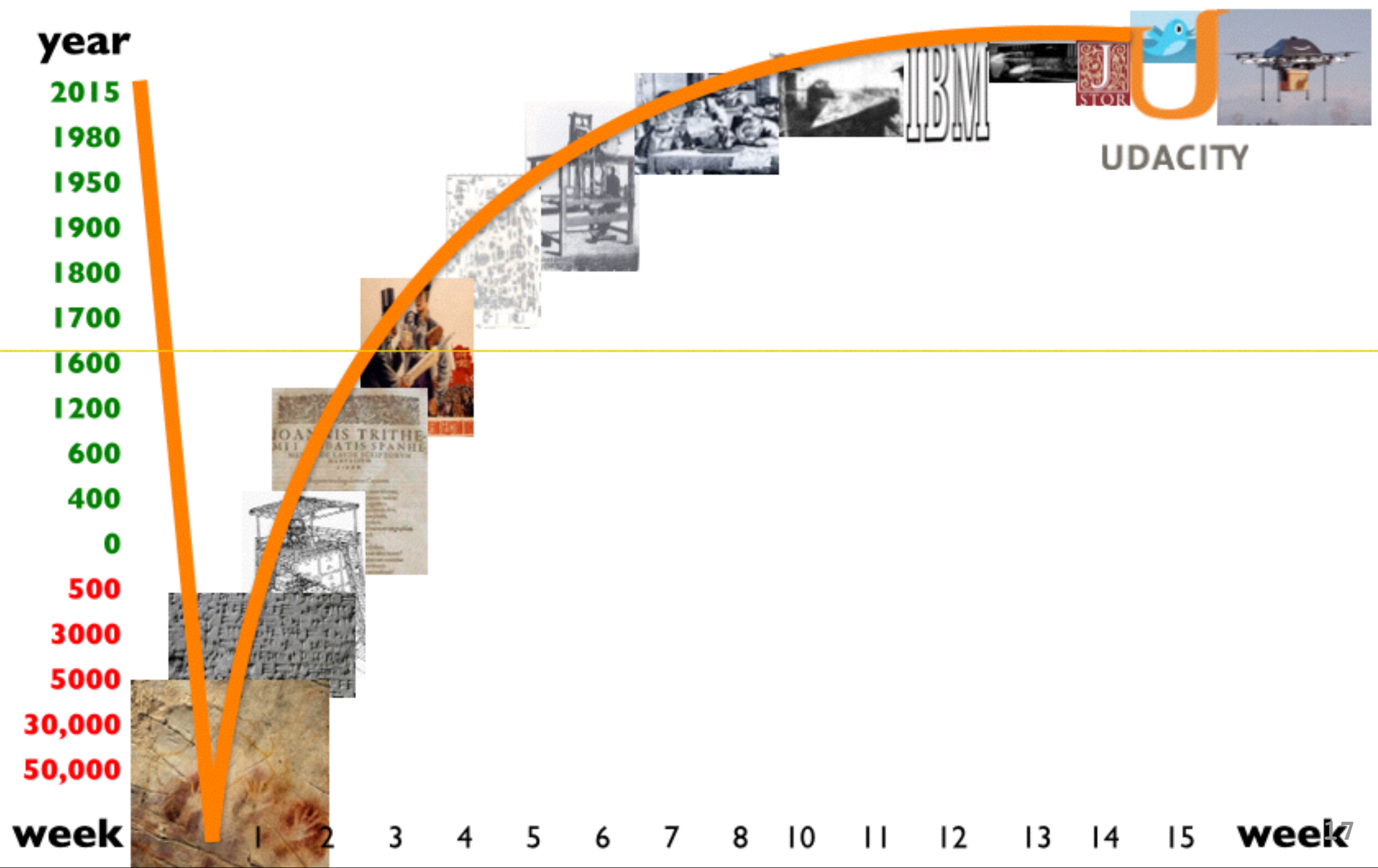
11 - 12:30

3 - 4:30

signup (fifteen per session) http://tiny.cc/i203_bancroft



the road ahead



Week 1

21 Jan: introduction

23 Jan: the "age of information"

Week 2

28 Jan: technological determinism

30 Jan: first information tech - writing

Week 3

4 Feb: cultural effects of writing

6 Feb: manuscript "revolution"

Week 4

11 Feb: print "revolution"

13 Feb: scientific "revolution"

Week 5

18 Feb: the public sphere

20 Feb: literacy

Week 6

25 Feb: unnoticed revolution

27 Feb: reference

Week 7

4 March: communication "revolution"

6 March: advertising

Week 8

11 March: 19th century public sphere

13 March: IP

Week 9

18 March: technologies of the image

21 March: M I D T E R M

Week 11

1 April: broadcast

3 April: computer "revolution"

Week 12

8 April: propaganda

11 April: governing the commons

Week 13

15 April: storage and search

17 April: advent of internet

Week 14

22 April: social implications of the internet
(1)

24 April: social implications of the internet (2)

Week 15

29 April: social implications of the internet (3)

1 May: wrap

14 May: final

feedback

time

“have @ later time so more students attend; the content is good but since it is early people tend not to go”

who/where are we?

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where we are going

**feedback from your
predecessors**

rivals

feedback

content

"History"

"limit pre-20th century to 2 weeks"

"I liked how much history we went through,
but more about the internet"

"too much information to process"

"I wish I'd payed attention because you
covered a lot of cool shit"

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feedback

discussion

"sections"

"more discussion"

"the in-class discussions took away from
learning"

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feedback

assignments

"grading was too picky"

"incorporate all the readings [in assignments] not just Thursday ones, otherwise people don't read them"

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feedback

other

"Visiting Bancroft was amazing"

"British accent made the class worthwhile"

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predecessors**

rivals

Heavy Multitaskers Are the Worst At Multitasking

Tia Ghose, LiveScience Staff Writer | January 23, 2013 05:00pm ET



Forbes - New Posts Most Popular Lists

2 Stocks to BUY for 2014



TECH | 8/17/2012 @ 3:22PM | 56,422 views

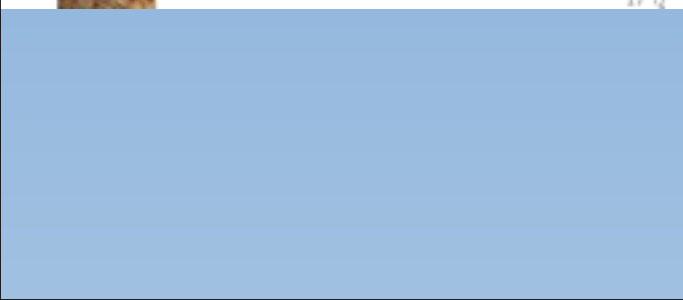
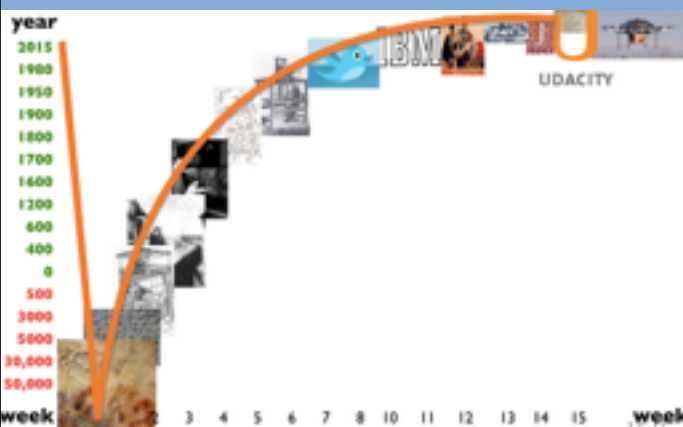
Why Multitasking Doesn't Work

Is Multitasking Bad For Us?

By Brandon Keim | Posted 10.04.12 | NOVA scienceNOW

Is multi-tasking bad for your brain? Experts reveal the hidden perils of juggling too many jobs

By JOHN NAISH
UPDATED: 04:11 EST, 11 August 2009



social obligations

computer use

distracting others

distracting yourselves

leaving early

we have a lot of ground to cover

if you must leave early

leave quietly and from the back of the room

coming up ...

Jan 23: the "age of information" [continued]

Jan 28: technological determinism

**Jan 30: the first technologies of
information: writing systems**

Feb 4 : cultural effects of writing

Feb 6 : manuscript culture

don't forget

Exercise for 1/23

Pick one of the following and write a (very) brief story or anecdote in which it serves as an "information technology," perhaps in conjunction with other things. Try to make your stories ingenious without being completely implausible. Bring your answer to class for discussion (but no need to hand them in).

- a necktie
- a blanket
- a rubber duckie
- a can of beans
- a lemon

"Extra credit" if you manage to use two of these in your story.