

Post media

Jeff Jarvis
Madrid
July 2019

Post Gutenberg

Post mass media

Post mass

Post text

Post content

Post stories

Post explanation



1450

1605

1814

1900

1950

2019

1450

1605

1814

1900

1950

1994

2019

1450

1605

1814

1900

1950

1994

1475

2019



Tom Pettitt
Lars Ole Sauerberg

Oral

Fluid

**Little
ownership**

Honor ancients



**Tom Pettitt
Lars Ole Sauerberg**

Oral

Linear

Fluid

Fixed

**Little
ownership**

**Property as
metaphor**

Honor ancients

Honor experts

g

**Tom Pettitt
Lars Ole Sauerberg**

Oral

Linear

Linked

Fluid

Fixed

Remixed

**Little
ownership**

**Property as
metaphor**

**Ownership
uncertain**

Honor ancients

Honor experts

The network

g

**Tom Pettitt
Lars Ole Sauerberg**

Mass-media business

Attention corrupts



foxtel





Paywalls discriminate

Charity is finite



Scorched Earth

Death to mass media

DEATH TO THE MASS!

“The masses are always the others...whom we don’t know... and can’t know.... There are in fact no masses; there are only ways of seeing people as masses.”

— Raymond Williams

“The ‘mass’ is, of course, a fiction. Its function, as a linguistic device, is to eliminate the human status of the majority of people.”

— John Carey

**Crowd...multitude...herd...horde...proles...
sheeple...great unwashed...hoi polloi...
rabble...audience...base...gullible...fickle...
mindless...impulsive...irrational...emotional...
irritable...barbaric...violent...savage...
vulgar...child-like...mediocre...credulous...
intolerant...blindly obedient...alienation...
belieflessness...atomization...amoral...
conformism...rootless...homogeneity...
moral emptiness...faceless...egotism...
'the sum of all possible crowds'**

Perils of the story

HOW HISTORY
GETS THINGS
WRONG



*The Neuroscience of Our
Addiction to Stories*

ALEX ROSENBERG

“Stop trying to explain what people do as actions driven by motives, and start taking on major social trends and figure out how the structure of cultural variation and selection imposes outcomes.”

— Alex Rosenberg

End of explanation

EVERYDAY CHAOS

Technology, Complexity,
and How We're Thriving
in a New World
of Possibility

"A MIND-BLOWING, GAME-CHANGING, FUN-TO-READ RACE INTO THE FUTURE."—SETH GODIN

DAVID WEINBERGER

Coauthor of the International Bestseller *The Cluetrain Manifesto*

HARVARD BUSINESS REVIEW PRESS

“Deep learning’s algorithms work because they capture better than any human can the complexity, fluidity, even beauty of a universe in which everything affects everything else, all at once.”

**Machine learning brings us
“face to face with the
incomprehensible intricacy of our
everyday world....**

**But this benefit comes at a price:
we need to give up our insistence
on always understanding our world
and how things happen in it.”**

— David Weinberger

**Newton robs us of
purpose in the universe,
Darwin in biology,
neuroscience in our lives**

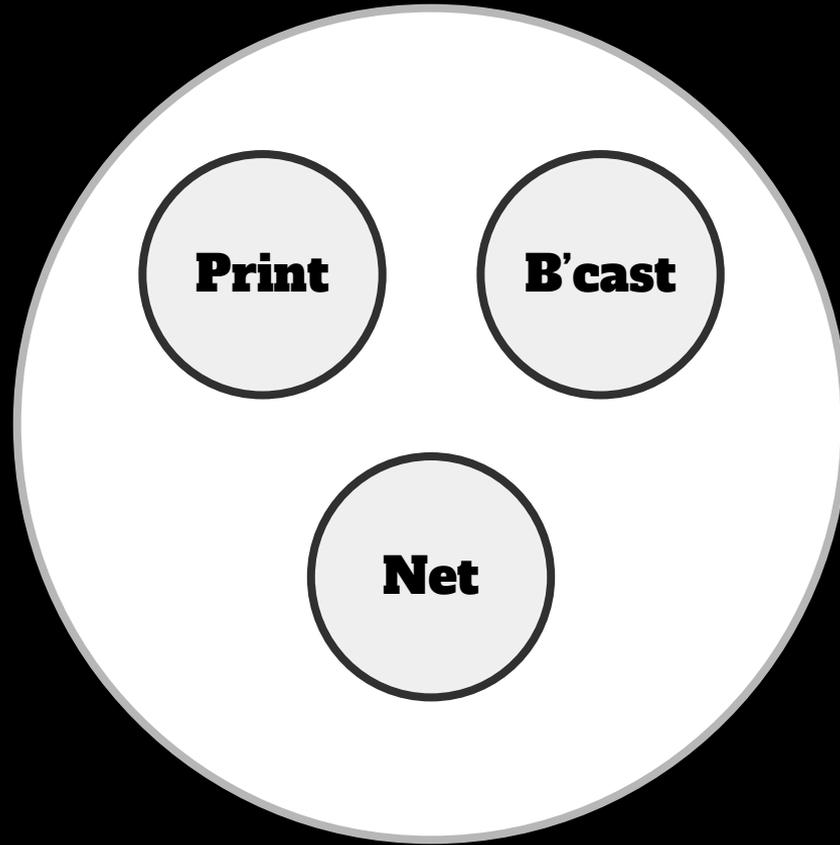
A crisis of cognition

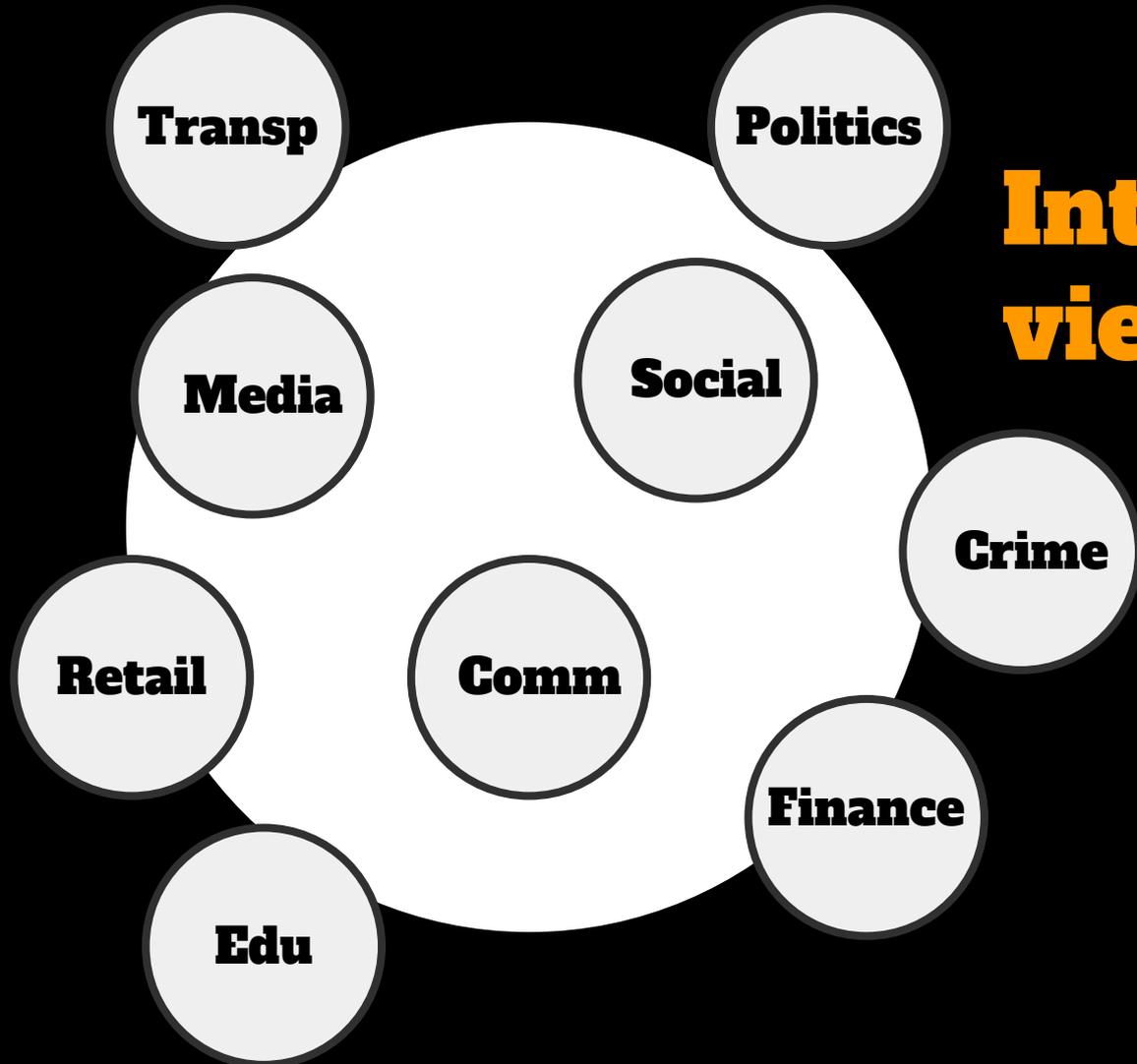
Wendepunkt

What is the internet?

Not a medium

Media view





Internet view

An ecology

**Everything is media.
Nothing is media.**

Internet as connection machine

It connects:

- **People to people**
- **People to information**
- **Information to information**
- **Machines to machines**

What's different?

- 1. Everyone can speak**
- 2. Everyone will be connected**
- 3. Information is connected**
- 4. Machines finds insights**
- 5. Abundance over scarcity**



Serving the conversation

**“Republics require conversation,
often cacophonous conversation,
for they should be noisy places....**

That conversation has to be informed, of course, and the press has a role in supplying that information.... But the kind of information required can be generated only by public conversation.”

— James Carey

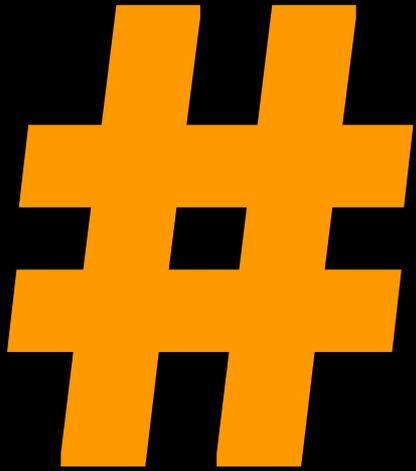
“The idea of the press as a mass medium, independent of, disarticulated from, the conversation of the culture, inherently contradicts the goal of creating an active remembering public.”

— James Carey



Vidcon

Content as social token



MeToo

BlackLivesMatter

LivingWhileBlack

**The internet is not a
technology tale**

**The internet is the
story of society**

The internet is us

**Not the machine. People
using the machine**

**Media studies
or net studies?**

**What other disciplines
have to teach us**

“If news is, as James Carey said, a curriculum, then journalists should be as diligent as archeologists, sifting for cultural artifacts, or as watchful as sociologists and anthropologists, observing patterns of behavior and custom.”

— Anderson, Dardenne, Killenberg

**If the problem is the
demonization of the
stranger...**

**How do we make
strangers less strange?**

**What can we learn from
anthropology?**

“Taking others seriously is the first rule of my kind of anthropology.”

— Tim Ingold

**“The aim of anthropology, in short,
is to make a conversation of human
life itself. The conversation is not
just about the world....**

It is the world.”

— Tim Ingold

**What can we learn from
neuroscience?**

“Although human biology makes the rapid, implicit formation of us-them dichotomies virtually inevitable, who counts as an outsider is not fixed. In fact, it can change in instant.”

— Robert Sapolsky

Data science

Law

Economics

Engineering

Philosophy

Design

Sociology

What do we teach?

Start with listening

**Media were made
to speak**

For the few, the elite

**On the internet,
anyone can speak**

But who will listen?

“Listening becomes more than the mere reception of communication messages; it becomes a message in itself, confirming the identities and importance of the speakers. Speech divorced from listening... is more empty than eloquent.”

— Anderson, Dardenne, Killenberg

**Therein lies the essence
of media, rethought**

**My new definition of journalism:
To convene communities into
respectful, informed, and
productive conversation.**

#socialj

Listen.

@jeffjarvis

UNUSED SLIDES