Post media

Jeff Jarvis
Madrid
July 2019
Post Gutenberg
Post mass media
Post mass
Post text
Post content
Post stories
Post explanation
Oral
Fluid
Little ownership
Honor ancients

Tom Pettitt
Lars Ole Sauerberg
Oral Fluid
Little ownership
Honor ancients

Linear Fixed
Property as metaphor
Honor experts

Tom Pettitt
Lars Ole Sauerberg
Mass-media business
Attention corrupts
Paywalls discriminate
Charity is finite
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
“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

- Print
- B’cast
- Net
An ecology
Everything is media.
Nothing is 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
Content as social token
The internet is not a technology tale
Phototypesetting with the Linotype
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