**LECTURE 1**

* A fandom is a group of people (individuals) coming together on a common ideology or interest.
* Fandoms can develop from all types of categories- musicians, artists, politicians, a movement, celebrities, influencers and causes.
* Fandoms are based on the condition that like-minded people come together to support it.
* ‘Post digital’ is a disenchantment of digital information systems and gadgets, or a period in which our fascination with these systems and gadgets has become historical.
* It is after the digital realm.
* There are a few phases regarding the development of technology.
* Earlier, there was no technology. Now, it’s free digitalisation.
* The digital wave came about. Now, we’re in a digital space.
* Now we’re invaded by tech and enjoying the efficiencies, post digital is looking at where we are today, as a form of reflection.
* Look at a time where there was no tech, and look at the world now. Reflect upon how it was and how it is. Now, we’re able to do so much…
* Post digital is looking from now into the future, maybe 10-15 years and looking at the current space and saying ‘Wow, this is what it was.”
* Technology is organic, fluid and it can be manipulated.
* Nothing is fixed about tech. It will never be fixed. It is not frozen in time and it will continuously progress.
* It is because technology progresses that you’re able to reflect upon these changes.
* What used to be a big deal will no longer be because there will be something bigger, better and more efficient that will take over today.
* Post Digital is looking towards the future as technology develops beyond what we have today.
* Everything on one platform is convergence culture.
* Convergence is where the tech allows you to enjoy various functions on one platform. An example is your phone.
* A system involves getting things together, assembling them in a systematic manner. When parts are individual, they’re parts, but when they come together, they form a bigger picture or a system.
* A system could be how all the parts are joined together like a railroad system, an assemblage or a currency.
* Whole idea of a system is bringing stuff together so it makes sense, so it isn’t haphazard, so there is an order to it.
* Systems are important because It makes it easier to interact with tech, search for things and contribute.
* Folksonomies are a type of system. It is a system used to tag information and compile it. Creates a system to find content. Example: Hashtag. Folksonomy is basically how you organise content, typically through tagging. Categorise info so you can search for it.
* A system is a broad umbrella – numbers, characters, philosophy, currency.
* Example- Singapore’s currency (coins, notes) and within that we have different colours to denote what is what.
* Most things in life are presented to you as a system, so you make sense of it.
* If the money had no proper system, you wouldn’t know what money is what. What’s a coin?
* Systems are organised, proper and logical.
* Networks are lines bringing things together. Veins or passages joining things together.
* All media- Radio, TV, Magazines, Billboards.
* Rely on a wire to link it all together so everybody can use it at the same time.
* A network is also an organisation with different programs. Channel 5 is an example. Many different channels on this network.
* Networks are joined together through a system.
* Computers are also a system. A network has brought everything together, so a result we’re able to communicate.
* Bringing individual items together by a link. Way through which individual is brought to you.
* Keywords- Post Digital Systems, Networks.
* Analog uses voltage to present information. Analog watches, computers. It is a number operated device. These numbers are translated into voltages or rotations.
* David Sax talks about how companies and individuals use redundant (not important anymore) tech for something else. Older products and tech still exist but its value has changed.
* In the beginning, old stuff is cheap, become collectibles and then adapted to exist with their digital counterparts.
* Old tech like newspapers, magazines (although I’m not sure why that’s considered technology but if she says so…) are considered to be old media.
* We find a way to make them relevant. They become cheaper and more accessible. People don’t use them as much. They become collectibles.
* The digital versions of board games are a good example. Old media is made relevant. This is called re-mediation.
* Re-mediation- Taking something old and making it new. Physical Newspapers are now digital.
* It can also be new media to old media. Watching a reality show and send a hashtag of your comment and it appears on TV.
* We are constantly in an environment where we toggle between old and new. That’s the concept of re-mediation.
* All old media is adapting itself so it can co-exist along with new media. It can still co-exist.
* Each old and new media has a role to play. Cannot be compromised.
* Co-existence is old and new operating alongside each other.
* Don’t dismiss old media so quickly. A market and target audience for old media is still present.
* Digital Divide- Divide between people who have internet access and those who don’t. It means there is unequal access to technology.
* Reasons- Infrastructure. If you live in the countryside, there’s no tech. You need to come to the city for tech. The same situation applies to developing and third world countries.
* Generation gap- Generations think and behave differently because they have different ideologies and exposed to different tech.
* Traditional media is integral to meet the needs of society. Just because you’re in a part of the world where technology is good and efficient doesn’t mean the whole world is like that.
* Singapore has a high level of trans-literacy.
* Trans- Literacy means people like us can switch between media platforms so easily. Send a text then turn on the TV then read the newspaper.
* Not all generations are able to do that. Some generations are very comfortable in traditional media, some in new media. The ones who are able to switch well are called trans-literate.
* Digital is anything that is unit sized. A puzzle- piece put together; that’s an aspect of digital. Digital refers to bite sized information. Information should be mass, customized and come in bite sized pieces.
* What is digital culture? The way we use technology to shape culture. The way we learn about and enjoy culture, the way we operate.
* Digital culture is the understanding of how technology shapes our culture.
* Technology is an integral part of our everyday lives.
* The more info we’re exposed to, the more your mind is shaped, impressions are built and that continues to morph and change.
* As we expose ourselves to more content and read it, a certain concept is understood.
* Participatory culture is because we’re involved in content creation, our minds are being continuously evolved and our knowledge of the world continuously changes.
* Technological Determinism is something we used to do before technology; we use tech to do that now.
* An example is wars. Earlier it was arrows and spears. Now, it’s nuclear war.
* Issues with digital culture:
1. Reliance on intangible structures- We are heavily reliant on tech. We’re so used to chatting online that we lose track of the real skills we need.
2. We cannot distinguish content by media online, by computers or if it’s human. People contribute info all the time. We cannot distinguish the source of the media.

An example would be citizen journalism. Anybody can put up information and we don’t bother checking the authenticity of this info.

* Mcluhan- The Medium is the Message. Where you get your info is more imp that the info itself. Where is the source? What is the source? Is it by a human owner or online content creators? It leads to credibility, accuracy and reliability.
1. Value- What is important? By looking at a lot of content online, like news. The most important piece of news is sometimes not the most popular. Popular news is the level of interest in that particular news story. Number of views, number of comments and shares determines what’s most popular.

It’s very subjective. Absurd videos are popular. What is important and popular are subjective.

1. Is it fit for purpose? Is it steering us in the right direction? It all comes down to the quality of info.
2. Requirement to participate- Participant culture. Digital culture can only thrive if you participate. We are value adding to the quality of the digital space. YouTube is where it is because of our videos.
3. Sharing of data- Too quick to share info without validating accuracy.
* Digital footprint is always being monitored and shaped. Privacy and accuracy are some major issues. We become socially inadequate because we’re so comfortable with the digital space.
* Post digital functionally repurposes old technology in relation to new technology. Not just taking a paper and giving it life, but re-purposing it, giving it more meaning, best way to get this done.
* How to make it more efficient? It means utilizing the best technology to find a solution for the job. It is elevating, making it better, re-purposing and enhances the new device or tech.
* Digitalisation is a process.
* Digital means using tech to bring it to another level.
* Analogue is the older way of doing things and is collectible. It’s not bite-sized.
* A lot of virtual things now. AR- sense of immediacy. Virtual processors give you a sense of immediacy, you feel you’re there.
* Making the digital system better and giving it more purpose. Taking it to the next level.
* Hyperreality talks about the realism- the immediacy. Real experiences through a virtual lens.
* Blockchain is used by bitcoin. Blockchain removes the middleman so payment is direct and seamless. More control is given to tech. We’re completely driven and motivated by tech.
* Tech is manipulative so we need to be careful.
* ANT mapping or Actor Network Theory- model of society which says everything exists because of each other and everything is connected. The relationships between objects are not fixed; they continuously change.
* It states that everything is co-related.
* Workplace- Centrally connected to tech; brings everyone together.
* Helps people understand how and why people behave and what drives people.
* Hyperreality is something you believe is real but it’s not. It’s a form of simulation. Immersive games are examples. The danger is desensitisation.
* You need to separate reality from alternate reality.

**LECTURE 2**

* Traditional media is embedded in the fact it has mass reach, mass appeal and it serves a purpose for everybody.
* The fact is that traditional media appeals to all generations. However, there is a migration of traditional media into the new media space. It is categorised into having tech as the main driver, efficiency and a two-way comm process.
* Citizen Journalism is when anybody can report and contribute news.
* Our expectations of future tech are higher.
* New media is anything powered, motivated, manipulated by tech.
* Tech is not constant, fluid, can be manipulated and changes rapidly.
* People are not impressed by something right now because we’re waiting for the next big thing.
* New media includes vlogs (video blogs), blogs.
* Confessional culture- use vlogs to tell a story and be honest and open.
* If we want efficiency in the media space, restrictions must be placed on identifying and blocking inappropriate content. Surveillance is essential.
* Tech creates new forms of space. These forms of space are because of technology.
* The Post digital space takes you beyond where you are. Looks at current env with traditional media and you look at it and say it’s old fashioned.
* Digital Zeigest: Something that is part of our current times. Eg: Selfie, Fandom. Trending in our times because of where we are regarding media and tech. If we fast forward by 10 years, we’ll look at the current state and say that it’s old fashioned because we’re much ahead.
* Tech has allowed us to reproduce content differently. The producer and consumer’s position have changed. Mass media is large strokes. Everything is connected. Web 2.0. Interactivity, connectivity and participator connectivity is key. Content can be shared and manipulated. Morphing of content takes place.
* Network media: Post network will have an intricate and immediate quality. The world is a small place and it’s allowed a lot of changes to happen.
* We, as the audience, have changed over time. We’re still able to communicate well. Many platforms are good. The engagement has become a lot more personal. Participatory culture. The digital space allows us to be a part of the activity.
* Fandoms have evolved. Come under the concept of imagined communities. Influencers are very popular, but may not be knowledgeable. These influencers are popular because of tech because they find it easy to interact and relate.
* Gaming has AR, immediacy now. It has impacted a change. The future of games will involve VR. People become desensitized by violent games. Influence gamers to a large extent. People may not draw the line between real and fake. Holographs could be a part of the future.
* Transmedia means taking an idea and exporting onto other media platforms. EG: Spiderman. Movie, soundtrack, merch.
* Fragmentation of audience. Sliced, diced everywhere. We will be further segmented. More options. Intimate relationships with tech. 1:1 tech and audience.
* It’ll be difficult to predict patterns of media usage. Media ritual is what time in the day you use what media. Continue to change and so many different styles, it’ll become difficult to map out who’s using what and when.
* Audience is now active, not passive. Media space allows us to be a part of the content. We’re immersed in media. Not just watch and listen. Give your opinion.
* Activism: Use space to promote causes, opinions, online gatherings (imaginary communities) and formulate communities which may lead to a fandom and crowd funding. Politics and tech go hand in hand. New trends and understanding of the world as well as world politics.
* Wearable devices can be used for wearable devices. When we cross from traditional to new, we have to learn new skills. When we move to the post digital, we will need to un-learn and re-learn new skills.
* Opinions are constantly formed and the new media space is a great space to share stuff but don’t want to be influenced by other. Think of yourself as active and deliver opinion and apply to what you’re soliciting.

**LECTURE 3**

* Smart cities use tech to function.
* Personal or property security is important because it enables societies to function.
* Security of a country is a big determinant in deciding whether we should shift there.
* Importance and focus on security.
* Needs to happen online (new media space) and offline.
* Citizens needs to feel safe- right infrastructure must be in place, long term perspective.
* The offline space requires security too. What happens online influences what happens offline.
* Resolution of crime happens in smart cities- a lot of systems are in place.
* The national agency has been collecting info for years. Biometrics are added to a database. Fingerprints collected since 1900.
* Tech for Palm prints did not exist earlier.
* NGI helps solve cold cases.
* People should know that the NGI has everything. The facial rec software can be wrong and people have to prove their innocence.
* How the tech is used and who has access?
* What’s the line between safer streets and privacy?
* Airplane surveillance. Persistent Surveillance.
* Coordinate with officers on the ground.
* Smart cities: Surat-police unit with face rec tech. Neo face watch works with CCTVs. Alerts police about crime rate faster.
* Victoria’s network- mobile and fixed. Unmarked cars. Measures speed. Pictures taken. Fixed cameras taken from a fixed position and take pictures if it exceeds.
* Proactive: Systems in place to prevent a crime. Prevent the crime before it occurs. Reactive: As a crime happens, what do we do to stop it?
* Crime is analysed. Solutions to surveillance and privacy.
* What current processes are in place in the new media space to prevent crime? What systems should be in place to prevent crime online?
* Difference between space and place: The surveillance in different areas is different. Space is abstract. A place can be seen as a space with meaning.
* We are in the digital space. We’re trying to move beyond the post digital space.
* If we look at the future of the new media space, what type of surveillance and security measures will need to be in place for the protection of media users?

**LECTURE 4**

* Place and Space(vastness, openness)
* Space becomes place when we assign a moment, term or name to it.
* Hyperreality is given by the post digital space.
* Hyperreality is an immersive experience- you feel like you’re living in the moment, forget you’re in an online env.
* Creating new experiences and elevating experiences using tech.

Related Qs:

1. What is a place (new media space) that can be elevated with new experience tapping on tech?
2. The concept of Hyper-reality and its ability to create new experiences in the new media space we picked in Q1.

**LECTURE 5**

* Space is multi-dimensional and we need to attach a place to it.
* 1980-Post traditional media space and see the myriad of possibilities.
* Post digital space is where we see ourselves in 10 years.
* Space is vast, open and fluid. Difficult to attach meaning. When it becomes place, meaning is attached.
* We’re building discourse-conversations, arguments and discussions.
* We’re able to engage in discourse because of place; we know where to go. A place to articulate our feelings and thoughts.
* Post Digital Place: Space populated with memories and experiences becomes a place with a purpose.
* Tech is able to take abstract space and give it meaning.
* This awareness is a result of reacting to something.
* React to crowd funding.
* Sometimes we negatively react to something (criticisms). In forums, people give their positive or negative opinions. Tech can criticise content.
* Awareness can come from usage of place. You become aware that tech has influenced something.
* Participatory culture allows us to interact with content. Convergence is why you’re able to do a lot on a single device. It is the coming together of various platforms.
* Creswell gives context on what place is. Actions, contributions. Responsible for giving a meaning to space.
* When something happens at a place repeatedly, that place becomes very significant. Connections with places are always present. Your home is yours because you are in it. It was just space before.
* The minute you give space meaning, it becomes place.
* The place must be geographical and must be practised (keep going back there) (you attach a sentiment to it). If you have no interaction with it, it’s just a space. The place has a function. To do something there, like unwind maybe.
* Ritualistic process.
* Escapism: escape to a different world. Easy to get lost in that moment. Immersive experience.
* Off the grid- remote location where you go back to the basics. No conveniences.
* Attention economy- Difficult to get our attention nowadays.
* Off the grid can be considered as post digital. Let’s go back to what we were doing before.
* Architecture was about designs and measurements. How do we transform something? Transformative experiences.
* How does the space make us feel?
* Hybrid spaces is an env in which you mix online and offline features. EG: Pokémon Go.
* Immediacy is when you feel it’s there and it’s real.
* Improv is using the internet to solicit people.
* Imagined communities: met them online and you’re dancing with them at a parade.
* Secret cinema: You’re assigned a character.
* Geocaching- Sign up for it, look for an object, see it and experience it.