

# Mobile Media & Cultural Heritage

Bauhaus-Universität  
Weimar

## 02. Media & Mediatization

WS2015

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# What is Medium

# What is medium



# What is medium

One of the simplest definition of medium (or media – in its plural form) is

- *“a means by which something is communicated or expressed”*

(“definition of medium from Oxford Dictionaries Online,” n.d.).

# What is medium

In other words, it can be interpreted as any item that carries some form of communication, such as paper, screen or radio. Media are strong tools in our society and play a strong role in enhancing the communication and expression between people.

# What is medium

An alternative definition by Hoenisch (2005), is that

- *“‘media’ includes any medium or object used to communicate a message or a meaning”.*

# What is medium

McLuhan goes further and defines that

- ***"The medium is the message"***



Marshall McLuhan

1964 - *Understanding Media:  
The Extensions of Man*

Image retrieved from <http://www.classroom20.com/profiles/blogs/marshall-mcluhan-s-tribal>



# What is medium



Video retrieved from <http://www.youtube.com/watch?v=oMUuHNP8ixY>  
Originally retrieved and edited from <http://www.youtube.com/watch?v=ImaH51F4HBw>

# What is medium

## Marshall McLuhan

(Edmonton 1911 – Toronto 1980)



- The medium is the message
- Global village
- Figure and ground media
- Tetrad of media effects
- Hot and cool media
- Predicted the World Wide Web

Image retrieved from <http://www.classroom20.com/profiles/blogs/marshall-mcluhan-s-tribal>

# What is medium

With those assumptions, the importance of the technological aspect is evident since it determines the way that the message is perceived. It is possible, therefore, to jump to the discussion of the relation between media and the environment.

# What is medium

There are several additional definitions of media, mostly gravitating around **three** main spheres:

# What is medium



the ***technology***  
which works as  
a propagation  
support;



the ***social*** role  
of this support;



the ***content***  
that is being  
transmitted.

# What is Digital

# What is digital

The original definition of digital is  
*"relating to or performed with the fingers"*

(*"WordNet Search - 3.0," n.d.*), which is not directly related to the current usage in the domain of programming and tools based on multiple binary sequences.



# What is digital

It also belongs to the cave men and their finger prints, which connects again with McLuhan, when he mentions that

- *technological innovations are extensions of human abilities and senses"*

("The Playboy Interview: Marshall McLuhan," 1969).



# What is digital

Nowadays, digital can be understood as the opposite to analogical, but not limited to it. Analogical relates to the scale representation of physical objects; digital is then a transposition, when some analogical information is represented in a discrete mathematical scheme.

# What is digital

Gere (2002, p. 15) also offers a deep discussion on the definition of digital. Among the approaches, he mentions that

- *“[i]n technical terms it is used to refer to data in the form of discrete elements. Though it could refer to almost any system, numerical, linguistic or otherwise, used to describe phenomena in discrete terms over the last 60 or so years, **the word has become synonymous with the technology** which has made much of the aforementioned possible, **electronic digital binary computers**”.*

# What is digital

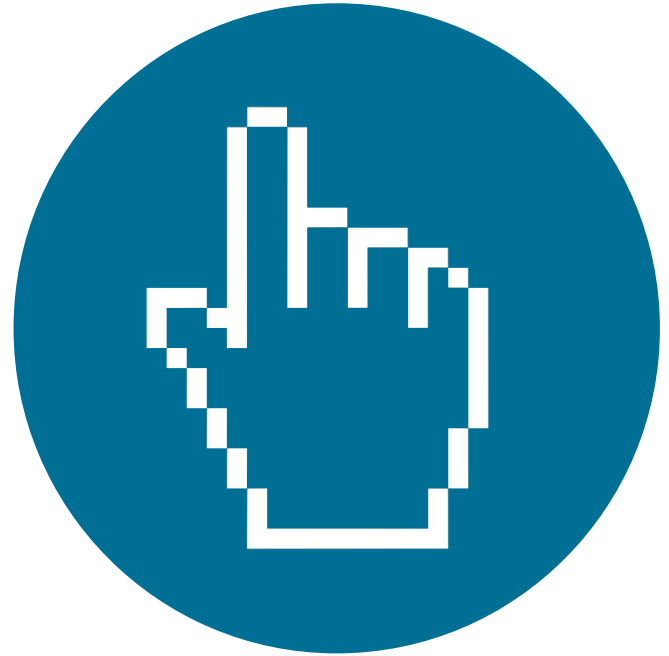
This reflection is important to reinforce that the new media revolution is a continuous process and its reflections are intrinsically present on several environments of the modern life, including, as a consequence, the urban spaces.

- *"Technologies not only provide us with new tools for communication and expression, but also provide a new social context for our daily existence"* (Lunenfeld, 2000, p. 2).

# What is Digital Medium

# What is digital medium

The term digital media, which is gaining evidence nowadays, results from the conjunction of these ideas.



# What is digital medium

The concept is commonly translated as **new media** and understood as phenomena represented by the addition of technologies in order to create and distribute all sorts of contents.

# What is digital medium

Digital media represent a change on the available technologies to distribute information as sound, video, photography and other sort of meaningful data, and also allows the combination and unlimited re-organization and re-distribution of content.

# What is digital medium

- *“The digital is more than simply a technical term to describe systems and media dependent on electronic computation, just as the analog, which precede it, describes more than a proportional system of representation”* (Lunenfeld, 2000, p. 15).



# What is digital medium

Pavlik (2008, p. 8) also defined that

- *“digital media as the systems of public communication, the systems of content production and distribution, and the computer and networked-based technologies that support and shape them”,*

but considering “public” not only the domain of the public, but also the private media production for public consumption.

# What is digital medium

The term digital media could also be understood as a substitution for the original "new media" concepts.

- *"(...) [F]ield of new media studies (sometimes called "digital studies") (...)"*

(Manovich, 2002, p. 10).

# What is digital medium

The term new media is often used in contrast to the “old” media: the analogical television, the radio and the newspapers.

In simple words:

- *“New media are networked and digital”*

(Hearn, Tacchi, Foth, & Lennie, 2009, p. 9).

# What is digital medium

With all that in mind, this class concerns with digital media items as all sorts of equipment or gadgets based on binary computing, interactive or not, updateable or not, being able to display or manipulate any kind of information.

# Categories of Digital Media

How Digital Media are  
present in Public spaces?

# Categories of Digital Media

The idea of organizing media items into categories allows for a better understanding of their roles in public spaces.

It is important to keep in mind that the concepts of digital media and new media represent, in this case, synonyms.

# Categories of Digital Media

The new media can be characterized by having three layers: the technology, the social and the content (Hearn et al., 2009, p. 10).



the ***technology***  
as a propagation  
support;



the ***social*** role  
of this support;



the ***content***  
that is being  
transmitted.

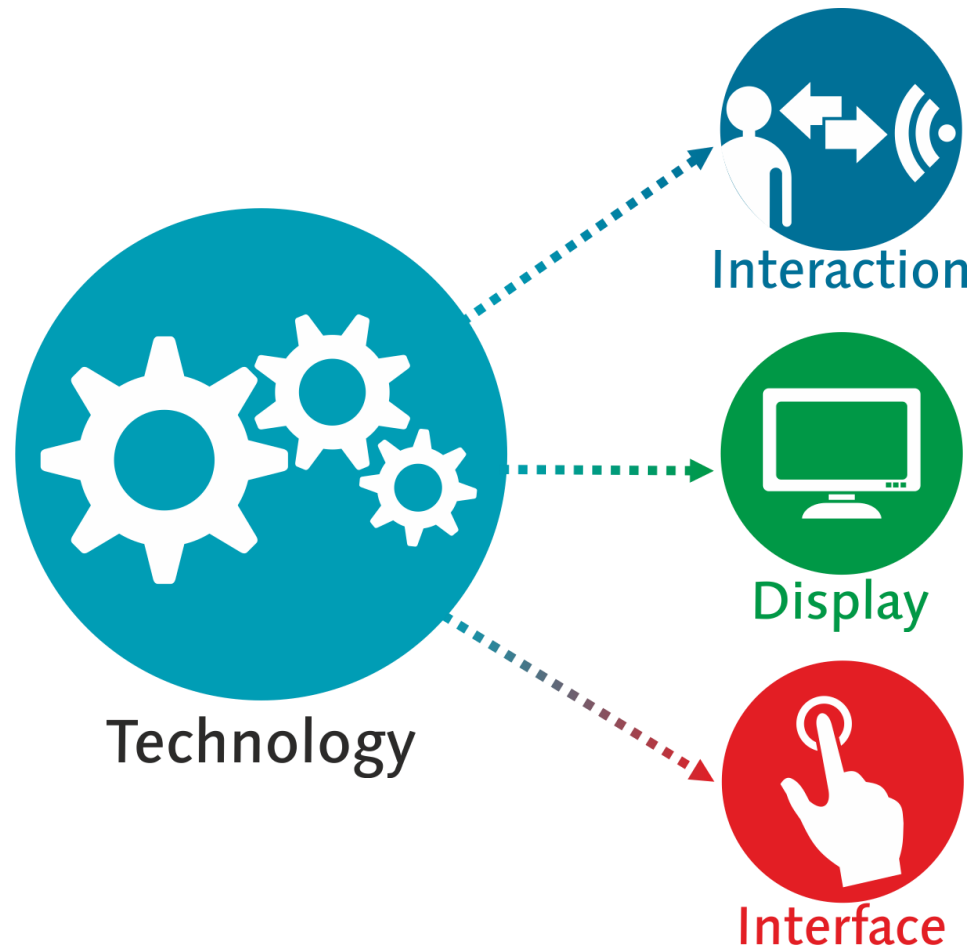
# Categories of Digital Media

It is possible to develop some deeper considerations regarding the categorization process for the digital media items found in urban public spaces.

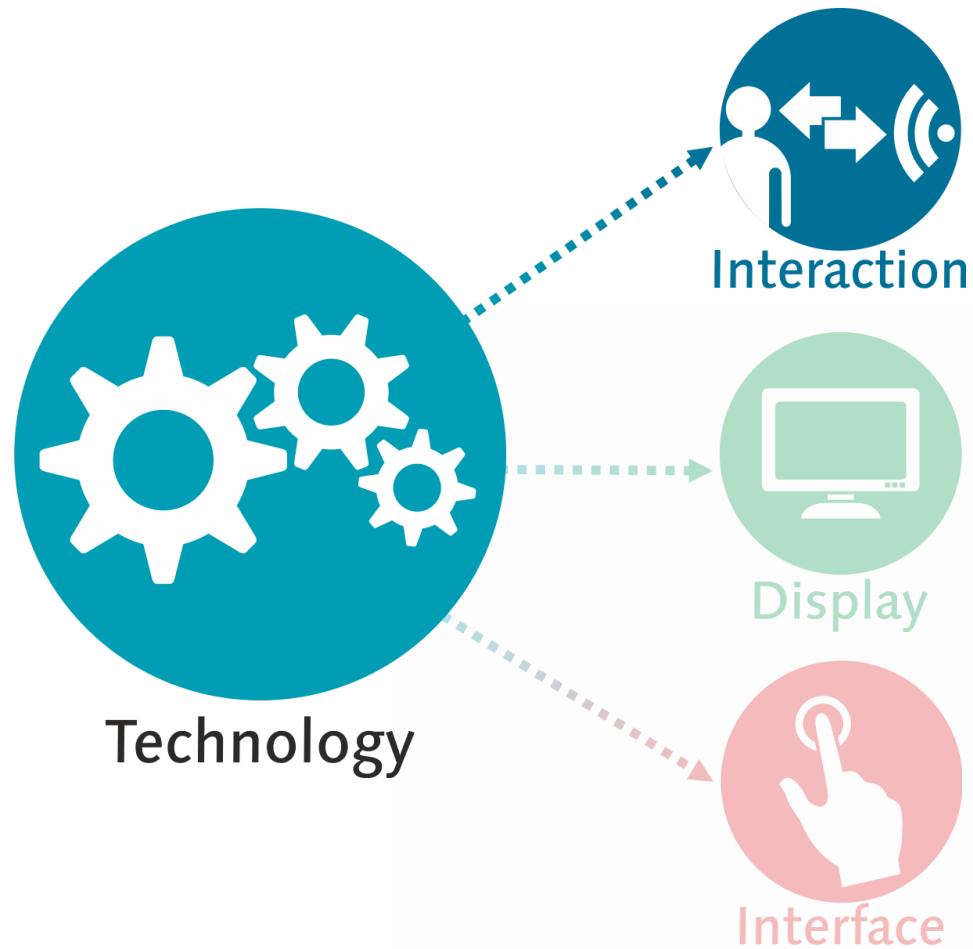
Inside this scheme, the items must be included on the three mentioned layers simultaneously, in order to be considered relevant. As a consequence, listed “digital medium item” can be classified by inherent characteristics into the three layers, as will be detailed in the following.



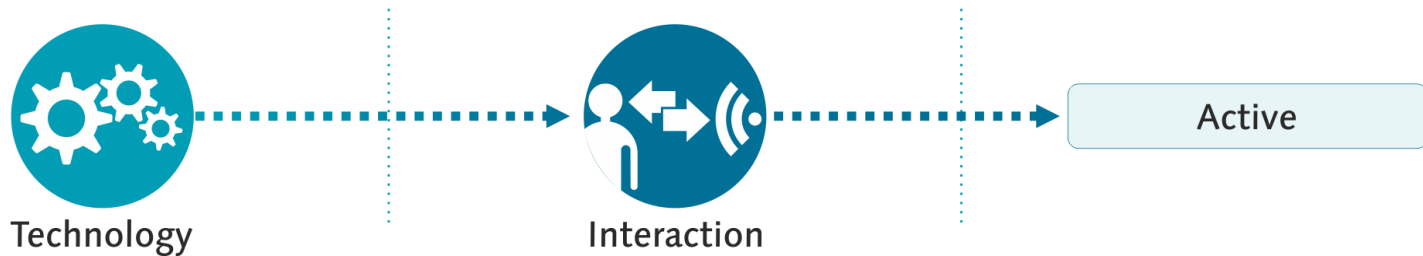
# Categories of Digital Media (Dutra, 2011, p.25)



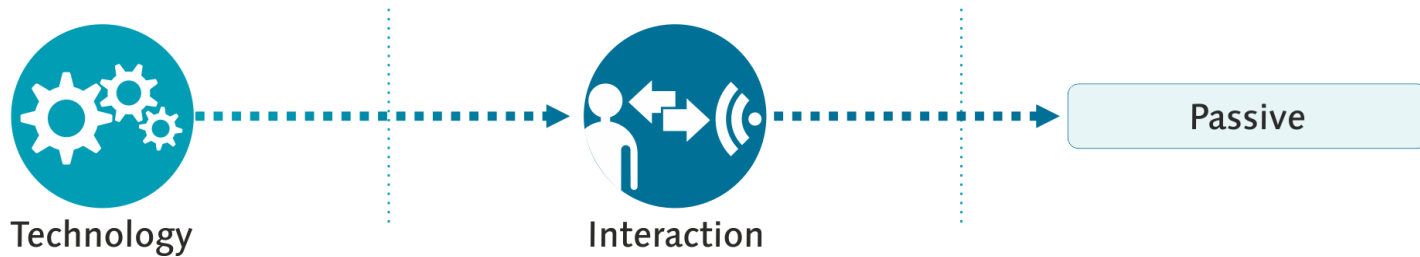
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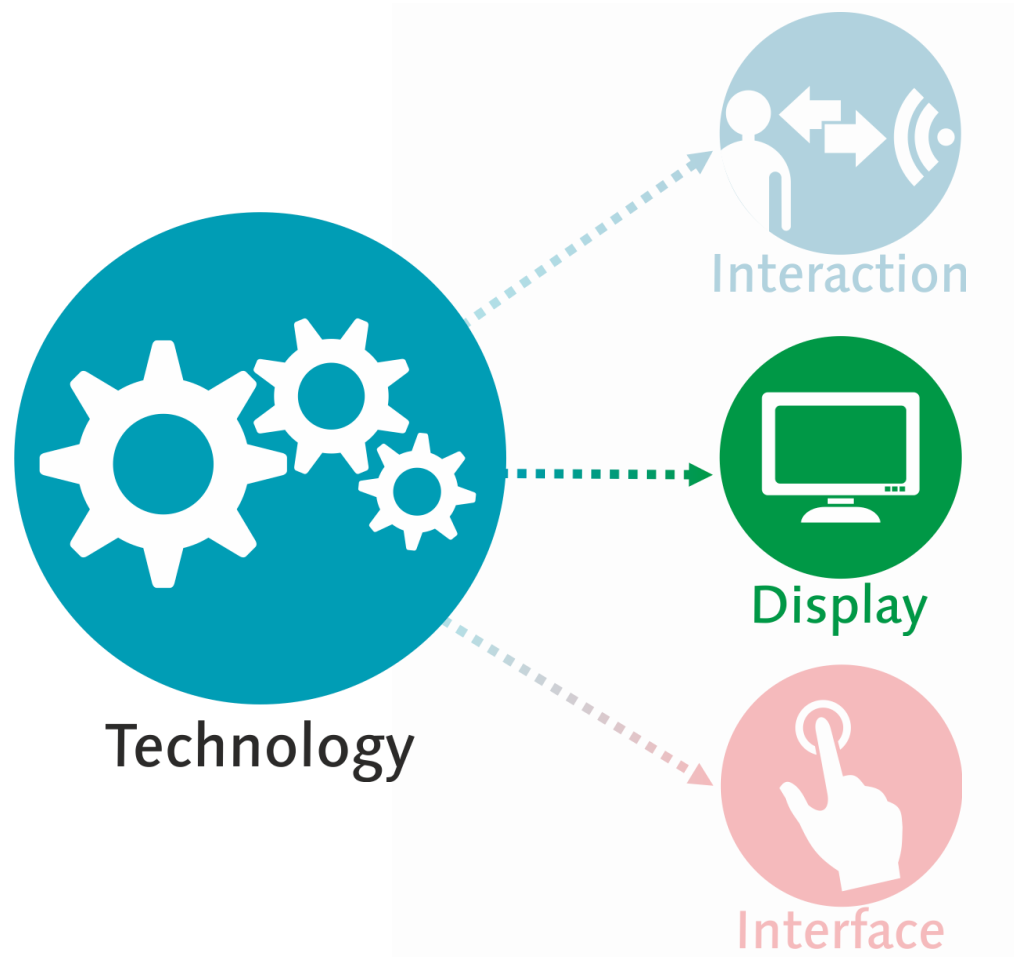
# Categories of Digital Media



# Categories of Digital Media

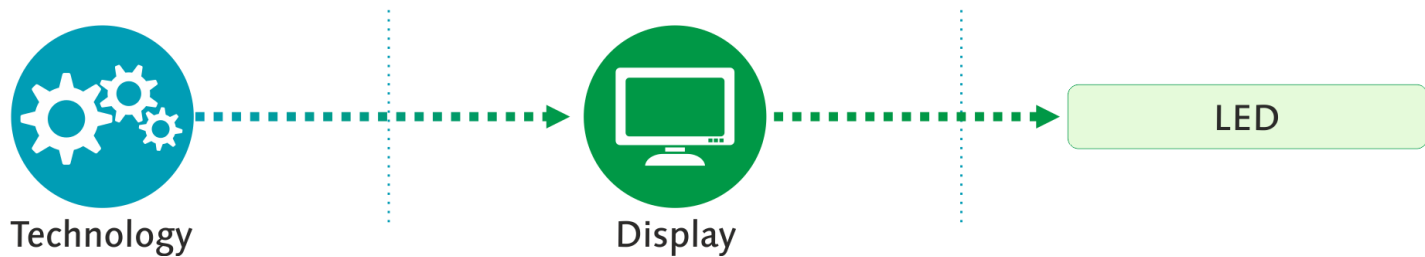


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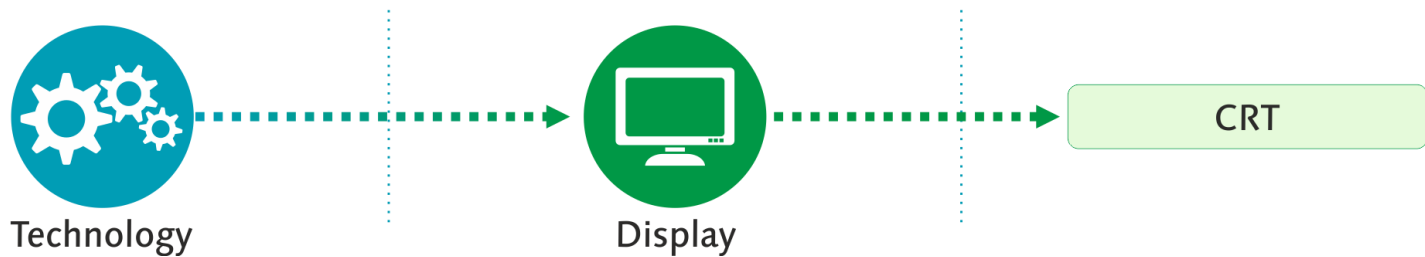




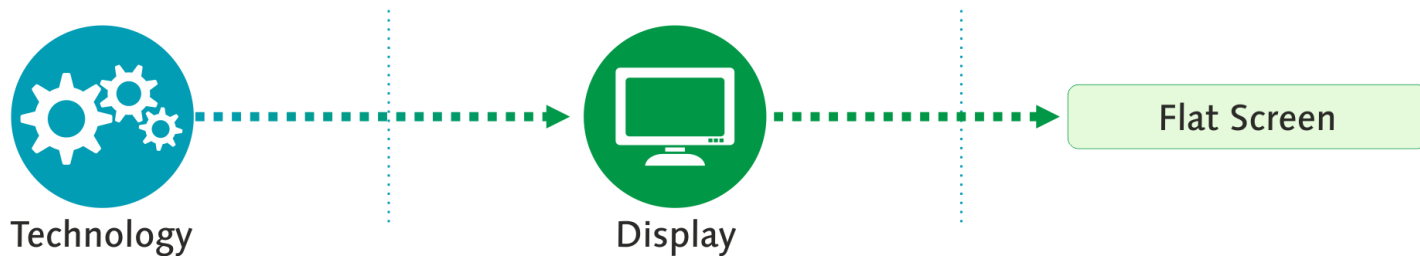
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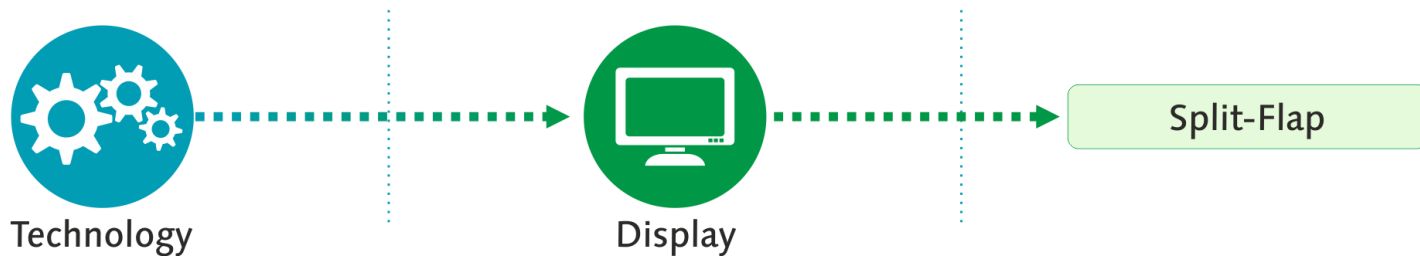


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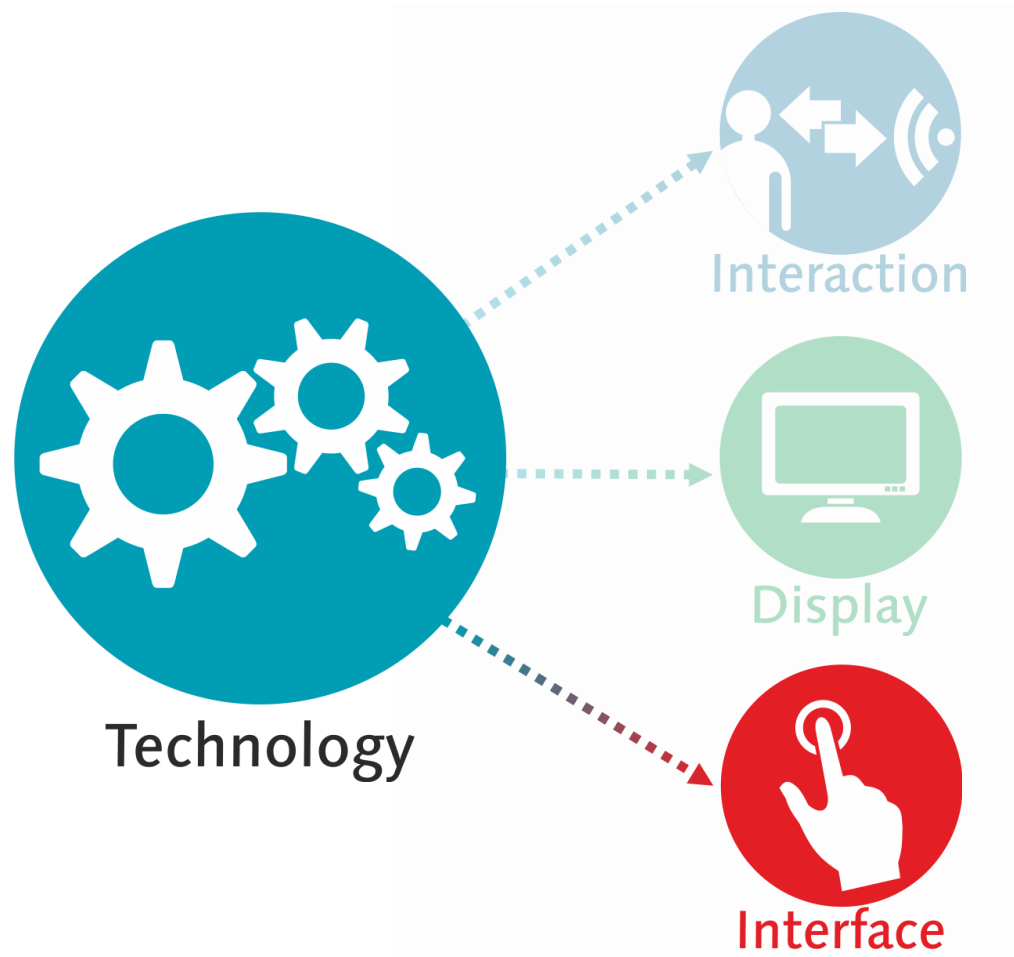




# Categories of Digital Media



# Categories of Digital Media



# Categories of Digital Media



# Categories of Digital Media





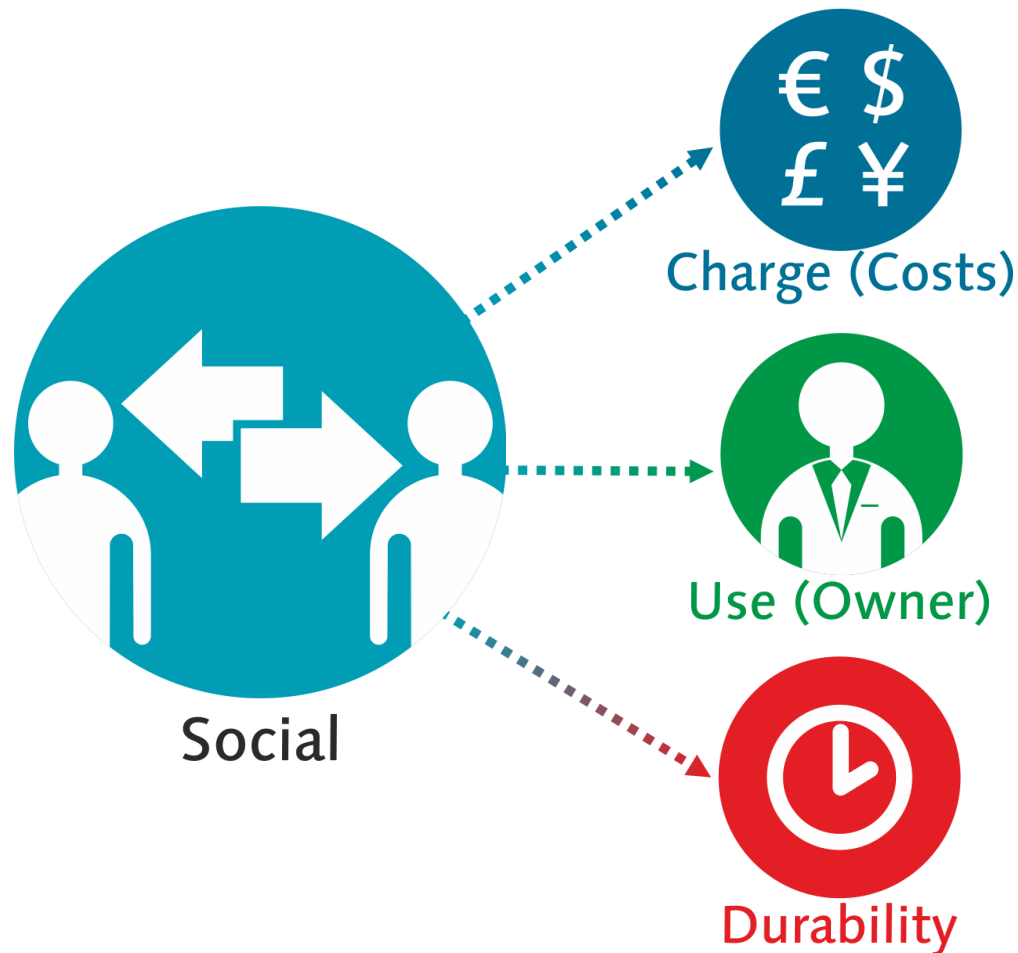
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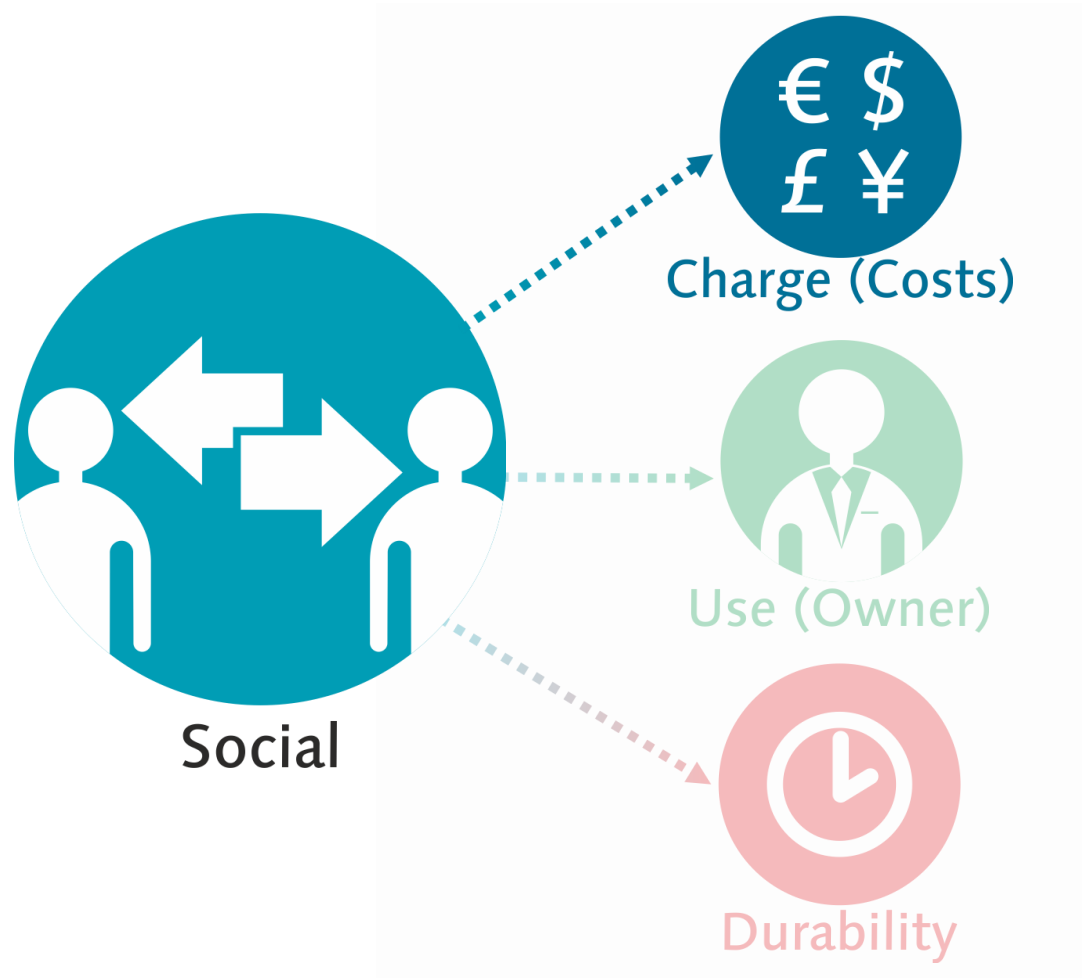
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# Categories of Digital Media

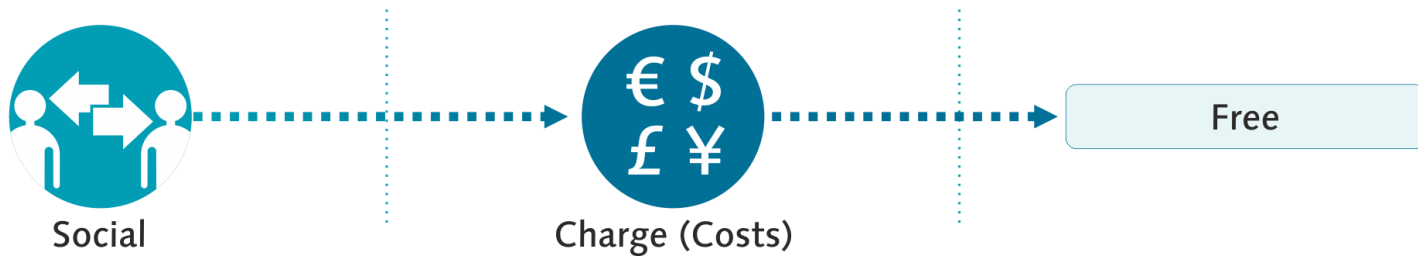


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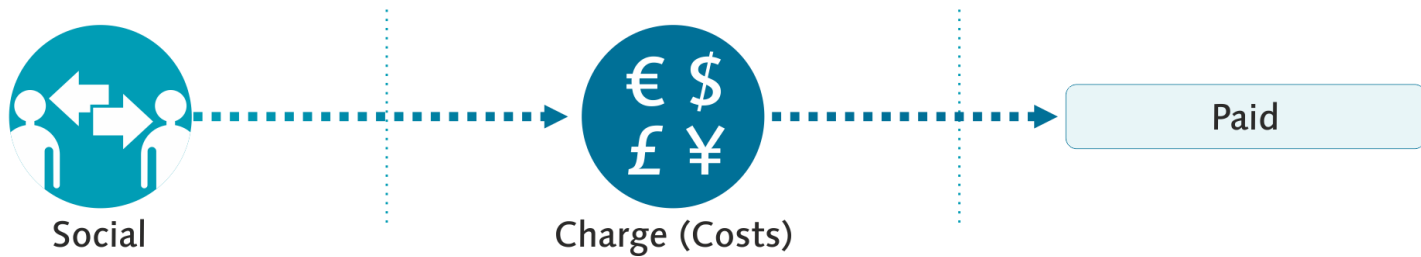
# Categories of Digital Media



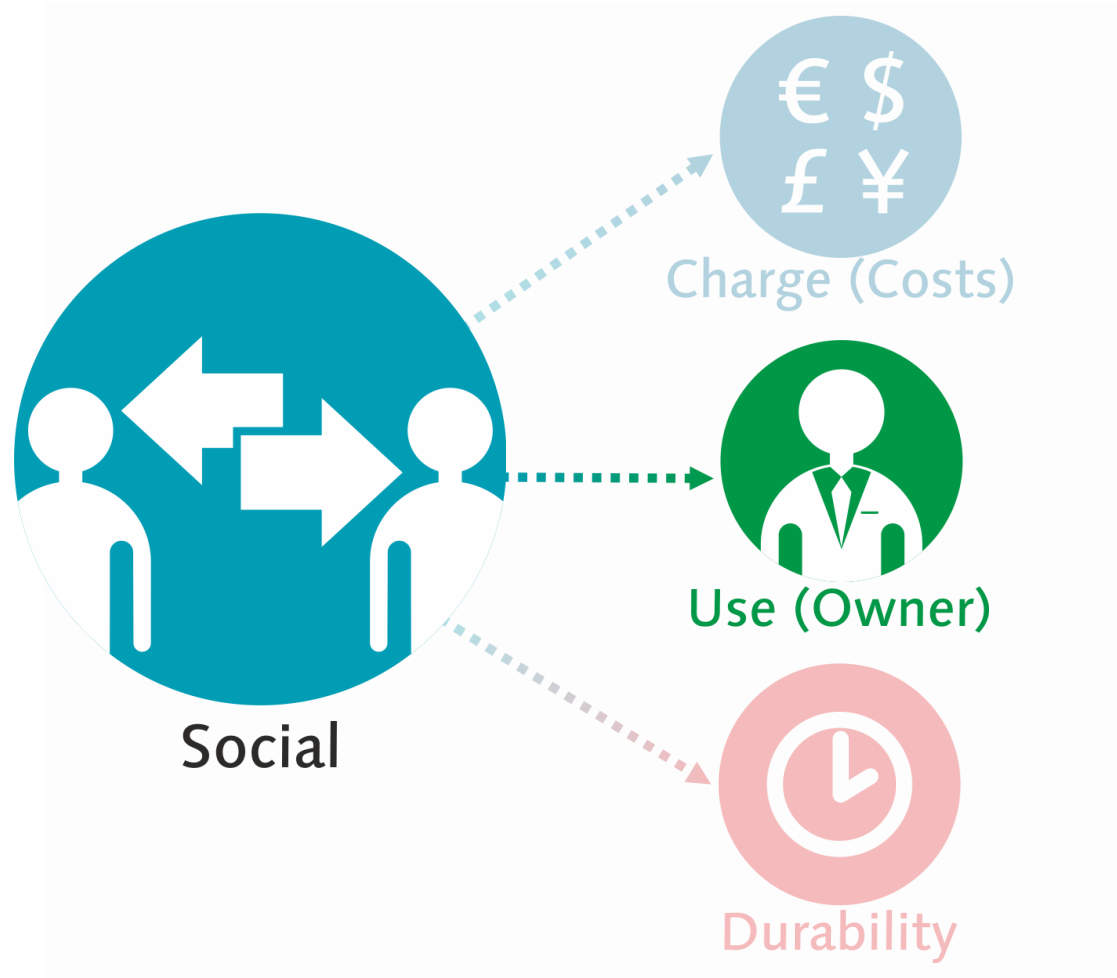
A close-up of a red digital display showing bus routes. The display is titled 'Rathausmarkt' and lists routes with their destinations and departure times. A plus sign icon is visible on the left side of the display.

Linie	Ziel	Abfahrt
6	U Borgweg	1 min
3	A.d.Sande Speicherstadt	2 min
37	Hauptbahnhof/208	6 min
6	U Borgweg	9 min
3	A.d.Sande Speicherstadt	12 min
35	Rahlstedt Sorenkoppel	15 min
6	U Borgweg	16 min
37	Bramfeld, Dorfplatz	17 min

# Categories of Digital Media



# Categories of Digital Media



# Categories of Digital Media

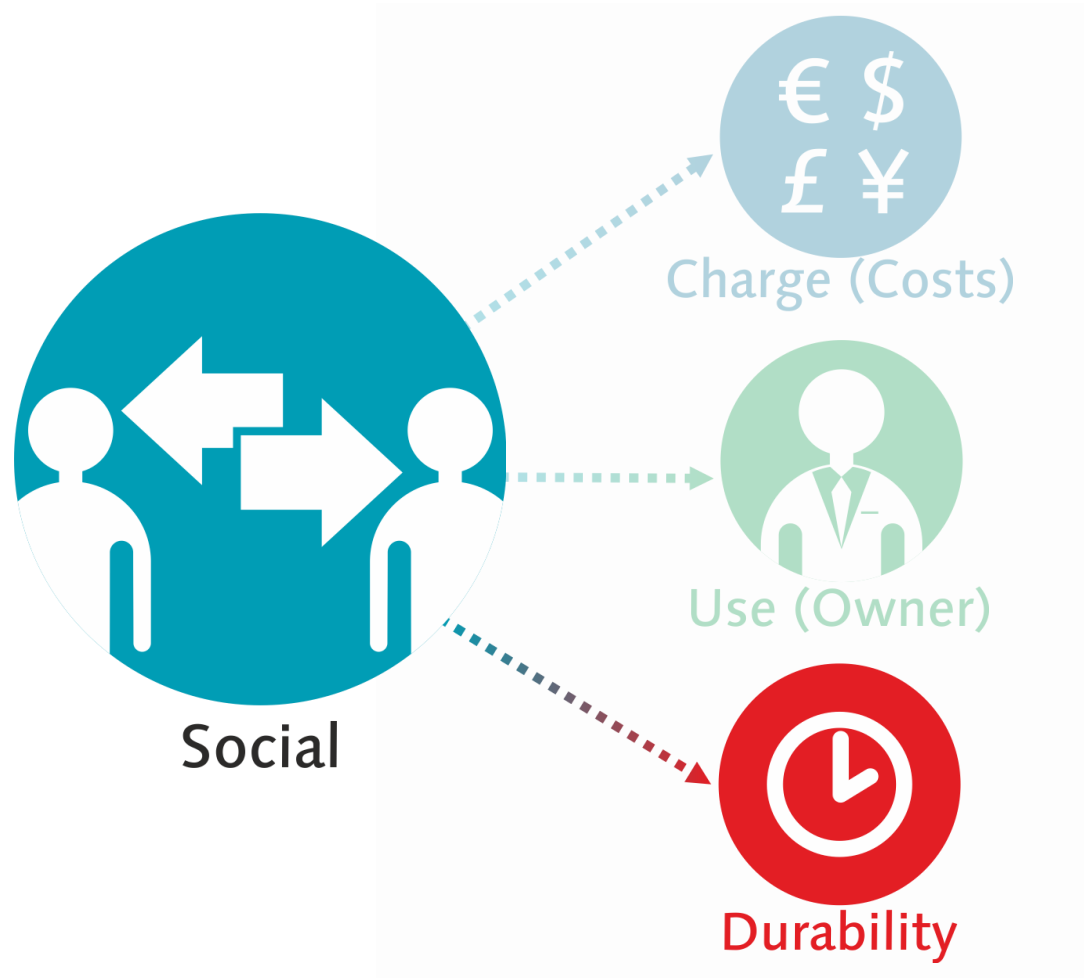




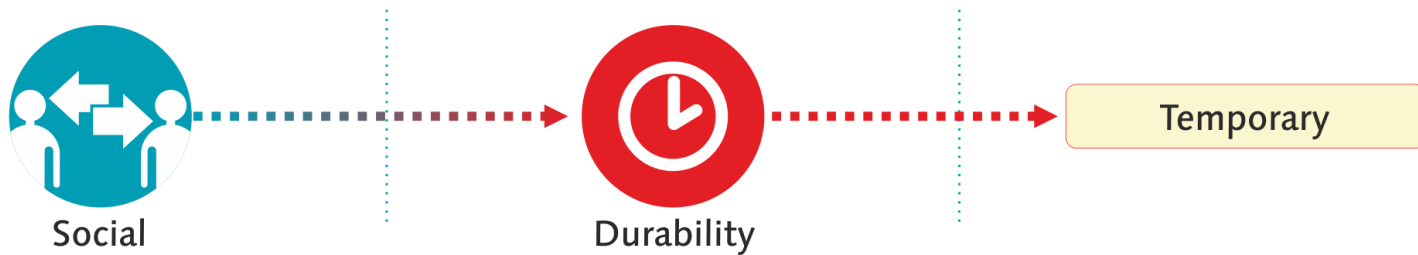
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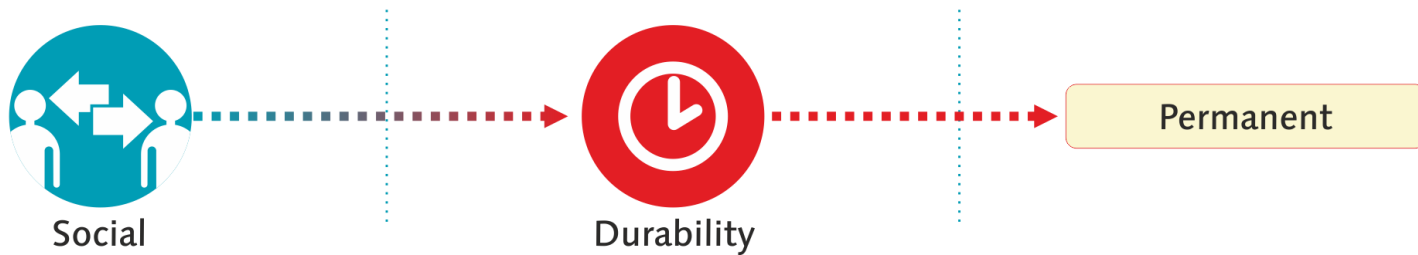


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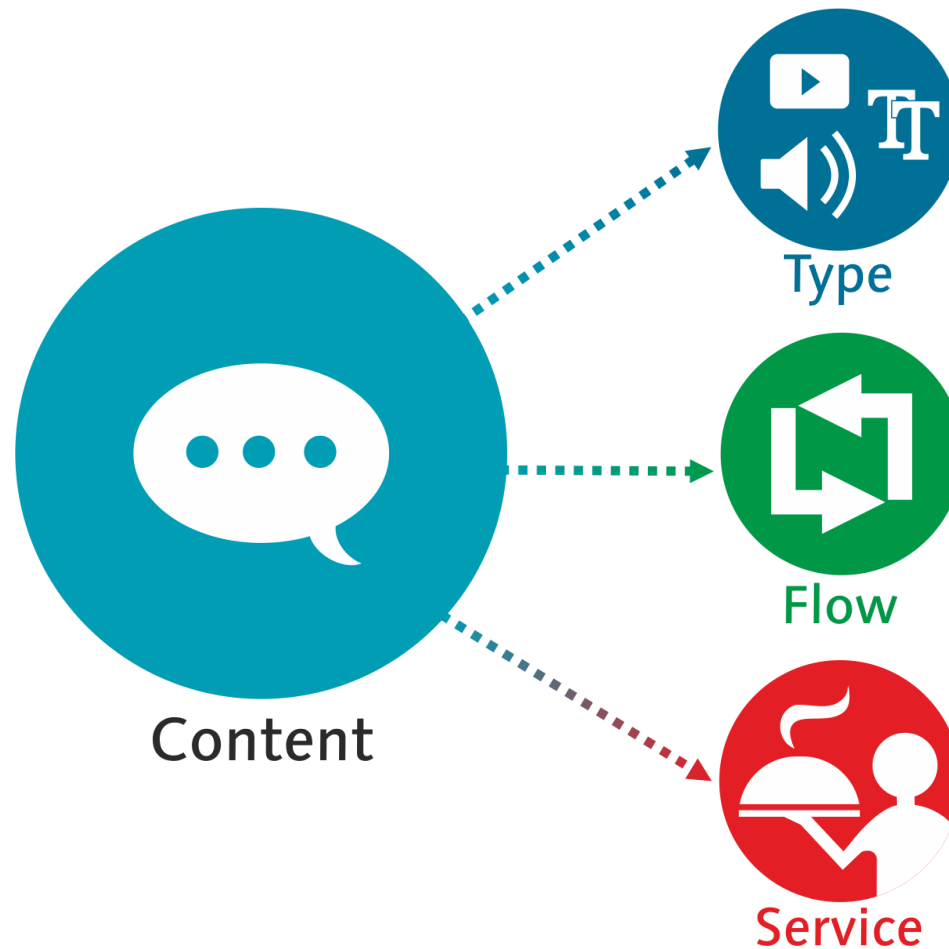


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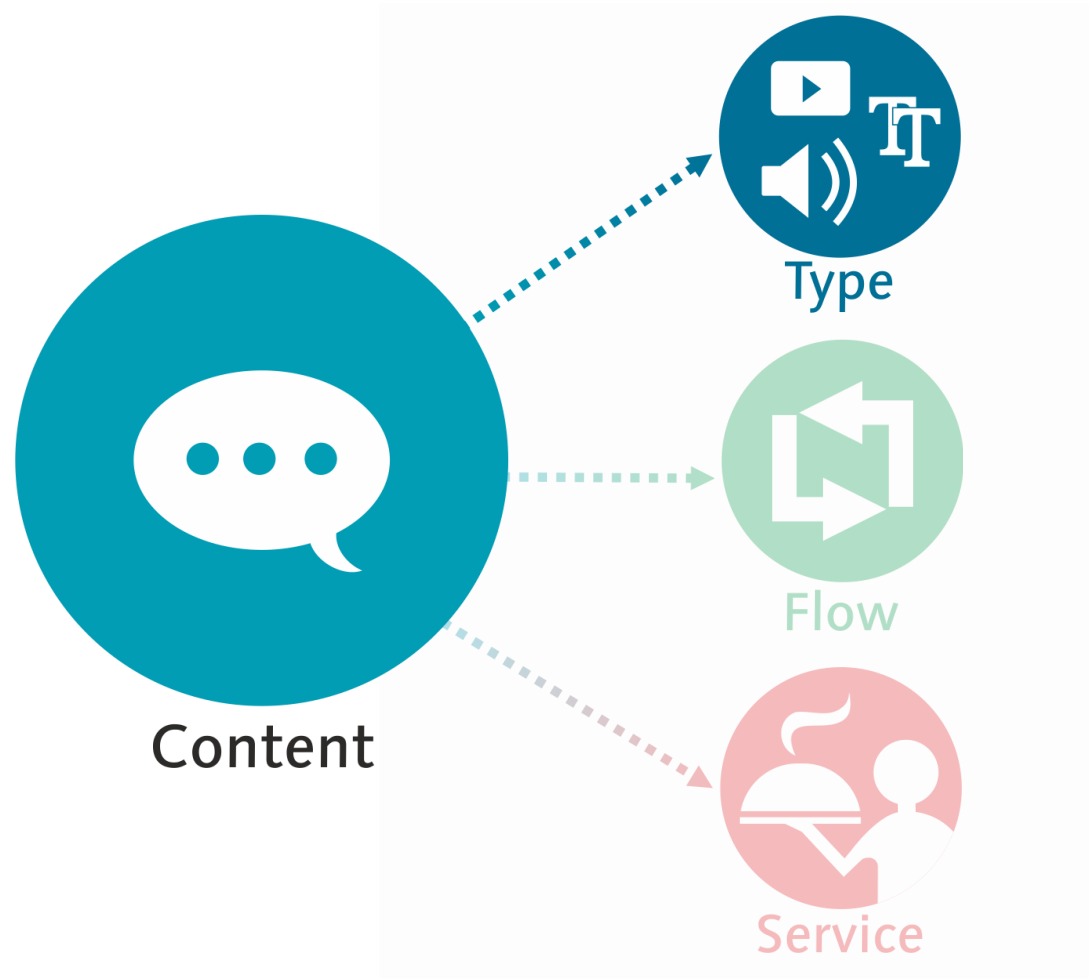




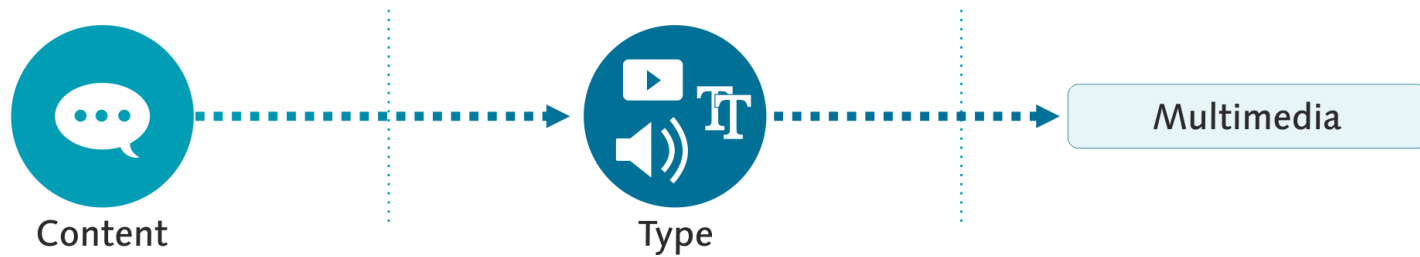
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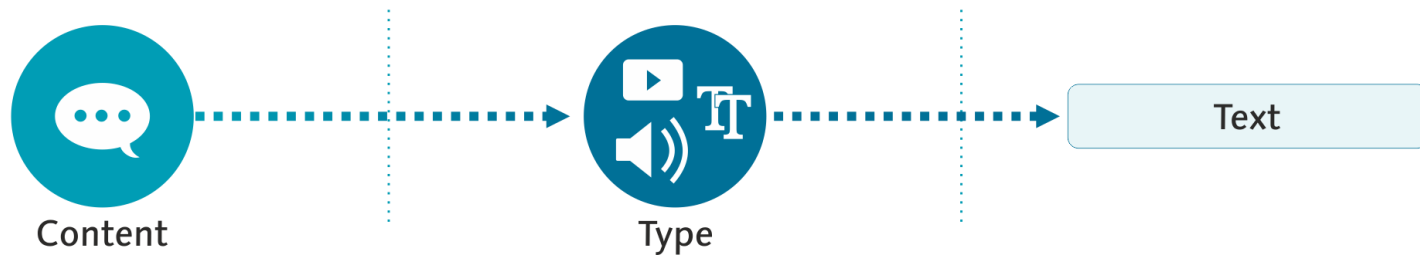
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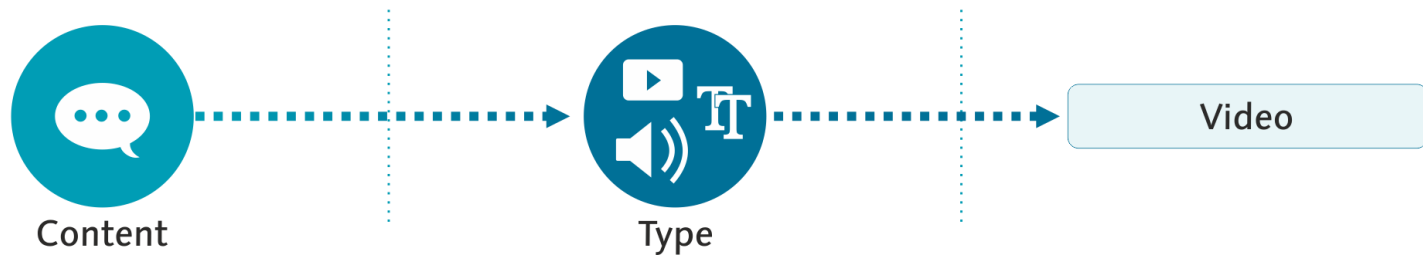
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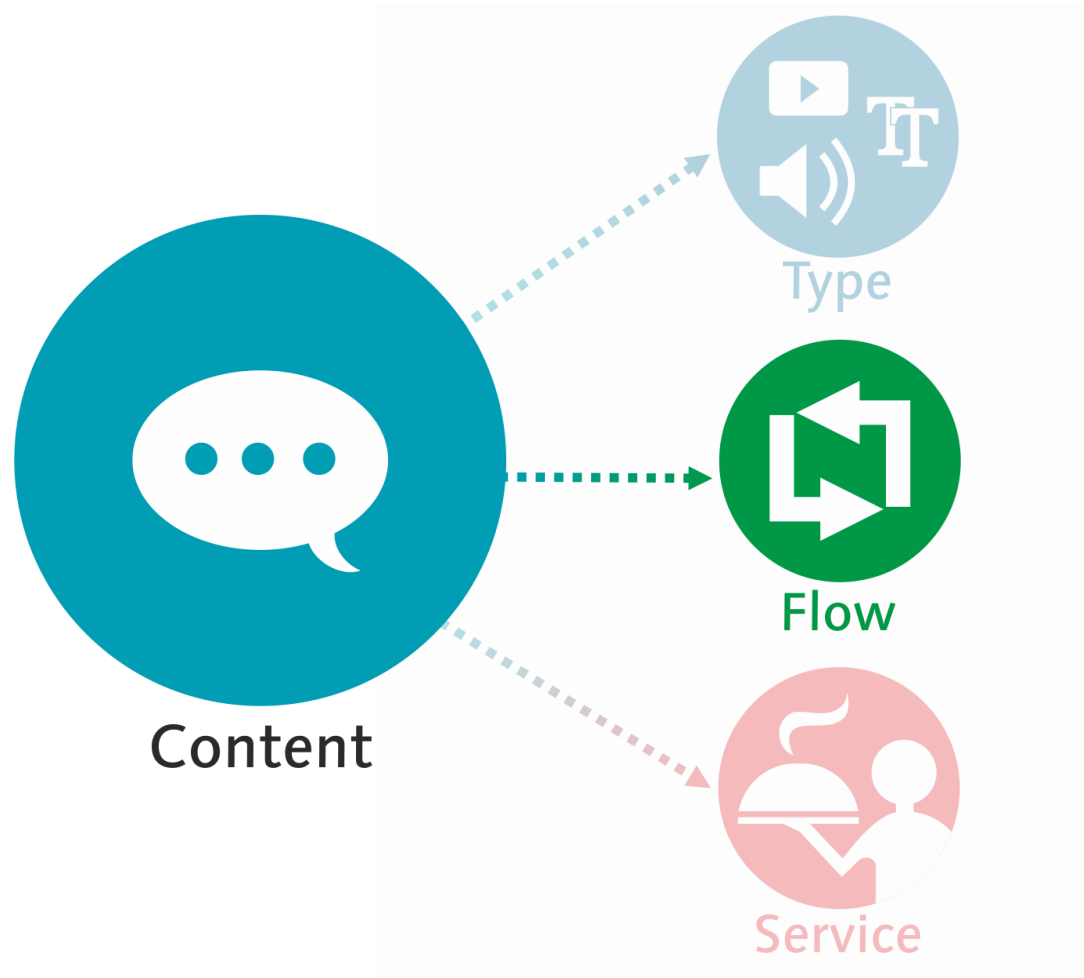
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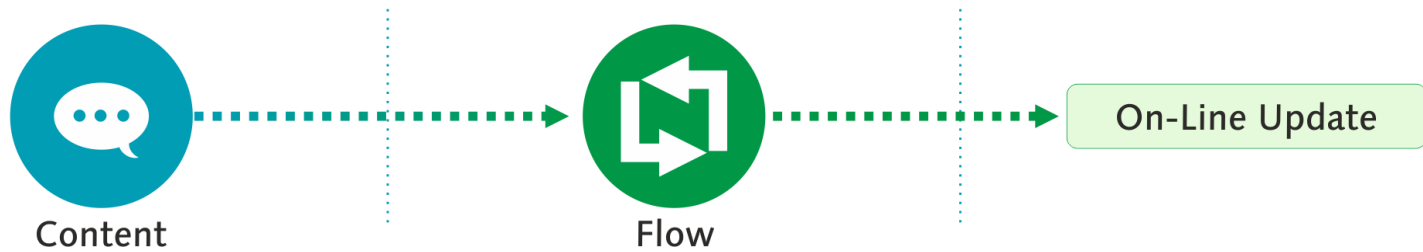


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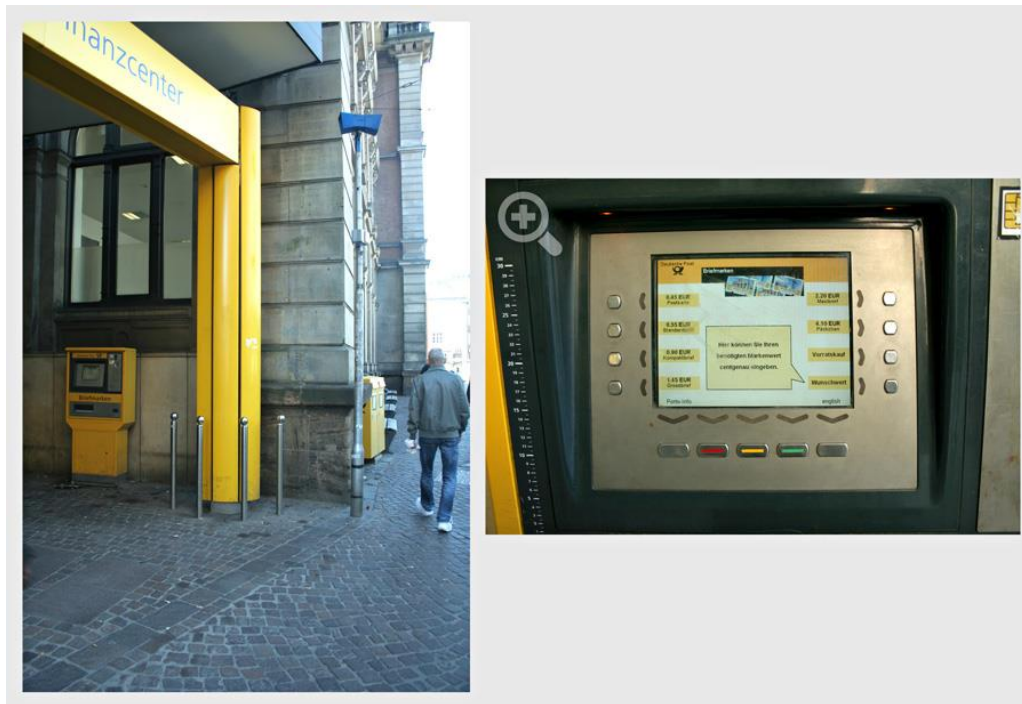
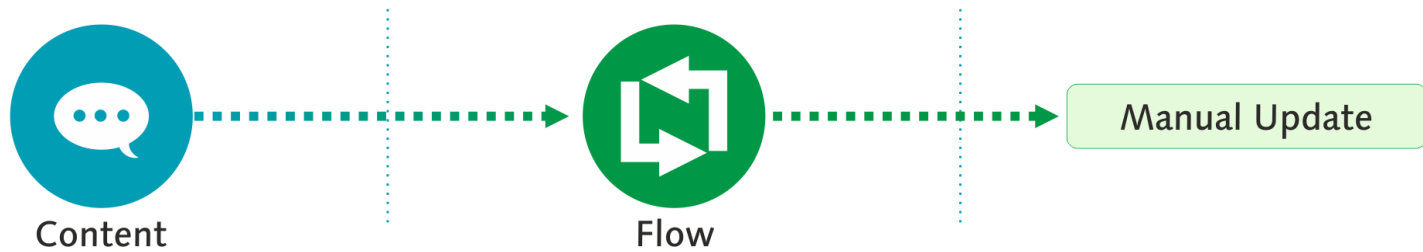




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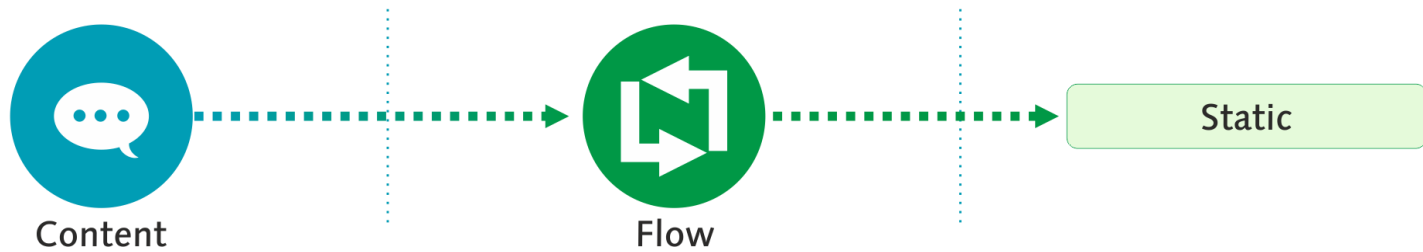


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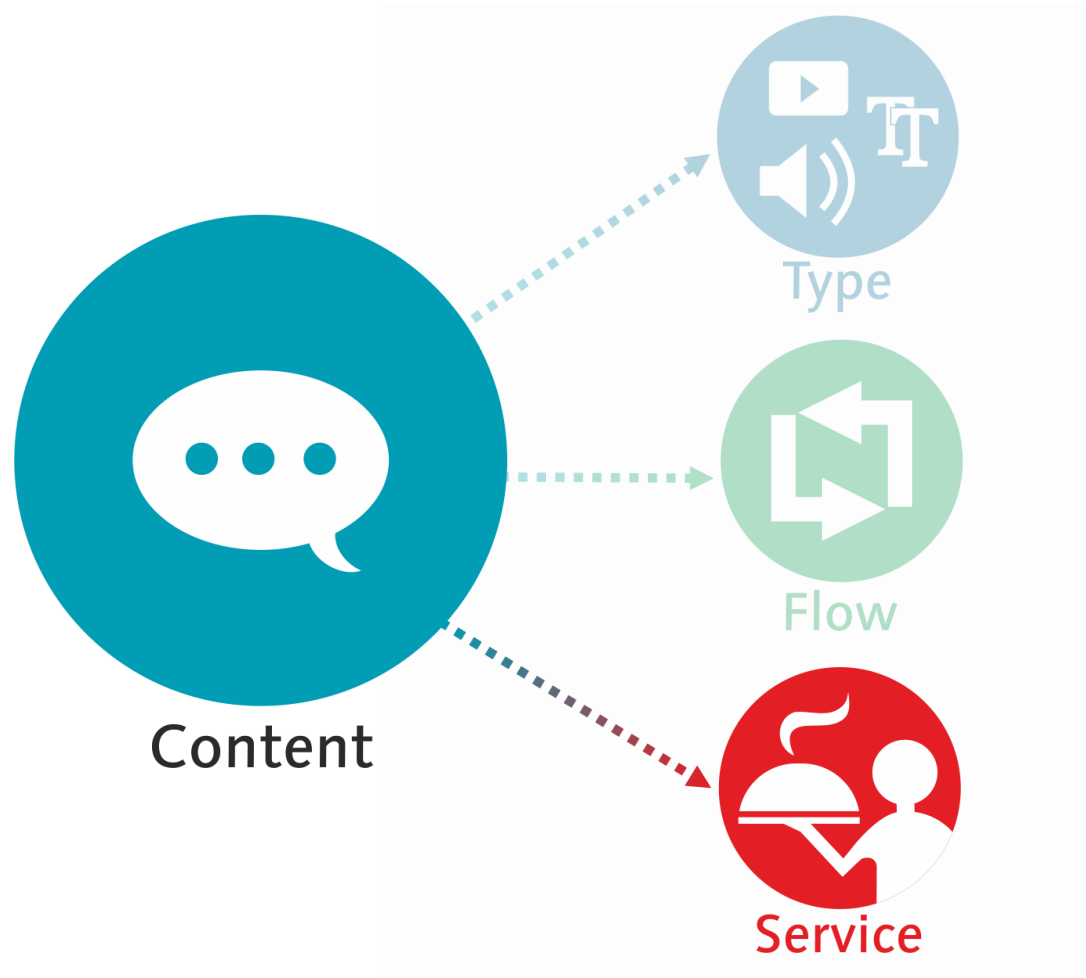




# Categories of Digital Media



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# Categories of Digital Media



# Categories of Digital Media



# Categories of Digital Media



# Mediatization

Definitions



# Mediatization



# Mediatization

- *“City space is a space of concentration, vis-à-vis the dispersal that characterizes the territory, the countryside”* (Brighenti, 2010, p. 475).

The bright lights, the vending machines, the information displays, the communication devices are also immediately introduced to this mental concept of city.

# Mediatization

It is almost natural to converge the urban/city idea in the direction of media studies.

- *"In other words, not only is the city mediated, but new media themselves are 'urbanized' and urban media: they are designed on the basis of a model of social relations that is soaked in the urban experience of modernity"* (Brighenti, 2010, p. 473).

# Mediatization

There are some possible theoretical approaches to discuss the integration of the media devices in the context of the urban spaces.

The concept of ***Soft Urbanism*** is one approach:

- *"It addresses the changes of public urban space due to mediatization and develops scenarios for the interplay of the public urban space and the public media domain, for the creation of urban hybrid spaces"* ("Urban Screens 05 - sessions," 2005).

# Mediatization

In essence, **mediatization** deals with the presence of the media in the modern life in a way that the existence of both is mutually dependent.

- *"Contemporary society is permeated by the media, to an extent that the media may no longer be conceived of as being separate from cultural and other social institutions"* (Hjarvard, 2008, p. 105).

# Mediatization

Several explorations can emerge from this premise: there are social, political, technological implications. For now, it is enough to understand that the medium (in specific the digital medium) is an important part of the urban scenario.

# Mediatization

This relation is intricate in a way that it is possible to say that the city, itself, can constitute a medium of expression.

- *“Public space is the city's medium for communication with itself, with the new and unknown, (...). Public space is urban planning's moderator in a city of free players.”* (Christ, W., 2000 apud Struppek, 2006).



# Mediatization

The digital medium is an intrinsic part of the city, and in some cases it is an irreversible evolution of available services. Hjarvard, in the article *The Mediatization of Society* (2008, p. 106), pointed that

- “[m]edia are not simply technologies that organizations, parties or individuals can choose to use – or not use – as they see fit. A significant share of the influence media exert arises out of the fact that they have become an integral part of other institutions’ operations (...)”.

# Mediatization

It is not hard to identify public services which are totally dependent on the digital media to work and communicate with its users.

For instance, is it possible to imagine nowadays a ticket machine for public transportation without any display giving immediate feedback regarding the costs and purchase options? Certainly not.

# Mediatization

McLuhan (1994) considered the medium as an extension of the human body; O'Neill (2008, p. 2) adds that the media affects the way in which the humans sense the world around:

- *"When we become adapted to using media in such a way, they become natural to us. We only see what they allow us to see, or touch what they allow us to touch".*

# Mediatization

The next pictures reveal exactly this phenomenon. Both are showing the same location at the Times Square, in New York, in different time locations: the first one was taken in 1905, when it was barely possible to identify facades as commercial spots. In the image from 2008 the profusion of media expressions is evident: advertisements, vending machines, services and information.

# Mediatization



Image retrieved from <http://www.flickr.com/photos/clicksnappy/4604051532/>

# Mediatization



Image retrieved from <https://picasaweb.google.com/lh/photo/zairunFDwn4nXvE7op2a4w>



# Mediatization

## Times Square, New York



1905

and



2008



# Mediatization

In fact, in cities placed in a similar cultural and temporal context, it is possible to identify the same situation.

So far, one conclusion emerges already: the mediatization is intrinsically related to the users: the city can be a medium and can have its own expression, but this relation depends on having the receptors for this message. The higher the human concentration, the higher is the presence of digital media in urban places.

# Mediatization

Or, to be even simpler, mediatization is a complementary concept for urban:

- *"(...) it does mean that an understanding of the importance of media in modern society and culture can no longer rely on models that conceive of media as being separate from society and culture"* (Hjarvard, 2008, p. 106).

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# Questions?





# Mobile Media & Cultural Heritage

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## 02. Media & Mediatization





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