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KEY=COUNTERCULTURE - ROWE TALAN

FROM COUNTERCULTURE TO CYBERCULTURE

STEWART BRAND, THE WHOLE EARTH NETWORK, AND THE RISE OF DIGITAL UTOPIANISM

University of Chicago Press In the early 1960s, computers haunted the American popular imagination. Bleak tools of the cold war, they embodied the rigid organization and mechanical conformity that made the military-industrial complex possible. But by the 1990s—and the dawn of the Internet—computers started to represent a very different kind of world: a collaborative and digital utopia modeled on the communal ideals of the hippies who so vehemently rebelled against the cold war establishment in the first place. From *Counterculture to Cyberculture* is the first book to explore this extraordinary and ironic transformation. Fred Turner here traces the previously untold story of a highly influential group of San Francisco Bay-area entrepreneurs: Stewart Brand and the Whole Earth network. Between 1968 and 1998, via such familiar venues as the National Book Award-winning *Whole Earth Catalog*, the computer conferencing system known as WELL, and, ultimately, the launch of the wildly successful *Wired* magazine, Brand and his colleagues brokered a long-running collaboration between San Francisco flower power and the emerging technological hub of Silicon Valley. Thanks to their vision, counterculturalists and technologists alike joined together to reimagine computers as tools for personal liberation, the building of virtual and decidedly alternative communities, and the exploration of bold new social frontiers. Shedding new light on how our networked culture came to be, this fascinating book reminds us that the distance between the Grateful Dead and Google, between Ken Kesey and the computer itself, is not as great as we might think.

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FROM COUNTERCULTURE TO CYBERCULTURE

HOW STEWART BRAND AND THE WHOLE EARTH CATALOG BROUGHT US WIRED MAGAZINE

THE DEMOCRATIC SURROUND

MULTIMEDIA AND AMERICAN LIBERALISM FROM WORLD WAR II TO THE PSYCHEDELIC SIXTIES

University of Chicago Press We commonly think of the psychedelic sixties as an explosion of creative energy and freedom that arose in direct revolt against the social restraint and authoritarian hierarchy of the early Cold War years. Yet, as Fred Turner reveals in *The Democratic Surround*, the decades that brought us the Korean War and communist witch hunts also witnessed an extraordinary turn toward explicitly democratic, open, and inclusive ideas of communication and with them new, flexible models of social order. Surprisingly, he shows that it was this turn that brought us the revolutionary multimedia and wild-eyed individualism of the 1960s counterculture. In this prequel to his celebrated book *From Counterculture to Cyberculture*, Turner rewrites the history of postwar America, showing how in the 1940s and '50s American liberalism offered a far more radical social vision than we now remember. Turner tracks the influential mid-century entwining of Bauhaus aesthetics with American social science and psychology. From the Museum of Modern Art in New York to the New Bauhaus in Chicago and Black Mountain College in North Carolina, Turner shows how some of the most well-known artists and intellectuals of the forties developed new models of media, new theories of interpersonal and international collaboration, and new visions of an open, tolerant, and democratic self in direct contrast to the repression and conformity associated with the fascist and communist movements. He then shows how their work shaped some of the most significant media events of the Cold War, including Edward Steichen's *Family of Man* exhibition, the multimedia performances of John Cage, and, ultimately, the psychedelic Be-Ins of the sixties. Turner demonstrates that by the end of the 1950s this vision of the democratic self and the media built to promote it would actually become part of the mainstream, even shaping American propaganda efforts in Europe. Overturning common misconceptions of these transformational years, *The Democratic Surround* shows just how much the artistic and social radicalism of the sixties owed to the liberal ideals of Cold War America, a democratic vision that still underlies our hopes for digital media today.

SEEING SILICON VALLEY

LIFE INSIDE A FRAYING AMERICA

University of Chicago Press The valley on the hill /Fred Turner --Photographs and stories /Mary Beth Meehan.

WHAT THE DORMOUSE SAID

HOW THE SIXTIES COUNTERCULTURE SHAPED THE PERSONAL COMPUTER INDUSTRY

Penguin Group USA An analysis of the political and cultural forces that gave rise to the personal computer chronicles its development through the people, politics, and social upheavals that defined its time, from a teenage anti-war protester who laid the groundwork for the PC revolution to the imprisoned creator of the first word processing software for the IBM PC. Reprint.

II CYBERNETIC FRONTIERS

Random House (NY)

THE SAN FRANCISCO TAPE MUSIC CENTER

1960S COUNTERCULTURE AND THE AVANT-GARDE

Univ of California Press DVD, entitled Wow and flutter, contains recordings of concerts at the festival, held Oct. 1-2. 2004, RPI Playhouse, Rensselaer Polytechnic Institute, Troy, N.Y.

BOBOS IN PARADISE

THE NEW UPPER CLASS AND HOW THEY GOT THERE

Simon and Schuster Do you believe that spending \$15,000 on a media center is vulgar, but that spending \$15,000 on a slate shower stall is a sign that you are at one with the Zenlike rhythms of nature? Do you work for one of those visionary software companies where people come to work wearing hiking boots and glacier glasses, as if a wall of ice were about to come sliding through the parking lot? If so, you might be a Bobo. In his bestselling work of "comic sociology," David Brooks coins a new word, Bobo, to describe today's upper class -- those who have wed the bourgeois world of capitalist enterprise to the hippie values of the bohemian counterculture. Their hybrid lifestyle is the atmosphere we breathe, and in this witty and serious look at the cultural consequences of the information age, Brooks has defined a new generation.

ECHOES OF COMBAT

THE VIETNAM WAR IN AMERICAN MEMORY

Doubleday Detailed, step-by-step instructions show young artists how to draw a variety of dogs from the hound, working, toy, sporting, and nonsporting breeds, including spaniels, greyhounds, collies, and poodles.

HOW BUILDINGS LEARN

WHAT HAPPENS AFTER THEY'RE BUILT

Penguin Buildings have often been studied whole in space, but never before have they been studied whole in time. How Buildings Learn is a masterful new synthesis that proposes that buildings adapt best when constantly refined and reshaped by their occupants, and that architects can mature from being artists of space to becoming artists of time. From the

connected farmhouses of New England to I.M. Pei's Media Lab, from "satisficing" to "form follows funding," from the evolution of bungalows to the invention of Santa Fe Style, from Low Road military surplus buildings to a High Road English classic like Chatsworth—this is a far-ranging survey of unexplored essential territory. More than any other human artifacts, buildings improve with time—if they're allowed to. *How Buildings Learn* shows how to work with time rather than against it.

CYBERNETIC REVOLUTIONARIES

TECHNOLOGY AND POLITICS IN ALLENDE'S CHILE

MIT Press A historical study of Chile's twin experiments with cybernetics and socialism, and what they tell us about the relationship of technology and politics. In *Cybernetic Revolutionaries*, Eden Medina tells the history of two intersecting utopian visions, one political and one technological. The first was Chile's experiment with peaceful socialist change under Salvador Allende; the second was the simultaneous attempt to build a computer system that would manage Chile's economy. Neither vision was fully realized—Allende's government ended with a violent military coup; the system, known as Project Cybersyn, was never completely implemented—but they hold lessons for today about the relationship between technology and politics. Drawing on extensive archival material and interviews, Medina examines the cybernetic system envisioned by the Chilean government—which was to feature holistic system design, decentralized management, human-computer interaction, a national telex network, near real-time control of the growing industrial sector, and modeling the behavior of dynamic systems. She also describes, and documents with photographs, the network's Star Trek-like operations room, which featured swivel chairs with armrest control panels, a wall of screens displaying data, and flashing red lights to indicate economic emergencies. Studying project Cybersyn today helps us understand not only the technological ambitions of a government in the midst of political change but also the limitations of the Chilean revolution. This history further shows how human attempts to combine the political and the technological with the goal of creating a more just society can open new technological, intellectual, and political possibilities. Technologies, Medina writes, are historical texts; when we read them we are reading history.

STATUS UPDATE

CELEBRITY, PUBLICITY, AND BRANDING IN THE SOCIAL MEDIA AGE

Yale University Press Presents an analysis of social media, discussing how a technology which was once heralded as democratic, has evolved into one which promotes elitism and inequality and provides companies with the means of invading privacy in search of profits.

AMBIENT TELEVISION

VISUAL CULTURE AND PUBLIC SPACE

Duke University Press Although we tend to think of television primarily as a household fixture, TV monitors outside the home are widespread: in bars, laundromats, and stores; conveying flight arrival and departure times in airports; uniting crowds at sports events and allaying boredom in waiting rooms; and helping to pass the time in workplaces of all kinds. In *Ambient Television* Anna McCarthy explores the significance of this pervasive phenomenon, tracing the forms of conflict, commerce, and community that television generates outside the home. Discussing the roles television has played in different institutions from 1945 to the present day, McCarthy draws on a wide array of sources. These include retail merchandising literature, TV industry trade journals, and journalistic discussions of public viewing, as well as the work of cultural geographers, architectural theorists, media scholars, and anthropologists. She also uses photography as a research tool, documenting the uses and meanings of television sets in the built environment, and focuses on such locations as the tavern and the department store to show how television is used to support very different ideas about gender, class, and consumption. Turning to contemporary examples, McCarthy discusses practices such as Turner Private Networks' efforts to transform waiting room populations into advertising audiences and the use of point-of-sale video that influences brand visibility and consumer behavior. Finally, she inquires into the activist potential of out-of-home television through a discussion of the video practices of two contemporary artists in everyday public settings. Scholars and students of cultural, visual, urban, American, film, and television studies will be interested in this thought-provoking, interdisciplinary book.

THE NEXT WHOLE EARTH CATALOG

ACCESS TO TOOLS

WHOLE EARTH FIELD GUIDE

MIT Press A source book for American culture in the 1960s and 1970s: "suggested reading" from the Last Whole Earth Catalog, from Thoreau to James Baldwin. The Whole Earth Catalog was a cultural touchstone of the 1960s and 1970s. The iconic cover image of the Earth viewed from space made it one of the most recognizable books on bookstore shelves. Between 1968 and 1971, almost two million copies of its various editions were sold, and not just to commune-dwellers and hippies. Millions of mainstream readers turned to the Whole Earth Catalog for practical advice and intellectual stimulation, finding everything from a review of Buckminster Fuller to recommendations for juicers. This book offers selections from eighty texts from the nearly 1,000 items of "suggested reading" in the Last Whole Earth Catalog. After an introduction that provides background information on the catalog and its founder, Stewart Brand (interesting fact: Brand got his organizational skills from a stint in the Army), the book presents the texts arranged in nine sections that echo the sections of the Whole Earth Catalog itself. Enlightening juxtapositions abound. For example, "Understanding Whole Systems" maps the holistic terrain with writings by authors from Aldo Leopold to Herbert Simon; "Land Use" features selections from Thoreau's Walden and a report from the United Nations on new energy sources; "Craft" offers excerpts from The Book of Tea and The Illustrated Hassle-Free Make Your Own Clothes Book; "Community" includes Margaret Mead and James Baldwin's odd-couple collaboration, A Rap on Race. Together, these texts offer a sourcebook for the Whole Earth culture of the 1960s and 1970s in all its infinite variety.

A HISTORY OF MODERN COMPUTING, SECOND EDITION

MIT Press From the first digital computer to the dot-com crash—a story of individuals, institutions, and the forces that led to a series of dramatic transformations. This engaging history covers modern computing from the development of the first electronic digital computer through the dot-com crash. The author concentrates on five key moments of transition: the transformation of the computer in the late 1940s from a specialized scientific instrument to a commercial product; the emergence of small systems in the late 1960s; the beginning of personal computing in the 1970s; the spread of networking after 1985; and, in a chapter written for this edition, the period 1995-2001. The new material focuses on the Microsoft antitrust suit, the rise and fall of the dot-coms, and the advent of open source software, particularly Linux. Within the chronological narrative, the book traces several overlapping threads: the evolution of the computer's internal design; the effect of economic trends and the Cold War; the long-term role of IBM as a player and as a target for upstart entrepreneurs; the growth of software from a hidden element to a major character in the story of computing; and the recurring issue of the place of information and computing in a democratic society. The focus is on the United States (though Europe and Japan enter the story at crucial points), on computing per se rather than on applications such as artificial intelligence, and on systems that were sold commercially and installed in quantities.

GROOVY SCIENCE

KNOWLEDGE, INNOVATION, AND AMERICAN COUNTERCULTURE

University of Chicago Press Groovy Science paints a decidedly different picture of the sixties counterculture by uncovering an unabashed embrace of certain kinds of science and technology. While many rejected science and technology that struck them as hulking, depersonalized, or militarized, theirs was a rejection of Cold War-era missiles and mainframes, not science and technology per se. We see in these pages the long-running annual workshops on quantum physics at the Esalen Institute in Big Sur, California; aerospace engineers turning their knowledge of high-tech materials to the short board revolution in surfing; Timothy Leary's championing of space colonization as the ultimate high; and midwives redirecting their medical knowledge to launch a home-birth movement. Groovy Science gathers intriguing examples like these from across the physical, biological, and social sciences and charts commonalities across these many domains, highlighting shared trends and themes during one of the most colorful periods of recent American history. The result reveals a much more diverse picture of how Americans sought and found alternative forms of science that resonated with their social and political goals."

LAST FUTURES

NATURE, TECHNOLOGY AND THE END OF ARCHITECTURE

Verso Books In the late 1960s the world was faced with impending disaster: the height of the Cold War, the end of oil, and the decline of great cities throughout the world. Out of this crisis came a new generation of thinkers, designers and engineers who hoped to build a better future, influenced by visions of geodesic domes, walking cities, and a meaningful connection with nature. In this brilliant work of cultural history, architect Douglas Murphy traces the lost archeology of the present-day through the works of thinkers and designers such as Buckminster Fuller, the ecological pioneer Stewart Brand, the Archigram architects who envisioned the Plug-In City in the '60s, as well as co-operatives in Vienna, communes in the Californian desert, and protesters on the streets of Paris. In this mind-bending account of the last avant garde, we see not just the source of our current problems but also some powerful alternative futures.

SPLINTERNET

HOW GEOPOLITICS AND COMMERCE ARE FRAGMENTING THE WORLD WIDE WEB

OR Books “This is not your ordinary history of the Internet. Scott Malcomson has brilliantly extended the connections between Silicon Valley and the military back far beyond DARPA—back, in fact, to World War I. If you want to understand the conflict between cyberspace utopians and the states and corporations who seek to dominate our virtual lives, you’ve got to read this book.” —James Ledbetter, editor, Inc. Magazine “In elegant prose powered by deep research—and with a surprisingly vivid cast of characters—Scott Malcomson shows how profound the relationship is between the state and the Internet. As major powers try to assert control over the Web, Splinternet illuminates both how we got to this point and how to move forward.” —Parag Khanna, global contributor, CNN, and author of *Connectography: Mapping the Future of Global Civilization* There’s always been something universalizing about the Internet. The World Wide Web has seemed both inherently singular and global, a sort of ethereal United Nations. But today, as Scott Malcomson contends in this concise, brilliant investigation, the Internet is cracking apart into discrete groups no longer willing, or able, to connect. The implications of this shift are momentous. Malcomson traces the way the Internet has been shaped by government needs since the 19th century—above all, the demands of the US military and intelligence services. From World War I cryptography and spying to weapons targeting against Hitler and then Stalin, the monolithic aspect of the digital network was largely determined by its genesis in a single, state-sponsored institution. In the 1960s, internationalism and openness were introduced by the tech pioneers of California’s counter-culture, the seed bed for what became Google, Microsoft, Facebook and Apple. But in the last 15 years, security concerns of states and the privatizing impetus of e-commerce have come to the fore and momentum has shifted in a new direction, towards private, walled domains, each vying with the other in an increasingly fragmented system, in effect a “Splinternet.” Because the Internet today surrounds us so comprehensively, it’s easy to regard the way it functions as a simple given, part of the natural order of things. Only by stepping back and scrutinizing the evolution of the system can we see the Internet for what it is—a contested, protean terrain, constantly evolving as different forces intervene to drive it forward. In that vital exercise, Malcomson’s elegant, erudite account will prove invaluable.

THE BOP APOCALYPSE

THE RELIGIOUS VISIONS OF KEROUAC, GINSBERG, AND BURROUGHS

University of Illinois Press Lardas examines the new visions of the three artists and their Beat religiosity, wherein they lived their "religion" of real-life experience rather than faith. By rejecting the cultural tenets of postwar America, each man took on the discourse of the public theology, created physical enactments of a religious representation of the world, and through literature changed the interpretation of modern religion.

WHOLE EARTH DISCIPLINE

AN ECOPRAGMATIST MANIFESTO

His powerful new book looks set to be his most influential yet: *Whole Earth Discipline* is a hand grenade aimed at the very movement he helped to found.

HACKER CULTURE

U of Minnesota Press The author of *Cybercrime: Law Enforcement, Security, and Surveillance in the Information Age* serves up a challenging new study of "hacker" subculture, revealing its role in shaping the Internet and the values of the new "digital age."

THE AGE OF SHARING

John Wiley & Sons Sharing is central to how we live today: it is what we do online; it is a model of economic behaviour; and it is also a type of therapeutic talk. Sharing embodies positive values such as empathy, communication, fairness, openness and equality. The Age of Sharing shows how and when sharing became caring, and explains how its meanings have changed in the digital age. But the word 'sharing' also camouflages commercial or even exploitative relations. Websites say they share data with advertisers, although in reality they sell it, while parts of the sharing economy look a great deal like rental services. Ultimately, it is argued, practices described as sharing and critiques of those practices have common roots. Consequently, the metaphor of sharing now constructs significant swathes of our social practices and provides the grounds for critiquing them; it is a mode of participation in the capitalist order as well as a way of resisting it. Drawing on nineteenth-century literature, Alcoholics Anonymous, the American counterculture, reality TV, hackers, Airbnb, Facebook and more, *The Age of Sharing* offers a rich account of a complex contemporary keyword. It will appeal to students and scholars of the internet, digital culture and linguistics.

UNDERSTANDING SILICON VALLEY

THE ANATOMY OF AN ENTREPRENEURIAL REGION

Stanford University Press This text explores the factors that have made Silicon Valley such a fertile breeding ground for new technologies and new firms. It looks at how its pioneering achievements began and the forces that have propelled its unprecedented growth.

INTERNET CELEBRITY

UNDERSTANDING FAME ONLINE

Emerald Group Publishing This book presents a framework for thinking about different forms of internet celebrity that have emerged in the last decade. Through cross-cultural case studies, the book offers a brief history of internet celebrity; analysis on recent developments in the industry; and commentary on emergent trends.

THE VIRTUAL COMMUNITY, REVISED EDITION

HOMESTEADING ON THE ELECTRONIC FRONTIER

MIT Press Howard Rheingold tours the "virtual community" of online networking. Howard Rheingold has been called the First Citizen of the Internet. In this book he tours the "virtual community" of online networking. He describes a community that is as real and as much a mixed bag as any physical community—one where people talk, argue, seek information, organize politically, fall in love, and dupe others. At the same time that he tells moving stories about people who have received online emotional support during devastating illnesses, he acknowledges a darker side to people's behavior in cyberspace. Indeed, contends Rheingold, people relate to each other online much the same as they do in physical communities. Originally published in 1993, *The Virtual Community* is more timely than ever. This edition contains a new chapter, in which the author revisits his ideas about online social communication now that so much more of the world's population is wired. It also contains an extended bibliography.

COLOR MONITORS

THE BLACK FACE OF TECHNOLOGY IN AMERICA

Cornell University Press "Color Monitors looks at a particular subset of imagined computer use, focusing on scenarios that demand from the person at the keyboard an intimate

technical knowledge. My research has uncovered a peculiar pattern: race comes into sharp relief when computer use is depicted as difficult labor requiring special expertise. Time and again, in such scenarios, the helpful person of color is there to take the call—to provide technical support, to deal with the machines. In interpreting such images, *Color Monitors* analyzes the computer-fearing strain in American whiteness, an aspect of white identity that defines itself against information technology and the racial other imagined to love it and excel at it.—Martin Kevorkian Following up on Ralph Ellison's intimation that blacks serve as "the machines inside the machine," *Color Monitors* examines the designation of black bodies as natural machines for the information age. Martin Kevorkian shows how African Americans are consistently depicted as highly skilled, intelligent, and technologically savvy as they work to solve complex computer problems in popular movies, corporate advertising, and contemporary fiction. But is this progress? Or do such seemingly positive depictions have more disturbing implications? Kevorkian provocatively asserts that whites' historical "fear of a black planet" has in the age of microprocessing converged with a new fear of computers and the possibility that digital imperatives will engulf human creativity. Analyzing escapist fantasies from *Mission: Impossible* to *Minority Report*, Kevorkian argues that the placement of a black man in front of a computer screen doubly reassures audiences: he is nonthreatening, safely occupied—even imprisoned—by the very machine he attempts to control, an occupation that simultaneously frees the action heroes from any electronic headaches. The study concludes with some alternatives to this scheme, looking to a network of recent authors, with shared affinities for Ellison and Pynchon, willing to think inside the black box of technology. Connecting race, technology, and American empire, *Color Monitors* will attract attention from scholars working in emerging areas of race theory, African American studies, film studies, cultural studies, and technology and communication studies.

WHO CONTROLS THE INTERNET?

ILLUSIONS OF A BORDERLESS WORLD

Oxford University Press Is the Internet erasing national borders? Will the future of the Net be set by Internet engineers, rogue programmers, the United Nations, or powerful countries? Who's really in control of what's happening on the Net? In this provocative new book, Jack Goldsmith and Tim Wu tell the fascinating story of the Internet's challenge to governmental rule in the 1990s, and the ensuing battles with governments around the world. It's a book about the fate of one idea--that the Internet might liberate us forever from government, borders, and even our physical selves. We learn of Google's struggles with the French government and Yahoo's capitulation to the Chinese regime; of how the European Union sets privacy standards on the Net for the entire world; and of eBay's struggles with fraud and how it slowly learned to trust the FBI. In a decade of events the original vision is uprooted, as governments time and time again assert their power to direct the future of the Internet. The destiny of the Internet over the next decades, argue Goldsmith and Wu, will reflect the interests of powerful nations and the conflicts within and between them. While acknowledging the many attractions of the earliest visions of the Internet, the authors describe the new order, and speaking to both its surprising virtues and unavoidable vices. Far from destroying the Internet, the experience of the last decade has led to a quiet rediscovery of some of the oldest functions and justifications for territorial government. While territorial governments have unavoidable problems, it has proven hard to replace what legitimacy governments have, and harder yet to replace the system of rule of law that controls the unchecked evils of anarchy. While the Net will change some of the ways that territorial states govern, it will not diminish the oldest and most fundamental roles of government and challenges of governance. Well written and filled with fascinating examples, including colorful portraits of many key players in Internet history, this is a work that is bound to stir heated debate in the cyberspace community.

IMAGINARY FUTURES

FROM THINKING MACHINES TO THE GLOBAL VILLAGE

Pluto Press (UK) This book is a history of the future. It shows how our contemporary understanding of the Net is shaped by visions of the future that were put together in the 1950s and 1960s.

AMERICAN TECHNOLOGICAL SUBLIME

MIT Press *American Technological Sublime* continues the exploration of the social construction of technology that David Nye began in his award-winning book *Electrifying America*. Here Nye examines the continuing appeal of the "technological sublime" (a term coined by Perry Miller) as a key to the nation's history, using as examples the natural sites, architectural forms, and technological achievements that ordinary people have valued intensely. Technology has long played a central role in the formation of Americans' sense of selfhood. From the first canal systems through the moon landing, Americans have, for better or worse, derived unity from the common feeling of awe inspired by large-scale

applications of technological prowess. *American Technological Sublime* continues the exploration of the social construction of technology that David Nye began in his award-winning book *Electrifying America*. Here Nye examines the continuing appeal of the "technological sublime" (a term coined by Perry Miller) as a key to the nation's history, using as examples the natural sites, architectural forms, and technological achievements that ordinary people have valued intensely. *American Technological Sublime* is a study of the politics of perception in industrial society. Arranged chronologically, it suggests that the sublime itself has a history - that sublime experiences are emotional configurations that emerge from new social and technological conditions, and that each new configuration to some extent undermines and displaces the older versions. After giving a short history of the sublime as an aesthetic category, Nye describes the reemergence and democratization of the concept in the early nineteenth century as an expression of the American sense of specialness. What has filled the American public with wonder, awe, even terror? David Nye selects the Grand Canyon, Niagara Falls, the eruption of Mt. St. Helens, the Erie Canal, the first transcontinental railroad, Eads Bridge, Brooklyn Bridge, the major international expositions, the Hudson-Fulton Celebration of 1909, the Empire State Building, and Boulder Dam. He then looks at the atom bomb tests and the Apollo mission as examples of the increasing ambivalence of the technological sublime in the postwar world. The festivities surrounding the rededication of the Statue of Liberty in 1986 become a touchstone reflecting the transformation of the American experience of the sublime over two centuries. Nye concludes with a vision of the modern-day "consumer sublime" as manifested in the fantasy world of Las Vegas.

THE CULTURE OF FEEDBACK

ECOLOGICAL THINKING IN SEVENTIES AMERICA

When we want advice from others, we often casually speak of "getting some feedback." But how many of us give a thought to what this phrase means? The idea of feedback actually dates to World War II, when the term was developed to describe the dynamics of self-regulating systems, which correct their actions by feeding their effects back into themselves. By the early 1970s, feedback had become the governing trope for a counterculture that was reoriented and reinvigorated by ecological thinking. *The Culture of Feedback* digs deep into a dazzling variety of left-of-center experiences and attitudes from this misunderstood period, bringing us a new look at the wild side of the 1970s. Belgrad shows us how ideas from systems theory were taken up by the counterculture and the environmental movement, eventually influencing a wide range of beliefs and behaviors, particularly related to the question of what is and is not intelligence. He tells the story of a generation of Americans who were struck by a newfound interest in--and respect for--plants, animals, indigenous populations, and the very sounds around them, threading his tapestry with cogent insights on environmentalism, feminism, systems theory, and psychedelics. *The Culture of Feedback* repaints the familiar image of the '70s as a time of Me Generation malaise to reveal an era of revolutionary and hopeful social currents, driven by desires to radically improve--and feed back into--the systems that had come before.

WORK PRAY CODE

WHEN WORK BECOMES RELIGION IN SILICON VALLEY

Princeton University Press How tech giants are reshaping spirituality to serve their religion of peak productivity Silicon Valley is known for its lavish perks, intense work culture, and spiritual gurus. *Work Pray Code* explores how tech companies are bringing religion into the workplace in ways that are replacing traditional places of worship, blurring the line between work and religion and transforming the very nature of spiritual experience in modern life. Over the past forty years, highly skilled workers have been devoting more time and energy to their jobs than ever before. They are also leaving churches, synagogues, and temples in droves—but they have not abandoned religion. Carolyn Chen spent more than five years in Silicon Valley, conducting a wealth of in-depth interviews and gaining unprecedented access to the best and brightest of the tech world. The result is a penetrating account of how work now satisfies workers' needs for belonging, identity, purpose, and transcendence that religion once met. Chen argues that tech firms are offering spiritual care such as Buddhist-inspired mindfulness practices to make their employees more productive, but that our religious traditions, communities, and public sphere are paying the price. We all want our jobs to be meaningful and fulfilling. *Work Pray Code* reveals what can happen when work becomes religion, and when the workplace becomes the institution that shapes our souls.

THE CYBERNETICS MOMENT

OR WHY WE CALL OUR AGE THE INFORMATION AGE

JHU Press Cybernetics—the science of communication and control as it applies to machines and to humans—originates from efforts during World War II to build automatic anti-aircraft systems. Following the war, this science extended beyond military needs to examine all systems that rely on information and feedback, from the level of the cell to that of society. In *The Cybernetics Moment*, Ronald R. Kline, a senior historian of technology, examines the intellectual and cultural history of cybernetics and information theory, whose language of "information," "feedback," and "control" transformed the idiom of the sciences, hastened the development of information technologies, and laid the conceptual foundation for what we now call the Information Age. Kline argues that, for about twenty years after 1950, the growth of cybernetics and information theory and ever-more-powerful computers produced a utopian information narrative—an enthusiasm for information science that influenced natural scientists, social scientists, engineers, humanists, policymakers, public intellectuals, and journalists, all of whom struggled to come to grips with new relationships between humans and intelligent machines. Kline traces the relationship between the invention of computers and communication systems and the rise, decline, and transformation of cybernetics by analyzing the lives and work of such notables as Norbert Wiener, Claude Shannon, Warren McCulloch, Margaret Mead, Gregory Bateson, and Herbert Simon. Ultimately, he reveals the crucial role played by the cybernetics moment—when cybernetics and information theory were seen as universal sciences—in setting the stage for our current preoccupation with information technologies.

A PREHISTORY OF THE CLOUD

MIT Press The militarized legacy of the digital cloud: how the cloud grew out of older network technologies and politics. We may imagine the digital cloud as placeless, mute, ethereal, and unmediated. Yet the reality of the cloud is embodied in thousands of massive data centers, any one of which can use as much electricity as a midsized town. Even all these data centers are only one small part of the cloud. Behind that cloud-shaped icon on our screens is a whole universe of technologies and cultural norms, all working to keep us from noticing their existence. In this book, Tung-Hui Hu examines the gap between the real and the virtual in our understanding of the cloud. Hu shows that the cloud grew out of such older networks as railroad tracks, sewer lines, and television circuits. He describes key moments in the prehistory of the cloud, from the game "Spacewar" as exemplar of time-sharing computers to Cold War bunkers that were later reused as data centers. Countering the popular perception of a new "cloudlike" political power that is dispersed and immaterial, Hu argues that the cloud grafts digital technologies onto older ways of exerting power over a population. But because we invest the cloud with cultural fantasies about security and participation, we fail to recognize its militarized origins and ideology. Moving between the materiality of the technology itself and its cultural rhetoric, Hu's account offers a set of new tools for rethinking the contemporary digital environment.

GLITCH FEMINISM

A MANIFESTO

Verso Books A New York Times Best Art Book of 2020 A new manifesto for cyberfeminism The divide between the digital and the real world no longer exists: we are connected all the time. How do we find out who we are within this digital era? Where do we create the space to explore our identity? How can we come together and create solidarity? The glitch is often dismissed as an error, a faulty overlaying, but, as Legacy Russell shows, liberation can be found within the fissures between gender, technology and the body that it creates. The glitch offers the opportunity for us to perform and transform ourselves in an infinite variety of identities. In *Glitch Feminism*, Russell makes a series of radical demands through memoir, art and critical theory, and the work of contemporary artists who have travelled through the glitch in their work. Timely and provocative, *Glitch Feminism* shows how the error can be a revolution.

WHOLE EARTH SOFTWARE CATALOG

Garden City, N.Y. : Quantum Press/Doubleday

HOW THE HIPPIES SAVED PHYSICS

SCIENCE, COUNTERCULTURE, AND THE QUANTUM REVIVAL

W.W. Norton & Company Today, quantum information theory is among the most exciting scientific frontiers, attracting billions of dollars in funding and thousands of talented

researchers. But as MIT physicist and historian David Kaiser reveals, this cutting-edge field has a surprisingly psychedelic past. *How the Hippies Saved Physics* introduces us to a band of freewheeling physicists who defied the imperative to "shut up and calculate" and helped to rejuvenate modern physics. For physicists, the 1970s were a time of stagnation. Jobs became scarce, and conformity was encouraged, sometimes stifling exploration of the mysteries of the physical world. Dissatisfied, underemployed, and eternally curious, an eccentric group of physicists in Berkeley, California, banded together to throw off the constraints of the physics mainstream and explore the wilder side of science. Dubbing themselves the "Fundamental Fysics Group," they pursued an audacious, speculative approach to physics. They studied quantum entanglement and Bell's Theorem through the lens of Eastern mysticism and psychic mind-reading, discussing the latest research while lounging in hot tubs. Some even dabbled with LSD to enhance their creativity. Unlikely as it may seem, these iconoclasts spun modern physics in a new direction, forcing mainstream physicists to pay attention to the strange but exciting underpinnings of quantum theory. A lively, entertaining story that illuminates the relationship between creativity and scientific progress, *How the Hippies Saved Physics* takes us to a time when only the unlikeliest heroes could break the science world out of its rut.

ONLINE CONNECTIONS

INTERNET INTERPERSONAL RELATIONSHIPS

Hampton Press (NJ) This title is a study of electronic culture, it describes networked computer culture. Through case studies and ethnographic observations, it discusses how and why people develop interpersonal relationships through the Internet.