

[drifting] in context of cyberculture

Data Pollution Summit / Amir Houieh / October 2014

User types in a search / Giving back the matching results / User reads the results and picks the best one

Google



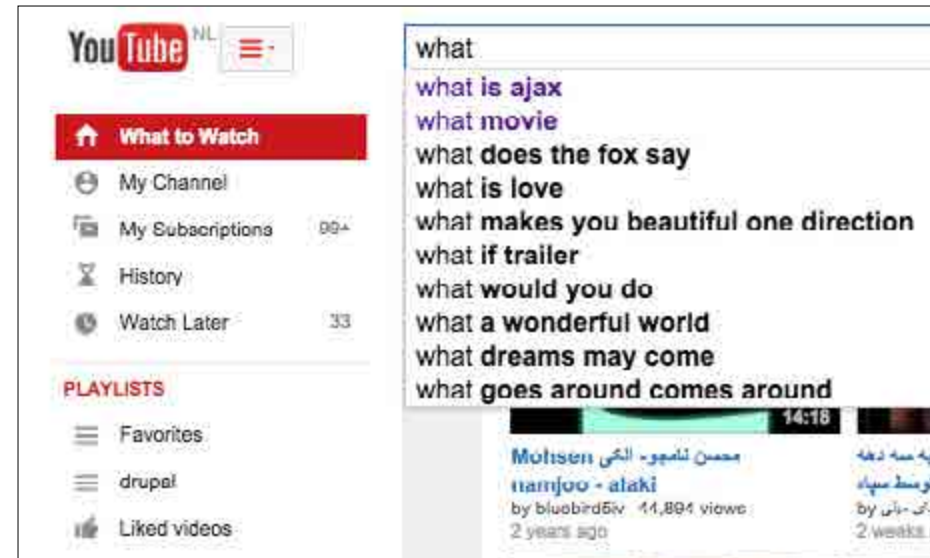
search ...

WIKIPEDIA
The Free Encyclopedia

You Tube

What ... isNot what ...

Working Context Matters



Google apple

Web News **Images** Shopping Maps More Search tools

Logo Clipart Fruit iPhone 6 Green

The image shows a Google search results page for the query 'apple'. The search bar at the top contains the word 'apple'. Below the search bar, there are navigation tabs for 'Web', 'News', 'Images' (which is selected), 'Shopping', 'Maps', and 'More'. To the right of these tabs are icons for user profile, settings, and 'SafeSearch'. Below the navigation, there are five suggested image categories: 'Logo', 'Clipart', 'Fruit', 'iPhone 6', and 'Green'. The main content area is a grid of image thumbnails. The first row contains six thumbnails: a red apple, a red apple, a small red apple, a red apple, a bright red apple, and a dark red apple. The second row contains seven thumbnails: a red apple, a red apple, a red apple, a grey Apple logo, a small grey Apple logo, a red apple, and a blue Apple logo. The third row contains seven thumbnails: a red apple, a rainbow-colored Apple logo, a red apple, a white Apple logo, a red apple, a black Apple logo, and a red apple. At the bottom of the page, there is a URL: www.google.com/images?imgurl=https://www.apple.com/euro/home/kaeneric/images/oa.iaa%253F201410101613&imgrefurl=https://www.apple.com/in/&h=1200&w=1200&tbnid=DV49uamvPaIGVM:&zoom=1&docid=vIV4s-LIFz4vOM&ei=uv17VniO6bXvOPx4o...

Apple isNot Apple

Context Matters

Deb Roy:

“

... capabilities to collect and **connect the dots** between **what people are saying** and the **context they're saying** it in

...

ability to see **new social structures** and **dynamics**

...

revealing new structures about **our own behavior** around communication

...

us as **individuals**

social vs Individual

Counterculture

WHOLE EARTH CATALOG

access to tools



Fall 1969
\$4

Whole Earth Catalog

(1968 - 1998)

Keywords:

self-sufficiency

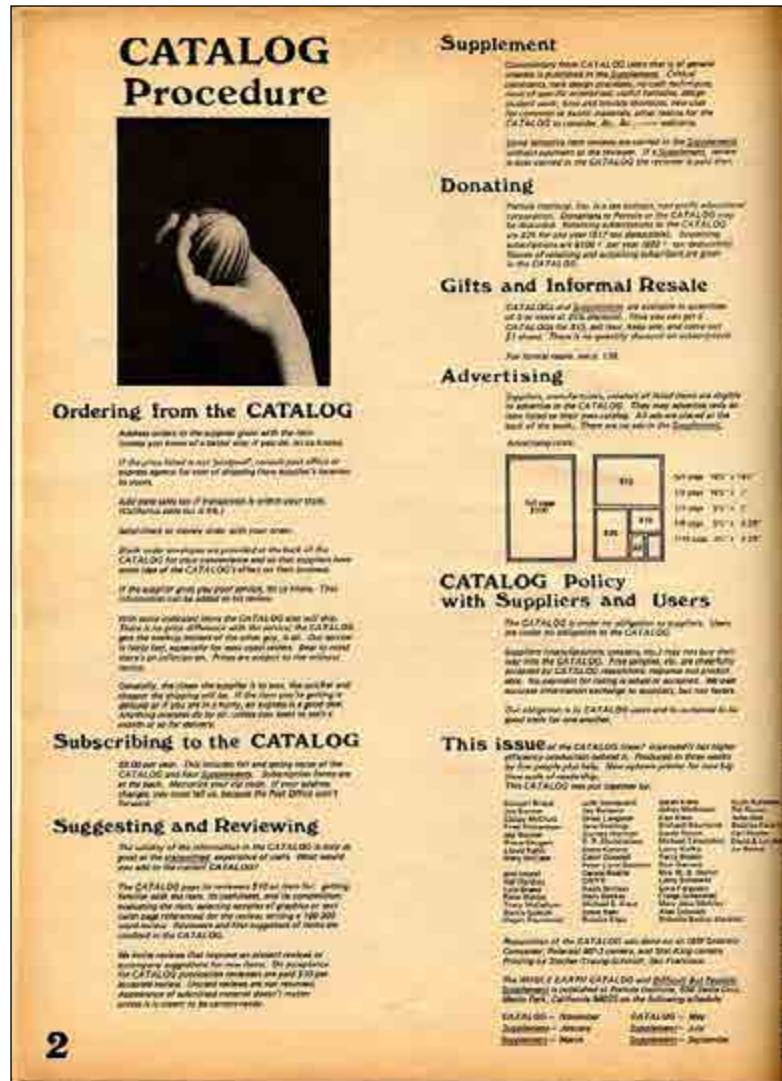
ecology

alternative education

"do it yourself" (DIY)

User-generated content

KEYWORDS:
bulletin board system
virtual communities
amateurs
copy & paste
citizen journalist.



"do it yourself" (DIY)

First generation of online forums

Twitter

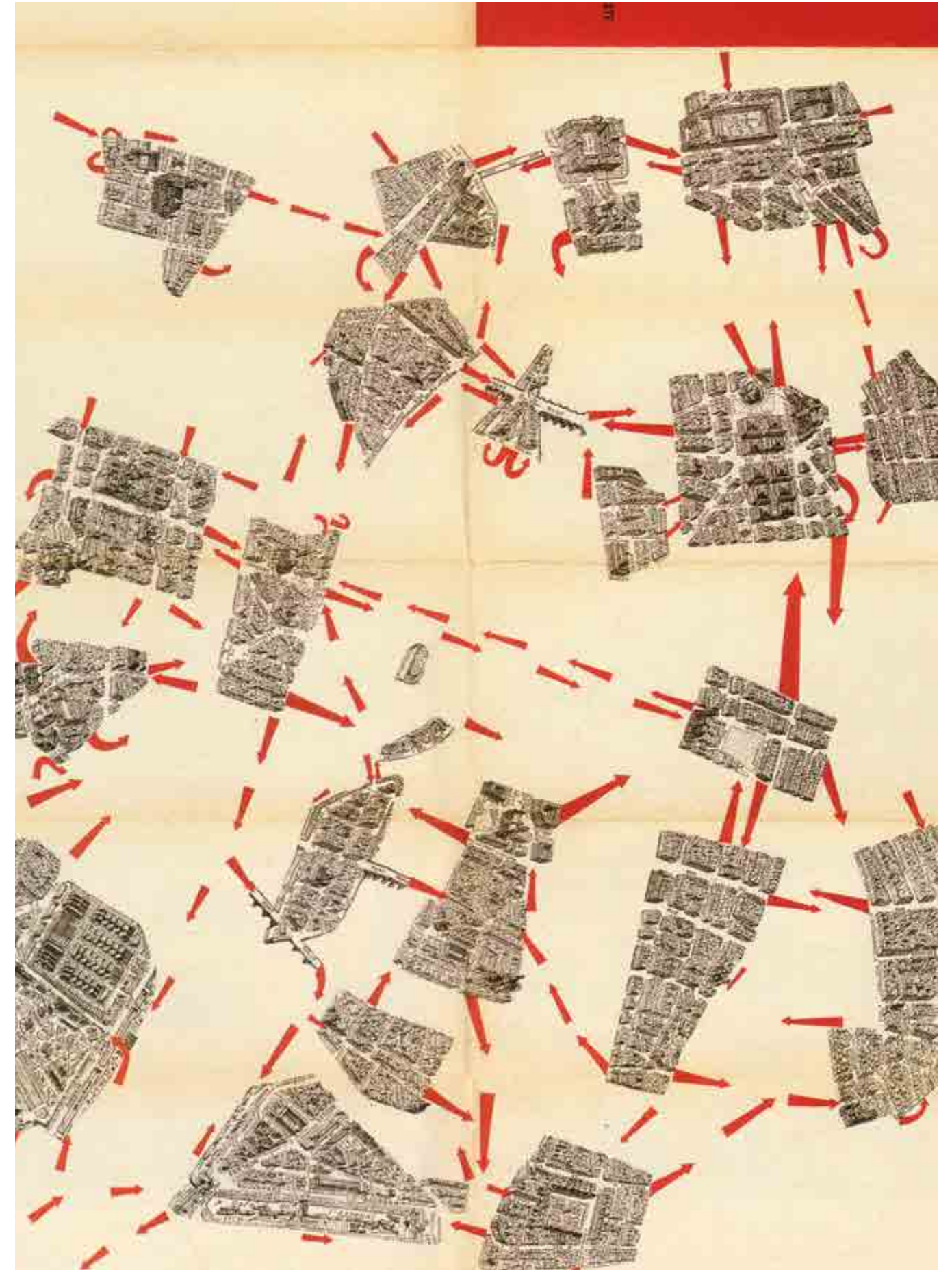
Virtualism **AS** Urbanism

NEW ENVIRONMENT

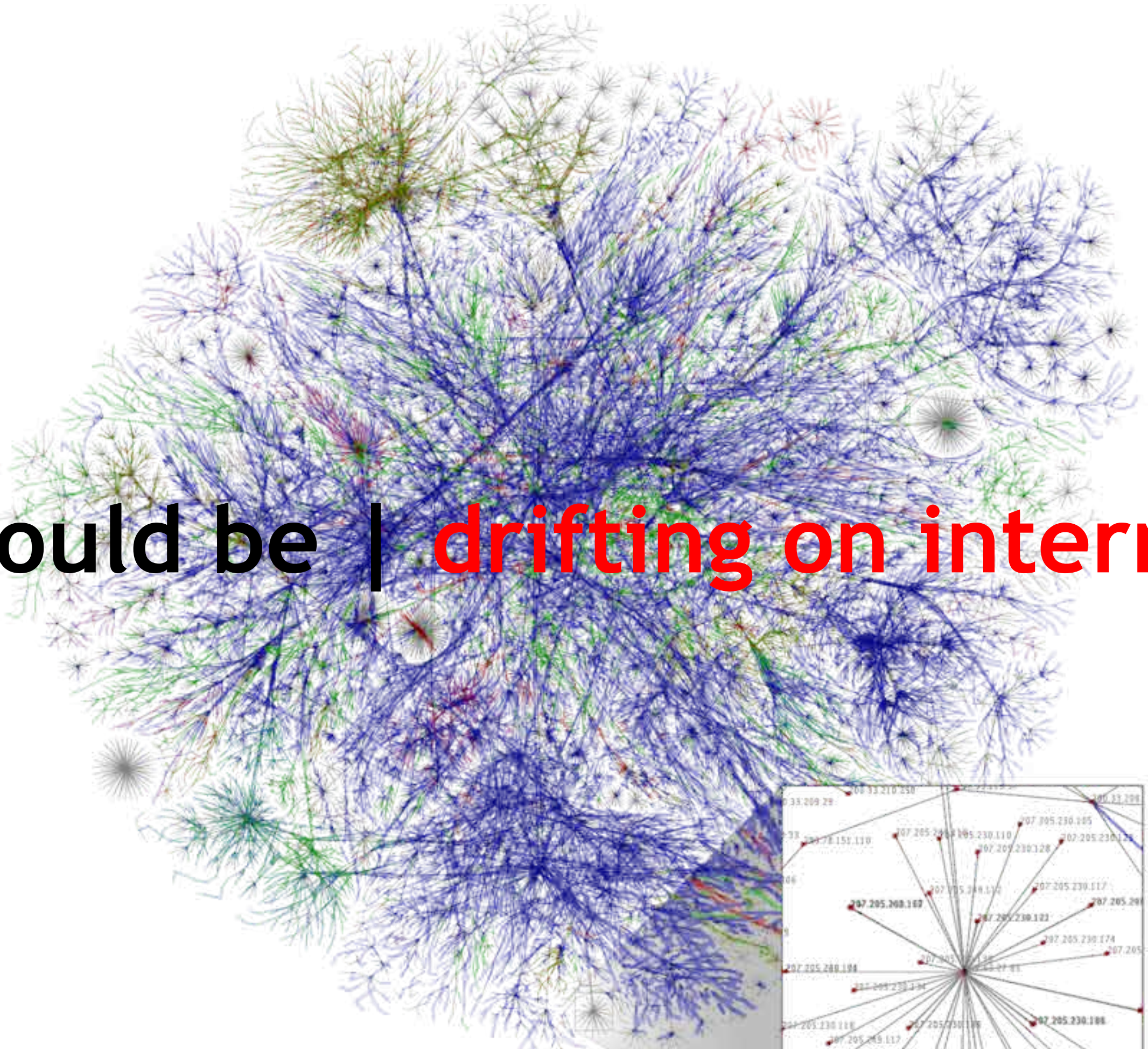
Situationist International & Letterist International (1957 - 1972)

Keywords:

capitalism
social alienation
geographical environment
tactic of *dérive* & *détournement*,



How would be | drifting on internet | ?



WIKI WAR

DRIFTING ON THE INTERNET ON THE PATH OF HYPERLINKS (SERENDIPITY)



Dynamic Targets of Research

A CHAIN of TARGETS

WHAT ELSE:

Hasan Elahi: FBI, here I am!

Deb Roy: The birth of a word

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