OBJECTIVES

- Understand technologies of the Silicon Age
- Identify key Social Media apps and their influences
- Discuss both positive and negative aspects to modern technology

- *Terms:*
  - Steve Jobs
  - PC
  - Internet
  - Silicon Valley
  - Social Media
  - Facebook
  - Smartphones
  - Meme

REMIND ME...

- **What kind of protests and movements mark "Civil Rights"?**
- **What is Civil Disobedience?**
- **What's changed in how people communicate and get messages across since the '60s?**
- **What forms of protest do you think are most effective *today*?**

COMPUTIN' YOUR FOOT DOWN

- *During the Cold War, and prior to the 1970s "computers" were devices that filled entire rooms, and could only perform simple functions.*

- *Further, they were rarely owned by private citizens, and definitely not used for things like games, music, or entertainment.*

- *All of that changed when two men, working out of their garage in Los Altos, California, decided to create a computer, fully assembled, that could be mass-produced and sold.*

THE BEST JOBS IN TECHNOLOGY

- **Those two tech entrepreneurs were Steve Wozniak and** <u>**Steve Jobs**</u>
  - Simplified Technology
  - Created a whole "tech culture"
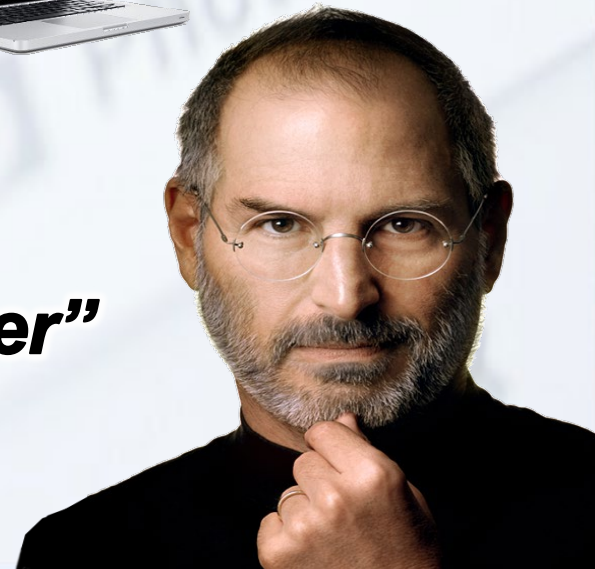   - Technology becomes part of "pop culture"
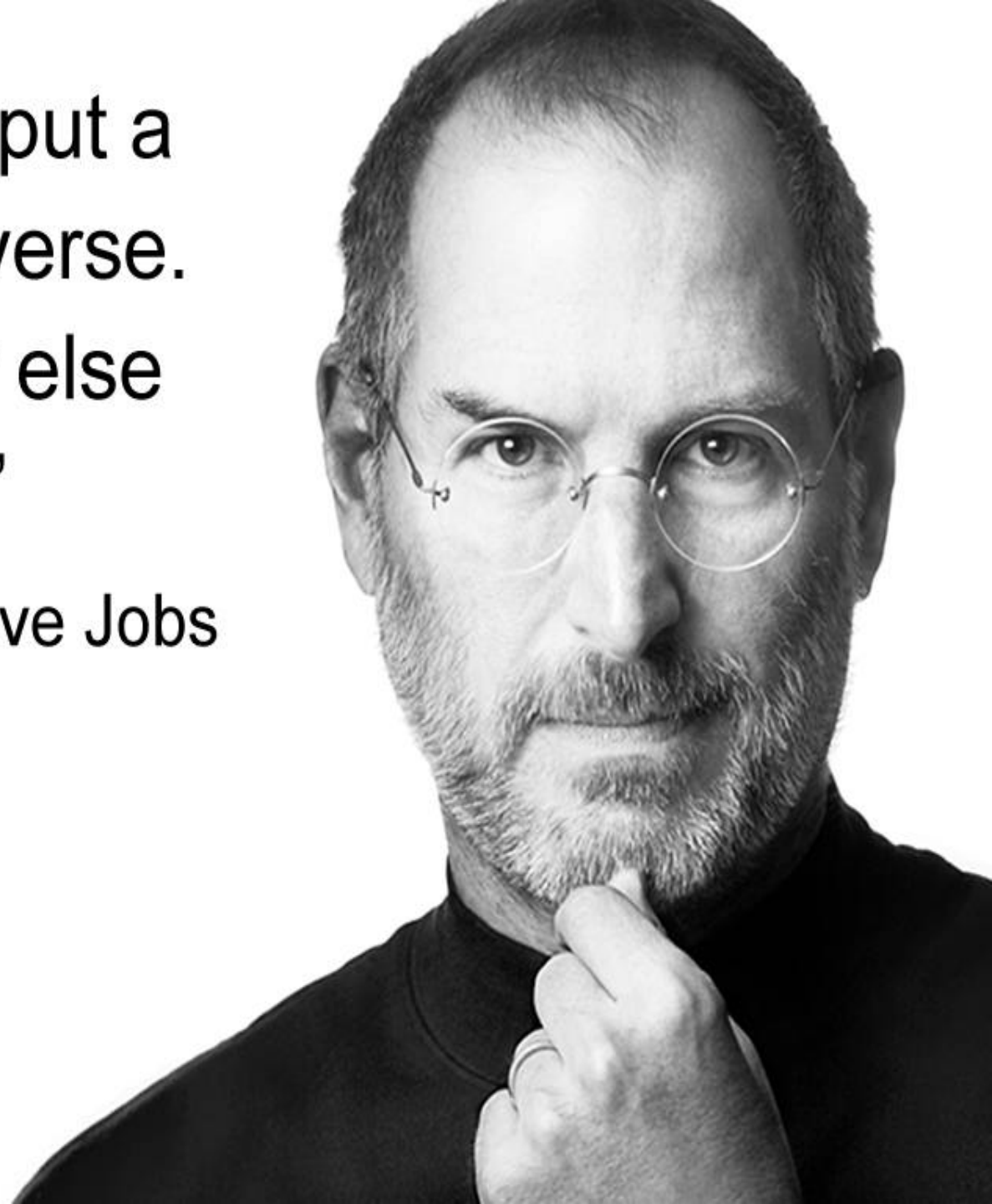 - Founded Apple
    - *iPod, iPhone, Macs, etc.*
  - Created Apple II
    - *First truly "personal computer" (fully assembled)*

"We're here to put a dent in the universe. Otherwise why else even be here?"

~ Steve Jobs

IT'S NOTHING PERSONAL

- **More importantly**, Jobs, **along** with Bill Gates, **(founder of Microsoft)** made "computers" accessible to the public

- **Personal Computer** (PC)
  - Intended NOT just for IT experts
  - Users could change both hardware and software
    - *Physical devices vs. code / programs*
      - *Sorry, Cyber-Patriots, for that oversimplification*
  - *Intended for Home* use

- The PC gave people access to so much information, and ability. However, even that might not have changed the world, as much, if not for…

NOTHIN' BUT NET

- **By the late '90s PC's were being used in homes, schools, and businesses in greater numbers than ever before.**
- **However, what truly "connected" them was a network *of* networks that consists of private, public, academic, business, and government networks of local to global scopes, linked by a broad array of electronic, wireless, and optical networking technologies.**
- **Otherwise known as The <u>Internet</u>**
  - **A worldwide linking of computer networks**
  - **Carries a vast range of information and services**
  - **Allowed for electronic sharing of mail, information, and files *(and more)***

INTERNET USERS AS A PERCENTAGE OF POPULATION

1994

0   10   20   30   40   50   60   70   80   90   100

gp
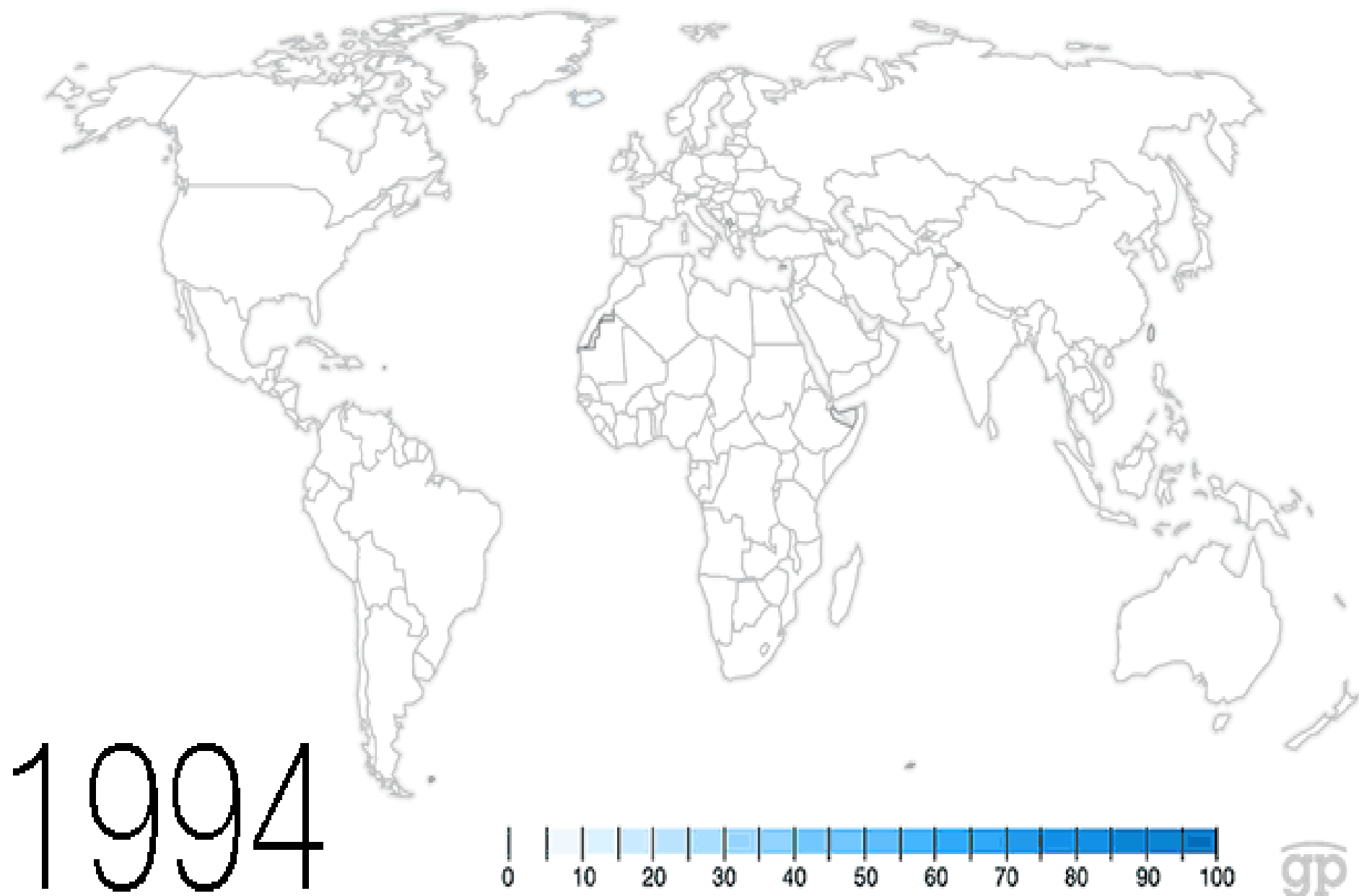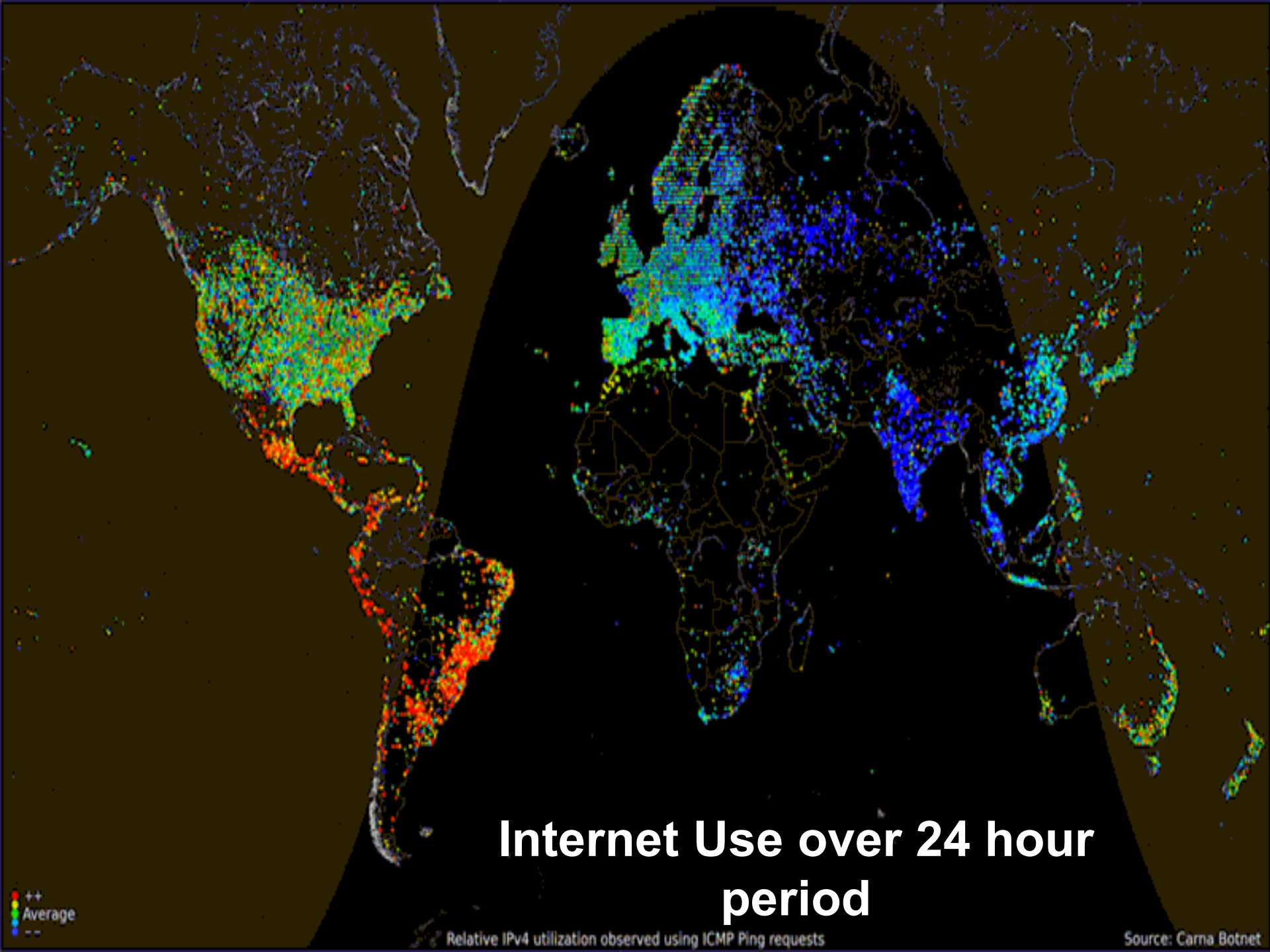
Internet Use over 24 hour period

++
Average
−−

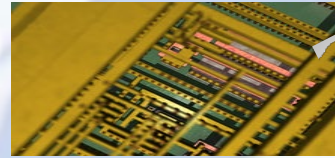Relative IPv4 utilization observed using ICMP Ping requests   Source: Carna Botnet

SILICONGRATULATIONS

- **The rise of computers, the internet, and tech culture and industry created its own "revolution."** The 90s-2000s earned the name "The Silicon Age"
  - **Silicon is most commonly used to make circuits / transistors**
- This was in part because of…
- Silicon Valley
  - Area in California *(near San Francisco)*
  - Global center for high technology, tech innovation, and social media
  - Companies like Microsoft, Apple, Google, Facebook, YouTube, and many, many more have offices there

DON'T BE SO ANTI-SOCIAL

- *Just as we saw in the 20s when "pop culture" caused a social revolution, technology has greatly changed how we communicate, both in terms of devices, and actual language*
- *20 years ago nobody would have understood you "tagging your BFF in a tweet which made them LOL and hashtag"*
- *This all led to the rise of…*

- <u>Social Media</u>
  - Websites and applications that allow users to create and share content
  - Also allows participation in social networking.

JUDGE A FACEBOOK BY ITS COVER

- **The early Social Media days brought things like Compuserve and AOL (90s), and then the early 2000s brought Classmates, Friendster, LinkedIn, and MySpace**
- **However, in 2004, a new social media website based around colleges changed the way we interact, and the "face" of the world**
- **<u>Facebook</u>**
  - **Social Media website and service**
  - **User-created content**
    - *Comments, links, photos, games, music, etc.*
  - **Launched by Mark Zuckerberg** *(and his Harvard friends)*
  - **Most "popular" social media website (2021)**

"

THE BIGGEST RISK IS NOT
TAKING ANY RISK.
IN A WORLD THAT IS
CHANGING REALLY QUICKLY,
THE ONLY STRATEGY THAT IS
GUARANTEED TO FAIL IS NOT
TAKING RISKS.

CLIMBING THE SOCIAL MEDIA LADDER

- **Obviously, in the 17 years post-Facebook there are lots of other "social media apps"**
- *So where do they all rank in USERS?*
  - *Data calculated for users in January 2021**
- *1) Facebook – 2.8 billion*
- *2) YouTube – 2.3 billion*
- *3) Instagram – 1 billion*
- *4) Tik Tok – 689 Million*
- *5) Reddit – 430 million*
- *6) Twitter – 330 million*
- *7) Snapchat – 265 million*
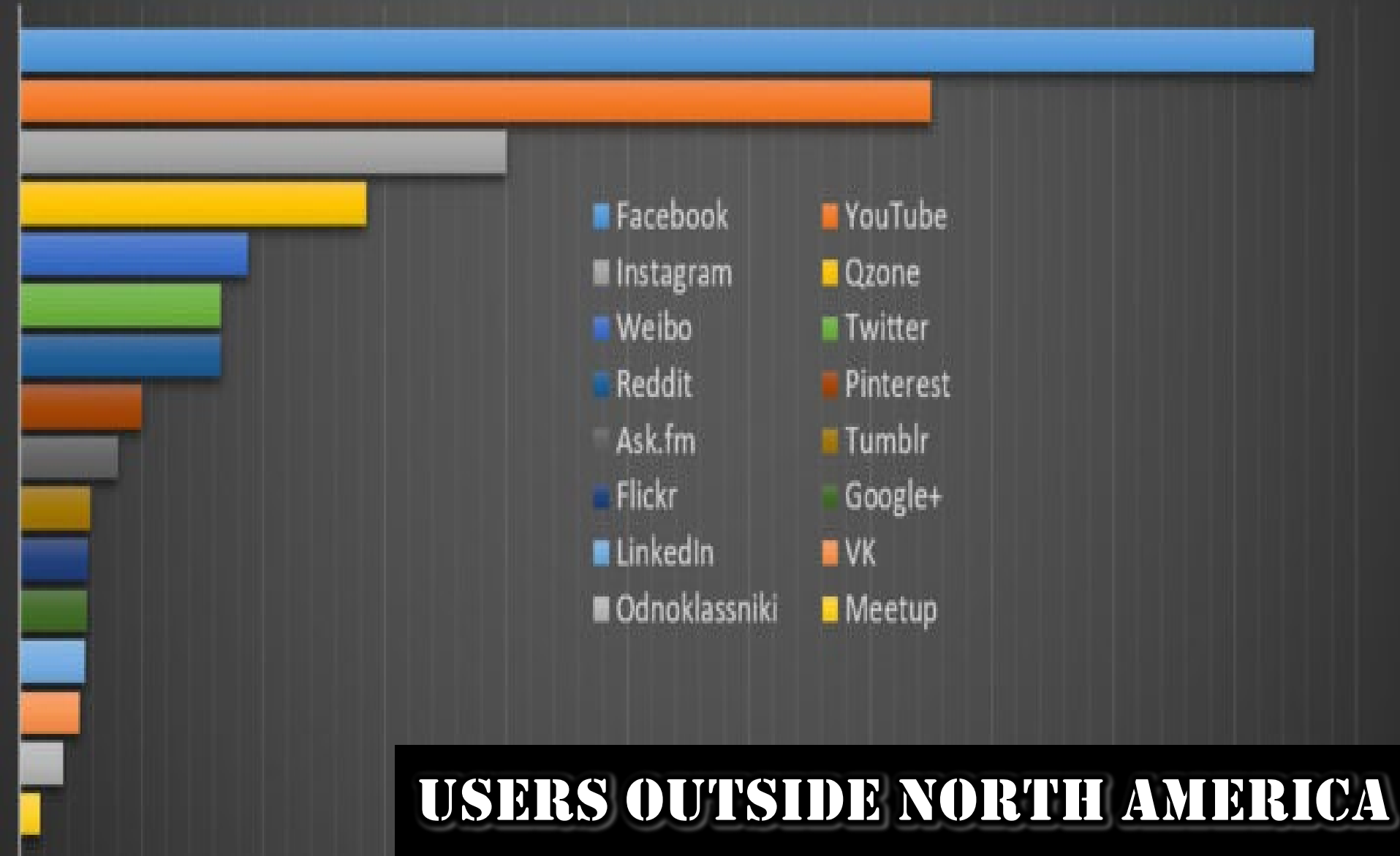- *Sidenote: MySpace still has 28 million active users*

YOU THINK YOU'RE SO SMARTPHONE!

- **So… why are these things so popular / used?**
  - *Let's be honest, I'll bet at least one of you was accessing one of these apps DURING THIS LESSON*
- *One answer could be found in accessibility and portability, especially with the rise of…*
- **Smartphone**
  - **A mobile phone that performs many of the functions of a computer**
  - *iPhones, Galaxies, Google Phones, etc.*
  - **Allows "masses" access to computers WITHOUT AN ACTUAL "COMPUTER"**

WHAT DO YOU MEME?

- *Finally, a term an concept that I have no doubt you are VERY familiar with, from the Ancient Greek μίμημα "mimeme" meaning "to imitate"*

- ## Meme

  - An element of a culture passed from one individual to another, meant for imitation.
  - Often an image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by Internet users.

- *So why does these matter?*

- *How might these affect culture?*

- *Examples?.....*

SO WHAT?

- *Looking at all this tech, the natural question becomes… what next?*
- *Will we all have smartwatches or glasses?*
  - *Yes still be smart….donkeys* ☺
- *Should we get used to movies being in 3D?*
- *Is every video game going to switch to Virtual Reality?*
- *Perhaps the greatest contribution of the Silicon Age is the idea that we can do or create almost anything, and the next "Facebook" or "iPhone" or "Meme" may be just around the corner…*

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