

The Digital Turn

Citation for published version (APA):

Westera, W. (2012). *The Digital Turn: How the Internet Transforms Our Existence*. AuthorHouse.
<http://www.thedigitalturn.co.uk/>

Document status and date:

Published: 01/12/2012

Document Version:

Other version

Document license:

CC BY-NC-ND

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

<https://www.ou.nl/taverne-agreement>

Take down policy

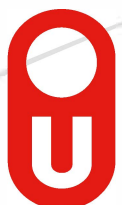
If you believe that this document breaches copyright please contact us at:

pure-support@ou.nl

providing details and we will investigate your claim.

Downloaded from <https://research.ou.nl/> on date: 03 Nov. 2024

Open Universiteit
www.ou.nl



CONTENTS

Preface	ix
Chapter 1. The Unique Collection of Cells We Are	1
How long it took	2
How we made it	3
What is supposed to make us different	7
Chapter 2. How Far We Got.....	13
The birth of writing	14
Spreading the words.....	16
Speeding up communication	18
Mediated mind.....	20
Chapter 3. Our Precious Mind	23
Mind versus body	24
Enhancing our performance	25
The advent of the computer	27
Getting a hold on human cognition.....	29
The brain as a supercomputer	31
Towards superhuman intelligence	34
Chapter 4. Living with Technologies	37
Our innovation bent.....	38
Techno-pessimism	40
Unlocking the world	42
Lost in apathy	43
Us and our devices.....	46
Chapter 5. Conveying Meaning	49
Different roles of media	50
Our unrivalled expressive power	51

The incompatibility of channels.....	52
Media as self-establishing means of expression	54
The encoding challenge.....	56
Message distortion	60
Our truncated perception	62
Failing communication.....	66
Chapter 6. The Mystery of True Knowledge	71
The power of knowledge	72
The nature of knowledge	74
Between noise and understanding.....	76
The hidden treasure	78
Limits to truth	80
Media and truth	83
Chapter 7. Getting Wiser Every Minute	85
Our precious memory	87
The mystery of brain functioning	89
Getting it all into our heads.....	92
The mind as an association machine	93
The mind as an information processor.....	96
The mind as a subjective truth producer	98
Chapter 8. Media as Cognitive Prostheses.....	101
Exploiting our environment	103
The boundaries of mind.....	105
Our cognitive capacity	107
Connecting computers to our nervous system	108
The location of self	110
Chapter 9. The Educational Battlefield.....	115
The loss of our inquisitive mind	115
The school film fiasco	116
School's tyranny	118
Conservatism explained.....	119
The need for reform	122

Chapter 10. The Stories of Media	125
Being fooled by commercials.....	126
Touched by the screen	127
Modern myths.....	129
The illusion of reality.....	131
Chapter 11. The Gossip Revolution.....	135
The network concept	136
The shared pattern of sharing.....	137
Exploiting the crowds' wisdom	140
Who are we?	143
The flawed promise.....	145
Chapter 12. The Worldwide Online Game	149
What's in a game?.....	150
Why we play at all.....	152
The immersive nature of games	153
The gamification of life	156
The pitfall of realism.....	157
Chapter 13. The Struggle of Media Research.....	161
The case of media violence	163
Controlling the uncontrollable.....	167
Comparing the incomparable	170
Chapter 14. Free Copy Economics.....	173
The costs of replication.....	175
The rationale of free online services	176
Digitising business	179
A matter of scale.....	181
The open everything philosophy	185
Ideals under attack.....	189
Chapter 15. The Game of Technology	193
Meeting the Internet's growth	194
Welshing on the rules	199
Securing the Internet's openness	201
The limits to growth.....	203

Chapter 16. The Mental Delusions of Media	207
Within or beyond our control	208
Fooled by our brain.....	210
Fooled by media	213
Fooled by the artificial.....	217
Chapter 17. Coping with New Realities.....	223
Drowning in information	225
Recording life.....	228
Our unconditional friends.....	230
Imbued with guile	233
Thoughtful but fake conversations.....	237
Boosting our cognition.....	240
Preserving our understanding of the world	243
Epilogue.....	249
Bibliography	255
Index.....	281