

# TECHNOLOGISCHE UTOPIEN | DYSTOPIEN

Dr. Jan-Felix Schrape  
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1960er

1970er

1980er

1990er

2000er

## Marshall McLuhan 1962/1972

»The new electronic interdependence recreates the world in the image of a global village. Instead of tending towards a vast Alexandrian library the world has become a computer, an electronic brain [...].

**And as our senses have gone outside us, Big Brother goes inside.** [...] Espionage at the speed of light will become the biggest business in the world.«



1960er

**1970er**

1980er

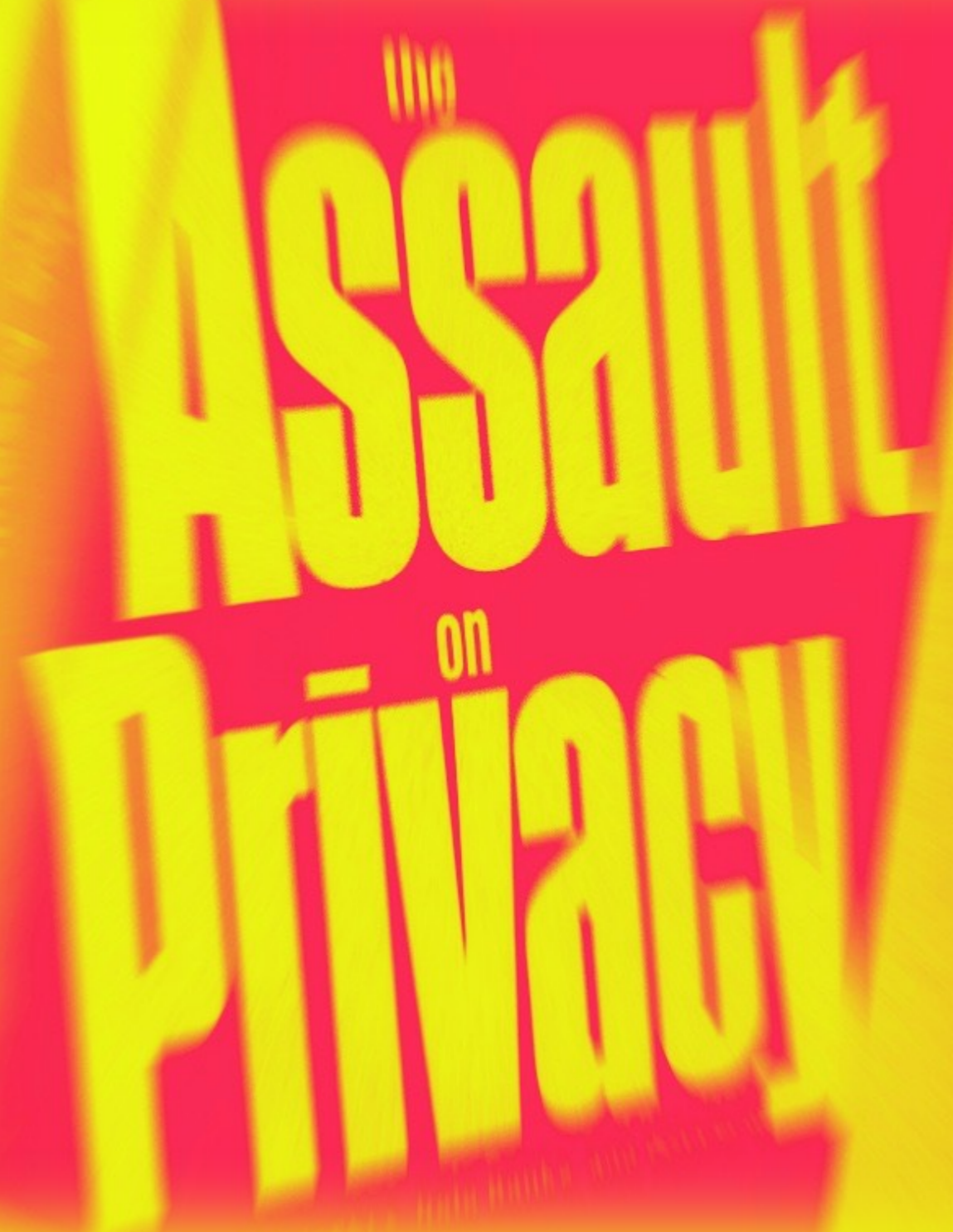
1990er

2000er

## Arthur Miller 1971

»**In the past, privacy has been relatively easy to protect** [...]. Large quantities of information about individuals have not been available.

As information accumulates, the contents of an individual's computerized dossier will appear more and more impressive [...]. Our success or failure in life ultimately may turn on what other people decide to put into our files [...].«



ASSAULT  
on  
PRIVACY

1960er

1970er

1980er

1990er

2000er



»The computer might appear to be a dehumanizing factor, **but the opposite is in fact true.** [...] Far from George Orwell's gloomy vision of 1984, the computer revolution is stimulating intellects, liberating limbs and propelling mankind to a higher order of existence.« (TIME 1979)

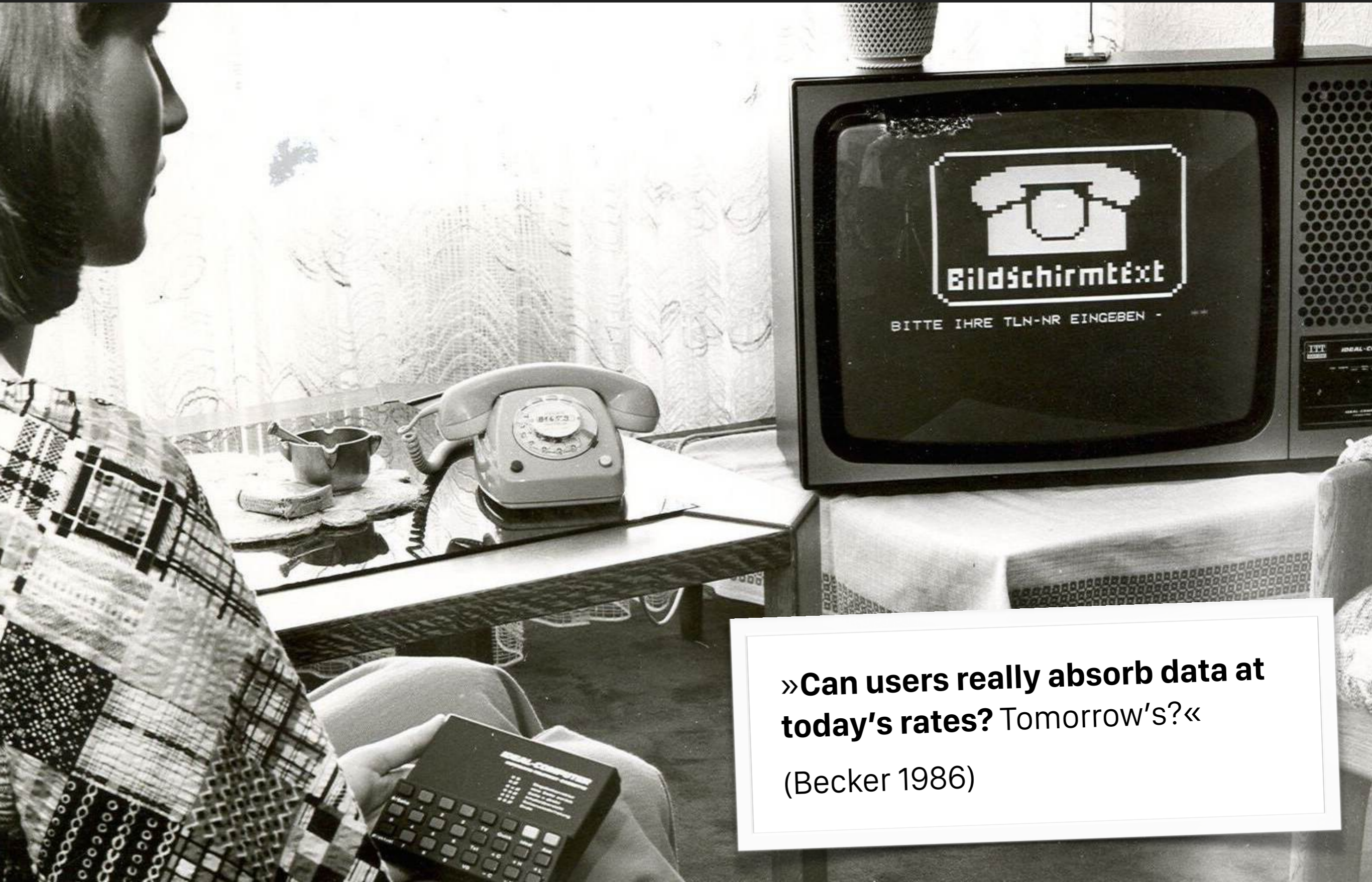
1960er

1970er

1980er

1990er

2000er



»Can users really absorb data at today's rates? Tomorrow's?«

(Becker 1986)

1960er

1970er

1980er

1990er

2000er



Vague but exciting ...

CERN DD/OC

Tim Berners-Lee, CERN/DD

Information Management: A Proposal

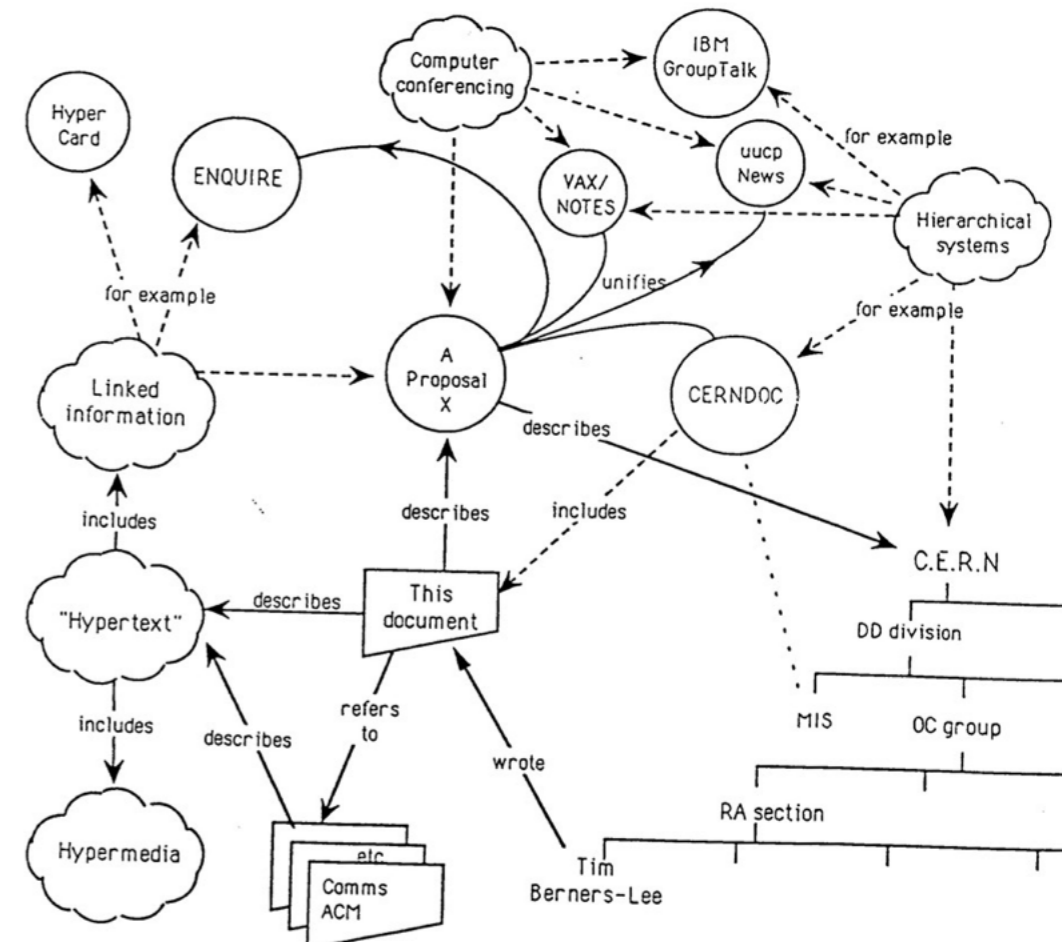
March 1989

### Information Management: A Proposal

#### Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project control

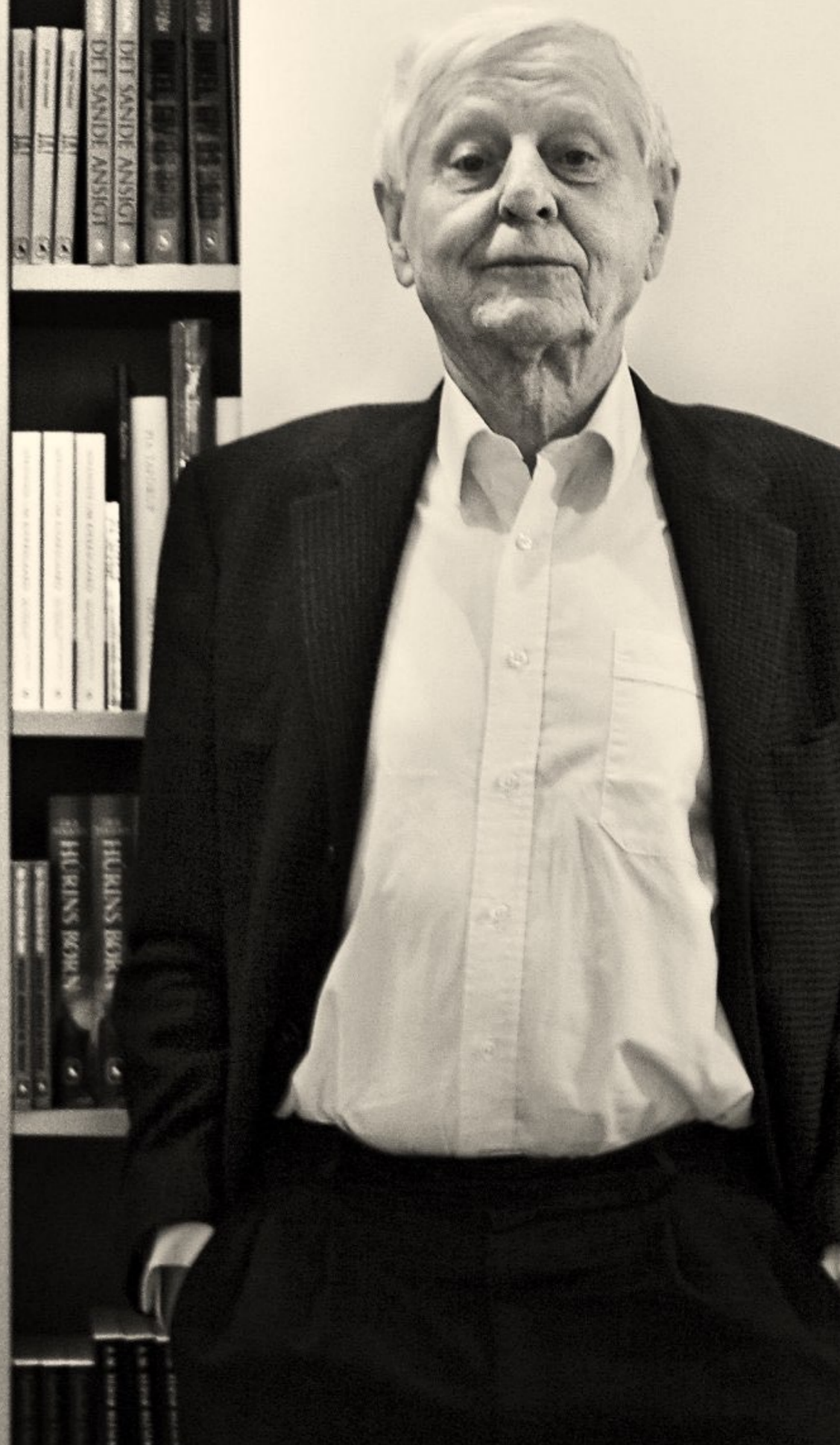


## Hans-Magnus Enzensberger 1970

»Die elektronische Technik kennt keinen prinzipiellen Gegensatz von Sender und Empfänger. **Die neuen Medien sind ihrer Struktur nach egalitär.** Durch einen einfachen Schaltvorgang kann jeder an ihnen teilnehmen; die Programme selbst sind immateriell und beliebig reproduzierbar.«

## Hans-Magnus Enzensberger 2000

»Nicht jedem fällt etwas ein, nicht jeder hat etwas zu sagen [...] **Die viel beschriebene Interaktivität findet hier ihre Grenze.** [...] Da kein Zentrum vorhanden ist, kann sich jeder einbilden, er befinde sich, wie die Spinne in ihrem Netz, im Mittelpunkt der Welt.«



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## Tim O'Reilly 2005

»**Database management is a core competency of Web 2.0 companies** [...]. This fact leads to a key question: Who owns the data? In the internet era, one can already see a number of cases where control over the database has led to market control and outsized financial returns.

**Data is indeed the next Intel Inside** [...]. In many cases [...] there may be an opportunity for an Intel Inside style play, with a single source for the data. [...] A further point is user concerns about privacy and their rights to their own data. In many of the early web applications, copyright is only loosely enforced.«



*»technological tools that fundamentally enhance connectivity among people« (Bimber et al. 2012)*

*»the logic at the heart of connective action: self-motivated sharing« (Bennett et al. 2014)*

**DEMOKRATISIERUNG**  
**DEZENTRALISIERUNG**  
**EMPOWERMENT**

*»the process of innovation is becoming democratized« (Flowers 2008)*

*»common-based peer production radically decentralized, collaborative, and nonproprietary« (Benkler 2006/2013)*




## Danah Boyd / Kate Crawford 2012

»(1) **Technology**: maximizing computation power and algorithmic accuracy to gather, analyze, link, and compare large data sets. (2) **Analysis**: drawing on large data sets to identify patterns in order to make economic, social, technical, and legal claims. (3) **Mythology**: the widespread belief that large data sets offer a higher form of intelligence and knowledge that can generate insights that were previously impossible [...]«

A photograph of Eric Schmidt, CEO of Alphabet/Google, speaking at a podium. He is wearing a dark blue suit, a light blue shirt, and a red tie with white polka dots. He has short, graying hair and is wearing round glasses. He is gesturing with his right hand, palm facing up. The background is a blue wall with the words "WORLD ECONOMIC FORUM" in large, white, sans-serif capital letters. A black text box in the top right corner contains the text "Eric Schmidt (CEO Alphabet/Google)".

**Eric Schmidt (CEO Alphabet/Google)**

*»The more information we have about you – [...] with your permission [...] – we can improve the quality of our searches. [...] We don't need you to type at all, 'cause we know where you are – with your permission. We know where you've been – with your permission. **We can more or less guess what you're thinking about.**«*



»Technology is  
neither good nor bad;  
nor is it neutral.

Technical developments  
frequently have  
environmental, social, and  
human consequences that go  
far beyond the immediate  
purposes of the technical devices  
and practices themselves.«

(Kranzberg 1986)



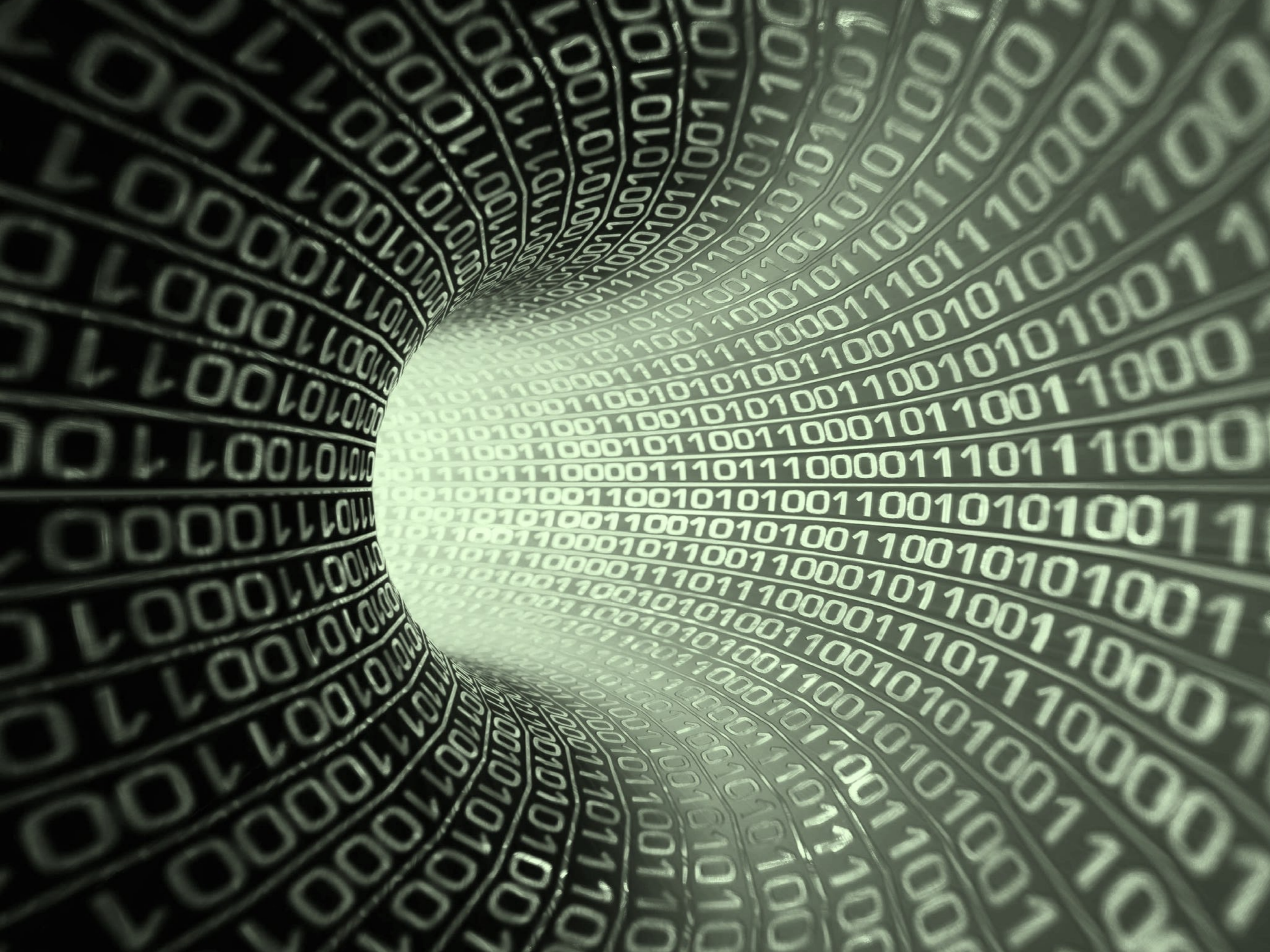
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YOUR UTOPIA  
MY DYSTOPIA

# LOGIK DIGITALER TECHNIKUTOPIEN

<b>Sinndimension</b>	<b>Utopische Semantik</b>
<i>sachlich</i>	Realität—Alternative
<i>zeitlich</i>	Vergangenheit—Zukunft
<i>sozial</i>	Publikum—Utopisten

# LOGIK DIGITALER TECHNIKUTOPIEN

<b>Sinndimension</b>	<b>Utopische Semantik</b>	<b>Vereinfachungen</b>
<i>sachlich</i>	Realität—Alternative	Übergeneralisierung Dekontextualisierung
<i>zeitlich</i>	Vergangenheit—Zukunft	Entkopplung Vergessen
<i>sozial</i>	Publikum—Utopisten	Frühe Nutzer > Allgemeinheit





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