

GENERAL RESIDENT DISPATCHER FOR SCOPE ROLL OUT FOR PRINT/PUNCH THURSDAY-FRIDAY DATE OF THIS ROLLOUT: ARTHAY-SATURBAY 17-18 JULY 1969, 3:10 AM NAME OF CONTENTS: FANTICS, A BOOK DRAFT. PATA SET, PRINT DATA SET: TED, TEDPRT2 DESCRIPTION OF WORK: ADDITIONS AT THE ADDITION AREA, REARRANGEMENTS. WORK SYSTEMS: OUTLINE PARTS BEING PUT BETWEEN SLASHES. PARAGRAPHS CONTAINING NEW WRITING DIRECT INTO DRAFT BEING PUT BEHIND AMPERSANDS, WHICH WILL LATER BE DELETED. A NEW ZONE, CALLED HOLDS, HAS BEEN CREATED. REMARKS: WHAT THE HELL, LET'S WRITE A BOOK. **** ******** SYSTEMS NOTE. THIS IS THE COPY BUFFER. EVERYTHING HERE HAS BEEN COPIED FROM AREA "LIVNPT". NOTE THAT THERE ARE NO "CHAPTERS." WHEN SECTIONS GET COMBINED INTO CHAPTERS IS THE LAST THING ON MY MIND. INCOME-TAX HELP SYSTEM (ALTERNATIVES)

FXAMPLE: FLIPTYCH ((1:48 AM 10 JULY)) ((8:20 PM FRI 11

JULY)) ((CLOSED 10:48 PM)) ((1:15 AM 11-12 JULY)) CREATIVITY SYSTEMS TABLE OF MEDIA & THEIR CORRESPONDING CREATIVITY SYSTEMS ((3:10 AM 11-12 JULY)) ((INSERTIONS THURSDAY-FRIDAY 17-18 JULY 1969, STARTING 12:30 AM))) ((12:45 AM 17-18 JULY))

((MANUSCRIPT IS SUPPOSED TO BEGIN HERE)) /INTRODUCTION XXX DERIVATION OF TERM "FANTICS": TWO USEFUL ROOTS, LATTER WOULD CLEARLY, FROM ITS MEANING, BE THE PREFERABLE ROOT. HOWEVER, THEN THE WORD WOULD BE "FANTASTICS," WHICH WOULD HAVE RATHER THE WRONG MEANING. IT WOULD ALSO TAKE AWAY THE SENSE: HERE I CAN SPEAK OF "A FANTIC SYSTEM" AND MAKE IT MEAN SOMETHING, WHEREAS TO CALL IT A "FANTASTIC SYSTEM," THOUGH PROBABLY TRUE, WOULD CLOUD THE ISSUE AS WELL AS RAISE THE PITCH OF DISCUSSION UNCOMFORTABLY/

WE ARE CONFRONTED TODAY WITH A SUPPOSED EXPLOSION OF INFORMATION, INFORMATION SYSTEMS AND NEW MEDIA. WHAT THEY ARE, AND WHERE THEY ARE GOING, IS A MATTER OF CONSIDERABLE EXCITEMENT AND SPECULATION. THIS BOOK OFFERS A RATHER DIFFERENT POINT OF VIEW.

THE INFORMATION EXPLOSION" "THE KNOWLEDGE INDUSTRY" SYNNOETICS CYBER-CULTURE MEDIA BARRAGES MEDIA MASSAGES./

/SODPER PREDICTION WHOPPEROD (SHORT & SUMMARY) MEDIA, ENVIRONMENTS, IDEAS, COMMUNICATION, FEEL./

THIS BOOK SEEKS TO MAKE SEVERAL POINTS. THE BASIC POINT IS THAT THERE EXISTS A NEW ART AND SCIENCE, FANTICS, AND THAT ATTEMPTS TO UNDERSTAND IT FROM MORE SPECIALIZED POINTS OF VIEW HAVE FAILED SO FAR. THIS FIELD OF FANTICS EMBRACES THE COMMUNICATION OF IDEAS, AND THE NECESSARY STRUCTURING OF MEDIA, ENVIRONMENTS AND FEEL. THIS TOPIC IS UNIFIED, RATHER THAN DIVERSE. THE DIFFERENT KINDS OF MEDIA AND ENVIRONMENTS POSSIBLE ARE MANY: BUT THE CONSIDERATIONS UPON WHICH THEY MUST BE BASED ARE UNIVERSAL, AND DO APPROPRIATELY FIT ANY TECHNICAL DISCIPLINE. WHAT IS MORE, THIS BOOK SEEKS TO MAKE CERTAIN PREDICTIONS ABOUT THE FUTURE. WE ARE ENTERING WHAT I WOULD CALL A FANTIC WORLD, IN WHICH OUR MEDIA CAN BE AS GRACIOUS, BEAUTIFUL AND EXCITING AS ANY PREVIOUSLY KNOWN TO HUMAN CULTURE, OR THEY CAN BE CRUDE, UNSATISFYING AND SUBTLY AWFUL. I ADVOCATE THE FORMER. MORFOVER, I THINK THE FORMER WILL COME TRUE. I THINK THAT WHEN IT IS GENERALLY REALIZED WHAT IS POSSIBLE, THE WORLD WILL CHANGE DRAMATICALLY IN CERTAIN SPECIFIC AND IMPORTANT WAYS. THIS WILL INVOLVE UPHEAVALS IN EDUCATION, ENTERTAINMENT, AND HOME AND BUSINESS LIFE, AS WILL PRESENTLY BE DESCRIBED.

THE GENERAL PREDICTION IS APPROXIMATELY THIS, AND I WISH TO STATE IT AS BALDLY AS POSSIBLE TO AVOID MISUNDERSTANDING. WITHIN A FEW YEARS--CERTAINLY LESS THAN TWENTY--THE WRITTEN WORD WILL NO LONGER BE GENERALLY PRINTED, BUT WILL BE STORED IN COMPUTERS AND READ FROM COMPUTER DISPLAYS IN OUR HOMES, OFFICES AND EVERYWHERE.

THE WRITTEN MEDIA OF OUR FORMER CULTURE WILL BE REPLACED, ENLARGED AND IMPROVED BY A NEW MEDIUM, WHICH I CALL HYPERTEXT. HYPERTEXT WILL BE TO ORDINARY WRITING AS FLYING IS TO WALKING.

THE ILLUSTRATIONS OF HYPERTEXTS WILL BE HYPERGRAMS, PICTURES WHICH THE USER CAN MAKE TO REACT OR PERFORM. THE OTHER ARTIFACTS OF OUR CULTURE, INCLUDING SUCH THINGS AS PAINTING, SCULPTURE AND ARCHITECTURE, WILL COME ALSO TO BE STORED IN COMPUTERS FOR OUR ENJOYMENT.

MOTION PICTURES AND MUSIC WILL ALSO BE CREATED BY COMPOSERS AND ANIMATORS, AND THEIR BASIC PLANS STORED IN COMPUTER LIBRARIES WHERE THEY MAY BE GOTTEN AT AND RE-PERFORMED READILY. FOR ALL CREATIVE PURPOSES,

COMPUTER-BASED "CREATIVITY SYSTEMS" WILL BE THE WORKING CONSOLES AT WHICH THE ARTIST AND WRITER MAY WORK MORE EFFECTIVELY THAN EVER BEFORE.

/ CL: DIGITAL CONTROL, COMP DISP., DIG. LIBRARIES THE THREE BASICS COMPUTERS CAN DO FOR SHOWING: STORAGE, PERFORMANCE, CONTROL (DFT ORDER?) INFO FACILITIES SUPPLEMENTING CREATIVE ENVIS/

THESE DEVELOPMENTS WILL COME ABOUT FOR SEVERAL REASONS. THE FIRST IS THAT COMPUTERS NATURALLY FORM THE BEST DEVICES FOR CONTROLLING OTHER MACHINES, AND MAKING THEM MORE RESPONSIVE AND FLEXIBLE THAN THEY EVER COULD BE OTHERWISE.

THE SECOND IS THAT COMPUTERS CAN DIRECTLY PERFORM VARIOUS PRESENTATIONS FOR US: CAUSING WORDS TO APPEAR ON SCREENS, MAKING DIAGRAMS ON SCREENS, EVEN MAKING MUSIC AND MOTION PICTURES IN FULL COLOR.

THE THIRD IS THAT THE STRUCTURED INFORMATION FOR THESE ACTIVITIES MAY BE STORED WITH GREAT SAFETY AND ACCESSIBILITY ON COMPUTER EQUIPMENT, AND AUTOMATICALLY FORWARDED TO PEOPLE WHO WANT TO USE IT.

A FOURTH REASON IS THAT COMPUTERS, THROUGH VARIOUS HELPFUL CAPACITIES, CAN STAND BY AND ANSWER CERTAIN KINDS OF QUESTIONS AND WORK OUT CERTAIN KINDS OF CALCULATIONS FOR US.

A FIFTH REASON IS THAT COMPUTER STORAGE MAKES POSSIBLE A RICHNESS, SUBTLETY AND COMPLEXITY OF STORED INFORMATION AND IDEAS WHICH IS BEYOND ANYTHING THE WORLD HAS PREVIOUSLY KNOWN.

ON THE FACE OF IT MANY PEOPLE WILL NOT FIND THIS AN ATTRACTIVE IDEA.
FOR VARIOUS REASONS, INCLUDING STUPIDITY, COMPUTER MANUFACTURERS AND
ENTHUSIASTS HAVE STIRRED UP THE BROADEST POSSIBLE MISUNDERSTANDING OF WHAT
COMPUTERS ARE AND DO, STIRRING UP FEELINGS OF DISTASTE AND APPREHENSION
APPROACHING REVULSION ON THE PART OF MANY. IN THIS BOOK, THEN, I WILL
ATTEMPT TO EXPLAIN WHY COMPUTERS CAN BE OF THE GREATEST POSSIBLE HELP IN
MAN'S SOFTEST AND WARMEST OCCUPATIONS, AND WHY THEY SHOULD AND WILL BE
WELCOMED BY THE WRITER, THE ARTIST AND THE PUBLIC INTO HOME AND STUDY.

WHAT COMPUTERS ARE (BRIEF EARLY REMARKS) THE MYTH AND TRADITION OF NARROW COMPUTER USAGE, RIGID INPUT STRUCTURES (HARDLY SOPHISTICATED)

/SECTION: THE FABULOUS WORLD OF COMPUTER DISPLAY. OR, "TOYS AND JEWELS"/

/MACHINES MUST NOT MAKE DECISIONS FAKE SCIENTIFIC VOTING-DISTRICTS WE MUST JOLLY WELL UNDERSTAND THE DECISIONS WITH WHICH MACHINES ARE ENTRUSTED!

/REVIEW OF HISTORY TOWARD THIS POINT, REWRITTEN IN MY TERMS. SECTION: THE FANTIC MEDIA TO 1900 SECTION: THE FANTIC MEDIA TO 1950 SECTION: THE FANTIC MEDIA TO 1969 OR 1970 FRITZ MACHLUP "TEACHING TECHNOLOGY" NELSON'S TIMETABLE CHART OF FALLING PRICES PLAIN HALFTONE SYSTEMS STATIONERY SYSTEMS THE CREATIVITY SYSTEMS OF THE PAST THE RECORD-KEEPING SYSTEMS OF THE PAST NOT GL. COMPUTERS BUT SPECIAL THE SCATTERED CONSUMPTION OF SYSTEMS IN HOMES-- NOW TO BE UNIFIED CASSETTE-CAMERA TIMETABLE FOR INTRODUCTION OF COMPUTER DISPLAYS IN HOMES! SECTION: HORIZONS FOR SALE SECTION: THE NEW-MEDIA WHIZBANG XXX EMPEROR'S CLOTHES SECTION: THE MYTH OF TECHNICALITY GENERAL DEBUNK-LIST: IR, HUM. FACT., CAI, 'TOP MAN' IR 'MANAGERIAL INFORMATION RETRIEVAL' AS A HOTCHA THING ONLY FOR THE TOP GUYS DEBUNK ALSO: DIAGNOSIS BY COMPUTER. AUTOMATIC DICTATION, ARTIFICIAL INTELLIGENCE I DO NOT WANT TO TALK ABOUT A WORLD IN WHICH MACHINES ENTER THE BODY, AT LEAST PROSTHETICALLY OR PHYSIOLOGICALLY OR INNERVATIVELY PATIENT RECORDS ONLINE CLERICAL IR (ANOTHER NARROW VISION)/ SECTION: NEW MEDIA COMPONENTS HOLOGRAPHY "BRANCHING" AS A WHIZBANG ASPECT OF NEW MEDIA COMPONENTS COUPLED EVERY WHICH WAY NOW ELECTRICAL COUPLING OF COMPONENTS CONCRETE PHYSICAL COUPLING OF COMPONENTS! / WHAT'S COMING IS STRUCTURED MEDIA, NOT A HODGEPODGE WHAT IS A MEDIUM? VIABILITY OF MEDIUM IN SOCIETY CONCEPTUAL UNITY OF MEDIUM NOBODY FORESEES MEDIA IMPACT, AS A RULE XXX MOVIE ANALOGY TV ANALOGY BOOK ANALOGY MCLUHAN'S ONTO IT, EVEN IF HE DOESN'T UNDERSTAND THE TECHNICALITIES. BASIC DISAGREEMENT WITH MCLUHAN: THE GREAT DIFFERENCES _AMONG ELECTRONIC MEDIA, AND THE STUPENDOUS DIFFERENCE IT MAKES MEDIA THAT HAVE FLOPPED PROBLEMS OF A MEDIUM CATCHING ON: MARKETING, COHERENCE, SIMPLICITY & CONVENIENCE! /CONVERGENT MEDIA VS. MERE ENGINEERING OPPORTUNITIES/ HEREAFTER THERE ARE NOT SLASHES, BECAUSE EVERYTHING IS DUTLINE MATERIAL.

SECTION: POSSIBLE WORLDS OF VISION AND RESPONSE IGNORE CLUMSINESS OF EARLY SYSTEMS. THESE WILL BE AS EASY TO USE AS TV GOOD OLD SKETCHPAD I SKETCHPAD 3 SUTHERLAND'S STERED SYSTEM 3-D 'TANK' 'TRUE STRUCTURE' SYSTEMS SECTION: THE MEANING OF STRUCTURED DATA 10 SECTION: "COMPUTER-ASSISTED INSTRUCTION" XXX TUT-TUTORIAL SYSTEMS THE RADS OF CAI BRICK-WALL ILLUSTRATION THE NATURE OF INTELLIGENCE AND LIS GROWTH THE OPPOSITE AIMS OF TOP AND BOTTOM EDUCATION THE CRITICS OF THE SCHOOLS TODAY THE INSIDE STORY ON PROG. ED.: WE HATE TO DO IT, HATE TO SECTION: WHAT EDUCATION IS ABOUT ANYWAY XXX SECTION: SLAMMED MINDS XXX THE BIG SECRET: FREE ACCESS TO INTERESTING MATERIALS, CONVERGENT MOTIVATIONAL ENVIRONMENT IS THE KEY SECTION: "INFORMATION RETRIEVAL" BOOLEAN SYSTEMS: JUST THE BEGINNING OF WHAT THE MIND NEEDS "HUMAN FACTORS" XXX NARROW CRITERIA DE "HUMAN FACTORS" GENERALLY IRRELEVANT NICELY UNIFIED CONTROLS CONTROLS OF SONY TC-50 CONTROL OF ALL-TERRAIN VEHICLE HELICOPTER HANDLE AIRPLANE "STICK" XXX A CHURCH CAN BE THOUGHT OF AS HUMAN-FACTORS DESIGNED, ANYHOW, IF YOU LET IN ENOUGH VARIABLES 11

COMPUTER-CONTROLLED MEDIA SECTION: THE COMPUTER AS MEDIA CONTROLLER "MULTI-MEDIA" SWELL NEW PRESENTATIONAL MEDIA, ESPECIALLY ALL-AROUND-YOU SOUND, BEAU-TIFUL PROJECTION SYSTEM AMUSEMENT PARKS AWESOME ARCHITECTURE MUSEUMS & FAIRS SECTION: THE UNIFICATION OF SONIC AND VISUAL ARTS TODAY'S ROCK MUSIC LIGHT SHOWS EXAMPLE: MOVING-SCREEN LORD OF RINGS 12 SECTION: HYPER-FANTIC MEDIA OF VARIOUS SORTS HYPER-COMICS HYPER-POETRY EXAMPLE: HYPERFILM OF WWII 13

SECTION: THE COMPUTER AS PERFORMER SUPER-AUDIO MACHINE THREE-DIMENSIONAL SCENE STRUCTURES SHIPLOFTING. AIRFRAME, AUTO DESIGN SYSTEMS MUSIC LIBRARY TO FEED THROUGH MUSIC PERFORMANCE MACHINE SECTION: STRUCTURED PICTURES FSM SECTION: FANTASM-TYPE SYSTEMS DESCRIPTION OF GE FSM SYSTEM, UTAH FSM SYSTEM. DENVER FSM SYSTEM. NELSON'S FSM SYSTEM LIBRARY OF FSM * PEDECOMANCES ! I THRARY OF FANTASM CHARACTERS SECTION: HYPERGRAMS XXX BRAIN PROJECT 1.6 TEXT SYSTEMS XXX THE TEXT FACILITY: DUFFN OF THEM ALL XXX THE HOME. TEXT CONSOLE UNIVERSAL HIGH-PERFORMANCE TEXT CONSOLES TEXT EDITING SECTION: CONTEXT JIMPS SECTION: AUTHOR'S SYSTEMS SECTION: HYPERTEXT NEWS HYPERTEXT STRATEGIC INTELLIGENCE HYPERTEXT HYDERTEXT WORK SECTION: STRETCHTEXT SECTION: SYSTEMS FOR THINKING WITH DATA SECTION: TEXT CONTROL SYSTEMS CINENYM SPATIAL HYPERTEXT ENVIRONMENTS: CHECKERBOARD, CLOUDS (HANGING IN 3-SPACES, SHINGING PAGES IN 3-SPACE ---- ---- -----

THE GENERAL-PURPOSE SYSTEM TOWARD WHICH WE ARE MOVING (LINE-DRAWING, MOVING-TEXT) 16 THE VIRTUAL SPACE OF A CONCEPTUAL AND DISPLAY ENVIRONMENT DASHBOARD ENVIRONMENTS XXX THE MECHANICS OF SPRINGS, LIGHTING & HUSH FEFL ING-SPACES (INCL. MULTIDIMENSIONAL) MORE DIMENSIONS THROUGH COLOR, SMELL AND SOUND MORE DIMENSIONS THROUGH SPRING-LOADING SWOOP MULTI-DIM FEEL' CLUES: AUDITORY, PROPRIO, KINESTH, PUSH-PULL, BREEZE, COLOR, VIBRATION, STEREOPHONY, VISUAL STEREO CAN WE CONCEPTUALIZE MULTIPLE DIMENSIONS? THE HYPERCUBE THE 4-D HYPERCUBE CAN WE VISUALIZE 4-D CUBE? CAN WE VISUALIZE CALHAMER BOARD? ADDITIONAL DIMENSIONS FEEL XXX RESPONSE QUALITIES

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LIRRARY ARRANGEMENTS FOR ALL DIGITAL MEDIA SECTION: THE ONLY PERMANENT FORM OF STORAGE DIGITAL STORAGE IS PERFECT DIGITAL STORAGE MAY BE SAFFGUARDED DIGITAL STORAGE OF PAINTINGS ACCOUNTING STRUCTURES THE NATURE OF ACCOUNTING 18 SECTION: THE EASE OF USE SECTION: THE NATURE OF CATEGORIES SECTION: THE NATURE OF THE CREATIVE PROCESS XXX INDUCTIVE & AXIOMATIC CREATION SECTION: SYSTEMS FOR ALL THESE SECTION: THE NATURE OF IDEAS XXX MICKEY MOUSE SECTION: SOME BASIC OUESTIONS IN THE PSYCHOLOGY OF THOUGHT AND FEELING SECTION: UNITY, STRUCTURE AND FEEL THE NATURE OF WRITING THE NATURE OF IDEAS EXPOSITORY STRUCTURES IDEAS AS ANNOTATED CONNECTIONS XXX BREAKING EXPOSITORY STRUCTURES 19 INTERPERSONAL ENVIRONMENTS ATR CONTROLLER ENVI HANDSHAKE STRUCTURES

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SECTION: APT & THE ARTS

SECTION: SCHOLARSHIP EXAMPLE: 4-D DATA STRUCTURE PERMITTING POMAN SMAPSHOTS

SECTION: THE DANGERS OF LOSS

SECTION: ON THE PROBLEM OF KEEPING TOO MUCH THE SOUVENIRS OF OUR WORLD THE US NATIONAL ARCHIVE: ? BILLION DOX

SECTION: PEVIEW OF MY VISION: GRAND LIBRARIES, SWOOPING SYSTEMS, TRUE EDUCATION. THE PRESERVABILITY OF THE HERITAGE A LIBERAL'S HOPES XXX OUR MEDIA OF THIS CENTURY: THEIR MISERABLE CONTENT AND YET THEIR COMMON IMAGERY TO US ALL PROFESSIONALISM, BUREAUCRACY, THE NARROW INITIATIVE—PATHS TO SUCCESS IN OUR WORLD XXX WHERE THESE PROPHECIES STOP FREEDOM OF IMPORMATION FOR THE CITIZEN FREEDOM FROM CONCRETE POSSESSION OF BOOKS FREEDOM OF ECUCATION HYPERSYSTEMS FOR EDUCATION IN THE UNDERDEVELOPED COUNTRIES NOTE THE NUMBER OF ROLES IN OUR SOCIETY BUILT AROUND THE HOARDING OF INFORMATION TRUE ACCESS TO NEWS THROUGH HYPERTEXT SYSTEMS LIEBLING ON THE PRESS NATURE OF THE PRESS: OWNERSHIP VIEWPOINT, PRESS SUBCULTURE, DOMINATION OF THE AGREED—ON, THE ANGLE, AND THE SILLY THE DANGER OF SUDDEN FLECTRICAL DESTRUCTION I AM ASSUMING PEACE, OF COURSE

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24 THIS AREA IS FOR LIVE INPUT, IN A PROTOCOL FASHION. THE BOOK GETS PUT P.M.) THESE ARE RANDOM INSERTIONS TOWARD THE BOOK __FANTICS. 2 JULY 1969. XXXXX REVIEW OF HISTORY TOWARD THIS POINT, REWRITTEN IN MY TERMS. XXXXX THE GENERAL-PURPOSE SYSTEM TOWARD WHICH WE ARE MOVING (LINE-DRAWING, MOVING-TEXT) XXXXX THE BIG SECRET: FREE ACCESS TO INTERESTING MATERIALS, CONVERGENT MOTIVATIONAL ENVIRONMENT IS THE KEY XXXXX SUTHERLAND'S STEREO SYSTEM XXXXX AMUSEMENT PARKS XXXXX SECTION: TERMINOLOGY SECTION: HOW COMPUTER DISPLAYS WORK SECTION: HOW COMPUTERS WORK INTRODUCTION SECTION: THE MYTH OF TECHNICALITY SECTION: THE FABULOUS WORLD OF COMPUTER DISPLAY. OR, "TOYS AND JEWELS" SECTION: SOME BASIC QUESTIONS IN THE PSYCHOLOGY OF THOUGHT AND FEELING SECTION: "COMPUTER-ASSISTED INSTRUCTION" SECTION: "INFORMATION RETRIEVAL" SECTION: POSSIBLE WORLDS OF VISION AND RESPONSE SECTION: WHAT EDUCATION IS ABOUT ANYWAY SECTION: HYPERTEXT SECTION: STRETCHTEXT SECTION: HYPERGRAMS SECTION: CONTEXT JUMPS SECTION: AUTHOR'S SYSTEMS SECTION: THE EASE OF USE SECTION: THE NATURE OF CATEGORIES SECTION: THE NATURE OF IDEAS SECTION: THE NATURE OF THE CREATIVE PROCESS SECTION: SYSTEMS FOR ALL THESE SECTION: SYSTEMS FOR THINKING WITH DATA SECTION: THE DANGERS OF LOSS SECTION: ON THE PROBLEM OF KEEPING TOO MUCH SECTION: A LIBERAL'S HOPES SECTION: SLAMMED MINDS SECTION: THE UNIFICATION OF SONIC AND VISUAL ARTS SECTION: UNITY, STRUCTURE AND FEEL NELSON'S TIMETABLE WHERE THESE PROPHECIES STOP MOVIE ANALOGY EMPEROR'S CLOTHES BOOLEAN SYSTEMS: JUST THE BEGINNING OF WHAT THE MIND NEEDS TUT-TUTORIAL SYSTEMS THE BADS OF CAI BRICK-WALL ILLUSTRATION "THE INFORMATION EXPLOSION" "THE KNOWLEDGE INDUSTRY" SYNNOETICS CYBER-MEDIA BARRAGES MEDIA BARRAGES MCLUHAN'S ONTO IT, EVEN IF HE DOESN'T UNDERSTAND THE TECHNICALITIES. BASIC DISAGREEMENT WITH MCLUHAN: THE GREAT DIFFERENCES AMONG ELECTRONIC MEDIA, AND THE STUPENDOUS DIF-FERENCE IT MAKES FRITZ MACHLUP "TEACHING TECHNOLOGY" THE INSIDE STORY ON PROG. ED .: WE HATE TO DO IT, HATE TO STUDY IT DERIVATION OF TERM "FANTICS": TWO USEFUL ROOTS, "FANEIN," TO SHOW, AND "FANTASTEIN," TO PRESENT TO THE MIND OR EYE. THE LATTER WOULD CLEARLY, FROM ITS MEANING, BE THE PREFERABLE ROOT. HOWEVER, THEN THE WORD WOULD BE "FANTASTICS," WHICH WOULD HAVE RATHER THE WRONG MEANING. IT WOULD ALSO TAKE AWAY THE SENSE: HERE I CAN SPEAK OF "A FANTIC SYSTEM" AND MAKE IT MEAN SOMETHING, WHEREAS TO CALL IT A "FANTASTIC SYSTEM," THOUGH PROBABLY TRUE, WOULD CLOUD THE ISSUE AS WELL AS RAISE THE PITCH OF DISCUSSION UNCOMFORTABLY.

[[[[[] GOT THIS FAR BY 12 P.M.: ONE AND A HALF HOURS ON THE

MACHINE. 11111

SPATIAL HYPERTEXT ENVIRONMENTS: CHECKERBOARD, CLOUDS (HANGING IN 3-SPACE), SWINGING PAGES IN 3-SPACE IGNORE CLUMSINESS OF EARLY SYSTEMS. THESE WILL BE AS EASY TO USE AS TV SETS THE TEXT FACILITY: QUEEN OF THEM ALL PROFESSIONALISM, BUREAUCRACY, THE NARROW INITIATIVE-PATHS TO SUCCESS IN DUR WORLD MICKEY MOUSE BRAIN PROJECT SUPER-AUDIO MACHINE CINENYM "HUMAN FACTORS" XXX NARROW CRITERIA OF "HUMAN FACTORS" GENERALLY IRRELEVANT XXX A CHURCH CAN BE THOUGHT OF AS HUMAN-FACTORS DESIGNED, ANYHOW, IF YOU LET IN ENDUGH VARIABLES AWESOME ARCHITECTURE SWELL NEW PRESENTATIONAL MEDIA, ESPECIALLY ALL-AROUND-YOU SOUND XXSOUND, BEAUTIFUL PROJECTION SYSTEMS HOLOGRAPHY SECTION: THE NEW-MEDIA WHIZBANG XXX "BRANCHING" AS A WHIZBANG ASPECT OF NEW MEDIA

---- (TUESDAY 8 JULY, 12 PM)

SECTION: HORIZONS FOR SALE EXAMPLE: FLIPTYCH EXAMPLE: MOVING-SCREEN LORD OF RINGS EXAMPLE: HYPERFILM OF WWII SECTION: ART & THE ARTS SECTION: SCHOLARSHIP EXAMPLE: 4-D DATA STRUCTURE PERMITTING ROMAN SNAPSHOTS SECTION: NEW MEDIA COMPONENTS SECTION: THE FANTIC MEDIA TO 1900 SECTION: THE FANTIC MEDIA TO 1950 SECTION: THE FANTIC MEDIA TO 1969 OR 1970 SECTION: THE WEANING OF DATA STRUCTURE SECTION: TEXT CONTROL SYSTEMS

SECTION: THE COMPUTER AS MEDIA CONTROLLER NOBODY FORESEES MEDIA IMPACT, AS A RULE SECTION: HYPER-FANTIC MEDIA OF VARIOUS SORTS SECTION: COMPUTER-CONTROLLED MEDIA NICELY UNIFIED CONTROLS CONTROLS OF SONY TC-50 CONTROL OF ALL-TERRAIN VEHICLE HELICOPTER HANDLE AIRPLANE "STICK" SECTION: THE COMPUTER AS PERFORMER SECTION: THE ONLY PERMANENT FORM OF STORAGE SECTION: FANTASM-TYPE SYSTEMS SECTION: STRUCTURED PICTURES DIGITAL STORAGE IS PERFECT DIGITAL STORAGE MAY BE SAFEGUARDED DIGITAL STORAGE OF PAINTINGS

((INPUT OF 10 JULY 1969. JUST STARTING PRODUCTIVE WORK AT MIDNIGHT, AND I'M EXHAUSTED.))

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HOW COMP. DISPLAYS WORK AIR CONTROLLER ENVT HANDSHAKE STRUCTURES ACCOUNTING STRUCTURES THE NATURE OF ACCOUNTING THE VIRTUAL SPACE OF A CONCEPTUAL AND DISPLAY ENVIRONMENT 'MANAGERIAL INFORMATION RETRIEVAL' AS A HOTCHA THING ONLY FOR THE TOP GUYS PATIENT RECORDS ONLINE CLERICAL IR (ANOTHER NARROW VISION) FREEDOM OF INFORMATION FOR THE CITIZEN FREEDOM FROM CONCRETE POSSESSION OF BOOKS FREEDOM OF EDUCATION NOTE THE NUMBER OF ROLES IN OUR SOCIETY BUILT AROUND THE HOARDING OF INFORMATION LIEBLING ON THE PRESS NATURE OF THE PRESS: OWNERSHIP VIEWPOINT, PRESS SUBCULTURE, DOMINATION OF THE AGREED-ON, THE ANGLE, AND THE SILLY THE NATURE OF INTELLIGENCE AND ITS GROWTH THE OPPOSITE AIMS OF TOP AND BOTTOM EDUCATION THE CRITICS OF THE SCHOOLS TODAY OUR MEDIA OF THIS CENTURY: THEIR MISERABLE CONTENT AND YET THEIR COMMON IMAGERY TO US ALL PLAIN HALFTONE SYSTEMS THREE-DIMENSIONAL SCENE STRUCTURES SHIPLOFTING, AIRFRAME, AUTO DESIGN SYSTEMS STATIONERY SYSTEMS THE CREATIVITY SYSTEMS OF THE PAST THE RECORD-KEEPING SYSTEMS OF THE PAST THE SOUVENIRS OF OUR WORLD THE US NATIONAL ARCHIVE: 2 BILLION DOX

((1 AM 10 JULY)) GENERAL DEBUNK-LIST:
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ARRANGEMENTS FOR ALL DIGITAL MEDIA CHART OF FALLING PRICES FSM DESCRIPTION
OF GE FSM SYSTEM, UTAH FSM SYSTEM, DENVER FSM SYSTEM, NELSON'S FSM SYSTEM
LIBRARY OF FSM 'PERFORMANCES' LIBRARY OF FANTASM CHARACTERS

((1:40 AM 10 JULY))

INFO FACILITIES SUPPLEMENTING CREATIVE ENVIS THE MECHANICS OF SPRINGS, LIGHTING & HUSH SWOOP FEEL CAN WE VISUALIZE 4-D CUBE? CAN WE VISUALIZE CALHAMER BOARD? ADDITIONAL DIMENSIONS MORE DIMENSIONS THROUGH COLOR, SMELL AND SOUND MORE DIMENSIONS THROUGH SPRING-LOADING REVIEW OF MY VISION: GRAND LIBRARIES, SWOOPING SYSTEMS, TRUE EDUCATION, THE PRESERVABILITY OF THE HERITAGE INCOME-TAX HELP SYSTEM (ALTERNATIVES) CONVERGENT MEDIA VS. MERE ENGINEERING OPPORTUNITIES

((1:48 AM 10 JULY))

HYPER-COMICS HYPER-POETRY THE DANGER OF SUDDEN ELECTRICAL DESTRUCTION I

AM ASSUMING PEACE, OF COURSE HYPERSYSTEMS FOR EDUCATION IN THE UNDERDEVELOPED COUNTRIES THE SCATTERED CONSUMPTION OF SYSTEMS IN HOMES—— NOW TO BE
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HOMES TRUE ACCESS TO NEWS THROUGH HYPERTEXT SYSTEMS TODAY'S ROCK MUSIC
LIGHT SHOWS "MULTI—MEDIA"

((8:20 PM FRI 11 JULY)) OL: DIGITAL CONTROL, COMP DISP., DIG. LIBRARIES 3-D *TANK* RESPONSE OUALITIES MACHINES MUST NOT MAKE DECISIONS FAKE SCIENTIFIC VOTING-DISTRICTS WE MUST JOLLY WELL UNDERSTAND THE DECISIONS WITH WHICH MACHINES ARE ENTRUSTED WHAT IS A MEDIUM? VIABILITY OF MEDIUM IN SOCIETY WHAT IS A MEDIUM? VIABILITY OF MEDIUM IN SOCIETY CONCEPTUAL UNITY OF MEDIUM COMPONENTS COUPLED EVERY WHICH WAY NOW ELECTRICAL COUPLING OF COMPONENTS CONCRETE PHYSICAL COUPLING OF COMPONENTS MUSEUMS & FAIRS NOT GL. COMPU-TERS BUT SPECIAL INDUCTIVE & AXIOMATIC CREATION EXPOSITORY STRUCTURES BREAKING EXPOSITORY STRUCTURES THE NATURE OF WRITING THE NATURE OF IDEAS IDEAS AS ANNOTATED CONNECTIONS ((CLCSED 10:48 PM)) GOOD OLD SKETCHPAD I SKETCHPAD 3 TIME DISSECTOR FOR AUDIO, FSM 'TRUE STRUCTURE' SYSTEMS SECTION: THE MEANING OF STRUCTURED DATA SCOPER PRECICTION WHOPPEROD (SHORT & SUMMARY) WHAT'S COMING IS STRUCTURED MEDIA, NOT A HODGEPODGE TV ANALOGY BOOK ANALOGY ((1:15 AM 11-12 JULY)) CREATIVITY SYSTEMS TABLE OF MEDIA & THEIR CORRESPONDING CREATIVITY SYSTEMS MEDIA THAT HAVE FLOPPED PROBLEMS OF A MEDIUM CATCHING ON: MARKETING, COHERENCE, SIMPLICITY & CONVENIENCE MEDIA, ENVIRONMENTS, IDEAS, COMMUNICATION, FEEL. ((3:10 AM 11-12 JULY)) ((INSERTIONS THURSDAY-FRIDAY 17-18 JULY 1969, STARTING 12:30 AM)) FEELING-SPACES (INCL. MULTIDIMENSIONAL) CAN WE CONCEPTUALIZE MULTIPLE DIMENSIONS? THE HYPERCURE DASHBOARD ENVIRONMENTS MULTI-DIM 'FEEL' CLUES: AUDITORY, PROPRIO, KINESTH, PUSH-PULL, BREEZE, COLOR, VIBRATION, STEREC-PHONY, VISUAL STERED THE 4-D HYPERCUBE THE HOME TEXT CONSOLE UNIVERSAL HIGH-PERFORMANCE TEXT CONSOLES NEWS HYPERTEXT STRATEGIC INTELLIGENCE HYPERTEXT TEXT EDITING NON-FICTION HYPERTEXT SPHERE OF INTERCONNECTEDNESS IN A LARGE-SCALE HYPERTEXT WORK THE MYTH AND TRADITION OF NARROW COMPUTER USAGE, RIGID INPUT STRUCTURES (HARDLY SOPHISTICATED) WHAT COMPUTERS ARE (BRIEF EARLY REMARKS) TEXT SYSTEMS ((12:45 AM 17-18 JULY)) COMPLIMENTS OF THE HYPERTEXT EDITING SYSTEM CENTER FOR COMPUTER & INFORMATION SCIENCES BROWN UNIVERSITY PROVIDENCE, RHODE ISLAND 18 JULY, 1969

