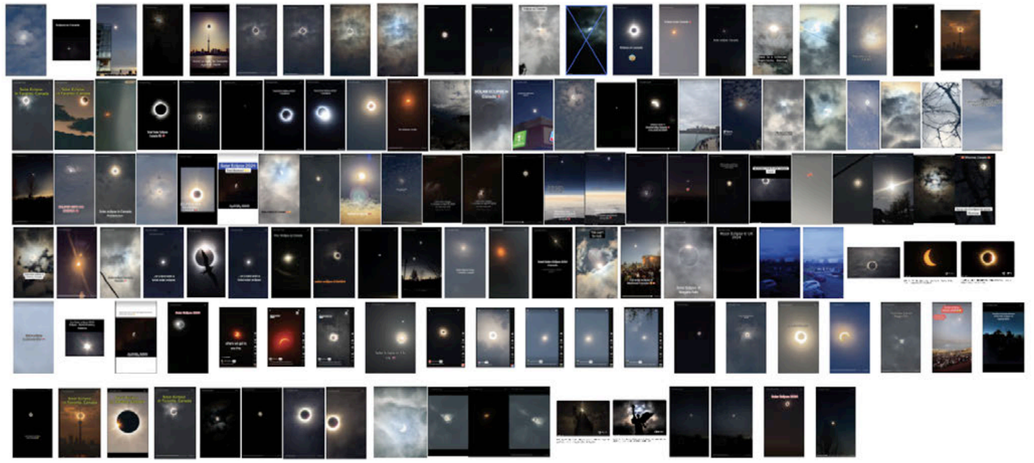
How dose SOCIAL NETWORKS impact our way of thinking?

TikTok

our way of obtaining information in social network is similar to the combination of multi-take cuts and cross-cuts in cinematic language

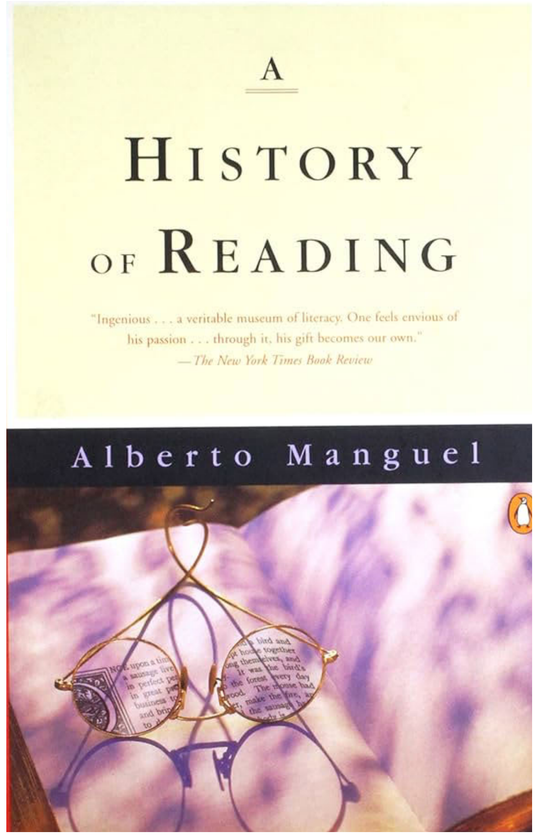
multi-take cuts	cross-cuts
An editing technique in which the exact same action is filmed from various angles all around the subject, then edited together with Jump Cuts amongst all the different angles.	A film editing technique that involves switching between scenes, making it seem like the action in different locations is happening at the same time. It's also known as parallel editing.
A fragmented presentation of the same event by different people	Know several things at same time alternately



How dose SOCIAL NETWORKS impact our way of thinking?

1. Multi-take cut

fragmented input misunderstood understanding patchwork output



A History of Reading

information exchange process: production, transmission, reception, storage, repetition

Production: The massive amount of information vying for people's limited attention leads content producers to select highlights, concise narratives, and sensational headlines as output content.

Transmission: The rapidity of the internet almost renders transmission time negligible, and all information facts arrive, giving people the illusion that all events are happening simultaneously (in reality, we do not see all events happening at the same time, but we think they are).

Reception: The convenience of devices such as smartphones and computers makes re ception common and convenient. We can receive information from various sources anytime, anywhere.

Storage: When storing received information in the brain, due to the characteristics of the production, transmission, and reception processes, we tend to piece together fragmented information into relatively complete narratives and then remember them.

fragmented input | misunderstood understanding | patchwork output

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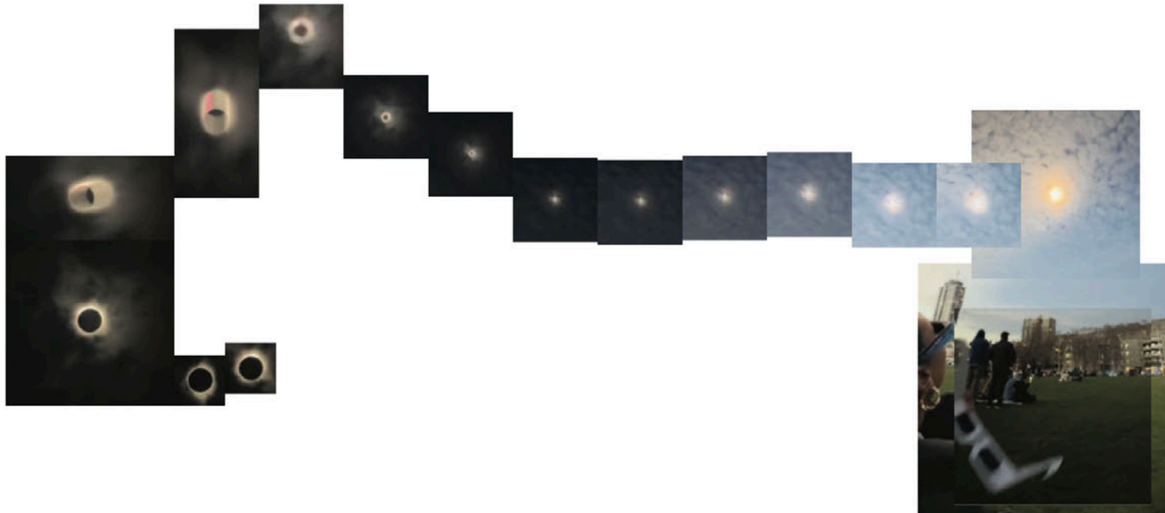
fragmented input

I edited together clips of solar eclipses recorded from different perspectives by different users, simulating fragmented input and patchwork output.

misunderstood understanding

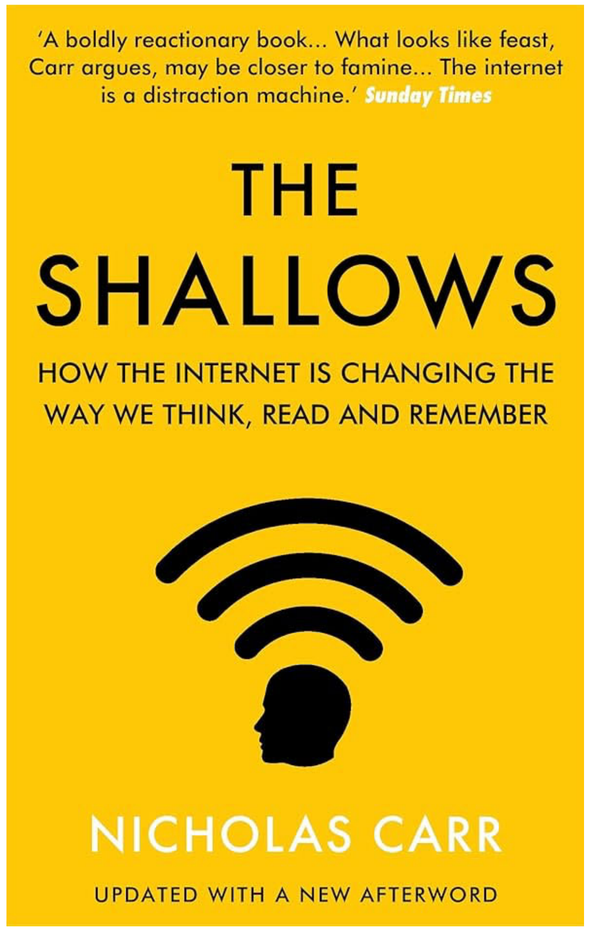
patchwork output

I also misleadingly used elements in the videos unrelated to the eclipse to create a false eclipse process, simulating misunderstood understanding.



How dose SOCIAL NETWORKS impact our way of thinking?

1. Multi-take cut
2. 'fragmented output,' ‘patchwork input,' and 'misunderstood understanding.'



The Shallows

clocks: uniformity, regularity, cyclic repetition;
maps: boundedness, the planar arrangement of objects.

a. The prototype must be common to social networks.
b. The prototype must have emerged with the advent of social networks.
c. The prototype should simplify and visually represent complex, abstract logic.

Prototype

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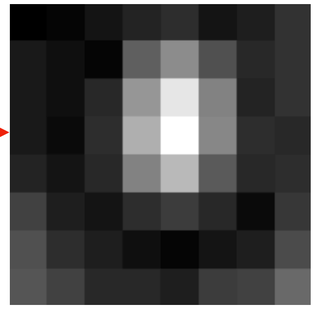
Prototype



RGB—YUV

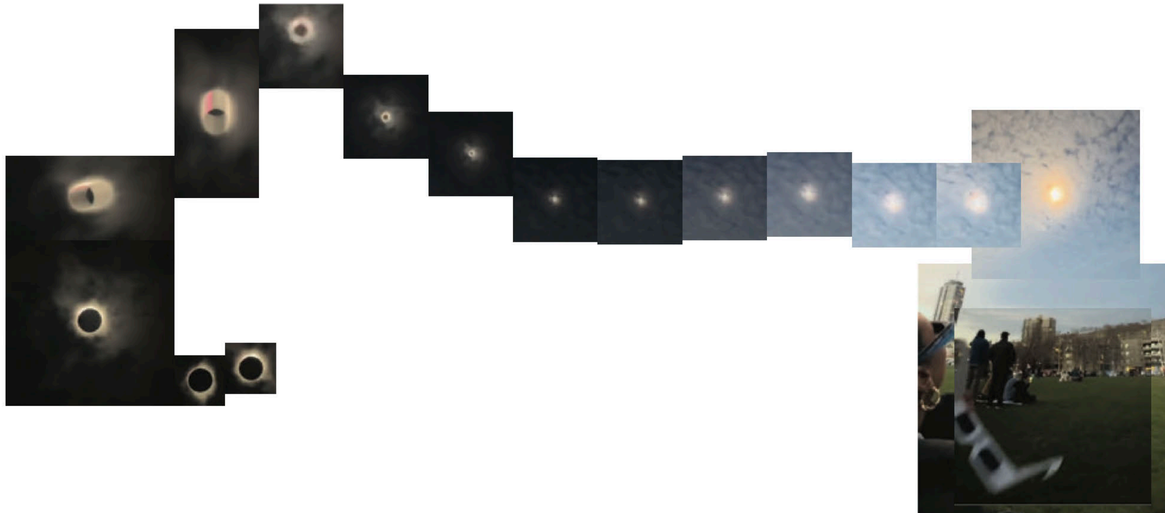
Y=luminance
U+V=hue+saturability

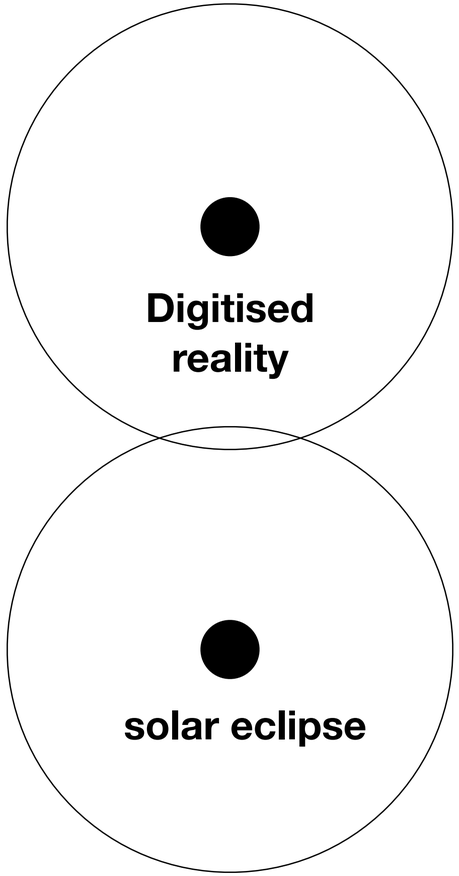
- Y=0.299R'+0.587G'+0.114B'
- U=-0.147R'-0.289G'+0.436B'
- V=0.615R'-0.515G'-0.100B'

$$\begin{bmatrix} 52 & 55 & 61 & 66 & 70 & 61 & 64 & 73 \\ 63 & 59 & 55 & 90 & 109 & 85 & 69 & 72 \\ 62 & 59 & 68 & 113 & 144 & 104 & 66 & 73 \\ 63 & 58 & 71 & 122 & 154 & 106 & 70 & 69 \\ 67 & 61 & 68 & 104 & 126 & 88 & 68 & 70 \\ 79 & 65 & 60 & 70 & 77 & 68 & 58 & 75 \\ 85 & 71 & 64 & 59 & 55 & 61 & 65 & 83 \\ 87 & 79 & 69 & 68 & 65 & 76 & 78 & 94 \end{bmatrix}$$

How dose SOCIAL NETWORKS impact our way of thinking?

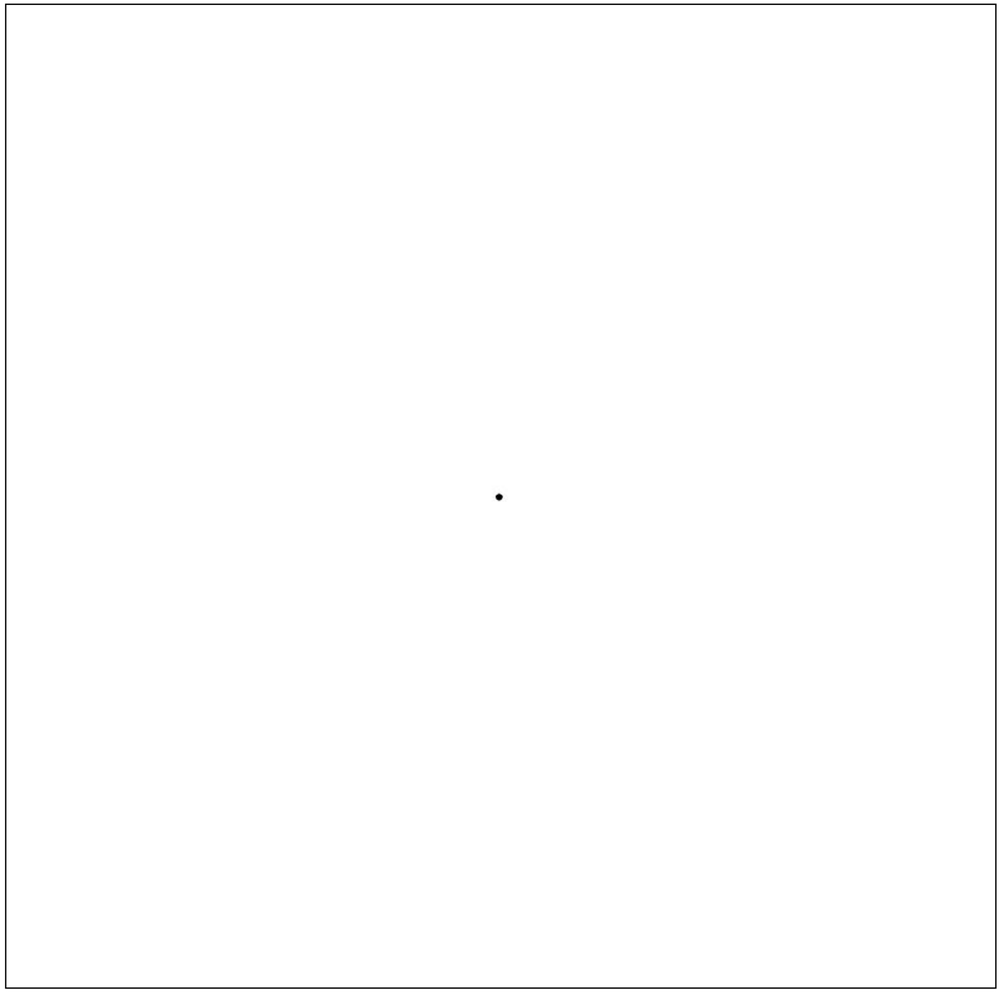
1. Multi-take cut
2. Fragmented output, patchwork input, misunderstood understanding
3. Digitised reality

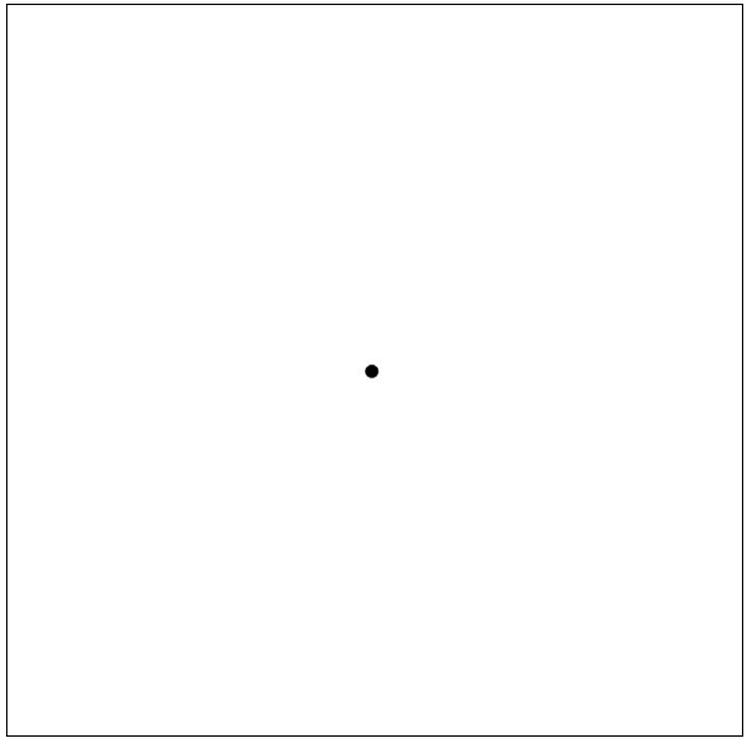


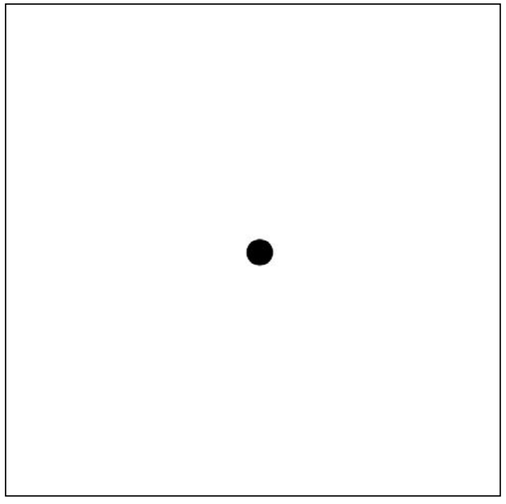


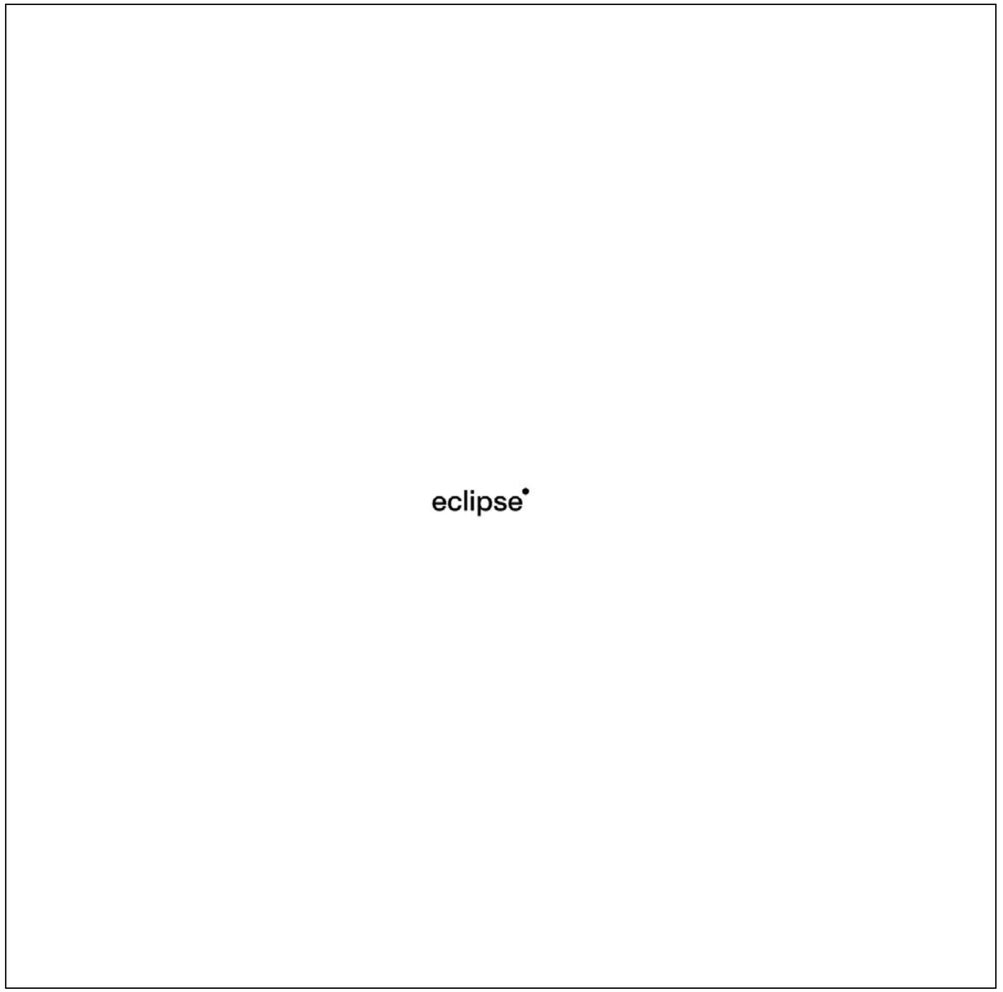
Prototype

~~narrative's focus~~
metaphor to describe digitized reality



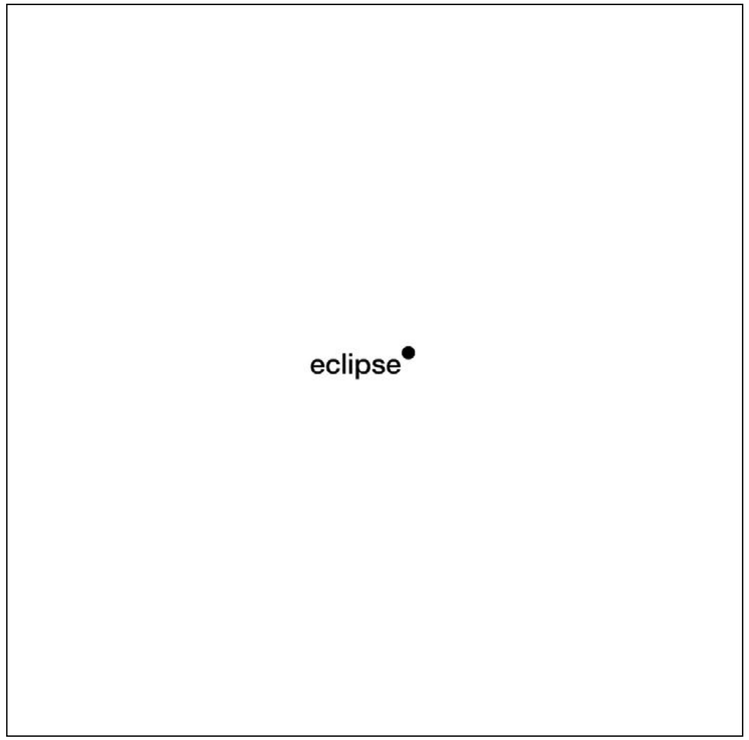






Solar eclipse by the moon:

A solar eclipse occurs because part of the sunlight is blocked by the moon. If you are in the shadow of the moon, then you can see the eclipse.



Solar eclipse by phone:

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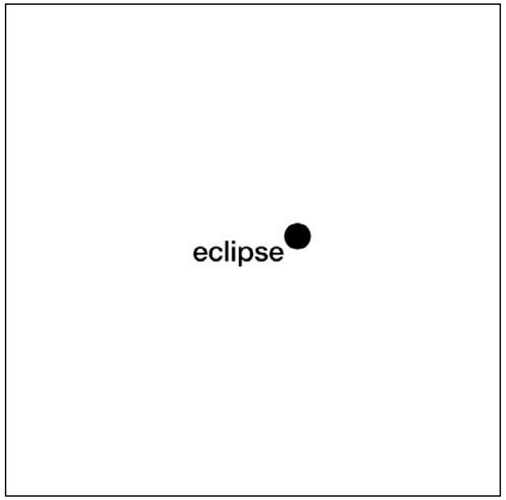
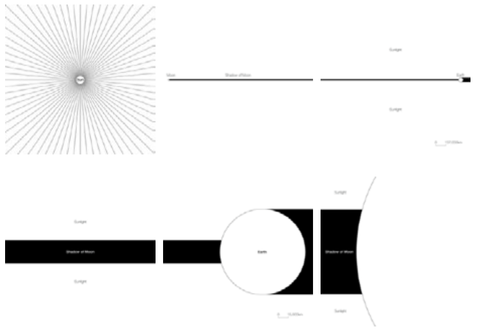


Reality eclipse by digitisation:

A reality eclipse occurs because part of reality is blocked by digitization. If you are in the shadow of digitization, then you can see the eclipse.

eclipse



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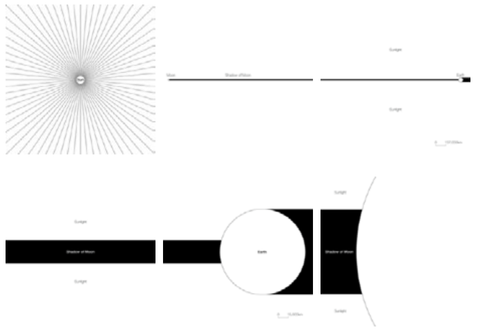

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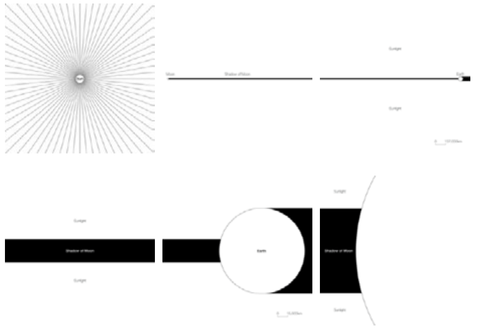

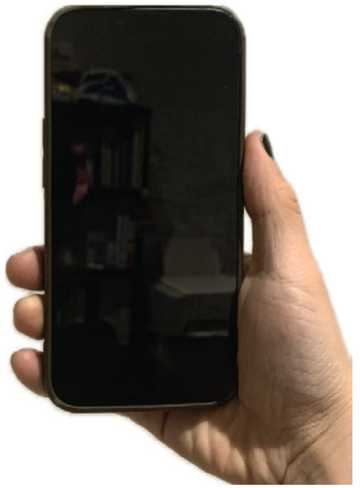

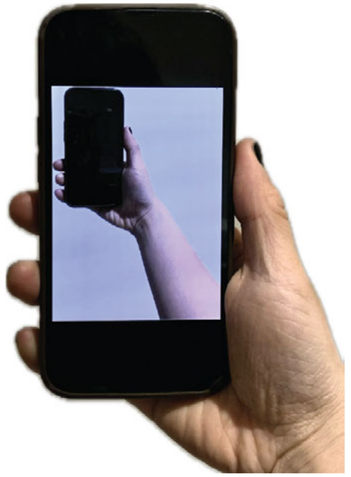

Solar eclipse

The sun is obscured by the moon

~~The spatial relationship of celestial bodies~~

Digitised reality

Flattened information

~~The complex relationship~~

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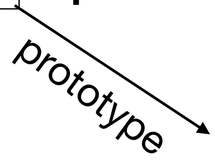
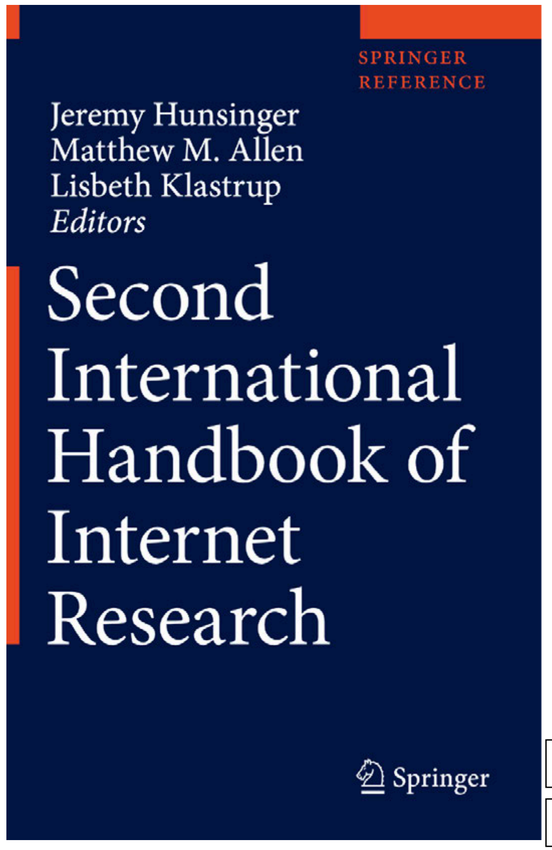


Digitised reality

Flattened information

~~The complex relationship~~

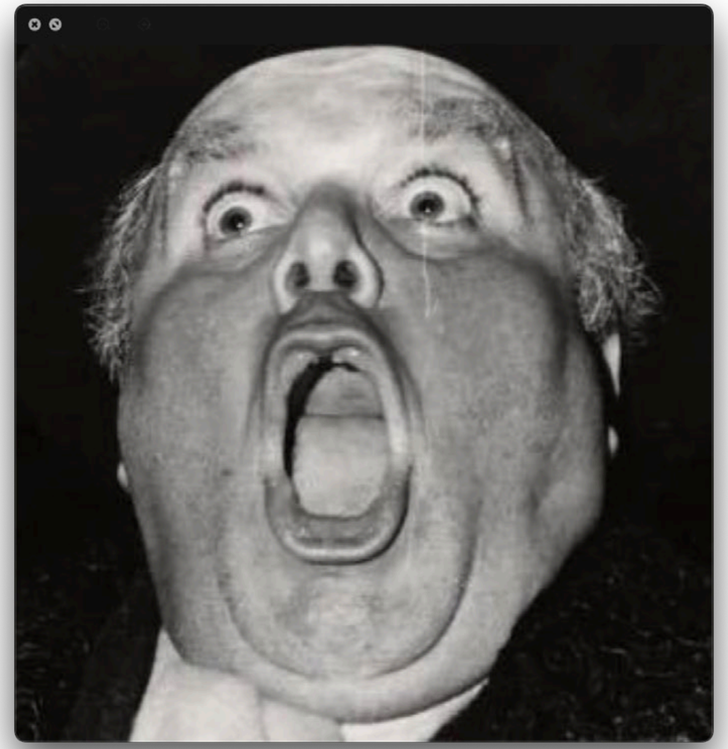


How Computer Networks Became Social

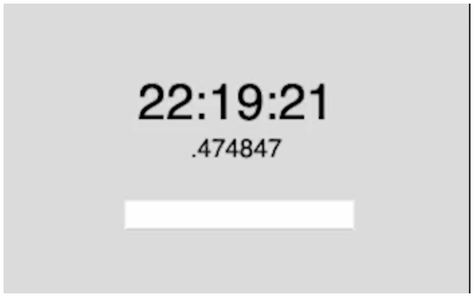
SNA Social Network Analysis

NS Network Service → 'individualized space of flow' ‘personal timeless time.' → **time and space**

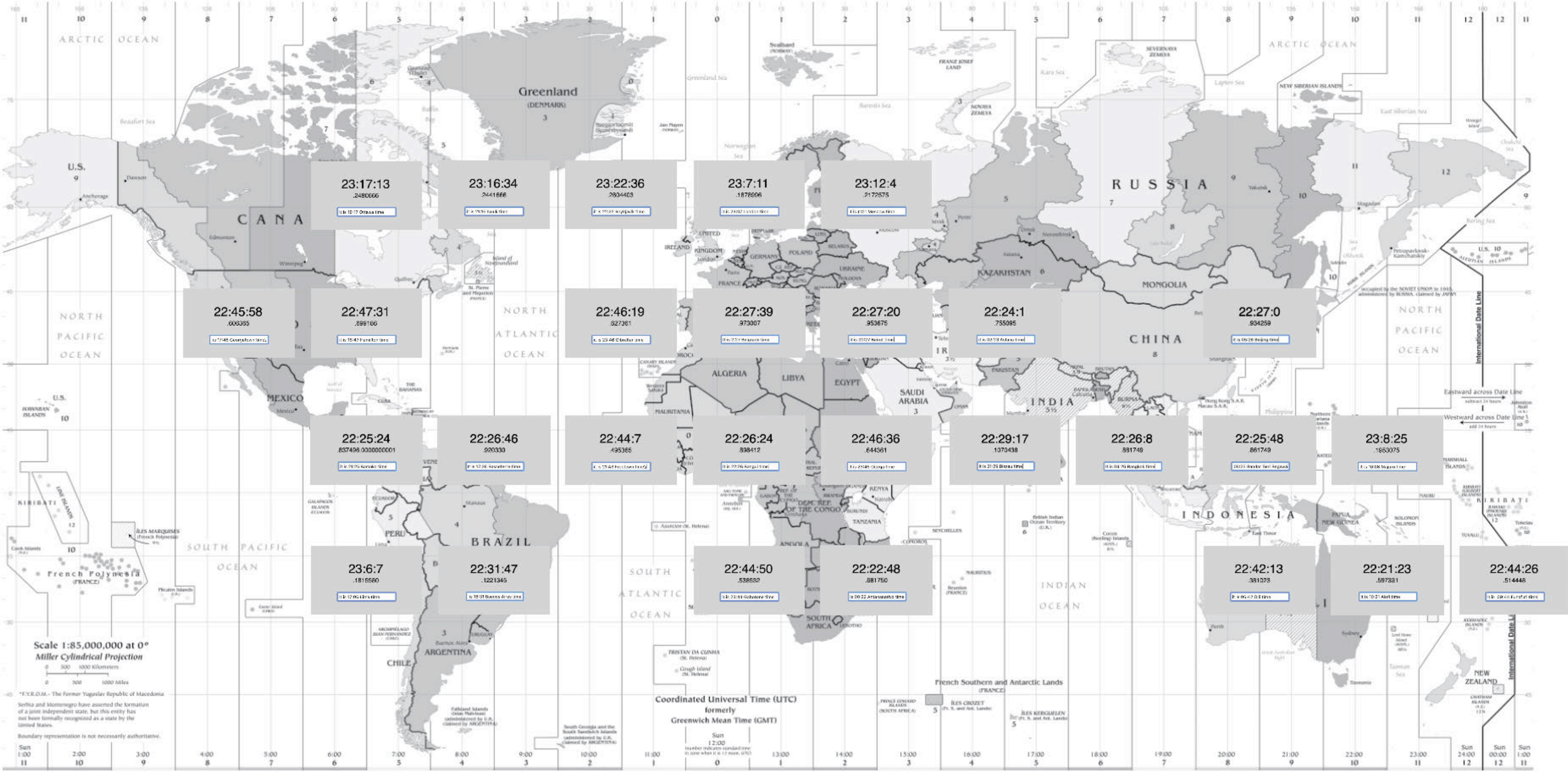
ANT Actor-Network Theory → Translation → The practices and meanings of friendship were translated into the technical event of creating 'Friends.' → **Interpersonal relationship**



The digitized relationship removes all unclear boundaries,
giving the clearest definition to all relationships in the language of 1 and 0.



The digital version of time and space makes us transcend time and space.
It makes us feel that the whole world is in the same place at the same moment.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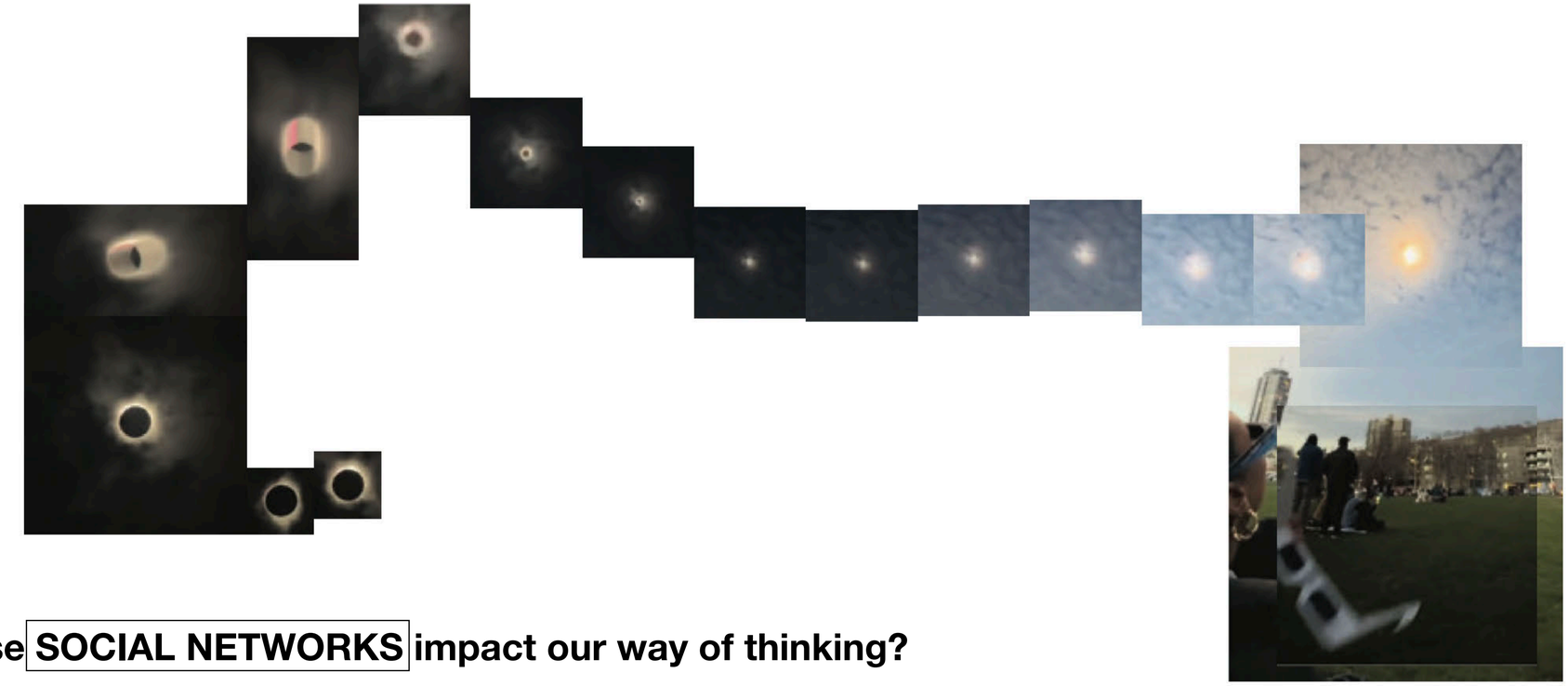
Greenland
(DENMARK)
RUSSIA
CANADA
CHINA
INDIA
INDONESIA
BRAZIL
ARGENTINA
CHILE
MEXICO
ALGERIA
LIBYA
EGYPT
SAUDI ARABIA
KAZAKHSTAN
MONGOLIA
ARCTIC OCEAN
NORTH PACIFIC OCEAN
NORTH ATLANTIC OCEAN
SOUTH PACIFIC OCEAN
SOUTH ATLANTIC OCEAN
INDIAN OCEAN
French Polynesia
(FRANCE)
French Southern and Antarctic Lands
(FRANCE)
International Date Line
Eastward across Date Line
Westward across Date Line
Scale 1:85,000,000 at 0°
Miller Cylindrical Projection
Coordinated Universal Time (UTC)
formerly
Greenwich Mean Time (GMT)



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Social networks
Network society
Internet
Social media
Networks
Actor-network theory
Social network analysis
Information transmission
Solar eclipse
Eclipse
Digitisation
Intelligent technology
Prototype
Interpersonal relationship
Neroscience
Cognition
Multi-take cut
Mass media
Semiology
Metaphor