

How can we think about the relationship between body and the computational machine?

Who or what is in charge?

Friedrich Kittler



^aPercenta dell'area totale con affollamento

The work environment of exchange traders is highly globalized and technologically oriented. They can see the 'whole market' in the company and 'the market' experience is less internally and tightly connected with the system than they experience the 'total' of the market' (p. 6).

but...

Mark Hansen



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"One chief trader, remarking on this aspect of the culture, observed that if a star trader 'behaves like a pig you can be sure that within two months everyone behaves like a pig.'" (100)

Hayles argues that humans and machines coevolve and collaborate

I believe "the media conditions alone aren't the sole factor. PR efforts, particularly by educational institutions, can make a difference, and it's necessary to explain how the media function and determine an education," [said]

"In view of this connection between human biology and tool use, what can we say about how contemporary media may be affecting brain functioning?" (114)

neural plasticity:

"humans are born with their nervous systems ready to be reconfigured in response to their environments" (114)

"Interactive text...stimulates sensorimotor functions not mobilized in conventional print reading, including fine movements involved in controlling the mouse, keyboard, and/or joystick, haptic feedback through the hands and fingers, and complex eye-hand coordination in real-time dynamic environments." (106)

"For humans who habitually interact with computers, especially at young ages, such experiences can potentially affect the neurological structure of the brain." (116)

"hyper attention"
and "deep attention"

"as media change, so do bodies
and brains" (II8)

The Body and the Machine

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How can we think about the relationship between body and the computational machine?

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"media determine our situation"

"media strikes the
drumbeat; literature
marches to the tune."
(Hayles 89)

"the communications technologies of the day exercise remote control over all understanding and evoke its illusion" (Kittler qtd. in Hayles, 91)

Mark Hansen



"Hansen posits that only meaning can enframe information...and in his view it is humans, not machines, who provide, transmit, and interpret meanings." (103)

Global Finance



The work environment of exchange traders working in global finance is determined by screens. They can see the "whole market" in the screen, and "the traders' experience [is] so intimately and tightly connected with the screens that they can sense the 'mind' of the market." (98)

but

Friedrich Kittler



"media determine our situation"

but...

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Mark Hansen



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Hayles:

Hansen "encapsulates technology within the body's horizon."

And...

"This encapsulation...ignores the increasing use of technical devices that do not end in human interfaces but are coupled with other technical devices that register input." (110)

Hayles: "The media conditions alone [aren't the only factor]...Other factors, particularly cultural models linked with masculine dominance, are necessary to explain how the media function to 'determine our situation.'"
(101)

Hayles argues that humans and machines coevolve and collaborate

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