

## lost in science – challenge(s) / the supposed maturity of engineering / CS

A. Eliens, 2008 / tag(s)

### the new wave of Web 2.0 – google(s) / mashup(s) / science(s)

**yahoo** – developer.yahoo.com  
**del.icio.us** – del.icio.us/help/api  
**technorati** – www.technorati.com/developers  
**flickr** – www.flickr.com/services  
**google** – code.google.com  
**ebay** – developer.ebay.com

engineering / ICT challenge(s) [3/5]

### concept(s)

- everything is miscellaneous – site<sup>1</sup>

### model(s)

- business model – *what is web 2.0?* (article<sup>2</sup>)

### problem(s)

- identity 2.0 – who is the dick on my site(s)<sup>3</sup>

### multimedia @ VU – element(s)<sup>4</sup>

- **exploratory development** – advanced information systems, human-computer interfaces
- **multimedia technology** – 3D graphics, animation, (serious) game(s), virtual environments
- **scientific context** – user evaluation, media theory, mathematics, logic, convergence, standards, retrieval

### random thought(s) – without thinking / inspiration(s)

- **the aesthetics of our time** – youtube **9/11**
- the medium is the message – flash (skip)
- **models of dissemination** – (...) / **viral**
- **creativity is contagious** – involvement
- attention vs impact – peripheral, subliminal
- conventional wisdom – surprise(s)
- **new media – personal expression(s)**

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

### metaphor(s) – towards a new curriculum

cloud(s)

- **a networked world** – you make it work [*engineering*, management] – not network maintenance!
- **everything is connected** – you make the connections [*mediator*, management]
- **everything is intertwined** (Ted Nelson) – you make it twinkle [*the creative track*]

### game(s) – meaning / C4(X) / engine(s) / space(s)

twinkle(s) / difference(s)

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<sup>1</sup>www.everythingismiscellaneous.com

<sup>2</sup>www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

<sup>3</sup>identity20.com/media/ETECH\_2006

<sup>4</sup>www.cs.vu.nl/~eliens/multimedia/info.html

- **challenge** – relevance, feedback, confidence
- **curiosity** – *cognitive / sensitive* discrepancy
- **control** – contingency, choice, power
- **context** – intrinsic or extrinsic metaphor(s)

gaming is a waste of time / design / game(s) / ximpel  
play / war(s) / dynamic(s) / challenge(s) / value(s) / theory