

HYPERMEDIA

&

MULTIMEDIA



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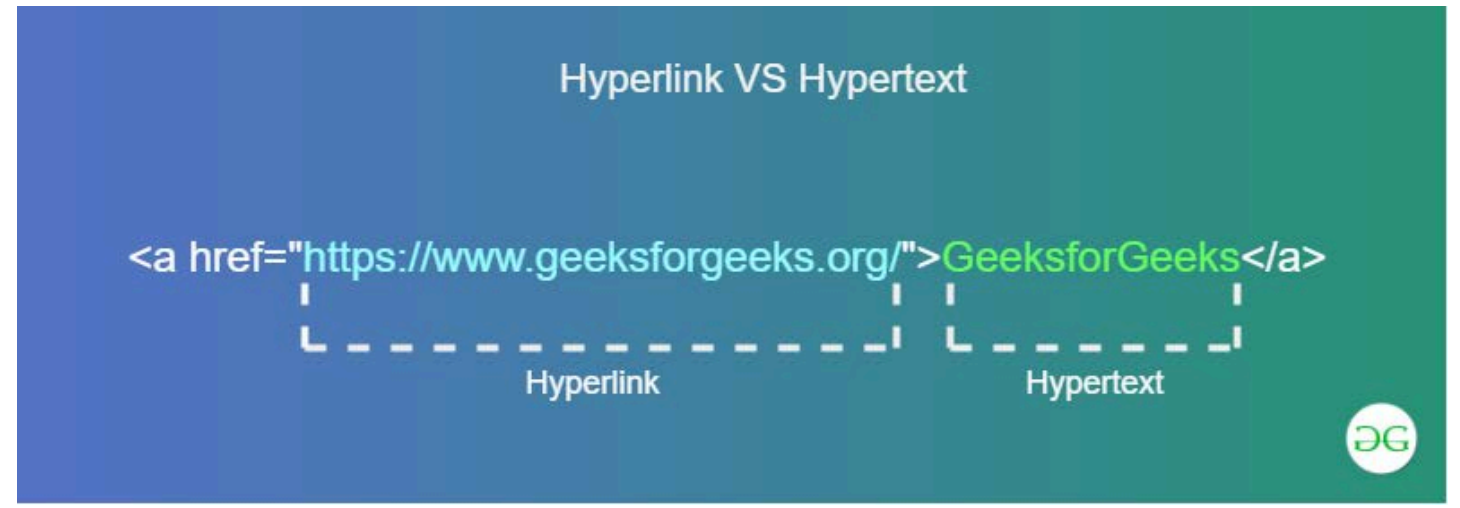


HYPertext & MULTIMEDIA

What is Hypertext?

Hypertext can be defined as:

- Text
- Nonlinear
- Predating the Internet and WWW
- Using hyperlinks to navigate



What is a Gopher?

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Internet Gopher Information Client v2.1.4
Home Gopher server: gopher.cortland.edu

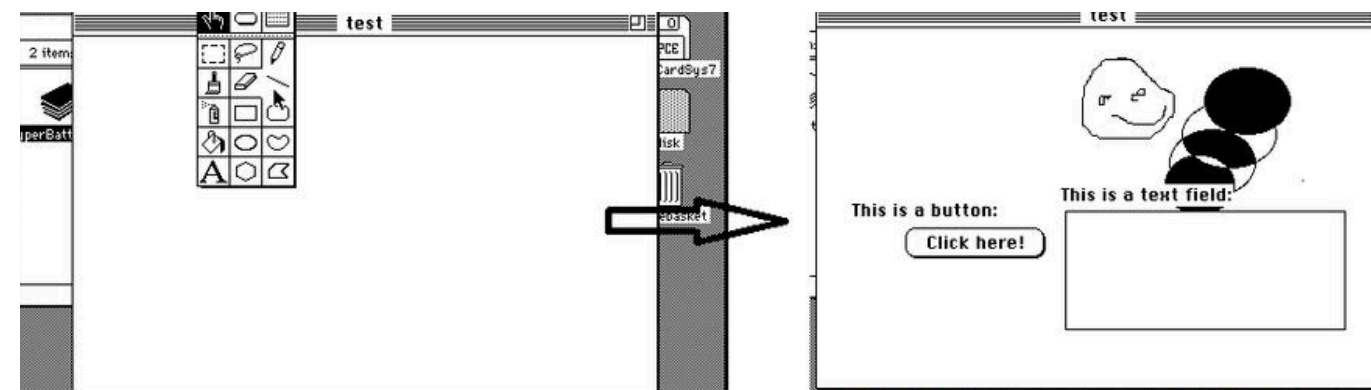
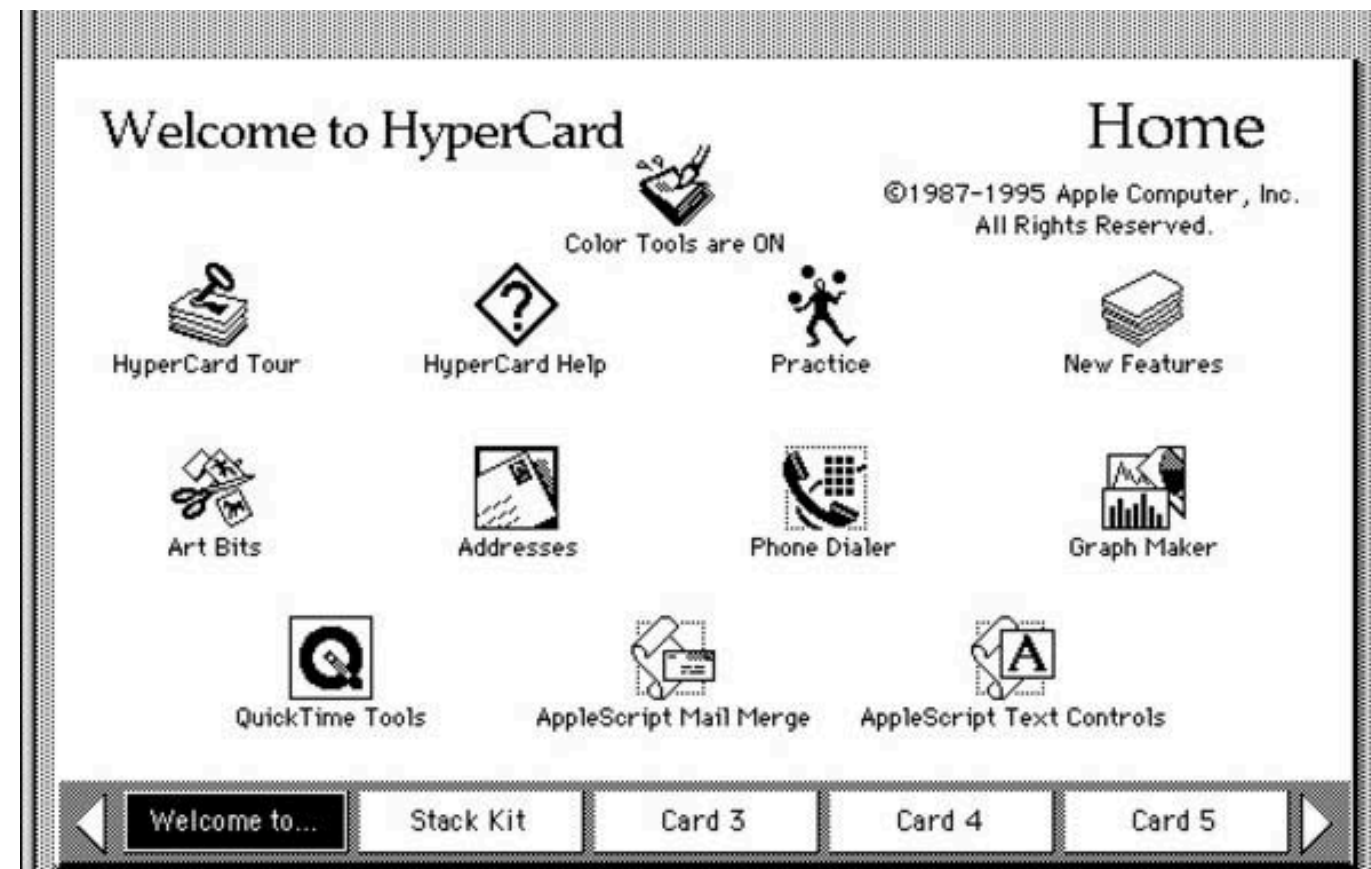
-> 1. Foreign Language Teaching Forum
2. FLTEACH Welcome Message
3. Foreign Language Electronic Resources (collected at FLTEACH)/
4. Search FLTEACH Subscriber Biographies <?>
5. FLTEACH Subscriber Biographical Information (recent)
6. FLTEACH Subscriber Biographical Information A-L
7. FLTEACH Subscriber Biographical Information M-Z
8. Foreign Language Methods Syllabi (collected at FLTEACH)/
9. FLTEACH World Wide Web Page <HTML>
-- Articles --
11. "'Networking' with Foreign Language Colleagues," LeLoup & Ponterio
12. Foreign Language related E-Lists collected by David Bedell
13. Electronic Pen Pals article by Adi Hofmann
-- FLTEACH Archives --
15. Search entire FLTEACH Archive <?>
16. Search ONLY messages sent THIS MONTH <?>
17. Listing of all FLTEACH messages for THIS MONTH/
18. Search ONLY messages sent LAST MONTH <?>

Press ? for Help, q to Quit                                     Page: 1/4
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- Text-only system
- Predated WWW; Started at the University of Minnesota in 1991
- Berners-Lee tried to get Gopher programmers to help him with what became the WWW, but was turned down

HYPERCARD

- Cards metaphor
- Stacks of cards
- Apple and Bill Atkinson (1987, and before the WWW)
- Had its own language: **HyperTalk**
- Black and White (color came later, but clunky)
- Unfortunately, HyperCard ran into a development dead end, leading HTML and other web languages to take its place



This is a new blank card. We can use the tools to draw on it and add text fields and buttons.

Ok, this is just an example. :-) I did not make something beautiful!

STREAMING MEDIA

YouTube

- A video sharing service where users can watch, like, share, comment, and upload their own videos
- Created in 2005 and bought by Google in 2006 for \$1.65 billion
- Users can search for and watch videos, create a personal YouTube channel, and upload videos to their channel



Netflix

- Began in 1997 as a way of mailing videos on DVDs, but lost money early
- Blockbuster declined Netflix's offer to become its video streaming service; therefore, Netflix persisted and began its own streaming service
- As a result, Netflix is now a mega corporation, and few even remember Blockbuster



Hulu

- American streaming TV service
- Majority-owned by the Walt Disney Company
- Available to the public in 2008
- Stream older TV shows
- Hulu generates revenue via its advertising video on-demand (AVOD) and subscription video on-demand (SVOD) video monetization model



STREAMING MEDIA HISTORY

Cable TV

Began, at first, as a way of getting users outside of on-air broadcasting to access TV. It became popular more widely, especially because of added channels



VCR's

SONY's Betamax came first, but later, VHS won over the market. Soon, video stores popped up everywhere and some became national brands, like Blockbuster, for example.

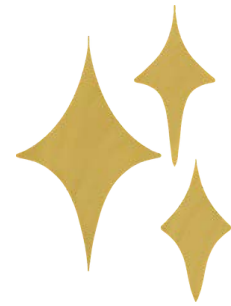


Music

SONY's Walkman was first successful portable music player, it used cassette tapes at first. Napster was a music streaming service from peer-to-peer computers which later got shut down by copyright laws. The iPod was Apple's music player, which revived the music industry



FORMATS



SYMBOLS



WRITTING

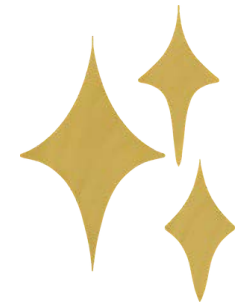


AURAL MEDIA



Link

FORMATS



LONG-LASTING

These formats withstand environmental factors and data decay. Gravestones are a common example for physical media. For digital files, TIFF, PNG, and JPEG 2000 are image formats that are loosely compressed and open format.

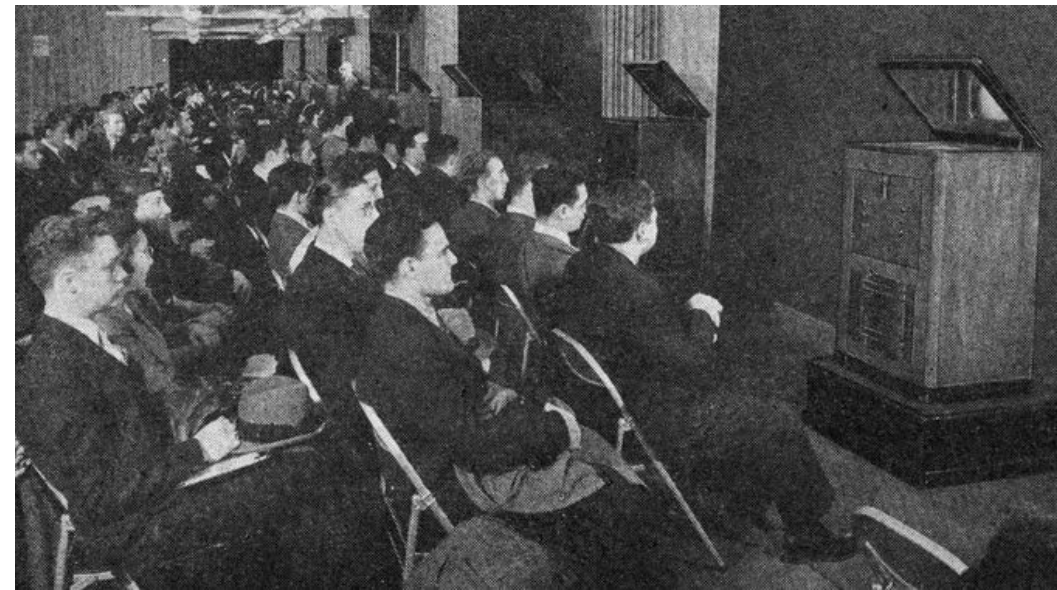
INFORMATION AGE

DVDs, USBs, Computer disks are commonly used with Information Age formats. They are designed to be compressed, stream, and fast. They were not designed to have longevity.

MEDIA IN THE CLASSROOM

- Started with physical tools, visual aids, and would supplement the teacher's instructions
- From the 1950s to the 1970s, television carts were introduced into classrooms. Through the 80s, calculators, VHS, and PCs were heavily used. The 90s gifted the classroom with the World Wide Web.
- Today, classrooms are more immersive and use AI for assistance. Microlearning is a common practice in classrooms today, as many classes give short quizzes or incremental assignments.

EXAMPLES



POWERPOINT

- Jul 1984- the idea was created by Robert Gaskins
 - Nov 1984- Development started under the name “Presenter”
 - Jan 1987- Gained funding by Apple and the name PowerPoint was established
 - Jul 1987- Microsoft bought the company after the first version was released in April
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- May 1988- PowerPoint 2.0 was released with more processing features
 - May 1990- First Windows version released for Windows PCs
 - Oct 2003- first version to include “Presenter View”
 - June 2010- Sections, reading, save as video and more was added.
 - September 2018- Morph, 3D models and SVG icons and Zoom features were added

VIRTUAL MEETINGS

- 1870s- First concept appeared by Bell Labs
- 1920s- Bell Telephone Labs created a working TV communication complex
- 1930s- AT&T demonstrated a two-way communication session

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- Late 90s- ShowStation started by Polycom
 - 2000s- Skype, WhatsApp & FaceTime is created
 - 2020- Coronavirus pandemic causes video conference boost

EXAMPLES



MEMES

- Did not start with internet
- Has been used by humans to communicate for as long as symbols has existed
- Saint Hoax defines a meme as “A piece of media that is repurposed to deliver a cultural, social, or political expression through humor.”
- “Kilroy was here” was a meme from WW2 originated by a checker named James J. Kilroy, who would leave the image as a check mark after his original was wiped off by rivets.



This is one of two that is hid in Washington D.C.

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