You can and must understand computers NOW.

COMPUTER

LIB
1974
Introducing Ted Nelson
• Ted on Software
• Dominant technologies are usually developed by someone who has power and money, . . . but not necessarily the best ideas.
• We have been coerced by conventionally available software to distort our own data, and deny ways of thinking. We have been forced to falsely impose hierarchy and order, and erase idiosyncrasies, associations, and allusions.
• Software should be intuitive, no manuals necessary
• Learning should be intuitive, associative, and personalized instead of institutionalized. Schools should
• Computers shouldn’t imitate paper. We have paper for that. And computers can’t hope to simulate paper as well as
Ted on the paperless office
• Ted demonstrates Xanadu Spaces
Do you speak Ted?

- Hypertext (1965)
- Hypermedia (1965)
- Digitalia (1965)
- Softcopy (1967)
- Cybercrud (ca. 1967)
- Computer visualization (1972)
- Interwingularity (1974)
- Dildonics (1974)
- Fantics (1974)
- Compound document (1976)
- Virtuality (1977)
- Technoid (1981)
- Docuverse (1981)
- Transclusion (1987)
- Structangle (1987, said to be in use in France)
- Sworf = swoop + morph
- Flink = a floating link
Ted's Website
Xanadu
Transliterature
Discussion Questions

• How would Ted analyze this:
• Microsoft's secret new tablet
• Although it’s 2009 not 1974, we are all in school. How do you respond to Nelson’s idea “Everything is interesting, until ruined for us […] Schooling systematically ruins things for us, wiping out these interests: the last things to be ruined determines your profession” (NMR 309).
• Have you ever used a ‘computer learning module’? Did its designers understand ‘welcomingness & control’?

**CHOICE POINT**
- Go on
- I don’t understand
- So far I’m bored
- Explain the big picture
- Details please
- Tie this in with something I know
- Let’s go back to the last choice point
- Give me more choices

**Disagreement Button**

**MORE CHOICES**
- Test me
- Drill me
- Riddle me
- Draw me a diagram
- Tell me a relevant joke
- Change the subject
- Surprise me
Has any software been developed since Nelson’s manifesto was published in 1974 that successfully embodies any of his ideas?
• **Ted Nelson MashUp**