

# **INTERPLAY**

## **DEFINES THE DIGITAL WORLD**

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**A MANIFESTO BY  
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AND KEVIN MURAKAMI**

**INTERPLAY IS A PHENOMENON THAT NOBODY ... NOBODY ... CAN AVOID THROUGHOUT THE DAILY EVENTS OF THEIR LIFE. IT IS A RECIPROCAL AND MUTUAL ACTION AND REACTION IN CIRCUMSTANCES, EVENTS, OR PERSONAL RELATIONS. IT IS UNAVOIDABLE. EVEN SITTING IN THE MIDDLE OF THE DESERT THERE IS INTERPLAY WITH SOUND, SMELL, TEMPERATURE, EVEN INTERNAL THOUGHTS. INTERPLAY IN OUR DIGITAL WORLD IS NO EXCEPTION. EVEN IF YOU'RE SITTING IN THAT ISOLATED DESERT SITUATION, THERE IS A SATELLITE HONING IN ON YOUR POSITION TO SEE IF YOU HAVE A GPS OR SATELLITE PHONE. DIGITAL INTERPLAY IS CONSTANT IN OUR CONTEMPORARY ENVIRONMENT WHETHER WE ARE AWARE OF IT OR NOT. IT AFFECT HUMANS, MACHINES, CULTURE, COMMUNICATIONS, MEDIA, RELATIONSHIPS, EVEN EVOLUTION. WE PERFORM INTERPLAY WITH DIGITAL TECHNOLOGY TO RECIPROCATATE ITS ACTIONS AS IT IS CONSTANTLY SEARCHING FOR US TO GET OUR REACTION.**



## **INTERPLAY FORCES METAMORPHOSIS BETWEEN OLD AND NEW MEDIA.**

**1:** Technology permeates our everyday lives. “The media, just like any other evolutionary and revolutionary advances and developments, seems to be in process of cascading and overtaking the new from the old fashioned.” Interplay combines the Five C’s, communication, collaboration, community, creativity, and convergence. The purpose of communication throughout history is to share and pass on stories to the next generation. A major development from old to new media is leaving behind a digital footprint. Traditional media was simple to show to the world, while new media can be copied, changed, and shared instantly. New media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies. From the invention of the telegraph to the virtual world, we have gone from questions of functionality to faster, lighter, smaller design. We have gone from one way communication to a network of shared social experiences. There is an enormous overlap of media throughout history as we have recorded our memories. We have shifted from an industrial society to an information society overlapping between producer and user. Today, the pivotal turning point of media technology is how it has an impact on our daily lives.

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## INTERPLAY UNITES ALL MEDIA.

**2:** We are experiencing a transition to a new world. A world where technology and people come together. This multi-dimensional connection is essentially one organism. According to Kevin Kelly's predictions this one entity will touch all aspects of our lives. Media educates us with over 31 billion searches on Google every month. At a rate of 600 words a minute, twenty-four hours a day, a person could read nearly 27,000,000 words in a month. Media knows who we are with over 500 million active users on Facebook. Whether it's a ring, buzz, text or tweet, media reminds us of our daily tasks. Media has become a child in our pocket. According to the A.C. Nielson Co., the average American watches more than four hours of TV each day. Meanwhile, 56 million Americans are playing social games. We are constantly connected to media. This interplay relationship is shaping our education, job success, and interpersonal relationships. 1 out of 8 couples married in the U.S. last year met online. The top 10 jobs in demand in 2010 did not even exist in 2004. "1 in 4 employees prefer to communicate via email rather than face to face. In 2020 that figure will be 3 out of 4." "Half of what a student learns in their first year is outdated by the time they are in their 3rd year." "Predictions are that by 2049, a \$1,000 computer will exceed the computational capabilities of the entire human species."

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**INTERPLAY  
IS SHAPING OUR  
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INTERPERSONAL  
RELATIONSHIPS**



## INTERPLAY PERVADES EVERY ASPECT OF OUR DIGITAL LIFE.

**3:** Unless a person consciously disconnects from technology, it is impossible to not have digital technology affect and define who you are. We live in a world where everyone is connected to everyone else all the time. As William Powers describes it in his Prologue to *Hamlet's Blackberry*,<sup>1</sup> our world is like a gigantic room with more than a billion people in close enough proximity to each other to tap on one another's shoulder. We have set the foundation of a network society where action and reaction between people and technology creates digital interplay continuously throughout our normal day. As Manuel Castells states, "With the convergence between Internet and mobile communication and the gradual diffusion of broadband capacity, the communicating power of the Internet is being distributed in all forms of social life."<sup>2</sup> It is estimated that due to the growth of smart phones in developed nations and mobile services in poor nations, cell phone users will hit five billion this year.<sup>3</sup> With Earth's population estimated at almost 7 billion people, that's a staggering percentage of Earth's population connected to each other. But interplay in our digital life goes beyond social interaction.

Advancements in digital technology have also created interplay between ourselves and our machines. Interaction between computers in everyday items like our automobile brake systems, our coffee makers, our traffic light systems, and convenience store cash registers go essentially unnoticed as we live our daily lives. We have interplay with our favorite brands while walking down the street as stores and shops send you a message that you're approaching one of their locations. We have constant connection with our digital world. If you are not searching it out, it is searching for you, creating the action/reaction necessary for interplay.

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**TECHNOLOGY IS  
SEARCHING FOR YOU,  
CREATING THE  
ACTION/REACTION  
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INTERPLAY**



## INTERPLAY DIGITALLY DOMINATES CULTURAL AND SOCIAL COMMUNICATION.

**4:** Social communication is everywhere and constant. People cannot *not* communicate. This communication, combined with digital technology has blended unique cultures around the world creating a new category of culture we can refer to as one Global Nation. This concept implies the whole world is now one large country with common understanding via digital communication. This phenomenon is happening because of social interplay through digital technology and the connective power it has to unify different cultures.

Ways of looking at organizational culture originally come out of anthropology. Here are some aspects of culture as proposed by L. Aiman-Smith in *What Do We Know about Developing and Sustaining a Culture of Innovation*<sup>1</sup>:

**HISTORICAL:** *Culture is social heritage, or tradition, that is passed on to future generations*

**BEHAVIORAL:** *Culture is shared, learned human behavior, a way of life*

**NORMATIVE:** *Culture is ideals, values, or rules for living*

**FUNCTIONAL:** *Culture is the way people solve problems of adapting to the environment and living together*

**MENTAL:** *Culture is a complex of ideas, or learned habits, for social control*

**STRUCTURAL:** *Culture consists of patterned and interrelated ideas, symbols, or behaviors*

**SYMBOLIC:** *Culture is based on arbitrarily assigned meanings that are shared by an organization*

Cultural organization requires social communication to implement its order. The characteristics of cultural organization in contemporary culture require digital interplay with social communication to archive, transfer, share, experiment, research, and control. As Manuel Castells writes in *Communication, Power and Counter-power in the Network Society*<sup>2</sup>, “The diffusion of the Internet, mobile communication, digital media, and a variety of social software have prompted the development of horizontal networks of interactive communication that connect local and global in chosen time.” This horizontal communication network is what breaks down the barriers inherent to various global cultures forcing interplay, positive and negative, between radically different global societies. Digital interplay in this context is the mechanism that allows the development and continuation of cultural communication.

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PEOPLE CANNOT NOT  
COMMUNICATE



## INTERPLAY DRIVES GENERATIONAL RELATIONSHIPS.

**5:** The average life expectancy in the U.S. is still growing to never-before-seen heights<sup>1</sup>. This has created a situation where multiple generations will exist within any given family. Interplay and experimentation with new technologies allow new levels of communication between the older generation, almost half of whom live more than 200 miles from their grandchildren<sup>4</sup>, and the younger generations that are native to these technologies. Skype allows a growing number of tech-savvy grandparents to video chat with their grandchildren<sup>2,3</sup>. This not only allows these relationships to be sustained, but the virtual face-time can drive the face-to-face interactions to be more comfortable on the rare occasions they occur. For older children, it’s nearly a requirement that grandparents adopt the use of new technologies to communicate with their grandchildren. In this way, children can use the tools with which they are so familiar, plus it allows them to be discrete in communicating with their predecessors. For families that live close enough for constant visits, new technologies like Nintendo Wii and Kinect for Xbox 360 are allowing grandparents, parents and children alike to participate together in video games<sup>5,6</sup>. An interesting aspect of these new game systems is that older adults can play games on their own—doing exercises, tennis, or bowling—that allow them to be well-versed as a gamer when playing together with their grandchildren.

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## **INTERPLAY FORGES RELATIONSHIPS BETWEEN INDIVIDUALS AND ORGANIZATIONS.**

**6:** Interplay, interaction, and communication increase the strength of the relationship between individuals and organizations. These multiple opportunities to communicate have created nearly real-time relationships with customers/consumers that have never before been realized. These opportunities allow companies to benefit from the phenomenon of “crowdsourcing.”<sup>1</sup> Companies can send out invitations for people to participate by performing tasks or generating data that would have normally been done internally in the past. This data- and solution-generating strategy is thoroughly covered in the book *Wisdom of the Crowds*.<sup>2,3</sup> Blogs<sup>4</sup> and forums<sup>5</sup> are other channels for these important conversations. These channels, and others, allow users to work with companies to customize their interactions with each other. One example is the Lego Design Lab, which allows Lego fans to virtually design Lego models and have them fully realized as Lego kits via a website.<sup>6</sup> Categories that were previously absent from customization can now take advantage of input from users to enhance their interactions with the company. Jones Soda, for example, offers users the ability to customize their soda bottle labels.<sup>7</sup> In the non-profit sector, websites like Kiva.org<sup>8</sup> create opportunities for people to participate in microcredit/microloan<sup>9</sup> transactions in order to create new business opportunities in third-world/developing countries. The broad reach of these initiatives, and the communication between consumers and companies, was scarcely available before the accelerated and pervasive communication channels afforded by the development of blogs, forums, and websites that bridge the gap between individuals and larger corporations and organizations.

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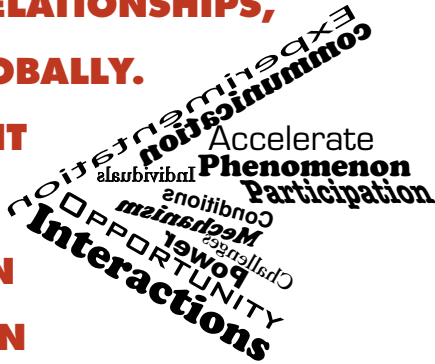
## **INTERPLAY PROPELS EVOLUTION.**

**7:** Evolution is driven by interplay—interplay of molecules, species, and cultures, among other participants. For example, at the microscopic level, accessory gland proteins (Acps), a class of proteins included in the seminal fluid of *Drosophila melanogaster*, have profound effects on the females of that species. These Acps enhance egg production, changes her feeding behavior, discourages her from remating, and increases her longevity<sup>1</sup>. This series of advances allows the species, as a whole, to benefit and flourish. On a macroscopic level, most every layperson realizes that the interaction between organisms and their environment dictate the evolution of the species<sup>2,3,4</sup>. Competition for mates, competition for resources, and changing environmental conditions dictate the adaptations of organisms and species within these conditions. Everything is in some state of flux, everything is mutable<sup>5</sup>. Nothing is more exemplary of this than the digital world embodied by the entity we know as the Internet. Media are ever-evolving as digital participants mold, sculpt, and retool these media. Just as in the situations of cells aggregating to become organs and simple organs giving rise to better-suited organs, or original species becoming new species under changing conditions, traditional media serve as the foundation for these new, digital media. Blogs have become the new media path for authors to publish their work<sup>6</sup>. YouTube is the video channel that allows aspiring filmmakers to distribute their works<sup>7</sup>. MySpace is the de facto standard for musicians and bands to have their music heard throughout the digital world<sup>8</sup>. Furthermore, the interplay of traditional and digital media, as well as between the digital media themselves, will allow the emergence of new media and/or new ways of using these media that we cannot even predict or foresee using our current understanding of all these components.

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THE INTERPLAY OF TECHNOLOGY HAS HAD A TREMENDOUS IMPACT NOT ONLY IN OUR DAILY LIVES, BUT ESSENTIALLY EVERY ASPECT OF OUR DAILY EXPERIENCES. IN OUR EARLIEST DAYS OF TECHNOLOGICAL ACHIEVEMENT, COMMUNICATION BY TELEGRAPH, AND SUBSEQUENTLY THE USE OF COMPUTER FOR DATA STORAGE AND RETRIEVAL, SEEMED FANTASTIC. TODAY, INTERPLAY IS MERGING ALL METHODS OF OUR NETWORK SOCIETY BY IMPACTING EDUCATION, INDIVIDUAL RELATIONSHIPS, BUSINESS, AND CULTURAL EXCHANGES GLOBALLY. AS RECENTLY AS TWO GENERATIONS AGO IT WAS COMMON IN OUR SOCIETY FOR FAMILIES TO LIVE TOGETHER AND WORK IN CLOSE PROXIMITY. TODAY, FAMILIES RETAIN CLOSE TIES AND BUSINESS IS CONDUCTED THROUGH THE INTERPLAY OF TECHNOLOGY DESPITE BEING GEOGRAPHICALLY DISPERSED. TELECOMMUNTING TO WORK FROM HOME OR DISTANT LOCATIONS IS COMMONPLACE. THIS INTERPLAY EXPANDS ACCESS TO MARKETS AND BUILDS BRIDGES WITH PEOPLE CULTURALLY AND GLOBALLY. IT IS VIRTUALLY IMPOSSIBLE TO DISENGAGE OURSELVES FROM IT. INTERPLAY IS AN EVER-EVOLVING, DYNAMIC ASPECT OF OUR EXISTENCE AND WILL CONTINUE TO DEVELOP, MERGING EVERMORE GREATLY ALL FACETS OF OUR LIVES.



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### ASSERTION 1:

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[www.facebook.com/press/info.php?statistics](http://www.facebook.com/press/info.php?statistics)  
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<sup>1</sup> Powers, William. *Hamlet's Blackberry*. New York, NY: HarperCollins Publishers, 2010. Print  
<sup>2</sup> Castells, Manuel. *Communication, Power and Computer-power in the Network Society*. International Journal of Communication, 2007. Web.  
<sup>3</sup> Physorg.com. [www.physorg.com/news185467439.html](http://www.physorg.com/news185467439.html). Web. 15 Feb. 2010.

### ASSERTION 4:

<sup>1</sup> Aiman-Smith, L. *What Do We Know about Developing and Sustaining a Culture of Innovation*. Scribd.com, 2004. Web.  
<sup>2</sup> Castells, Manuel. *Communication, Power and Computer-power in the Network Society*. International Journal of Communication, 2007. Web.

### ASSERTION 5:

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<sup>2</sup> [www.nytimes.com/2008/11/27/us/27minicam.html](http://www.nytimes.com/2008/11/27/us/27minicam.html)  
<sup>3</sup> [www.nanascorner.com/2008/12/02/video-calls-with-grandparents-and-grandchildren](http://www.nanascorner.com/2008/12/02/video-calls-with-grandparents-and-grandchildren)  
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<sup>6</sup> [ezinearticles.com/?Yes-Wii-Can-Kinect-With-Our-Grandparents!&id=5376855](http://ezinearticles.com/?Yes-Wii-Can-Kinect-With-Our-Grandparents!&id=5376855)

### ASSERTION 6:

<sup>1</sup> [en.wikipedia.org/wiki/Crowdsourcing](http://en.wikipedia.org/wiki/Crowdsourcing)  
<sup>2</sup> Surowiecki, James. *The Wisdom of Crowds*. New York, NY: Anchor Books, 2004.  
<sup>3</sup> [www.pnnewswire.co.uk/cgi/news/release?id=36171](http://www.pnnewswire.co.uk/cgi/news/release?id=36171)  
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<sup>6</sup> [designbyme.lego.com/en-us/default.aspx](http://designbyme.lego.com/en-us/default.aspx)  
<sup>7</sup> [www.myjones.com/code/standard.php](http://www.myjones.com/code/standard.php)  
<sup>8</sup> [www.kiva.org/](http://www.kiva.org/)  
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<sup>2</sup> Darwin, Charles. *On the Origin of Species*. London: John Murray, 1859.  
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**EMM 540:  
TECHNOLOGY AS A  
DISRUPTIVE FORCE**