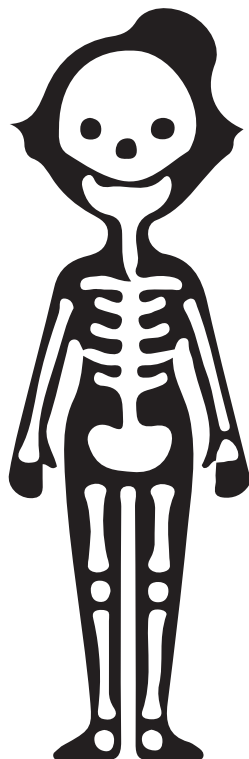


MEDIA POWER TOOLS

The Anatomy and “Power Points” Of Our 21st Century Digital Media Culture (DMC)



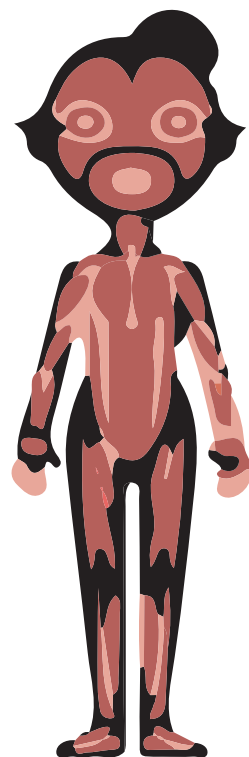
1. HARDWARE (Skeletal System):

the computers, cables, and connective switching technology that form our DMC's “backbone.”



2. SOFTWARE (nervous system):

the protocols, code and software programs that form our DMC's “nervous system.”



3. DATA (muscles system):

digital information that form our DMC's “musculture” /data - emails, documents, photos, messages etc.

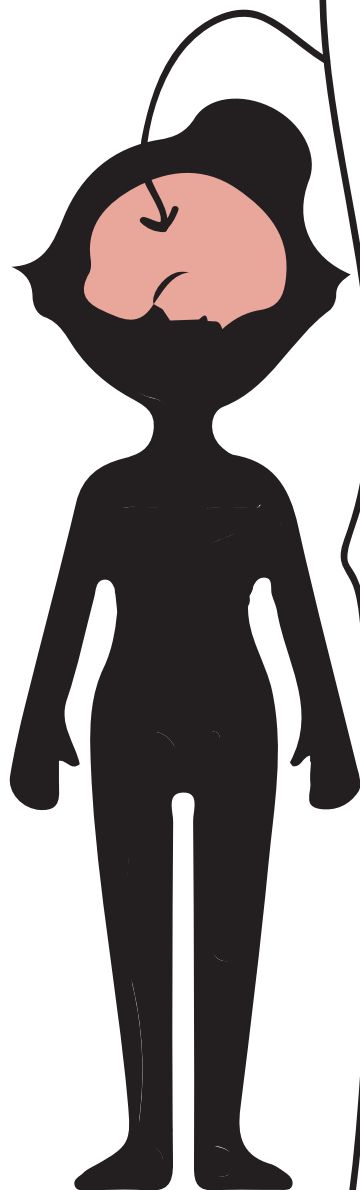


4. SOCIAL (the soul/mind):

the sum of human actions and aspirations that form our DMC's system's “mind.”

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1) HARDWARE Device: for example, do you use a Fairphone or iPhone device?

2) SOFTWARE Program: for example, do you use open source platform or proprietary Apple OS?

3) NETWORK Pipes: for example, do you use Burlington Telecom or Comcast?

4) APPS Platforms: for sample, do you use Wikipedia (Commons/Community) or Google (Corporate/Commercial)?

5) STORIES Content: for example, do you use FOX "News" or "Democracy Now"?

6) STATE Policy: for example, are you a citizen of the U.S. (Google/N-SA) or China (Baidu/Great (Fire)Wall/PRC)?