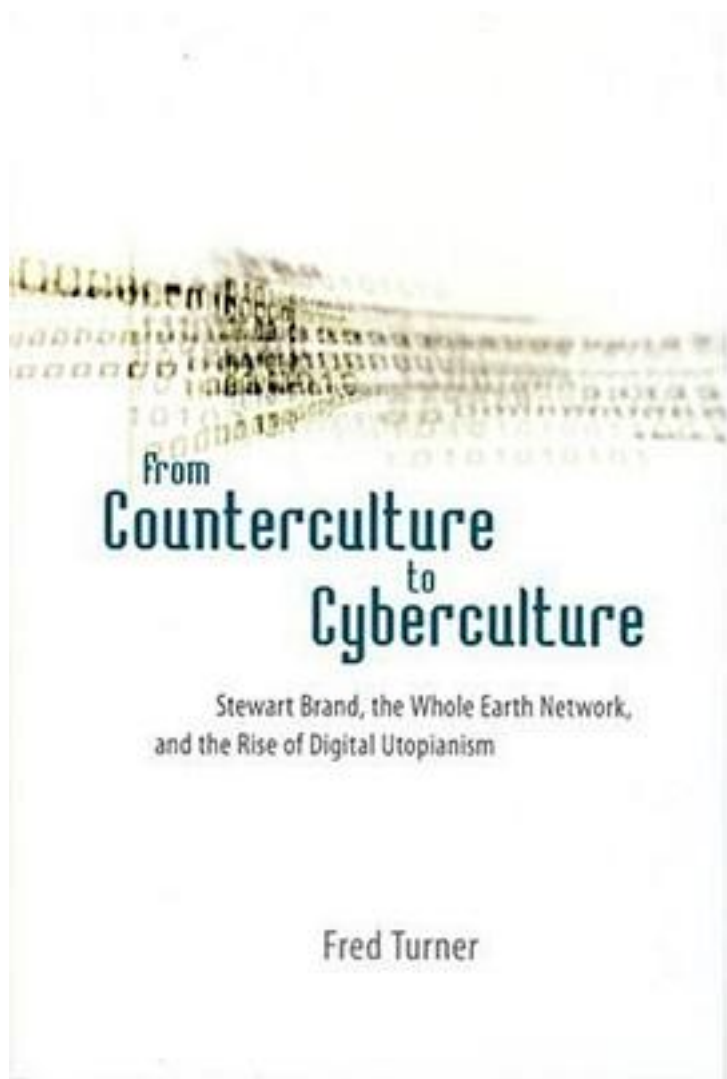


# From Counterculture to Cyberculture



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In the early 1960s, computers haunted the American popular imagination. Bleak tools of the cold war, they embodied the rigid organization and mechanical conformity that made the military-industrial complex possible. But by the 1990s—and the dawn of the Internet—computers started to represent a very different kind of world: a collaborative and digital utopia modeled on the communal ideals of the hippies who so vehemently rebelled against the cold war establishment in the first place.

From Counterculture to Cyberculture is the first book to explore this extraordinary and ironic transformation. Fred Turner here traces the previously untold story of a highly influential group of San Francisco Bay area entrepreneurs: Stewart Brand and the Whole Earth network. Between 1968 and 1998, via such familiar venues as the National Book Award-winning Whole Earth Catalog, the computer conferencing system known as WELL, and, ultimately, the launch of the wildly successful Wired magazine, Brand and his colleagues brokered a long-running collaboration between San Francisco flower power and the emerging technological hub of Silicon Valley. Thanks to their vision, counterculturalists and technologists alike joined together to reimagine computers as tools for personal liberation, the building of virtual and decidedly alternative communities, and the exploration of bold new social frontiers.

Shedding new light on how our networked culture came to be, this fascinating book reminds us that the distance between the Grateful Dead and Google, between Ken Kesey and the computer itself, is not as great as we might think.

#### 作者介绍:

Fred Turner is assistant professor in the department of communication at Stanford University. He is the author of *Echoes of Combat: The Vietnam War in American Memory*.

Turner's research and teaching focus on digital media, journalism and the roles played by media in American cultural history. His essays have tackled topics ranging from the rise of reality crime television to the role of the Burning Man festival in contemporary new media industries.

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#### 标签

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新传

文化研究

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virtualcity

technosis

评论

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书评

20世纪60年代的时候，一位年轻的美国妈妈买了一套百科全书。翻开一看，就看到了原子弹爆炸的图片，她顿时吓坏了。这是Fred Turner在《数字乌托邦》里讲述的一个真实故事。在那个年代，几乎所有的美国青年都担心他们随时会因为受到来自苏联的核子导弹的袭击而永远告别人世。 ...

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1971年6月21日，一本叫做《全球概览》的杂志召开了停刊派对。杂志创办人斯图亚特·布兰德（Stewart Brand）邀请了小丑表演和混搭音乐演奏。他自己身着黑色修士长袍，赤脚在人群中走来走去。活动中，布兰德拿出两万美元现金。这是《全球概览》出版的收益，布兰德邀请大家上台讲...

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还没有看过这本书。但这不妨碍我对SB佩服的一塌糊涂。 如果不是Steve

Jobs在斯坦福演讲中提到他，他依然在很多人视线之外。但是一本《全球目录》这个乌托邦杂志的企图心就令人拍案叫绝，后来他还想弄全球物种目录，虽然项目由于资金短缺终止了，可这份胆气就令人服气。最令人...

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这是一部什么样的书？一时半会儿还真不好回答。鲁迅先生曾说，同样是一部红楼梦，易学家看到的是经，道学家看到的是淫，才子看到的是缠绵，革命家看到的是排满。落到这本书上，约莫正是这样。  
这是有关英雄与英雄事件的故事。麦克卢汉，巴克敏斯特，恩格尔巴特，尼葛洛庞帝，  
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電腦、互聯網是現代人賴以溝通的工具。但在60年代的越戰及冷戰時期，電腦卻是公眾忌諱之物，因為這種發明當時普遍認為只能夠用於強化工業、軍事、器械等發展。直至90年代互聯網面世，電腦卻締造了一個虛擬的烏托邦，那是一個協作互利與分享的世界，這些正是60年代嬉皮士所追求...

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这本书的前面部分让我艰难地读了三遍。  
先是用「字节社」看完了《数字乌托邦》的前四章。一开始是很难接受这种历史类的文风，各种人名、机构名、对应的年代等等，看了一遍就忘记了。最终终于找到了阅读方法：把这些关键时间、人物、事件就像做历史课的笔记一样做成列表。既梳...

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最近中大一位即将毕业的历史研究生自杀的事情很多人都在评论，简单说明下，我不认同说因为他读的是历史所以才轻生的观点。无论是谁，还是要好好地学学历史的。  
《数字乌托邦》这本书，简单来说就是讲述了美国20世纪50年代到90年代的科技发展简史、思想文化发展简史。科技主要...

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