

The Hebrew University of Jerusalem

Syllabus

Human-Machine Interfaces - 54252

Last update 02-08-2023

HU Credits: 4

Degree/Cycle: 2nd degree (Master)

Responsible Department: Cultural Studies-Individual Graduate Prog.

Academic year: 0

Semester: Yearly

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Ido Ramati

Coordinator Email: ido.ramati@mail.huji.ac.il

Coordinator Office Hours: Mon. 10:00-11:00

Teaching Staff:

Dr. Ido Ramati

Course/Module description:

This course probes the relation between humans and their tools. Relying on contemporary theories in media studies on the one hand, and on the long tradition of the study of materialism on the other, we shall discuss key texts that focus on human-machine interaction and interfacing. Case studies will range from the rise of the homo faber to contemporary AI machines and algorithms. They will serve as a prism to reconsider fundamental concepts of culture such as the relation between subject and object; body and matter; performativity, operationality and ontology; connectivity and separation; noise, supplementary and redundancy.

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

1. Get familiar with key theoretical and cultural texts in the study of human-machine relation
2. Identify fundamental themes of this field of study
3. Analyze case studies in light of the main theories learned in the course.

Attendance requirements(%):

Teaching arrangement and method of instruction:

Course/Module Content:

שיעור 1 - מבוא: גישות בחקר הטכנולוגיה

• Peters, John D. (2017). 'You Mean My Whole Fallacy is Wrong': On Technological Determinism. *Representations*, 140:10-26.

שיעור 2 - הומו פאבר (Faber Homo): האדם וכליו

• Stiegler, Bernard. (1998). "Chapter 3: Who? What? The Invention of the Human." In: *Technics and Time, 1: The Fault of Epimetheus*. Stanford CA: Stanford University Press. 134-179.

שיעור 3 - Button the Push: הפועל והמכונה, הגוף הממושמע וחברת הפיקוח

• Lazzarato, Maurizio. (2006). *The Concepts of Life and the Living in the Societies of Control*. in: Martin Fuglsang and Bent M. Sorensen (eds.) *Deleuze and the Social*.

Edinburgh: Edinburgh University Press. pp171-190.

- Plotnick, Rachel. (2017). Force, flatness and touch without feeling: Thinking historically about haptics and buttons. *New Media & Society*, 19 (10): 1632-1652.
שיעור 4 – תמיד היינו סייבורגים (?): שילובי אדם ומכונה
- Haraway, Dona. (1985). A Manifesto for Cyborgs: Science, Technology and Socialist Feminism in the 1980s. *Socialist Review*, 15(2): 65-107.
- Hayles, N. Kathrin. (2006). Unfinished Work: From Cyborg to Cognisphere. *Theory, Culture & Society*, 23(7-8): 159-166

שיעור 5 – עמק המאויים: אוטומטונים, רובוטים, הולגרמות ואנדרואידים

- Hofmann? Or and Freud?
- **Liu, Lydia H. (2010). "Chapter 5: The Freudian Robot." in: *The Freudian Robot*. Chicago and London: University of Chicago Press. pp. 201-247.
• צפייה בסרט: (2014, Garland Alex) *Machina Ex*
- שיעור 6 – "NO says Computer"! :רשתות, אלגוריתמים ואינטליגנציה מלאכותית
- Striphas, Ted. (2015). Algorithmic Culture. *European Journal of Cultural Studies*, 18(4-5): 395- 412.
- Karppi, Tero. (2018). "The Computer Said So": On the Ethics, Effectiveness, and Cultural Techniques of Predictive Policing. *Social Media + Society*, 1- 9.
שיעור 7 – ארכיאולוגיית מדיה: Software no is There
- Kittler, Friedrich A. (1997). "There is no Software." in: *Literature, media, information systems: Essays*. Amsterdam: GB Arts International. pp. 147-155.
- Enns, Anthony. (2017). The Human Telephone: Physiology, Neurology, and sound Technologies. in: Daniel Morat (ed.) *Sound of Modern History*. New York and Oxford: Berghahn Books. pp. 46-68.
- **Prikka, Jussi. (2012). "Media Theory and New Materialism." in: *What is Media Archaeology?* Cambridge, UK: Polity. pp. 63-89.
שיעור 8 – גנאלוגיה של המדיה: ממשקי שפה וטכנולוגיה
- Monea, Alexander, and Packer, Jeremy. (2016). Media Genealogy and the Politics of Archaeology. *International Journal of Communication*, 10: 3141-3159
- Ramati, Ido and Pinchevski, Amit. (2018). Uniform Multilingualism: A Media Genealogy of Google Translate. *New Media & Society*, 20(7), 2550-2565.
שיעור 9 – מכונות פואטיות והאדם המכומת
- Flusser, Vilém. (2011). "Poetry." In: *Does Writing Have a Future?* Minneapolis and London: Minnesota University Press. pp. 70-77.
- קטעים מתוך: אבידן, דוד. (2001). הפסיכיאטר האלקטרוני שלי: שמונה שיחות אותנטיות עם מחשב. תל-אביב: בבל [הוצאה מחודשת].
- שיעור 10 – "חשמל זורם בכפות ידיך": טכניקות תרבות והאדם הדיגיטלי
- Siegert, Bernhard and Winthrop-Young, Geoffrey. (2007). *Cacography or Communication? Cultural Techniques in German Media Studies*. Grey Room, 29 (New German Media Theory): 26-47.
- or
- Siegert, Bernhard. (2013). *Cultural Techniques: Or the End of the Intellectual Postwar Era in German Media Theory*. *Theory, Culture and Society*, 30 (6): 48-65.
- Krajewski, Markus. (2013). The Power of Small Gestures: On the Cultural Technique of Service. *Theory, Culture and Society*, 30 (6): 94-109.

• **Peters, Benjamin. (2016). *Digitality*. in: Benjamin Peters (ed.) *Digital Keywords: A Vocabulary of Information Society and Culture*. Princeton, NJ and Oxford: Princeton University Press. pp. 93-108.

שיעור 11 – מדיה מדומיינים: קולות נשכחים של ההיסטוריה והעתיד

• Kluitenberg, Eric. (2011). "On the Archaeology of Imaginary Media." In: Erkki Huhtamo and Jussi Parikka (eds.) *Media Archaeology: Approaches Application and Implications*. Berkley Los Angeles London: University of California Press. pp. 48-69.

• **Parikka, Jussi. (2012). "Imaginary Media: Mapping Weird Objects." in: *What is Media Archaeology?* Cambridge, UK: Polity. pp. 41-62.

שיעור 12 – תנועה, אוטומציה, והעיר ה"חכמה"

• Taylor, Alex. (2016). "Data, (Bio)Sensing, and (Other-)Worldly Stories from the Cycle Routes of London." in: Dawn Nafus (ed.) *Quantified Biosensing Technologies in Everyday Life* Cambridge, MA: MIT Press. pp. 189-209.

• Gekker, Alex, and Hind, Sam. (2020). *Infrastructural surveillance*. *New Media & Society*, 22(8): 1414-1436.

שיעור 13 – אדם, מכונה וטבע

• Halpern, Orit. (2019). *The Planetary Test*. *Zeitschrift für Medien- und Kulturforschung*, 10 (1): 13-22.

• Furuhashi, Yuriko. (2019). "The Fog Medium: Visualizing and Engineering the Atmosphere." in: Craig Buckley, Rüdiger Campe, Francesco Casetti (eds.). *Screen Genealogies: From Optical Device to Environmental Medium*. Amsterdam: Amsterdam University Press. pp. 187-214.

• **Peters, John D. (2016). *Clouds*. in: Benjamin Peters (ed.) *Digital Keywords: A Vocabulary of Information Society and Culture*. Princeton, NJ and Oxford: Princeton University Press. pp.54-62.

שיעור 14 – סיכום: מותר האדם מן המכונה?

• Cooren, François. (2018). *Materializing Communication: Making the Case for a Relational Ontology*. *Journal of Communication*, 68: 278-288.

Required Reading:

see above

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 80 %

Presentation / Poster Presentation / Lecture 10 %

Attendance / Participation in Field Excursion 10 %

Additional information: