



media**LAB**amsterdam

# IAM Open Courseware

## Digital Content Inventory

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IAM OCW team:

Daphne Gautier

Rochus Meijer

Urte Jurgaityte



institute of  
network cultures

digitale  
Pioniers

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## 1. Introduction

IAM Open Courseware platform will be based on the digital course materials for HvA Interactive Media studies, as well as the digital content of the Institute of Network Cultures. IAM Open Courseware online database will consist of the content available in different formats: presentations, videos, podcasts, syllabus, web collages, assignments, streams, publications, interviews, etc. The content will mainly be related to the field of new media, culture and design.

It is important to inventory which digital content is already available online and in what formats it exists.

## 2. INC Content Inventory

On the Institute of Network Cultures [website](#) there is some content in the field of new media already available for download free of charge. Text based publications with relevant details are listed below (they also can be found in the Appendix 1). The list of existing audio presentations from [Video Vortex](#) conference can be found in the Appendix 2.

### 2.1

INC Category	Video Vortex
Title	Video Vortex Reader: Responses to YouTube
Author / Content Owner	Geert Lovink and Sabine Niederer
Date	2008
Link	<a href="http://networkcultures.org/wpmu/portal/files/2008/10/vv_reader_small.pdf">http://networkcultures.org/wpmu/portal/files/2008/10/vv_reader_small.pdf</a>
Actual size	1,8 MB; 320 pages
Document Type	Text (reader)
Content Format	PDF
Pages for print	162 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/2.5/nl/deed.en">http://creativecommons.org/licenses/by-nc-nd/2.5/nl/deed.en</a>
Topic /keywords	video, youtube, cinema, art, new media, internet, network, culture

## 2.2

INC Category	The Art and Politics of Netporn
Title	A Netporn Studies Reader: C'Lickme
Author / Content Owner	Katrien Jacobs, Marije Janssen, Matteo Pasquinelli
Date	2007
Link	<a href="http://www.networkcultures.org/uploads/24.pdf">http://www.networkcultures.org/uploads/24.pdf</a>
Actual size	1,8 MB; 293 pages
Document Type	Text (reader)
Content Format	PDF
Pages for print	306 pages
Copyright Information	some rights reserved
Topic /keywords	netporn, pornography, cyberspace, information society, virtual space, digital, internet, blogging

## 2.3

INC Category	Incommunicado
Title	Incommunicado Reader
Author / Content Owner	Geert Lovink and Soenke Zehle
Date	2005
Link	<a href="http://www.networkcultures.org/weblog/archives/IncommunicadoReader.pdf">http://www.networkcultures.org/weblog/archives/IncommunicadoReader.pdf</a>
Actual size	17,1 MB; 192 pages
Document Type	Text (reader)
Content Format	PDF
Pages for print	200 pages
Copyright Information	some rights reserved
Topic /keywords	communication, ICT, digital, development, digital divide, civil society

## 2.4

INC Category	MyCreativity
Title	The Creativity
Author / Content Owner	Mieke Gerritzen, Hendrik-Jan Grievink, Geert Lovink, Sabine Niederer and Ned Rossiter
Date	2007
Link	<a href="http://networkcultures.org/wpmu/portal/files/2008/09/mycreativitynewspaper.pdf">http://networkcultures.org/wpmu/portal/files/2008/09/mycreativitynewspaper.pdf</a>
Actual size	7,7 MB; 14 pages
Document Type	Text (newspaper)
Content Format	PDF
Pages for print	34 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/2.5/nl/">http://creativecommons.org/licenses/by-nc-nd/2.5/nl/</a>
Topic /keywords	creativity, creative, culture, art, design, copyright

## 2.5

INC Category	MyCreativity
Title	MyCreativity Reader: A Critique of Creative Industries
Author / Content Owner	Geert Lovink and Ned Rossiter
Date	2007
Link	<a href="http://www.networkcultures.org/uploads/32.pdf">http://www.networkcultures.org/uploads/32.pdf</a>
Actual size	1,2 MB; 274 pages
Document Type	Text (reader)
Content Format	PDF
Pages for print	139 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/2.5/nl/deed.en">http://creativecommons.org/licenses/by-nc-nd/2.5/nl/deed.en</a>
Topic /keywords	creativity, creative industries, media, culture

## 2.6

INC Category	New Network Theory
Title	New Network Theory
Author / Content Owner	Amsterdam School for Cultural Analysis (ASCA) Media Studies, University of Amsterdam Institute of Network Cultures, HvA Interactive Media
Date	2007
Link	<a href="http://www.networkcultures.org/uploads/27.pdf">http://www.networkcultures.org/uploads/27.pdf</a>
Actual size	23,5 MB; 297 pages
Document Type	Text (reader)
Content Format	PDF
Pages for print	297 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/3.0/nl/">on the website, not the document:</a> <a href="http://creativecommons.org/licenses/by-nc-nd/3.0/nl/">http://creativecommons.org/licenses/by-nc-nd/3.0/nl/</a>
Topic /keywords	network, networking, culture, community

## 2.7

INC Category	New Network Theory
Title	Re-thinking Network Theory. The Influence of Informal Networks on Social Care in the Internet Age
Author / Content Owner	Alice Verheij
Date	2007
Link	<a href="http://www.networkcultures.org/uploads/26.pdf">http://www.networkcultures.org/uploads/26.pdf</a>
Actual size	578 KB; 11 pages
Document Type	Text (research presentation)
Content Format	PDF
Pages for print	18 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/3.0/nl/">on the website, not the document:</a> <a href="http://creativecommons.org/licenses/by-nc-nd/3.0/nl/">http://creativecommons.org/licenses/by-nc-nd/3.0/nl/</a>
Topic /keywords	network, internet

## 2.8

INC Category	Network
Title	The Internet of Things. A critique of ambient technology and the all-seeing network of RFID
Author / Content Owner	Rob van Kranenburg
Date	2007
Link	<a href="http://www.networkcultures.org/uploads/notebook2_theinternetofthings.pdf">http://www.networkcultures.org/uploads/notebook2_theinternetofthings.pdf</a>
Actual size	3,8 MB; 60 pages
Document Type	Text (notebook)
Content Format	PDF
Pages for print	62 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/2.5/">http://creativecommons.org/licenses/by-nc-nd/2.5/</a>
Topic /keywords	internet, information, technology, piracy, e-culture, network, media

## 2.9

INC Category	Network
Title	Technobohemians or the new Cybertariat? New media work in Amsterdam a decade after the web
Author / Content Owner	Rosalind Gill
Date	2007
Link	<a href="http://www.networkcultures.org/uploads/17.pdf">http://www.networkcultures.org/uploads/17.pdf</a>
Actual size	2,4 MB; 47 pages
Document Type	Text (notebook)
Content Format	PDF
Pages for print	50 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/2.5/">http://creativecommons.org/licenses/by-nc-nd/2.5/</a>
Topic /keywords	new media, network, culture

## 2.10

INC Category	
Title	54.780 Woorden over Nieuwe Media Cultuur in Nederland
Author / Content Owner	Femke Slegers and Theo Ploeg
Date	2007
Link	<a href="http://www.networkcultures.org/_uploads/28.pdf">http://www.networkcultures.org/_uploads/28.pdf</a>
Actual size	1,6 MB; 52 pages
Document Type	Text (newspaper)
Content Format	PDF
Pages for print	56 pages
Copyright Information	<a href="http://creativecommons.org/licenses/by-nc-nd/2.5/nl/">http://creativecommons.org/licenses/by-nc-nd/2.5/nl/</a>
Topic /keywords	new media, media, culture, web, internet, information

### 3. Recommendations

HvA Interactive Media studies suggest for the students to choose one of three streams (Business & Organization; Content & Communication; Technology, Design & Interaction) in the second year of the study. Some of the courses are mainly focused on these areas, and some of them are overlapping. There are also some essential courses which do not belong to any of these 3 categories. Therefore, based on the IAM courses and INC already existing digital content, IAM OCW team provides the primary recommendations for IAM Open Courseware content categorization in the table below.



INTERACTIVE MEDIA COURSES				INSTITUTE OF NETWORK CULTURES
Arts & Media & Culture	Content & Communication	Technology, Design & Interaction	Business & Organization & Marketing	
Culture & Media	Content & Editing	Application Development	Communication & Commercial Skills	Incommunicado
History of Arts & Media	Copywriting	Development Methods & Techniques	CRM / Consumer Behavior	MyCreativity
Media Landscape	Cross-Media Strategy	Human Computer Interaction	E-business	Network
Media Design	Serious Games	Information Architecture	Entrepreneurship	New Network Theory
Using Media	Visual Communication	Interaction Design	Financial Management	The Art and Politics of Netporn
Cross-Media Strategy		Interactive Text	Management Game	Video Vortex
		Branding & Design	Marketing	
		Idea Development	Marketing Communication	
		Interactive Content	Services Marketing	
		TV + Interaction	Strategic Marketing	
		Writing Interactive Scenarios		
		Internet Standards		
		PHP		
		Programming		
		Public Design		
		Technology & Interaction		
		Technology & Innovation		
		Visual Design		

Table: Recommendation for IAM Open Courseware content categorization

## 4. Appendix 1

## 5. Appendix 2