

"... technological evolution is leading to something new: a **worldwide, interlocked, monolithic, technical-political web of unprecedented negative proportions.**"

"As humans, we are genetically **programmed to believe** what we see."

"... computers really strongly **change the way we think.**"

"These **technologies do act as drugs.** They are what society offers to make up for what has been lost. In return for family, community, a relationship to a larger, deeper vision, society offers television, drugs, food, noise, high speed, and unconsciousness. Not only are those the things that are available, but those are the things that **keep you from knowing** that there's anything else."

"Ours is the first generation in history to have essentially moved its consciousness inside media, to have increasingly **replaced direct contact with other people, other communities, other sources of knowledge, and the natural world** —which is anyway getting harder and harder to find —with **simulated, re-created, or edited versions of events and experiences.**"

"People may edit their copy, communicate with their friends... But... great centralized institutions — corporations, trade bureaucracies, militaries, governments and so on — are able to use those same computers with far greater connections and with far greater real power. So the Internet will not stop a forest from being cut down or global money speculation from affecting the fates of whole societies... it's an illusion for us to believe that our use of the computer will somehow change the centralized system of power. For those who would like to see equitable and sustainable systems develop, **the use of the computer amounts to a net loss, not a net gain.**"

Jerry Mander

"The trouble with television is not a matter of content... the medium itself acts as a **visual intoxicant, entrancing the viewer and thereby replacing other forms of knowledge with the imagery of its programmers.**"

"The belief that technology is neutral is only one aspect of what Mander calls **"the pro-technology paradigm"** — "a system of perceptions that make us **blind and passive when it comes to technology.**" It's a cultural mindset that has emerged over time as we've become more and more accustomed to living with technology. It's also a product of the optimistic, even utopian, claims that invariably accompany the introduction of new technology. Another factor contributing to our passivity in the face of technology, Mander contends, is the habit of evaluating it in strictly personal terms. By stressing the benefits of technology in our personal lives — the machine vacuums our carpets, the television keeps us informed, the car gets us around, the computer allows us to work from home, etc. — **we make little attempt to understand its larger societal and ecological consequences.**"

Scott London (interviewing Jerry Mander)

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\(bio in "Who We Are"\)](#)

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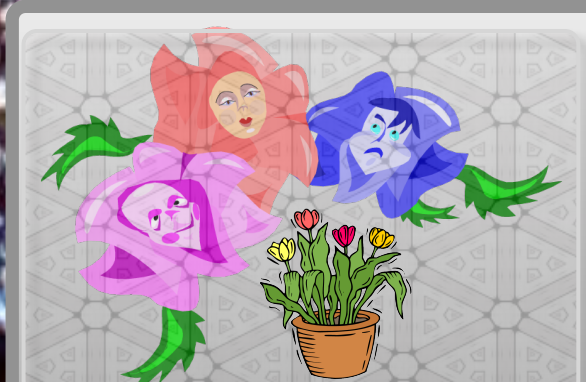
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Reality
(Unmediated experience)

Multi-dimensional
Nuanced sensory experience
Usual slow pace of nature
More peace than conflict
Interactive, participatory
Cyclical, patterned, oscillatory
Unique individual experience
More



Unreality
(Tech-mediated experience)

Flat images, quick movement
Timelines arbitrary, unnatural
Computer generated objects
Computer generated morphing
Increased violence, conflict
Background music, voice-overs
Menu-driven experience
More

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