

A
♠

or opportunistic

Obtrusive

♥ A

2
♠

The
M
Is
The
M

♥ 2

3
♠

No. Google it
Understanding?

♥ 3

4
♠

As we may think

think we As

♥ 4

V. Bush 1945

5
♠

The Medium
Is
Is
The Message

♥ 5

M. McLuhan 1964

6
♠

We have
information
at our ...

♥ 6

7
♠

We have
changed the
structure of our

And...

♥ 7

8
♠

Our access to information
will grow
and grow
and grow
and grow
and grow
and grow
and grow
and grow

♥ 8

9
♠

Has our online
addiction
fuelled an
external system
of memory by
which we
demand an
immediate
response?

♥ 9

10
♠

?

on
you last
were
When

♥ 10

J
♠

First we
build the
tools, then
the tools
build us

♥ J

M. McLuhan

Q
♠

HYPER

♥ Q

K
♠

Replace empty

with open...

♥ K

J
O
K
E
R

Marshall McLuhan

J
O
K
E
R

OPEN MIND