

ATS1208

Digital Humanities:  
Concepts, tools and  
debates

Week 2: Digital and Analogue



# What does 'digital' mean?



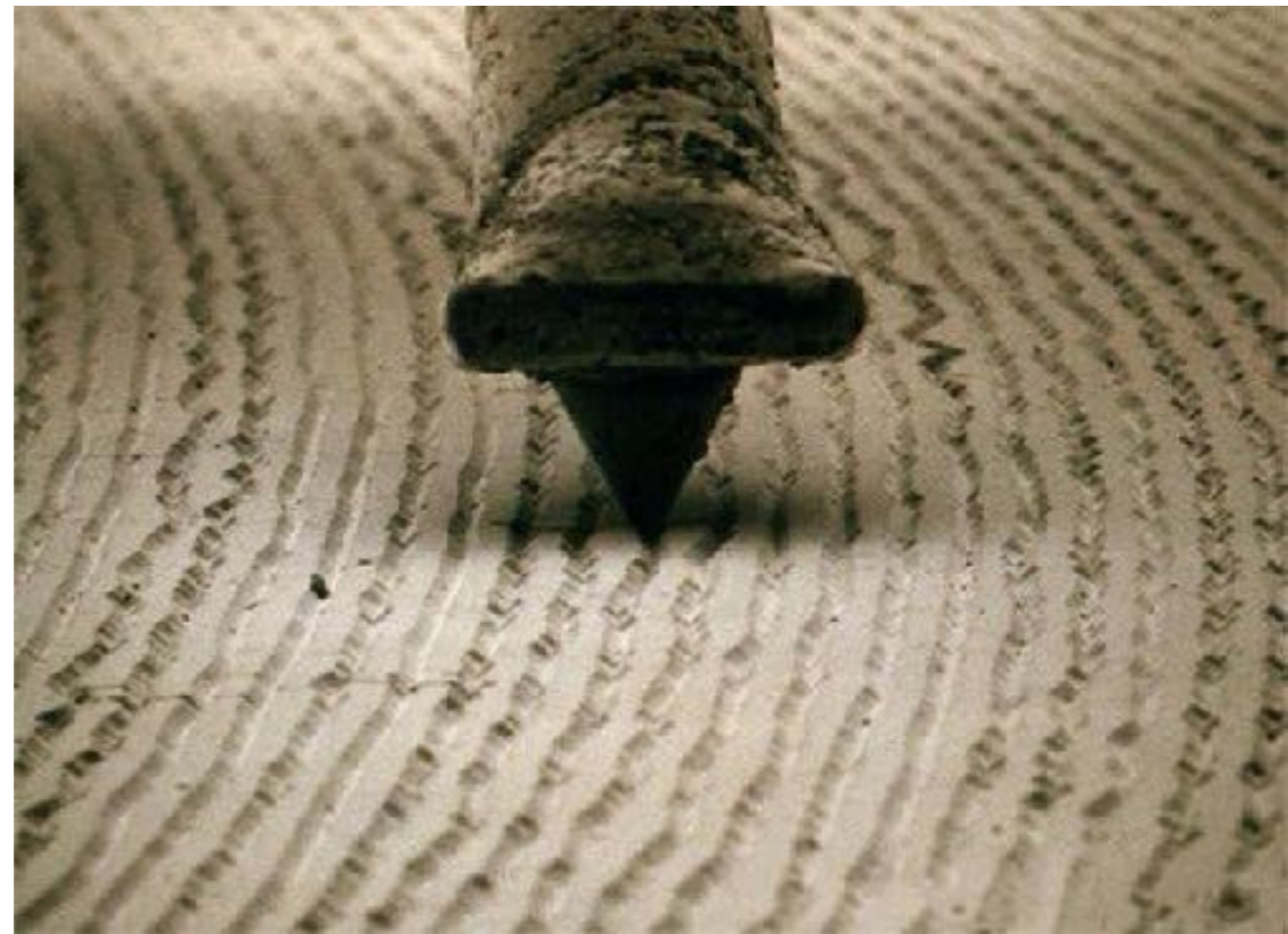
- Binary encoding

Alphabet	Binary Code	Alphabet	Binary Code
A	01000001	N	01001110
B	01000010	O	01001111
C	01000011	P	01010000
D	01000100	Q	01010001
E	01000101	R	01010010
F	01000110	S	01010011
G	01000111	T	01010100
H	01001000	U	01010101
I	01001001	V	01010110
J	01001010	W	01010111
K	01001011	X	01011000
L	01001100	Y	01011001
M	01001101	Z	01011010



# What does 'analogue mean'?

- Media of representation
- Representation through direct correspondence
- Analogy

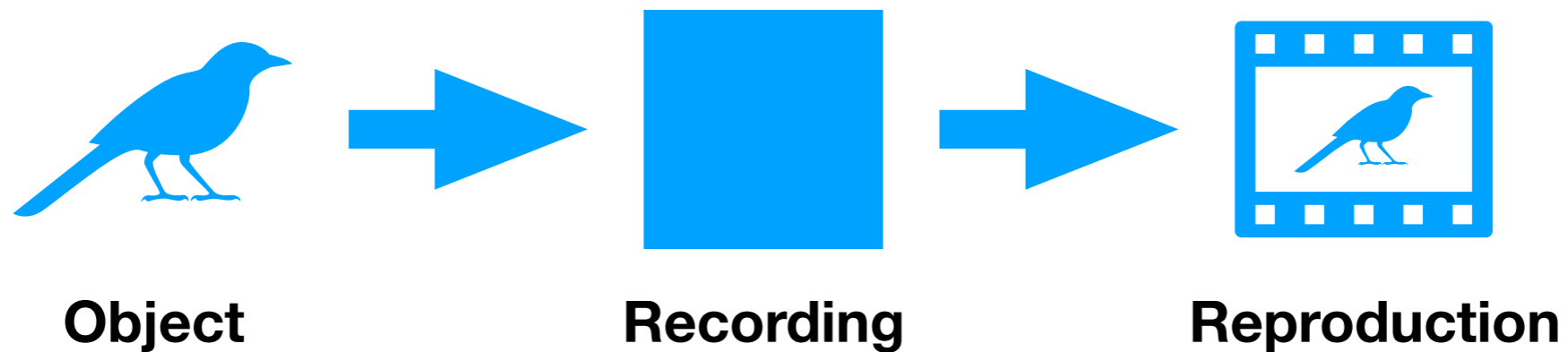


# Digital technology

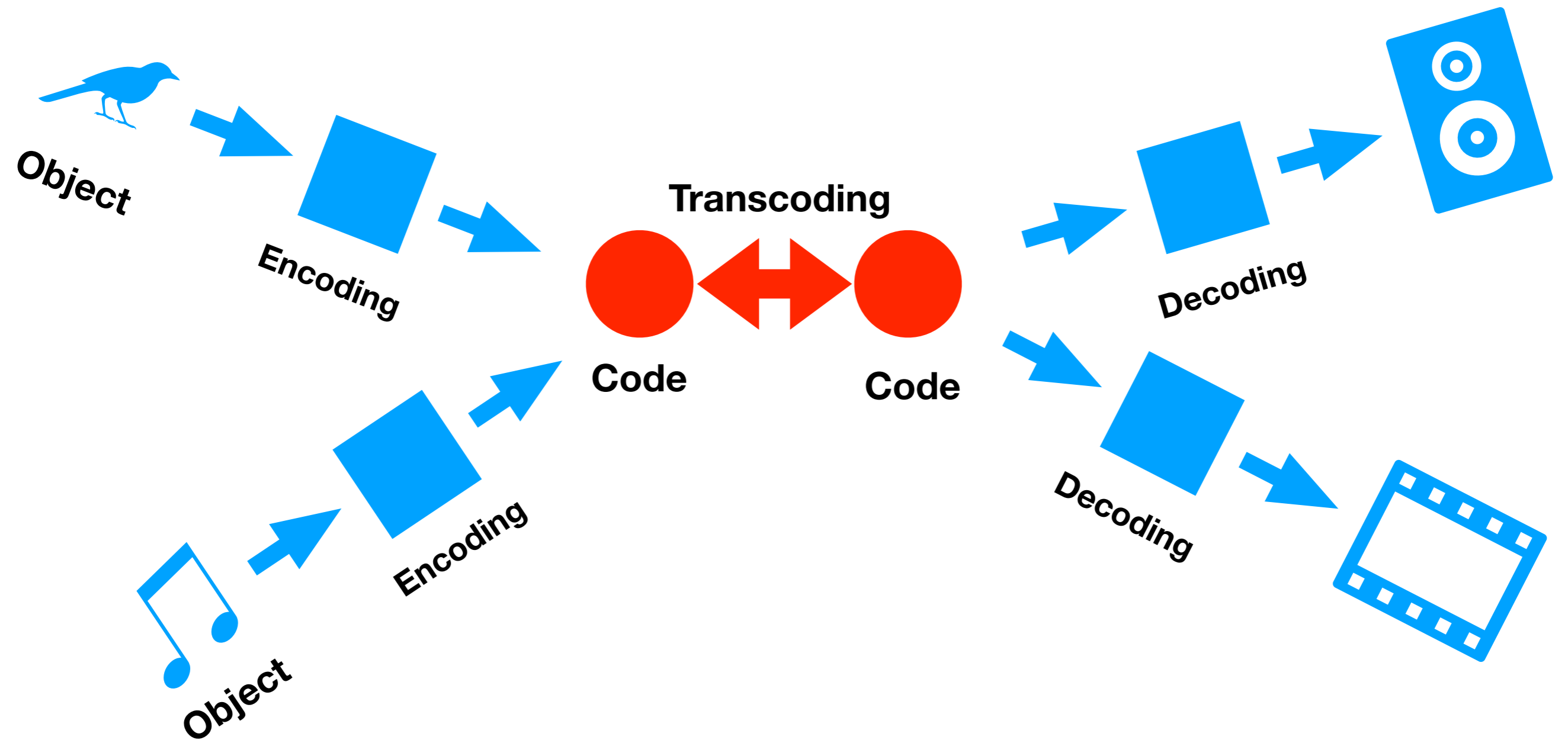
- Digital code is not intrinsically connected to any particular technology.
- Digital code has no direct or necessary relationship with any medium.
- The same storage medium can be used for both analogue and digital storage.



# Analogue representation



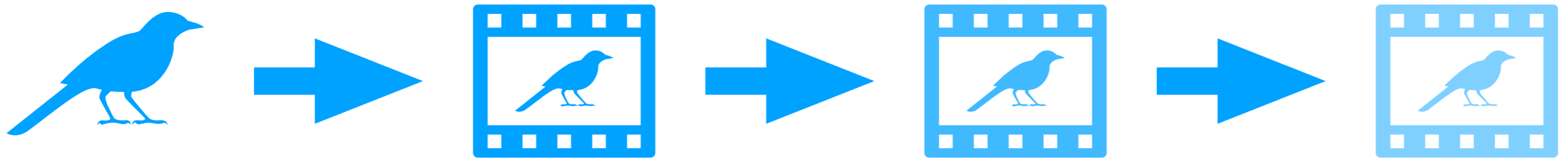
# Digital representation



# Encoding, decoding, transcoding

- Digital code provides a universal format divorced from the particularities of content.
- Digital representation requires decisions about how its object will be sampled.
- Digital code can be transformed algorithmically.
- The same code can be used in different kinds of representation.
- Different kinds of representation come to follow a shared logic

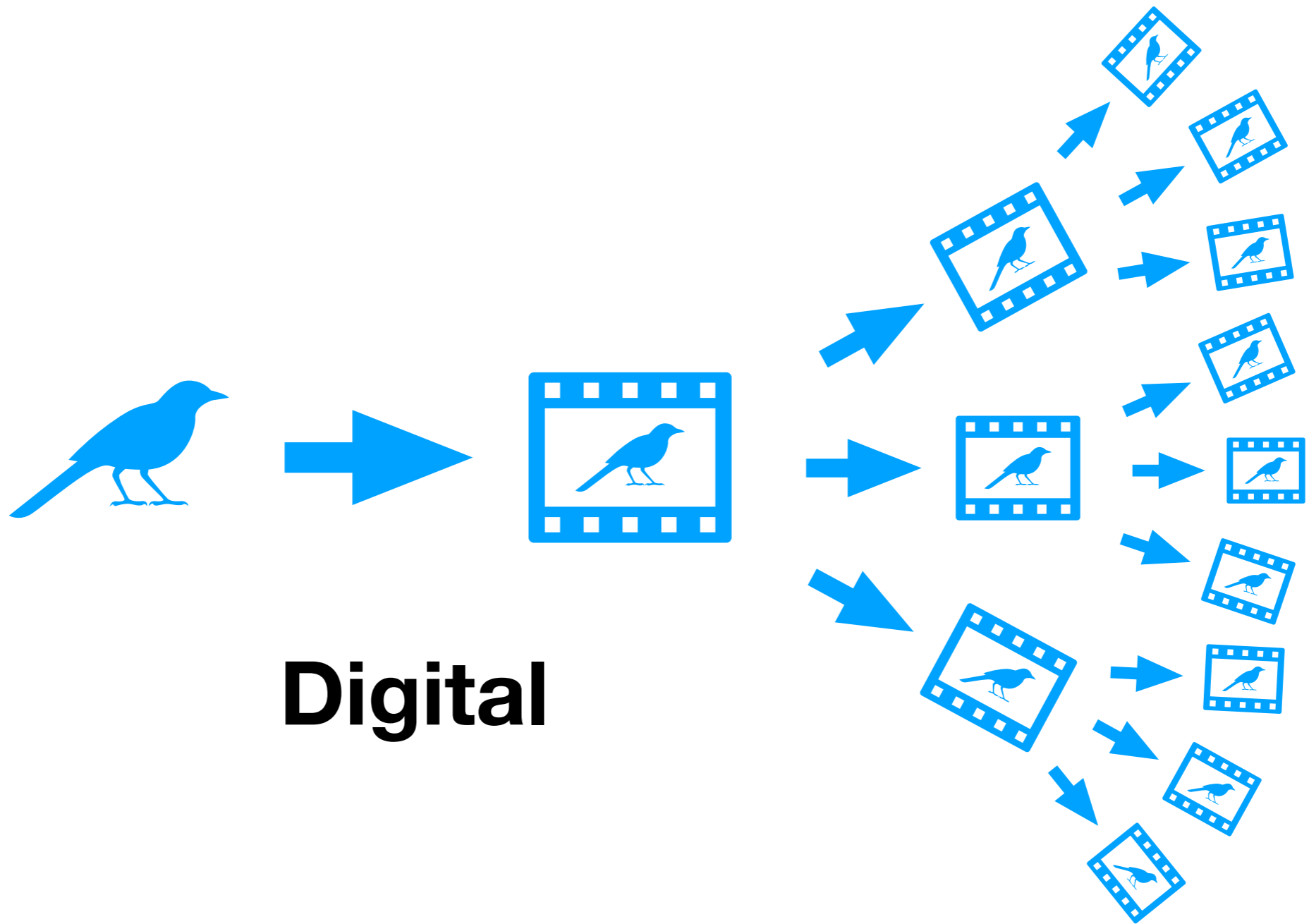
# Reproducibility



**Analogue**



# Reproducibility



# Reproducibility



- ‘Original’ and ‘copy’ no longer have any meaning
- Transportation by duplication
- Physical structures of distribution are no longer effective
- Movement from an economy of scarcity to an economy of abundance



# Dematerialisation?

- Everything is information
- Information has no physical form
- Our senses are analogue





# Conclusion

- Digital storage and manipulation introduce new attributes into the representation and consumption of information
- However, digital code can't exist independently of physical media and human practices
- As a result, we always need to think about the specific contexts within which digital information is produced and consumed