

Doug Engelbart's Unfinished Revolution—
Program for the Future

Engelbart – McLuhan: Augmentation

Dino Karabeg



Herbert Marshall McLuhan, CC (July 21, 1911 – December 31, 1980) was a Canadian philosopher of communication theory and a public intellectual. His work is viewed as one of the cornerstones of the study of media theory (...).

McLuhan is known for coining the expressions **the medium is the message** and the global village (...).

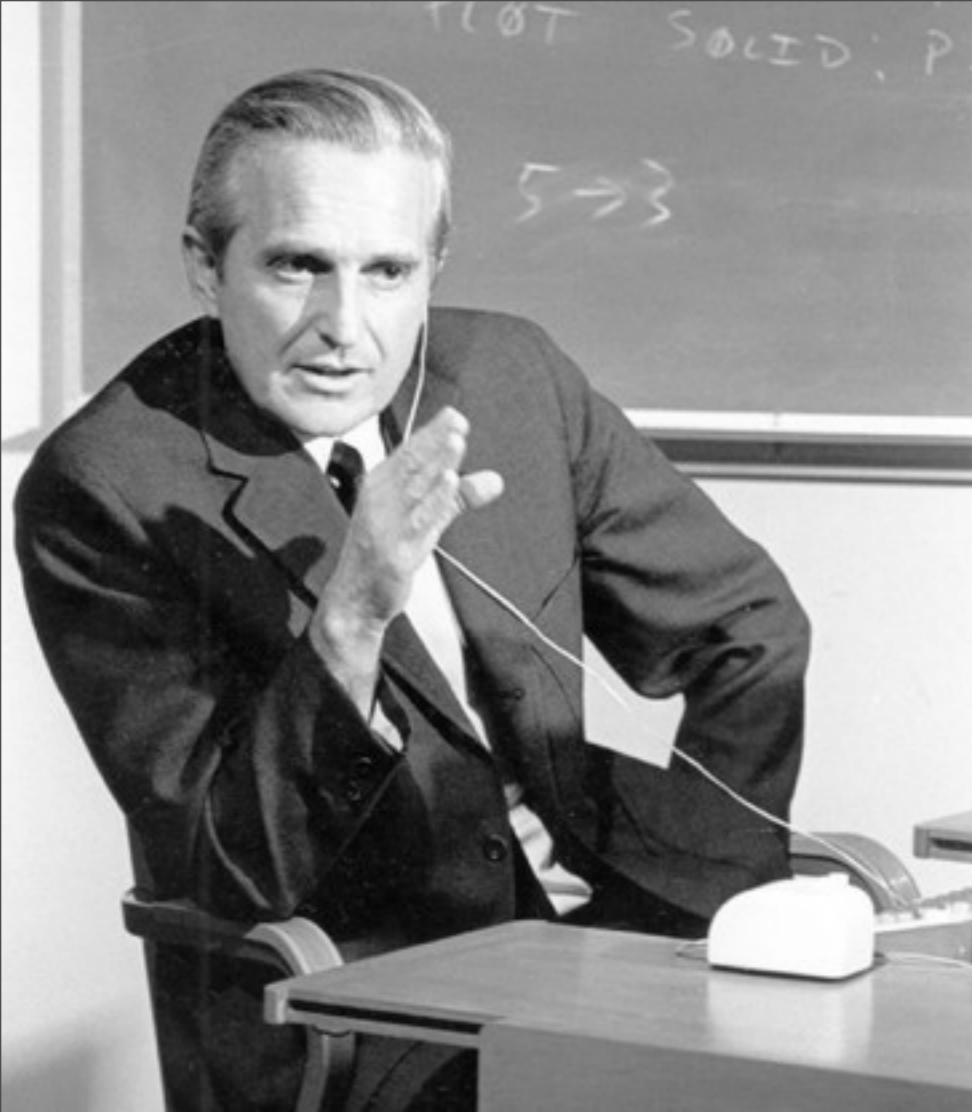
(Wikipedia)



The phrase ~~medium is the message~~ was introduced in his most widely known book, *Understanding Media: The Extensions of Man*, published in 1964. McLuhan proposes that a medium itself, not the content it carries, should be the focus of study. He said that a medium affects the society in which it plays a role not only by the content delivered over the medium, but also by the characteristics of the medium itself.

In *Understanding Media*, McLuhan describes the "content" of a medium as a juicy piece of meat carried by the burglar to distract the watchdog of the mind.

(Wikipedia)



If the means evolved for an individual's external manipulation of his thinking-aid symbols indeed directly affect the way in which he thinks, then the original Whorfian hypothesis would offer an added effect. The direct effect of the external-symbol-manipulation means upon language would produce an indirect effect upon the way of thinking via the Whorfian-hypothesis linkage. There would then be two ways for the manner in which our external symbol manipulation was done to affect our thinking.

(1962 Report)

Engelbart Hypothesis

The intellectual effectiveness of a human can be significantly improved by an engineering-like approach toward redesigning changeable components of a system.

(1962 Report)