Chapter 1

At the Dawn of Digital Revolution: Problems and Hopes of a Globalized World

ABSTRACT

Our societies are technology addicted, in their deep functioning and in the daily habits of average people, who greedily consume apps and devices. A market oriented ideology is though aging things very quickly and making the memory of the past fade, even the recent one, so that many live as suspended on a nonstop present, projected towards a fanciful future, losing roots and perspective. The short period consumption landscape is also a hurdle to face as aware and active citizens the economical, social and political points of crisis, locally and globally, causing often social disruption, fear and insecurity. Going back to the years when the story began, watching diversities and analogies from the present, it can be useful to understand better our time, to deal with technology with more awareness and maybe to find out new or “old” solutions to some problems and live a better life.

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INTRODUCTION

Pictures From the Sixties and the Seventies

Human societies are based on their history. They are not the “trends of the market” nor the advertising campaigns, which can explain how or where the world is going to. And it is impossible for us to understand the present time, if we count out our past, from which this present comes.

Facing the technological era in which we live, in many respects, the roots we should look at are from the Sixties and the Seventies, when a strong economical and social growth alternated with inflation and unemployment crisis and many things begun, which have not been accomplished yet (Fazi, 2017).

After the World War II, consumer society has spread in North America, Western Europe, Japan, in a planet which is going to be ruled with computers and fears atomic bombs. I am presenting a quick “gallery of pictures”, maybe useful to give a general idea of facts whose deep meaning is not to be explained, but takes shape in the eyes and mind of the viewer. Then I put together some elements of those pictures on a sort of time line, trying to point out connections and suggesting insights, some more “historical” and some probably enlightening nowadays too.

The subject is not simple and a lot has been written about, movies have been made, studies are still in progress.

We probably should pay attention more than we usually do to the similarities between a time that might seem far away and the present, to the fact for instance that the music of those years is still listened and played today, as well as many ideas and preconceptions about digital means and technology, if we look just below the surface, remain from those times doggedly still. Also many social problems were a clear anticipation of the problems we have to face in the present, and maybe also some possible “old” solutions could be considered, not always thinking that the world is really running at the same pace at which they tell us it goes the market of technological devices.

Picture One: The Young Music

We still listen to it and many play it, the young of all generations, as that music has not yet finished to surprise, to excite, to express the sense of the present time. Other music, of course, has been produced later and has interpreted
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