
Othermindedness

Othermindedness

The Emergence of
Network Culture

Michael Joyce

Ann Arbor

THE UNIVERSITY OF MICHIGAN PRESS

Copyright © by the University of Michigan 2000
All rights reserved
Published in the United States of America by
The University of Michigan Press
Manufactured in the United States of America
⊗ Printed on acid-free paper

2003 2002 2001 2000 4 3 2 1

No part of this publication may be reproduced,
stored in a retrieval system, or transmitted in any form
or by any means, electronic, mechanical, or otherwise,
without the written permission of the publisher.

A CIP catalog record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Joyce, Michael, 1945–

Othermindedness : the emergence of network culture / Michael
Joyce.

p. cm. — (Studies in literature and science)

Includes bibliographical references (p.).

ISBN 0-472-11082-9 (alk. paper)

1. Fiction—Authorship—Data processing. 2. Experimental
fiction—History and criticism—Theory, etc. 3. Authors and
readers—Data processing. 4. Fiction—Technique—Data processing.
5. Creative writing—Data processing. 6. Storytelling—Data
processing. 7. Literature and technology. 8. Hypertext systems. I.
Title. II. Series.

PN3377.C57J69 1999

808.3'0285—dc21

99-6770

CIP

O Caro, for you

The *arrivance* of love is the genesis of the interior.

—Cixous, "What is it o'clock?"

Acknowledgments

As always all thanks begin with family, my sons Eamon and Jeremiah foremost, both of whom having come now of an age where they read at least some of my work with patience and even, at times, surprising and consoling interest. My brothers and sisters by and large continue to think me the big brother whose mysterious doings must somehow make sense. Carolyn suffuses.

A dozen colleagues, near and far, save me from stupidity and gently nudge me toward whatever comes next despite my reluctance and fundamental reticence. I think of Jay Bolter as an unflappable and endlessly patient teacher, Howard S. Becker as my *sensei*, and Kate Hayles as among the muses. I have been lucky in invitations elsewhere, both virtual and actual, which have brought me into the presence (and under the goading scrutiny) of young theorists and artists like Ana Boa-Ventura, Carolyn Guertin, Hilmar Schmundt, and others whose push and flash has supplemented but not supplanted the sustaining force of the now decade-old TINAC group, J. Yellowlees Douglas, Nancy Kaplan, John McDaid, and Stuart Moulthrop. At the University of Michigan Press, LeAnn Fields continues to be a generous and encouraging editor, and the production team makes this task a pleasure. At Vassar, Barbara Page and Paul Kane especially have sustained, supported, and challenged me. My student assistants, Lorrie Rivers and, most of all, Chris Guenther have worried and worked over this manuscript with me. Matt Hanlon has gone from being the English intern to a gifted web designer and collaborator out in the actual wide world. The small band of student consultants in my working group in the Center for Electronic Learning and Teaching, including Ken Bolton, Cristina Carp, Roland Gauthier, Vance Lin, Andrew Rosenberg, Lucas Smith, and Sarah Torre have instanced the emergence of network culture, as have my extraordinary and fearless students. To the latter go my most fervent thanks and my deepest acknowledgements for all we have learned together.

Finally the list of permissions that follows does not do justice

to the permission to risk, to speculate, and to tentatively formulate that various editors and journals have offered me.

Grateful acknowledgment is made to the following editors, publishers, and journals for permission to reprint previously published materials.

“(Re)Placing the Author: ‘A Book in the Ruins.’” In *The Future of the Book*, edited by Geoffrey Nunberg and Patricia Violi. Copyright © 1996 Geoffrey Nunberg and Patricia Violi. Reprinted by permission of the University of California Press. This chapter was originally given as a talk on July 28, 1994, in San Marino at “The Future of the Book,” a conference cosponsored by the International Center for Semiotic and Cognitive Studies and the Rank Xerox Research Centre of Grenoble.

“MOO or Mistakenness.” *Works and Days* 25–26 (summer–fall 1995). Reprinted by permission of David Downing, editor.

“New Stories for New Readers.” In *Page to Screen: Taking Literacy into the Electronic Era*, edited by Ilana Snyder. Melbourne: Allen and Unwin Pty. Ltd., 1997. Reprinted with permission of publishers. Parts of this essay were originally given under the title “Writing in the Middle Voice: Vernacular Coherence, or, Seeing Ourselves in Where We Are,” plenary talk for the Mid-Atlantic Alliance for Computers and Writing Conference, February 9, 1996, George Mason University, Virginia.

“The Lingering Errantness of Place, or, Library as Library.” In *The Emerging CyberCulture: Literacy Paradigm and Paradox*, edited by Stephanie Gibson and Lance Strate. Hampton Press, 1999. Reprinted with permission of publishers. This essay was originally given in slightly different form as an invited talk for the ACRL-LITA Joint Presidents Program, American Library Association, 114th Annual Conference, Chicago, June 26, 1995.

“Beyond Next before You Once Again: Repossessing and Renewing Electronic Culture” first appeared in *Passions, Pedagogies, and 21st Century Technologies: Confronting the Issues*, ed. Gail Hawisher and Cindy Selfe (Logan: Utah State University Press, 1999).

"Songs of Thy Selves: Persistence, Momentariness, Recurrence, and the MOO." In *High Wired: On the Design, Use, and Theory of Educational MOOs*, ed. Cynthia Haynes and Jan Rune Holmevik. Ann Arbor: University of Michigan Press, 1998.

"One Story: Present Tense Spaces of the Heart." In *In Memoriam to Postmodernism: Essays on the Avant-Pop*, edited by Mark Amerika and Lance Olsen. San Diego: San Diego State University Press, 1996. Reprinted with permission of publishers.

"Nonce upon Some Times: Rereading Hypertext Fiction." *Modern Fiction Studies* 43, no. 3 (1997): 579–97. Copyright © 1997. Purdue Research Foundation. Reprinted by permission of Johns Hopkins University Press. Collected in *Second Thoughts: A Focus on Rereading*, ed. David Galef. Detroit: Wayne State University Press, 1998.

"On Boundfulness: The Space of Hypertext Bodies." In *Virtual Geographies: Bodies, Space and Relations*, edited by John May, Phil Crag, and Michael Crag. London and New York: Routledge, 1998. Reprinted with permission of the publishers.

"Forms of Future" was originally given in slightly different form as a keynote talk at "Softmoderne3, Festival of Network Literature," Berlin, September 1997; and in still another form at "Transformations of the Book," Massachusetts Institute of Technology, October 1997.

Contents

	<i>Introduction</i> Othermindedness: The Emergence of Network Culture	1
<i>Prelude</i>	Screendoor: A Meditation on the Outsider	9
	<i>Chapter 1</i> (Re)Placing the Author: "A Book in the Ruins"	13
	<i>Chapter 2</i> MOO or Mistakenness	35
	<i>Chapter 3</i> New Stories for New Readers	49
	<i>Chapter 4</i> The Lingering Errantness of Place, or, Library as Library	67
	<i>Chapter 5</i> Beyond Next before You Once Again: Repossessing and Renewing Electronic Culture	81
	<i>Chapter 6</i> Songs of Thy Selves: Persistence, Momentariness, Recurrence, and the MOO	107
<i>Intermezzo</i>	One Story: Present Tense Spaces of the Heart	123
	<i>Chapter 7</i> Nonce upon Some Times: Rereading Hypertext Fiction	131
	<i>Chapter 8</i> On Boundfulness: The Space of Hypertext Bodies	150

<i>Chapter 9</i>	
Forms of Future	179
<i>Chapter 10</i>	
Paris Again or Prague: Who Will Save Lit from Com?	193
<i>Chapter 11</i>	
My Father, the Father of Hypertext, and the Steno Whose Impulses Were Interrupted by a Machine: Vannevar Bush and the War against Memory, a Theoretical Heretical Narrative	213
<i>Coda</i>	
Portrait of the Artist as a Search Engine Entry	239
Bibliography	243