

THE MICRO MEDIA KNOWLEDGE WORKER

1964 PETER F. DRUCKER:

UNDERSTANDING ORGANIZATIONS

1964 MARSHALL McLUHAN:

UNDERSTANDING MEDIA

1964 f. ALAN KAY, TED NELSON: UNDERSTANDING COMPUTERS

MICRO

MEDIA

EXTERNALIZED + DYNAMIC
KNOWLEDGE

WORKER / BEING

MACRO

TOOLS
MEDIUM

INTERNALIZED + STATIC
KNOWLEDGE

WORKER
vs. PRIVATE LIFE