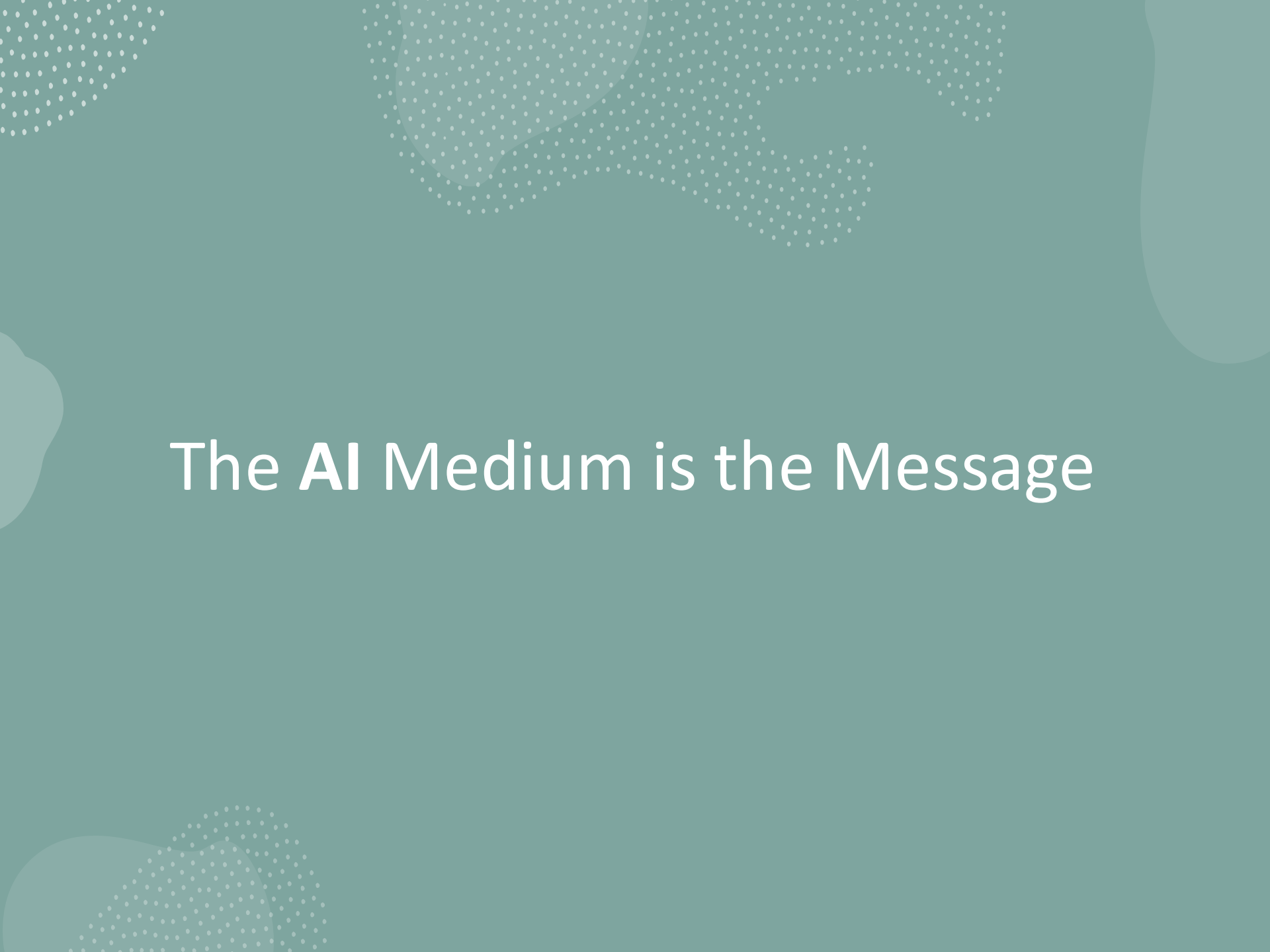


The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and large, soft, organic white shapes on the left and right sides.

The Medium is the Message

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The **AI** Medium is the Message

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and large, soft, organic white shapes in the top-right, middle-left, and bottom-right areas.

... and the Message

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and large, soft, organic white shapes in the top-right and bottom-left areas.

... and the Mass Age

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... and the Mess Age

How does a slim paperback book
from the era of Mad Men
speak to us in 2025?

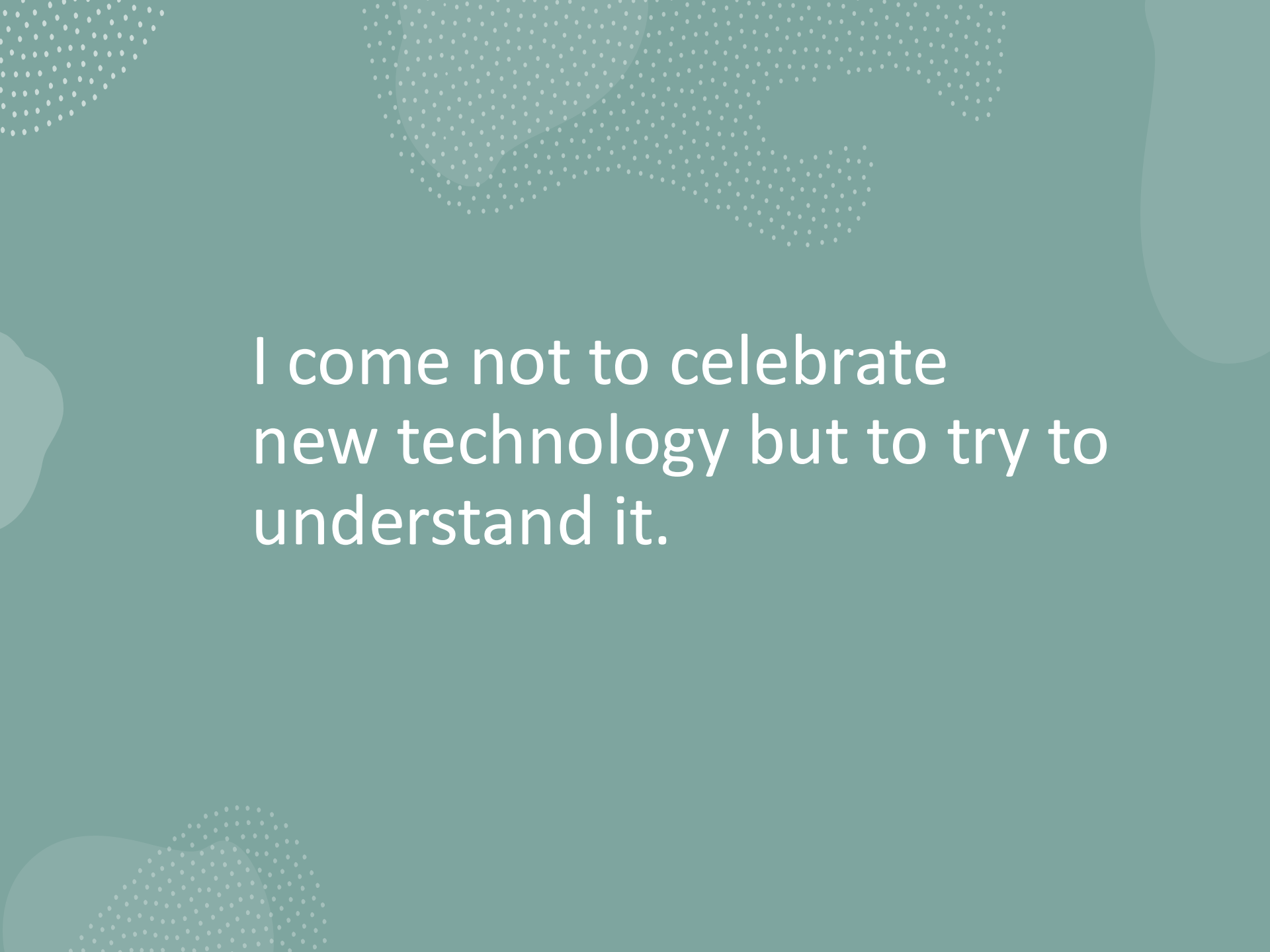
“Formerly, the problem was to invent new forms of labor-saving. Today, the reverse is the problem.

“Now we have to adjust, not to invent.

“We need to find the environments in which it will be possible to live with our new inventions.”

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, more dispersed cluster of white dots in the top-center, a solid white organic shape on the right side, and another cluster of white dots in the bottom-left corner. The text is centered on the left side of the image.

“We need... to
live with our new
inventions.”

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and large, soft, organic white shapes on the left and right sides.

I come not to celebrate
new technology but to try to
understand it.

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The **AI** Medium is the Message



The first technology:

Stone tools (2.5M years ago)

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Once upon a time,
the Cave was the Medium.

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Print as medium, and as discourse

Any new technology (new medium) invariably stimulates challenges & disruptions to prevailing systems.

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and light teal, organic, cloud-like shapes in the top-right, middle-left, and bottom-left areas.

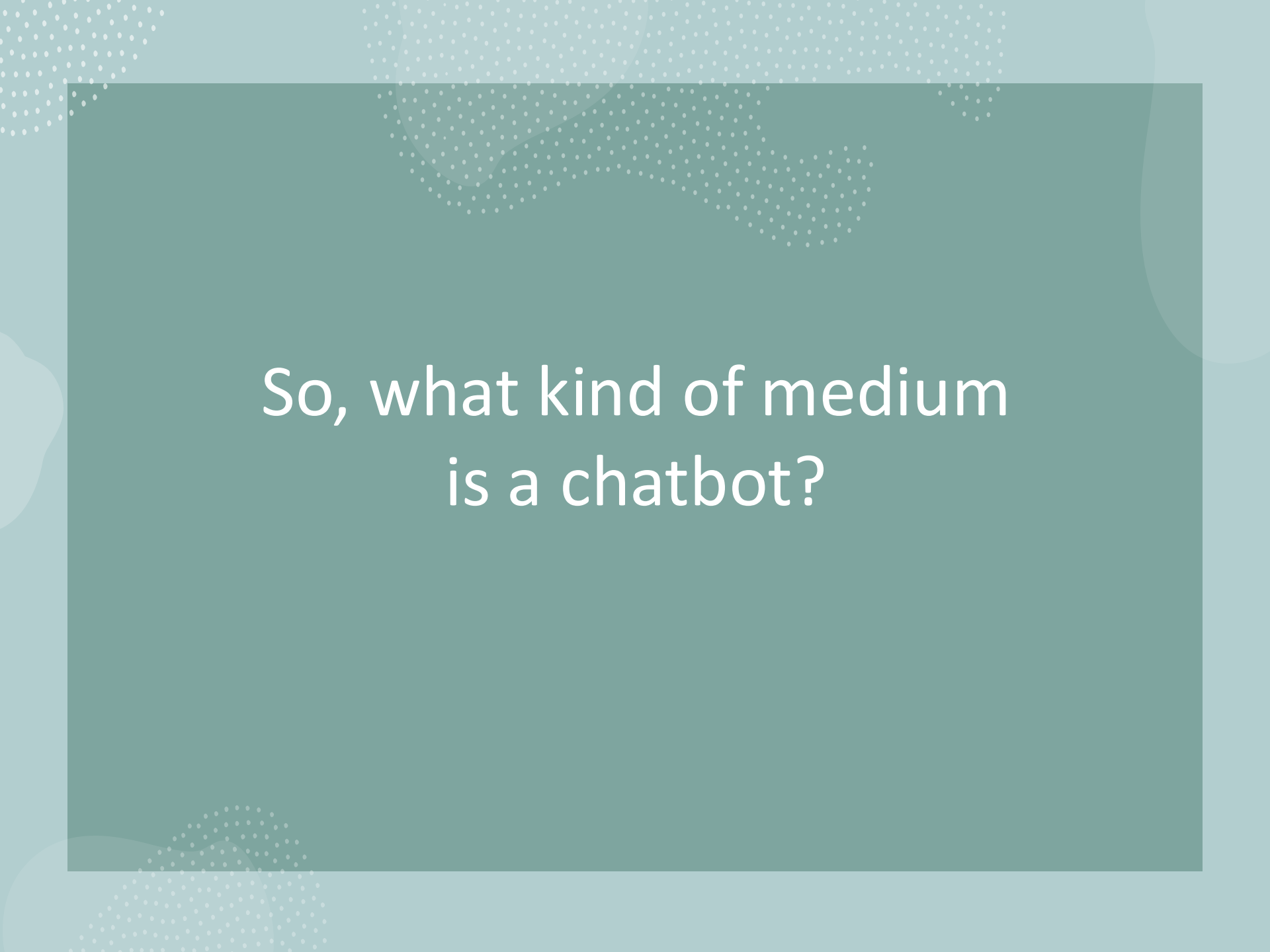
Television

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and large, soft, organic white shapes on the left and right sides.

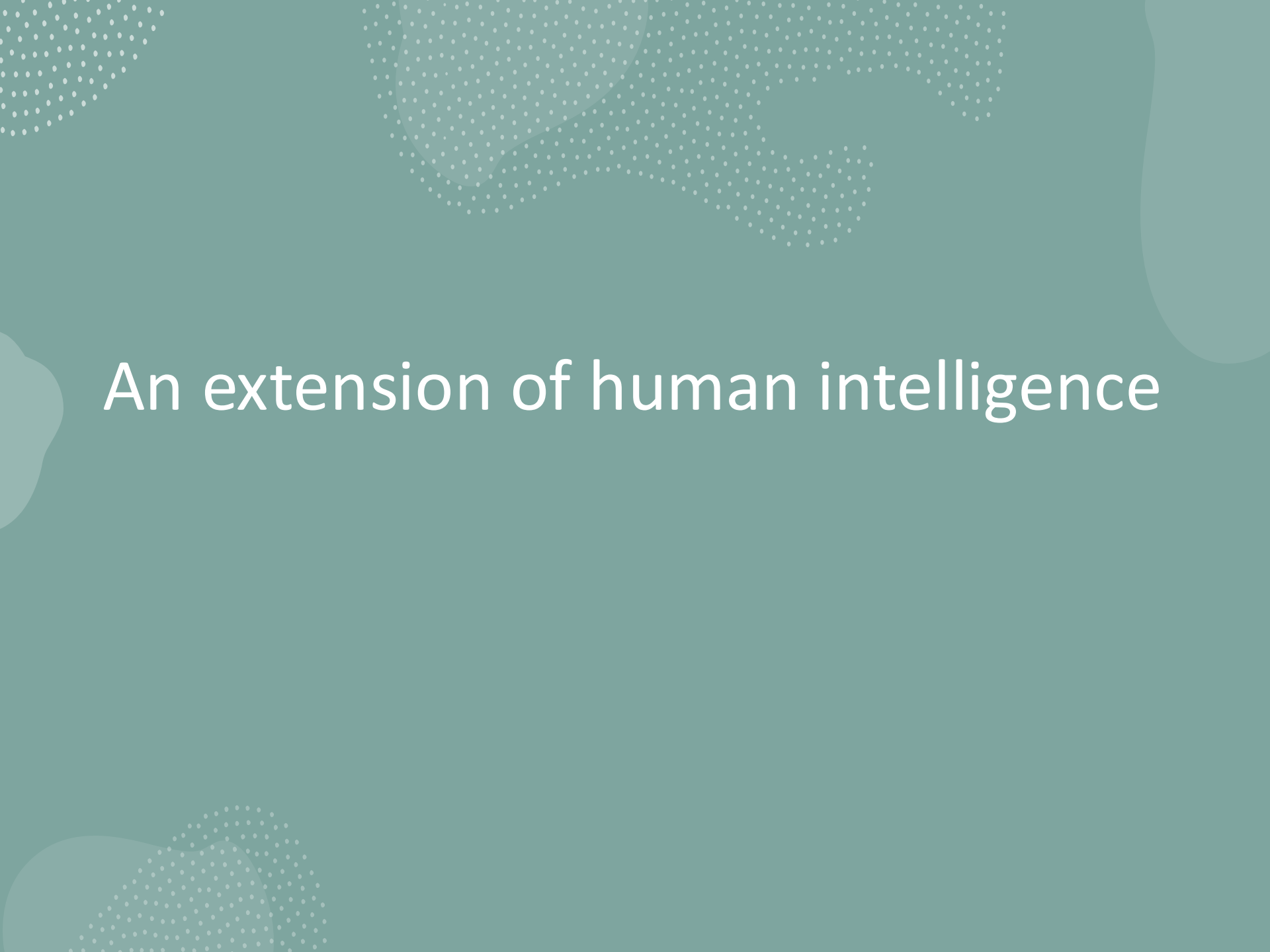
“When news is packaged as
entertainment”



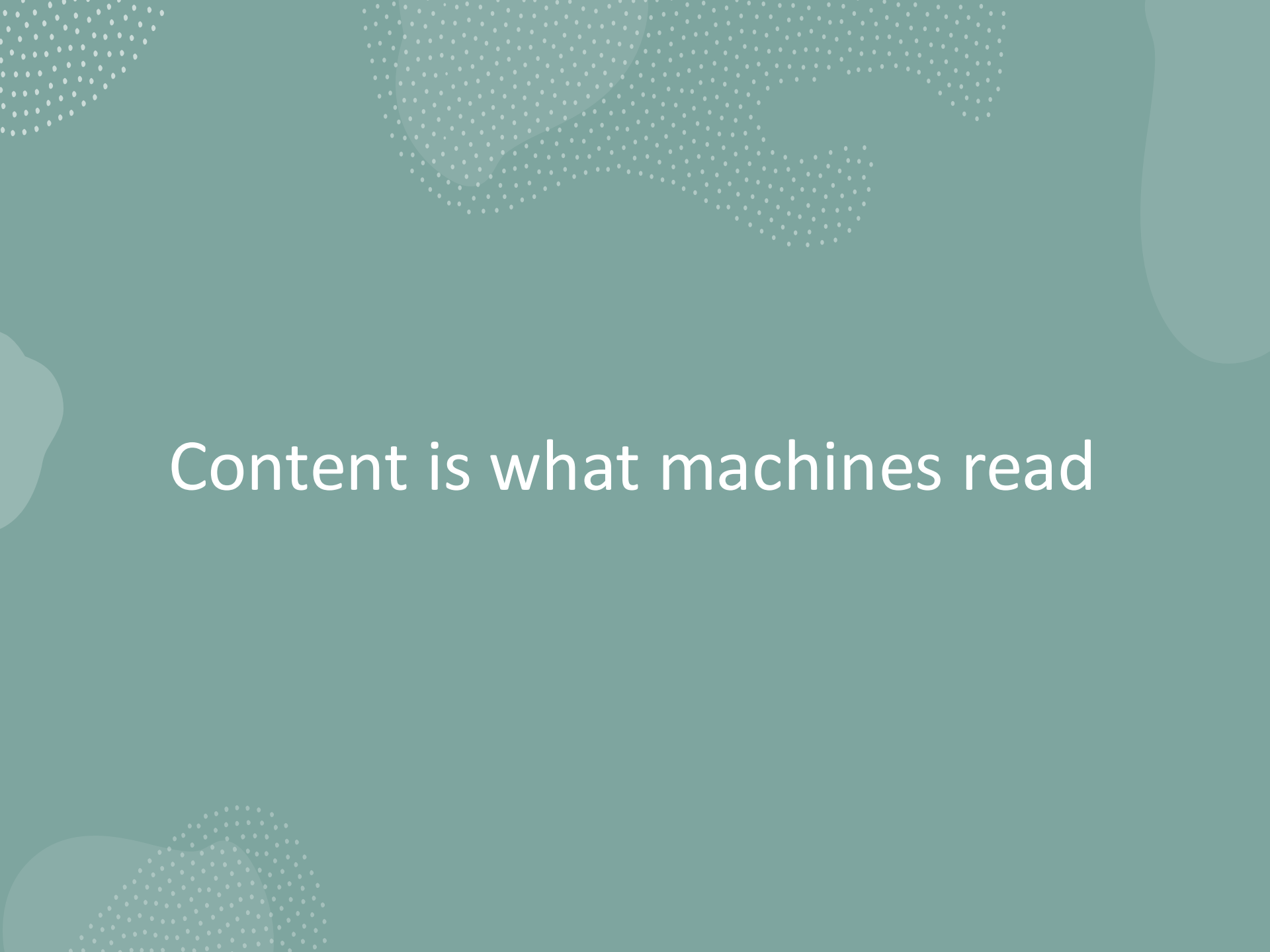
The smartphone is a tool



So, what kind of medium
is a chatbot?

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-right, and bottom-left corners; and large, soft, organic white shapes on the left and right sides.

An extension of human intelligence

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-right, and bottom-left corners; and several light teal, organic, blob-like shapes scattered across the surface, including one on the left side and one on the right side.

Content is what machines read

The background is a solid teal color. It features several decorative elements: white dotted patterns in the top-left, top-center, and bottom-left corners; and large, light-teal organic, blob-like shapes in the top-right and bottom-left areas.

What kind of discourse will we
have with chatbots?



"And then you know
where to turn off the buttons"

kenneally.christopher@gmail.com



“Great businesses of the 21st century will be built on AI—and hopefully better Wi-Fi.”