

Hypertext

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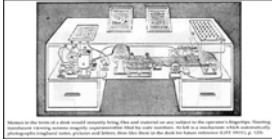
What is Hypertext?

- “By Hypertext I mean nonsequential writing—text that branches and allows choice to the reader, best read at an interactive screen.”
Ted Nelson, 1965

MEMEX

- Vannevar Bush, “As We May Think,” *The Atlantic Monthly*, July 1945.
<http://www.ps.uni-sb.de/~duchier/pub/vbush/vbush.shtml>

MEMEX



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Project Xanadu

- Ted Nelson
<http://ted.hyperland.com/>
- Xanadu Archive
<http://xanadu.com/XUarchive/>

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Hypertext

- Numerous systems were developed that utilised these concepts of non-linear reading, "browsing."
- Manual systems of indexing on "5 x 3" cards predate electronic hypertext systems

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HyperCard

- Hypertext as application
- From "5 x 3" cards to Stacks...
- Bundled with the Mac OS
Hypertalk as a scripting language

Tim Berners-Lee

- "WorldWideWeb: Proposal for a HyperText Project" (1990).
<http://www.w3.org/Proposal.html>

Rationale

- "The application of a universal hypertext system, once in place, will cover many areas such as document registration, on-line help, project documentation, news schemes and so on. It would be inappropriate for us (rather than those responsible) to suggest specific areas, but experiment online help, accelerator online help, assistance for computer center operators, and the dissemination of information by central services such as the user office and CN and ECP divisions are obvious candidates. WorldWideWeb (or W3) intends to cater for these services across the HEP community."

HTML

- **Hypertext Markup Language**
- “HTML is the *lingua franca* for publishing hypertext on the World Wide Web.”
<http://www.w3.org/MarkUp/>

Foucault *Archaeology of Knowledge*

- “[...] frontiers of a book are never clear-cut [...] it is caught up in a system of references to other books, other texts, other sentences: it is a node within a network ... [a] network of references.”

Barthes S/Z

- Link
- Node
- Network
- Web
- Path

George Landow

- Victorian Web
<http://www.victorianweb.org/>
- Migrations of the Victorian Web:
Intermedia (A/UX)
Storyspace ("Poor Man's Intermedia")
HTML

George Landow

- "Electronic links connect lexias 'external' to a work—say, commentary on it by another author or parallel or contrasting texts—as well as within it and thereby create text that is experienced as nonlinear, or, more properly, as multilinear or multisequential. Although conventional reading habits apply within each lexia, once one leaves the shadowy bounds of any text unit, new rules and new experience apply."
