

Contents

ABSTRACT 9

1 PROLOGUE – PROGRAMMING CREATIVITY 11

2 DESIDERATUM OF RESEARCH 15

2.1 CONCEPTUAL CLARIFICATIONS 15

2.2 CURRENT STATE OF THE DISCOURSE ON CREATIVITY IN IT 18

2.3 HYPOTHESES 32

3 METHODOLOGY – HEURISTIC TENDENCIES WITHIN THE DISSERTATION 35

3.1 WHY DISCOURSE 36

3.2 APPROACH 40

4 CONTEXTUAL AWARENESS AND PRECONDITIONS 43

4.1 THE EVERLASTING CREATIVITY AS SOCIAL NORM 44

4.2 THE CREATION OF A DIGITAL WORLD 47

4.3 CHANGING CONDITIONS OF WORK AND LABOUR 50

4.4 THE DAWN OF CREATIVE MACHINES 52

5 DIACHRONIC ANALYSIS 55

5.1 PROVENANCE – THE GEOSOCIAL SETTING OF THE SILICON VALLEY AS PLACE AND CULTURE..... 56

5.1.1 SEEDING THE CROPS – POLITICAL AND THEORETICAL FOUNDATIONS FOR A PLACE TO COME 59

5.1.2 ENGELBART – A FOUNDING FATHER OF SILICON VALLEY 60

5.1.3 “DIE LUFT DER FREIHEIT WEHT” – THE STANFORD UNIVERSITY AND THE MILITARY 66

5.1.4	A DIFFERENT PLACE – INNOVATING BY BEING DIFFERENT	71
5.1.5	NO NEED TO INVENT SOMETHING NEW, JUST LOOK AROUND	85
5.2	THE SELF IMAGE OF THE IT INDUSTRY	90
5.2.1	THE QUANTIFIABILITY OF CREATIVITY	90
5.2.2	THE IMPROBABLE AFFINITY OF HIPPIES AND HACKERS WITH TECHNOLOGY	94
5.2.3	THE COMPUTER REVOLUTION – TOOLS FOR CREATIVE PEOPLE	101
5.2.4	THE UNEQUAL YET CONGENIAL PARTNERSHIP	105
5.2.5	“GOOD ARTISTS COPY; GREAT ARTISTS STEAL”	106
5.2.6	THE AFFINITY OF IT TO ART AND THE ARTISTS	112
5.3	A BRIEF ACCOUNT ON THE CONNECTION BETWEEN ARTIFICIAL INTELLIGENCE AND CREATIVITY	115
6	OBSERVATIONS – MATERIAL SEMANTICS OF REALIZING CREATIVITY	123
6.1	HABITAT AND HABITUS: EXPLICIT AND IMPLICIT CODES, METHODS AND PATTERNS OF EXPRESSION	123
6.1.1	AUTOETHNOGRAPHIC ACCOUNT	124
6.1.2	NONVERBAL ASPECTS OF A DISCOURSE ON CREATIVITY	133
6.1.3	THE FINE LINE BETWEEN INTERNAL AND EXTERNAL FAILURES	141
6.2	THE SOCIAL ORGANISATION OF A PRODUCTIVE PRACTICE	144
6.2.1	INTRINSIC BASIC RESEARCH VS. APPLIED RESEARCH	144
6.2.2	ITERATION AND CONTINGENCY – VENTURE CAPITAL IN FULL FORCE	147
6.2.3	ON THE ONTOLOGICAL NATURE OF COMPUTATIONAL CREATIVITY	153
7	RESULTS AND DISCUSSION	159
7.1	RESULTS	159
7.1.1	CONTEXTUAL FRAMEWORK	160
7.1.2	CONCLUSIONS OF ANALYSES	161
7.2	DISCUSSION	164
7.2.1	THE IDEALISED IT SUBJECT AND THE TOTAL ENTERPRISE	165
7.2.2	CREATIVITY AS A TOOL FOR CLOAKING HYPOCRISY	172
	BIBLIOGRAPHY	179
	Online Sources	187
	Blogs	197
	Videos	198

Picture Index 198

