



## **Simon Poulter offline**

My proposal is very simple. I propose to explore strategies that build a human margin back into communication technologies. This would practically boil down to looking at ways in which 24/7 access can be denied.

I have long been interested in McLuhan's ideas of 'global village' and perhaps more importantly notions of 'hot and cold' media. My present view is that convergence in technologies creates a human distress between hot and cold media, making a selective response difficult. Practically, this might boil down to implementing so called '24/7' accessibility to an individual's living space. Indeed carrying on from this is the idea that we need to make ourselves constantly 'available'. For many people this is unsustainable. I am therefore proposing the following:

To develop a web guide detailing useful ways of determining how to use technologies (also perhaps in print). This would include ways of assessing when to be 'available' and when not - how to use messaging services to let people know that you are 'offline'.

To develop a series of workshops (as performances) training economists, scientists and sociologists how to cope with information overload and distress.

To develop a simple text messaging service to let corporate companies know that you are not planning to purchase items at given times.

To develop e-mail marketing campaigns encouraging people to look at the benefits of analogue technologies.

To investigate the creation of a WAP site dedicated to the creation of free uninterrupted space (perhaps a user group).

To carry out tests or trials showing how an analogue (paper based) diary competes against a digital (computer) diary in meetings.

To provide a quick-fix set up guide for e-mail applications such as Outlook Express which filter unwanted mail. This might be based on a concept of receiving the e-mails that I want rather than those I do not.

To look at an automated 'spamming' response to companies such as JC Penny, who consistently refuse to respond to polite requests not to send junk mail.

To develop stickers to place on computers to remind users when they are 'online' and 'offline' based on their wants.

To develop some lectures on being 'offline' and the importance of it.

To develop the concept of avatars for use in digital communications - for example looking at software that creates common responses to regular requests for information or furthermore issues a negative response to unwanted information.