

Youtline

TECHNOLOGY

Where its at?

Wheres it going?



CDs
Vinyls
Cassettes
Walkmans
Boombox

THE SCOOP

This month we are doing a recap on technology. What were some of the most popular items back then vs. what is "in" now.

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CASSETTE TAPES

By: Steven Erquiza

Casette Tapes

mixtape to give to a friend or a special someone. It

mixtape to give to a friend or a special someone. It was considered a thoughtful and romantic gift since planning the playlist and recording the tracks took time. There wasn't an add to the playlist button like we have today.

When Sony's Walkman came out, this made Philips' cassette tape very successful. The Walkman gave people of all ages the ability to listen to their favorite music on the go. No need to wait for the car or your stereo at home. People could just talk about their chores or everyday routine and listen to their favorite soundtracks. These 2 inventions went hand in hand.

Inventions of New and Better Things

The Compact Cassette got popular in the 1980s but was quickly surpassed in the 90s by compact disc (CD) sales. By the early 2000s, more albums were being released on vinyl or CD; because of this, cassette tapes were not as famous, almost non-existent. Same thing as how the VHS was outshined by DVD.

Today, there is a slight comeback of cassette tapes. Maybe it's nostalgia or a hipster thing. Even some of the most prominent artists in the music industry are releasing albums on cassette, CD, and vinyl. Urban Outfitters' famous clothing store stocks cassette tapes on its shelves for customers to browse and buy, just like in the 1980s. Even though we have noticed the trend coming back, the revival is small and will probably not make as much traction as other more popular audio formats. Cassette tapes had their time in our history, and now it is just a memory that gives us nostalgia.

Why did it stop being successful?

Although cassette tapes was a revolutionary invention in the music industry, CD's were better because:

- *Better data storage compatibility
- *Greater ability in humid conditions
- *Higher Bandwidth capabilities
- *Greater Audio Quality
- *Much Cheaper to Produce
- *Longer Longevity Overall

WALKMAN

By: Steven Erquiza

Forty years have gone by since Sony's Walkman made music available in a portable way. It was launched on July 1, 1979; it paved the way for cassettes to CDs, downloads, and smartphone streaming services. The second-generation Walkman, released in 1981, created a global boom.

Made for Fun?

The initial production run of the original Walkman was 30,000 units, which shows that Sony was not confident in the product. During that era, the actual view was that people were used to listening to their music on a stereo in their living room. Sony was pondering how to market the Walkman's features effectively.

A recording device known as the Pressman, which was marketed to reporters by Sony, was told to be the origin for the development of the first Walkman. Of course, it's not the only origin story. On the Sony website, Chairman Ibuka Masaru asked for a better version of Pressman to listen to music in airplanes on business trips.

Kuroki Yasuo spearheaded the team that developed Walkman and became known as Mr. Walkman. In the book he wrote, *Uōkuman-ryū kikakujutsu* (Walkman-Style Planning), he explained that: "It's a fact that there was no clearly directed plan to make and sell the Walkman. Young engineers created it to see if it was possible. It was never on the product development list for the tape recorder division. This lack of planning is what makes the Walkman story so fascinating."

Ōsone Kōzō, an engineer, also told the same story in an interview. The device was first created for fun then later realized its importance. These are just speculations based on interviews and statements from the people in Sony. The Walkman was estimated to be developed for 4 months. Considering that many of the Pressman features were adapted in this device, this is a concise short span for that era.

The sales were not a lot in the first month, though the first 30,000 units were sold out in less than 3 months. The explosive popularity of the Walkman continued the following year. In April 1980, *Nikkei Sangyō Shimbun* reported that the monthly production of 20,000 units was not enough to keep up with the demand. The sales for the first seven months were equivalent to 140,000.

In January 1981, the *Nikkei* drew a lot of attention to students listening to portable stereos outside university entrance exams. The popularity of Walkman among the younger generation drew attention to their elders, as described by Kuroki in his book, "Adults blasted the Walkman as a device for shutting out the world and drowning

BOOMBOX

By: Julian Calderon

The history of the Boombox is pretty cool. It started in the Netherlands in the 1970s, but it wasn't the signature look that a lot of people know what it is. Japan made the signature design and companies like Sony, Panasonic, General Electric and Marantz bought a whole load of it. The boombox was heavily bought and used in LA, New York, and Washington DC, but places in the urban area also bought a ton of it.

When the Boomboxes were being designed, Japan sold the designs in so many different sizes, form factors, and advanced technology. Like built-in CD players, built-in microphones, removable speakers, and built-in TV receivers. Some Boomboxes even had cassette players, AM/FM tuners, and turntables. However, the more things it has, the heavier it is, and most people created the iconic pose of carrying the Boombox.



This iconic pose with the Boombox has influenced so many people on the way they view the Boombox. In the film, "Say Anything", a lot of people who were from the 80s, or before the 80s will know this iconic scene that has influenced so many people. Some people have argued that this scene is the best scene in film history. Either way, this has influenced other films after it.

However in reality, the audience that bought the Boomboxes were Hispanic and African-American youth, and were nicknamed as, "ghetto blasters". So it started to get backlash in pop culture.



CDs

By:Ronnique Louvier

A CD, an abbreviation for compact disc, is a storage medium that can be used to store, record, and play audio and videos. The storage medium got into the market in late 1982, and it remained as the medium for commercial recording until 2006. It can also store other forms of digital content. Below is an image of a CD.

An audio compact comprises either single or multiple stereo tracks stored using PCM coding at a sampling rate of 44.1 kHz. The diameter of the disc is either 120mm or 80mm, with their storage capacity differing depending on their diameter. A compact disc of 120mm can hold an audio file for approximately 80 minutes, while 80mm can hold audio for about 20 minutes. By the time the CDs started to get out of the market, more than thirty billion discs had been sold worldwide.

A CD works by focusing on a 780-nanometer wavelength semiconductor laser onto a single disc track. As the disc rotates, the laser beam measures difference in the way light is reflected off the polycarbonate layer on the bottom of the disc converting it into sound. The digital data on a CD starts at the center of the disc as it proceeds outwards to the edge. This allows for adaptations to the different available size formats.

There are two standard sizes of discs, one of 120mm diameter and able to store data of about 700 MB and that of 80mm diameter and which stores data of about 180MB data. Producers of the data in the CD would include an extra track in the CD to entice the buyers to buy it purposely to benefit from the extra track.

James Russell, an American inventor, came up with an alternative to then vinyl albums to store and play audio recordings. He filed for a product resembling a combination of laser, digital recording, and optical disc technologies in 1966. However, in 1980, Sony Corp and Philips Electronics obtained the license of the technology. The first CD player was released in the market in 1982, and it was the same time the format started to be used all over the world. The cost was high initially since only two factories manufactured them. Philips and Sony owned these factories. CDs were read-only but later started to allow people to record in them.

A CD comprises the smallest entity known as a frame, which can accommodate six complete 16-stereo samples. A-frame comprises 33 bytes, with 24 of them comprised of audio. Eight of the remaining nine bytes serve as CIRC-generated error correction bytes, while the other one is the subcode byte. CDs were common in the 1980s, and early 1990's when PCs could only store about 10 MBs of data. Since the development of computers that can store a lot of data, their use has greatly declined. However, their use started to decline effectively in 2010. However, the introduction of the DVDs in the market in 1995 started to outdo the CDs, hence their decline in demand.



VINYLS

By; Yahshua Hernandez

A stack of vinyl records is shown on a turntable. A needle is positioned on one of the records. The background is a warm, golden-yellow color.

In simple words, Vinyl records are simply rotating disks that are used for storing music; these analog music storage devices feature inscribed modulated spiral grooves and are typical 12 inches, 10 inches, or 7 inches in diameter. These records were named from phonograph records, gramophone records, or records made up of a type of resin called shellac. Around the mid-2000s, when polyvinyl chloride was used to manufacture these record players, typically called turntables, phonographs or gramophones were used to play and record music on vinyl records.

Movies Now VS THEN

By: Donovan Guh

Naturally, along with CGI, it wouldn't mean much if real actors didn't look as if they were in an unreal space. Green screens have seen the application since 1940, but there's more to simply putting someone in front of a green piece of fabric and slapping them into a film to sell the feeling that the actor is very much present in that space. Though, before green screens were green, they were instead, blue. Blue screens were the cutting edge technology in the 70s, and *Star Wars: The Empire Strikes Back* is the best film to revolutionize the potential of blue screens. The spacecraft and the environment were all moving objects. Only the vast matte paintings of the giant asteroid served as the one solitary background element towards the end of the sequence. Asteroids rotate and collide with each other and TIE Fighters. Meanwhile, the Millennium Falcon slalomed through the obstacle course of moving rock. In 1980, the sequence was a jaw-dropping epic sequence that opened audiences' eyes to an exciting future in sci-fi cinema. On *Empire*, significantly more elements were shot separately in front of a blue screen and then composited together into a shot. The addition of scores of moving asteroids narrowly missing the Millennium Falcon pushed the blue screen to the limits.

Now with the widespread application of the green screen, they do more than just put an object or person into a certain space, they can very much take objects out of one. With the capabilities of chroma keying, you can have an actor wear an article of green clothing over a limb and chroma key that limb out, and for the film's editors, you can make it appear as if that character had lost a limb entirely. The possibilities with green screening are limitless, and not only that, they inherently make film making easier.

Lastly, the evolution of motion capture. First used in 1915, motion capture has become an essential part of animated films, or films that apply CGI or visual effects, while still retaining a realistic element to them. Though, it wasn't until 1988 that motion capture was used for animated characters. For things like Sega's *Virtua Fighter* and Namco's 1995 arcade game, *Soul Edge*, motion capture had been primarily used for video games, as there wasn't an immediate push to use them in a full-length feature film because no one had ever really done it before.

POP CULTURE WITHIN TECHNOLOGY

By:Donovan guh

Technology over the last decade, in particular, has grown to incredible amounts. Popular culture too has completely shaped how technology is developed and used. Arguably, nothing has influenced popular culture and technology more than the iPhone, which completely revolutionized the way that we communicate, consume media and exist in the world.

The iPhone's invention allowed people to communicate more than ever before and truly paved the way to ensure that everyone had a mobile phone on them at all times. This, in turn, paved the road for new ways of communication and social media grew as a result. Platforms such as Facebook and Instagram were allowed to grow because of their compatibility and the app store, which in turn made social media the biggest method of communication in the world.

The growth of social media has seen the largest change in pop culture ever. Because so many use social media platforms, it's become the go-to for businesses to advertise and promote their services. Now, if a business wants to succeed, they need to advertise on social media. It has also allowed the world to become more connected, meaning that people can access news and important information than they'd otherwise be able to through newspapers.

Mobile technology has influenced the way we work, relax and operate. The creation of the app store has given us access to over 2 million apps, which are generally designed for organization, relaxation and fun. Some such games are online gambling and slot games, also known as gacha games, which have risen in popularity over real-life casinos and have altered how people gamble.

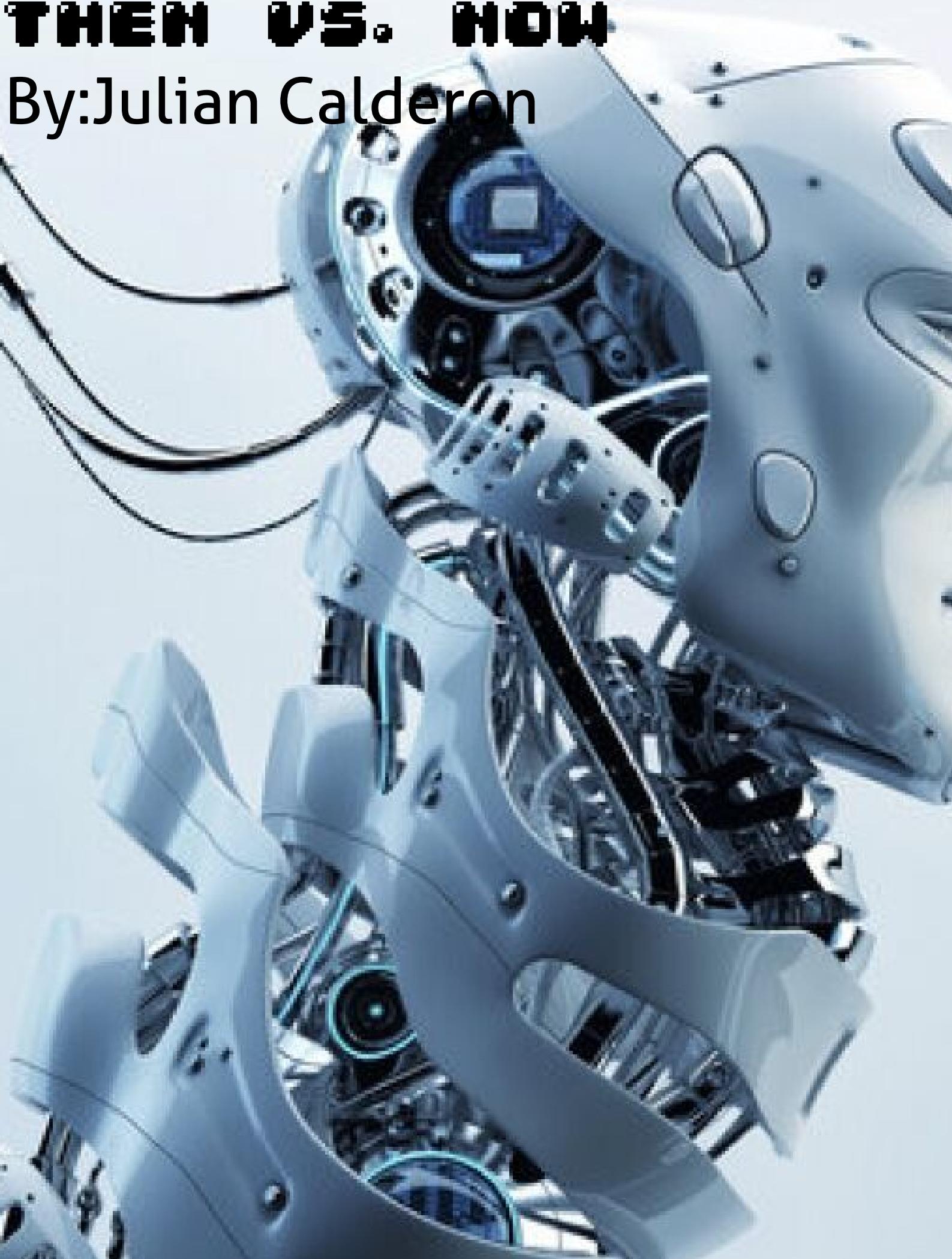
Finally, we can't forget about the invention of the internet. Undoubtedly the single creation that has shaped human evolution in recent decades and will continue to do so for the foreseeable future. Music sharing platforms like Spotify and mobile phones don't even hold a candle to the influence of the internet. Anyone can communicate with anybody through it, it has become the single largest source of information, long exceeding the capabilities of books and libraries. Not a single event goes by in the world without being reported one way or another on the internet.

Naturally, it is because of the internet that the aforementioned platforms were even as successful as they are, much less, conceptualized, to begin with. Every mobile phone is connected to the internet, and through social media and other social networks, are people able to communicate with each other as easily as they can. Music is shared across the platform, social media or otherwise, and is repeatedly forwarded between social circles and other groups, allowing artists to gain an audience that they likely would never gain through publishing through physical CD copies.

TECHNOLOGY

THEN VS. NOW

By: Julian Calderon



It's an interesting topic to discuss. I know that the newer the technology is the better it is, but older technology has so many things that not a lot of newer technology can hold.

One of the main things that I can say is that the older the technology is, the better title it can get for being the first one. Like the first wheel has been used since whatever the time period it was discovered in. It might not be the same wheel that we use, but it inspired other inventions and people will say it is the first of many. It's a pretty cool title to have.

Second thing is that older technology has inspired so many other new or current technologies. Like the first telephone was built in 1876, but only in 2007 did we have the first iphone. A lot of people can still remember the first iphone. Or the first airplanes were so tiny, that only two people could use it, but now airplanes can hold up to 850 people.

Which brings to the third thing, older technology shows time. It shows and gives us information about what our ancestors were and what our ancestors did. It shows the mentality, the intelligence, the emotions, and the environment that our ancestors were in. If you look at tools that we use, you can see the type of material it is, and most materials give the year that it was created or died. Like anything that is made of wood, has rings in it and those rings can tell a story. Or use carbon dating to tell living things.

Fourth thing is that older the technology, the more people can bond with each other. Your grand-parent's lives were very different from yours, but you probably have heard stories about what technology was like when they were at your age. Some grand-parents were alive when tv become fully televised in color, which was in 1953. But now, television are in 4k ultra HD so you, your family, and your grand-parents can reminisce the past and share memories with each other.

Fifth thing is that it makes us grateful for what we have now. We wouldn't be where we are, without faster technology. Older technology is slow and has a lot of backfire. There was a time where people had to crank cars in order for it to keep on driving. Or that stone tools weren't as efficient as electric tools.

IMPROVED TECHNOLOGY

by: Ronnique Louvier

Technology has played an important role in our lives. It has helped us improve a lot in how we do our daily chores, starting from household ones. Modern technology has brought us to multi-functional devices such as smartwatches and smartphones, such as iPad and iPhones. iPad has created a new niche between mobile phones and laptops/desktops. As a result, it has changed how we do our work. Before the iPads, there had never been another convergence product that changed as many products as this did. Many people can do what they do with mobile phones and what they need computers for with iPad. iPad relieved the tablet of the accusations of just being a big smartphone. Their introduction into the market enabled people to buy a tablet. Most of the tablet brands that existed before the iPad did not address some of the needs that those who passed it used wanted to use them for. Before the iPad was introduced, the existing tablets could not connect to a PC. In addition, their battery life was short, making it difficult to use them away from home. The "new tablets" has a long battery life, and they are connectable with PCs, hence addressing the challenges that existed in that niche.

Many people store their personal and confidential information on their mobile phones in the current world. In addition to this, our gadgets offer company, since we spend a lot of time on them. iPads addressed all these issues. Their introduction benefitted its uses with the iCloud, which provided unlimited space for storage. It also made it easier for people to retrieve information from other phones that they previously used. iCloud offers unlimited storage space, which is not available on other devices. Also, its big-screen helped people easily play games on them, leading to more phone games. Despite the other models of iPhone being able to play these games, their small screens made it difficult for their users to enjoy them.

iPads was a great improvement of our lives even from how it was designed. It is designed so that it offers its users convenience that they may not get from their mobile phones or their computers. It is portable, and it can perform the duties of a computer; hence it allows its users to watch TV shows and carry out other tasks that they would maybe need a laptop to do while on transit. Therefore, it led to the introduction of new forms of media and the advancement of the already existing ones. iPad makes it easy to take notes,

Y2K FASHION INSPIRED BY TECHNOLOGY

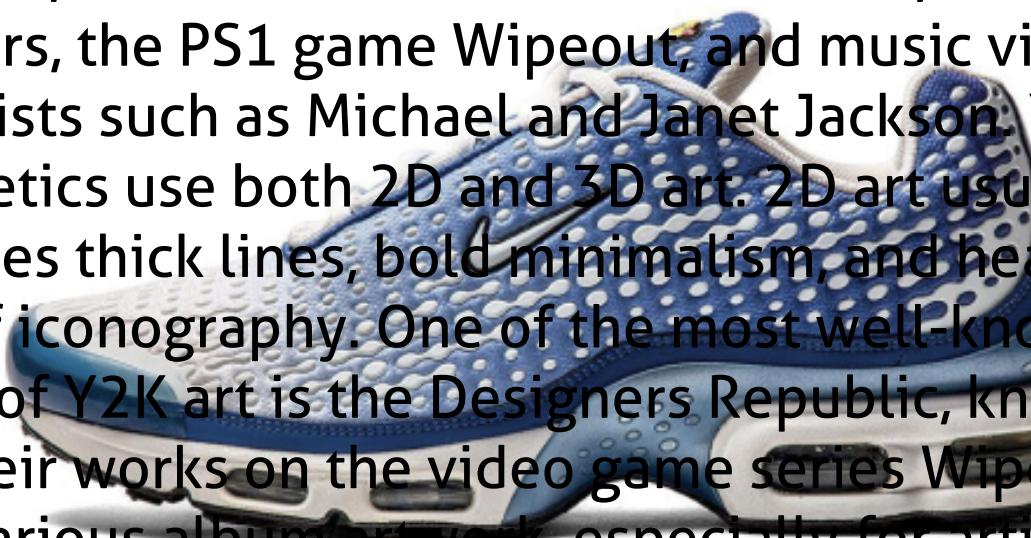
By:Ricksel Penullan

Due to popular belief, Do not trust Everything on the internet! Even if they show you images of what it is! Sometimes it is not valid. Companies are fooled into believing that Y2k is reminiscent of apple bottom jeans, Pink, and Backstreet boys aesthetic. However, that is not usually true. Y2k Fashion, also known as the Kaybug, is an aesthetic manifestation from the 1995-2004 early fashion scene. Also, its popular name derives from The Y2k Scare that happened in the late 90s.

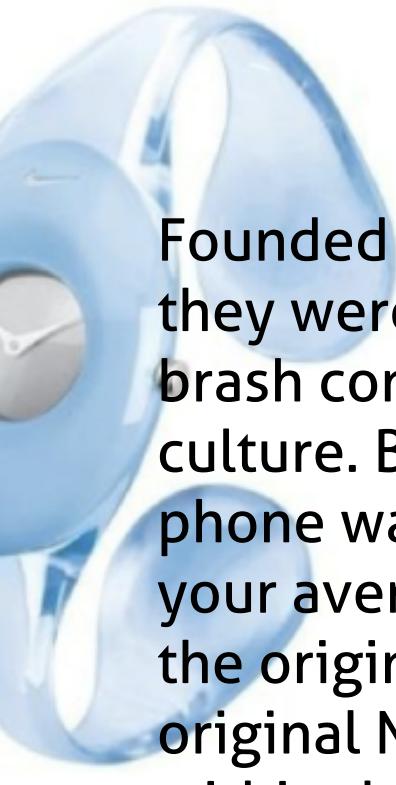
The impediment of the hardware characterizes it: design, music, and furnishings shining with Tech optimism. According to the Y2k Aesthetic institute, some aspects include tight leather pants, silver, Eyeshadow, shiny clothing, Oakleys, Gradients, and Blobitecture. Most Y2k aesthetics rely on technology and futuristic looks, Signaling the optimism of a new era as the 20th Century/2nd Millenium progressed into the 21st century/3rd Millennium. One of the Earliest definers of the Y2k look is the designers' republic—a Sheffield-based graphic design studio known for its cyber artworks. Sadly, the Y2k era ended in late 2004 and was succeeded by the McBling and Barbie Core era.

A futuristic look like Retro-Futurism could potentially inspire Y2K aesthetics. Elements of Y2k have some earlier portions of crossing over to vapor waves Aesthetic. The Vaporwave aesthetic is complex in its terms as there are also sub-genres of it. Vaporwave is mainly inspired by the late stage of capitalism and its nostalgic desire into a retro-futuristic world promised by western society entering its troubled times.

However, the y2k aesthetic has not been explored by the Vaporwave scene as much as earlier more ubiquitous periods like the 80s and 90s in the Neon/ Synthwave aesthetic. The first significant signs of the Y2K aesthetic appeared around 1995 to 1997, with the release of Windows 95, the movie Hackers, the PS1 game Wipeout, and music videos by artists such as Michael and Janet Jackson. Y2K aesthetics use both 2D and 3D art. 2D art usually features thick lines, bold minimalism, and heavy use of iconography. One of the most well-known faces of Y2K art is the Designers Republic, known for their works on the video game series Wipeout and various album artwork, especially for artists on the electronica label Warp Records.



Founded by Ian Anderson and Nick Phillips in 1986, they were best known for making art that subverts brash consumerism and the uniformity of corporate culture. Being that this was the era that the cell phone was first starting to become popular among your average consumer, you can find many nods to the original models of cell phones (such as the original Nokia phones or the clamshell/flip phones) within the Y2K subculture. Y2K is a very new concept. However, with certain popular brands at the time still existing, one could easily predict these brands could play a huge role in Y2K.



My favorite technology is image sensor like cameras. I like to capture moments and places. Videos or Photos, I could spend the whole day pressing the shot button all day.-- Yahshua Hernandez

My Favorite technology is my phone . I have an iphone and I love that I am able to do a lot on it. I mainly use it to take pictures as it has a good quality. -- Yessica Avila

THANK YOU FOR READING!

