**4. Mass social migration from Mass-Media to Social-Media**

While reflecting on all that, let’s begin visualizing the vast techno-cultural transformation now happening all around us . . . as a result of mass social migrations from Mass-Media to Social-Media.

As a result, many top-down, over-controlling, authoritarian institutions are sinking into a rising sea of agile, participatory, egalitarian, supportive, entrepreneurial, competitively-cooperating meritocracies.

We can learn a lot about all that by observing the intergenerational and international cross-currents as this trend accelerates . . . so let’s look at some recent examples:

**The Perils and Possibilities of Transgender Visibility**

By [Lisa Stulberg](http://www.huffingtonpost.com/lisa-stulberg) Assoc. Prof., Sociology of Education, NYU Steinhardt, 04/04/2014

<http://www.huffingtonpost.com/lisa-stulberg/the-perils-and-possibilit_b_5074266.html>

Lisa’s powerful article talks about how it is . . . “simultaneously fraught with danger, incredibly exciting, and potentially radical . . .

How Jared Leto’s Oscar for his role . . . in "Dallas Buyers Club" led to complex discussions about trans visibility . . . many lauded his role for increasing trans inclusion in mainstream media . . . others found the role dehumanizing, recklessly stereotypical, and a gross misrepresentation of transwomen’s lives.

Meanwhile, high-profile trans women activists are bringing wide mainstream attention to their experiences and their politics:

Transgender actress [Laverne Cox](http://www.lavernecox.com/), of Netflix’s series "Orange Is the New Black," is a vocal activist for trans justice.

[Janet Mock](http://janetmock.com/), a transgender writer-activist has written a *New York Times* bestselling autobiography ([*Redefining Realness*](http://janetmock.com/books/)).

And supermodel [Geena Rocero](http://nymag.com/thecut/2014/04/transgender-model-geena-rocero-on-her-ted-talk.html) just came out as trans in her [2014 TED talk](http://www.ted.com/talks/geena_rocero_why_i_must_come_out).

Visibility alone does not ensure progressive social change . . . But visibility has the potential to eviscerate loneliness and to build community . . . and the power to irrevocably change hearts and minds.

For trans visibility in particular, there’s something more: Trans visibility demonstrates how creative change can come from those who’ve been severely culturally and politically marginalized . . .

While pop culture can dangerously affirm . . . stereotypes that dehumanize . . . it can also make us confront our ignorance, confront each other, ask questions we didn't even know existed, and feel with every fiber of our being.”

Importantly, the modern trans-emergence has been greatly empowered by our community’s ongoing leveraging of emerging social-media technology . . . and we’ve been surfing the front of that wave ever since . . .

*Then too, consider . . .*

**Technology’s Man Problem**

By CLAIRE CAIN MILLER, New York Times, APRIL 5, 2014

“Elissa Shevinsky can pinpoint the moment when she felt that she no longer belonged . . . while at a friend’s house Sept. 8, 2013, watching the live stream of the TechCrunch Disrupt Hackathon.

Two young Australian men stood behind the podium to give [their presentation](http://valleywag.gawker.com/techcrunch-disrupt-kicks-off-with-titstare-app-and-fa-1274394925/all).

“Titstare is an app where you take photos of yourself staring at tits,” one began, as photographs of women’s chests on a cellphone flashed on the screen behind him. After some banter, the other concluded, “This is the breast hack ever.”

The crowd — overwhelmingly young, white, hoodie-wearing men — guffawed. Something in Ms. Shevinsky’s mind clicked. If ever there was proof that the tech industry needed more women, she thought, this was it.

Shevinsky wasn’t the only one disgusted by the presentation. Twitter lit up with outrage. She joined in, writing [a blog-post manifesto](http://www.businessinsider.com/why-im-finished-defending-sexism-in-tech-2013-9): “I thought that we didn’t need more women in tech. I was wrong.”

Today, even as so many barriers have fallen — computer engineering, the most innovative sector of the economy, remains behind . . . A culprit, many people in the field say, is a sexist, alpha-male culture that can make women and other people who don’t fit the mold feel unwelcome, demeaned or even endangered.”

Again, note how social media provided a powerful voice for women who were so demeaned . . .

*But now, consider this! . . .*

**From Silicon Valley To White House, New US Tech Chief Makes Change**

NPR November 04,

Megan Smith . . . just moved from a top job at Google in Silicon Valley, where she was vice president of Google X, [to the White House](http://www.whitehouse.gov/blog/2014/09/04/president-obama-names-megan-smith-us-cto-alexander-macgillivray-deputy-us-cto), where's she's now the country's chief technology officer . . .

The topic of [women in tech](http://www.npr.org/tags/221437017/women-in-tech) is on many minds lately. Every other industry once dominated by men — finance, law, medicine — has come closer to parity. Tech, meanwhile, seems to be going backwards.

"I almost call it death by a thousand cuts" Smith says . . . when you look at it in the aggregate, it's really a lot of unconscious bias."

Smith, a lesbian who was CEO of Planet Out, managed to get by past people's biases and brought her passion in climbing to lead Google X, the division of Google that rolled out self-driving cars, and becoming U.S. CTO . . .

Smith is a gay woman scientist, which could make her a potential outsider on a few levels. Instead, she's as inside as a tech leader can be, even bounding around the White House with ease . . ."

And thus we see how Megan’s story, widely amplified by social media, gives lie to the misogynist pranks of nerds who’ll never go as far in life . . .

*And then THIS comes along! . . .*

**Russia removes statue after Apple CEO comes out**

AP November 3, 2014

A six-foot statue of an iPhone on a St. Petersburg university campus has been taken down in response to last week's announcement by the CEO of Apple that he is gay.

In a statement, authorizes described Tim Cook's revelation "a public call to sodomy". . . and said they were taking down the statue because it violated Russia's law protecting minors from homosexual propaganda.

Apple declined to comment on the removal of the statue, which featured former CEO Steve Jobs.

*Think of the cross-currents of messages this sends to the younger generations . . . not only in Russia . . . but all around the world!*

*Meanwhile, the social age has only just begun . . . Imagine what’ll happen as the tide of techno-socio-innovation really comes in!*