

Digital Media, Society, and Culture

Angus A.A. Mol

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- Signed up for the podcast workshop yet?
- No blogs online yet? Get in touch with Janessa
j.m.vleghert@hum.leidenuniv.nl
- NB: literature recap quiz on Brightspace from 30
October to 6 November.
- Reading (or other media) tips? Love to hear them!

The Ego Online

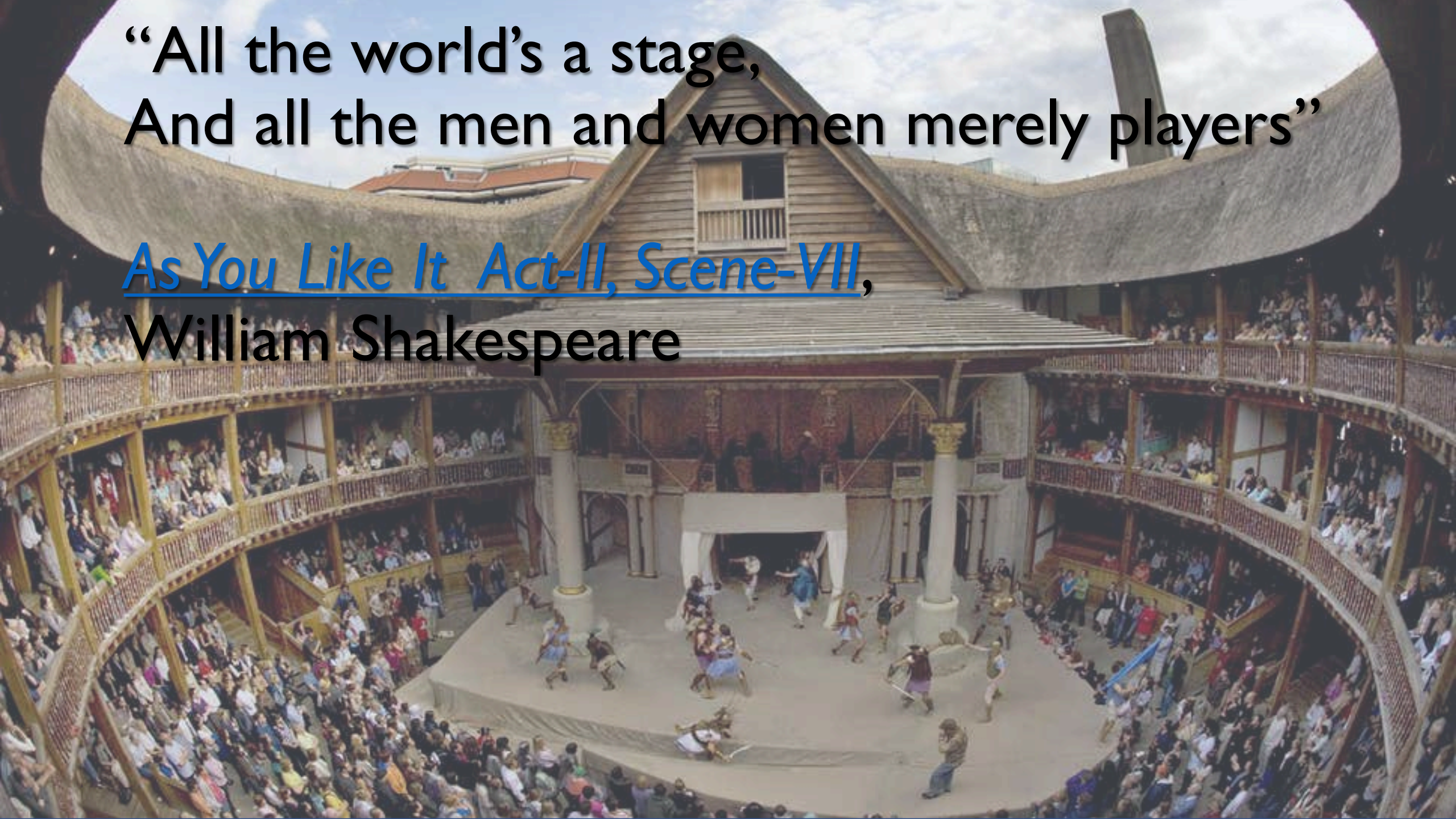
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I don't have a big ego,
I'm way too cool for that.

“All the world’s a stage,
And all the men and women merely players”

As You Like It Act-II, Scene-VII,
William Shakespeare



The Presentation of Self in Everyday Life (1956)

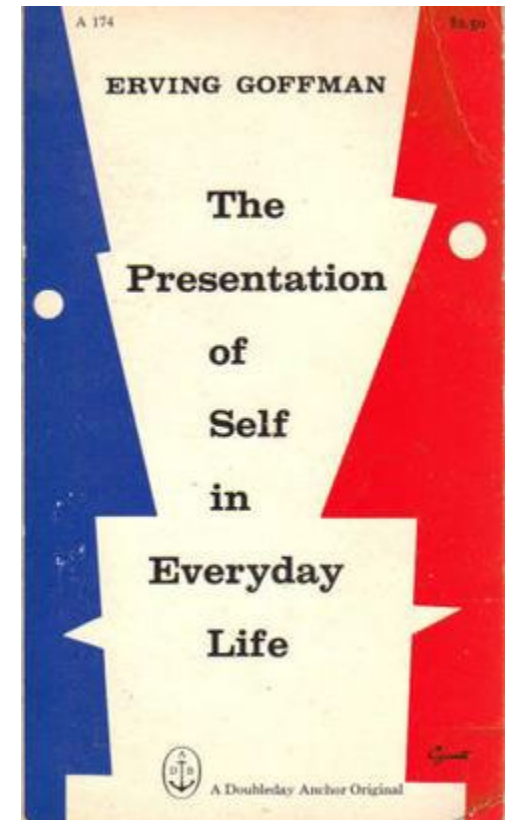


Erving Goffman

*“We can say that a social **role** will involve one or more **parts** and that each of these different parts may be presented by the **performer** on a **series of occasions** to the same kinds of audience or to an audience of the same persons.”*

*“When an individual plays a part he implicitly requests his **observers** to take **seriously** the **impression** that is fostered before them.”*

- A dramaturgical account of human interaction.
 - The social self needs to be continually achieved in and through **interaction**
 - This not only defines interpersonal interaction, but also affects **social structure**
 - To play along is not only a social, but also a **moral** imperative



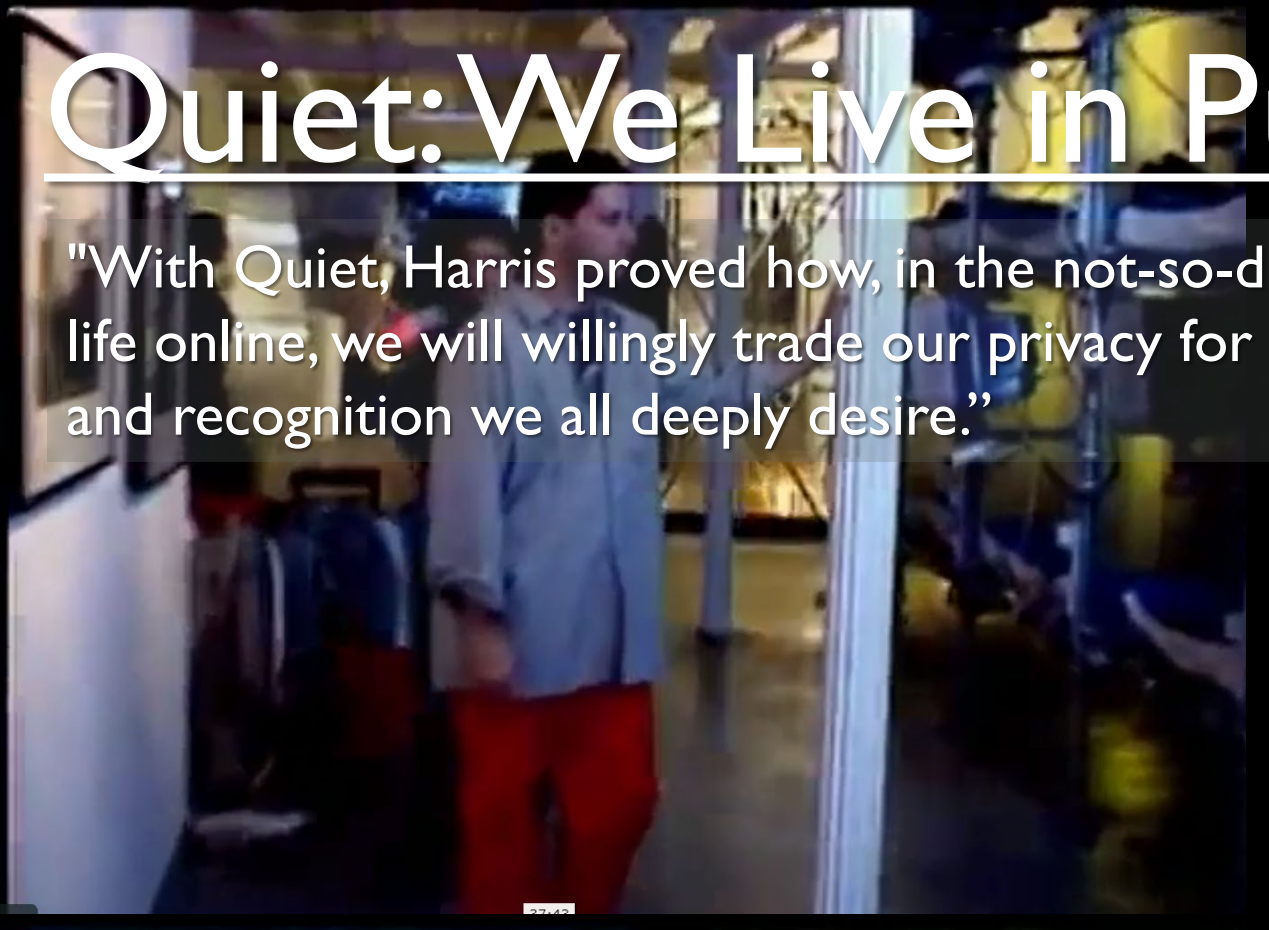
Our real screen-selves

- *We Live in Public*
- *The Real World* (MTV 1992)
- *Big Brother* (EndeMol 1999)
- Reality TV
 - Social Realism
- Pseudo.com (1993)



Quiet: We Live in Public

"With Quiet, Harris proved how, in the not-so-distant future of life online, we will willingly trade our privacy for the connection and recognition we all deeply desire."



You want to tell us something about that?



Social Media

“In the early 2000s, **Friendster** gets all the early adopters, has a really dense network, and then just hits its breaking point.”

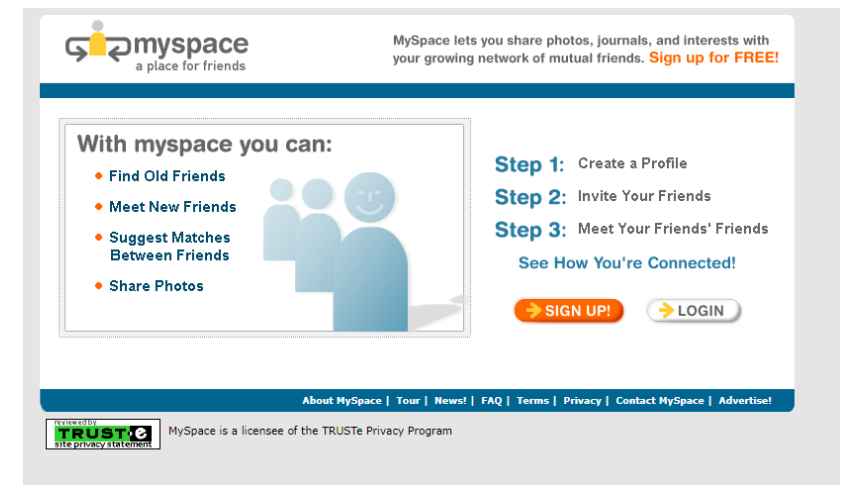
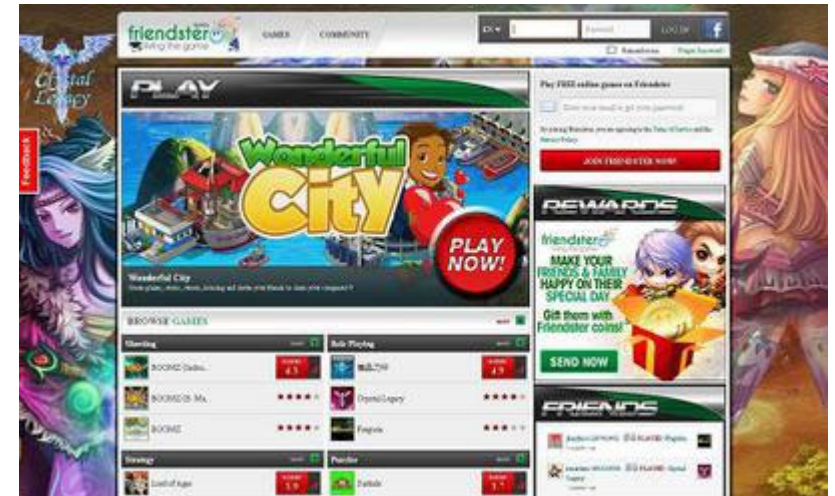
~Ezra Callahan

“**MySpace** was really popular, but then MySpace had scaling trouble, too”

~Scott Marlette

“Back then there was a really common problem that now seems trivial. It was basically impossible to think of a person by name and look up their picture. All the dorms at Harvard had individual directories called “**face-books**”

~Dustin Moskovitz



“So MySpace had almost a third of their staff monitoring the pictures that got uploaded for pornography. We hardly ever have any pornography uploaded. The reason is [...] on Facebook.”

“And I think that that’s a really simple social solution to a possibly complex technical issue”

What was FB a solution to?



Anonymity!

→ breaks your role

→ breaks (and remakes) the social order

- Anonymity (before and after) the internet:

- Social hierarchies
- Power dynamics

- Online Roleplaying Games



A member of the Iroquis [False Face Society](#)



[Venetian Masquerade](#)

Anonymous protester during Occupy Wall Street



World of Warcraft

Online Anonymity

- Usenet (1980)
 - "poor man's ARPANET"
 - Usernames rather than given names
- 4Chan and 'other cesspits'
- Anonymous and the [Rules of the Internet](#)

Questions Answered

1. Won't this be expensive?
Not at all. Night time phone costs are perhaps \$0.50/3 minutes, in which time uucp could transfer perhaps 3000 bytes of data (300 baud). Daily polling would then cost \$15.00/Month, which is half what Duke pays just for an office phone.
2. Could Duke really handle all the phone calls?
Sure. We have two call-out lines: at five minutes/call, we can handle 24 calls/hour. Other nodes can also volunteer to perform the call-out function.
3. What does Duke get out of this?
We avoid phone charges ourselves, and we get news sooner than anyone else.
4. What about abuse of the network?
In general, it will be straightforward to detect when abuse has occurred and who did it. The uucp system, like UNIX, is not designed to prevent abuses of overconsumption. Experience will show what uses of the net are in fact abuses, and what should be done about them.
Certain abuses of the net can be serious indeed. As with ordinary abuses, they can be thought about, looked for, and even programmed against, but only experience will show what matters. Uucp provides some measure of protection. It runs as an ordinary user, and has strict access controls. It is safe to say that it poses no greater threat than that inherent in a call-in line.
5. Who would be responsible when something bad happens?
Not us! And we do not intend that any innocent bystander be held liable either. We are looking into this matter. Suggestions are solicited.
6. This is a sloppy proposal. Let's start a committee.
No thanks! Yes, there are problems. Several amateurs collaborated on this plan. But let's get started now. Once the net is in place, we can start a committee. And they will actually use the net, so they will know what the real problems are.
7. Okay, so a few systems get the net started. What next?

File: ...nd.jpg (325 KB, 1200x717)

Geography is Destiny Anonymous 10/02/19(Wed)00:51:35 No.7329862 [Reply] ▶ >>7330336

Refute this statement.

56 replies and 7 images omitted. Click here to view.

>> Anonymous 10/02/19(Wed)03:01:37 No.7330336 ▶ >>7330413

>>7329862 (QP)
<https://en.wikipedia.org/wiki/Aquaculture>
<https://en.wikipedia.org/wiki/Category:Aquaculture>
<https://en.wikipedia.org/wiki/Irrigation>
<https://en.wikipedia.org/wiki/Houseboat>
https://en.wikipedia.org/wiki/Insect_farming
<https://en.wikipedia.org/wiki/Algaculture>

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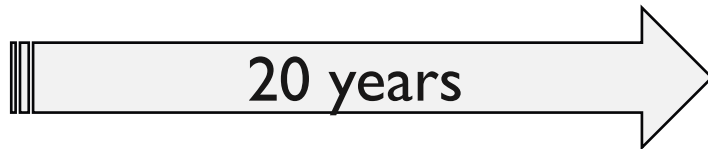
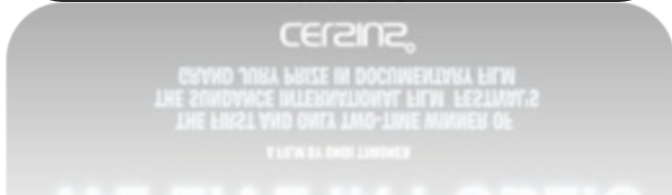
More like geography + climate can be highly influential to a greater or lesser degree depending on what you try to do

The FAQ in the FAX that announced Usenet

A thread on 4chan

(don't go there if you want to retain any hope for humanity)

Facebook: The Return of the Role to the Identifiable Self



A typical Silicon Valley Story

“Palo Alto was kind of like this mythical place where all the tech used to come from. So I was like, *I want to check this out.*”

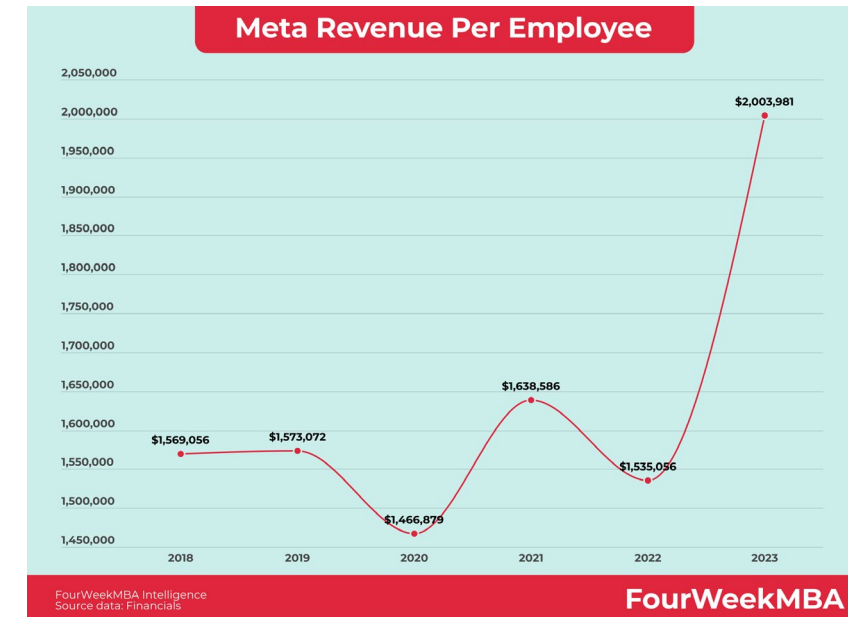
~Mark Zuckerberg

- A (dorm-room) **startup**
- College **dropouts**
- **Mentors** and investment from **serial entrepreneurs** (taking huge cuts)
- A **pivot**
 - Facebook was originally conceived of as a filesharing network then photos became central
- A **Unicorn** (an **IPO** of \$108 billion)
- Extremely large income, with **very few employees**
- Growth not through innovation but through **take-overs/copying**
 - Whatsapp (bought)
 - Hobbi (Pinterest clone)
 - Instagram (bought)
 - Lasso (Tiktok clone)
 - Libra (cryptocurrency)
 - Oculus (Virtual Reality)



“Sean [Parker] put together an investment round quickly, and he had advised Zuck to, I think, take \$500.000 from Peter Thiel“

~Mark Pincus



Revenue/employee 2016

“And within a couple weeks, a few thousand people had signed up.”

~ Mark Zuckerberg



Facebook in 2010



Facebook's mission:

“Founded in 2004, Facebook's mission is to give people the power to build community and **bring the world closer together**. People use Facebook to stay **connected with friends and family**, to discover what's going on in the world, and to share and express what matters to them.”

The many roles of @Zuck on Instagram



Boy/Coding Genius



Regular Joe



Man of Culture(?)/
Devoted Hubbie



Sporty Bro



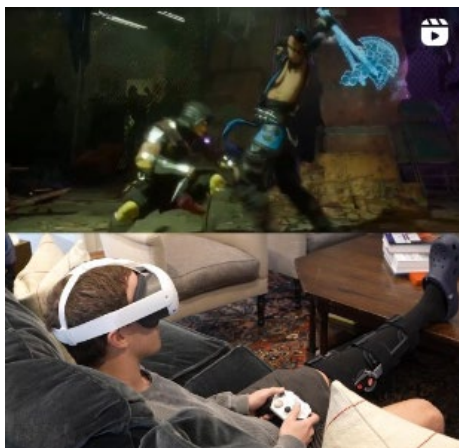
Patriot



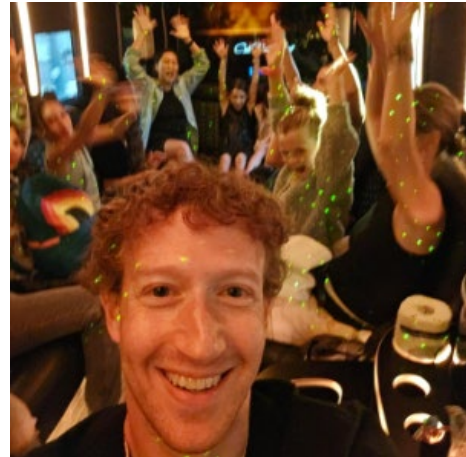
Techie



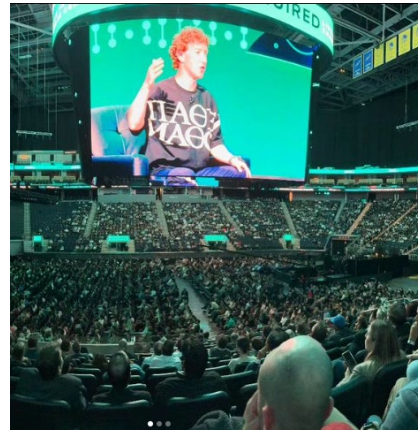
A Wizard
Goofy nerd



A (VR) Gamer



Cool Dad



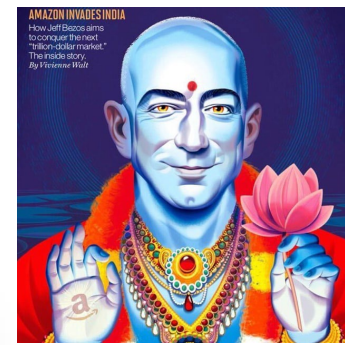
Visionary Leader



Techno-overlord

(ok... this one is not from his insta)

...personality cult of the Big Tech CEO

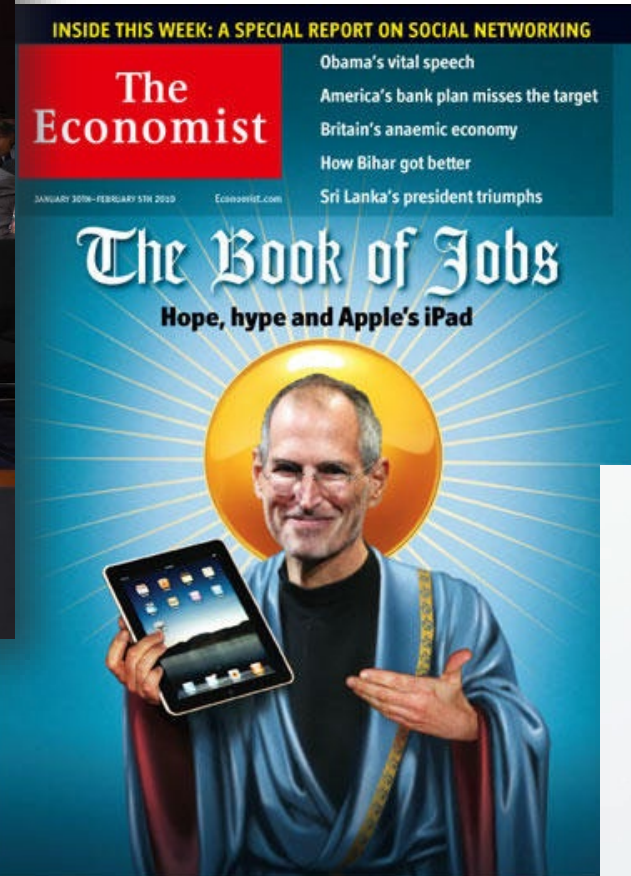


Jeff Bezos as Vishnu

Sam Altman holding the spark of AI



'Zuck' in Washington



Steve Jobs as the Saviour



Elon the Space Saint



Adam Neumann (WeWork)



Elizabeth Holmes (Theranos, check ['the Dropout'](#) podcast)



Why America Is Afraid of TikTok

The company's founder says in an interview that he wants it to be "a window" on the world. A Republican senator says it is a "Trojan horse."

Arsh Raziuddin / The Atlantic

“Information about the individual helps to define the situation, enabling others to know in advance what he will expect of them and what they may expect of him. Informed in these ways, the others will know how best to act in order to call forth a desired response from him.”

~ Erving Goffman, *The Representation of the Self in Everyday Life*, p. 1



Seeking the Bubble Reputation...

“We invest in identities that no longer fit the world we live in. We should simply try and become good people, yet we no longer seem to know what that means and grasp at predetermined roles from bygone days.”

~ R. an anonymous commenter in the NY Times, 2022



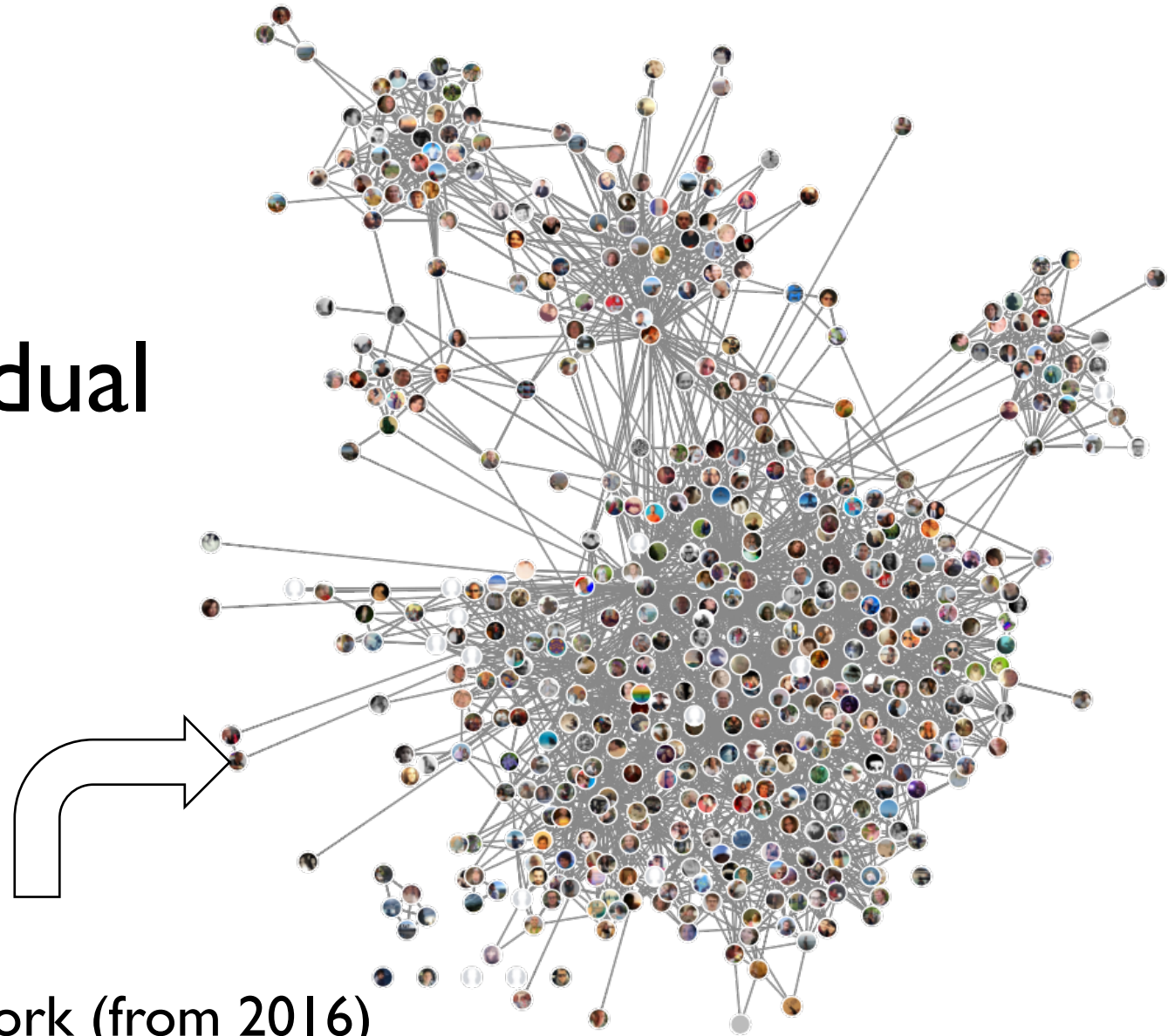
jealous in honour, sudden, and quick in quarrel,
seeking the bubble reputation

seeking the bubble reputation
jealous in honour, sudden, and quick in quarrel



...Even in the Cannon's Mouth

The Ego Online: Not Individual but Dividual



This is your lecturer as a Facebook network (from 2016)

Next week: From The Online Dynamics of Selfhood to the Algorithmic Affordances of Platforms

- Takeaway: (hyper)individualism in social networks is scaffolded by roleplaying and reputation seeking. It seems we are not one person.
- Meta-takeaway: Often pre-digital theory helps compartmentalize the dynamics of the digital. Art focuses and enlarges these dynamics

Content Cue: What's your own favorite/most used online role? Why? How does it overlap with your offline role(s)?