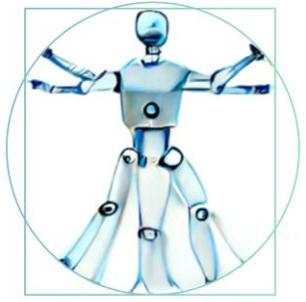


Course Material Re-Cap I

- Online on 29-10-2025, submit by 5-11-2025 (end of CET day).
- You will have 30 minutes (if you go over-time, you will still be able to finish)...
- ...to answer 6 questions:
 - 4 of them will ask you to give a brief (in one to five sentences) take away from 4 of the mandatory course readings.
 - 2 of them will ask you to give a specific answer to a question based on the HTML and CSS sections of the Working with the Web tutorial.
- This Brightspace quiz will contribute to your final Course Material grade (15%), but will not be separately graded.
- Other aspects involved:
 - Referencing course reading in blogs/podcasts/class
 - Course Material ReCap 2 (in December)



L U C D H

Digital Media, Society, and Culture

The Ego on the Platform

Angus A.A. Mol
Walter Crist

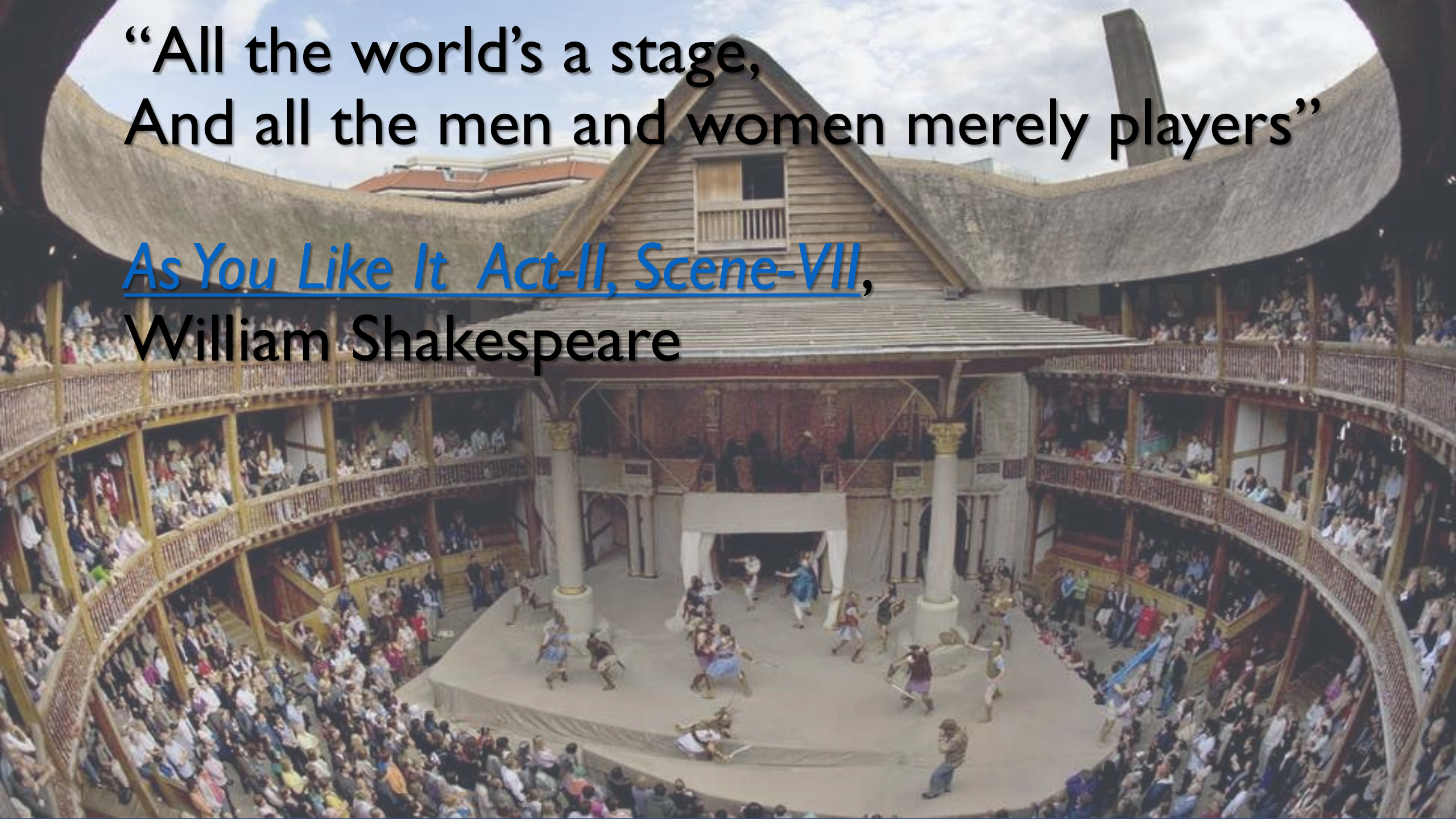
©santabanta.com



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

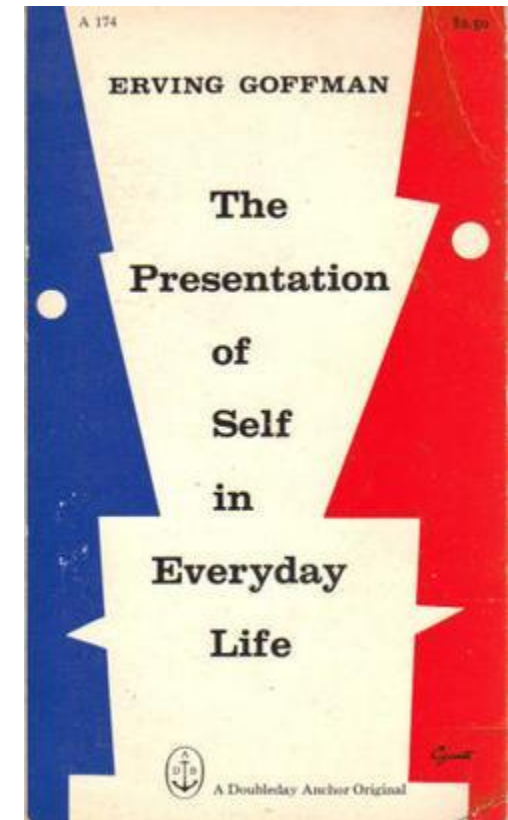


Erving Goffman

*“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



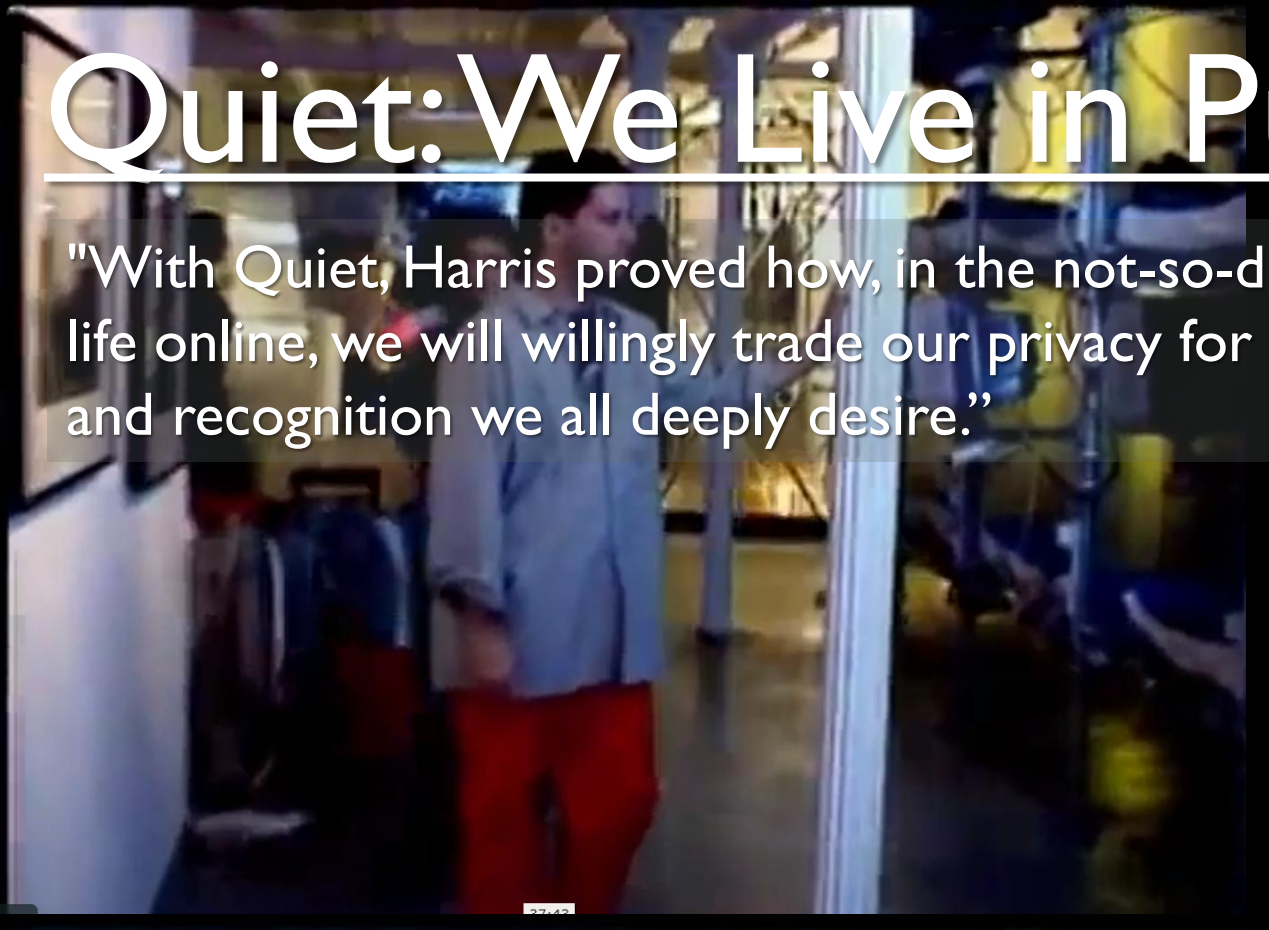
Our real screen-selves

- *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."



Social Media

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

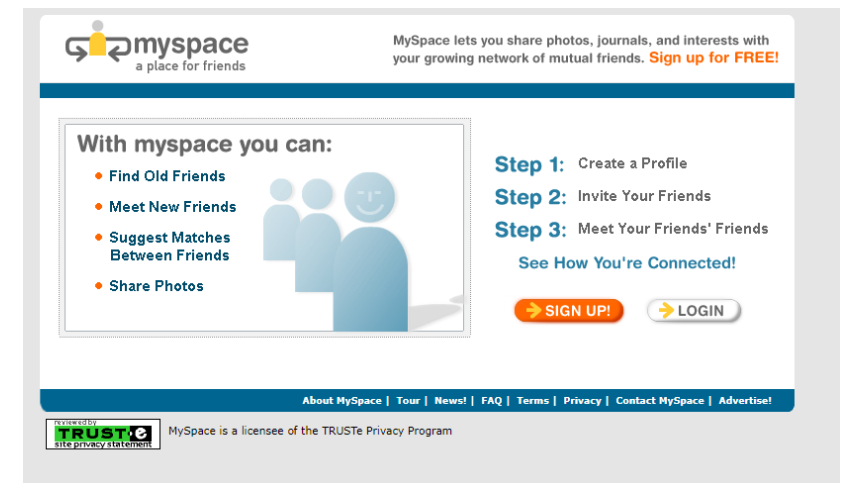
~Ezra Callahan

“**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
In small-scale communities, anonymity is ‘impossible’



Maschere usate in Venetia che Tirano Oni odoriferi.

Online Anonymity

- Usenet (1980)
 - "poor man's ARPANET"
 - Usernames rather than given names
- 4Chan and 'other cesspits'
- Community/Board based Networks
- 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?

The FAQ in the FAX that announced Usenet

File: d.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 (OP)

<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/Algae_culture

https://en.wikipedia.org/wiki/Microclimate#Plant_microclimate
https://en.wikipedia.org/wiki/Afforestation#Forests_to_attract_rain

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



A thread on 4chan

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



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

~ Mark Zuckerberg



Facebook in 2010



“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.” ([Facebook 2015](#))

Meta's mission is **to build the future of human connection and the technology that makes it possible.** ([Meta Current](#))

The many roles of @Zuck on during the last year

Tech Visionary
“I build stuff”



Like the Rest of Us



Great dad



Romantic



Athlete



Patriot



Party Boy



John Wick



Cultured



Business Leader



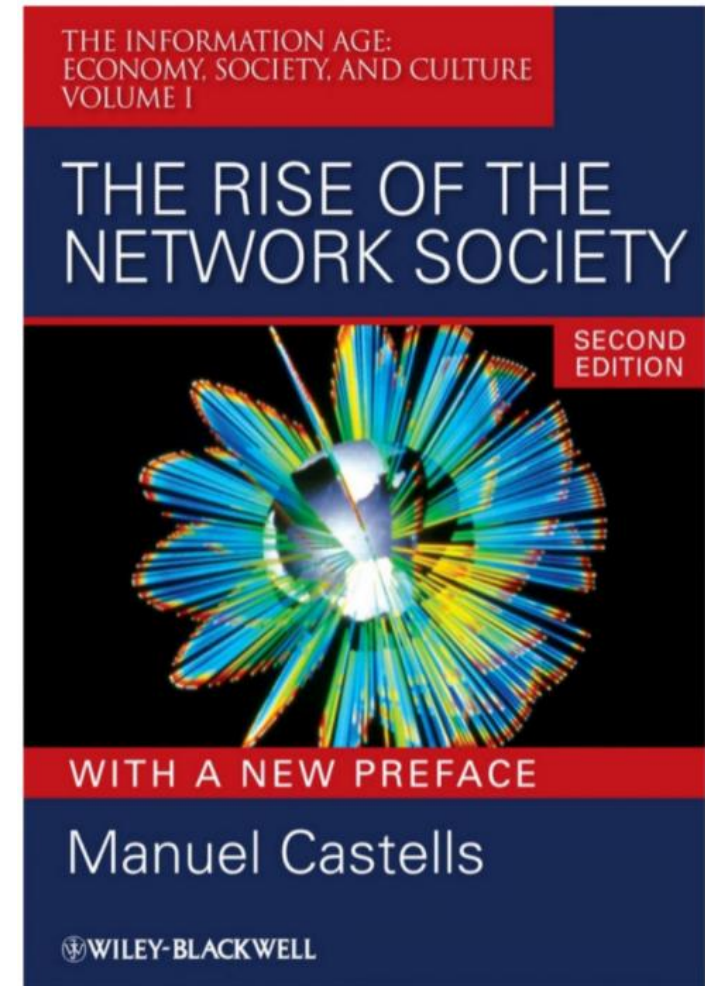
Techno-overlord
(ok... this one is not his)

Network Society

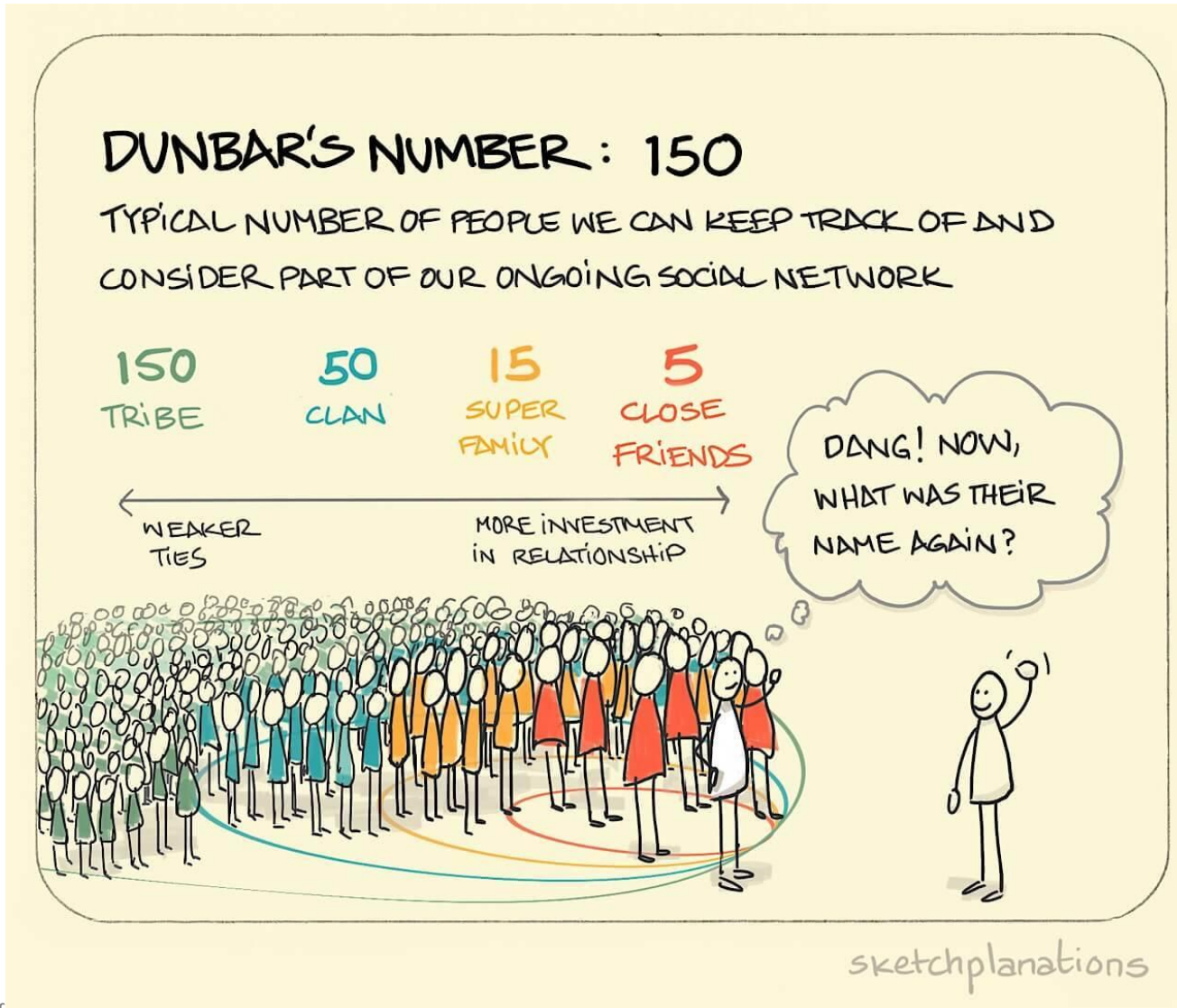
“A society where the **key social structures** and **activities** are organized around **electronically processed information networks**.

So it's not just about networks or social networks, because **social networks have been very old forms of social organization.**”

~Manuel Castells (in [Berkeley Globe Trotter](#))



We've always lived in public



- Theory of social evolution
 - Primates are social creatures
 - Social relations are beneficial but costly
- Comparative research among hunter-gatherers suggests the 'cap' is around 150
- NB we will meet many more people during our lives
 - [One study](#) suggests we are able to recognize on average 5000 faces.



edu.nl/embud

Coming up

Discussion of and survey data about mental health,
including mention of suicide and self-harm

Struggling with mental health or well-being in general?

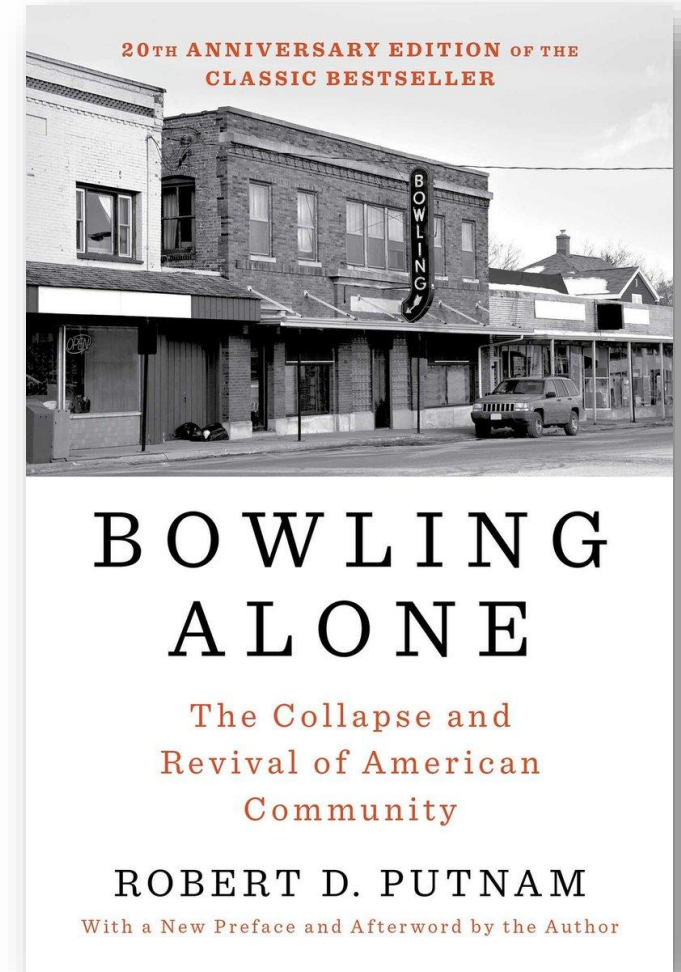
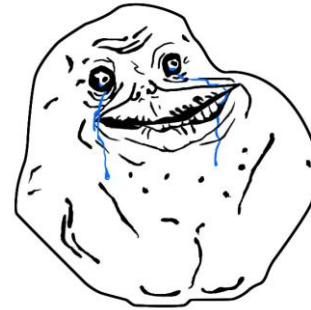
You're not alone!

Leiden University resources available here: edu.nl/embud

Suicide Prevention Helpline The Netherlands (anonymous): Call 113

The Lonely Society

In mass societies individuals are becoming more and more socially isolated, i.e. they have few or no social contacts.



THE WALL STREET JOURNAL.

the facebook files 

Facebook Knows Instagram Is Toxic for Teen Girls, Company Documents Show

Its own in-depth research shows a significant teen mental-health issue that Facebook plays down in public



Objectives

Instagram is coming under increasing scrutiny with relation to mental health problems. Both popular and academic press point to social media in general, and Instagram specifically, as having a negative effect on teens' mental health. These effects have included body dissatisfaction, self-esteem, negative mood, anxiety, depression, loneliness, self-harm, and suicide. Other research suggests that the effects of social media is more nuanced, influenced by previous dispositions or the experiences teens have on the apps they use.

Existing research, however, does not explore the perceptions that teens have about their own mental health, the role that social media and Instagram play in it, or how Instagram can help teens.

WE CONDUCTED MARKET RESEARCH TO:

- understand how teens talk about mental health
- get a nuanced understanding of teens' perceptions of how Instagram effects their mental health

IN ORDER TO:

- Inform outreach teams how we might build meaningful and impactful campaigns in this space
- Inform product teams how to best support teens in this space

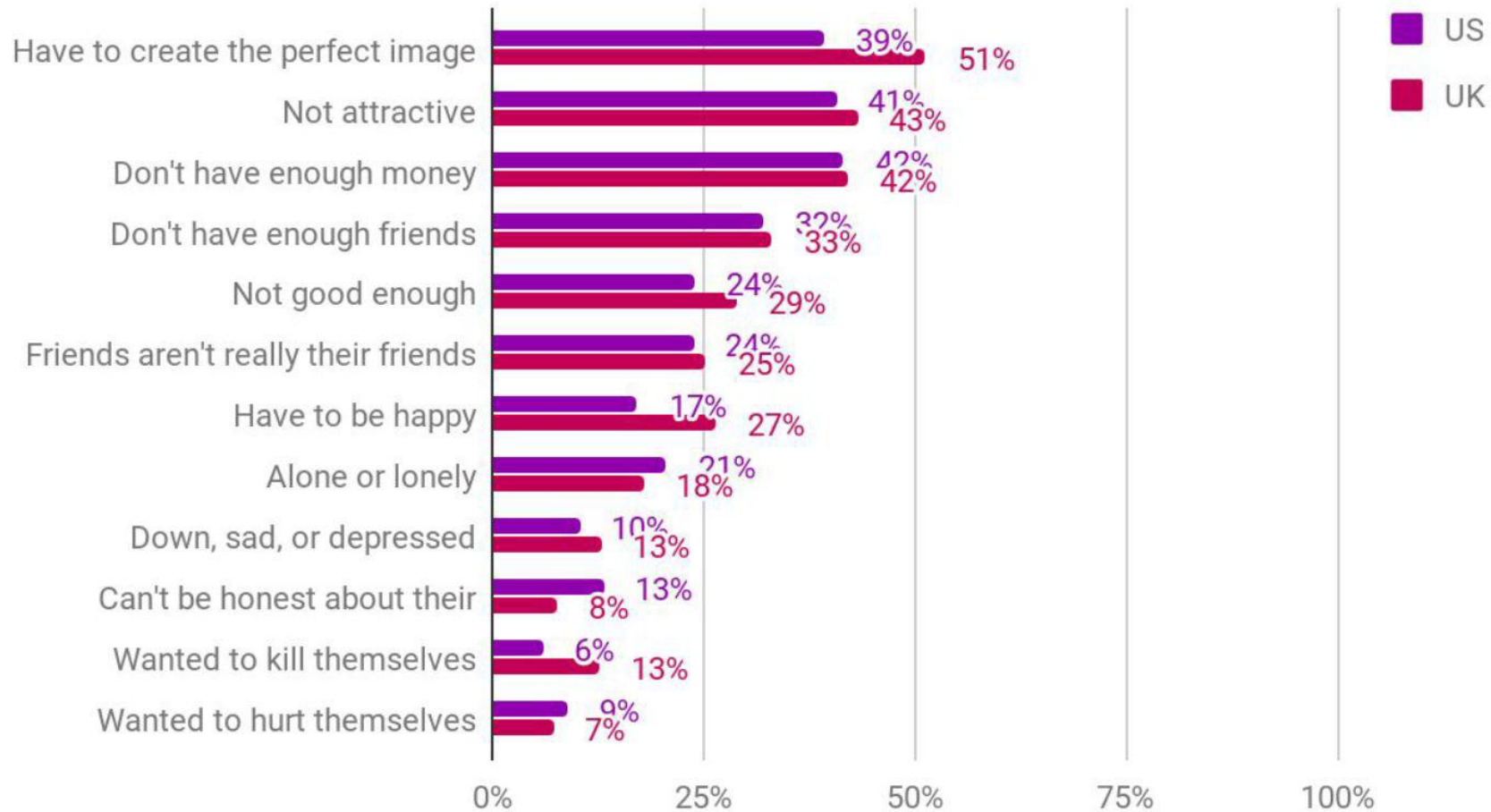
Methodology

	In-person qualitative	Follow-up video call	Online survey
Sample size	40	8	2,503
Markets	London, UK Los Angeles, USA	UK, US	US 1,221 UK 1,282
Recruitment	Regionally representative third-party panels	Participants from in-person qualitative groups	Instagram users
Tasks	2-hour in-person focus groups (4 per gendered group)	1-hour VC conversation	Online survey
Qualifications	Monthly Instagram user Age 13-17 Fit into one of themes		Monthly Instagram user Teens
Recruited around themes*	Body image, self-esteem Negative mood, depression Lonely, isolated		
Baseline group	Did not code into any theme		

* Themes identified based off review of academic literature on the topic of social media and teen mental health.

The perfect image, feeling attractive, and having enough money are the most likely to have started on Instagram

Started on Instagram

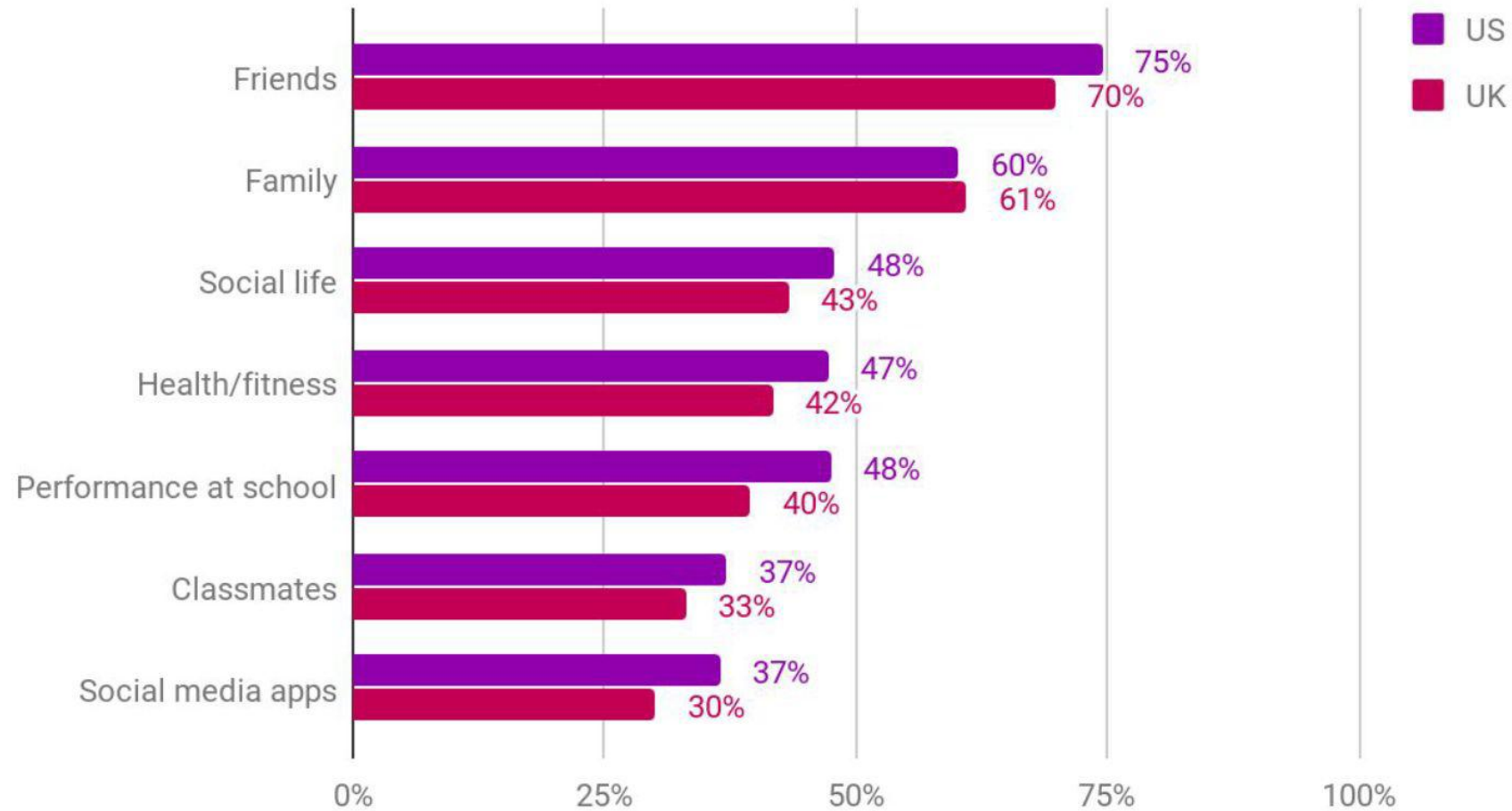


Q: Of the things you've felt in the past month, did any of them start on Instagram? Please select all that apply

US n = 565; UK n = 557

Friends and family have the most positive impact on mental health

Very or somewhat positive effect on mental health



Q: In general, how does each of the following affect [the way you feel about yourself/your mental health]?

There were no statistically significant differences among those who answered for "the way you feel about yourself" and those who answered for "your mental health"

US n = 1296; UK n = 1308

Mental unwellness was depicted in six themes



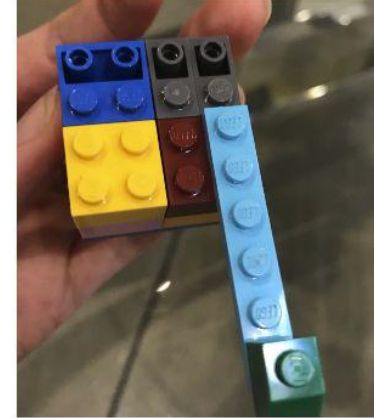
"I had a wall around everything because I want people to go away, to go to my room, to lock myself out from people and keep everyone out"
- US, Male

Walls



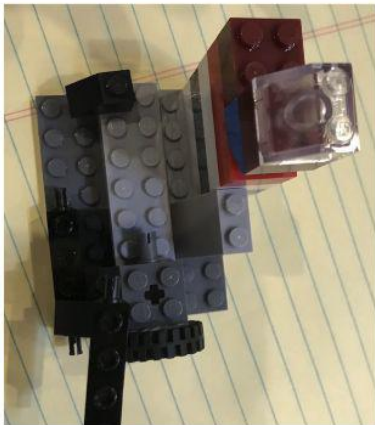
"I had wheels because I'm all over the place. My mind is always spinning"
- US Female

Circling, frenetic



"I put people far away to represent that feeling lonely. I feel like I need people but I pull away"
- US Male

Loneliness, isolation



"I put dark colors because its the dark place that you don't want to fall into"
- US Male

Dark, full of terrors



"I put myself underneath all of these blocks, because it feels heavy. Like you have a weight on your shoulders"
- UK, Male

Heavy baggage



"I put red devil horns online because I'm easily angered and tipped over the edge"
- UK, Male

Potentially explosive



AI Companions: when the platform plays a role



Sam Altman  
@sama



We made ChatGPT pretty restrictive to make sure we were being careful with mental health issues. We realize this made it less useful/enjoyable to many users who had no mental health problems, but given the seriousness of the issue we wanted to get this right.

Now that we have been able to mitigate the serious mental health issues and have new tools, we are going to be able to safely relax the restrictions in most cases.

In a few weeks, we plan to put out a new version of ChatGPT that allows people to have a personality that behaves more like what people liked about 4o (we hope it will be better!). If you want your ChatGPT to respond in a very human-like way, or use a ton of emoji, or act like a friend, ChatGPT should do it (but only if you want it, not because we are usage-maxxing).

In December, as we roll out age-gating more fully and as part of our “treat adult users like adults” principle, we will allow even more, like erotica for verified adults.

Seeking the Bubble Reputation...

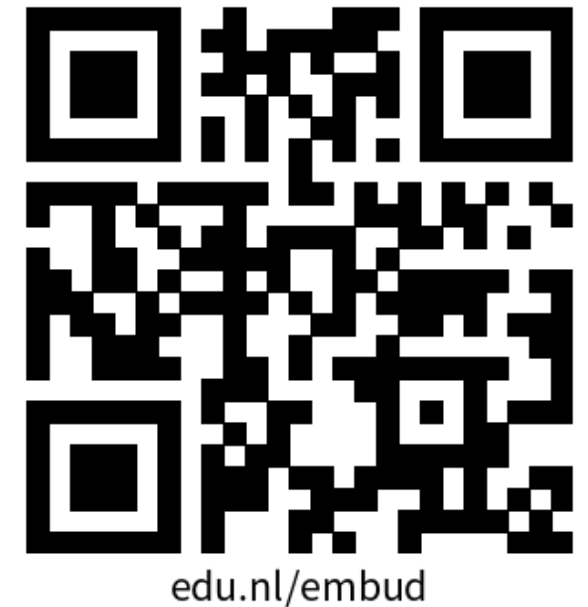
...Even in the Cannon's Mouth

“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.”

~ An anonymous Reddit commenter, 2022



What role(s) do you play on the platform?



Struggling with mental health or well-being in general?
You're not alone!

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