DIGITALLY MEDIATED SOCIAL NETWORKING PRACTICES: A FOCUS ON CONNECTEDNESS AND DISCONNECTEDNESS
Special Characteristics of Communication in Networks
Individuals (Johnson 1997)

- Scope - communicating in electronic networks have a much broader reach than they do offline.

- Anonymity – In networks, individuals can communicate without identity, using pseudonyms and taking on different personas.

- Reproducibility – Information can be reproduced online without loss of value and in such a way that the originator or holder of the information would not notice.

- Reproducibility is related to both scope and anonymity.

- Reproducibility creates the possibility of permanence or, at least, endurance of information.
Networked Publics (Ito 2007, boyd 2008)

• A linked set of social, cultural, and technological developments that have accompanied the growing engagement with digitally networked media. Here publics is used to focus on how people respond to and are (re)makers of media (Ito 2007).

• Persistense, searchability, replicability and invisible audiences (boyd 2008)
Power is exercised in structurally determined limits

- **External/Internal:**
  - exclude options you might want v exclude options you might not even conceive.

- **Positive/Negative:**
  - obstcale v absence of support

- **Ends/Means:**
  - Limit range of objectives v limit means to achieve those objectives
POWER: ACCORDING TO STEVEN LUKES

• **1DV**: A has power over B because they can get B to do something they wouldn’t do otherwise.

• **2DV**: Power is exercised where the scope of decision making is constrained and conflict suppressed.

• **3DV**: Power is exercised by creating conditions so that conflict doesn’t arise in the first place.
CYNTHIA HARDY (1985) AND UNOBTRUSIVE POWER

Centred on attempts to create legitimacy and justification for certain arrangements, so that the outcomes are never questioned.

Symbolic power (language, symbols and rituals) used to legitimize desired outcomes in advance in such a way that the use of overt power may be unnecessary because the outcome is regarded as legitimate, acceptable or inevitable.

- language to mobilize support or quieten opposition;
- the use of myths or fictional narratives to stress the importance of tradition and thereby legitimize the status quo or emphasize change and modernization;
- rituals, ceremonies and settings, which can be used to convey certain messages and meanings.
NUANCING NETWORKED PUBLICS

• Mediating Access
• Relationships
• Play and Leisure
• Home and Work
• Health and Wellbeing
• Ethics and Law
MEDIATING ACCESS
<table>
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<th></th>
<th>YouTube</th>
<th>Twitter</th>
<th>MySpace</th>
<th>Facebook</th>
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<td>Create profile</td>
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<td>Subscribe</td>
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<td>Add friend</td>
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<td>------</td>
<td>Tweet</td>
<td>Status / Mood / Blog</td>
<td>Status update / Notes</td>
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<td>Like / share</td>
<td>Like / tag</td>
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<td>-------------------</td>
<td>twitter streams - create hash tag</td>
<td>Threads / chat</td>
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<tr>
<td>Upload Video Content / share embed / organise content</td>
<td>Post a link to content</td>
<td>Upload content: pictures / music / video, upload content pictures, music &amp; video, share content</td>
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<tr>
<td>Link with channels Add events</td>
<td>Lists</td>
<td>Forums / create event</td>
<td>Create groups / events / pages / see friendship</td>
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‘People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time’ (Mark Zuckerberg 2010)
“Use Facebook to … control privacy online”
Facebook.com August 2008

“Facebook helps you connect and share with the people in your life”
Facebook.com - February 2010
RELATIONSHIPS
Recognition and response work - Kerry Ferris (2007)

- Moral order of the street
- Recognition
  - Double take/great expectations/proof positive
- Response work
  - Staying cool/your biggest fan/two thumbs down

Used to see this dude all the time - always laughed about him with friends - but ... OMG just how well known is he?!!! lol I had no idea.

more and more I look at this photo I think it must be him. Wow, what a claim to fame! Knew he was a strange soul but did not realise he had such an audience!
PLAY AND LEISURE
The Social Interpretation and Cultural Exchange Project

To investigate the potential for applying social media models to cultural collections, to facilitate social interpretation, to increase audience engagement and reach, and to re-balance the audience/authority relationship. - how and if social media models enable social interpretation and encourage audience/s to engage with the IWM in different ways. - insight into the challenges and risks of the use of social interpretation and the representation of public discussions in physical and digital cultural spaces.
A LIGHT LOAD WITH HEAVY CONSEQUENCES?

Royal Horse Artillery E Battery 13 Pounder Field Gun, ORD 101

How would you feel if you had to operate this field gun?

Add your comment now...

These are visitor comments and do not reflect the opinions of IWM. We do not read every comment. If you think a comment is inappropriate, press the remove button. Find Out More.

What a cannon!

Wilfred Thursday 21/06/2012 at 19:47
The SMP is a pilot initiative aimed at increasing the market spread and depth of the LSO, Aurora, and potentially other orchestras and cultural organisations. This project focuses specifically on engagement with a ‘hard-to-reach’ audience for classical music, by introducing a marketing and ticketing web-channel and mobile app.
HOME AND WORK
HEALTH AND WELLBEING
Can I go for my test with a friend or advocate?

Yes of course. Bring a friend or advocate for some support if you are anxious.

Let us know what you think about bringing a someone along in our poll opposite.

Yes, No, Maybe?

Educate Us! Please Participate in Our Poll

Would you take a friend or advocate to your screening?

This purely Internet based campaign for the North West of England, developed with women aged 24-29, aims to improve this age group’s awareness, knowledge and confidence in cervical screening. We hope that the knock on effect of this will be an improvement in attendance rates, and ultimately a reduction in the incidence of cervical cancer.

- Just before you reach 25 years old you will get your first invitation to attend for a cervical screen (a smear test).
- If you’ve had an invitation and have not been, it’s important to note that if you are age 25-29, you should be going for a screen every 3 years.

A key part of the campaign is a serious engagement with women in its development and delivery. As a result, the campaign will offer many ways for woman to engage and educate each other via this website and sites such as Facebook, Twitter and Pinterest. If you would like to get involved in our campaign please contact us.

Follow Us on Twitter...
Cats that look like pin up girls
Mogatron – The Cat that got the Screen

Upload a moggy, dress them and share them.

It's all in a good cause, we're trying to increase women's awareness of, knowledge and confidence around cervical screening.

For more information go to www.thecatthatgotthescreen.org or find us on Facebook, Twitter and Pinterest.
ETHICS AND LAW
Wobble Squabble
Super fun button bashing action.

Start Squabbling!

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HIGH SCORES

3/3/08 - 3/9/08

<table>
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<tr>
<th>Habbo name</th>
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Next 10 >
How Habbo Works

- Rare Furni, prizes or seasonal Furni can also be bought or won by participating in online games.
- Rare Furni such as thrones (costing 25 credits) are available for short periods including Christmas, Valentines Day and Halloween.
- We found a throne on sale on eBay with an auction starting price of £19.99 even though it is against Habbo rules to do this.
- Alternatively, Habbos dupe other Habbos of their Furni and this is referred to as scamming.
Perspectives of Habbos

“A virtual chat-room where you swap messages with other Habbos.”

“A bit like Facebook, but you have a Habbo to chat with”

“An one-line game not like playing X-Box 360 on-line because that is sold and bought as a game this [Habbo] is free and on the internet.”

“A MUD or an MMORPG? Never heard of them but you play a game online, well sort off.” (Interviewee)

“Yeah it is a game definitely a game but you chat as well. You have to be able to chat to them and be nice to them to gain their trust.”
“having to pretend to be really nice but be really clever at the same time because you are scamming... oh my god, you don’t act the same I wouldn’t even speak to these people in IRL!!!!!!”

“Deceiving people? We are probably chatting to a 40 year old guy who is pretending to be some kid. Let’s get real no one is who they say they are, no-one. You have to have a totally different mentality on-line, totally different. It is not how we act IRL. We are not robbing off old ladies, you can’t get arrested for it, it is totally different – the only thing they can do is block your account or IP address. Would I steal in IRL? No it is totally different, yeah, yeah, yeah, some Dutch kid got arrested but that is 1 in a million, it is the chance you take of getting your account banned that is the fun, beating Habbo.”

“Everyone’s at it, or at something, it is fun, when you get their account details it is a rush to get to the account first because they instantly know they have been scammed, that is why I use two computers. It is dead funny because when you log on to the account your Habbo waves to you all nice and then I wave back....I empty their account and then I delete the account.”
MOVING FORWARD

• Take the ‘non-human’ seriously

• SNS as configurable technologies subject to innofusion

• A rejection of the design fallacy without the loss of responsibility

• Continue to disclose the nature of networked publics

What importance (if any) do people place on features of networked publics, and why?

How do networked publics (not) act with us?