

What happens to personal information?

Diving deeper into the online rabbit hole.



INVITED LECTURE
in the context of the class Technologie de l'information
by Rob Heyman VUB IBBT-SMIT

Who?



What?

User Empowerment in a Social Media Culture

IWT 4-year interdisciplinary SBO project
(2010-2014)

Vrije Universiteit Brussel

- **Department of Communication Studies – SMIT**
- Faculty of Law – LSTS

Catholic University Leuven (KUL)

- Faculty of Law - ICRI
- Department of Communication Studies - CUO

University of Ghent (UG)

- Department of Educational Studies – C&E
- Department of Communication Studies - MICT

Objective:

To critically investigate to what extent and how people are empowered and/or disempowered in their everyday use of social media





Why?

**If you can be told what you
can see or read,
then it follows that you can
be told what to say or think.**

Boards of Canada



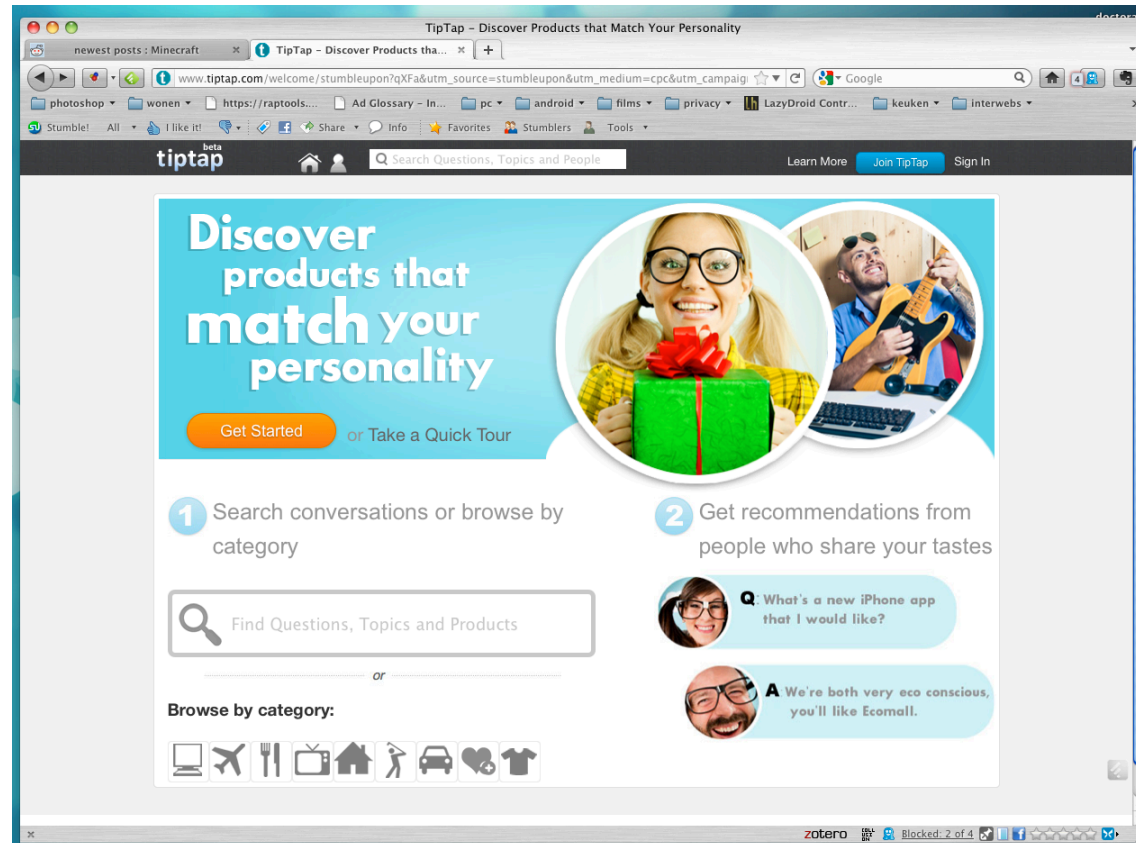
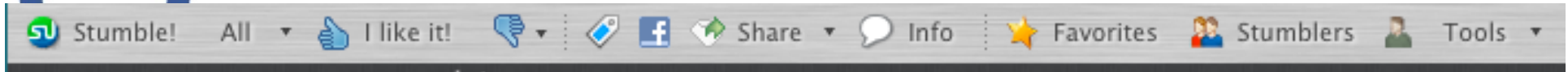
Content

- StumbleUpon
- Paid discovery, advertising without ads
- Immaterial Labour 2.0

Break

- The filter bubble
- Revisiting Foucault's Biopower and – politics

StumbleUpon, discover the web



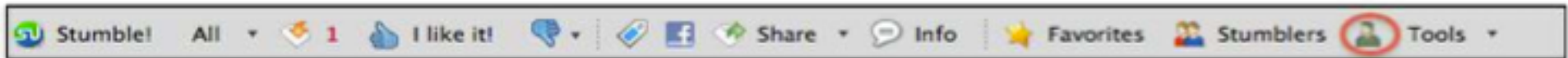
StumbleUpon (2)



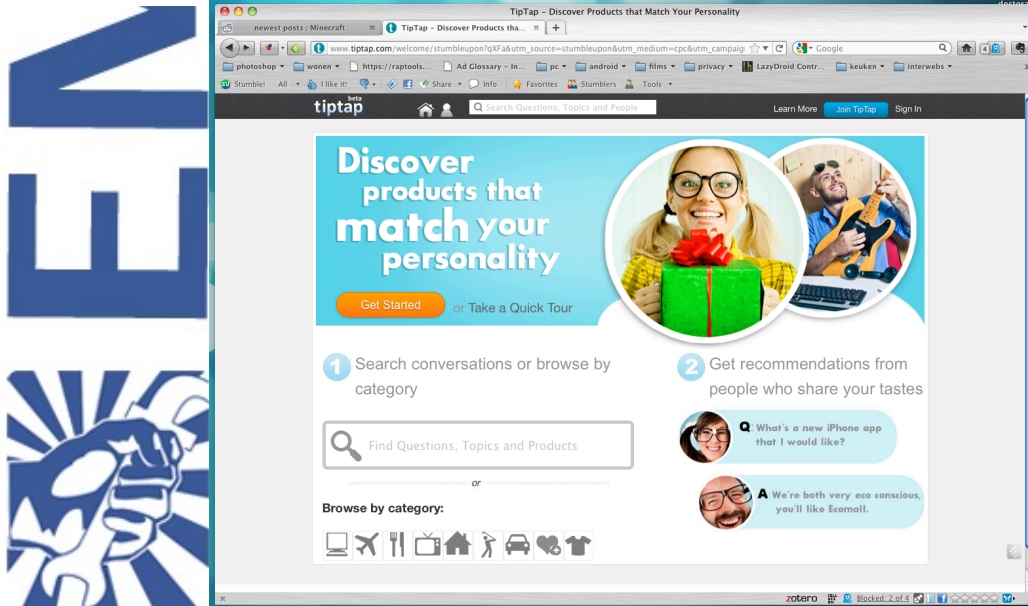
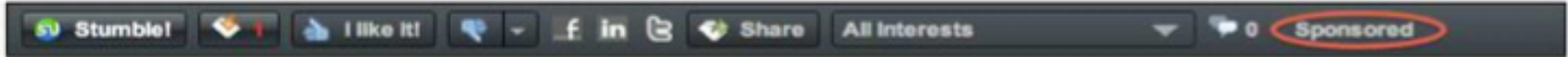


Paid discovery, advertising without ads

Green Icon in the toolbar:



"Sponsored" in the toolbar:



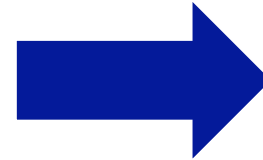
“Ideally every StumbleUpon user should appreciate advertisements as one of their own Stumbles.”



Immaterial labour

- The activation, both of productive cooperation and of the social relationship with the consumer, is materialised within and by the process of communication

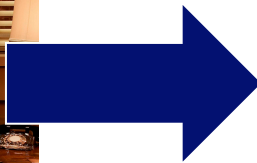
Before immaterial labour: Fordism



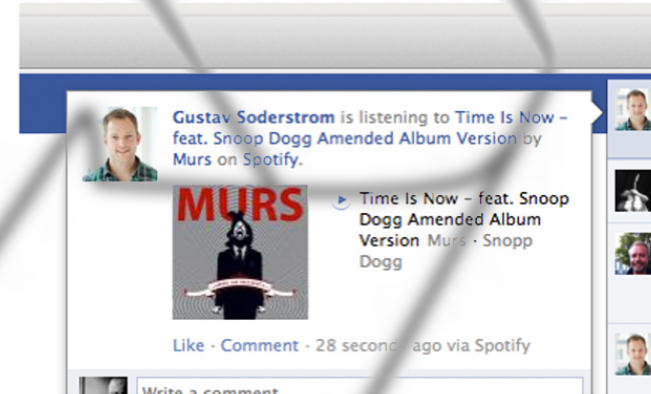
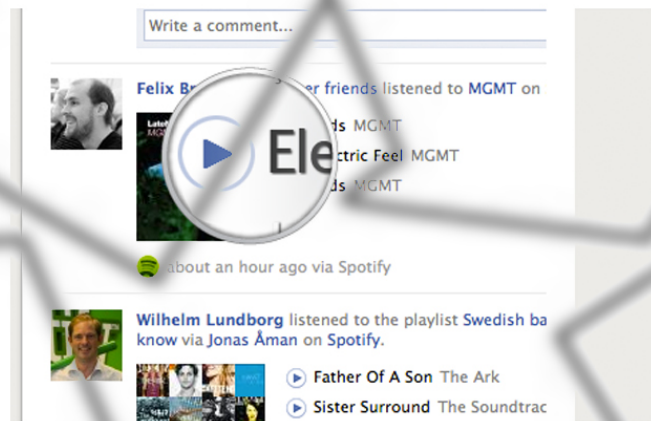
"You can have it any color you like, as long as it's black."
Henry Ford about the Model T

° Immaterial labour: Post-Fordism

“What modern management techniques are looking for is for ‘**the worker's soul to become part of the factory**’. The worker's personality and subjectivity have to be made susceptible to organization and command.” (Lazzarato 1996)



Immaterial labour 2.0: age of the prosumer



Definition of immaterial labour 2.0

- Act of communication by a user of web 2.0 technology
- “It gives form and materialises needs, images, the tastes of consumers and these products become in their turn powerful producers of needs, of images and of tastes” (Coté and Pybus 2007)



The filter bubble – Eli Pariser

Scott's Search

Egypt ✕

About 350,000,000 results (0.24 seconds) Advi


► **Crisis in Egypt**
Voices in **Egypt** have been muted but will not be silenced. Listen.
humanrightsfirst.org/Egypt

Egypt - Wikipedia, the free encyclopedia ☆ 🔍
Egypt officially the Arab Republic of **Egypt**, is a country mainly in North Africa, with the Sinai Peninsula forming a land bridge in Southwest Asia. ...
[Hosni Mubarak - Ancient Egypt - Female genital cutting - History of modern Egypt](#)
en.wikipedia.org/wiki/Egypt - Cached - Similar

Egypt News - The Protests of 2011 - The New York Times ☆ 🔍
World news about **Egypt** and the protests of 2011. Breaking news and archival information about its people, politics and economy from The New York Times.
topics.nytimes.com > World > Countries and Territories - Cached - Similar

Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt ☆ 🔍
Information for travelers, resources on history, monuments and activities.
www.touregypt.net/ - Cached - Similar

News for Egypt

 **Why Lara Logan Was Eager to Return to Egypt** ☆ 🔍
1 hour ago
By Charlotte Triggs AP Lara Logan had already had one troubling experience in **Egypt** before last Friday's "brutal and sustained" sexual assault, ...
People Magazine - 1658 related articles - Shared by 20+

In Egypt, renewed hope for gender equality ☆ 🔍
USA Today - 24874 related articles - Shared by 5+

[Realtime updates for Egypt \(390\)](#)

Favnt Daily News Favnt News ☆ 🔍

Daniel's Search

Egypt ✕

About 321,000,000 results (0.15 seconds) Advi

► **Egypt - Wikipedia, the free encyclopedia** ☆ 🔍
Egypt officially the Arab Republic of **Egypt**, is a country mainly in North Africa, with the Sinai Peninsula forming a land bridge in Southwest Asia. ...
[Hosni Mubarak - Ancient Egypt - Female genital cutting - History of modern Egypt](#)
en.wikipedia.org/wiki/Egypt - Cached - Similar

Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt ☆ 🔍
Information for travelers, resources on history, monuments and activities.
www.touregypt.net/ - Cached - Similar

Egypt Daily News, Egypt News ☆ 🔍
Egypt Daily News, covering **Egypt** News, Arab news, Middle East news and World news. Egyptian Guides, egyptian recipes, egyptian food, egyptian airforce, ...
www.egyptdailynews.com/ - Cached - Similar

Images for egypt - Report images

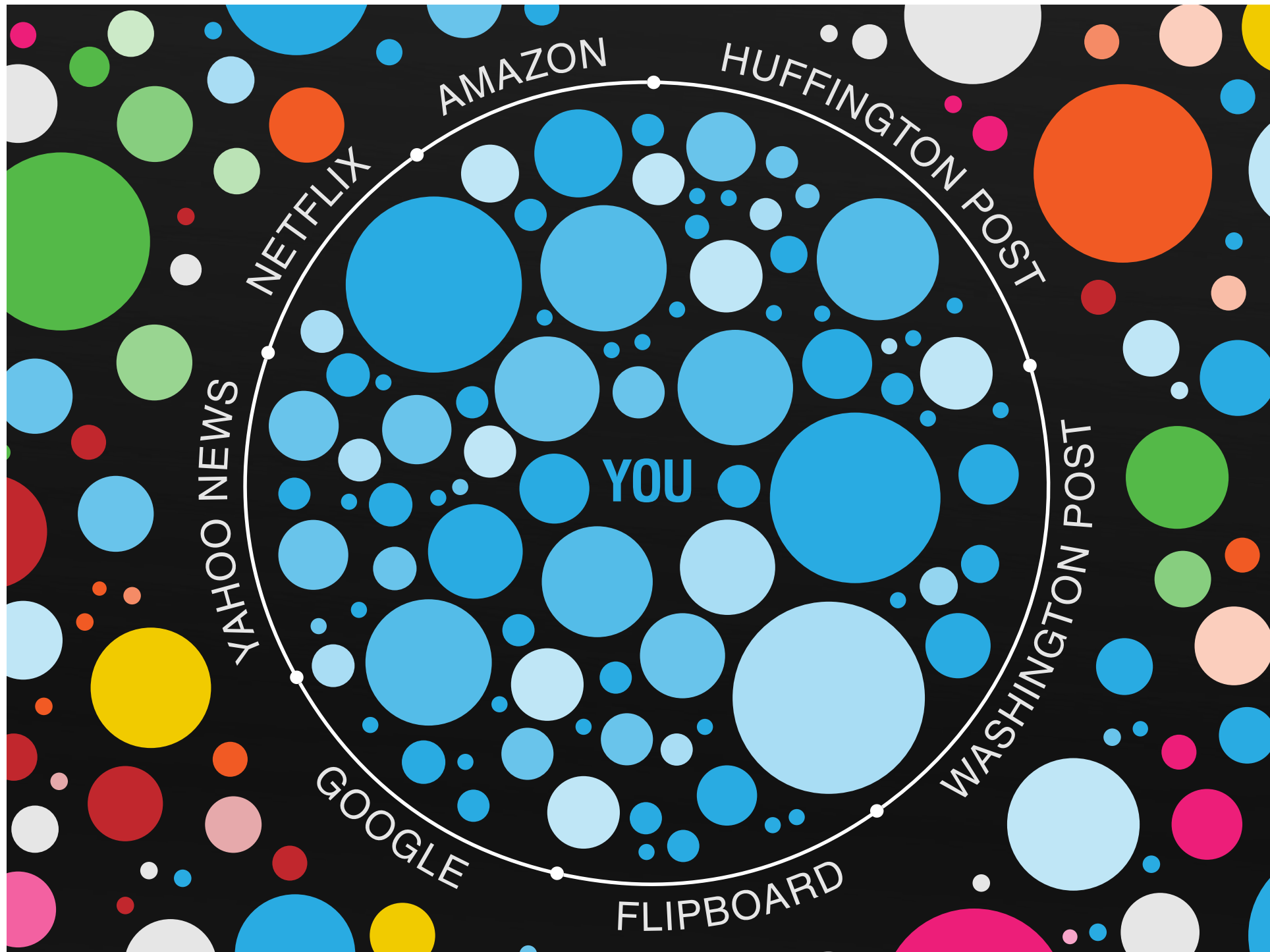
Egypt - CIA - The World Factbook ☆ 🔍
Feb 1, 2011 ... Features a map and brief descriptions of geography, economy, government, and people.
<https://www.cia.gov/library/publications/the-world.../eg.html> - Cached - Similar

Egypt State Information Service ☆ 🔍
Official government site provides information on the country's government, politics, culture, history, economy and tourism. [Arabic, English, French]



Eli Pariser, 2011





AMAZON

HUFFINGTON POST

NETELIX

YOU

WASHINGTON POST

GOOGLE

FLIPBOARD

YAHOO NEWS

Cracking the Facebook Code – Weber 2010

- A bias against newcomers
- “Most Recent” doesn’t tell the whole story.
- Links are favored over status updates, and photos and videos trump links.
- “Stalking” your friends won’t get you noticed.
- Raise your visibility by getting people to comment.
- It’s hard to get the attention of “popular kids.”

- Artist
- Biography
- Pictures
- Videos
- Albums
- Tracks
- Events
- News
- Charts
- Similar Artists
- Tags
- Listeners
- Journal
- Groups

Aphex Twin

37,082,740 plays (981,300 listeners)

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Cornwall, United Kingdom

Aphex Twin, born [Richard David James](#), August 1971, in Limerick, Ireland to Welsh parents L. Derek James, is an electronic music artist. He was born in Cornwall, United Kingdom and started producing music around the age of 12.

Richard has been hailed as "the most influential figure in contemporary electronic music" with his works ranging from ambient pieces to acid techno.

Read more... Edit

Popular tags: [electronic](#), [idm](#), [ambient](#), [experimental](#), [electronica](#) See more
Shouts: 6,774 shouts

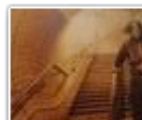
Share this artist:

Send Tweet +1

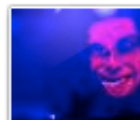
Similar Artists



AFX



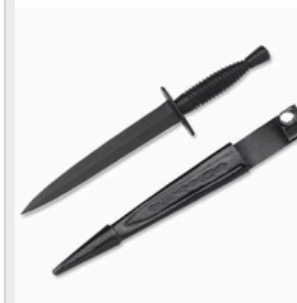
Polygon Window



Caustic Window



Mike & Rich Th



British Commando Fighting Knife A New in Box with sheath

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[Dexter: The First Season DVD](#) ~ Michael C. Hall

★★★★☆ (428) \$20.99

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Handel in aandelen, indices, grondstoffen

Foucault's biopower and biopolitics

“Longtemps, un des privilèges caractéristiques du pouvoir souverain avait été {...}”

“la vieille *patria potestas* qui donnait au père de famille romain le droit de disposer de la vie de ses enfants comme de celle de ses esclaves; il la leur avait donnée, il pouvait la leur retirer.”

“mais dans les seuls cas où le souverain se trouve exposé dans son existence même: une sorte de droit de réplique.”

Two new techniques

“La vieille puissance de la mort où se symbolisait le pouvoir souverain est maintenant recouverte soigneusement par l’**administration des corps** et la **gestion calculatrice de la vie**”

What changed?

“L’homme, pendant des millénaires, est resté ce qu’il était pour Aristote: un animal vivant et de plus capable d’une existence politique; l’homme moderne est un animal dans la politique duquel sa vie d’être vivant est en question”

How to control biopower?

“Un tel pouvoir a à qualifier, à mesurer, à apprécier, à hiérarchiser, plutôt qu’à se manifester dans son éclat meurtrier”

“Power is defined, from this perspective, as the capacity to structure the field of action of the other, to intervene in the domain of the other’s possible actions.”

(Lazzarato 2002)





Questions?