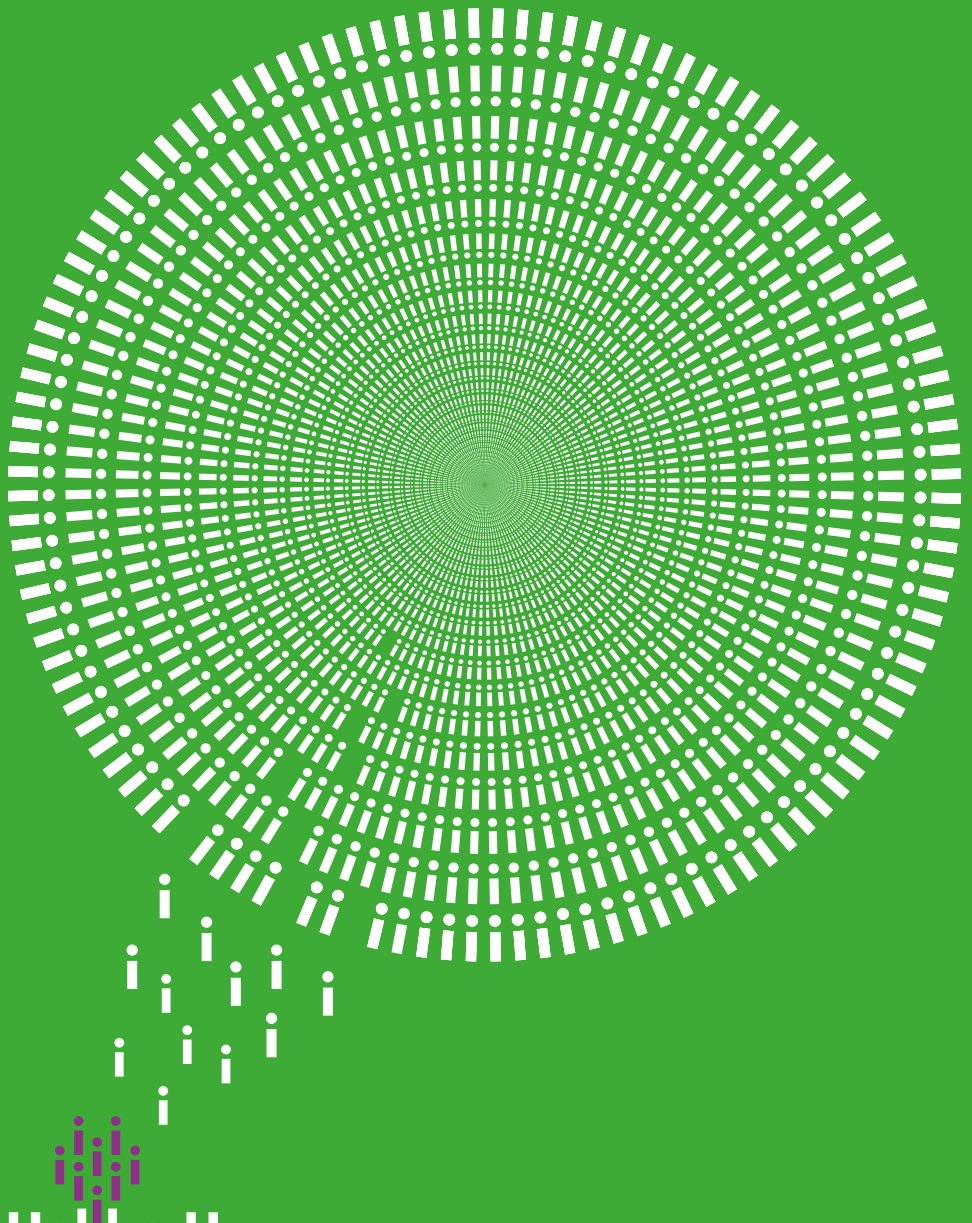

Unl ke Us Amsterdam #2

UNDERSTANDING SOCIAL MEDIA MONOPOLIES AND THEIR ALTERNATIVES

TrouwAmsterdam, Wibautstraat 127, 1091 GL Amsterdam

March 8-10, 2012

THURSDAY, MARCH 8

13.00 • 13.30 Doors open, coffee and tea

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Briar, Crabgrass, FB Bureau, Freedombox, Lorea, Secushare, Social Swarm,Thimbl, Unhosted

16.30 • 18.00 **Unlike Art** p. 5
Piet Zwart Institute: Networked Media [NL], Coralie Vogelaar [NL], Joris van Hoboken [NL]

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Jodi Dean [USA], Dylan Wittkower [USA]

12.00 • 13.00 Lunch break

13.00 • 15.15 **Artistic Responses to Social Media** p. 8
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Thomas Cheneseau [FR], Tobias Leingruber [DE], Walter Langelaar [NL], Alessandro Ludovico [IT], Olia Lialina [DE]

15.15 • 15.30 Coffee/Tea Break

15.30 • 17.30 **The Private in the Public** p. 10
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Raoul Boers [NL] and Ñusta Nina [NL], Arnold Roosendaal [NL], Frederik Zuiderveen Borgesius [NL], Seda Gürses [TR/BE], Caroline Nevejan [NL]

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David M. Berry [UK], Anne Helmond [NL] and Carolin Gerlitz [UK], Ganaele Langlois [CA], Harry Halpin [UK]

12.30 • 13.30 Lunch break

13.30 • 15.30 **Pitfalls Of Building Social Media Alternatives [Debate]** p. 15
Moderator: Caroline Nevejan [NL]
Carlo v. Loesch/lynX [DE] from Secushare, Michael Rogers [UK] from Briar, Elijah Sparrow [USA] from Crabgrass, Spideralex [ES] from Lorea, James Vasile [USA] from Freedombox

15.30 • 15.45 Coffee /Tea Break

15.45 • 17.30 **Social Media Activism and the Critique of Liberation Technology** p. 16
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Philipp Budka [AT], Stefania Milan [CA], Max Schrems [AT], Eleanor Saitta [USA]

Facebook
makes
everyone
believe
There
Is No
Alternative
Unlike Us
dares
to differ

INTRODUCTION

Unlike Us #2 is the second event on 'alternatives in social media', where artists, designers, scholars, activists and programmers gather. This international research network examines the economic and cultural aspects of dominant social media platforms such as Facebook and Twitter. Through workshops, conferences, online dialogues and publications, the Unlike Us network intends to both analyze the economic and cultural aspects of dominant social media platforms and propagate the further development and proliferation of alternative, decentralized social media software.

Whether or not we are in the midst of internet bubble 2.0, we can all agree that social media dominate internet and mobile use. The emergence of web-based user-to-user services, driven by an explosion of informal dialogues, continuous uploads and user-generated content have greatly empowered the rise of participatory culture. At the same time, monopoly power, commercialization and commodification are also on the rise with just a handful of social media platforms dominating the social web. These two contradictory processes – both the facilitation of free exchanges and the commercial exploitation of social relationships – seem to lie at the heart of the contemporary capitalism.

On the one hand new media create and expand the social spaces through which we interact, play and even politicize ourselves; on the other hand they are literally owned by three or four companies that have phenomenal power to shape such interaction. Whereas the hegemonic Internet ideology promises open, decentralized systems, why do we, time and again, find ourselves locked into closed corporate environments? Why are individual users so easily charmed by these 'walled gardens'? Do we understand the long-term costs that society will pay for the ease of use and simple interfaces of their beloved 'free' services?

Unlike Us will ask fundamental and overarching questions about how to tackle these fast-emerging monopoly powers. Situated within the existing oligopoly of ownership and use, this inquiry will include the support of software alternatives and related artistic practices and the development of a common alternative vision of how the techno-social world might be mediated.

Facebook makes everyone believe There Is No Alternative, but Unlike Us dares to differ.

13.00 • 16.30 SHOWCASING ALTERNATIVES IN SOCIAL MEDIA

The best way to criticize platform monopolies is to support alternative free and open source software that can be locally installed. There are currently a multitude of decentralized social networks in the making that aspire to facilitate users with greater power to define for themselves with whom they share their data. Let us look into the wildly different initiatives from Briar, Crabgrass, Diaspora and Freedombox, to Lorea, Secushare, Social Swarm, Thimbl Unhosted, FB Bureau.

In which settings are these initiatives developed and what choices are made for their design? What communities do these platforms enable? And how do we experience the transition from, or interoperability with, other platforms? Is it useful to make a distinction between corporate competitors and grassroots initiatives? How can these beta alternatives best be supported, both economically and socially? Aren't we overstating the importance of software and isn't the availability of capital more influential in determining the adoption of a platform?

Briar
A Secure News and Discussion System

The Briar project is building a news and discussion platform to enable people in authoritarian countries to communicate without fear of government surveillance or censorship. We're developing software that uses whatever media are available locally—from internet connections to Bluetooth, WiFi and even USB sticks—to create encrypted, delay-tolerant networks for distributing news, files and conversations.

Crabgrass
Online Social Organizing and Group Collaboration

Crabgrass is a software libre web application designed for social networking, group collaboration and network organizing. Our goal is to create communication tools that are tailored specifically to meet the needs of bottom-up grassroots organizing. While social movements

have grown more adept at using the web to communicate publicly, we are still mostly using inadequate tools to communicate amongst ourselves. Most groups rely heavily on email, lists, and wikis—but these tools are not suited for the complexity of relationships that activist organizations face in the real world. The internet may herald a deep change in democratic communication, but it is also simultaneously the most effective tool for mass surveillance ever devised. The goal of Crabgrass is to become a secure alternative to the surveillance-based online tools that most activists rely on today.

FB Bureau
Artist Performance

The FB Bureau (fbbureau.com) is showcasing and handing out personal identification cards for Facebook citizens. The 'offline' FB identity cards are a pilot project in early testing phase, and will be handed out to a very limited number of conference visitors for beta testing. Be the first among your friends to pick up your personal FB identification card and explore a future where governmental passports are obsolete in favor of Facebooks' superior identity management system.

Freedombox

In order for everyone to have privacy, FreedomBox will put encrypted voice and text communication, anonymous publishing, social networking, media sharing, and (micro)blogging, into the hands of people. So everyone can have privacy Freedombox integrates privacy protection on a cheap plug server. Data stays in your home and can't be mined by governments, billionaires, thugs or even gossipy neighbors.

Lorea

Lorea is a seedbed of free social networks linked by federation protocols that allow them to communicate. Lorea is not just software, but also a technical and political tool for the federated web, bringing back autonomy, freedom and total control over our data and our memory to the hands of the users of social networking sites themselves. The federation knocks down the walls of the panopticon 2.0 run by corporations and political interests, and offers a non-profit alternative for regaining our technological sovereignty in the world of social networks. The project is aimed at civil society as a whole, i.e. citizens, social collectives and political change organizations motivated by the desire to interact, share, change things together,

and devise solutions. We seek to address all people and groups who value their online identities and their security and privacy. We value the right to freedom of expression and the right to share information and knowledge, and to do so within a free and neutral social web.

Secushare

Most applications have become dependent on internet servers with serious man-in-the-middle privacy implications. You might expect in the year 2012 that we should have technology that allows us to deliver messages or data between phones and computers in absolute safety, but this isn't the case. Exchanging keys is a hassle, protocols are inefficient and side effects of encryption need to be considered. Secure Share intends to provide a new communication paradigm for the internet as it enables applications to interact securely between the personal devices of people while letting servers be of occasional help in an innocuous way.
It combines a flexible and efficient social communications protocol (PSYC2) with an advanced encrypted routing technology (GNUnet). One such application for this would be a social platform equivalent to Faceboogle, but distributed and encrypted straight from your phone or desktop. In this presentation we'll try to get some undeniable privacy onto our phones and laptops for a start.

Social Swarm

Social Swarm is an open think tank initiated by the German privacy and digital rights NGO FoeBuD. Current social web platforms display a strong tendency towards centralization. Behind each of these platforms is a single company acting as a central authority. As we use the platform, we feed the central authority with our data and what the company then does with our information is beyond our control. We want to put our social networks back in control of their own data. We want You to be able to choose which people see your data. We want to be independent from centralized infrastructures. There are many projects trying to solve these issues. We need to come up with sensible requirements in order to find a solution that we can advance together. Once the network is ready to go, we're going to launch a large-scale change-over campaign.Join us at socialswarm.net.

Thimbl

Lost in the hype of the 'social web' is the fact that the internet has always been about sharing: for decades, Usenet, email and IRC

have been enabling social connections including citizen journalism, photo sharing, and other features of recent web-based systems. Such decentralized platforms were not controlled by any one organization, and did not directly capture profit, thus were not of interest to Capital. On the surface, Thimbl appears to be yet another microblogging service similar to Twitter or identi.ca. However, Thimbl is simply a client model for the user information protocol called Finger. The Finger Protocol was originally developed in the 1970s, and as such, is already supported by all existing server platforms.

Unhosted
Personal Data Freedom

The web is not as open as it used to be: monopoly platforms formed new proprietary layers on top of it. But we create a better architecture for the web. We break the package deal 'you get our app, we get your data' with remote storage, a cross-origin data storage protocol separating application servers from per-user data storage. Users should be able to use web services they love but keep their life stored in one place they control —a 'home folder for the web'. At the same time, application developers shouldn't need to bother about providing data storage. We also believe that freedom on the web is not achieved by freely licensed web applications running on servers you can't control. That's why applications should be pure Javascript which runs client-side, all in the browser. It doesn't matter if free or proprietary—everything can be inspected and verified.

16.30 • 18.00 ART SESSION
UNLIKE ART

Bits of code, snippets, plugins and projects investigating social media by the Networked Media students of Piet Zwart Institute [Rotterdam].

On the occasion of lectures, workshops and prototyping sessions, Networked Media students often dealt with the field of social media. As a result, a series of works in progress, experiments and ideas that question social media from different points of view, such as: online identity, monetization of data, privacy and online-offline boundaries.

Works by: Dušan Barok [SK], André Castro [PT], Mirjam Dissel [NL], Eleanor Greenhalgh [UK], Fabien Labeyrie [FR], Jonas Lund [SE/NL], Sebastian Schmieg [GE], Bartholomäus Traubeck [GE], Danny Van Der Kleij [NL], Jasper Van Loenen [NL], Marie Wocher [GE], Dave Young [IE]. Moderated and curated by Silvio Lorusso [IT].

17.30 • 17.45 EAT SHIT AND DIE!

Coralie Vogelaar [NL]

p. 24

The web is filled with hate comments and death threats, mainly because people think they are anonymous or don't think about it at all. For the book *Dearest Tinkebell*, Vogelaar researched what kind of people send death threats to TINKEBELL. It turned out hate mail senders are not scary people at all but mostly nice-looking teenagers with an active social life on the internet. It was relatively easy to find all the possible details about their lives, contact information like home address, but also drunken photos, diaries with their personal problems and gossip from friends. A lot of it is recognizable from our own teenage years. The only difference is that nowadays there is a whole generation growing up where everything is recorded.

17.45 • 18.00 MAKING SOCIAL NETWORKS RESPECT PRIVACY AND COMMUNICATION FREEDOMS

Joris van Hoboken [Bits of Freedom, IViR]

Bits of Freedom, the Dutch digital civil rights movement, is actively engaged in the debate about the respect for privacy and communication freedoms on social networks in the Netherlands. Now that much of online communications take place in these contexts, respect for fundamental rights should follow. Over the last year Bits of Freedom has focused on raising awareness about the lack of respect for privacy and communication freedoms by dominant social network providers and pointed to alternatives. Bits of Freedom has made digital rights issues relating to social networks one of its priorities for 2012 and plans to more actively campaign for better protection of privacy and communication freedoms on social networks.

10.00 • 12.00 SESSION #1
SOCIAL WHAT? DEFINING THE SOCIAL

Moderator: Geert Lovink [NL] p. 22

The term 'social' in 'social media' is embedded in positive connotations of community spirit and participation which are moreover rhetorically used as a given. Within popular discourse social media are often portrayed as important tools for generating and preserving social interaction within the community, which will supposedly lead to a more engaged and involved society. But to what extent are these media actually social as opposed to commercial when we consider how 'the social' is being recreated and exploited for commercial success? By working around the utopian discourse this session will further explore this phenomena in order to define the 'social' in social media.

Jodi Dean [USA] p. 20
Society Doesn't Exist

Over the last several decades it has become common to the point of banal to say that 'society doesn't exist'. In Margaret Thatcher's neoliberal policies, the radical democracy of Ernesto Laclau and Chantal Mouffe, the actor network theory of Bruno Latour, and the anarcho-communism of Michael Hardt and Antonio Negri, the meme of society's non-existence reappears. At the same time, for about a decade now, we've been barraged by social media spam. This presentation will consider the conjuncture of the claim that society doesn't exist with that of social media. Is the problem here that social media publicists simply didn't get the memo regarding society's non-existence? Or does social media bring (back) into existence what has been said to be an absent fantasy? In other words, does social media restore the missing social or is it a symptom of it? I will argue that it's a symptom, one that displaces attention from the real of political antagonism.

Dylan Wittkower [USA] p. 25
Reification 2.0

While *The Social Network* displayed, for the most part, an understanding of Zuckerberg and Facebook better suited to *Revenge of the Nerds V*,

there is one crucial thing the film presented which seems to be literally false of Zuckerberg, but figuratively true of social network users in the Facebook age: we are getting lost in the commodification of our relationships. The use of 'who you know' in business, and the social climbing that mobilizes relationships towards commerce are nothing new, of course, and neither are their youth equivalents that trade on the currency of 'popularity'. And yet, with Facebook we see those connections made ever more clearly into things to be possessed and used—not only by the network's commodification of our personal data, but through users' own mutual commodifications of one another: a reification 2.0 to go along with web 2.0.

13.00 • 15.15 SESSION #2
ARTISTIC RESPONSES TO SOCIAL MEDIA

Moderator: Josephine Bosma [NL] p. 19

Artists play a valuable role in visualizing power relationships and revitalizing prefab subliminal daily routines of social media usage. Artistic practice provides an important analytical site in the context of the proposed research agenda of Unlike Us. Artists are often among the first to deconstruct the familiar, and to facilitate an alternative lens to explore and critique new cultural contexts and the technologies that evoke them. Is there such a thing as a social 'web aesthetics'? It is one thing to criticize Twitter and Facebook for their primitive and bland interface designs, but is it possible to imagine the techno-social in completely different ways? Could we design and implement new interfaces that give us more freedom to enable our mediated selves to be the evolving and layered identities that we know ourselves to be? In this session we will present a few examples of artistic interventions in well-known social media platforms, and discuss their role and impact.

Thomas Cheneseau [FR] p. 19
FacebookFeedback

FacebookFeedback is an original visual expression which examines the interface limits of this social network and deconstructs the website's temporal space. Facebook is diverted and used both as medium and media: as a medium for dissemination and exposure, but mainly as media, a space of creation and the existence of an artwork. This artistic research consists of a series of screenshots (pictures and videos) which appropriate plastic material, such as the codes of Facebook,

and offers a series of progressive visual feedback making it possible to breakdown the timeline imposed by the social network. Thomas also directed the project HEKKAH, an interactive installation generated by the Facebook news feed in real-time.

Walter Langelaar [NL]
Web 2.0 Suicide Machine

p. 21

Seamless connectivity and rich social experience offered by web 2.0 companies are the very antithesis of human freedom. Users are entrapped in a high resolution panoptic prison without walls, accessible from anywhere in the world. We have a healthy amount of paranoia to think that everyone should have the right to quit her 2.0-ified life by the help of automatized machines. Facebook and Co. are going to hold all your information and pictures on their servers forever! We still hope that by removing your contact details and friend connections one-by-one, your data will be cached out from their backup servers. However this can happen after days, weeks, months or even years, so merely deactivating the account is just not enough! We are doing our best to expand the possibilities of erasing your entire presence, but it is a work in progress. Please note that we are not deleting your account! Rather, our aim is to remove your private content and friend relationships than just deactivate or delete! http://suicidemachine.org/

Tobias Leingruber [DE]
Can I See Your Facebook ID?

p. 21

Next time someone asks for your ID—how about showing a Facebook ID card instead of the documents your government gave you? On the web this is common practice. Whenever asked, we agree on identity checks through ‘Facebook Connect’ or post comments with our Facebook identity. Facebook Inc. is establishing order on the World Wild Web—they clean up the mess of anonymity and push the establishment of identities through their system. There are close to 900 million FB citizens, and they all have a (digital) ID. ‘Offline’ governments like Germany offer passports with online identity systems as well, but does anyone still care? Who is in charge of your identity, and how can this affect us in just a few years from now?

http://fbbureau.com and http://fbresistance.com

Alessandro Ludovico [IT]
Face to Facebook, Smiling in the Eternal Party

p. 22

Social networking is naturally addictive. It's about exploring something very familiar that has never been available before: staying in touch with past and present friends and acquaintances in a single, potentially infinite, virtual space. The phenomenon challenges us psychologically, creating situations that previously were not possible. Before the rise of social networking, former friends and acquaintances would tend to drift away from us and potentially become consigned to our personal histories. Having a virtual space with (re)active people constantly updating their activities is the basic, powerful fascination of the social network. But there's another attraction, based on the elusive sport to position ourselves—the answer to the fundamental identity question 'who am I?' can be given only in relation to the others that we interact with. And the answer to this question seems clearer after we take a look at our list of social network friends.

Olia Lialina [DE]
Imaginary Origins of Social Networks

p. 21

The web's history reaches back only two decades, but researching the history of digital folklore quickly leads into uncertain territories. Because hardly anything of users' efforts was deemed worthwhile to archive and document, we are left with assumptions based on fragmentary memories of actual participants and the 'best effort' archive, the Wayback Machine. The quality of interacting with the web as a whole as it was 15 years ago is lost, and it's possible to remember things that never happened. The past is still under construction. Once Upon (2011) is three important contemporary websites recreated with technology and the spirit of late 1997 according to the memories of Dragan Espenschied and Olia Lialina.

15.30 • 17.30 SESSION #3
THE PRIVATE IN THE PUBLIC

Moderator: Lonneke van der Velden [NL]

p. 24

The advent of social media has eroded privacy as we know it, giving rise to a culture of self-surveillance that is made up of a myriad of voluntary, everyday disclosures. New understandings of private and public are needed to address this phenomenon. What does owning all this user data actually mean? Why are

people willing to give up their personal data, and that of others? How should software platforms be regulated?

Raoul Boers [NL], Ñusta Nina [NL]
Disliking the Like: User Policy Change and Perception of the Internet as a Democratic Medium

p. 19 p. 23

The European Union is currently focusing on 'the right to be forgotten'. Several forms of legislation aiming to enhance the protection of personal data of European citizens have been brought into force. This European protectionism often clashes with the privacy policies of, largely American, commercial organizations such as Facebook and Google. Whether or not the European Union will be able to improve online privacy through legislation remains to be seen. One should wonder whether citizens need protection from—what is perceived as—infringement of privacy rights, while these citizens are actually consumers, using commercially provided services with policies that they have agreed to. On the other hand one could question whether most users of web services like Facebook are equipped with the proper level of media literacy skills needed in order to manage such responsibility for their own privacy. Blindsided by tendencies akin to digital narcissism, many users choose to remain indifferent to questions of privacy and the moral issues concerning their personal data. Herein lies the essence of the problem and the key to its solution.

Arnold Roosendaal [NL]
Who Decides Who I Am Online?

p. 23

You decide who you are online. Or do you? Via the internet you send information for education, work, recreation or shopping, stay in contact with friends on social networking sites, and so on. Next to information you share deliberately, additional information about your online behavior is collected. With this information other parties create, build, trade and use your online identities. This presentation provides insight into the way commercial companies construct your online identity, and how individual autonomy is affected by preset choices and inclusion or exclusion mechanisms. It also explores how profiling is no longer group-based, but strictly individualized, with direct impact on each person. Commercial companies gain a central position on the internet, function as identity providers, and therewith make individuals dependent on them. Escaping becomes more and more difficult.

Frederik Zuiderveen Borgesius [NL]
The Ecosystem of Online Audience Buying

p. 25

Behavioral targeting is the monitoring of internet users' online behavior over time, in order to build a profile of these people to target them with advertising that matches their inferred interests. Users of social networking sites help marketing companies by profiling themselves. Profiles can be further enriched with up-to-date location data by users of mobile devices, and with other data gathered on and offline. Providers of social networking sites use profiles to supply advertisers with detailed audience segments that they can target. Other companies enrich their consumer profiles by extracting information from social network sites. A complex ecosystem of companies emerges in which collected data are combined, analyzed, and auctioned off in almost real-time.

Seda Gürses [TR/BE]
Privacy in Online Social Networks: A Requirements Engineering Perspective

p. 20

Social networks have been at the frontline of introducing new services that raise privacy concerns previously unthought of. Not only have these outcries shown that privacy is an ever-changing and contextual notion, they underline the variety of activities that can lead to privacy concerns, and the array of tools needed to counter the raised issues. Privacy itself is a debated notion with various definitions that are also often vague. While this increases the resilience of the privacy concept in social and legal contexts, it poses a considerable challenge on defining the privacy problem and the 'appropriate' solutions needed to address those problems in a technical system-to-be. When engineering systems, the stakeholders of the system ideally step through a process of reconciling the relevant privacy definitions and the (technical) privacy solutions in the given social context. During this talk, I will discuss how reconciliation can be approached during requirements engineering, using examples from the interdisciplinary project Security and Privacy in Online Social Networks (SPION).

Caroline Nevejan [NL]
Being and Bearing Witness in Communities of Systems and People

p. 22

Next generation material and immaterial infrastructures are merging networks for commodities, like that of water and energy, but with social networks in which human intentions and behavior are expressed. The design of such networks needs a new paradigm in which an

individual human being's perspective is central. Human beings need to be able to accept responsibility and liability in such a context. Responsibility and liability, being witness and bearing witness, establishing trust and truth, are foundational for social structures. What are parameters for such a new design paradigm?

CONFERENCE DAY #2 Saturday, March 10

11.00 • 12.30 SESSION #4
SOFTWARE MATTERS

Moderator: Korinna Patelis [CY]

p. 23

One of the important components of social media is software. For all the discourse on sociopolitical power relations governed by corporations such as Facebook and related platforms, one must not forget that social media platforms are thoroughly defined and powered by software. We need critical engagement with Facebook as software. That is, what is the role of software in reconfiguring contemporary social spaces? In what ways does code make a difference in how identities are formed and social relationships performed? How does the software function to interpellate users to its logic? What are the discourses surrounding software?

David M. Berry [UK]
Thinking Software: Real-time Streams and Knowledge in the Digital Age

p. 19

As software/code increasingly structures the contemporary world, curiously, it also withdraws, becoming harder and harder for us to focus on as it is embedded, hidden, off-shored or merely forgotten about. The challenge is to bring software/code back into visibility so that we can pay attention to both what it is (ontology/medium) and where it has come from (media archaeology/genealogy), and also what it is doing (through a form of mechanology) so we can understand this 'dynamic of organized inorganic matter'. What questions are raised by thinking about software/code, and what are some of the implications of software/code for critically understanding social media, and more broadly, for knowledge.

Anne Helmond [NL], Carolin Gerlitz [UK]

p. 20 p. 20

Reworking the Fabric of the Web: The Like Economy

In recent years, Facebook has increasingly expanded beyond the limits of its platform, first through social buttons and the Open Graph, and more recently through new possibilities of app development, frictionless sharing and differentiated Facebook actions. These digital devices allow Facebook to turn user interactivity instantly into valuable data, creating what we have described as a Like Economy. In this presentation we explore how the platform produces a very particular fabric of the web through its software design by focusing on social buttons, apps and actions. The introduction of social buttons and social plug-ins allowed for a partial opening of the platform as walled garden—carefully regulated by its Graph API— and led to an increasing decentralization of the web. Yet, the new apps, sharing possibilities and actions introduce a recentralization as content and user activities are designed to remain within the platform. By tracing the data and content flows enabled between the platform and the web, we suggest that the Like Economy cuts across straightforward ideas of Facebook as a walled garden, and instead, creates complex spatial relations organized through a number of new relationship markers beyond the hyperlink, which create new multi-layered dataflows.

Ganaele Langlois [CA]

p. 21

Language, Subjectivation and Social Technologies

Engaging with the works of Virno, Bifo, Lazzarato and Guattari, this presentation will explore how language can be used as a site of analysis to understand the processes of subjectivation at stake in the neoliberal, post-fordist context. The starting premise is that capital, through new communication technologies, has invested heavily in subjective areas of life such as sociality and affect, most visibly through the development of online social networks and user-generated content platforms. In contrast to industrial capitalism, which sought to destroy the human psyche, the post-fordist context promotes the integration of previously alienated and resistant dynamics of individual and collective expressions of subjectivity. Language in particular should now be studied as a site of expression of such processes of subjectivation, and should therefore be understood as more than pure linguistic signs uttered by human actors. Rather, language involves not only social power relations, but also technolinguistic processes (automated and personalized recommendations, ratings and rankings) that create the dynamics through which subjectivities are encircled.

In so doing, a theoretical shift should be undertaken from a focus on the content of communication to the semio-technical conditions that manage a seeming plurality of exchange.

Harry Halpin [CA]
p. 20

The Hidden History of the 'Like' Button

The Facebook 'Like' button is officially known as the Open Graph Protocol despite it being neither open nor a protocol, although rather surprisingly it is built out of open standards. In particular, the 'Like' button depends on the W3C's RDF (Resource Description Framework), the foundational knowledge representation system of Tim Berners-Lee's idealistic and controversial Semantic Web. Facebook uses RDF to describe products, although who precisely "likes" a given item is transmitted back to Facebook via Javascript. This talk will explore how Facebook dialectically deployed open standards to build a closed giant global graph of people and products. In a world where collective intelligence is controlled in walled gardens, what is the role of open standards? Does the ubiquity of social media mean the creation of a new nervous system made of an interconnected humanity or the primitive accumulation of the life-world?

13.30 • 15.30 SESSION #5

PITFALLS OF BUILDING SOCIAL MEDIA ALTERNATIVES [Debate]

Moderator: Caroline Nevejan [NL]
p. 22

It is not only important to critique and question existing design and socio-political realities but also to engage with possible futures. The central aim of this project is therefore to contribute and support 'alternatives in social media'. What would the collective design of alternative protocols and interfaces look like? We should find some comfort in the small explosion of alternative options currently available, but also ask how usable these options are and how real the danger of fragmentation is? How have developers from different initiatives collaborated so far and what might we learn from their successes and failures? Understanding any early failures and successes of these attempts seems crucial. A related issue concerns funding difficulties faced by projects. Finally, in what ways does regionalism (United States, Europe, Asia) feed into the way people search for alternatives and use social media?

Taking part in the debate:

Showcasing Alternatives in Social Media (pp. 2-5) for project descriptions.

Carlo v. Loesch/lynX [DE] from Secushare, p. 22

Michael Rogers [UK] from Briar, p. 23

Elijah Sparrow [USA] from Crabgrass, p. 24

Spideralex [ES] from Lorea,

James Vasile [USA] from Freedombox. p. 24

15.45 • 17.30 SESSION #6

SOCIAL MEDIA ACTIVISM AND THE CRITIQUE OF LIBERATION TECHNOLOGY

Moderator: Oliver Leistert [HU] p. 21

While the tendency to label any emergent social movement as the latest 'Twitter revolution' has passed, a liberal discourse of 'liberation technology' (information and communication technologies that empower grassroots movements) continues to influence our ideas about networked participation. This discourse tends to obscure power relations and obstruct critical questioning about the capitalist institutions and superstructures in which these technologies operate. As the first years of euphoria are over, the wild west style data digging companies are facing resistance at every level: single users who campaign against Facebook's ubiquitous data collections, as well as nation states and the EU, are slowly understanding the urge to push wild west 2.0 back into a regulated framework. Once social media is integrated into a larger framework of policies and laws, once its place in society reflects a position negotiated by stakeholders, states and privacy commissioners, will such a normalized commodification of communal communication simply be accepted?

Philipp Budka [AT] p. 19

Indigenous Cyber Activism: The Case of K-Net and MyKnet.org in Northwestern Ontario, Canada

In 1994 the Kuhkenah Network (K-Net, http://www.knet.ca/), a tribal council initiative, started to connect people in the remote region of northwestern Ontario, Canada, through digital communication technologies. It started with a simple bulletin board system and

now includes the construction and support of a whole broadband internet infrastructure. This infrastructure allowed for the creation of services that have become widely popular among First Nation people, from telemedicine and online learning to free webspace. One of those services is MyKnet.org (http://myknet.org/) which provides free personal homepages, particularly for the youth. These homepages can be understood as local representations of indigenous cultures, lives and identities within the World Wide Web. This presentation discusses K-Net and MyKnet.org as agents of an indigenous cyber or digital activism that aim to change living conditions in the region's remote and isolated communities.

Stefania Milan [CA]

p. 22

Cloud Protesting. How is Protest Changing?

Social media are changing the way people organize, mobilize, and protest. Organizing has become easier and quicker. Organizational patterns have transformed as individuals become more prominent at the expense of traditional movement organizations. Protest tends to be elusive. The narrative of the action is no longer centralized and controlled by movement organizations, but any activist can contribute by producing, selecting, and diffusing texts and audiovisual material. Surveillance, too, has become diffused and can be outsourced to the movement. Borrowing the metaphor from computing, I call this type of mobilizing 'cloud protesting'. Contemporary mobilizations can be seen as a cloud where a set of soft resources facilitating mobilization coexist—individuals can select from them and tailor their participation. In this talk I will explore different aspects of the 'cloud' seen in relation to the technical properties of social media, including organizational patterns, identity building, tactics and surveillance mechanisms.

Max Schrems [AT]

p. 24

Europe versus Facebook

As a starting point, this presentation will focus on Facebook's data use by highlighting the background data our group got by making access requests at Facebook. The second part will focus on some complaints we filed against Facebook, claiming that their use of personal data is illegal under European data protection regulations. By the time of this talk the first results of these complaints will be available, and ready for analysis on stage. Questions concerning the factual monopoly of Facebook, and alternative ways of shaping social networks and user duties under European data protection laws will also be discussed.

p. 24

Eleanor Saitta [USA]
Networks and Nation States

Moving from a centralized, institution-driven culture to a network structure would imply massive disruption, even without the simultaneous failure of neoliberalized capital and onrushing climactic and resource catastrophe. In what we understand of our current position, we must expect an unprecedented degree of societal disruption. The shape of that disruption is determined in part by the nature of institution to network transition. If we want to understand this disruption, we have to start here. This talk will look at concrete projects that point to that shape, namely the Constitutional Analysis Support Team and our work in conducting a threat model of the Icelandic constitution, and the Sukey project in London, a crowdsourced, distributed, real-time activist counterintelligence system. These projects will paint a picture of the structures of institutional failure and reconstitution, and what a hollow institution looks like in practice. Also explored will be the problems of institutional discretion and the jurisprudence of network.

BIOGRAPHIES

David M. Berry is Senior Lecturer in Digital Media (Associate Professor in Media Studies) in the Department of Political and Cultural Studies at Swansea University, UK. His books include, the forthcoming *Critical Theory and the Digital* (due 2012), *The Philosophy of Software: Code and Mediation in the Digital Age* (2011), and *Copy, Rip, Burn: The Politics of Copyleft and Open Source* (2008). He is co-author of *Libre Culture* (2008), and editor of *Understanding Digital Humanities* (2012). David's research covers a wide theoretical area including media, culture, political economy, media/medium theory, software studies, actor-network theory, the philosophy of technology, and the computational turn in arts & humanities and social sciences (digital humanities/ computational social science).

Raoul Boers lectures in Content Management and Digital Culture at the Hogeschool van Amsterdam, University of Applied Sciences, School of Design and Communication. He studied arts and sciences at Maastricht University and e-business strategy at Ohio University. He has been involved in the development and roll-out of Dutch and British e-government projects and is a former new media consultant to Amnesty International, Dutch section.

Josephine Bosma is a writer and critic. Her work mostly focuses on net art, sound art and net culture. She is an author in the Institute of Network Cultures' Studies in Network Cultures book series with her book, *Nettitudes: Let's Talk Net Art* (April 2011). Josephine Bosma lives and works in Amsterdam.
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Philipp Budka is PhD candidate and part-time lecturer at the Department of Social and Cultural Anthropology of the University of Vienna. He is interested in media technologies, information and communication technologies, indigenous media, transnationalism, social and cultural theory, ethnicity, production and transfer of knowledge and ethnographic methods. He has been doing work in a variety of fields such as northwestern Ontario, Canada, several internet environments and the University of Vienna. In Canada he has been working with K-Net, one of the world's leading indigenous internet service providers, to analyze sociocultural practices in relation to internet media technologies.

Thomas Cheneseau began his multimedia projects in the Workshop Interactive Research at the École Nationale Supérieure des Arts Décoratifs in Paris. His projects appropriate new territories of artistic expression through using web 2.0, virtual worlds and social networks, where he's made many series of screenshots and interactive environments. Thomas has presented his work at conferences at the Virginia Commonwealth University [U.S.], European School of Visual Arts in Poitiers [FR], École Nationale Supérieure des Beaux-Arts in Paris [FR], and participated in the Internet Pavilion

at the Venice Biennale 2011 [IT]. He is one of the creators and curators of SPAMM (SuPer Art Modern Museum), a new Museum 2.0.

Jan-Christoph Borchardt is an information designer, user researcher and activist for free culture, free software and an open web. He improves the user experience of free and open source web applications, now mainly as Design Dictator for the Unhosted project. Previously he did the interface and interaction design for ownCloud and started libreprojects.net, a directory of free software web applications.

Jodi Dean teaches political and media theory at Hobart and William Smith Colleges in Geneva, New York. Her most recent books include *Democracy and Other Neoliberal Fantasies* (Duke 2009) and *Blog Theory* (Polity 2010). In 2012 Verso will publish her newest book, *The Communist Horizon*. She is the co-editor of the international electronic journal of contemporary critical theory, *Theory & Event*.

Carolin Gerlitz is a PhD candidate at the Centre for the Study of Invention and Social Process at Goldsmiths, University of London, a visiting lecturer in sociology and a postdoctoral researcher. Among her research interests are economic sociology, digital culture, social media platforms, measurement and value, topology, branding and feminist theory. Carolin is also an associate member of the Digital Methods Initiative, University of Amsterdam.

Seda Gürses is a researcher working in the group COSIC/ESAT (http://www.esat.kuleuven.be/cosic/) at the Department of Electrical Engineering in K. U. Leuven, Belgium. Her topics of interest include privacy technologies, participatory design, requirements engineering, feminist critique of computer science, and online social networks. She is the coordinator of the interdisciplinary project Security and Privacy in Social Networks (SPION) supported by the Agency for Innovation by Science and Technology (IWT) in Belgium. Seda participated as a researcher in the EU projects Trusted Architecture for Securely Shared Services (TAS³) and Global Identity Networking of Individuals (GINI) where she contributed with research on privacy and security requirements engineering. http://www.esat.kuleuven.be/~sguerses

Harry Halpin is a postdoctoral research associate at MIT and Team member of the World Wide Web Consortium (W3C) in the Technology and Society Domain, where he is the lead for social media and identity. His energies are currently focused on a unified cross-browser Javascript Cryptography API, but he hopes to see progress on standardizing the Federated Social Web soon. He is also a visiting researcher at the l'Institut de recherche et d'innovation at the Centre Pompidou, where he is working on a book on philosophy and the web under the supervision of Bernard Stiegler. He received his PhD from the University of Edinburgh in data-mining, and is author of *Social Semantics* (2012). In his spare time, he enjoys the elaboration of collective, self-organized forms-of-life.

Anne Helmond is a PhD candidate with the Digital Methods Initiative, the new media PhD program at the Department of Media Studies, University

of Amsterdam. In her research she focuses on software-engine relations in the blogosphere and cross-syndication politics in social media. She also teaches new media courses in the Media Studies department and writes about her research on her blog. http://www.annehelmond.nl

Dmytri Kleiner creates miscommunication technologies, including deadSwap, Thimbl and R15N, and is the author of *The Telekommunist Manifesto*. http://dmytri.info

Walter Langelaar is a Dutch artist based in Rotterdam, where he also works as Program Director for the media studio of WORM, Institute for Avantgardistic Recreation. The projects from this studio, also known as moddr_, aim to critically reflect upon our contemporary media landscapes via artistic production and theoretical discourse.

Ganaele Langlois is Assistant Professor in the Communication Program at the University of Ontario, Institute of Technology and Associate Director at the Infoscape Centre for the Study of Social Media (www.infoscapelab.ca). Her research interests are influenced by software studies and Autonomia. She has a forthcoming co-authored book on Online Politics 2.0 with Greg Elmer and Fenwick McKelvey that will be published by Peter Lang. Her articles have been published in *Culture Machine, Fibreculture*, *New Media & Society*, and the *Canadian Journal of Communication*.

Tobias Leingruber (@tbx) is an artist and 'new media' communication designer with a Diploma in Design (FH) from Merz Akademie Stuttgart. His work explores and exposes the mutual impacts of networked communication technologies and human society, in the belief that this will contribute to a positive design of its future. As an advocate for freedom on the web he has worked with many artists and organizations such as the F.A.T. Lab, Artzilla.org, Silicon Sentier and the Mozilla Foundation (Firefox). He's active in the internet start-up and art scene. His latest projects include FB Resistance and Mozilla Demoparty. His work has been exhibited at galleries and on home computers worldwide and featured by mainstream media such as the NY Times, LA Times, Wired, Spiegel, 3sat(TV) and Liberation.fr.

Oliver Leistert is a media researcher whose main interests are mobile media, social media, surveillance media, and protest media. Currently he is finishing his thesis 'Mobile Media and Dataveillance' as a research fellow at the Center for Media and Communication Studies, CEU, Budapest. Together with Theo Röhle he recently co-edited *Generation Facebook*, the first collected volume of critical media studies about Facebook in German.

Olia Lialina was born in Moscow and graduated from Moscow State University as a journalist and film critic. She is widely recognized as a pioneer of the internet art scene and was the founder of The First Real Net Art Gallery and The Last Real Net Art Museum. Lialina writes on new media, digital folklore and vernacular web. She also blogs about Geocities archive and Car Metaphors. Since 1999 she has been a professor at Merz Akademie as leader of the New Media program. http://art.teleportacia.org/olia.html

Fascinated by internet chat, **Carlo v. Loesch/lynX** contributed to IRC. Realizing it had reached its technical and political limits, he embarked on a journey to find the holy grail of communication protocols. Around 1995, internet business took off. Carlo developed content management systems and content delivery networks for sites such as stern.de, zeit.de, spiegel.de. Contemporaneously he published the drafts for a federated protocol called PSYC. Business using PSYC took off right away, so the open source release was delayed. That's when a software by the name of Jabber appeared and grabbed the internet's imagination. Back then servers were safe, and sniffing other people's messages was unethical. Today Carlo has aimed for a better holy grail.

Geert Lovink, founding director of the Institute of Network Cultures, is a Dutch-Australian media theorist and critic. He holds a PhD from the University of Melbourne and in 2003 was at the Centre for Critical and Cultural Studies, University of Queensland. In 2004 Lovink was appointed as Research Professor at the Hogeschool van Amsterdam and Associate Professor at University of Amsterdam. He is the founder of internet projects such as nettime and fibreculture. His recent book titles are *Dark Fiber* (2002), *Uncanny Networks* (2002) and *My First Recession* (2003). In 2005-06 he was a fellow at the WissenschaftskollegBerlin Institute for Advanced Study where he finished his third volume on critical internet culture, *Zero Comments* (2007). The last publication *Networks Without a Cause*, A Critique of Social Media examines our collective obsession with identity and self-management coupled with the fragmentation and information overload endemic to contemporary online culture (2012).

Alessandro Ludovico is an artist, media critic and has been Editor in Chief of Neural magazine since 1993. He was awarded with an 'Honorary Mention' for Net.Vision at Prix Ars Electronica 2004, is one of the founders of the Mag.Net (Magazine Network of Electronic Cultural Publishers organization), and also served as an advisor for Documenta 12's Magazine project. He has been a guest researcher at the Willem De Kooning Academy in Rotterdam and teaches at the Academy of Fine Arts in Carrara. He was among the authors of the *Hacking Monopolism* trilogy of artworks (*Google Will Eat Itself*, *Amazon Noir*, and *Face to Facebook*).

Stefania Milan is a postdoctoral fellow at The Citizen Lab and the Canada Center of Global Security Studies, Munk School of Global Affairs, University of Toronto. She received a PhD in Political and Social Sciences from the European University Institute. Her first monograph, 'Emancipatory Communication Practices and Social Movements', will be published in 2012. Her research interests include networked collective action, radical internet activism, and the interplay between digital technologies and society. Currently, Stefania isinvestigating the impact of social media on collective action and dissent. She lives on Algonquin Island, on Lake Ontario. http://www.stefaniamilan.net

Caroline Nevejan is an independent researcher and designer focusing on the implications of technology on society. Having been involved with

multiple interdisciplinary projects over the course of 20 years, she speaks a variety of professional languages. She has been initiator, conceptualizer, producer, manager and director of local, national and international work. Currently she is a visiting fellow with the Intelligent Interactive Distributed Systems group at the Vrije Universiteit van Amsterdam (iids.org), a research fellow with the PrimaVera Program for Research in Information Management, an associate with Performing Arts Labs (www.pallabs.org) and member of the Dutch Council for Culture and the Arts. Her research focuses on the design of presence and the design of trust in social interactions between people, in organizations and in larger social and political structures. She uses methodologies from the social sciences and from the discipline of design. Having a profound theoretical interest she finds it a challenge to bridge knowledge, insight and skills between different domains. 'Making things happen' in a design process, she is convinced, only works when people involved contribute.

Ñusta Nina lectures in information and media law at the Hogeschool van Amsterdam, University of Applied Sciences, School of Design and Communication. She has worked as a legal counsel for TomTom International. As a contributor to the European Film Gateway Project, she reported to the European Commission on the copyright situation in Europe regarding audiovisual content and digitization. Ñusta holds an MA in International and European Law and a MA in Information Law.

Korinna Patelis has been researching the sociocultural structures of new media for nearly 15 years. She read philosophy and politics at Warwick University and has a Masters in Media and Communications from Goldsmiths College. Her PhD completed at Goldsmiths in 2000, was on the political economy of the internet, which is also the subject of her early publications. Korinna has been working and teaching in new media for more than a decade, mostly in Greece, and joined the Department of Communication and Internet Studies at the Cyprus University of Technology as an assistant professor in September 2009. Her research interests currently focus on the web's commercial taxonomy, the representational structures of websites and the power of social media with her writing exploring social media as social text using Facebook as an example. Attempting to refashion a radical political economy perspective in new media research, the politics of the internet as well as its regulation lie at the heart of Korinna's research interests in and outside the academy.

Michael Rogers is an open source hacker and researcher whose love-hate relationship with the internet isn't healthy for either of them. He worked at LimeWire until its demise and recently finished a PhD in the design of censorship-resistant networks.

Arnold Roosendaal studied Dutch Law and obtained an LLM in Law and Technology and an MPhil in a Research Master Program. Arnold is currently a PhD candidate at the Tilburg Institute for Law, Technology, and Society (TILT), Tilburg University, The Netherlands. Next to that, he is partner at Fennell Roosendaal Research and Advice. He has a great interest in law and technology and the implications of technological

developments on society. In his research he specifically looks at implications for individuals, often by analyzing the effects of privacy and autonomy. Arnold has participated in several international research projects and has written a number of international publications. He also regularly participates in conferences as a speaker or panelist.

Eleanor Saitta is a hacker, designer, artist, and writer. She makes a living and a vocation of understanding how complex systems operate, and redesigning them to work, or at least fail, better. Among other things, Eleanor is a co-founder of the Trike project (http://octotrike.org) and theConstitutional Analysis Support Team (http://const.is). She lives mostly in airports and occasionally in New York and London.

Max Schrems is a student at the University of Vienna, School of Law and research assistant at the University of Vienna, School of Law exchange semester at Santa Clara University, CA. He is also speaker of the group europe-v-facebook.org.

Elijah Sparrow is a longtime anti-surveillance activist and co-founder of riseup.net, a provider of secure communication alternatives for social movements. He is the lead programmer for the free software project Crabgrass, a social collaborative space for activist groups with a focus on security. Elijah is currently a PhD student in Sociology at the University of California at Santa Cruz. His research areas include digital surveillance and the communication repertoires of social movements.

James Vasile has been a free software user, advocate and hacker since the mid 90s, when he discovered GNU/Linux. As Executive Director of the FreedomBox Foundation, James leads the effort to design and distribute a low-cost personal server that will protect people's privacy, security and anonymity in their digital lives. James is also counsel at the Software Freedom Law Center and serves on the board of Open Source Matters and Brave New Software. He has contributed to numerous free software projects. James' writings and code are available on his website, and tweets/dents as @jamesvasile. http://www.jamesvasile.com

Lonneke van der Velden is a PhD student at the Amsterdam School for Cultural Analysis (ASCA) and teaches at the Department of Media Studies (University of Amsterdam). Her PhD research focuses on digital surveillance and technologies of activism. She currently explores how to do internet studies with digital methods, with special attention to social networking platforms.

Coralie Vogelaar is a conceptual artist and designer. She graduated from the Sandberg Institute in 2007 and completed a residency at the Rijksakademie. Vogelaar is responsible for several projects: *MyPolarIce**, in which she sold 18,000 year old polar ice as a souvenir in a special store at the Museumplein in Amsterdam; *History is Yours!***, a DIY shirt printing generator with random text and image combinations from world history; *Dearest Tinkebell*, a book in which anonymous hate mail senders are revealed with their photo's, telephone numbers and addresses; *Masters*

of Rietveld, a huge image encyclopedia of more than 3000 images ordered by image rhyme; and *The Photoshop*, a fictional stock photo book with - staged by herself - cliché esthetic newspaper photos.

D.E. Wittkower is Assistant Professor of Philosophy at Old Dominion University with a PhD from Vanderbilt. His work focuses on the application of value theory (ethics, aesthetics, and social/political philosophy) to technology and popular culture. He has edited books on Facebook, the iPod, Monk, and Philip K. Dick, and has written articles and book chapters on topics such as friendship online, copyright in e-business, Radiohead and the culture industry, the unforeseeable prominence of cuteness in online culture, Fullmetal Alchemist and the moral foundations of economics, the phenomenology of audiobook listening, the genre of detective stories as social criticism, loyalty in the workplace, and interdisciplinary research methodology. He also freelances for Speakeasy, culture blog of *The Wall Street Journal*, and has recorded a dozen audiobooks that have been downloaded over sixty thousand times. Current projects concern self-presentation on social networks, a phenomenology of the cellphone, and the #OWS movement.

Frederik Zuiderveen Borgesius is a PhD researcher at the Institute for Information Law. Before joining the Institute for Information Law he worked in the music industry for many years. Frederik also studied six months at Hong Kong University, and worked at SOLV attorneys, a law firm dedicated to technology, media and communications. His research concerns behavioral targeting and European data protection regulation. Building on insights from behavioral economics, his research explores how privacy could be protected more effectively in the context of behavioral targeting, without unduly restricting individual autonomy. He published several articles on privacy and the internet.

TEAM

Geert Lovink, founding director of the Institute of Network Cultures, is a Dutch-Australian media theorist and critic. He holds a PhD from the University of Melbourne and in 2003 was at the Centre for Critical and Cultural Studies, University of Queensland. In 2004 Lovink was appointed as Research Professor at the Hogeschool van Amsterdam and Associate Professor at University of Amsterdam. He is the founder of internet projects such as nettime and fibreculture. His recent book titles are *Dark Fiber* (2002), *Uncanny Networks* (2002) and *My First Recession (*2003). In 2005-06 he was a fellow at the WissenschaftskollegBerlin Institute for Advanced Study where he finished his third volume on critical internet culture, *Zero Comments* (2007).

Silvio Lorusso is an Italian graphic designer and researcher. In 2011 he collaborated with the Institute of Network Cultures for the *Theory on Demand* and *Out of Ink* projects. He graduated in Visual and Multimedia Communication at the Iuav University of Venice with a project concerning the influence of graphic design on the experience of food products. Currently he's attending the Networked Media course at Piet Zwart Institute of Rotterdam. http://www.silviolorusso.com/

Sabine Niederer is General Manager of CREATE-IT, the applied research center of the School of Design and Communication, Amsterdam University of Applied Sciences. She is also a new media PhD candidate at the Department of Media Studies, University of Amsterdam, where she coordinates the Digital Methods Initiative. Furthermore, Sabine is curator of Impakt Net Art. Until December 2011, she worked as Managing Director of the Institute of Network Cultures, where she co-organized conferences such as *A Decade of Web Design*, *Urban Screens* and *Video Vortex*, and coordinated publication series as the INC Readers.

Michelle Oosthuyzen is currently starting her research internship at the Institute of Network Cultures and looks forwards to obtain her MA degree in New Media and Digital Cultures from the University of Utrecht in August of this year. Born in South Africa and raised in the Netherlands, Michelle first tried her luck in the hospitality industry and graduated at the Hotel Management School in Maastricht in 2009. Following her gut feeling she decided to further explore her interest in new media and broaden both her academic and intellectual horizons and has never regretted the choice since. Her main research interests focus on new media's ability to (re)create reality in combination with the power of hype to suspend critical thinking and create certain blind spots regarding technology's impact on our day-to-day reality. Her future goal is to cultivate a media literate society that is able to spot opportunities with a critical eye.

Margreet Riphagen has been Project Manager at the Institute of Network Cultures since August 2008 and produced *Winter Camp 09*.

She graduated in 2000 in Integrated Communication Management at the Hogeschool of Utrecht. She worked as a producer at Waag Society for a few years after which she moved to Media Guild, a not-for-profit organization that fosters innovative starters in the field of new media and ICT. After setting up Media Guild, she left to work on Blender, a 3D open source animation suite. For Blender, she was co-producer of Big Buck Bunny (Peach open movie project) and produced an open game. Aside from working as project manager at the INC, she now coaches Interactive Media students at Amsterdam University of Applied Science. Margreet Riphagen is also involved in MediaLAB Amsterdam, a creative, interdisciplinary workplace where inquisitive students and researchers collaborate on innovative interactive media ideas.

Marc Stumpel is a new media researcher and blogger, as well as the (intern) producer for the *Unlike Us* Amsterdam event with the Institute of Network Cultures. He holds an MA degree in New Media and Culture from the University of Amsterdam.
His main research interest is the antagonism within the political and economic dimensions of digital culture, especially in relation to social media. Being a privacy/user-control advocate, he is concerned with the development of alternative social networking spaces and techniques. He is involved in the FB Resistance project and his master's dissertation, *The Politics of Social Media*, focused on control and resistance in relation to Facebook.

Lonneke van der Velden is a PhD student at the Amsterdam School for Cultural Analysis (ASCA) and teaches at the Department of Media Studies (University of Amsterdam). Her PhD research focuses on digital surveillance and technologies of activism. She currently explores how to do internet studies with digital methods, with special attention to social networking platforms.

Serena Westra started as an intern involved with the Critical Point of View event. She was CPOV's assistant producer. Since then, she has been working on several conferences for the INC as a blogger and as assistant producer. Serena recently finished her BA in Media and Culture at the University of Amsterdam, with a specialization in new media and a minor in culture sociology. Her bachelor thesis was about Facebook and identity, titled 'Performing the Self: Identity on Facebook'. Last semester she studied at the University of Technology Sydney in Australia. She is interested in social media, power structures, sociology and digital culture.

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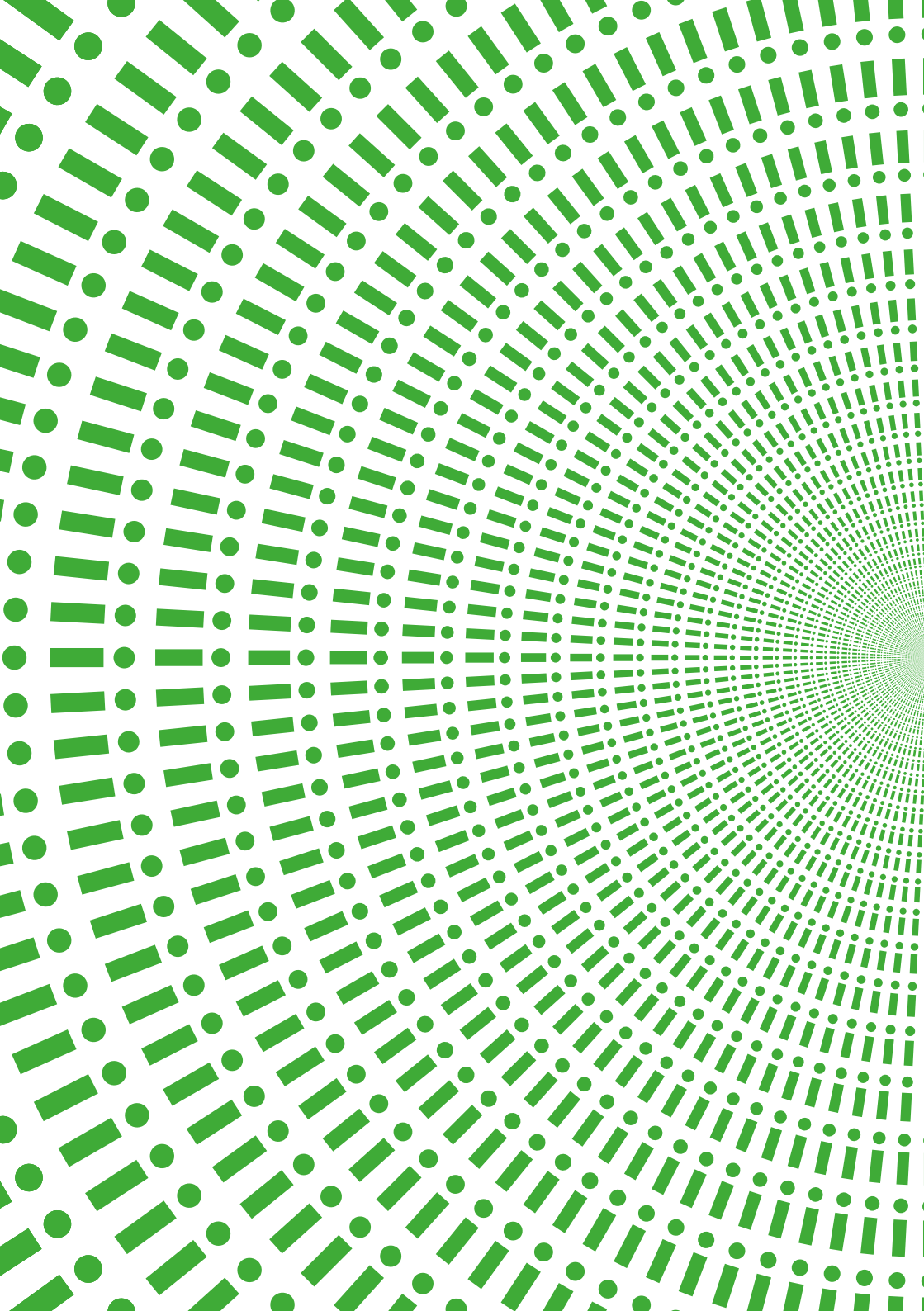

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