Network theorist [Ulises Mejias](#) is in Amsterdam for a three months period and visits various new media initiatives and reports about it on his blog in a series called [Conversation Below Sea Level](#). [Here an interview he did with me](#). Ulises Mejas was one the speakers at the Amsterdam [New Network Theory conference](#) that our INC co-organized in June 2007. His PhD is called Networked Proximity, ICT's and the Mediation of Nearness and can be downloaded [here](#). In it Mejias develops a critique of 'nodocentric thinking'. According to Ulises Mejias we need to "focus on the epistimological exclusivity engendered by the fact that nodes are are capable of recognizing other nodes." Networks are imposing a nodocentristic filter on the social, a process that we clearly see happening (again) in (micro)blogging and social networking. The social becomes a special effect of the software architecture of popular services. Mejias provides us an informed general network theory that can be used in the avalanche of case studies that is under way into YouTube, Hyves, MySpace, Skyrock, Facebook, StudiVZ and so on.