

Table of Contents

An Introduction in Ten Theses	9
I. Which Crowds?	
Introduction (Inge Baxmann).	17
<i>Christian Borch</i> Crowd Mediation On Media and Collective Dynamics	23
<i>Christiane Heibach</i> From Masses to Collectives Dimensions of a Discursive Paradigm Shift	35
<i>Florian Sprenger</i> Inertia, Acceleration, and Media/Theory	53
<i>Irina Kaldrack and Theo Röhle</i> Creating Subsets of the Masses Taxonomies, Orders, and Crowds in Facebook's Open Graph Protocol	75
<i>Roland Meyer</i> Augmented Crowds Identity Management, Face Recognition, and Crowd Monitoring	101
II. Which Media?	
Introduction (Claus Pias)	117

<i>Wolfgang Hagen</i> Discharged Crowds On the Crisis of a Concept	123
<i>Michael Andreas</i> “Open” and “Free” On Two Programs of Social Media	135
<i>Dirk Baecker</i> The Sociology of Media.	151
<i>Sebastian Vehlken</i> Reality Mining On New (and Former) Methods of Social Simulation	173
<i>Christoph Engemann</i> Human Terrain System Social Networks and the Media of Military Anthropology	193
III. Which Public Spheres? Introduction (Timon Beyes).	219
<i>Sascha Simons</i> The Ornament of Mass Customization On the Collective Consciousness of Dispersed Examiners	225
<i>Carolin Wiedemann</i> Collectivity without Identity Anonymous, Flexible Infrastructures, and the Event of the Common	247
<i>Mirko Tobias Schäfer</i> Unstable (Counter)Publics Online Platforms as Hybrid Forums for Socio-Political Debates	267
<i>Christoph Bieber</i> Toward an Ethics of the Leak? WikiLeaks as a Programmed Public Sphere	285
<i>Peter Krapp</i> Between the Madness and the Wisdom of Crowds Computer Games and the Distraction Economy	307

IV. Commentaries

Marie-Luise Angerer

Short-Circuiting the Masses. 329

Charles Ess

Falling Between Two Chairs – or Three, or 337

List of Contributors 343