
CONTENTS

Geert Lovink

A World Beyond Facebook: Introduction to the Unlike Us Reader 9

THEORY OF SOCIAL MEDIA

Bernard Stiegler

The Most Precious Good in the Era of Social Technologies 16

David M. Berry

Against Remediation 31

Ganaele Langlois

Social Media, or Towards a Political Economy of Psychic Life 50

Nathan Jurgenson and PJ Rey

The Fan Dance: How Privacy Thrives in an Age of Hyper-Publicity 61

Martin Warnke

Databases as Citadels in the Web 2.0 76

Andrea Miconi

Under the Skin of the Networks: How Concentration Affects Social Practices
in Web 2.0 Environments 89

Yuk Hui and Harry Halpin

Collective Individuation: The Future of the Social Web 103

CRITICAL PLATFORM ANALYSIS

Korinna Patelis

Political Economy and Monopoly Abstractions: What Social Media Demand 117

Jenny Kennedy

Rhetorics of Sharing: Data, Imagination, and Desire 127

Mercedes Bunz

As You Like It: Critique in the Era of an Affirmative Discourse 137

Caroline Bassett

Silence, Delirium, Lies? 146

Ippolita and Tiziana Mancinelli

The Facebook Aquarium: Freedom in a Profile 159

PLATFORM CASE STUDIES

Mariann Hardey and David Beer

Talking About Escape 166

D.E. Wittkower

Boredom on Facebook 188

Leighton Evans

How to Build a Map for Nothing: Immaterial Labor and
Location-Based Social Networking 189

Andrew McNicol

None of Your Business? Analyzing the Legitimacy and Effects
of Gendering Social Spaces Through System Design 200

Robert W. Gehl

'Why I Left Facebook': Stubbornly Refusing to not Exist even After
Opting out of Mark Zuckerberg's Social Graph 220

ARTISTIC INTERVENTIONS

Simona Lodi

Illegal Art and Other Stories About Social Media 239

Alessandro Ludovico and Paolo Cirio

Face-to-Facebook, Smiling in the Eternal Party 254

Louis Doulas and Wyatt Niehaus

On Pleaselike.com and Facebook Bliss 259

Brad Troemel

Art After Social Media as a Rejection of Free Market Conventions 264

Tatiana Bazzichelli

Disruptive Business as Artistic Intervention 269

ACTIVISM AND SOCIAL MEDIA USES

Marc Stumpel

Facebook Resistance: Augmented Freedom 274

Pavlos Hatzopoulos and Nelli Kambouri

The Tactics of Occupation: Becoming Cockroach 289

Tiziana Terranova and Joan Donovan

Occupy Social Networks: The Paradoxes of Using Corporate Social Media
in Networked Movements 296

ALTERNATIVES

Lonneke van der Velden

Meeting the Alternatives: Notes About Making Profiles and Joining Hackers 312

Sebastian Sevignani

Facebook vs. Diaspora: A Critical Study 323

Florencio Cabello, Marta G. Franco and Alexandra Haché

Towards a Free Federated Social Web: Lorea Takes the Networks! 338

Solon Barocas, Seda Gürses, Arvind Narayanan and Vincent Toubiana

Unlikely Outcomes? A Distributed Discussion on the Prospects and Promise
of Decentralized Personal Data Architectures 347

APPENDICES

Unlike Us Research Agenda 364

Unlike Us Conferences 373

Unlike Us #1 in Limassol

Unlike Us #2 in Amsterdam

Author Biographies 376