

# Unlike Us #3

## Social Media: Design or Decline

March 22–24 2013

# FRIDAY 22/03/13

# SATURDAY 23/03/13

09:30

DOORS OPEN, COFFEE AND TEA

10:00

10:30

SESSION 1

## THEORY AND CRITIQUE OF 'SOCIAL'

11:00

PG. 04

11:30

12:00

LAUNCH: UNLIKE US READER

PG. 07

12:30

13:00

LUNCH

13:30

SESSION 2

## ARE YOU DISTRIBUTED? THE FEDERATED WEB SHOW

14:00

PG. 06

14:30

15:00

Q&A WITH PETER OLSTHOORN

PG. 07

15:30

COFFEE AND TEA BREAK

16:00

SESSION 3

## POLITICAL ECONOMY OF SOCIAL NETWORKS: ART & PRACTICE

16:30

PG. 08

17:00

17:30

18:00

18:30

19:00

19:30

20:00

FACEBOOK  
RESISTANCE

PG. 10

HACKATHON  
CATALYST

PG. 10

20:30

21:00

21:30

22:00

LATE

SOCIAL ID  
BUREAU

PG. 13

MOBILE US

FACEBOOK RI

SOCIA

DAY 23/03/13

SUNDAY 24/03/13

UNLIKE US  
COORDINATION  
MEETING

PG. 13

LUNCH

SESSION 4  
E OF SOCIAL MEDIA

PG. 12

FFEE AND TEA BREAK

SESSION 5  
OT: JOIN OR DECLINE

PG. 14

AL-R-US PARTY

PG. 16

HACKATHON

PG. 18

**TROUWAMSTERDAM**  
WIBAUTSTRAAT 127  
1091 GL AMSTERDAM

**MEDIALAB AMSTERDAM**  
WIBAUTSTRAAT 2-4  
1091 GM AMSTERDAM

**OP DE VALREEP**  
POLDERSTRAAT 620  
1093 KP AMSTERDAM

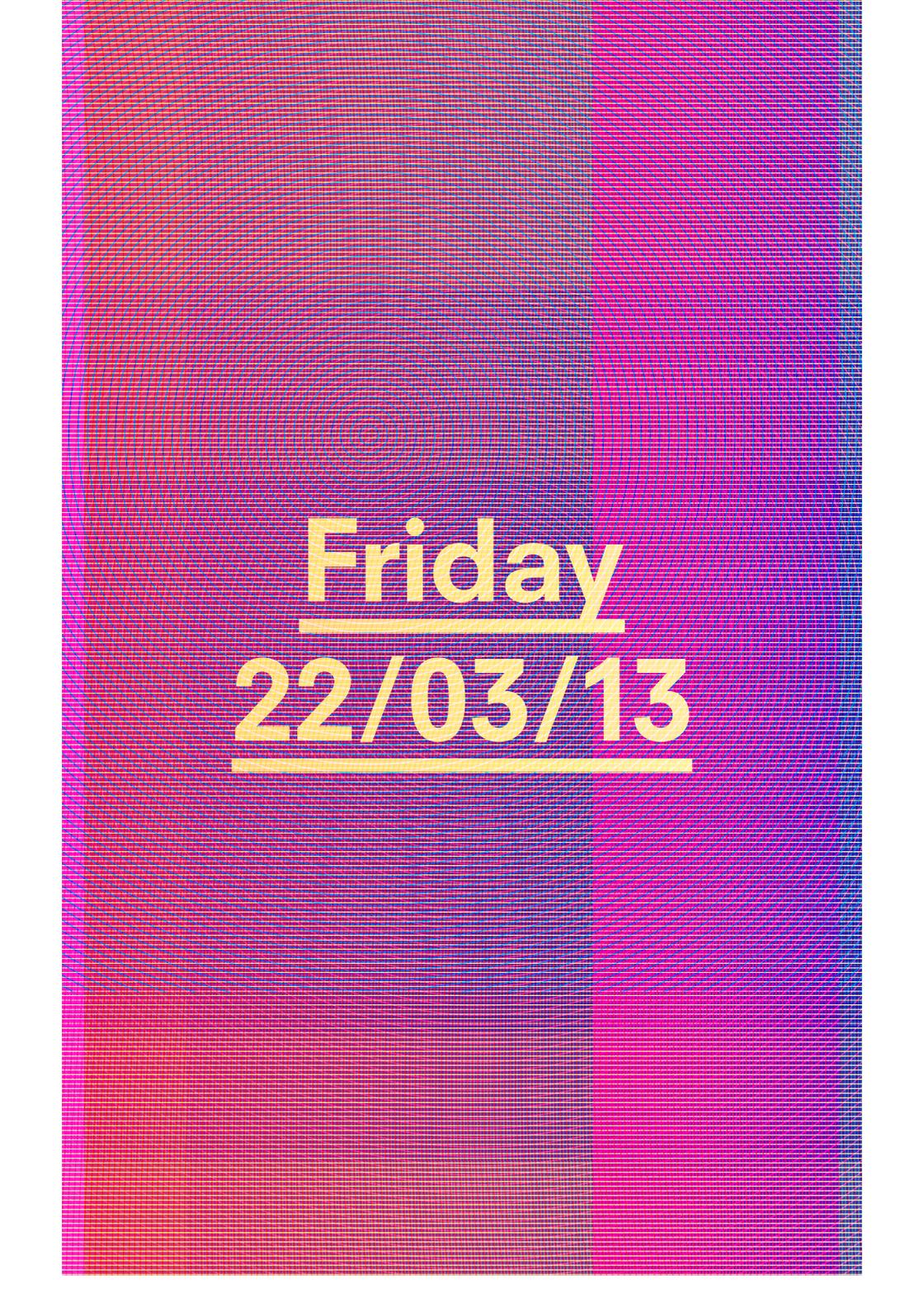
## ABOUT UNLIKE US #3

Is the word ‘social’ hollowed out, or does it still have some meaning? How can we understand the thunderous growth of mobile uses in social media? Is there really something like a Facebook riot and how do we start one? Theorists, programmers and artists alike react to the monopolies that control social media – by designing decentralized networks, creating art that’s criticizing and surprising at the same time or trying to understand the big networks from within. Meet them at the third Unlike Us conference organized by the Institute of Network Cultures on 22-23 March 2013 in Amsterdam, the Netherlands.

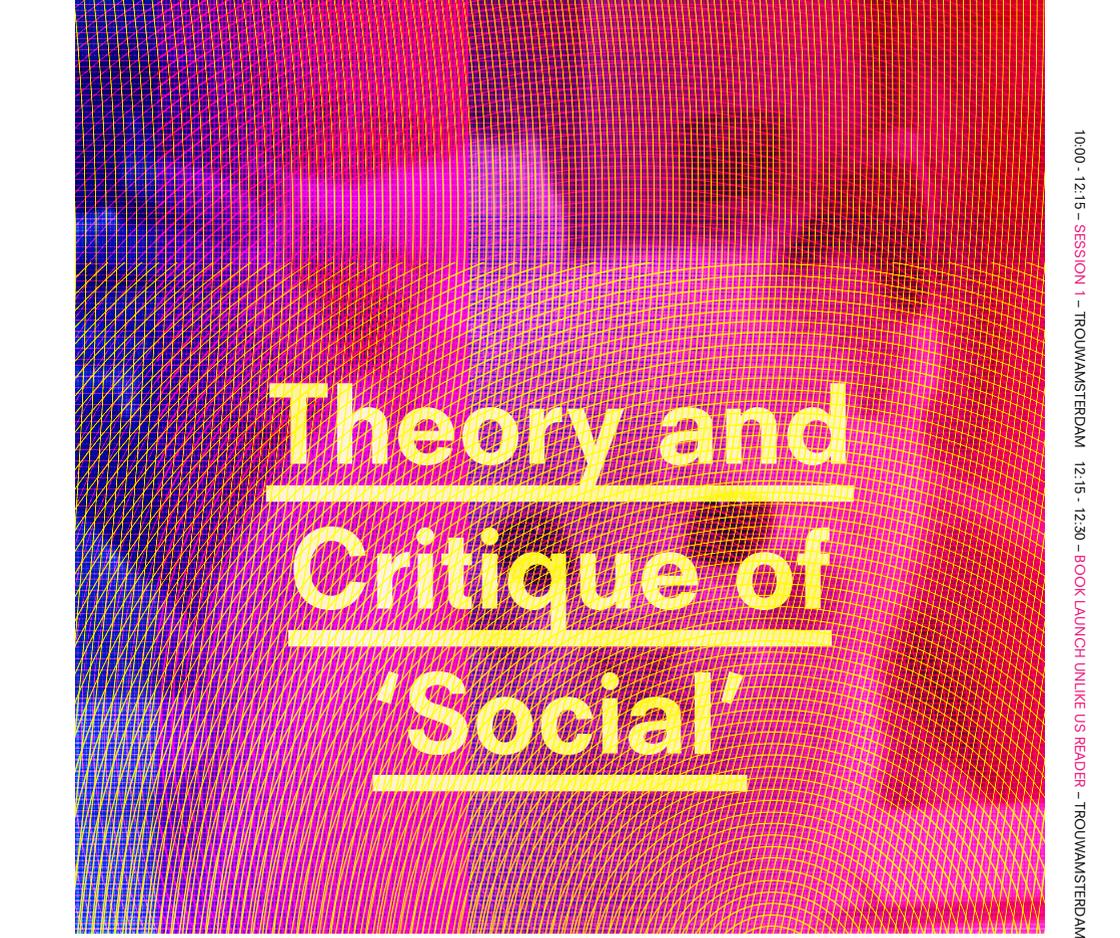
International speakers discuss both the big gestures of theory, and the ambitious plans of artists, programmers and activists. There are workshops to put Unlike Us into practice without delay and discussions on specific issues that Unlike Us hasn’t dealt with so far. The different themes will cover theory and critique, decentralization, mobile use, activism, and the art and politics of social networks.

## UNLIKE US

Unlike Us is a research network of artists, designers, scholars, activists and programmers, founded in July 2011. The aim of the network is to combine a critique of the dominant social media platforms with work on ‘alternatives in social media’. Through workshops, conferences, online dialogues and publications, Unlike Us intends to both analyze the economic and cultural aspects of dominant social media monopolies and to propagate the further development and proliferation of alternative, decentralized social media software. Everyone’s invited to be a part of the public discussion on how we want to shape the network architectures and the future of social networks we are using so intensely.



**Friday**  
**22/03/13**



# Theory and Critique of 'Social'

What is the meaning of 'social' when social media like Facebook and Twitter are structured around the individual from the start? Social seems to require a form of collective that isn't to be found in these networks. Let's take the theory and critique of 'social' a step further, towards rethinking the power relations between the social and the technical in what are essentially software systems and platforms. We are more and more aware that social media aren't just happy-go-lucky neutral platforms; while at the same time it's too easy to dismiss them as the bad boys of capitalism. How to understand the social networking logic? Even if Twitter and Facebook implode overnight, the logic of befriending, liking and ranking will further spread across all aspects of life.

MODERATOR: GEERT LOVINK (NL) P.27

## SPEAKERS

BERNARD STIEGLER (FR) P.25

### **Social Networking As a Stage of Grammatization and the New Political Question**

Social networking and engineering are dimensions of the digital stage of a process of grammatization that began thirty thousand years ago. With the advent of digitization, psychic and collective memory as well as social relations have all become objects of exchange value. What this means is that, given digital technologies are organs of publishing, that is, of the production of public space and time, digitization is a process of privatization of the public thing – of the *res publica*. Privatization here means: commodification. In short, what is occurring is the destruction of the psychic and collective process of individuation that began with the Greek polis. Furthermore, the domination by those giants that are Google, Apple, Facebook and Amazon is possible above all because very little genuine work is being done on the stakes of digitization by either the academic sphere or the political sphere.

PETRA LÖFFLER (DE) P.23

### **A History of Distraction From a Media-Archaeological Perspective**

Petra Löffler will reconstruct the rise of a notion of distraction as distributed attention and the role it has played in articulating modern modes of perception, especially the reception of modern mass media like cinema. In doing so, she will focus on the gawker or gazer as a figuration of a mass audience which has to distribute attention in order to react on different stimuli almost simultaneously. Such a media-archaeological perspective can help to understand why nowadays distraction again has become a hotspot of cultural criticism.

TRISTAN THIELMANN (DE) P.25

### **Account - Able Networking: Harold Garfinkel's Contribution Towards a Theory of Social Media**

Tristan Thielmann draws paradigmatic parallels between the development of ethnomethodology and media studies by outlining Harold Garfinkel's theoretical and praxeological contributions to social media research. Based on the analysis of his "Sociological Theory of Information", Thielmann demonstrates how the thingification of information within accounts determines the agency of communicative nets. Social media are, therefore, distinguishable from other document-based media mainly through their increased accountability. Taking this into account, it is possible to expose patterned socio-techniques already described by Garfinkel in the 1950s that remain characteristic of the web today.

## BOOK LAUNCH

### **Unlike Us Reader**

The Institute of Network Cultures is proud to be launching its first-ever Unlike Us Reader, the eighth reader in its collection. It offers a critical examination of social media, bringing together theoretical essays, personal discussions and artistic manifestos. How can we understand the social media we use everyday, or consciously choose not to use? We know very well that monopolies control social media, but what are the alternatives? While Facebook continues to increase its user population and combine loose privacy restrictions with control over data, many researchers, programmers, and activists turn towards designing a decentralized future. Through understanding the big networks from within, be it by philosophy or art, new perspectives emerge. Contributors include Bernard Stiegler, Leighton Evans, Seda Gürses, Spideralex, Harry Halpin, Ippolita, Vincent Toubiana, Simona Lodi, Marc Stumpel and Lonneke van der Velden.



# Are You Distributed? The Federated Web Show

The best way to criticize platform monopolies is to support alternative free and open source software that can be locally installed. In the Federated Web Show we are setting the terms of decentralization. A lot of alternative social networks are being developed with the aim to give users greater power, for example over their data. Just think of Lorea or Diaspora. Which choices have to be made for a decentralized design and what are the traps? Is it necessary to take the sharing individual as a starting point of the network? A different kind of social networking is possible, but there are many questions to attend to. Are you ready for constant decision-making? How deeply does your trust in the community you share your data with reach? In a lively talk show, guests on stage or participating on screen discuss the possible future of decentralization and concepts for alternatives. Open or closed, commercial or anarchistic, distributed or centralized: join the Federated Web Show.

MODERATOR: SEDA GÜRSSES (BE) P.26

## PARTICIPANTS

### CAPO (CYBERSPACE) P.20 AND SPIDERALEX (ES) FROM LOREA P.25

The Lorea project creates secure social cybernetic systems, in which a network of humans will become simultaneously represented in a virtual shared world. Its aim is to create a distributed and federated nodal organization of entities with no geophysical territory, interlacing their multiple relationships through binary codes and languages. See: Lorea.org.

### GEORGE DANEZIS (UK) P.20

George Danezis is a researcher and advocate of online privacy. His interests include anonymous communications and peer-to-peer and social network security. On the design side, he has worked on the traffic analysis of deployed protocols such as Tor and is a lead designer of Mixminion, an anonymous remailer.

### HARRY HALPIN (US) P. 22

Harry Halpin is a World Wide Web Consortium (W3C/MIT) Team member, under the direction of Tim Berners-Lee, where he leads efforts in social standardization and cryptography. His work is aimed at evolving the web into a secure platform for free communication in order to enable collective intelligence. Halpin contributed to the article “Collective Individuation: The Future of the Social Web” in INC’s *Unlike Us Reader* (2013).

### RENI HOFMÜLLER (AT) P.22

Reni Hofmüller is an artist and activist in the areas of new media, free software, open hardware, technology and politics in general. She is a member of the Institute for Media Archeology.

### VINCENT TOUBIANA (US) P.25

Vincent Toubiana is an engineer at the IT expert department of the Commission Nationale de l’Informatique et des Libertés (CNIL). His PhD research focused on web search privacy and privacy preserving behavioral targeting.

He has developed several browser extensions. Toubiana contributed to the article “Unlikely Outcomes? A Distributed Discussion on the Prospects and Promise of Decentralized Personal Data Architectures” in INC’s *Unlike Us Reader* (2013).

### VIDEO: ARVIND NARAYANAN (IN/US) P.24

Arvind Narayanan is an Assistant Professor in Computer Science at Princeton. He studies information privacy and his research has shown that data anonymization is broken in fundamental ways. Narayanan contributed to the article “Unlikely Outcomes? A Distributed Discussion on the Prospects and Promise of Decentralized Personal Data Architectures” in INC’s *Unlike Us Reader* (2013).

## Q&A WITH PETER OLSSTHOORN (NL) P.24

Interviewed by Geert Lovink

With *The Power of Facebook*, Dutch IT journalist Peter Olsthoorn wrote a ‘journalistic bible’ about many aspects of the 1 billion-person empire and areas of tension on Facebook: its kitchen secrets, privacy and marketing, crime and surveillance, terrorism and revolution, sociology and philosophy, ICT principles, Mark Zuckerberg and the money. His book was published in a long and short edition in Dutch last year and will soon be released in English. Olsthoorn is both a fan and critic of Facebook, as he is of the Unlike Us movement. He argues for the possibilities of Facebook to become a real social network and an extension of the open internet, with open trade in privacy as an asset. Geert Lovink will discuss his views in a short interview.



# Political Economy of Social Networks: Art & Practice

What better way to counter political economical issues than by art and creativity? Artists play a crucial role in visualizing power relationships and disrupting the daily routines of social media usage. Artistic practice is also a tool for analysis, as artists are often first to deconstruct the familiar and present an alternative vision. How can we imagine the political economy of the social – whether on the big and closed platforms or on newly arising alternatives? Artists and researchers talk about creative projects questioning and criticizing the commercial side of social media. What alternative visions do the arts present towards free labor, commodification, alienation and the like? And how do they manage to keep out of the web of economics themselves?

MODERATOR: MIRIAM RASCH (NL) P.27

## SPEAKERS

SIMONA LODI (IT) P.23

### Art as Networked Machinery: When Art Becomes Anti-Social for Being More Social

An inquiry into the assumption that artists are not just aesthetic mediators, but also social mediators who use networks to redefine relational and media space. Simona Lodi gives a process-oriented analysis that relies mostly on a set of common-sense terms, such as ‘networks’, ‘users’, ‘people’, ‘artists’ and ‘connections’, in social and political performances. By uncovering the artists’ methods, she delves into the multifaceted levels of human activities, their networked machinery and the actions of art. The underlying question concerns the relationship between technology and art. Technology does not invent new art forms by itself; rather it opens up new possibilities for artists. In this sense, the artist’s function is no longer that of conveying traditional values and thoughts. Instead, artists are intermediaries who offer audiences new values and perceptions based on their interaction with an original approach to networked technology as an alternative economy and common system.

BENJAMIN GROSSER (US) P.21

### Facebook Demetricator and the Easing of Prescribed Sociality

The Facebook interface is filled with numbers. These numbers, or metrics, measure and present our social value and activity, enumerating friends, likes, comments and more. Benjamin Grosser presents his software intervention called Facebook Demetricator. Demetricator allows Facebook’s users to hide these metrics. The focus is no longer on how *many* friends one has or on how *much* people like their status, but on *who* they are and *what* they said. Friend counts disappear. ‘16 people like this’ becomes ‘people like this’. Through changes like these, Demetricator invites Facebook’s users to try the system

without the numbers, to see how the experience is changed by their absence. This open source browser add-on thus aims to disrupt the prescribed sociality these metrics produce, enabling a network society that isn’t dependent on quantification.

KARLESSI FROM IPPOLITA (IT) P.22

### Minds Without Bodies: The Rites of Religions 2.0

In performance societies, we need help to be at the level of our online identities. Social networks are caregivers, through a series of rituals that make us feel part of the people networks. The good shepherds of the digital ‘good news’ automagically lead us to the green pastures of freedom. Priests, gurus and martyrs of online sociality instruct us on what tools to use, how many times, where and with whom. They warn us against viruses; they protect us from the bad guys, at reasonable prices: we just have to say always, here and now, what we think, believe, want. Who our friends are. This feeds Big Data’s algocracy that makes us obedient sheep to the radical transparency, the key-value of performance societies. Others are: emotional pornography, the cult of ephemeral creativity, the holy war for the extension of connectivity everywhere, moral panic against net-wolves threatening children online. How to imagine self-managed, immanent rituals?

### VIDEO: INTERVIEW WITH RICHARD METZGER (US) P.23

When Richard Metzger published his article “Facebook: I Want My Friends Back” on DangerousMinds.net, it quickly went viral. The article outlined how Dangerous Minds’ Facebook reach suffered after the introduction of Promoted Posts. Metzger shares his experience and critique in a short video interview.

HESTER SCHEURWATER (NL) P.24

### Shooting Back

“The mirrored self-images encompass my private fantasies. They are my way of reacting on the imitated and fake media images, which are constantly calling upon our imagination, without intending to be taken too seriously. I try to deconstruct this call’s effect with my reactions by switching the ‘subject-object’ relationship, without being victimized by it. My self-images show I am not a victim of an imposed sexually charged visual culture, instead I give a self-aware answer, in which I try to show my feelings and/or views on the unreal and fake imagery, which is forced upon us daily. This series of photos emerged from a collection of daily uploads on Facebook and my personal blog. In the digital public space, I try to reinforce the exhibitionist nature by presenting them in the context of a living room or a living room setting. In this context exhibitionism and voyeurism come together.”

TOBIAS LEINGRUBER (DE) P.22

### The Future of Identity in a Digital World

With more than 1 billion (monthly active) users Facebook is the dominant identity system on the web. When signing up for new services around the open web it’s quite common and sometimes mandatory these days to use ‘Facebook Connect’ instead of creating a new and independent user account. People stop ranting on blog comments because those only allow comments connected to a ‘real name’ or ‘Facebook identity’—‘til the end of time. For the good or bad we are losing anonymity and Facebook Inc. is establishing order in our digital world. The project “Social ID Bureau” draws a possible near future of Facebook Inc. actually giving-out ‘real life’ passports (<http://socialidbureau.com>). Leingruber will give an overview on this project, the vision and where we are today. How is Facebook Inc. already controlling our digital identities and influencing our everyday lives? Where are the issues and what are the opportunities?

## MediaLAB AMSTERDAM

### FACEBOOK RESISTANCE

With Tobias Leingruber and Marc Stumpel

Facebook Resistance is a creative intervention and research initiative that focuses on the ways to change Facebook’s rules and functionality from inside the system. Its aim is to investigate and instigate modification of the platform to make it better suited to the users’ needs and desires, e.g. changing Facebook’s color. In this workshop we gather to reflexively resist hierarchical decisions in the programming of the software with browser hacks. The participants are given the opportunity to experiment with browser hacks in order to go beyond the ‘default freedom’ that restrains users in customizing the Facebook interface and features. Join us to modify your Facebook profile and experience it like never before! Bring your laptop. No programming knowledge required. Please RSVP to [larissa@networkcultures.org](mailto:larissa@networkcultures.org).

### HACKATHON CATALYST

With proposals by: Spideralex (Lorea), Vesna Manojlovic (Technologia Incognita), Eleanor Saitta (Briar) and others

The Hackathon Catalyst aims to explore alternative social media trajectories. We get together, pitch projects and provide the conditions to start working. The discussions at the Catalyst will provide a basis for Sunday’s hackathon. Proposals will be pitched by Vesna Manojlovic from Technologia Incognita (the Amsterdam Hackerspace), Spideralex from Lorea (an alternative social network), Eleanor Saitta from the Briar project (a secure news and discussion platform) and others. Lonneke van der Velden will moderate. Please RSVP to [larissa@networkcultures.org](mailto:larissa@networkcultures.org).



**Saturday**

**23/03/13**



# Mobile Use of Social Media

Everyone agrees: mobile is the next big upheaval, changing what we know about social media all around. Location matters. Tagging space and time and adding location information and context prolongs data value into new complexities. Users are embracing Facebook with their smartphones, causing trouble to revenue streams and thereby making it even more apparent that the user is the commodity. Meanwhile Facebook has developed a clever strategy to lock-in new users in the emerging markets in Africa, Asia and Latin America by inventing the Facebook SIM Card and free apps for feature phones. You can now make friends on a black and white 200-character screen. For many first-time connected users Facebook becomes the default. Tracking mobile data streams in real time provides a gold mine that has only just been discovered. Who are the key players in the mobile data business and what are their practices?

MODERATOR: OLIVER LEISTERT (DE) P.26

## MediaLAB AMSTERDAM

### Social ID Bureau with Tobias Leingruber

Next time someone needs to “see your ID” - How about showing a Facebook ID card instead of the documents your government gave you? On the web this is common practice for millions of people already. The Social ID Bureau is handing-out personal identification cards for a limited number of Facebook Social Network citizens, interested in alpha testing. Be the first among your friends to pick-up your social identification card and explore the future. Please RSVP to larissa@networkcultures.org.

### Unlike Us Coordination Meeting

Everyone is invited to this town hall-style meeting to help plan the next Unlike Us conference and the future of the Unlike Us initiative. Topics for discussion include the location for the next conference and areas of research to be explored.

## SPEAKERS

LEIGHTON EVANS (UK) P.21

### Buying and Selling People and Places: The Political Economy of Mobile Social Media

The emergence of mobile phones in society has provoked theoretical and popular debate for three decades. As phone technology improves in developed markets and gains footholds in others, the possibility of a political economy of mobile phone usage becomes clearer, and while there are technological differences in the phones used, there are similarities in the commoditization of people and places. In the West, smartphone technology with GPS capability allows for databases of place to be constructed and data sold based on user generated content. In the developing world, ‘dumbphone’ technology allows for less sophisticated but equally effective commoditization of usage and location. The commoditization of place through user-generated content demands an examination of emerging power relations in light of ubiquitous mobile computational technology, and how social capital and commoditization intersect in the new media world to reconfigure the experience of place and the visibility of places to users.

MARION WALTON (ZA) P.25

### Prepaid Social Media and the Mobile Internet in South Africa: Patterns in Young People’s Mobile Discourse

Mass appropriation of mobile messaging by young people in South Africa has placed texting and (more recently) many-to-many communication via the internet within the reach of many. Marion Walton tackles ongoing issues of differentiated access to and use of mobile communication, and particularly the specificities of mobile-centric access to the internet. These differences have important implications for the mediatization of talk in general and political talk in particular, via new interfaces to political discourse. Examples come from some recent qualitative studies of youth mobile participation in South Africa, highlighting the specific local patterns of adoption and participation, in particular the influence of differential commodification of mobile communication, the tiered functionality of phones and local preferences for Bluetooth over more costly forms of online media sharing, and case studies of participation via messaging on Mig33 and MXit profiles, comparing them to participation in a popular Facebook group.

NATHAN FREITAS (US) P.21

### ‘Checking-In’ for the Greater Good

What secret power of mobile technology is it that has such a profound effect on reducing the inhibition of those that come in contact with it? Why is it that acts which no one would perform in view of a CCTV security camera (which would only be seen by a few), are commonly done in front of a higher resolution mobile phone camera that can instantly broadcast to millions? There is something intoxicating about the real human connections made through these devices, that dramatically changes risk tolerance of the participants. Our task is to figure out how to harness this behavior to have a net positive impact on the world, as opposed to just scoffing at its narcissism. Can ‘check-ins’ be transformed into ‘sit-ins’? Can an Instagram of your dinner be used to battle Genetically Modified foods? Can we find a balance between security and social? Join us to find out!

# Facebook Riot: Join or Decline

The tendency to praise Twitter and Facebook for their revolutionary powers has mostly passed. We might even think first about the London riots and Project X when it comes to the mobilizing qualities of these networks. Still, the concept of ‘liberation technology’—information and communication technologies that empower grassroots movements—continues to influence our ideas about networked participation. Could there even be something like #Occupy without social media? Activists use social media to further their goals, but in that way are also dependent on the platform. Is a non-commercial, free and open network essential in that respect? But then, how do you reach as many people as possible? How do social media and the control issues of internet influence the practice of protest? Governments can use the same social media tools for surveillance, propaganda or detection. We need to envision organized networks based on strong ties, yet open enough to grow quickly if the time is right.

MODERATOR: MIRKO TOBIAS SCHÄFER (NL) P.24

## SPEAKERS

MIRIYAM AOURAGH (UK) P.20

### **Social Media as Damocles Sword: The Internet for Arab Activists**

The Arab revolutions were based on people-power rather than imperial regime-change. With the help of the internet this unique bravery had global ramifications as it transcended the local, thereby inspiring activists in Wisconsin, Barcelona, Athens and Amsterdam alike. But the role of the internet during political change balances between its empowering and disempowering implications. There are two difficulties with the 'liberation technology' approach: first, a peculiar fascination with technology ('Facebook Revolution') that echoes previous civilization narratives (Arabs awaking by the availability of non-native modern technologies); second, the celebratory projections overlook other (offline) dynamics and consequences and little emphasis is given to the negative impact of neo-liberalism, such as the geo-political interests in the distribution of counter-revolutionary internet tools. The highly contentious case of Syria demonstrates that local activists have gained some but also suffered a lot from the internet. Surveillance tools and extensive counter-revolutionary social media pages are two of the venue points that help to indicate the power structures.

SIMONE HALINK (NL) P.22

### **Dutch Data Requests: Fighting for Transparency**

Over the last couple of years, Bits of Freedom has been fighting for transparency of communications surveillance. Such transparency is required to ensure that this measure is only used if provided by law, necessary, and proportionate to a legitimate aim. Until now, the Dutch government has provided very little information on communications surveillance—despite repeated requests for more transparency. This refusal as

well as the Dutch careless attitude towards wire-tapping, is reason for grave concern. Simone Halink of Bits of Freedom will share experiences and strategy in fighting for transparency of communications surveillance in the Netherlands.

THOMAS BOESCHOTEN (NL) P.20

### **Project X Haren: Participation and Mobilization on Facebook**

Prior to the 21st of September 2012, media speculated about the possible outcome of a party that was originally proposed on Facebook and had virtually grown to epic proportions. After what seemed an innocent invitation at first, it turned out that thousands of people turned up and finally the evening ended in riots. Thomas Boeschoten discusses the role of Facebook and its design elements in a broader context of youth culture, media attention and the authorities to gain insight into how this could have happened.

SIMONA LEVI (ES) P.23

### **TACTICS 2.0: Learn in the Net, Act Everywhere**

Some practical notes about the type of struggle that has been constructed over the past few years in Spain. The previous struggle—for the defense of the internet and sharing—has been crucial for arriving at the #15M movement. Firstly for the maturity it has created, which cuts right across all layers of public opinion, both in terms of defending something that belongs to it and is in danger of being snatched away—the neutral internet—and secondly in terms of ethical ways of relating to others. Now, thanks to those skills we have learned on the net, we are evolving to a highly effective way of fighting back and to constructively hacking the system. Simona Levi will show some examples to explain why something new is really happening.

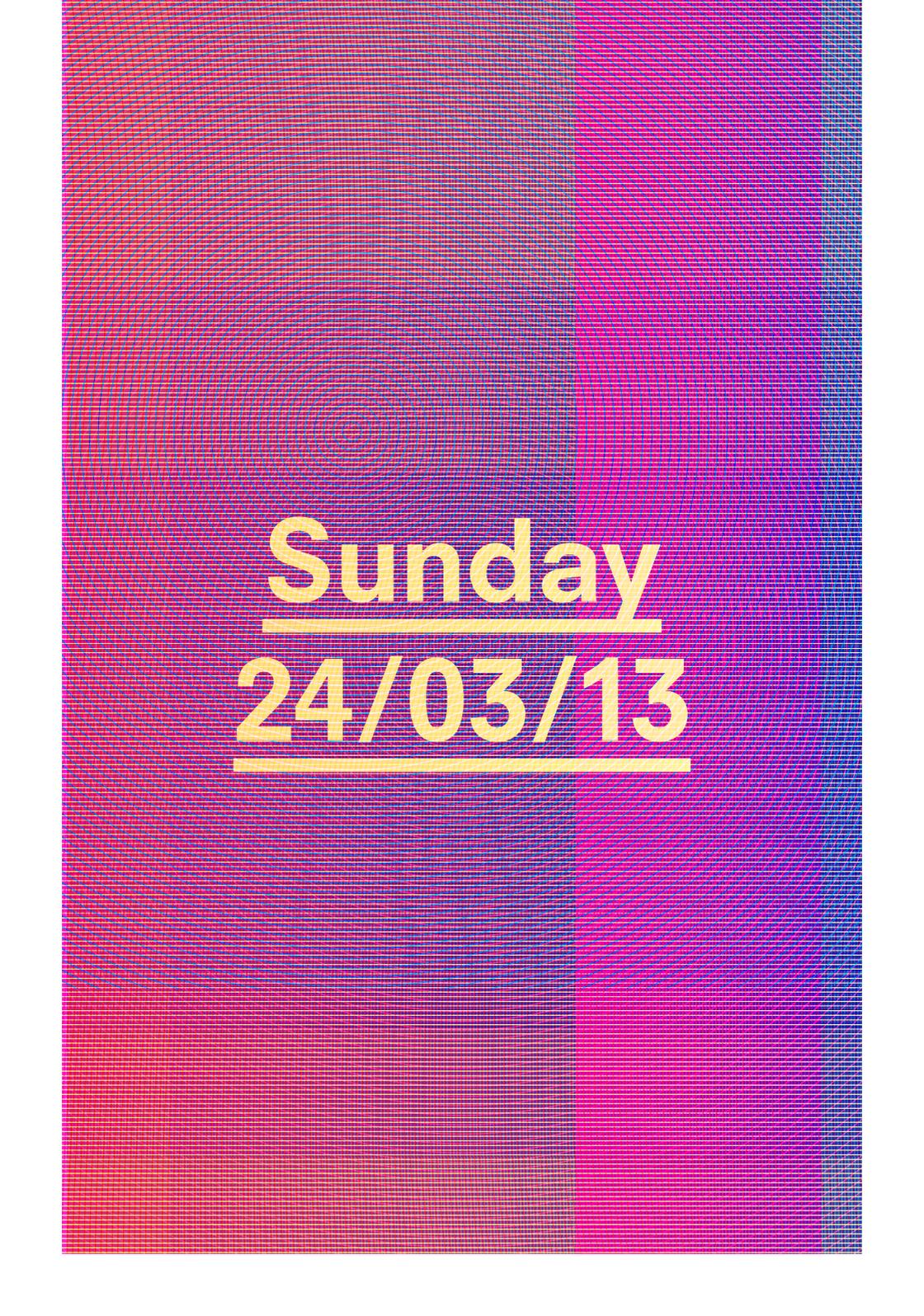


# **Social-R-Us**

---

# **Party**

DJ Eindbaas will be playing nostalgic 'chiptunes' from game consoles favourites like Gameboy, Atari and Sega. The venue is a former animal shelter-turned squat and creative space. Join us for a unique night out in Amsterdam!

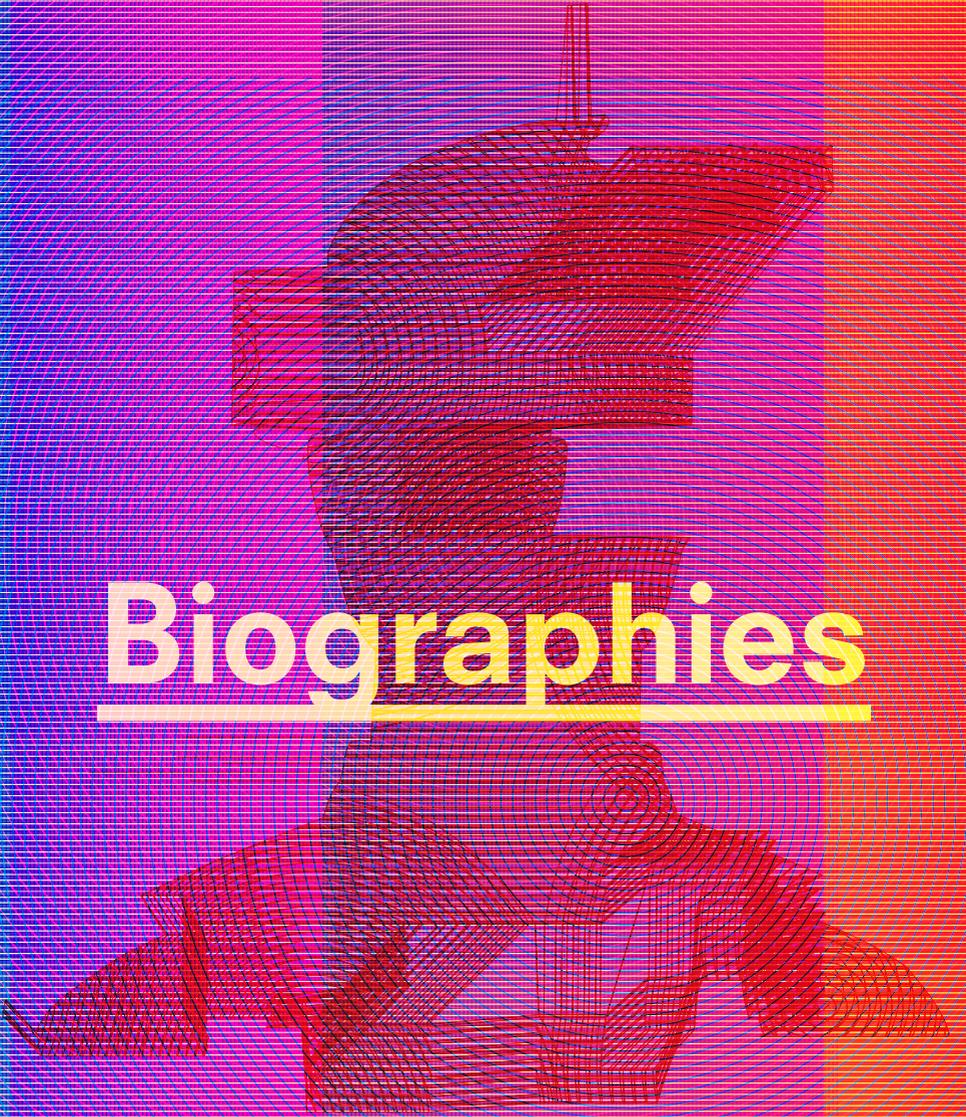


**Sunday**  
**24/03/13**



# Hackathon

The Amsterdam Hackerspace, Technologia Incognita, will present a full day hackathon in the MediaLAB Amsterdam. The hackathon will build on the proposals presented at Friday night's Hackathon Catalyst. Please RSVP to [larissa@networkcultures.org](mailto:larissa@networkcultures.org).

An abstract graphic composed of a dense grid of thin, dark red lines. The grid is distorted and warped, creating a 3D effect of a complex, multi-faceted structure. The background is a vibrant, multi-colored gradient transitioning from blue on the left to red on the right, with a central vertical band of magenta. The overall effect is a dynamic, digital aesthetic.

# Biographies

---

## SPEAKERS AND MODERATORS



### MIRIYAM AOURAGH

Dr. Miriyam Aouragh is associate member of the Oriental Institute, University of Oxford. Besides lecturing Cyber Politics in the Middle East, she researches cyber warfare in the Arab-Israeli conflict and the implications of the internet for activists in the Arab world. She is the author of *Palestine Online: Transnationalism, the Internet and the Construction of Identity* (IB Tauris, 2011). She will start research on the political implications of the internet for the Arab revolutions with a Leverhulme Early Career grant at CAMRI (University of Westminster) in mid-2013. miriyam.aouragh@orinst.ox.ac.uk.



### THOMAS BOESCHOTEN

Thomas Boeschoten (@boeschoten) is a master's student New Media and Digital Culture at Utrecht University. He is specialized in researching Twitter and other new media using a mix of quantitative and qualitative analysis. After focusing on the use of Twitter by politicians and the Occupy movement, he is now a member of the research committee Project X Haren which investigates the so-called Facebook riots that recently took place in a small Dutch village. He is also founder of Tweetonderzoek.nl and Catenaccio.nl.



### CAPO

Hacktivist, art student at the University of Chile (2000) and Master of Latin American Cultural Studies (2006). Capo works on different projects related to free software in Chile, Argentina, Bolivia, Ecuador, Colombia and Brazil. Co-founder of hackrreta, the first hacklab in Chile (2005) and co-organizer of the Tricontinental Mataró hackmeeting (2006) which took place in Spain, Chicago, and Santiago. Co-founder of the hacklab "Patio Maravillas" in Madrid (2007), regional organizer of Flisol in 2007 and active member of Latin American free networks (<http://redeslibres.org>) and sysadmin of the Lorea Free Social Network (<https://lorea.cc>). Since 2009, he has travelled through Latin America in order to connect regional hacktivist projects and expand the mesh of Lorea free servers in and for Latin America (<http://capo.quodvis.net/public/2nac/>).



### GEORGE DANEZIS

George Danezis is a researcher at Microsoft Research, Cambridge. He has been working on anonymous communications, privacy enhancing technologies (PET), and traffic analysis since 2000. He has previously been a visiting fellow at K.U. Leuven (Belgium) and a research associate at the University of Cambridge (UK), where he also completed his doctoral dissertation. His theoretical contributions to the PET field include the established information theoretic metric for anonymity and pioneering the study of statistical attacks against anonymity systems. On the practical side he is one of the lead designers of Mixminion, the next generation remailer, and has worked on the traffic analysis of deployed protocols such as Tor. His current research

interests focus around smart grid privacy, peer-to-peer and social network security, as well as the application of machine learning techniques to security problems.



### LEIGHTON EVANS

Leighton Evans is a PhD candidate at Swansea University, studying the phenomenological effects on the experience of place that emerge from using location-based social networks. His research interests are social media, digital media, ethnography and webnography, phenomenology, continental philosophy, political economy and location based services. In addition to being a student, Leighton Evans is a research assistant at Cardiff University and has previously been a college lecturer and a web designer for a major charity in his native Wales. In his spare time, he religiously follows Swansea City F.C. and loves to play video games, read comic books, watch science fiction and comic heroes movies, and plays guitar badly.



### NATHAN FREITAS

Nathan Freitas is a long-time mobile technology innovator and global human rights activist and trainer. He has a foundation in creative applications of new technology, with a strong foundation in open-source software development and security technologies. Through personal work in support of the Tibetan independence movement over the last 13 years, he came to understand the promise and peril of applying new technology to activists in high-risk situations, and in response founded the Guardian Project in 2009. Nathan Freitas also teaches Social Activism Using Mobile Technology at New York University's Interactive Telecommunication Program. He has recently returned from a six-month research trip in India, Nepal, Thailand and Burma, tracking adoption of low cost smartphones and 3G networks throughout the region.



### BENJAMIN GROSSER

Benjamin Grosser, an artist and a composer, is currently completing an MFA in New Media at the University of Illinois, USA. Previously he earned degrees in music composition from Illinois before moving to the Beckman Institute, where he directed the Imaging Technology Group. Grosser creates interactive experiences, machines, and interventions that examine the cultural, social, and political implications of software. These artworks have been covered widely in the press, including articles by *the Los Angeles Times*, Creative Applications Network, FastCoDesign, Engadget, *Corriere della Sera*, and *The New Aesthetic*. *The Huffington Post* said of his Interactive Robotic Painting Machine that, "Grosser may have unknowingly birthed the apocalypse." His works have been curated into the Rhizome ArtBase, on display at the Museum of Contemporary Art in Chicago, received a Creative Divergents Award in 2011, and a Terminal Award for 2012-13.



### SIMONE HALINK

Simone Halink works for Bits of Freedom, a leading Dutch digital rights organization. Her main areas of focus are social media surveillance, cybersecurity and unlawful interception. She studied law at the University of Amsterdam and New York University and was a commercial litigator at the Dutch firm De Brauw Blackstone Westbroek before joining Bits of Freedom.



### HARRY HALPIN

Harry Halpin is a World Wide Web Consortium (W3C/MIT) team member, under the direction of Tim Berners-Lee, where he leads efforts in social standardization and cryptography. Dr. Halpin is also currently writing a book on the philosophy of the web under the direction of Bernard Stiegler due to the EC-funded PHILOWEB project at IRI. He completed his PhD at the University of Edinburgh under Andy Clark, available as the book *Social Semantics*. His work is aimed at evolving the web into a secure platform for free communication in order to enable collective intelligence.



### RENI HOFMÜLLER

Reni Hofmüller is an artist, musician, composer, performer, organizer and activist in the fields of usage of (new) media, free software, open hardware, technology and politics in general, engaged in the development of contemporary art. She is a founding member of ESC im LABOR (1993), an experimental art venue in Graz, that focuses on art in technological context; founding member of Radio Helsinki, the noncommercial community radio in Graz (1996); founding member of murat, strategic platform for internet experimentation and usage (1998). She was the last president of Eva & Co, a feminist artists group, and is member of the Institute for Media Archeology.



### IPPOLITA

Ippolita is an international collective for convivial research and writings. Investigations and workshop topics include: (reality) hacking, free software, and philosophy and anthropology of technologies. As a heteronomous identity, Ippolita published *Open is Not Free* (2005; it); *The Dark Side of Google* (2007; it-fr-es-en); *In the Facebook Aquarium: The Resistible Rise of Anarcho-Capitalism* (2012; it-es-fr). Ippolita's independent server provides their copyleft works, exploring the cutting edge "technologies of domination" with their social effects. Forthcoming project: *Rites and Beliefs in Tech Everyday Practices*. [www.ippolita.net](http://www.ippolita.net) & [info@ippolita.net](mailto:info@ippolita.net).



### TOBIAS LEINGRUBER

Tobias Leingruber (@tbx) is an artist and communication designer. His work explores and exposes the mutual impacts of communication technologies and society. The web belongs to us! Leingruber has worked with many artists and organisations including the Free Art & Technology Lab, Artzilla.org, Le Camping Start-Up Accelerator and the Mozilla Foundation (Firefox). He's generally

involved in tech start-up and digital art scenes. Latest projects include FB Identity Cards and Mozilla Demoparty. His work has been exhibited internationally and covered by *the New York Times*, *LA Times*, *Wired*, *Spiegel*, *ARTE* and *Libération*.



### SIMONA LEVI

Simona Levi is the founder and coordinator of X.net (before Exgae), the first Spanish advisory service specialized in protecting citizens from the abuses of cultural industries' lobbies and to defend a free/libre and neutral internet. Among X.net's public activities is the annual edition of FCForum, the Free Culture Forum and the oXcars, the world's biggest free culture show. A long time cultural producer and activist, she is also the founder of Conservas, the cultural entity that organizes, produces and stages a range of socially-conscious events and festivals throughout the year. Conservas is also a theatre and interventions company. Conservas produces actions, 'media-actions' and other tools. Expert in tactic 2.0, she is actively participating in the struggle for democracy, a fair economy and justice in Spain.



### SIMONA LODI

Art critic and curator, founder and art director of the Share Festival; since 1993, she has been a contributor to many leading contemporary art publications. She is contributor of LEA—Leonardo Electronic Almanac (MIT Press). She is an official blogger for The Huffington Post Culture. In 2007 she launched the Action Sharing platform to produce artistic projects that use mechatronics elements in a syncretic way, where art, science, research and experimentation are brought together and combined to create new tools of knowledge. Her critical work deals with social, political and cultural themes, with an emphasis on technology, migration and cultural borderlines. The unifying thread of her work as a critic lies in analyzing contemporary art and the forms it has taken in our global, digital age.



### PETRA LÖFFLER

Petra Löffler has represented the professorship of Media Philosophy at the Bauhaus-University at Weimar (Germany) since 2011. She is working in the field of media-archaeology and finished her professorial thesis about a discourse history and cultures of distraction in 2011. She is also editor of the journal *Zeitschrift für Medienwissenschaft*.



### RICHARD METZGER

Richard Metzger is one of the co-founders of the popular outsider arts blog DangerousMinds.net. Previously he was best known for being the Creative Director of the multi-media publisher The Disinformation Company, Ltd. He is the author of two books and hosted and directed the British television series "Disinformation." He is a frequent TV and radio commentator on fringe culture and lives in Los Angeles.



### ARVIND NARAYANAN

Arvind Narayanan is an Assistant Professor in Computer Science at Princeton. He studies information privacy and security and has a side-interest in technology policy. His research has shown that data anonymization is broken in fundamental ways, for which he jointly received the 2008 Privacy Enhancing Technologies Award. He is one of the researchers behind the Do Not Track proposal. Narayanan is also an affiliated faculty member at the Center for Information Technology Policy at Princeton and an affiliate scholar at Stanford Law School's Center for Internet and Society.



### PETER OLSTHOORN

Peter Olsthoorn, historian, a journalist since 1978, has worked for dailies, radio and television from Eastern Europe during the upheavals of 1988-1990. From 1995 until late 2007 he produced Planet Multimedia, one of the first European e-zines, and he wrote the books *Intranet & Internet* in 1997, *Dialogue via Intranet* in 1998 and *De Macht van Google* in 2010, partly translated as *The Price We Pay for Google* (Amazon). In February 2013 he finished *The Power of Facebook*, which is soon to be published. In 2000 he founded Netkwesties.nl, an e-zine about legal and socio-economic consequences of the internet. In 2008, Olsthoorn started Leugens.nl about falsehoods in politics, media etc. Peter is member of the Press Council in The Netherlands.



### MIRKO TOBIAS SCHÄFER

Mirko Tobias Schäfer is Assistant Professor for New Media & Digital Culture at the University of Utrecht and Research Fellow at Vienna University of Applied Arts. He studied theater, film and media studies and communication studies at Vienna University (AT) and digital culture at Utrecht University (NL). He obtained a magister (master) in theater, film and media studies from the University of Vienna in 2002, and a PhD from Utrecht University in 2008. His research interest revolves around the socio-political impact of media technology. His publications cover user participation in cultural production, hacking communities, politics of software design and communication in social media. In 2012 and 2013 he is appointed research fellow at the University of Applied Arts in Vienna, where he is affiliated with the Artistic Technology Research Lab.



### HESTER SCHEURWATER

Hester Scheurwater studied monumental art at the Royal Academy of Fine Arts in The Hague. Under the guise of self-portraits, she investigates and critiques the role of woman as a sex object. Photographs of herself posing before a mirror reflects both Scheurwater's inner thoughts and outward appearance. Scheurwater's work is sexually explicit, and therefore well known. The explicit images in her work are shocking and prompt discussion about the purported sexualization of society. At the same time, her works also share links with international feminist art. Scheurwater's videos were part of feminist programs

and exhibitions, including those at the Brooklyn Museum and the Blanton Museum of Art in the USA.



### SPIDERALEX

Spideralex is a sociologist, PhD in social economy and a researcher on ICT for the public good. She has ended a post-doctoral position for the JRC-IPTS where she has been developing research in support of policy making in the field of eInclusion. She has also worked on the impact of social computing and Web 2.0 on civil society potential for self-organization and social innovation and on sustainability models for Open Education. Since 2004, she has been involved in the use and development of free software tools for social and political transformation within neighborhood communities, engaged research networks, immigrant teenagers and women groups. She has been contributing to the design of those tools by producing research, improving the software usability and by providing training.



### BERNARD STIEGLER

Bernard Stiegler is director of the Institute for Research and Innovation in Paris, Professorial Fellow at Goldsmith College in London and professor at the University of Technology of Compiègne where he teaches philosophy. He is one of the founders of the political group *Ars Industrialis* based in Paris, which calls for an industrial politics of spirit, by exploring the possibilities of the technology of spirit, to bring forth a new life of the mind.



### TRISTAN THIELMANN

Tristan Thielmann is an assistant professor in Media Studies at the University of Siegen with a particular focus on media geography, navigation studies, and locative media research. He is a former Visiting Fellow of the Software Studies Initiative at the University of California, San Diego, and of the Comparative Media Studies Program at MIT. Together with Erhard Schüttpelz, he edited a book on Actor-Media-Theory that is coming out in spring 2013.



### VINCENT TOUBIANA

Vincent Toubiana is an engineer at the IT expert department of the Commission Nationale de l'Informatique et des Libertés (CNIL). He holds a PhD in Computer Networks from Telecom ParisTech. In 2009, he worked as a Postdoctoral Researcher at New York University (NYU) with Professor Helen Nissenbaum where his research focused on web search privacy and privacy preserving behavioral targeting. From 2010 to 2013 he worked as a research engineer at Alcatel-Lucent Bell Labs France. He illustrated his research results by developing several browser extensions.

### MARION WALTON

Marion Walton is a senior lecturer in the Centre for Film and Media Studies at the University of Cape Town, South Africa. Her PhD studies (Computer



Science, UCT) also included a period of study at the Centre for the Study of Children, Youth and Media in the Institute of Education, University of London. Her research in Human Computer Interaction suggests approaches to studying software as a new form of media, and confronts the issues of power and regulation of meaning that arise for users of software, particularly those in marginalized contexts.

## TEAM

### ANDREW ERLANGER

Andrew Erlanger is undertaking an internship for the Unlike Us #3 conference. He holds a bachelor's degree in Media from RMIT University, Melbourne, and is currently studying a master's programme in New Media & Digital Culture at Universiteit Utrecht. Originally from Australia, Andrew moved to London in 2011 to take on a communications role for Movember Europe and has since relocated to Utrecht to complete his studies.



### SEDA GÜRSSES

Seda Gürses is a researcher working on privacy in online social networks, requirements engineering and privacy enhancing technologies at COSIC, Department of Electrical Engineering, in KU Leuven. She is part of the SPION project ([www.spion.me](http://www.spion.me)) in which an interdisciplinary team explores the challenges of understanding and addressing privacy problems as well as processes of responsabilization associated with online social networks. She further works with various arts initiatives on feminist critique of computer science, open source and free software development, as well as surveillance studies.



### LARISSA HILDEBRANDT

Larissa Hildebrandt is interning for the Unlike Us #3 conference in Amsterdam. She holds a BA (Hons) in Communication from Simon Fraser University, where she completed her undergraduate thesis on the state of journalism in Vancouver. Originally from Canada, she is in the Netherlands pursuing a New Media and Digital Culture MA at the University of Amsterdam. Her master's thesis is focused on social media and activism.



### OLIVER LEISTERT

Oliver Leistert, DPhil, studied Philosophy, Computer Science and Literature at Hamburg University. He was a member of the research training group Automatismas at Paderborn University and a research fellow at the Center for Media and Communication Studies at CEU Budapest. In October he finished his dissertation on the political rationality of ubiquitous individual connectivity, where he discussed the political trajectories of freedom and surveillance in the use of mobile media. He interviewed 50 activists and developed a governmental framework to analyze the findings. His research interests include STS,



post-cybernetics, open source software and media theory. Currently he is a lecturer for media studies at Paderborn University. He recently published (with Theo Röhle) *Generation Facebook* (Bielefeld, 2011).



### GEERT LOVINK

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 books include *Dark Fiber* (2002), *Uncanny Networks* (2002), *My First Recession* (2003), and more recently he published *Networks Without a Cause* (2012). In 2005-06 he was a fellow at the Wissenschaftskolleg Berlin Institute for Advanced Study where he finished his third volume on critical Internet culture, *Zero Comments* (2007).



### STIJN PEETERS

Stijn Peeters is interning for the Unlike Us #3 conference and currently in the final stages of his New Media and Digital Cultures MA program at Utrecht University. He holds a BA degree in Liberal Arts & Sciences, which he completed with a thesis on how social media can be used as tools to chronicle our offline lives, and a propedeuse in Industrial Design from the Eindhoven University of Technology. Related interests are a similarly mixed bag of design and media studies, such as computer arts and crafts, hacktivism, popcultural aesthetics and game theory (and practice...). His personal website can be found at [www.stijnpeeters.nl](http://www.stijnpeeters.nl).



### MIRIAM RASCH

Miriam Rasch started working as a project manager at the Institute of Network Cultures in June 2012. She holds master's degrees in Literary Studies (2002) and Philosophy (2005). Since graduating she worked as a (web) editor and from 2008 on as a programmer for the public lectures department at Utrecht University, Studium Generale, organizing events and taking care of digital broadcasts and online representation. Next to that she worked as a lecturer for Liberal Arts and Sciences, and teaches philosophy and media theory at the Media, Information and Communication department. She writes book reviews and guest posts for different websites; her personal blog can be found at [miriamrasch.nl](http://miriamrasch.nl).

### MARGREET RIPHAGEN

Margreet Riphagen studied Integrated Communication Management, Business Science and is currently studying Information Science. In June 2003 she started working at Waag Society, an institute for art, science and technology in Amsterdam that develops creative technology for social innova-



tion. In 2008 she worked a short year for Blender, which is a 3D open source animation suite. Since August 2008 she works at the Institute for Network Cultures managing and producing projects for the INC. She also works for the MediaLAB Amsterdam, which is a creative, interdisciplinary Amsterdam-based studio where students and researchers work together on innovative and interactive media research projects for creative industries. Both INC and MediaLAB Amsterdam are part of the CREATE-IT applied research centre.



### MARC STUMPEL

Marc Stumpel is a new media researcher from Amsterdam. He holds an MA degree in New Media and Culture from the University of Amsterdam (2010). His main research interest is the antagonism within the political and economic dimensions of digital culture. Being a privacy/user-control advocate, he is concerned with the development of alternative social networking spaces and techniques. He takes part in the Facebook Resistance project and has written his master's dissertation the Politics of Social Media, focusing on control and resistance in relation to Facebook. In 2012 he produced the second Unlike Us conference at the Institute of Network Cultures.



### LONNEKE VAN DER VELDEN

Lonneke van der Velden is a PhD-researcher at the Amsterdam School for Cultural Analysis (ASCA) and the Digital Methods Initiative (DMI). Her work focuses on interventions that make surveillance mechanisms tangible and how such transparency devices play a role in public engagement. She also looks at the significance of these devices for digital research. Her latest project is the Third Party Diary in which she collects third parties encountered on governmental websites on a regular basis. Next she is interested in the various articulations of public environments in underground spaces. She is currently a visiting research fellow at the Centre for the Study of Invention & Social Process, Goldsmiths, University of London.



### SERENA WESTRA

Serena Westra started as an intern involved with the Critical Point of View event, held in March 2010. She was CPOV's assistant-producer. Since then, she is working on several conferences of the INC as blogger and production and communication employee. Serena holds a bachelor's degree in Media & Culture at the University of Amsterdam with a specialization in New Media and Sociology, and also studied at the University of Technology Sydney for a semester. Currently she is doing the master's program New Media and Digital Culture at the University of Amsterdam. She is interested in social media, power structures, sociology, music and culture. Her email-address is: [serenawestra@gmail.com](mailto:serenawestra@gmail.com) and her personal blog can be found at [serenawestra.com](http://serenawestra.com).

---

# CREDITS

## ORGANIZED BY

Institute of Network Cultures

Unlike Us #2, Amsterdam, March 8-10, 2012

Unlike Us #1, Limassol, November 23, 2011

## LOCATIONS

**Conference:** TrouwAmsterdam,

Wibautstraat 127, 1091 GL, Amsterdam

**Workshops / Hackathon:** MediaLAB

Amsterdam, Studio HvA,

Wibautstraat 2-4, 1091 GM, Amsterdam

**Party:** Op de Valreep, Polderweg 620,

1093 KP, Amsterdam

## EDITORIAL BOARD

Seda Gürses, Geert Lovink, Miriam Rasch,

Margreet Riphagen, Marc Stumpel and

Lonneke van der Velden

## RESEARCH

Andrew Erlanger and Stijn Peeters

## PRODUCTION

Larissa Hildebrandt, Miriam Rasch,

Margreet Riphagen and Serena Westra

## CONFERENCE DESIGN

Boerboom|Kicurovska

## PHOTOGRAPHY

Martin Risseeuw

## VIDEO

Jan-Kees van Kampen and Sam Nemeth

## CONTACT

Institute of Network Cultures,

Rhijnspoorplein 1, 1091 GC, Amsterdam

## SUPPORTED BY

institute of  
network cultures

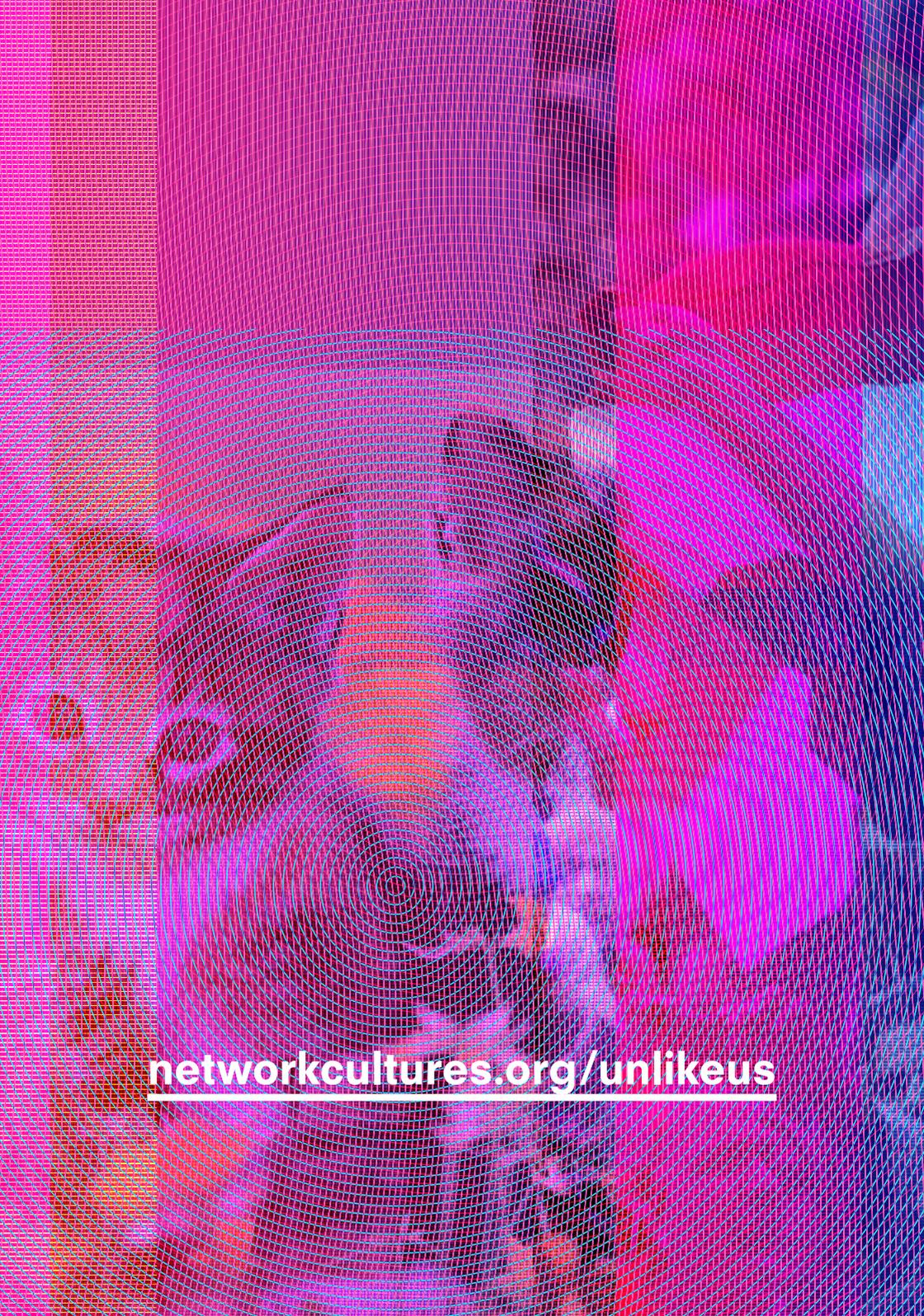
CREATE-IT  
APPLIED  
RESEARCH



**Hogeschool van Amsterdam**

Amsterdam University of Applied Sciences

<http://networkcultures.org/unlikeus>



[networkcultures.org/unlikeus](http://networkcultures.org/unlikeus)