

Participation or Exploitation?

A Reading Group on Critical Perspectives on Social Media

September – November 2014

Join us for a **five-session reading group** on the politics and culture of social media, presented in conjunction with the *Wages For Facebook* campaign.

For more info or to sign up for all or some of the sessions, please visit the Blackwood Gallery website www.blackwoodgallery.ca or email: nicole.cohen@utoronto.ca. (Various dates and times, see below)

Hosted by the Institute of Communication, Culture, Information and Technology (ICCI) at the Blackwood Gallery, Kaneff Centre, University of Toronto Mississauga.

*All events are **FREE** and open to the public and staff, faculty and students welcome.

**WWWORERS
OF THE WORLD,
UNITE!**

Wages For Facebook, 2014
Poster design by Eric Nylund and Laurel Ptak
Courtesy of the Blackwood Gallery

1. Introduction: Social media, audiences, and agency

Friday, September 26, 2-3:30 pm
Blackwood Gallery, Kaneff Centre
Facilitated by Prof. Nicole Cohen

Readings:

Mark Andrejevic. 2011. "Surveillance and Alienation in the Online Economy." *Surveillance & Society* 8(3): 278-287.

José van Dijk. 2009. "Users Like You? Theorizing Agency in User-Generated Content." *Media, Culture & Society* 31(1): 41-58.

2. Is it work? Social media & the great labour debate

Friday, October 10, 2-3:30 pm
Blackwood Gallery, Kaneff Centre
Facilitated by Prof. Nicole Cohen

Readings:

Tiziana Terranova. 2000. "Free Labor: Producing Culture for the Digital Economy." *Social Text* 18(2): 33-58.

Nicole Cohen. 2008. "The Valorization of Surveillance: Toward a Political Economy of Facebook." *Democratic Communiqué* 22(1): 5-22.

4. The economics of selling personal information

Friday, November 7, 2-3:30 pm
Blackwood Gallery, Kaneff Centre
Facilitated by Prof. Brett Caraway

Readings:

Stephen Lilley, Frances S. Grodzinsky, and Andra Gumbus. 2012. "Revealing the Commercialized and Compliant Facebook User." *Journal of Information, Communication & Ethics in Society* 10(2): 82-92.

V. Kumar and Bala Sundaram. 2012. "Lessons Learned from GM's Pullback from Facebook Ads." *Forbes.com*, June 18.

3. Gender & social media

Friday, October 24, 2-3:30 pm
Blackwood Gallery, Kaneff Centre
Facilitated by Prof. Leslie Shade and Prof. Victoria Tahmasebi

Readings:

Leslie Regan Shade. 2014. "Give Us Bread, But Give Us Roses": *Gender and Labour in the Digital Economy.* *International Journal of Media & Cultural Politics* 10(2): 129-144.

Melissa Gira Grant. 2013. "Girl Geeks and Boy Kings." *Dissent* 60(1): 46-49.

5. Alternatives and resistance?: Rethinking

Friday, November 21, 2-3:30 pm
Blackwood Gallery, Kaneff Centre
Facilitated by Prof. Brett Caraway

Readings:

Ariel Bleicher. 2011. "The Anti-Facebook." *IEEE Spectrum*, June 2011: 54-83.

Manuel Castells. "Prelude to Revolution: Where it All Started." 2012. *In Networks of Outrage and Hope: Social Movements in the Internet Age*. Cambridge: Polity Press.

Wages For Facebook:
<http://wagesforfacebook.com/>



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