Online social networking as participatory surveillance

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Abstract

In this article, I argue that online social networking is anchored in surveillance practices. This gives us an opportunity to challenge conventional understandings of surveillance that often focus on control and disempowerment. In the context of online social networking, surveillance is something potentially empowering, subjectivity building and even playful — what I call participatory surveillance.

In the context of online social networking, surveillance is something potentially empowering, subjectivity building and even playful - what I call participatory surveillance. Discover the world's research. 15+ million members. Secondly, surveillance focuses our attention on the active and dynamic modes of citizen participation. While this might seem counter-intuitive, conceptions of collaborative and participatory surveillance are particularly evident in social media and entail a more active and engaged perspective of how surveillance works. In terms of a market focus, this is more of a relational model.

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