

Counting Virtuosity

Forms of power and counterpower in the gamespace of web 2.0w

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Towards Critical Theories of Social Media
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If the entirety of post-Fordist labor is productive (of surplus-value) labor, precisely because it functions in a political-virtuosic manner, then the question to ask is this:

What is the score which the virtuosos-workers perform?

What is the script of their linguistic-communicative performances?

Paolo Virno, Grammar of the Multitude

The immeasurability of work relates to its immaterial character

Immaterial labour has three distinctive categories

- communicative labour of industrial production that has become newly linked in informational networks
- interactive labour involving symbolic analysis and problem solving
- **labour involving the production and manipulation of affects, for example the production of community, human contact, health service, entertainment industry, intangibles etc**

Hardt and Negri , Empire

Or for Maurizio Lazzarato it regards

- the informational content of the commodity, it refers to the changes taking place in worker's labor processes in the industrial and tertiary sectors... where the skills involved are increasingly skills involving cybernetics and computer control (and horizontal and vertical communication)
- **the activity that produces cultural content of the commodity, a series of activities that are not normally recognized as work – in other words, the kind of activities involved in defining and fixing cultural and artistic standards, fashions, tastes, consumer norms and public opinion**

A request for contemporary virtuosos to become active subjects

The affinity between a pianist and a waiter, which Marx had foreseen, finds an unexpected confirmation in the epoch in which all wage labor has something in common with the performing artist.

Paolo Virno, Grammar of the multitude

Which far from eliminating the antagonism between hierarchy and cooperation, between autonomy and command, actually re-poses the antagonism at a higher level, because it both mobilizes and clashes with the very personality of the individual worker. First and foremost, we have here a discourse that is authoritarian: one *has to* express oneself, one *has to* speak, communicate, cooperate, and so forth.”

Maurizio Lazzarato, *Immaterial Labour*

immaterial labour 2.0 – “a more accelerated, intensified, and indeed inscrutable variant of the kind of activity initially proposed by Lazzarato or within the pages of *Empire*”

Mark Coté and Jennifer Pybus

Re-introducing measurability: the case of gamification

“A Gameapocalypse where every second of your life you're playing a game in some way”

Jesse Schell

“Games build stronger social bonds and lead to more active social networks. The more time we spend interacting within our social networks, the more likely we are to generate a subset of positive emotions... “

Jane McGonigal

“Gamification or else funware is the art and science of turning your customers everyday interactions into games that serve your business purposes.”

Zichermann & Linder

>>Gamification is the integration of game dynamics and mechanics in non game activities and contexts with the aim to affect human behaviour.

Examples of gamification features

- Numbers of friends
- Countings of likes and comments
- Status bar/ news feed announcements
- ratings, badges, awards



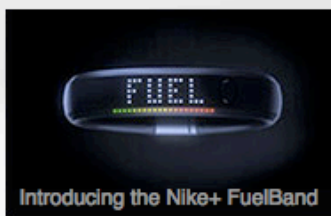
But on which on?

Foursquare

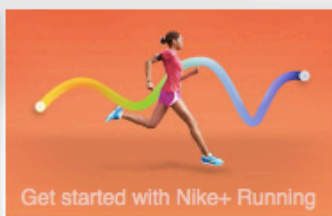
A reference to some points on the misunderstandings and contradictions it is connected to



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76 klout score { **11K** true reach - **66** amplification - **83** network }

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Gamification has actually come to intensify immaterial labour in the social networks, to strengthen our urge to become “active subjects”

How does it really work? What does it achieve?

- It re-enables command
- It facilitates control & exploitation
- It re-introduces alienation
- It facilitates recruiting
- It de-humanises/ undermines human interaction

- It ultimately assists in the formation of user-generated virtuositic data bodies

Enabling recruiting/ or better filtering recruiting.

Why are users addicted to their virtuosic data bodies?

Because it's easy interaction, actually not really an interaction

We are active by deferring our (real life) passivity

Sara Louise Muhr & Michael Pedersen

It is a fetishized interaction in the context of communicative capitalism

The more opinions or comments that are out there, the less of an impact any given one might make (and the more shocking, spectacular, and new a contribution must be in order to register or have an impact)

Jodi Dean, Communicative Capitalism

- So what can we do with our gameful virtuosic data bodies?
- What can form a potentiality of resistance in this networked sphere to the exploitation that is strengthened through gamification?
- How can users become aware and reclaim the common wealth that is being measured and exploited?
- Is there a possibility for such a creative virtuosity beyond control?

>Can a new form of resistance derive from play?

Gamification seems to demonstrate another winning of game over play
Or to remember Roger Caillois,
the “arbitrary, imperative and purposely tedious conventions” of ludus seem
to take over the gamespace and push away the “frolic and impulsive
exuberance”, the “anarchic and capricious nature” of paidia

Qualities of play that are being devalued

- Play's abundance
- Play's potentiality for transformation
- Play's instinctive drive
- Play's affectivity

Playful Creativity/ Tactics towards a liberated virtuosic self?

- Faking identities
e.g. Fakesters by users of friendster
John Smith & Mr Retweet application by Unlike Art
- Overpresence/ Hypertrophy
e.g. Sean Dockray's Suicide Facebook Bomb Manifesto
- Exiting
e.g. Seppukoo by les Liens Invisibles
Web 2.0 Suicide Machine by Moddr
- Obfuscation / nonpresence
e.g. FaceCloack, TrackMeNot
- Appropriation
e.g. Tobias Leingruber, Facebook Identity Cards
Ian Bogost, Cow Clicker

Unlike Art

John Smith



Extension



by [Eleanor Greenhalgh \(UK\)](#),
[Jonas Lund \(SE/NL\)](#), [Sebastian
Schmieg \(GE\)](#), [Marie Woher
\(GE\)](#)

The John Smith Extension is a
Chrome add-on that transform
any users in Facebook and
Google+ to “John Smith”, the
most common name in these
social media.





Owen Mundy

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Info

Photos (39)

Notes

Friends

Married to



Joelle Dietrick

Friends (572)



Jordan Tate



Ricardo Dominguez UCSD



Nina Waisman



Arthur Hash



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What's on your mind?



Owen Mundy

@:Performative Lecture by Jordan Crandall - GATHERINGS 1: EVENT, AGENCY, AND PROGRAM http://ow.ly/3PKKw #tm11 Stream: http://transmediale.de/



Performative Lecture by Jordan Crandall - GATHERINGS 1: EVENT, AGENCY, AND PROGRAM | transmediale

Jordan Crandall gives a performative lecture of his essay GATHERINGS 1: EVENT, AGENCY, AND PROGRAM, which is nominated for this year's Vilém Flusser Theory Award.

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Angela Huang - Poke Back

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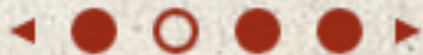
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name
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gender locale
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joined
11/8/2006



score
1,680

10 x3

highscore
86,610

01:11



“It's still a fine slogan: Never work!

Perhaps we could add: Never play!

For play is becoming as co-opted as work, a mere support for the commodity”orm.

McKenzie Wark, *Beach Beneath the Street*

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