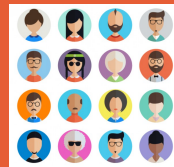


What is contained in a human
that will not emerge
until we are all connected
by wires and politics?

(Tiziana Terranova in Network Cultures) (Tiziana Terranova: Network Cultures)





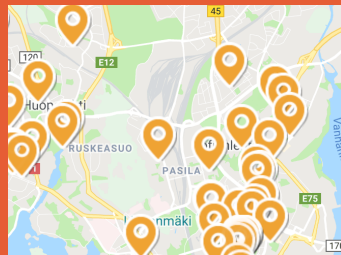
Siivouspäivä
61 t. tykkää tästä · Yhteisö
Helena Simola ja 680 muuta kaveria tykkää
Vuoden silstein festivaali muuttaa kaupungit

Siivouspäivä Oulu
4,1 t. tykkää tästä · Yhteisö
Jaakko Blomberg ja 11 muuta kaveria tykkää
Valtakunnallisen Siivouspäivän Oulun alueen

Siivouspäivä Tampere
703 tykkää tästä · Yhteisö
Seuraava siivouspäivä on 27.5.2017 Tampere

Siivouspäivä Jyväskylä
441 tykkää tästä · Yhteisö
Suvli Lindell-Mäkelä ja 3 muuta kaveria tykkää
Tervetuloa järjestämään Siivouspäivää Jyväskylä

Siivouspäivä Porvoo
380 tykkää tästä · Yhteisö
Michael Perukangas ja 6 muuta kaveria tykkää
Siivouspäivä on kirpputorien ja kierrättämisen



Social Movement Theory



Pressure

Action Space

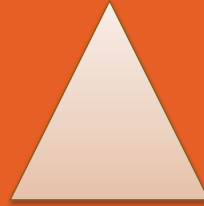
Icons, Symbols, Music,
Slogans, Movement
Intellectuals,
Movement Praxis

Pierre Bourdieu
Field of Cultural Production

Village =
network community



Modern industrial =
machinic pyramid society



Digital =
network society



Village =
network community



organic
creative
viral

Modern industrial =
machinic pyramid society



machinic
uncreative
standard production

Digital =
network society



organic
creative
viral

Village =
network community



organic
creative
viral

everyone can
spread the word
and participate

people are crowds
and collectives

Modern industrial =
machinic pyramid society



machinic
uncreative
standard production

publishers, leaders,
mass media
can spread the word

people are consumers
and citizens

Digital =
network society



organic
creative
viral

everyone can
spread the word
and participate

people are crowds
and collectives

crowds identify problems
and possibilities,
organize solutions and
development

companies and state
deliver and state sets
guidelines

from consumer culture
to participatory culture



power and capital remain in modern organizations
networks within organizations and fields
common networks are grass roots, activists, or
startup scene trying to become organizations



social media meets consumer culture
social media decentralizes
influencers
professionalisation: digi marketing, growth hacking
platforms take over
how to succeed in business?
- easy entry costs,
difficult to gain traction
- community vs
consumer
business
- capital



Politics of information infrastructure

Are we consumers? Residents?

Citizens?

Individuals?

Or participants, producers?

Part of larger entities?

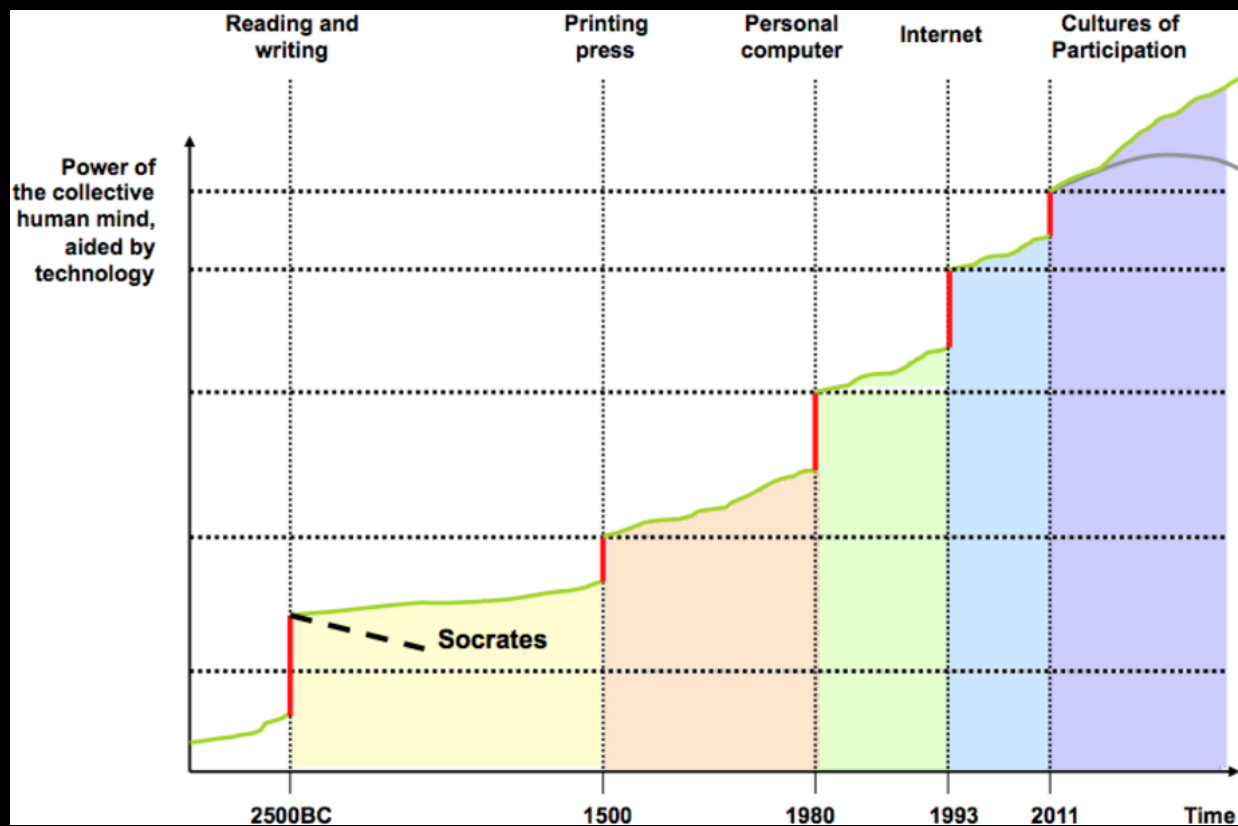
Connected to brands?

Or to processes and

each other?

Who rules?





Gerhard Fischer, University of Colorado

If you want to reproduce
the complexity of life, you do not start with organs, stitch them all
together and then shock them into life. You start more humbly and
modestly, at the bottom, with a multitude of interactions in a liquid
and open milieu

(Tiziana Terranova: Network Culture)

source of innovation. They began to transfer the organization's growth to that level. In

- (Linda Hill, Harvard; How to Manage for Collective Creativity - TED Talk)