

MEDIENWISSENSCHAFTLICHES  
KOLLOQUIUM WIEN

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SOCIAL MEDIA,  
PLATFORM POWER  
AND AFFECT

BEGINN: 18:30 / ORT: UZA II, STIEGE Z, HÖRSAAL 4

TFM | INSTITUT FÜR THEATER-, FILM- UND MEDIENWISSENSCHAFT,  
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Google, Facebook and Youtube haven't just defined an innovative new business model: their ascendancy marks a new phase in the history of capitalism, democracy and creative culture. As we leave behind the 'postmodern' world of the late twentieth-century, a new set of challenges and opportunities presents itself in the 'platform society'.

Advocates for network technologies and social media stress their potential to enable collaboration, interaction and deliberation, while critics of 'surveillance capitalism' focus on threats to individual liberty and traditional notions of privacy or market exchange.

Such critics are right to warn against the overweening power of the Silicon Valley monopolists and their extraordinary experiments in affective manipulation. But it is wrong-headed to think that the 20th century model of liberal democracy – and ideal of the liberal, private, consuming subject – can or should be preserved in this new epoch. Only a radical and democratic collectivism, attentive to the social and affective nature of human existence – can defend human autonomy in the face of Big Tech's extraordinary power.

Jeremy Gilbert ist Professor für Cultural and Political Theory an der University of East London. Seine Forschungsschwerpunkte liegen auf politischer Theorie, Musik- und Kulturtheorie. Daneben kommentiert er regelmäßig britische Politik in Publikationen wie dem Guardian, New Statesman und open Democracy. Letzte Veröffentlichungen sind sein Buch Common Ground: Democracy and Collectivity in an Age of Individualism und die Übersetzung von Maurizio Lazzaratos Experimental Politics. (Weitere Informationen unter: [jeremygilbert.org](http://jeremygilbert.org))

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