

SOCIAL WEB MEDIA

SMART MOBS
FLASH MOBS
SNAP MOBS

2/10/09

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Mark Pesce

“Hyperpolitics, American Style”

text version
<http://blog.futurestreetconsulting.com/?p=61>

video version
<http://blog.futurestreetconsulting.com/?p=62>

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Mark Pesce clip -

“The mob, now mobilized,
will do as it pleases.”

3

Mark Pesce clip -

“The mob, now mobilized,
will do as it pleases.”

links to article about
“Senator Obama - Please Vote NO on Telecom Immunity – Get FISA Right”
<http://www.dailykos.com/storyonly/2008/7/2/135358/8498/696/545443>

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Mark Pesce clip -

“A hyperconnected polity – whether composed of a hundred individuals or a hundred thousand – has resources at its disposal which exponentially amplify its capabilities. Hyperconnectivity begets hypermimesis begets hyperempowerment.”

“The future looks nothing like democracy, because democracy, which sought to empower the individual, is being obsolesced by a social order which hyperempowers him.”

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FLASH MOBS
...for fun and profit

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**USING NETWORKED TECHNOLOGIES TO
MOBILIZE LARGE GROUPS
TO COLLECTIVELY PARTICIPATE
IN PHYSICAL SPACE**

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Improv Everywhere

"Improv Everywhere is a New York based
prank collective that causes scenes of chaos
and joy in public places. Visit our website to
see over 80 missions we've staged since
2001."

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**FROZEN GRAND CENTRAL
(Improv Everywhere)**

<http://www.youtube.com/watch?v=sjwMj3PJXuo>

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**BEST BUY
(Improv Everywhere)**

<http://vimeo.com/68614>

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**Facebook flashmob shuts down station
(CNN 2/9/09)**

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**The T-Mobile Dance
(choreographed advertisement)**

<http://www.youtube.com/watch?v=VQ3d3KigPQM>

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“Thousands of dancers jammed a major London train station in a Facebook-driven “flashmob” mimicking an advertisement for a phone company.”

(DISCUSS)

<http://www.cnn.com/2009/WORLD/europe/02/09/uk.station.flashmob/index.h>

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- INTERVENTION IN PUBLIC SPACE
- RECREATED FOR A COMMERCIAL
- RECREATED AS INTERVENTION IN PUBLIC SPACE

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- ORGANIZED VIA FACEBOOKs
- RESPONSE WAS BIGGER THAN EXPECTED

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**FLASH MOBS
for political protest**

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Smart Mobs (Rheingold)

(p 158)

- Critical Mass – bicycle activists
- 1999 WTO Protests
- Sept. 2000 protest blocking fuel deliveries in UK

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Smart Mobs (Rheingold)

(p 160)

- 2001 Philippines - "People Power II"
- President Estrada's impeachment trial suddenly ended by political allies
- 20,000 people amassed in protest at Edsa w/in 75 minutes
- Over the course of 4 days a million
- Military withdrew support from government, regime fell

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Smart Mobs (Rheingold)

(p 160)

"...the millions of text messages exchanged by the demonstrators was, by all accounts, a key to the crowd's esprit de corps."

enthusiasm, comradeship, shared devotion to cause...

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"...the millions of text messages exchanged by the demonstrators was, by all accounts, a key to the crowd's esprit de corps."

Texting as
ORGANIZATIONAL
and
SOCIAL

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PROPERTIES:

- QUICK DISSEMINATION OF A MESSAGE
- FLEXIBLE - CAN CHANGE PLANS
- VIRAL... DISTRIBUTED... MESSAGE PROPAGATES BY BEING FORWARDED, RE-POSTED

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RIGHT NOW

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Headline:

**"Web activism redux: Students are revolting:
The spirit of '68 is reawakening" - The
Independent (UK)**

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Headline:

**"Technology has set these actions apart from
those of previous generations, allowing a
national momentum to grow with incredible
speed. Through the linking up of internet
blogs, news of successes spread quickly and
protests grew nationwide."**

<http://www.independent.co.uk/news/education/education-news/students-are-revolting-the-spirit-of-68-is-reaw->

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**BACKGROUND
MAY 1968**

<http://www.youtube.com/watch?v=B0DCsCGdOm4>

"La Contestation"

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TODAY – THIS WEEK – THIS MONTH

**MANY UNIVERSITY STUDENTS
ORGANIZING OCCUPATIONS OF CAMPUS BUILDINGS**

**ORGANIZING ISSUE:
GAZA – PALESTINE**

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TODAY – THIS WEEK – THIS MONTH

**MANY UNIVERSITY STUDENTS
ORGANIZING OCCUPATIONS OF CAMPUS BUILDINGS**

**ORGANIZING ISSUE/FLASH POINT:
GAZA – PALESTINE**

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TODAY – THIS WEEK – THIS MONTH

MANUNI OCCUPATION - SOLIDARITY WITH GAZA
<http://manunioccupation.wordpress.com/>

MAN UNI - student video
http://www.youtube.com/watch?v=9UI_NaK0m0

ROCHESTER
<http://seoccupation.blogspot.com/2009/02/victory-for-rochester-university->

FACEBOOK GROUPS:
SEARCH "Support to Sussex University Occupation"

"Manchester University Occupation - Solidarity with Gaza"

"Support the Occupation at Queen Mary University"

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**UPDATES CAN BE CREATED BY THE
STUDENTS OCCUPYING A BUILDING
AND UPLOADED TO THE WEB**

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**EXTREMELY LOCALIZED (TAKING OVER A
PHYSICAL BUILDING)
+
EXTREMELY NETWORKED (BUILDING
SOLIDARITY BETWEEN
MOVEMENTS/INITIATIVES/ CREATING
ONGOING DIALOGUE)**

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VIDEO POSTED DURING OCCUPATION:

THE NEW SCHOOL IN EXILE
<http://www.newschoolinexile.com/occupation.html>

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GREECE, DECEMBER 2008

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**FACEBOOK GROUP -
SEARCH
"Support the Greek Struggle"**

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NEWS FOOTAGE

GREECE OFFICIALLY IN WAR
<http://www.youtube.com/watch?v=NmfzvISPWzw&feature=related>

GREECE RIOTS / BBC
<http://www.youtube.com/watch?v=TBLwg1BO-Ss>

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RANGE OF DISCONTENT

- EDUCATIONAL SYSTEM
- BANKING / ECONOMY
- CORRUPTION

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**FROM FUN FLASH MOBS
TO FLASH PROTESTS
TO FLASH RIOTS...?**

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**FROM FUN FLASH MOBS
TO FLASH PROTESTS
TO FLASH RIOTS...?**

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PESCE - HYPERCONNECTIVITY
VIRILIO - THE INFORMATION BOMB

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***THE ECONOMIST* ARTICLE:
RIOTERS OF THE WORLD UNITE**
<http://www.economist.com/world/international/>

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<http://revolution.wordpress.com/2008/12/18/greek-riots-facebook-twitter-an>

http://www.alternet.org/mediaculture/113389/letter_from_athens:_greek_riof

"Then Tsimas warned: "We need to think about the future of our trade in an era when news travels faster [among society] than TV or radio. People turned out on the streets before radio and TV can air stories."

SNAP MOBS

Patrick Meier PATRICK PHILIPPE MEIER

<http://revolution.wordpress.com/2008/12/19/snap-mobs-of-the-world-unite->

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