Social Media & Subcultures
• Counter-hegemonic
• Individual and collective identity
• Youth driven
• ‘Authentic’
• Impact upon mainstream
• Abandoned when appropriated by mainstream

Subcultural Theory
What social media based Subcultures can you think of?
• Myspace was a music centric social media site
• Hugely popular from around 2005
• Overtaken by Facebook in 2008
• Myspace allowed the creation of the profile, a multimedia representation of individual’s identity
• Strongly linked to traditional modes of expressing subculture
“Under the guise of “irony,” hipsterism fetishizes the authentic and regurgitates it with a winking inauthenticity.”

(Lorentzen cited by Technology Uninhibited, 2012)

Nostalgic, vintage

Consumerist

Unusual in that few admit to being a ‘hipster’

Instagram’s filters reflected the aesthetic and the vintage image
• Cosplay: dressing up in costumes to reflect characters from literature, TV & film
• Sometimes involves interacting in roleplays
• Cosplayers make use of YouTube to network and self promote
• Ideal platform for tutorials and convention vlogs
Impact of Social Media

• Class & Location Boundaries
• Proliferation
• Division & Specificity
• Visibility
• Commitment & Public Image
• Intersection & diversity
“Kahn & Kellner argue that identities on the internet are often hybridic and complex with post-subcultures regarded as dissolving classical cultural and political boundaries that appear too rigid and ideological for internet life” (Robards & Bennett, 2011)
• Post-subcultures more closely resemble ‘neo-tribes’

• Neo-tribes are “without the rigidity of the forms of organisation with which we are familiar, [tribe] refers more to a certain ambiance, a state of mind, and is preferably to be expressed through lifestyles that favour appearance and form” (Maffesoli, 1996 cited by Robards & Bennett, 2011:3)
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(Maffesoli, 1996 cited by Robards & Bennett, 2011:3)
• Concept of neo-tribes and post-subcultures more reflective of fluidity of identity recognised by postmodernity

• This may better represent how people self identify and engage on social media

Subcultures or Post-Subcultures?
Can current subcultures have the impact of historical subcultures?

https://www.youtube.com/watch?v=Est3UNs-LIk#action=share


References