

Introduction

- Facebook, surveillance, power
- Foucault
- Panoptic
- Learning Outcome 2. Critically apply theoretical considerations to their own use of social media
- Introduction <https://youtu.be/Z60fyZ5BE> (0.28 mins)

Facebook, Surveillance and Power

- Social networks have transformed privacy and power
- We are scrutinised but also scrutinise institutions e.g. government
- Michel Foucault – surveillance and power
- Instead of physical punishment – control through mind/habits



Panopticon

- Bentham – the ideal prison
- Panoptic power spreads to institutions
- We are all subject to surveillance
- Internet – are we the subject of surveillance by data mining etc.
- Or does it allow us to subject institutions to surveillance?

Data Mining

- Records of emails, websites etc.
- CIA has a page on Facebook
- Web – part of Intelligence gathering operations
- Corporate surveillance on employees
- Microchipping humans and discussion (9.04 mins)

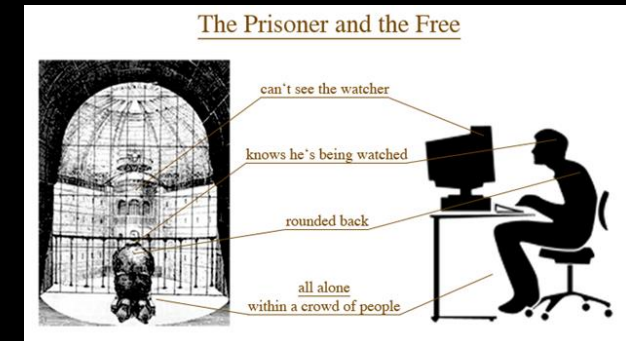


Power and Truth

- Foucault - power resides in what people believe to be true
- Which produce what people believe/define themselves
- Power relations – we give up information about ourselves on social media
- But there is also some centralised power – where states may turn off certain social media (e.g. China cracked down on self-organised religious network Falun Gong)

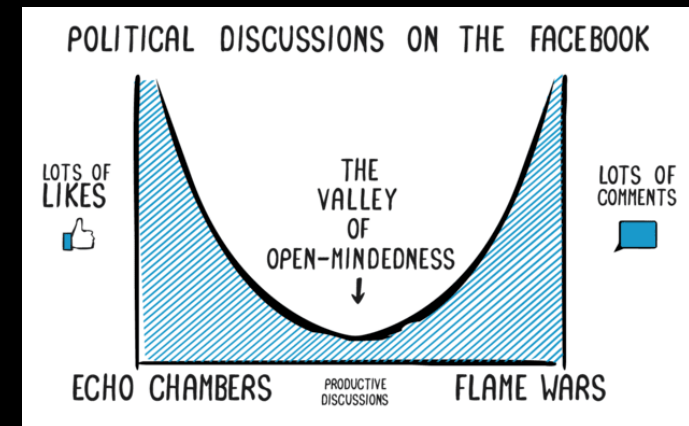
Facebook

- Facebook – diffuse power
- Give people categories to define themselves
- But encourages self-presentation that shape how we think about ourselves and others
- When we are most actively engaged in talking about ourselves we are most controllable.
- We are subject to scrutiny and control
- Virtual Panopticon



Facebook and Panopticism (2.47 mins)

- Narcissistic self-display on Facebook
- Challenging underlying notions of privacy
- Express ourselves through categories, settings, rules
- Categories we use to define ourselves – produce ways of being
- On Facebook someone is always watching us.
- But to whom? What about echo chambers? (2.08 mins)



Summary

- Power is diffuse on Facebook
- At the same time there is surveillance of us and others
- Both of institutions but also of us individually
- Facebook is a virtual panopticon – where we are always being watched by someone



Reference

- Dolye, W. and Fraser, M. (2010) Facebook, Surveillance and Power in D. E. Wittower (Ed.) *Facebook and Surveillance*. Illinois, Open Court.
- Hamington, M. (2010) Care Ethics, Friendship and Facebook in D. E. Wittower (Ed.) *Facebook and Surveillance*. Illinois, Open Court