THE SOCIAL LOGICS OF SHARING

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Web 2.0

Therapeutic discourse

Sharing economies
“SHARING ECONOMIES”

• Economies of production

• Economies of consumption: Collaborative Consumption
How many items stay in your garage doing nothing?

CarSharing - Dein Auto ohne Sharereien.
“Every study participant who shared information or media online also shared various things offline — making this group significantly more likely to share in the physical world than people who don’t share digitally”

But things are changing, and one of the reasons why are the digital natives, or gen-Y. They’re growing up sharing -- files, video games, knowledge; it’s second nature to them. […] I genuinely believe we’re at an inflection point where the sharing behaviors -- through sites such as Flickr and Twitter that are becoming second nature online -- are being applied to offline areas of our everyday lives
SHARING OUR EMOTIONS

• Therapeutic ideal = “the injunction to share all needs and feelings”

“As research in social history shows, with the transition to a modern society came a far-reaching transformation. What used to be a team sharing the work [i.e. pre-modern agricultural families] has turned into a couple sharing emotions”
“Over-sharing”

“Facebook aims to reduce that very isolation Putnam laments by facilitating sharing with the people we care the most about […] We discovered that the more people use Facebook, the better they feel and that those who share and communicate the most with their friends feel even better.”

The Role of Sharing in Social Well-Being
by Moira Burke on Friday, April 16, 2010 at 9:57pm
Sharing

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“They feel as though, if they’re not sharing online, they’re nobody. They get into a mode of being that I describe as: I share, therefore I am.”
I share, therefore I am

Thank you

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