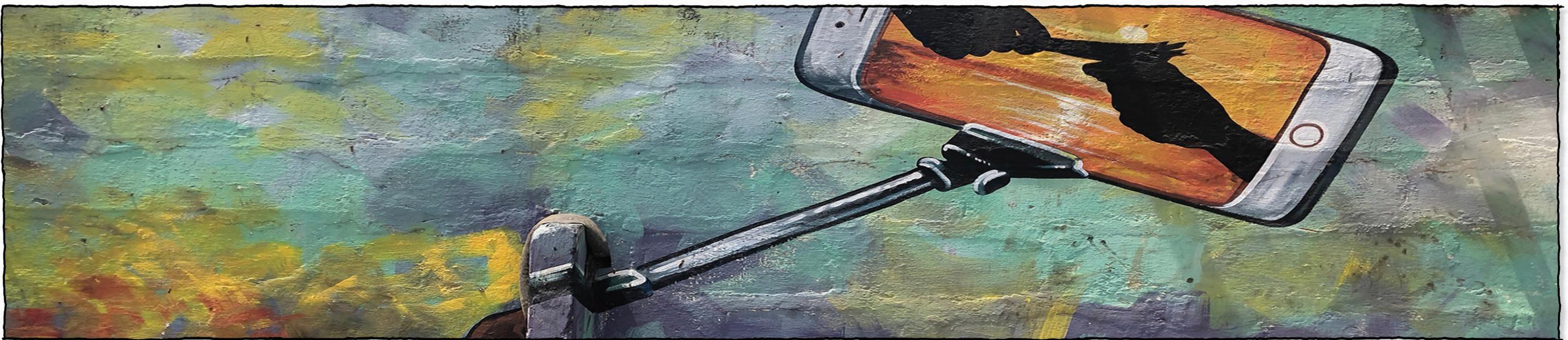


ANTH 138a

# Digital Cultures

WEEK 12: Negotiating Intimacies .Thursday, November 10, 2022

Professor Emily Ibrahim



"Anas is Watching," Nicholas Wayo, Artist from Accra, Ghana

# Overview

**MODULE III: SOCIAL RELATIONS, IDENTITY, + PERFORMANCE**

## WEEK 12: Negotiating Intimacies

1

Announcements

2

Interactive  
Lecture Media,  
Language,  
and Ideologies Shaping  
Social Interaction  
*(Continued)*

3

Discussion:  
Adams-Santos,  
Dominique.  
“Something a Bit  
More Personal”:  
Digital Storytelling  
and Intimacy  
Among Queer Black  
Women.”

# I

# Announcements

\*Next week, we will turn to the last module of the course focused on “Mediation, Materiality, + Economic Value.” Next week’s focus: The Digital and Divine.

\*Reading to focus on for next Thursday: Mittermaier, Amira. Chapter 7: “Virtual Realities, Visionary Realities,” in *Dreams That Matter Egyptian Landscapes of the Imagination*. ACLS Humanities E-Book. (Berkeley: University of California Press, 2011), 201-231.

\*Questions about the Blog or Assignment 3?

\*Blog 3 is due on Tuesday, November 15 before class and Assignment 3 is due next Thursday, November 17 before class.

\*Your topic for your next blog? A central theme that you see from your observations?

## **LAST CLASS...**

### **With about 3-4 people sitting close to you...**

1. Choose a Digital Medium. Be as specific as you can.
2. Discuss and/or draw how, where, and when data is stored, circulated, and shared.
3. How does the design of the medium shape your social interactions with others online?
  - a. What kinds of conversations are you likely to have on this medium? Why? What kinds of conversations would you not have? Why? Do you agree with each other?
  - b. What are some of the beliefs or attitudes you have about how people should or should not act on this digital platform? (ie: directness, formality, politeness, intimacy, age, sex, gender)
  - c. Give an example of a “correct” way to interact on this platform. Give an example of an “incorrect” way to interact on this platform. Why?

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## **EXAMPLES OF AFFORDANCES & MEDIA IDEOLOGIES....**

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\*Affordances may be constraining and/or enabling.



“three-o’clock-in-the-morning-hair  
-sticking-up-chat.”

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avatars on SecondLife

# IDEOLOGY



# IDEOLOGY

- \*the body of doctrine, myth, belief, etc., that guides an individual, social movement, institution, class, or large group.
- \*the term reminds us that our ideas are always partial, contested, and interest-laden.
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## **Language Ideologies:**

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## Language Ideologies:

People's beliefs, strategies, and attitudes about language; "sets of beliefs about language articulated by users as a rationalization or justification of perceived language structure and use" (ex: use of British accent)

## What Americans think the British are like:



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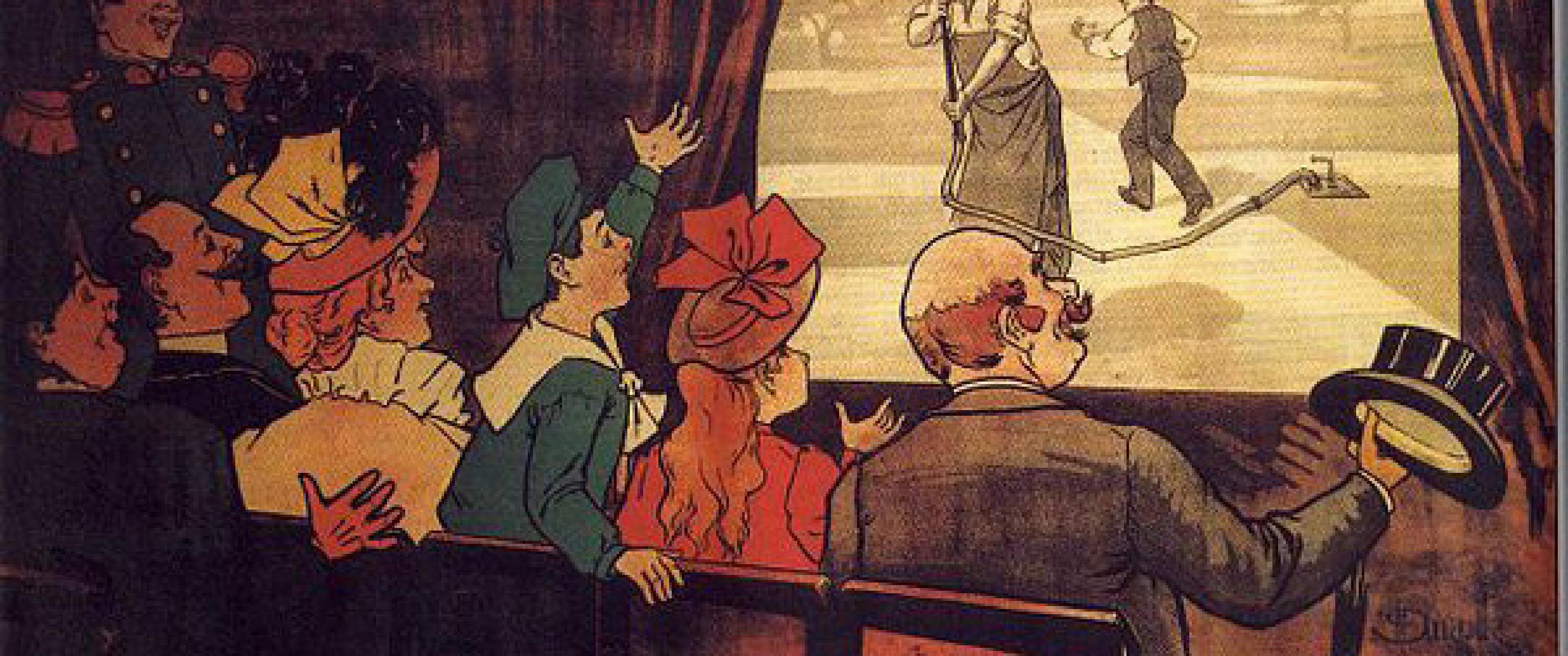
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# **Media Ideologies:**

People's beliefs, attitudes, and strategies about the media they use that function in parallel to how language ideologies function. (ex: letters not texts represent 'true love')





*A cautionary tale for the anthropologist*

# CINÉMATOGRAPHÉ LUMIÈRE



A collage of two images. The left image shows a busy urban street scene with tall buildings, billboards, and people walking. The right image shows a dense, dark forest with many trees and foliage.

WHAT IS  
**MEDIA**



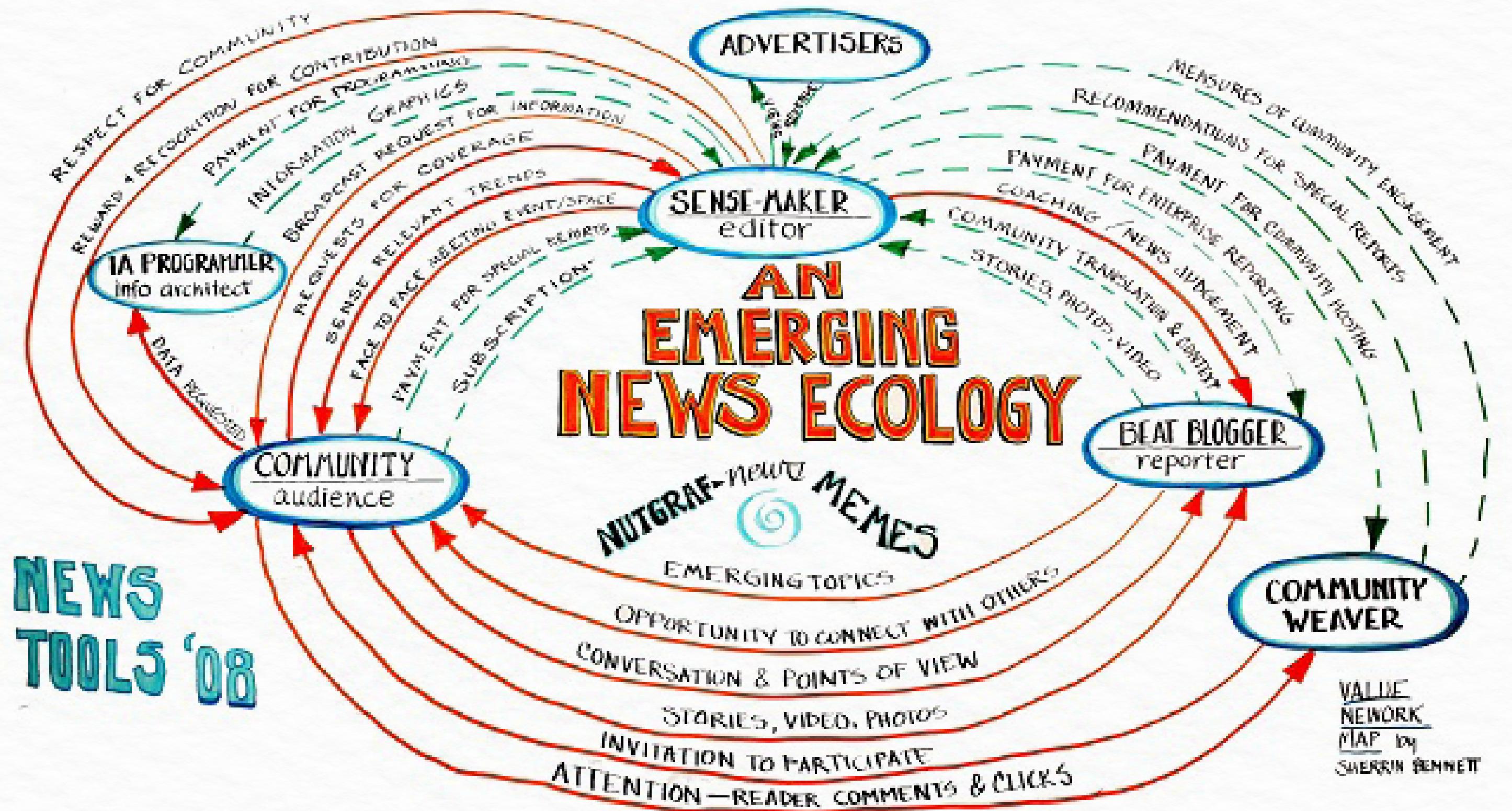
**ECOLOGY?**



# WHAT IS MEDIA

# ECOLOGY?

“The process by which people’s understandings and experiences of one medium are intertwined with those of other media. Every invention enters into a web of media that already have their specific representational abilities defined, and defined vis-a-vis each other.”



## **ACTIVITY**

**Partner with the same group you were with on Tuesday AND with another group sitting closeby who chose a different digital medium than your group...**

Brainstorm:

1. Which digital medium is older? Which is newer?
2. How do you decide to use one media or the other? In other words, what are the affordances the medium has to offer? *Affordances: “the possibilities for action that it [the artifact, language, or medium] offers”*
3. How do you communicate on one as opposed to the other?
4. How would you compare their media ideologies? *Media Ideologies: Your beliefs, attitudes, and strategies of interacting with one versus the other?*
5. Are you all in agreement with these media ideologies or do you have different interpretations? If you have different interpretations, why might that be the case?

**\*person who is the youngest from each group will present to the class.**

# Digital Medium

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**Affordances**

**Media Ideologies**

**Are you in Agreement?**

# Digital Medium

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**Affordances**

**Media Ideologies**

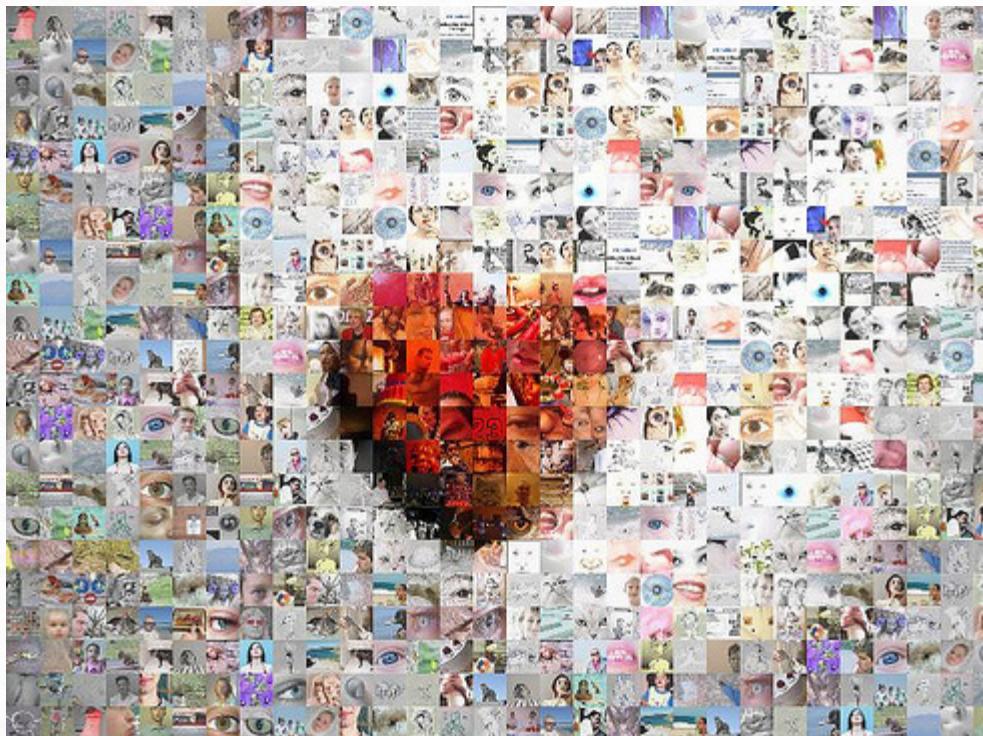
**Are you in Agreement?**

# From Affordances and Media Ideologies to Digital Storytelling and Intimacy...



# Big Picture Questions About Intimacy

- How do digital platforms and technologies give rise to new forms of intimacy or re-shape old already prevalent social dynamics?
- How do people negotiate offline and online worlds of intimacy? How is this different from, or similar to, practices of intimacy elsewhere?
- How do the individuals in negotiate between adhering to collective social norms and satisfying individual needs/desires?





Adams-Santos, Dominique.  
“‘Something a Bit More Personal’: Digital Storytelling and Intimacy among Queer Black Women.” *Sexualities* 23, no. 8 (December 2020): 1434–56.

**Intersectionality** (groups 1 and 2):

**Intersectional Invisibility** (groups 3 and 4):

**Intimate Candor** (groups 5 and 6):

**Intimate Public** (groups 7 and 8):