

This is a call for book chapters for an edited book entitled:

***Digital Platforms and Algorithmic Self.
Theory, Experiences, Resistance and Counter Cooperation.***

In the last decade, in a considerable portion of the world, digital platforms (Snircek, 2016) have colonized multiple important areas of social life—from training to communication, from production to services and logistics, up to social reproduction— all of which remedialize (Bolter and Grusin, 2000) and remodel social relations and organizational processes.

While predominant theory of mediation of 1980s and 1990s still presupposed a dichotomy between physical and virtual reality, in the hybrid networks of the contemporary digital society, matter and information are no longer so easily separable (Lupton, 2016; Manovich, 2013b): we rely on intelligent objects, we make friends on social networks, take a selfie or record a voice message to share online, or perform life logging based on our bodies' performance.

Rather than building "digital doubles"—i.e. informational identities that transcend us and end up dominating us (Haggerty and Ericson, 2000)—we perform (Codeluppi, 2017) complex algorithmic identities (Che-ney-Lippold, 2011) that show how the machine, in its various components, never really confronts us, but appears to be as an integral part of our processes and ways of being in the world intersecting questions of class, race, gender and sexuality (Haraway, 1985). Accordingly, algorithms are not the abstract and purely quantitative essence of computational processes standing at the basis of a statistical-mathematical model of society--useful only to invite certain social actors to the detriment of others (Morozov, 2016; Gambetta, 2018), but they rather work in networks of associations that qualitatively modulate the weaving of society (Thrift, 2008). As a result, in the different self-quantifying practices (Lupton, 2016a) the data on subjects' actions and behaviors, produced by tracking and self-tracking, as meaningful representations, in turn affects those subjects' behaviour and their intersectional identities.

While the pervasive power of these devices attracts, persuades and often forces millions of people, companies and public institutions, about a "digital presence", the inextricable relationship of those platforms and our lives is now evident in the context of the platform society (Van Dijck, 2019) and how its social, cultural and economic structures, are shared by those platforms (van Dijck and Poell, 2013; Couldry and Hepp 2016).

Different types of "platforms" according to Snircek mark the so-called platform

capitalism, we hypothesize in this respect that these different typologies underlie different processes of value creation, in some cases of production / appropriation (Fuchs, 2010) in others of income and extraction (Rigi and Prey, 2015). Furthermore, we also consider those platforms that do not imply a monetized exchange of goods and services, such as platforms between peers (De Rosnay and Musiani, 2016) or oriented towards pooling (Teli et al., 2018).

In such context we claim that the attention should be placed not so much and not only on the infrastructural and technological dimension of platform capitalism, but rather on the relational and organizational question, in particular on the logic of connection / disconnection, on the ambivalence of connectivity, on the question of identity and its complex intersectional nature on the net (Fisher, 2013; Risi, 2013), on the production of subjectivity of the neoliberal subject (Armano, Murgia, Teli, 2017) and on the potential of these processes (Mazali, 2016).

Through the lens of such perspective we point to the debate on the issue of Ubérisation operated in lean platforms, on the aspects of randomization and precarization (Cingolani, 2017; Abdelnour & Friot, 2017) and on the criticism of digital logistics (Cuppini, Frapporti, Pirone, 2017). The phenomenon of platforms entails the continuous availability of connectivity; while in platform socialization, subjectivity and risk have become barycentric and freelanced work becomes preponderant (Huws et al, 2017), with the crowd being put to work. By the rhetoric of "collaboration" economy (European Commission, 2016), or even "sharing" (sharing), platforms enable, in a dynamic of exogenous telecooperation, individual subjects - freelancers, self-employed workers, micro-entrepreneurs, users but even more resources, spaces and activities. All of which through use the platforms to overcome the isolation and go beyond restrictions otherwise existing on the market (Eurofound, 2015; Drahokoupil, Fabo, 2016). In such context, we pose attention to the result of algorithmic management of the gig economy (Wood, 2017) and to the processes of formatting, quantification, normalization, precariousness that invest the self by de-structuring the collective bonds and forms of resistance, coalition and self-organization of the subjects (Bologna, 2018), in the framework of the re-regulation of employment relations.

A second cluster of issues strand to be investigated is that properly focused on (all) forms of consumption that involve some form of work by subjectivities, as users who incorporate platforms into daily practices and routines. The platforms record and monitor an increasing number of aspects through different forms of digital data automatically collected and archived, producing gigantic datasets also called "big data". They include users generated content, a mass of information intentionally produced and uploaded on platforms. Human experiences implemented through digital platforms are therefore encoded in behavioural data, translated into behavioural models, of value for capitalist enterprises (Zuboff, 2019).

If once it was the material work of workers that produced surplus value, now it is the intellectual work of the crowds of users that have market value and constitute an economy in which cognitive activities are reified, made public and commodified (Smith, 2013; Thrift, 2005; 2006). Here is inserted the discourse on the commodification of the free labor of digital prosumers (Terranova, 2004; Hesmondhalgh, 2010) in their inextricable role as consumers of (cultural) content and at the same time as producer of the same. The algorithms that grind data, produced and released spontaneously or not, measure and classify, deciding which choices to offer to users of the platforms. The algorithms are therefore generative in nature and are a form of productive power (boyd & Crawford, 2012; Chiney-Lippold, 2011). The reflection ranges in this context from the exploitation of the prosumers of the social platforms (Fuchs, 2012), to the work of the Amazon Turkers, from the Netflix tags that perform the functioning of the machines to the data surveillance practices (Bennato, 2014).

A third thematic axis is on emerging resistance and collaborative organization attempts. There is talk of platform cooperativism, space sharing, and coworking, of innovative forms of solidarity, cooperation and neomutualism, of different conceptions of the value and culture of digital. This editorial project intends to focus on the mapping of these experiences with the aim of networking reflections especially in relation to the commoning of spaces, knowledge and social practices. Also of particular interest is the analysis of the design vision that crosses two historically known phenomena: the forms of mutualism and cooperativism and the participatory design of technological forms. If mutualism and cooperativism have been part of the forms of workers' self-organization since the nineteenth century, the participatory design of digital technologies dates back to the dawn of the diffusion of these technologies in the workplace, in the 70s of the last century.

There have been many transformations since the beginning, but recent efforts on platform cooperativism, digital common goods, and infrastructure design open new questions, both for the practice of technological construction, and for the understanding of social life, of work, and the economy, which design practices - a form of action research - make their own and generate. The subjectivities implicated and produced by these processes are collaborative subjectivities and conscious participants in contemporary transformations.

As co-editors, we welcome abstracts that show chapters exploring:

- 1) Theory. Models of production of value, extraction, appropriation, income in digital platforms; use and counter-use between peers, Hybridization of social processes between technology and human; algorithmic prosumption; power relations; Algorithmic surveillance and surveillance capitalism.

- 2) Processes. How digital platform and on-line technologies are recasting labor market,

society and spaces. The global dispersion of work and activities: entrepreneurship of the self, free-launching, uberization.

3) Performed subjectivities. How digital platforms alters control and surveillance: algorithms and reputational mechanisms, data surveillance, rating and formatting of processes, centrality of evaluation and measurement, algorithmic self. Factory of the subject under evaluation by the algorithm, subjection devices.

4) Reconnected subjectivity: experiences of subtraction and resistance, self-organization and negotiation. Significant individual cases compared to different description scales.

5) Neo-cooperation. The uses and the counter use of information technology also by social movement activists: shared and participatory planning, peer to peer production, neo mutualism, commoning and counter cooperation, platform cooperative experiences.

The paper must be word-processed in English.

We intend to follow the following timeline:

Abstracts – 01 April 2020

(The abstract should be between 200-250 words with a maximum of five keywords and a minibio of 150 words.)

Full Manuscript – 1 September 2020

Submission to Publisher – 30 September 2020

The publication of this book is accepted by Westminster University Press (Critical Digital and Social Media Studies book series: <https://uwestminsterpress.blog/2019/12/11/900/>).

The full and final book to be published by 2021.

All manuscripts must be submitted simultaneously to the co-editors:

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