Stewart Home

Click This? MySpace + the Pornography of Corporately Controlled Virtual Life

diffusions nation

club. wasn't knocked up when they really were in the me, since these men had insisted their other half messages saying their boyfriends were just like few women supported Tessie by posting dolls can't have babies; it was curious that quite a enraged when I responded by pointing out plastic Tessie claimed to be pregnant and would become would work just as well. In comments she posted, ventriloquism so I figured internet ventriloquism was familiar with phenomena like radio girlfriend Tessie, one of my ventriloquist dolls. I Home site. I next set up an account for my running what was taken to be a 'fake' Stewart certain amount of speculation as to who was things wrong about my life and work. This led to a me, so I deliberately fudged facts and got minor behave as if I was someone else pretending to be account as Mister Trippy. My gimmick was to in the spring of 2006 and initially I set up an to discuss it. My explorations started on MySpace place not only to research it but to an extent also social networking sites has provided the best past few years, and I've found being active on

There's been a lot of talk about Web 2.0 over the

"Next No. 22496 got onto a question which reminded me of how I was endlessly harassed by

22496 accepted a university staff card with a photograph of me on it as ID; although I suspected it would have pleased him to arrest me for not possessing a non-existent UK ID card. When I was asked what I worked as, I said novelist because while true it was not quite identical with the work for which I'd shown a staff card. Warrant no. 22496 wrote down a description of me and this included the detail I was wearing black boots, although I was actually wearing black shoes, which made me further wonder what the real point of all the 'counter terrorist' activity that goes on in London is when mundane details like this aren't correctly recorded by the old bill. No. 22496 also noted my SDE Code, this is self defined ethnicity (according to the Mets "what ethnic group you say your origins are from"), although since this was done without me actually being consulted I somehow doubt that it went down as "Afro-Celtic"; the detail was entered with the code W1. This functions as another example of how in reality I was just being hassled and the activity had nothing whatsoever to do with so called 'counter terrorism'.

stories in the comments. I reproduce below a blog of 23 February 2008 because it led to readers recounting their own experiences of police harassment, one of which I found particularly pertinent and will also quote in full. I think it unlikely that either of the following two incidents would have entered the public domain (albeit in a low key manner) had it not been for the blogging phenomenon:

"Never mind the terrorists, Brit cops decide to hassle people on their way to the pub instead...

On Wednesday I got stopped under Section A4 of The Terrorism Act 2000. What had I done to arouse suspicion? I'd walked out of Ladbroke Grove tube station!!!! Naughty naughty naughty!!!! So the old bill with warrant no. 22496 - who wasn't allowed to give me his name because he was conducting a 'counter terrorism' why have you got two arms and two legs?") ask for because there is no identity card system in operation in the UK. I therefore asked if I'd in operation in the UK. I therefore asked if I'd anderstood correctly and was required to show ID anderstood correctly and was required to show ID and was told this was the case. Warrant no.

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both intriguing and disorientating. tended to describe them and these practices as readers who responded to my blogs and/or profile movements such as Lettrism to Dada. New mid-twentieth century cultural-politico 1990s, and can be traced back through onto the net via The Luther Blissett Project in the pre-web crystallisation in Neoism, were brought identity games played in virtual space found their exactly who was leaving comments. These there was always an air of uncertainty over (and identical clones of each other's profiles), so have a penchant for creating multiple fake profiles both I and the core of those commenting on it My Mister Trippy blog was a little unusual in that

who immediately come on to males who don't responses to the 'bot girls' (fake female swingers) allows a profile to be created but doesn't allow membership with these sex contact sites often sites and webcam services. Taking out free profile comment spam advertising adult dating When I joined MySpace it was still plagued by

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Click This? MySpace + the Pornography of Corpo

MySpace divide their user profiles into different

sections: a main profile with self description,

on the profile page; and finally a section for

uploaded photographs. I exploited all these

finding the MySpace blog culture extremely competitive and bitchy at its top end. There was a

pictures, videos, music and comments; a blog

whose most recent headlines if any are displayed

features but decided to focus on blogging, despite

core group desperate to ride high in the MySpace

blog charts. Because the charts were compiled on

the basis of daily hits, bloggers in the USA were

immediately after each 24 hour counting switch

over, thereby ensuring they maximised the hits

they got on the first day each new blog was up.

Being based in Europe I could roll out of bed at

my usual time and get a blog up at the beginning

of the MySpace day. Titles of blogs were and are

important, most people wanted to read about sex

and blogs that categorised themselves as being

about 'romance and relationships' tended to get

the most hits. The overwhelming majority of the

blogs weren't in the least bit interesting; reading about busts-ups between top bloggers who'd also

become lovers just wasn't my bag. That said

micro-worlds tend to develop around successful

getting up in the middle of the night to post



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the bot girls who left me and millions of others messages along the lines of "How was your weekend?" One of my standard replies to this was: "Hey my weekend was great. I managed to sneak one of the unidentified bodies out of the hospital morgue. I've named this stiff Marie and I took her for a date. Thus did midnight find the two of us - I and my Marie - enjoying an intimate candle-lit tete-a-tete at Shoop's, a local roadhouse on the far edge of town. Romance was in the air, and Marie, whose only fault as a dinner companion was a tendency to keep slipping sideways out of the booth, had never looked lovelier. I had about decided to order the fish cakes and had climbed on top of the table, the better to urge Marie to try the

have a premium paid subscription; these sites have virtually no female members, and they are unlikely to do much for the thousands of heterosexual males who take out subscriptions to them. Over the past few years MySpace has cracked down on such spam merchants because they cut into the operation's revenue base by making users distrustful of all advertisers. That said, I found it fun replying to spam comments.

Back on MySpace I couldn't resist responding to

part with cash for adult dating and/or webcam people I was leaving them for wanted punters to to this style of comment but then usually the was a groove..." Strangely I've never had a reply the night. So I had a great weekend. I trust yours Iled noticing Marie had been missing for half even got her back in the hospital cooler without beauty spot where we made passionate love. I menu, so we left and I drove her to a remote and I felt something other than food was on the something?' Well Marie wasn't feeling that hungry up and people are complaining. Are you nuts or thing out of here. It's starting to stink the place said to me, pointing at Marie. 'You gotta get that road house owner came over: 'Phew man!' he happiness' as it is sometimes called, when the or '12 inches of or '12 inches of

Another favourite trick of mine was to respond to those offering help with internet business start up schemes with the following: "Hey I was unemployed and homeless after losing my job and my relationship broke up because I had erectile dystunction, but I kept checking my emails at the local library and I scraped together the money to get some shares after I was sent

and pornography services.

started to blog again I did so with WordPress software that I stuck onto the back end of my own website. Now I control the horizontal and I control the vertical, and I don't have to worry about Rupert Murdoch and his minions deleting it. For me this is the way forward to Web 2.1, running software on our own sites that allows others to interact with us online....

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I tended not to bother responding to spam messages that ran along the lines of "Hey check

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out my band, we've got new tracks up and we'd like you to let us know what you think"; although very occasionally when I did click through to a band site I would leave a comment along the lines of: "Yeah I checked out your music man, and it sucks worse than an infant that missed a feed but since the market distorts everything, if you carry on with your promotions then there's a one in a hundred billion chance you'll be the next U2 (and they suck even worse than you)."

worked out was that it was easier to get around vlleutneve I tedW .veb e stid bnesuodt e bnuore Top 50 blogs on a regular basis. This required months before I was able to make the MySpace of music, movies and books. It took me about 6 more than a list of consumer preferences in terms interesting than blogs, since often they were little blog comments. I found profiles on the whole less but you can opt as I did to allow anyone to leave users. Only friends can leave profile comments involved has to make a friend request - with other consenting to be 'friends' - one of the two profiles simultaneously extended my network by responding to comments on my own. I commenting on other people's pages and To build my profile and blog I had to be proactive,

I didn't and don't feel I need Myspace to get my voice heard. I went into MySpace as a virtual environment with the intention of understanding it and proving that I understood it by operating successfully within it. I did that, then I got off the platform. When I'd finished with MySpace I felt like I wanted a break from blogging. When I

some anonymous hot stock business advice, and I

solved my relationship problems and as I got into

started making a bit of money and got a flat to

rent, then I bought Viagra on the net and that

doing more business on the web I found I was

making a lot of money and I bought a house in

London and then a holiday home in Spain and

successful marriage too (although most nights

these days I stay our late snorting cocaine and

having sex with high class hookers - in fact I'm

transsexual and I'm using my Palm mini computer

getting a blow job right now from a pre-op

to write you this message). So I can really

recommend these business techniques you're

more than these techniques are the unsecured loans I can arrange for them because they can't

offering people. But what your friends need even

start a successful internet business without proper

financial back up. People are conned into thinking

they can build up one of these operations without

because all the most successful businesses on the

the financial wherewithal but that just isn't true,

net are properly capitalised..."

some really nice cars. Now I've got maids and a

agenda!... I boycott an awful lot - companies who test on animals, use sweat shops, fund the Bush administration, etc., and tend to act upon my beliefs that the consumer should vote with their wallet. But having one's voice heard is also important, which is why I also try to make clear precisely why I avoid certain brands and so on. MySpace is a very good platform for getting my views read. BUT - and here's the problem expressing dissent on MySpace seems to be becoming increasingly difficult and the platform appears to be becoming more adept at silencing the dissenters, one way or another...' Other comments pointed out the commercial benefits to MySpace of allying themselves with soldiers: "When push comes to shove, a mass-market phenomenon like MySpace is going to go for Apple Pie and Motherhood every time."

the Pussycat Dolls, never mind the political

"...mədt dtiw emre riedt only good soldiers are those who desert taking might be summarised as: "Fuck the army! The deliver my personal message to the troops, which MySpace weren't in the business of helping me special message for the troops..." It was obvious need our support. Please drop by and leave a and the world has changed but our troops still be streamed LIVE only on MySpace... It's 2008 will all be a part of this spectacular event that will Carlos Mencia, Metal Sanaz, DJ Z-Trip AND MORE Disturbed, Pussycat Dolls, Jessica Simpson, Filter, show in Kulabyte HD that they'll never forget. the troops in Kuwait and all of MySpace a LIVE March 10th, 2008 Operation MySpace will bring March 2008 I got a message from MySpace: "On

Since I'm against imperialism and oppose racist sadists in uniform, I quickly reached the conclusion I wanted to delete my MySpace accounts... but before doing so on 10 March 2008 I tried to discuss it via a blog I posted on 7 March. The following comment from Christopher uosnibor is pretty typical of the reaction to my suggestion everyone who opposed war should get off MySpace: "Fucking hell, I'm inclined toward boycotting any site that has anything to do with

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Some of my standard replies to comments were a little more involved than a catch phrase such as "beep beep", since the cut and paste function on computers means that I never need to be short of scores of reusable lines. Being Mister Trippy my off the peg responses included: "Wow I'm really stoned... really tripping... out of... I've gone

day than it was to get 1000 different people to look at it. So when someone commented on the blog I'd comment back, then they'd come back to see what I'd said; by such means I was building a following as much for the comments as for the actual blogs (in effect the comments section of my blogs became a chat room, people commenting started talking to each other as well as to me). This was hard work, since it meant continually interrupting other work I was doing to log on to MySpace, but it was effective, for a while I was ending up with ten or so pages of comments on each blog, or about 250 comments from other MySpace users and 250 replies that I left. Naturally my replies weren't always detailed; I developed catch phrases such as 'toot toot' to deal quickly with much of what was left by way of response to my blogs.

100 people to look at the same blog 10 times in a

Initially I'd wanted to pipe people off MySpace and onto my own website (<www.stewarthomesociety.org>), but it quickly became apparent this wasn't going to happen in any big way. I wasn't doing badly on MySpace but the contradictions of working in a web environment controlled by media mogul Rupert Murdoch eventually became too much for me. Increasingly I found comments and other material deleted from my pages presumably because it was deemed offensive, and some of my friends had whole accounts deleted. Then early on 7

analysts. I got the impression they hadn't looked at the actual content of the blogs too closely. In some ways I found this odd because the key to creating a good blog is content. It was where a lot of people fell down in their online activities. Bloggers often appeared unable to move beyond trivia to broader concerns, and many postings were badly written to boot; a little bit of rewriting could have massively improved many of them.

feature in February 2008 they made mine the first

other sources that MySpace had been tracking my

profile they endorsed through it. I knew from

activities for some time, since the hits I was

getting had attracted the attention of their data

drinks or whatever with other people coming on didn't ever meet but they managed to hook up for I smorth of my activities on MySpace, some I blog I'd known for years, others I met in the flesh important. Some of those commenting on my line; so meeting people face to face was also important is the flow of relationships on and off interested in building a communty and what is blown up in my face..." But I would stress I was interlocking... too much acid... too many colours three four... I can hardly see... tombs butterflies... I gotta get outta here... one two erasers... delicious... apples explode into playthings walked to Saturn... bend pencil take enough acid to get this high... even my j'nbib I ...hgid sidt netten gotten this high... I didn't

Building my blog took slightly longer than thinking up and appropriating comments. I used a mixture of material I'd already produced such as cultural essays and interviews from my own website (which by this means found fresh readers), and texts created especially for the blog such as reviews of trash films. My movie focus was on exploitation and sleaze from around the world with some sociology of culture thrown in. I also with some sociology of culture thrown in. I also

.plog.

".9m of bened to me." but a true story, I kid you not. The shittiest thing big 'hero' there ... All probably sounds incredible, with a gun who wanted to make himself look the been much worse and it could've been a copper tucking listen, though. Yeah, suppose it could've myself innocent to people who didn't want to experience of being in custody trying to prove only after the massive fucking headfuck quietly swept under the carpet, eventually. But kind, or even cautioned in the end, and it all got Anyway, I wasn't charged with anything of any them apart looking for bombs or something. the jacket I was wearing. Suppose they took did get my shoes back from the swine either, or bosses or something, I can only guess. (?) I never and trying to make himself look good to his stitch-up copper taking advantage of my state sodding first place! Some fucking bullshit wanker seeing as it never sodding happened in the alleged act forthcoming, which wasn't a surprise,

While I injected plenty of humour into my blogs, what I was doing had a political thrust. Incredibly my blogging efforts were not just recognised but also rewarded by MySpace, since when the platform introduced a UK 'Blog of the Week'

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the likeness.

"3. I love psychedelic drugs and music that is red with purple flashes; a lot of people think this makes me a hippie, but I'm actually an Afro-Celt. Getting off my face on psychedelic drugs just happens to be a really cool way of connecting with myself. Likewise, I can't help considering bands like The Creation, The Birds and The Flies (1960s London freakbeat music, not to be confused with Californian groups like The Byrds), a total groove.

"4. I fantasize about having sex with myself - I bet you all do! Don't Lie.

"5. Styrofoam gives me goose bumps all over.

"6. I'm addicted to *Cheez-Its*. I love them. I eat them all day. I take them to work with me. I keep a little zip lock bag of them next to my bed in case I wake up in the middle of the night and need some *Cheez-Its*. I plan what day I'll do my food shopping based on how much *Cheez-Its* I have left. I can shake a box and guess how much longer that particular box will last me based on how many *Cheez-Its* are left in it.

"7. I like to make animal noises; I caw at crows, meow at cats, bark like a dog and moo at cows.

"Anyway, after much pleading from me for the cops to try and prove this complete and utter bullshit, there wasn't any CCTV footage of this

parodied the very popular list blogs format,

throwing some political and theoretical content in with the comedy. One of my reworkings of a

formula blog list was the following; and I liked it

so much I posted it twice, once in Spring 2007

and again a year later on 17 February 2008:

"10 Down & Dirty Sexually Perverted Things

"1. Although I am the illegitimate son of US

mother was part of the Keeler set of British

women with whom Kennedy enjoyed sexual

congress and the Prez visited London 9 months

before I was born - that said JFK wouldn't face up

to his responsibilities so the space for my father's

doesn't mean that my passion for communism is

"2. I have never felt the maternal need to have

compare how the two of us look and you'll clock

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children because I am a "bloke". I do have an

illegitimate daughter called Britney Spears,

name on my birth certificate is blank (but this

some kind of Oedipal rebellion).

president John F. Kennedy, I think his cold war

policies sucked and he was a war-mongering jerk. On my paternity, please note this is not the kind

of joke comment you often get in these "lists", my

About Me

it's daytime and I wake up fully clothed (but minus jacket and shoes) in some private hospital way out in the sticks in bloody Chichester (WTF? That's 40 miles away from Crawley police station, where I was first taken to!), like when The Prisoner wakes up in The Village for the first time or something! Really fucking weird experience, particularly as the place seemed empty at first. I find an unattended reception desk, start shouting "Hello?" to no response for what seemed like bloody ages until eventually someone in charge turns up. I'm then told that I had 'tried to scale a fence at Gatwick airport itself'! (which I was absolutely nowhere near, incidentally.) Fucking ludicrous allegation, not only was I not anywhere near any fences, I was INSIDE a bloody train station, but seeing as I'm arthritic in both knees (and just about manage to walk unaided), I wouldn't even ATTEMPT to climb any sodding fence, anyway! In any case, I was asking people at the train station how I could get HOME, so WHY the fuck would I have tried to do THAT?

being escorted away. Anyway, next thing I know

terrorism act. me I'm being placed under arrest under the collared by a solitary copper in uniform who tells how the fuck I can get back, I eventually get after much wandering around platforms seeing your way around when pissed, I tell you. Anyway, Gatwick station seemed like a maze trying to find realised it was fast to Gatwick. Fuck. Well, I ,tun's short as soon as the doors shut, I could get one to Crystal Palace or something. Got Was, there were still some running, thought I by iously pissed, so there ya go. So a train it take someone a bit wobbly on their feet, and so Croydon, but none of the stroppy drivers would year ago....) I would've got a cab back from few times embarrassingly, most recently about a direction (which has actually happened to me a train home that went miles in the opposite was that I was pissed, and I'd got on the wrong arrested under the terrorism act. What happened me about 4 years ago, and I did actually get "Yep. Complete and utter bollocks. Happened to

"Don't remember anything after that, I really don't. I must've blacked out, fainted or something, I don't know. (I was very pissed) Last thing I remember is being seized by the arm and

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to my blog. In doing this I often adopted postmodern literary techniques, by for example taking newspaper stories and adapting names and other details to make them about me and my readers. For example: "A kinky sex escapade ended this week with the electrocution death of a Belfast man and the arrest of his boyfriend for manslaughter. According to cops, Stewart Home, 45, first claimed that his boyfriend Michael K was shocked by his hair dryer. But he then admitted that the couple was 'into weird sexual

ways to "bend" the truth if this became necessary; but since the notion of "truth" is socially constructed and isn't "out there", it can't be "found" and therefore I don't need to adjust it. "10. I hate lists and refuse to compile them."

I also wrote fictional pieces about myself and

some of the regulars who contributed comments

"8. I don't wear make-up very often. However, when I do, I go for eye liner, eye shadow, powders and lip gloss. I enjoy looking nice.

"9. I never lie and would instead find interesting

However, most of all I like to squeak like a bat because I think it will entice my friend Kelly to contact me.

bill stopping me on my way to The Warwick under the guise of 'preventing terrorism' is clearly complete and utter bollocks just like the Richard Curtis movie "Notting Hill"." This drew from Mark - a bloke in his mid-forties from south London who generally responded to

my blogs with witty one-liners the following story:

name shortened to The Castle and turned into some sort of gastro nightmare in an as yet unsuccessful attempt to clear out the deadbeats who congregate there. While the change of decor and shortening of the name hasn't got rid of us yet, I'm sure the price increases will ... or police harassment. Come to think of it next time I arrange to meet anyone in a pub I think I'll go to a Weatherspoons on the other side of town.... After all at 227 Westbourne Park Road opposite The Warwick is an equally notorious tourist attraction, the site of the "Blue Door" in the film "Notting Hill" that led to the former residence of the director Richard Curtis. In one of the film's endless low moments Hugh Grant's Welsh flatmate appears there in his underpants. The actual door was shipped to Devon in 2000 after being sold at Christie's for 5000. Likewise, the old

and everyone still calls The Warwick has had the

reckless endangerment and was jailed in the West yesterday with involuntary manslaughter and bondage for about 2 years.' He was charged in electric shock sex and other types of extreme investigators that the couple had 'been engaging when he stopped breathing. Home told for getting to the hospital, but instead called 999 unconscious. He then dressed him in preparation boyfriend was joking, but quickly realized he was on to his face.' Home initially thought his jolts. After the last shock, Michael, 40, 'fell over piece of electric tape over K's mouth during the several more times, adding that he had placed a then picked up the electric strip and shocked K attached the clips, and shocked himself. Home in Bloomsbury (London) removed his clothes, min pnitiziv sew ohw lesholm, bies emoh, pnineve an electric strip' and shocks him. On Tuesday to his boyfriend's nipples and 'plugs the cord into affidavit. Home then explained that he hooks clips behaviours,' according to a probable cause

more obviously political blogs drew out interesting ym to smore bnA .stanicate. And some of my My blogs could and did get more serious than the

End Central police station (where he remains in

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getting closer to nothing! almost Hegelian in the way we were constantly offensive weapon none, give details none... It was caused none, property recovered/seized none, the 'y' section - damage caused none, injury 22496 filled in were circled on the 'n' rather than standard criminal charge sections on the form No. correct since I wasn't arrested and all the before? I'm not in trouble now." I was evidently formulation by asking: "What do you mean trouble with the police before?" I queried this the old bill as a teenager: "Have you ever been in

although actually what was the Warwick Castle said "The Warwick" and was told I could go; to them. I was then asked where I was going and Ladbroke Grove tube station appeared suspicious I didn't really see why me walking out of been considered suspicious by the local police, so door to her bedsit open and the lights on hadn't being found naked and dead on her bed with the was stopped). I also pointed out that my mother (both of which run off Ladbroke Grove where I was born and had died in Cambridge Gardens mother had lived in nearby Bassett Road when I λ had long standing connections with it and that my I bibs I seve oft ni sew I ydw beyee Died nO"

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