

Social media and labor relations

Bonnie Nardi

Use activity theory to help us situate a phenomenon like social media more broadly and historically

my
free
labor,
July 10



Barry Wellman and **mfcavanagh** retweeted you

2h

7h: I "rage-read" tweets with too many hashtags and @ signs. Just learned that word and had to use it.



Courtney Loder favorited your Tweet

5h

7h: I "rage-read" tweets with too many hashtags and @ signs. Just learned that word and had to use it.



Post Carbon Inst. retweeted your Retweet

7h

9h: "A large chunk of US investment is going into shale gas ventures that are either underwater or barely breaking even."
telegraph.co.uk/finance/commen...



Patrick Williams favorited your Tweet

7h

7h: @activitystory It's complicated. If we don't do the research, journalists will. They have a different agenda and set of practices.



current and future labor relations:

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automation

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offshoring

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self-service

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short-term contract work

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data production

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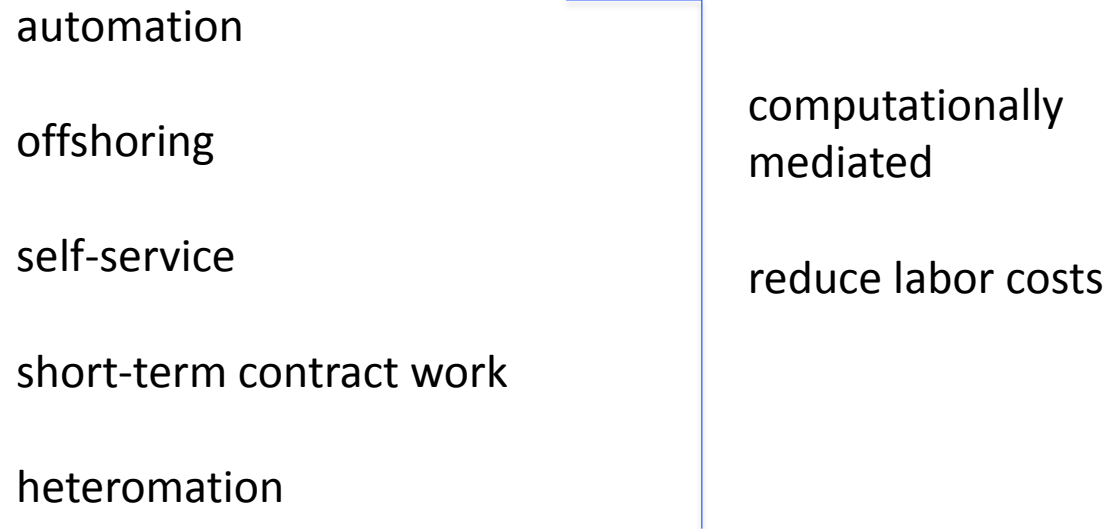
data production



computationally
mediated

reduce labor costs

current and future labor relations:



We think of technology as eliminating human labor, but it *rearranges* it.

Capital continues to find value in labor.

Social media as part of wider trends on labor relations.

crowdsourcing

microwork

social robotics

data production (Facebook, Google, Twitter, LinkedIn, gaming databases.....)

review writing (Netflix, Yelp, Amazon....)

forum posts

lots of work,
most done for
free

GameSpot > **Forums**

GameSpot Boards



DAILY KOS

patientslikeme[®]

clickNworkSM
Changing how we work

