Networked individualism in the digital age

Chiara Bonacchi | University of Stirling

Alan Fiske 1991

Andrew Bevan 2012

undifferentiated relationships of inclusion or exclusion

ordered relationships of unequal status

peer-to-peer

metrical relationships

Haythornthwaite 2009

Mathieu O’Neil 2009

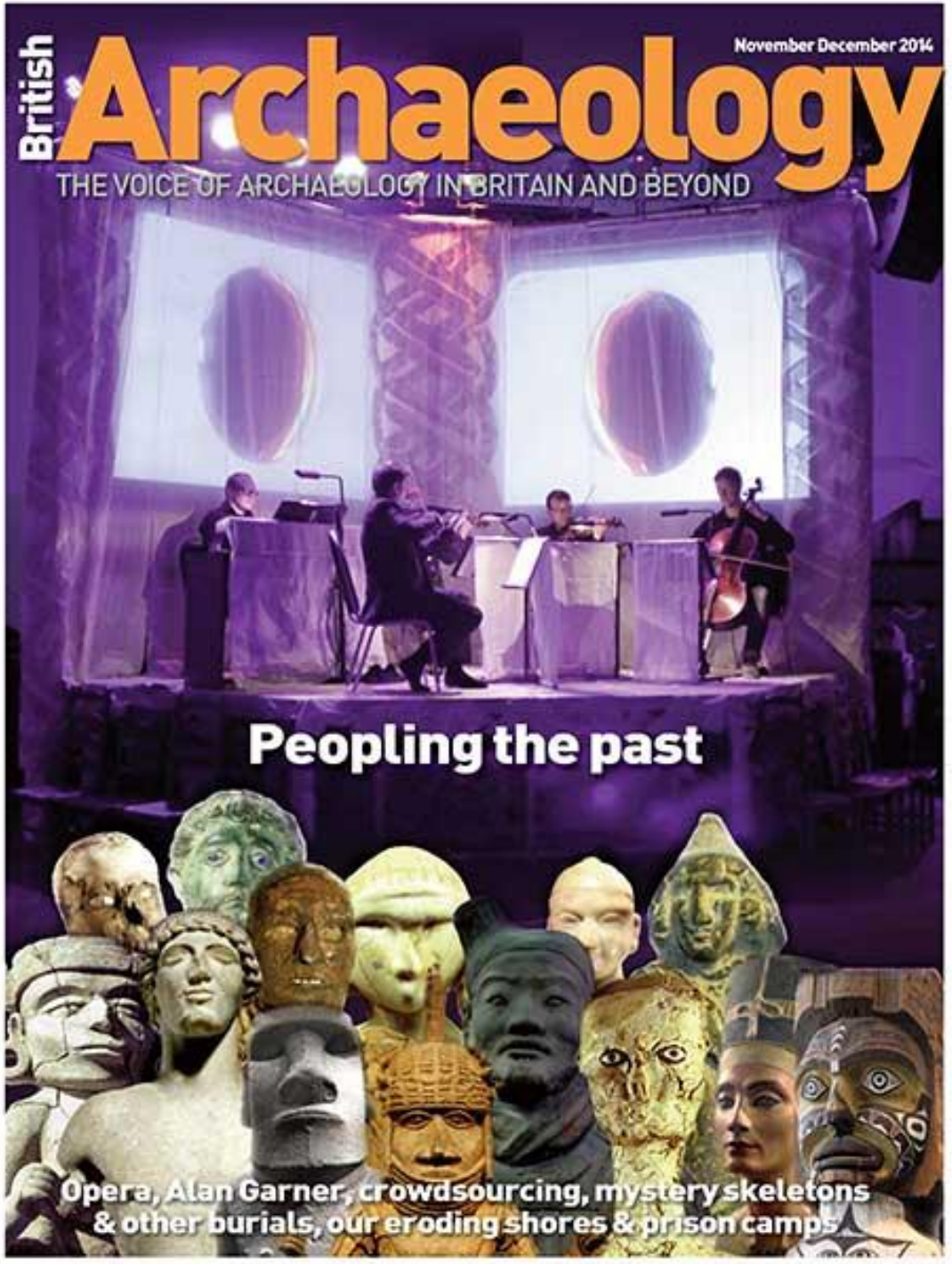
Bonacchi 2018

crowdsourcing groups | people linked by weak ties and sharing a common purpose.

virtual communities | people linked by strong ties who have built shared values and norms.

3 dimensions of social value

emerging from internet-enabled groups



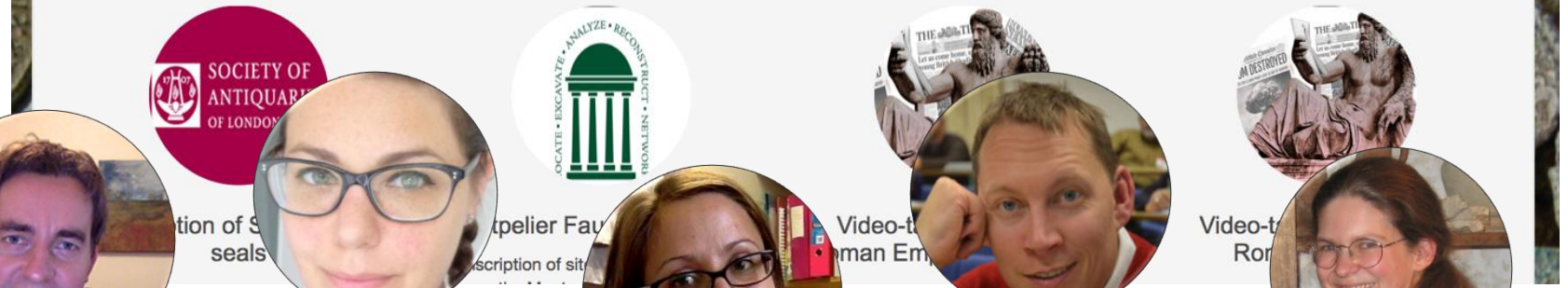
MicroPasts

Arts & Humanities Research Council

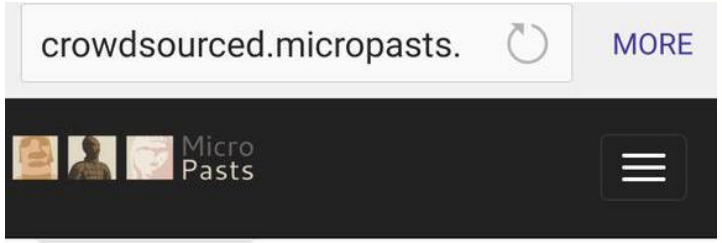
To establish collaborations between citizens inside and outside GLAMs and heritage institutions, in order to study the human past together.

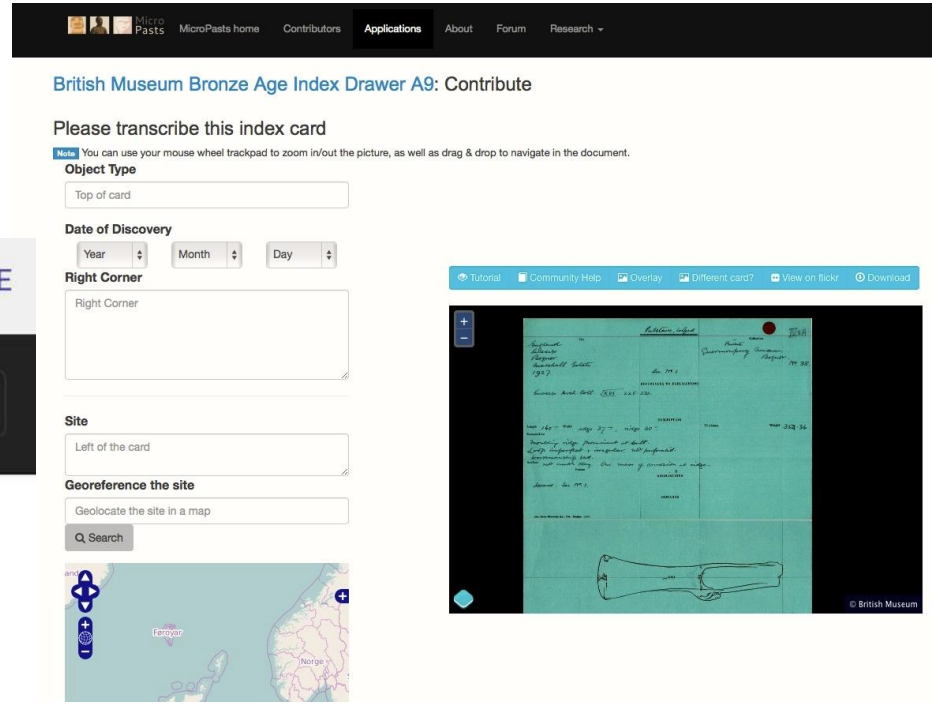
By co-producing open data through crowdsourcing.

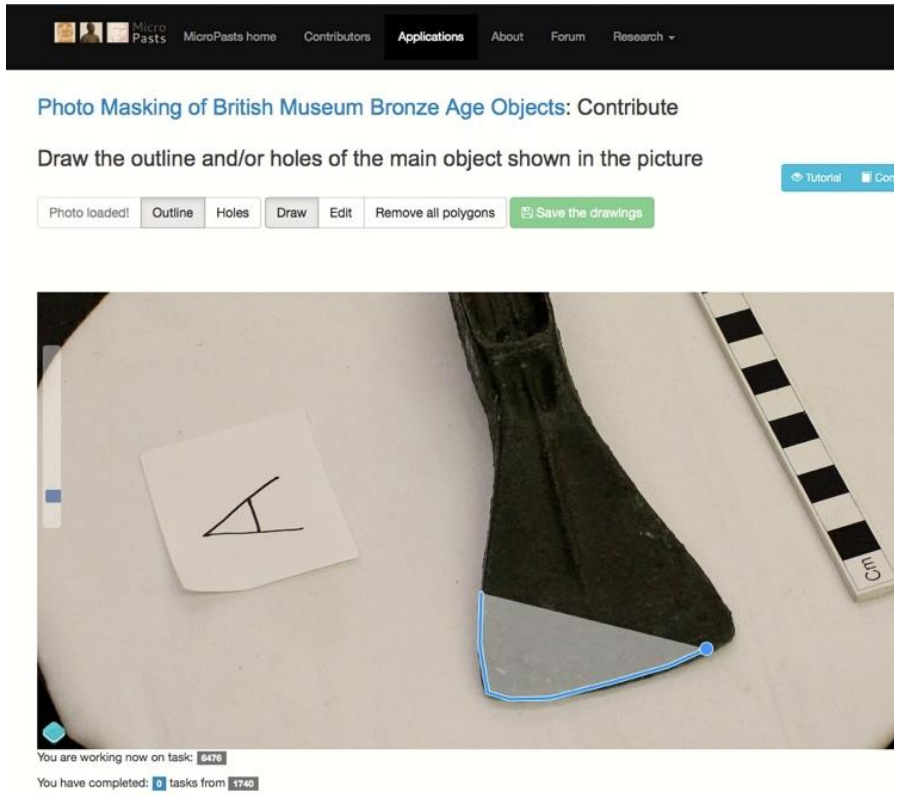
And collaborating with contributors to further use crowdsourced data for display, analysis and interpretation.

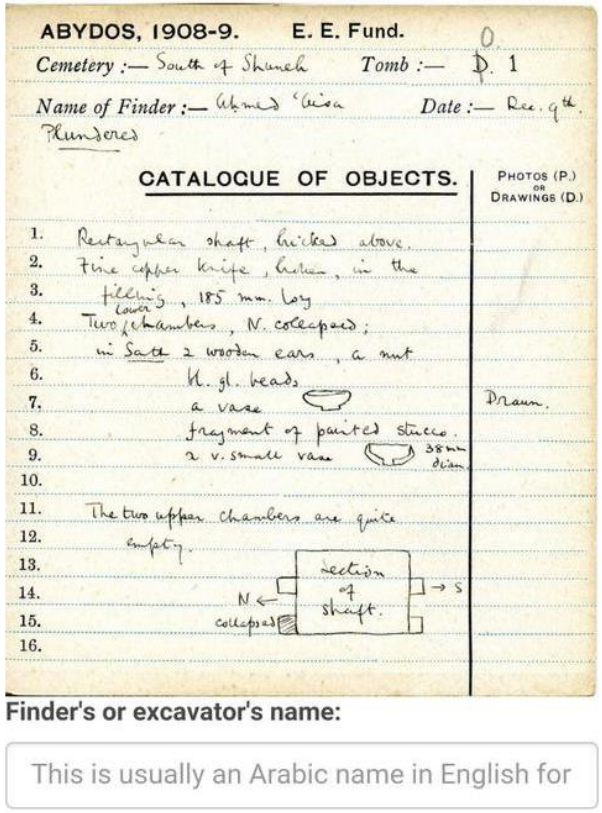


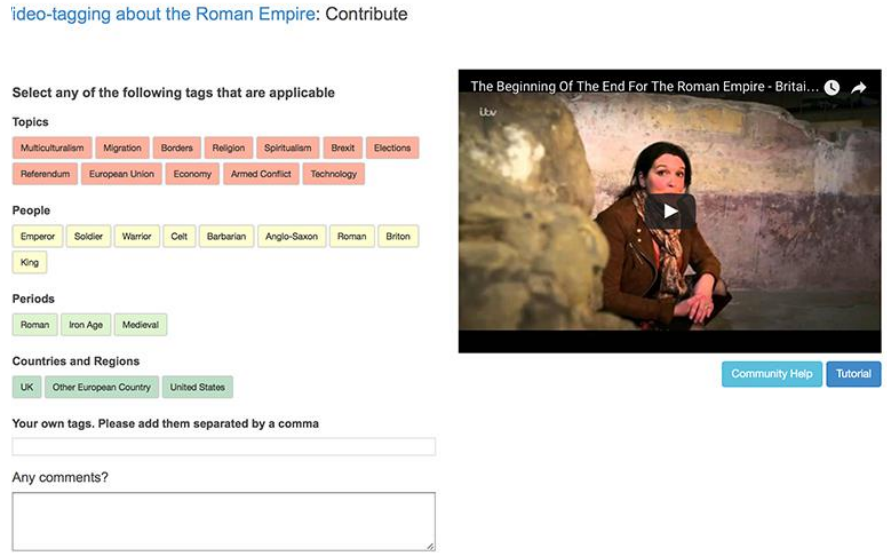
crowdsourcing
as a form of ‘making’











Gauntlett 2011

Bonacchi et al. 2019

through making and sharing things

participants reported increased connectedness with their social environment

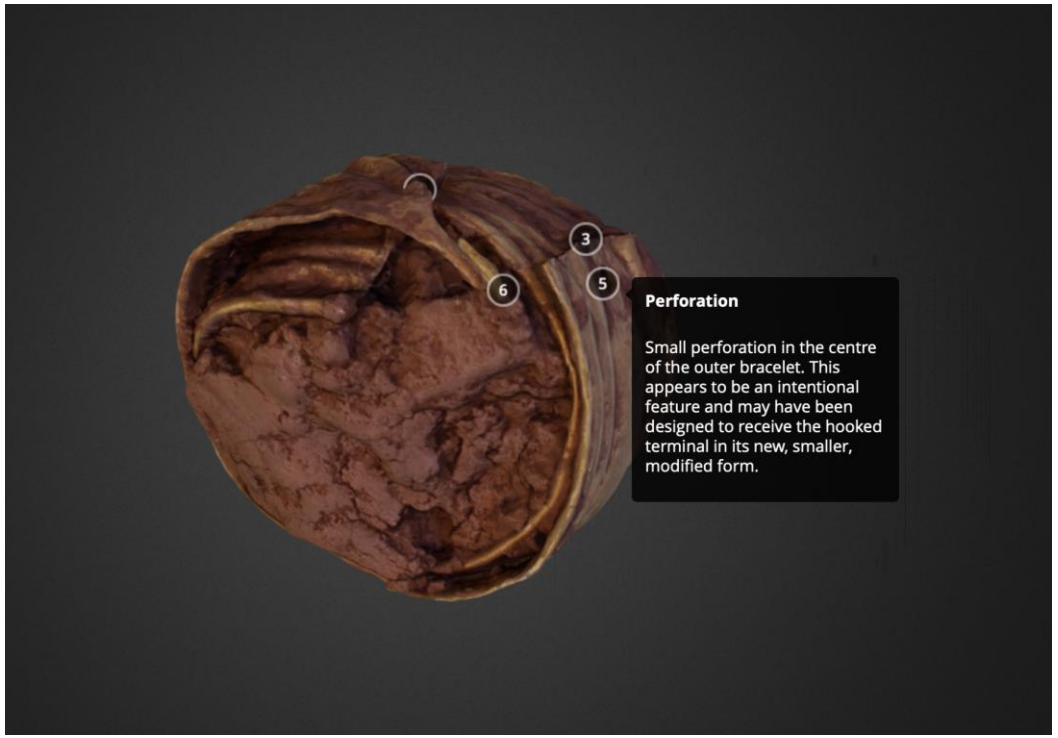
Motivation category	Example
Learning about history and archaeology	An interesting way to learn a bit more about history & archaeology.
Giving back to / connecting with an institution	Assisting the British museum as a thank you for visiting out metal detecting club (Trowbridge)
Interest and curiosity	I am a Celtic Artist with a degree in Anthropology, and I find the work interesting.
Skill building or career development	Experience for a future career in Ancient History and Archaeology, as I am currently studying a part-time BA (Hons) degree in Classical Studies. I am also between modules at the moment, so I have the time to dedicate to this project.
Enjoyment	It's oddly relaxing
Helping out	Helping a project
Contributing to knowledge production	To help contribute towards greater scientific knowledge
Identity and self-definition	Ancestors were English and Scottish (and American Indian).

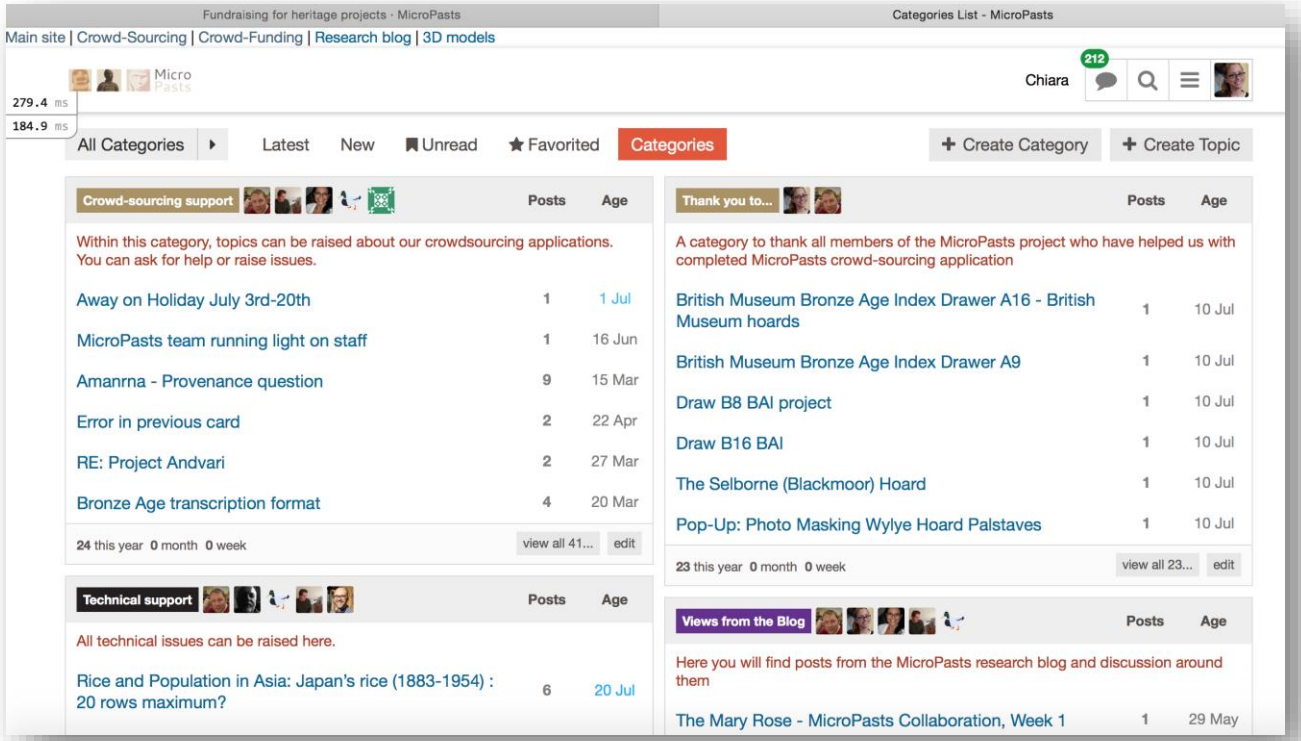
Ridge 2013

Bonacchi et al. 2019

emerging online communities

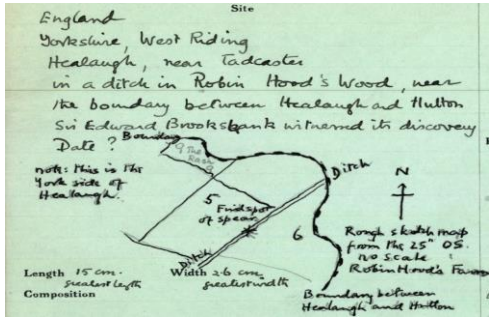
connecting with others

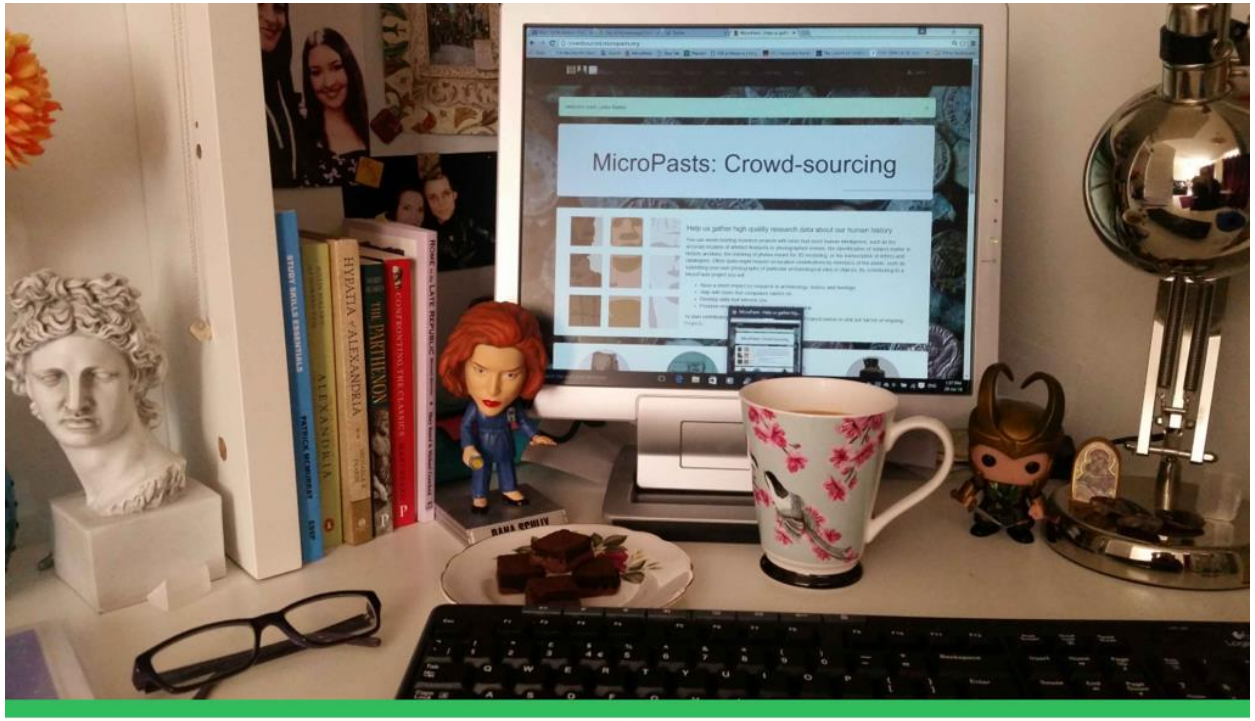




Bonacchi et al. 2019

‘private’ and direct intervention on heritage

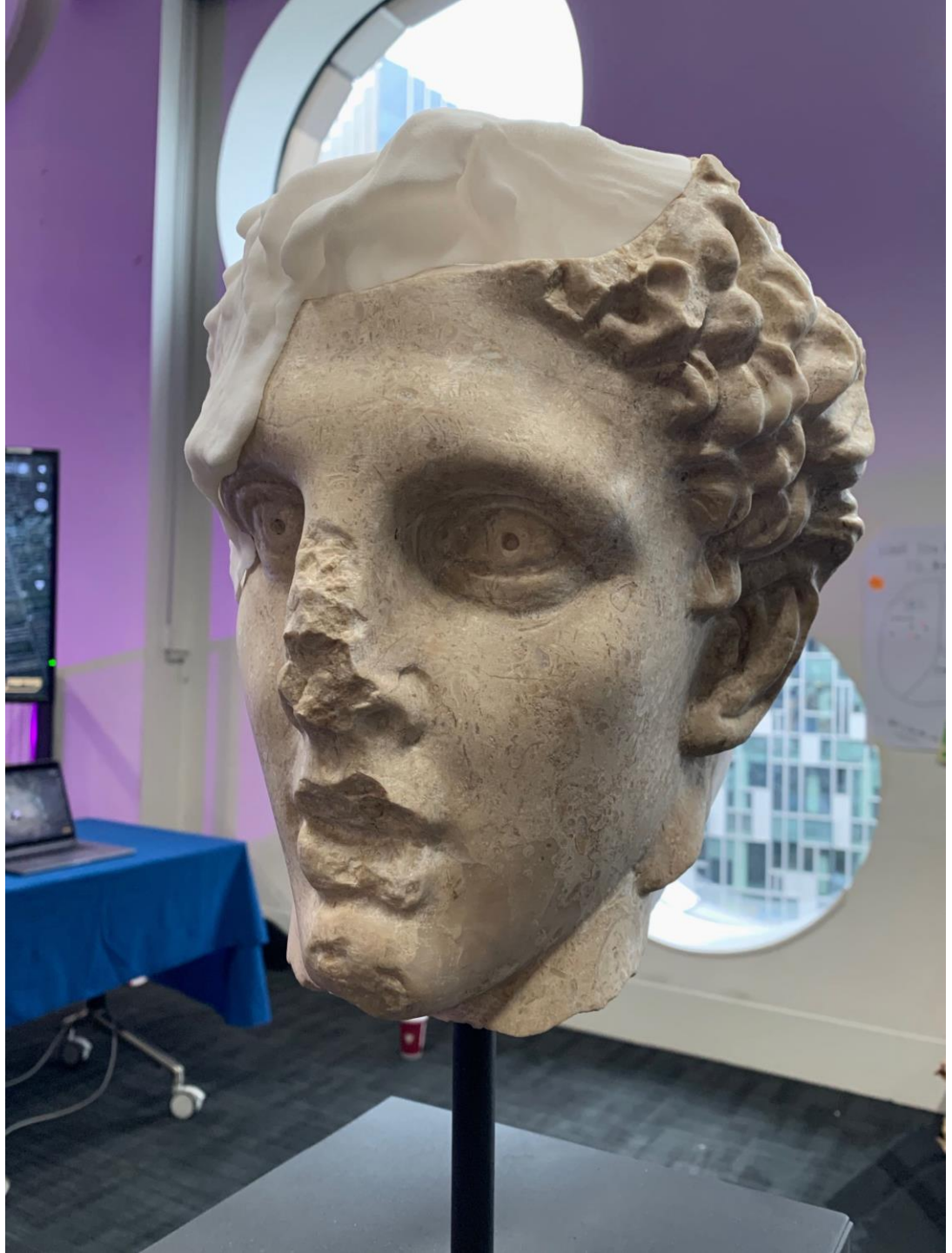




PUBLIC DIGITAL ARCHAEOLOGY - FROM THE COMFORT OF YOUR CHAIR.

July 29, 2016 L Walker Archaeological Media, Archives, Community Archaeology, Day of Archaeology, Day of Archaeology 2016, Digital Archaeology, Finds, Historical Archaeology, Museum Archaeology, Public Archaeology

How do we understand and assess increased ‘connectedness’ with one’s social environment as a result of online engagement?

How do we better account for individual and personal enjoyment as a dimension of social value?

Thank you