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
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

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’
<table>
<thead>
<tr>
<th>Motivation category</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning about history and archaeology</td>
<td>An interesting way to learn a bit more about history &amp; archaeology.</td>
</tr>
<tr>
<td>Giving back to / connecting with an institution</td>
<td>Assisting the British museum as a thank you for visiting out metal detecting club (Trowbridge)</td>
</tr>
<tr>
<td>Interest and curiosity</td>
<td>I am a Celtic Artist with a degree in Anthropology, and I find the work interesting.</td>
</tr>
<tr>
<td>Skill building or career development</td>
<td>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.</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>It’s oddly relaxing</td>
</tr>
<tr>
<td>Helping out</td>
<td>Helping a project</td>
</tr>
<tr>
<td>Contributing to knowledge production</td>
<td>To help contribute towards greater scientific knowledge</td>
</tr>
<tr>
<td>Identity and self-definition</td>
<td>Ancestors were English and Scottish (and American Indian).</td>
</tr>
</tbody>
</table>

Through making and sharing things, participants reported increased connectedness with their social environment. 

Gauntlett 2011

Bonacchi et al. 2019
Ridge 2013
Bonacchi et al. 2019
emerging online communities
connecting with others
Bonacchi et al. 2019

‘private’ and direct intervention on heritage
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