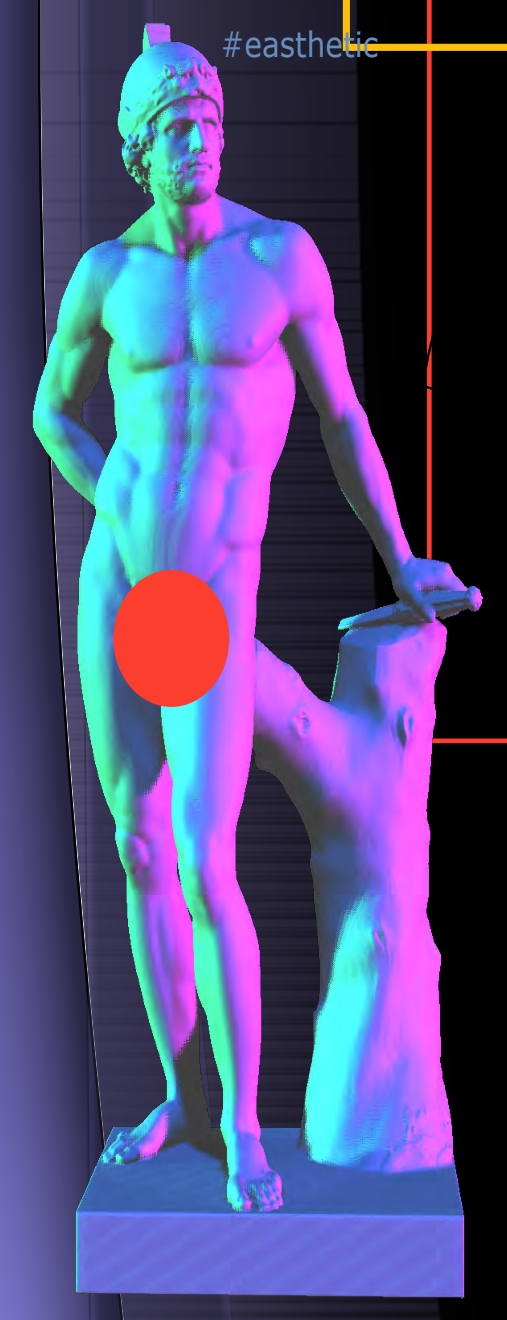
9 Hysterical Media Truths You'll Never Believe!

https://awwapp.com/b/uotevjuzf/

CLICK BAIT

#easthetic



#myhashtagisTHEBEST

I HAVE A LAPTOP

#jtreg

skatepong
jtreg
projects
t
I lost all your hashtags!
simple
TickTock
wholeSentenceHashtag
NeuLand
WhatsAppHashTag
unHashtaggable
whyNoInterpunctions
MasterchefBot
justVisiting
HumbleBrag
GoVegan!
PlantsTerror
FreelanceModel
konmari
listening
PhDLife

#MISPELLEDHASHTAG

#ICANTTHINKOFANYHASHTAG

#INSIDERHASHTAG

#glitchchallenge

#pleasedontmakeitsocomplicated

#эстетикаебеней

noisy/redundant hashtags: #bla #hashtag #heschähashtagt

#ideographic
#languages
#chinesehashtag

insider hashtags to search and find

i'm hungry

"Doctor, I feel guilty about beeing not tidy enough.
Will I lose my milenniality?"

#actuality

#planeBae

hashtags change meaning

hastags are useful, since they enable tracking?

She is sending him a Ted Talk when they land.

#KonMari

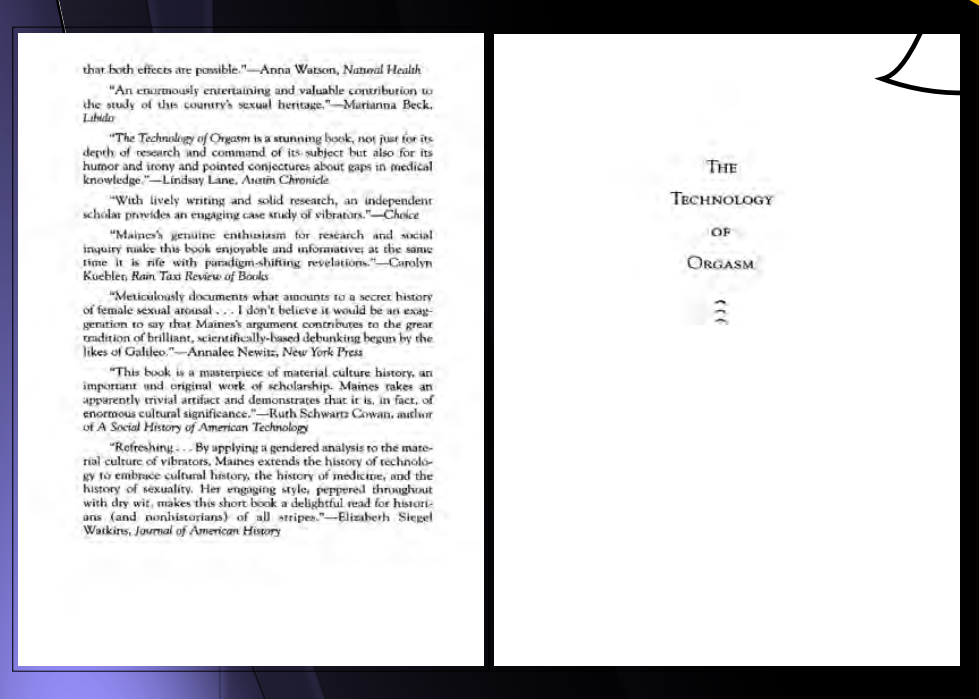
Micro Fame

cycles of feedback getting smaller and faster

a note (a seed of fake news) is spreaded, people react to it,
bots catch up – the news become independent in hysterical dimensions

@TypingSlow

out of control
#feminindiscourse



ACTUALITY

current affairs, attention/news cycle temporalities
genealogy of #hashtagging: early on connected to crisis

missspelled hashtags create familiar/privat communities

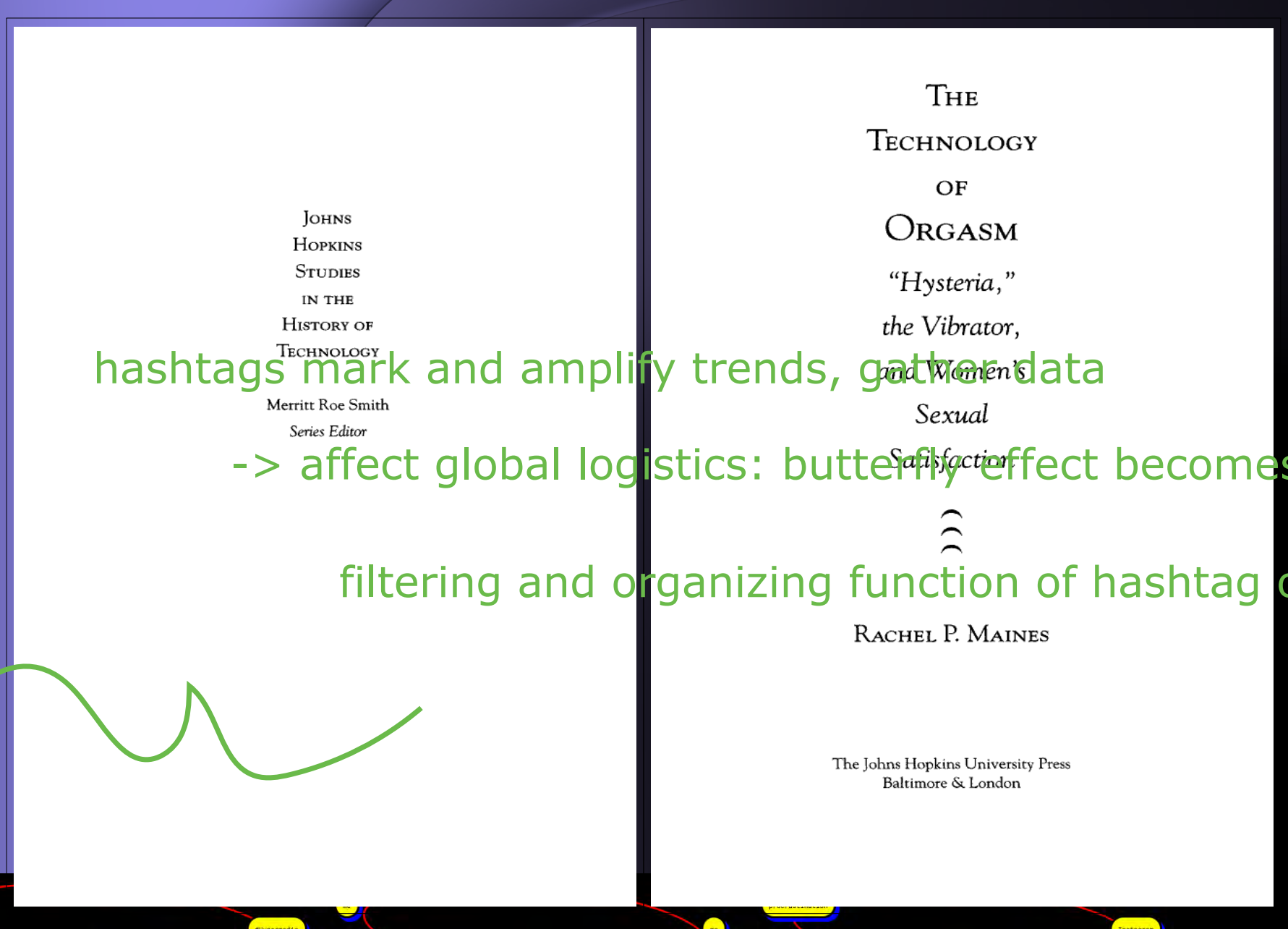
creates a series/coherence

creates space on conversation (disskussionsräume)

→ a community

marks presence (tagging in Graffiti as predecessor)

DANGER OF TRANSGRESSION, RESONANZKATASTROPHE!



Johns
Hopkins
Studies
in the
History of
Technology
Merritt Roe Smith
Series Editor

The
Technology
of
Orgasm
"Hysteria,"
the Vibrator,
and Women's
Sexual
Satisfaction

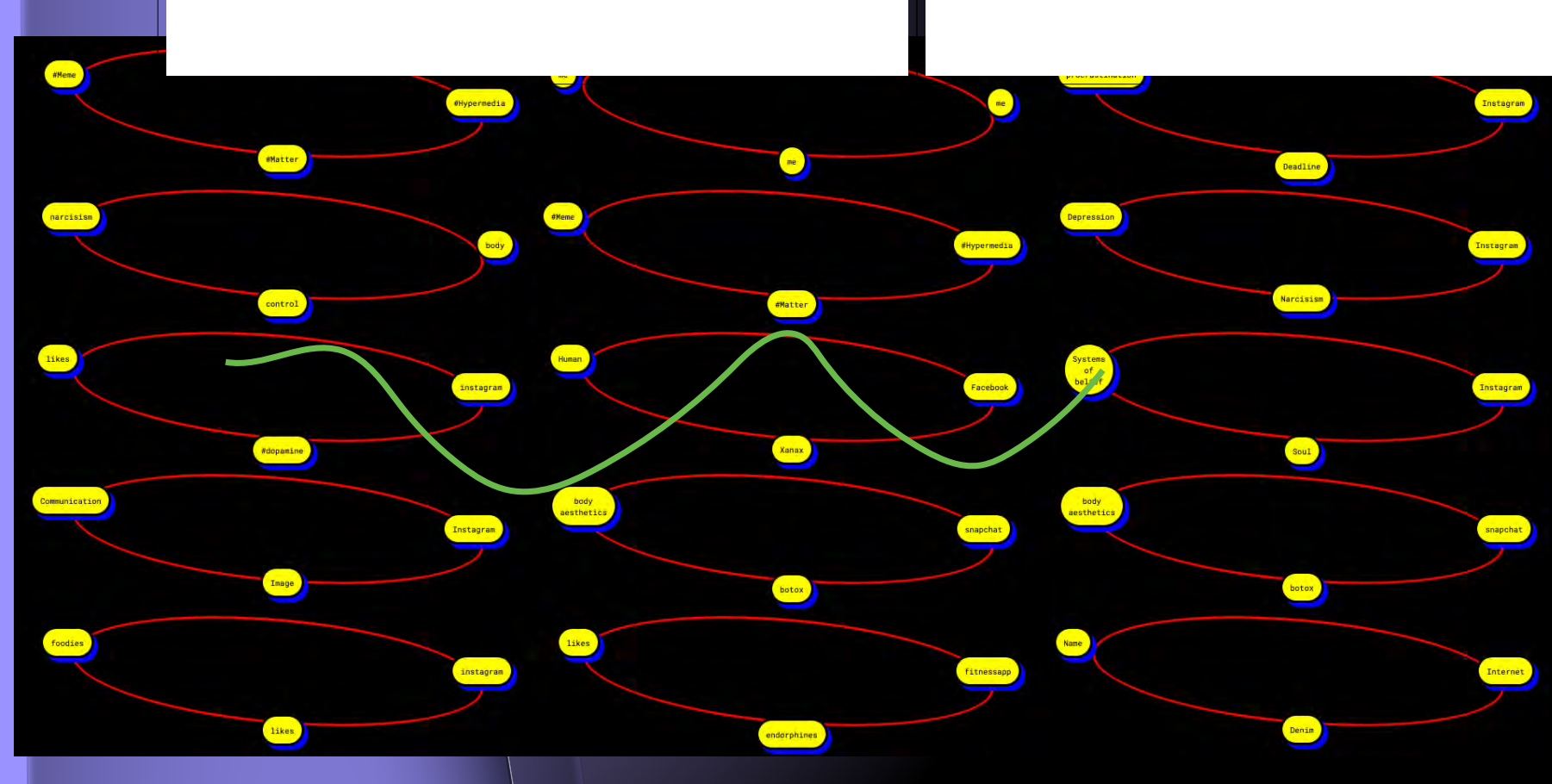
Rachel P. Maines

The Johns Hopkins University Press
Baltimore & London

hashtags mark and amplify trends, gather data

-> affect global logistics: butterfly effect becomes more real

filtering and organizing function of hashtag on the web



#Hashtag #Heroin, #Hexes,
#Heroines & #Heros

Jamie Allen for "9 Hysterical Media Truths You'll Never Believe!"

At 10:19 A.M. Eastern Time on Friday, December 20th, 2013, #JustineSacco, a public relations #pr #marketing executive from #IAC #NYC was at #HeathrowAirport #London #England . She opened a #twitter application on her #mobile #smartphone while waiting to board a flight to #South #Africa #SouthAfrica . Shortly before the #11hourflight from #London to #CapeTown , #Justine tweeted:

"Going to Africa. Hope I don't get AIDS. Just kidding. I'm white."

During the #longflight from #London to #CapeTown , #Justine would be disconnected from #digital and #cellular #data #networks for a full half-day. #12hours of #networktime , during which many, many people reacted very negatively to the #Africa #AIDS #kidding #white message. Knowing that this #shitstorm was fomenting while #Justine was in the #air , the #Internet began to lap feverishly at the #condensate forming on its #glassy casements, the #realtime tensions between #online #realities and an #AwayFromTheKeyboard #AFTK transcontinental journey so #tantalising that it crystalised and propagated a #hashtag : #HasJustineLandedYet . One zealous #CapeTown twitter user even drove out to the airport #CPT #FACT for the arrival of #JustineSacco 's airplane, posting a blurred photo of a sunglass-wearing blond woman frantically dealing with incoming messages and phone calls from friends, acquaintances. Her employer, #IAC #InterActiveCorp , owner of #CollegeHumor #DailyBurn #Vimeo #TheDailyBeast #Chemistry.com #Match.com #PeopleMedia #OkCupid and #Tinder , fired #Justine from her #job, #throwingHerUnderTheBus before she even set her feet back on the earth: "Unfortunately, the employee in question is unreachable on an international flight, but this is a very serious matter and we are taking appropriate action."

The #contextless #content of the undoubtedly #offensive initial twitter salvo notwithstanding, the treatment #Justine received in the twelve hours subsequent to her #tweet was a flourishing of #attentions easily compared to a #witchhunt, or a #publicshaming . An #opening #moment of a #pattern #cycle #sequence that #spirals in the #ether of #online #discourse and then #strikes the #ground of #reallife #reallives with #integrative #force . Provoking here the #condemnation #degradation #contempt #abuse #humiliation of a #woman, and #others. In early #May #2018 , 84-year-old filmaker #RomanPolanski , who is wanted in the U.S. for the 1977 rape of Samantha Geimer, dismissed the #MeToo movement as #masshysteria and #hypocrisy .

If the #subaltern can never #speak , he or she is #obliged #forced #tricked into #tweeting , a #hashtag #response #speechact #tweetact . The #otherworldly #spellbinding #power , #against and of the #real rests in #theword , the #hashtag is #enchanted #disenchanted #sorcery , an #occult #incantation that can be #ambiguously turned on or toward a #person or #public . #Hysteric #hashtags #harbouring #unhesitating #hate, or #hospice . #OnlineShaming #doxing #revengeporn #vigilantism #flagging #trolling #hounding #awareness #truttopower #identification #sympathy #empathy #solidarity #allyship #friendship #communality #activism #resist #notonmywatch . #Links between #digital #public #hysteria #settling #out , #condensing , into a #hashtag , becoming a #provoking #fulcrum .

These days, adding a "#" to a word plants a seed of contagion. #Compulsive #traces of #addiction and #powerful #channels of #compassion and #defiance #open and #close and #reopen again. #BlackLivesMatter #IStandWithAhmed #YesAllWomen #ShoutYourAbortion #Kony2012 #WhyIStayed #HimToo #BringBackOurGirls #AmINext #PrayforParis #NotOneMore #NODAPL #Oromoprotests #Sosblakaustralia #IdleNoMore #UmbrellaRevolution #icebucketchallenge #Hallyu .

The hashes of the #hashtag are diagrammatic on the one hand of a filter, for the bubbles we occupy online, and on the other a crosslinking of words and deeds, online and off, heavens and earth. #Words as pointers, inverting categories, flipping indexes and subsuming both signifier and signified. In certain instances the result is remedial collective action, in others in compulsion or agitation. These political obligations and paranoid hysterias are impelled by visibility, "likes" and "shares", but also authentic intention and sincere, desirous change. "#" is also a seed, a nucleator, a trigger, and a technical operator, that orients ambiguous individual reflection and mass reactivity. #thotaudit , #pizzaGate , #kony2012 colonize our social media streams (re)producing feedback and (re)posts. To much different ends, #metoo or #occupy move people to express feelings, change minds or to take other kinds of public action.

This publication is the result of a public, afternoon workshop at transmediale 2018 that took up, investigated, discussed, studied, and invented ambiguous and ambitious proposals for "hysterical" media #hashtags that (re)create compulsive, compelling, cognitive loops. The workshop was hosted by Critical Media Lab Basel interlocutors Jamie Allen, Shintaro Miyazaki, Felix Gerloff and organised and orchestrated by Merle Ibach and Yann Patrick Martins. (https://hysteria.ixdm.ch)

#hysteria – or: 9 Hysterical Media Truths You'll Never Believe! was a workshop that took place at transmediale 2019 in Berlin at the Haus der Kulturen der Welt. A mixed group of participants, we discussed how various conversations and interactions, mediated through the hashtag, move people worldwide toward the expression of feelings or the taking of action — arising and evolving as subjects, topics, challenges, and collective engagements. Further, at the session, we focused on cultural histories of #hysteria, and the broader impact of the use of #hashtags on #economy, #infrastructures and #environments, as well as on the #experienceofeverydaylife.

Controlled information pollution through the micro-targeting of advertising, filter bubbles, attracting clickbaits and instagram-influencers over the landscape of social media platforms affect, synthetically stress, and enable power over irrational user behaviour. Hashtags are the neurotransmitters of hysterical communications in the nervous system of online platforms, delivery services, logistic centers and real time cultural production.

#topic: PRESI #readMoreBooksLessTV

#dontgotothethirdboard

restistance

#burnyournikes

#justdoit

burned nike logosTrump vs. NFL

#metoo

UTERUS ON THE BRAIN

hysteria: wandering womb
Charcot: visual psychology
Freud: expanding hysteria -> talking cure

louise bourgeois : arch of hysteria

does #hysteria stimulate or demand a societal talking cure?

#electrosensitivity
#electrosmog

Paul Virilio

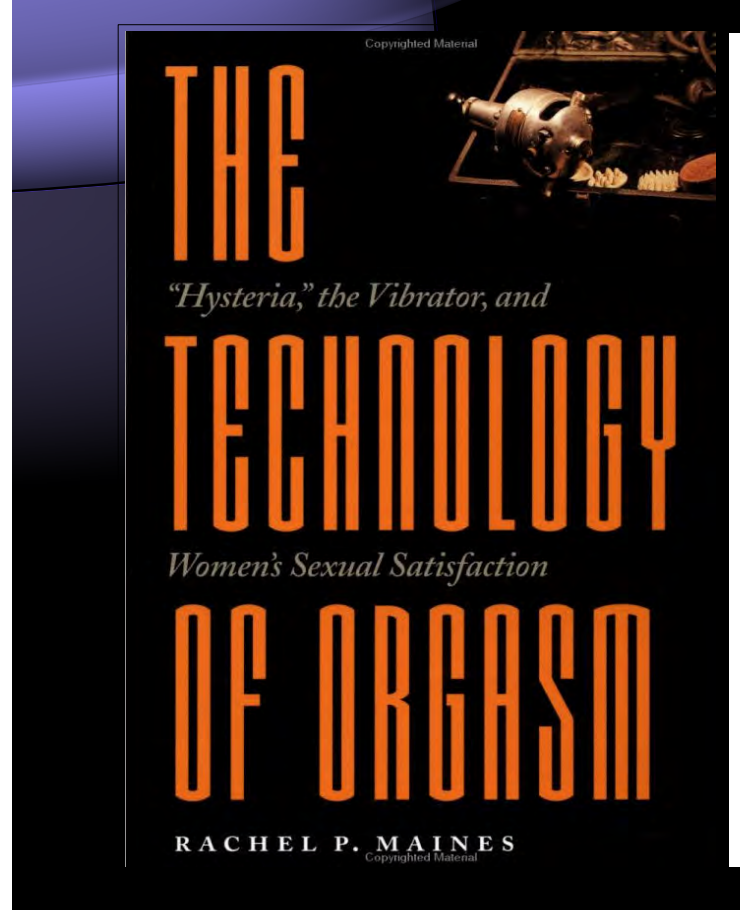
too fast, man

what is the difference between a large public debate and #hysteria?

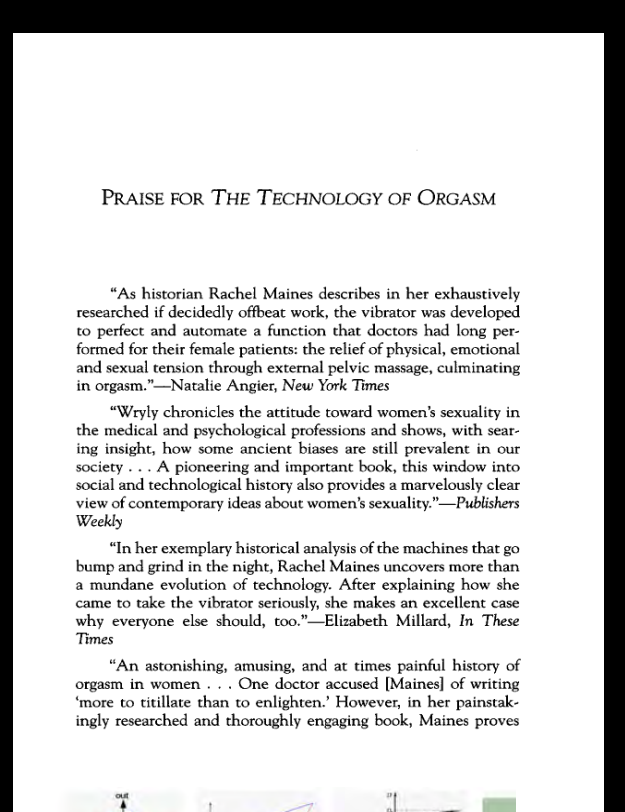
When is it a hysterical peak?

Uterus Man, https://vimeo.com/82164043
https://hyperallergic.com/164210/uterus-man-pelvis-chariot-and-the-irreverent-video-games-of-lu-yan
https://monoskop.org/images/9/93/Maines_Rachel_P_The_Technology_of_Orgasm_Hysteria_the_Vibrator_and_Womens_Sexual_Satisfac

mass hysteria
pop culture
consumer market cures: Pokémon
Nocebo effect
stressBalls digital detox CBD
ASMR mindfulness



Copyrighted Material
THE
"Hysteria," the Vibrator, and
TECHNOLOGY
Women's Sexual Satisfaction
OF ORGASM
RACHEL P. MAINES
Copyrighted Material



PRAISE FOR THE TECHNOLOGY OF ORGASM

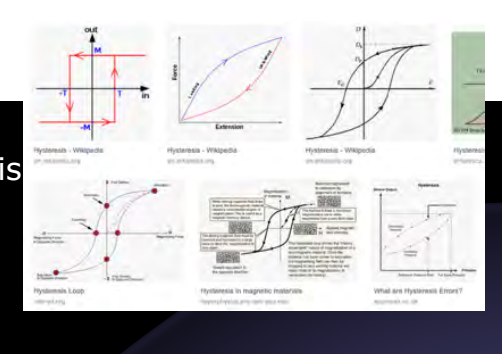
"As historian Rachel Maines describes in her exhaustively researched if decidedly offbeat work, the vibrator was developed to perfect and automate a function that doctors had long performed for their female patients: the relief of physical, emotional and sexual tension through external pelvic massage, culminating in orgasm."—Natalie Angier, *New York Times*

"Wryly chronicles the attitude toward women's sexuality in the medical and psychological professions and shows, with searing insight, how some ancient biases are still prevalent in our society . . . A pioneering and important book, this window into social and technological history also provides a marvelously clear view of contemporary ideas about women's sexuality."—*Publishers Weekly*

"In her exemplary historical analysis of the machines that go bump and grind in the night, Rachel Maines uncovers more than a mundane evolution of technology. After explaining how she came to take the vibrator seriously, she makes an excellent case why everyone else should, too."—Elizabeth Millard, *In These Times*

"An astonishing, amusing, and at times painful history of orgasm in women . . . One doctor accused [Maines] of writing 'more to titillate than to enlighten.' However, in her painstakingly researched and thoroughly engaging book, Maines proves

https://en.wikipedia.org/wiki/Hysteresis



Why are you searching for this hashtag?t

Hysteria/Emotions not necessarily conne
hashtags

Is it good or bad?

It is a filter

For me, it is not for searching.
It appears and I might click on it
– or not.

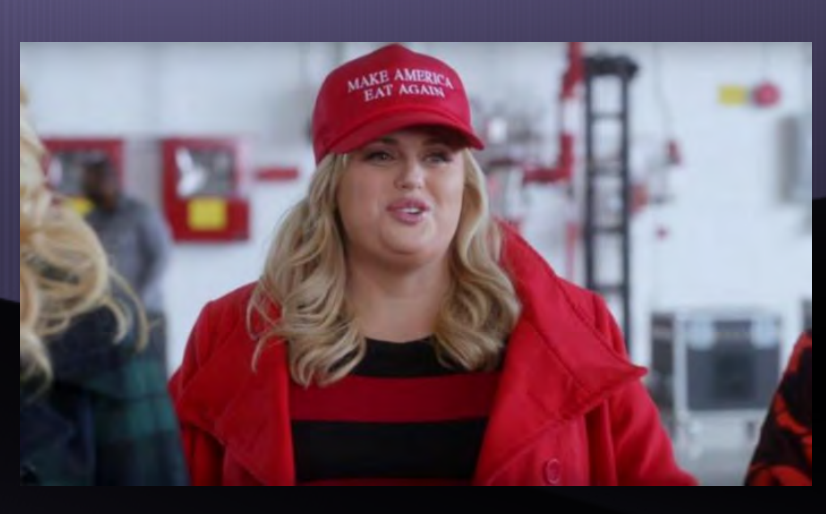
hashtags for filtering messages (ordering knowledge

-> is #tagging in a knowledge management environmen
stimulating epistemic hysteria?

recommending algorithms – cor

At what point is there a heated up discussion?

#hashtag appropriation



MAKE AMERICA GREAT AGAIN

#exposecatholicschools

storm in a tea cup

hysteria by repeating, amplifying

hysteria linked to not knowing the size of a discussion

RACIST FURNITURE

Billy

incapacitation of women

explanation, when things get out of control

tool of managing

FIRE!!!!

IKEA IS THE EVIL

what is the patriarchal/feminist genealogical heritage of #hysteria (when we use it in this way)?

#hysteria & crowd psychology

hard to act counter to crowd movements

hysteria is a management technique

is objectivity imbued with patriarchy?

does #hysteria need an orgasm?

me gets crazy!!