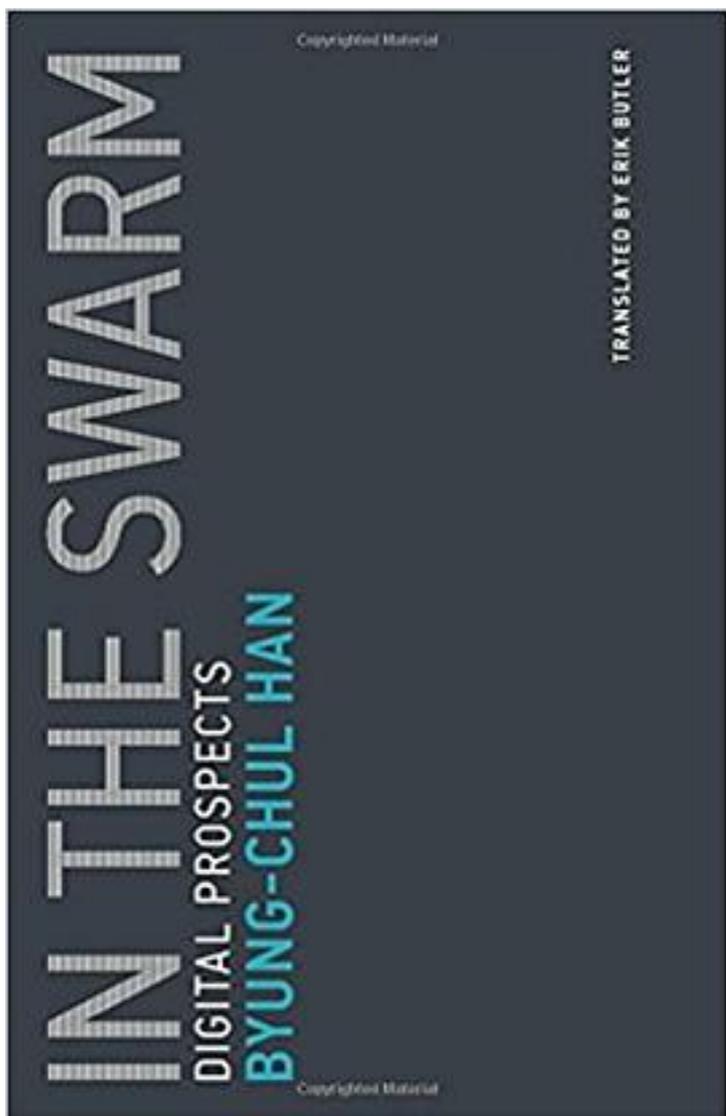


In the Swarm



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著者:Byung-Chul Han

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The shitstorm represents an authentic phenomenon of digital communication. -- from
In the Swarm

Digital communication and social media have taken over our lives. In this contrarian reflection on digitized life, Byung-Chul Han counters the cheerleaders for Twitter revolutions and Facebook activism by arguing that digital communication is in fact responsible for the disintegration of community and public space and is slowly eroding any possibility for real political action and meaningful political discourse. In the predigital, analog era, by the time an angry letter to the editor had been composed, mailed, and received, the immediate agitation had passed. Today, digital communication enables instantaneous, impulsive reaction, meant to express and stir up outrage on the spot. "The shitstorm," writes Han, "represents an authentic phenomenon of digital communication."

Meanwhile, the public, the senders and receivers of these communications have become a digital swarm -- not a mass, or a crowd, or Negri and Hardt's antiquated notion of a "multitude," but a set of isolated individuals incapable of forming a "we," incapable of calling dominant power relations into question, incapable of formulating a future because of an obsession with the present. The digital swarm is a fragmented entity that can focus on individual persons only in order to make them an object of scandal.

Han, one of the most widely read philosophers in Europe today, describes a society in which information has overrun thought, in which the same algorithms are employed by Facebook, the stock market, and the intelligence services. Democracy is under threat because digital communication has made freedom and control indistinguishable. Big Brother has been succeeded by Big Data.

作者介绍:

Byung-Chul Han, born in Seoul, is Professor of Philosophy and Cultural Studies at the Universität der Künste Berlin (UdK). One of the most widely read philosophers in Europe, he is the author of more than twenty books, including *In the Swarm: Digital Prospects* and *The Agony of Eros*, both part of the MIT Press *Untimely Meditations* series.

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标签

韩柄哲

群体

哲学

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digital-age

评论

韩柄哲认为现代的技术时代让政治空间不再可能，因为人们已经不再通过交流形成一个激进的政治空间，而是各行其是以至于成为一盘散沙。人们通过Facebook, Twitter、微信都能够达到即时虚拟回复，而不是面对面的交流，这就是韩柄哲说的“shitstorm”这使得每个人都成网络中的单点，而失去了奇异的可能性。韩柄哲的论述不新鲜，但是却比较畅销会让人更容易接受。

The illusory freedom in the digital age only leads to autoexploitation.

书中称，数字通信逐渐使政治成为不可能。他认为，健康的政治辩论基于尊重，这就要求参与辩论者在精神上保持一定的距离：“公民社会需要以尊重的态度远离他人隐私。”但数字连接会缩短这种距离。对新闻发表经过深思熟虑的公开评论，或是未了解全部事实就冲动地发布个人言论，这两者大相径庭，但社交媒体模糊了两者的差异；它鼓励并放大了最极端的情感表达。当新闻和每个人内心深处之间有了一条双向的直接通道时，其结果（可能事后才会明了）并不是更容易达成共识或解决问题，而是每一个有公众分歧的话题都会迅速演变成心理剧。社会公共领域要想良好运转，也依赖于大众能够共享事实，然后以此作为解决人们意见和分歧的稳定基础。但是，现在信息大量过剩，且信息本身也是根据用户数据筛选过的，在这样的基础上，事实共享很快就不存在了。

Unusually readable book from a german philosopher. (1) The swarm vs. the mass (a la Le Bon) distinction is refreshing. The sward congregates through a mediated anonymous platform but not the mass. The swarm is fleeting and cannot be a force in

class struggle. (2) If digitization is communication, tactility and physicality are lost. No Clever Hans.

digital psychopolitics...唉看得我脊背发凉

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书评

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