

DIGITAL LABOR

THE INTERNET
AS PLAYGROUND
AND FACTORY

302.231

Sch648 Di



271831

EDITED BY
TREBOR SCHOLZ

DIGITAL LABOR

The Internet as Playground and Factory

Lawrence H. White University
Accession No.
Source
Bill No. & Date
Price
Center/School
Accessioned by
Catalogued by

Edited by Trebor Scholz

 **Routledge**
Taylor & Francis Group
NEW YORK AND LONDON



302.231
Sch 648
Di

Jawaharlal Nehru University
Accession No. 271831
Source.... Vardhman Books
Bill No. & Date... BL141 / 09/02/24
Price..... £ 38.99
Centre/School..... SAA
Accessioned by..... CW
Catalogued by.....

First published 2013
by Routledge
711 Third Avenue, New York, NY 10017

Simultaneously published in the UK
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2013 Taylor & Francis

The right of the editor to be identified as the author of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

Library of Congress Cataloging-in-Publication Data

Digital labor : the Internet as playground and factory / edited by Trebor Scholz.


p. cm.
Includes bibliographical references and index.
1. Internet--Social aspects. 2. Information society.

I. Scholz, Trebor.
HM851.D538 2013
302.23'1--dc23

2012012133

ISBN: 978-0-415-89694-8 (hbk)
ISBN: 978-0-415-89695-5 (pbk)
ISBN: 978-0-203-14579-1 (ebk)

Typeset in Apex Bembo
by Apex CoVantage, LLC

302.231
Sch648 Di

271831



CONTENTS

<i>Acknowledgments</i>	vii
Introduction: Why Does Digital Labor Matter Now? <i>Trebor Scholz</i>	1
PART I The Shifting Sites of Labor Markets	11
1 In Search of the Lost Paycheck <i>Andrew Ross</i>	13
2 Free Labor <i>Tiziana Terranova</i>	33
3 The Political Economy of Cosmopolis <i>Sean Cubitt</i>	58
4 Considerations on a Hacker Manifesto <i>McKenzie Wark</i>	69
PART II Interrogating Modes of Digital Labor	77
5 Return of the Crowds: Mechanical Turk and Neoliberal States of Exception <i>Ayhan Aytes</i>	79

vi Contents

6	Fandom as Free Labor <i>Abigail De Kosnik</i>	98
7	The Digital, Labor, and Measure Beyond Biopolitics <i>Patricia Ticineto Clough</i>	112
8	Whatever Blogging <i>Jodi Dean</i>	127
PART III		147
The Violence of Participation		
9	Estranged Free Labor <i>Mark Andrejevic</i>	149
10	Digitality and the Media of Dispossession <i>Jonathan Beller</i>	165
11	Don't Hate the Player, Hate the Game: The Racialization of Labor in World of Warcraft <i>Lisa Nakamura</i>	187
PART IV		
Organized Networks in an Age of Vulnerable Publics		205
12	Thesis on Digital Labor in an Emerging P2P Economy <i>Michel Bauwens</i>	207
13	Class and Exploitation on the Internet <i>Christian Fuchs</i>	211
14	Acts of Translation: Organized Networks as Algorithmic Technologies of the Common <i>Ned Rossiter and Soenke Zehle</i>	225
	<i>Further Reading</i>	241
	<i>Contributors</i>	247
	<i>Index</i>	251