



Meaning in the Age of Social Media

Ganaele Langlois

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The search for meaning is an essential human activity. It is not simply about agreeing on some definitions about the world, objects, and people, but is also an ethical process of opening up to others and to the world to find new possibilities. Social media corporations commodify our search for meaning by defining the parameters through which we can experience meaningfulness. This new context of meaning requires rethinking the relationships between language, software, and the psyche. Langlois uses case studies of popular social media platforms (including Facebook, Twitter, and Amazon, among others) to revisit traditional conceptions of meaning. She develops a new theoretical and methodological framework drawing from post-Fordist theories, software studies, critical theory, and relational psychoanalysis to examine the technical mediation and commodification of the psychic, cultural, and linguistic processes involved in the search for meaning.



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