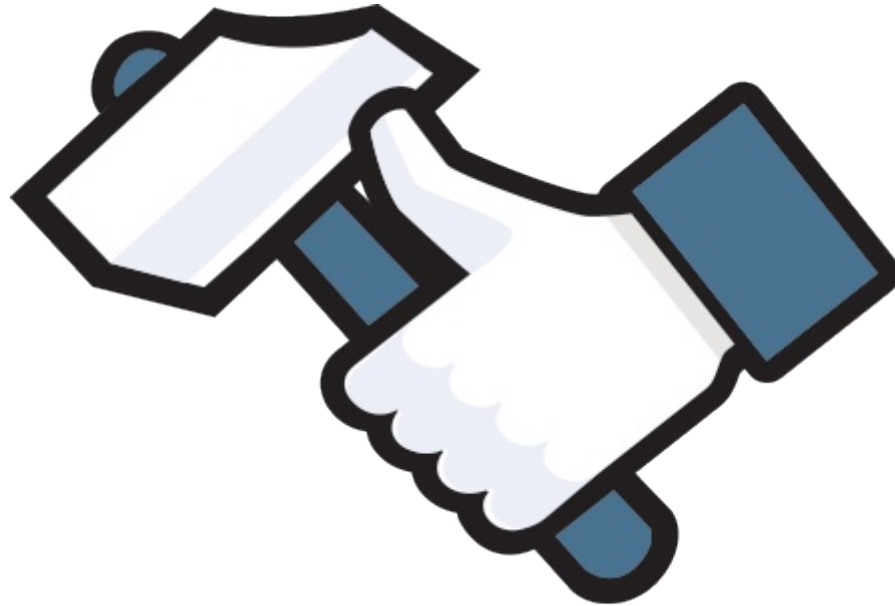
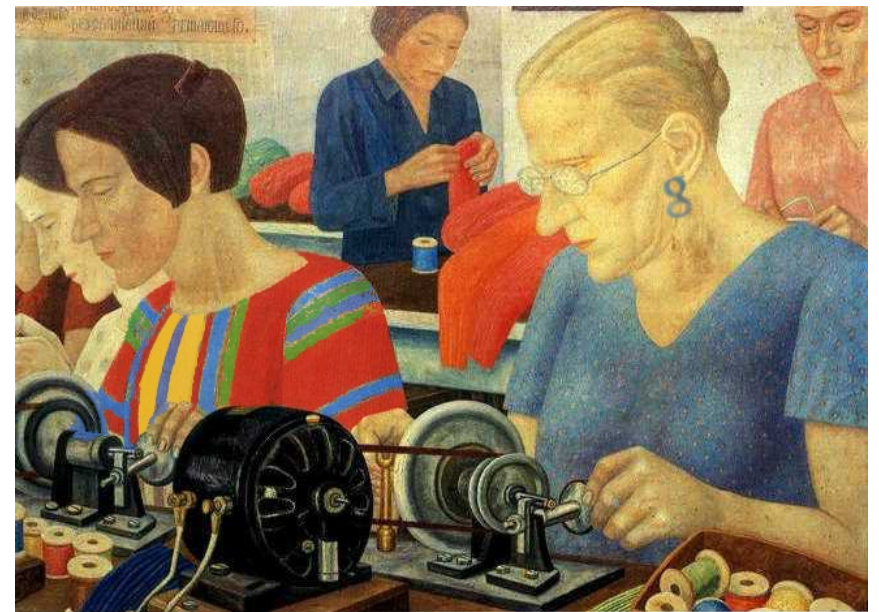


# IMMATERIAL LABOUR UNION

The Immaterial Labour Union is a project focused on politically organizing Facebook, Twitter, Instagram and other monopoly social network platforms' workers.

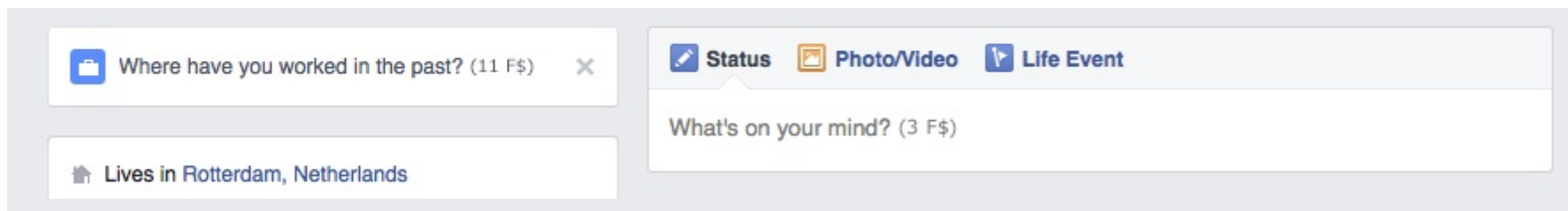


# IMMATERIAL LABOUR WITHIN THE CONTEXT OF COMMERCIAL SOCIAL NETWORKING PLATFORMS

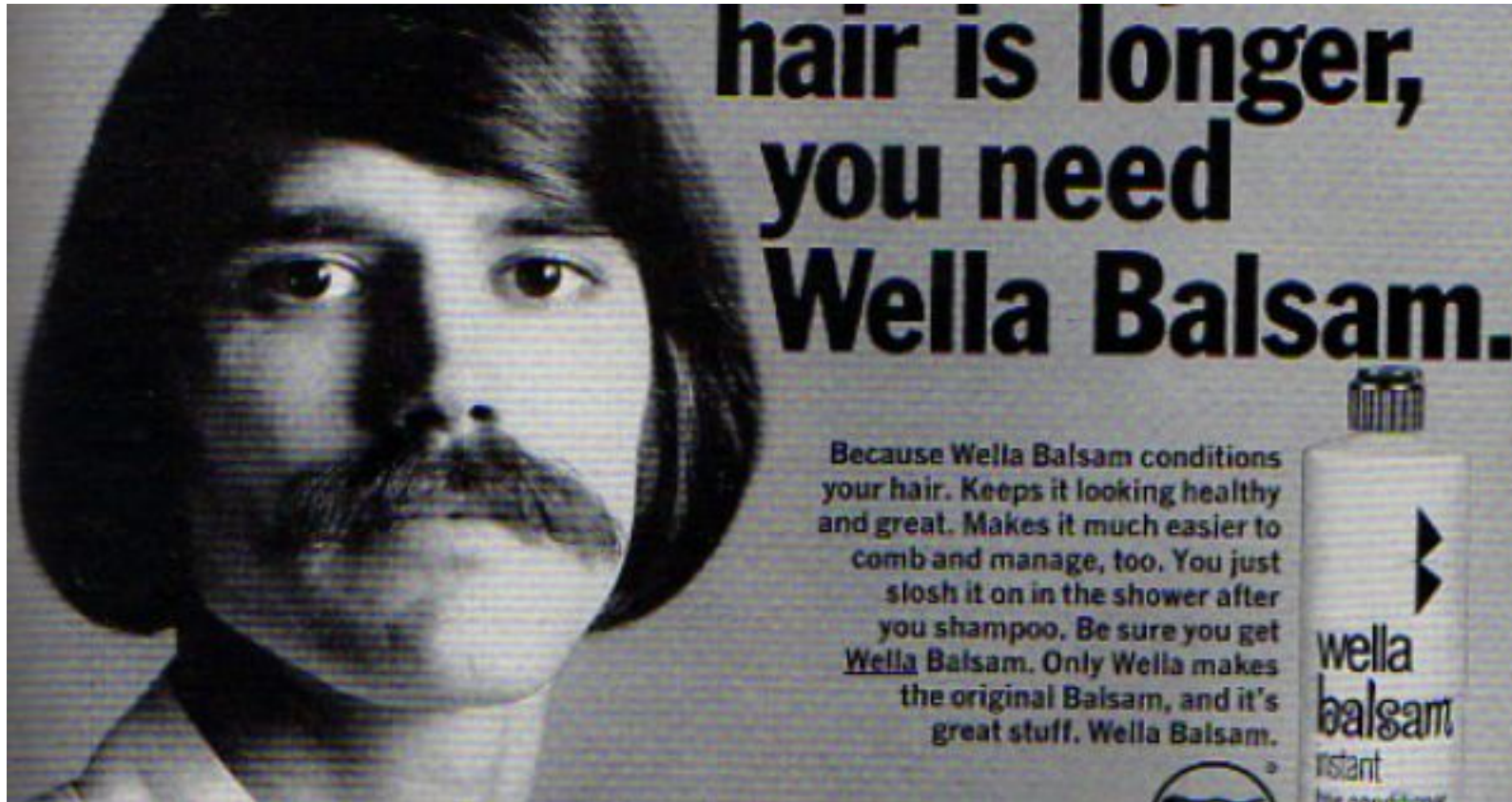


**Playbour** - the blurring lines between work and leisure.

*e.g:* Pleasurable user activities such as updating a status on Facebook or uploading a picture to Instagram become monetised.



HOW?

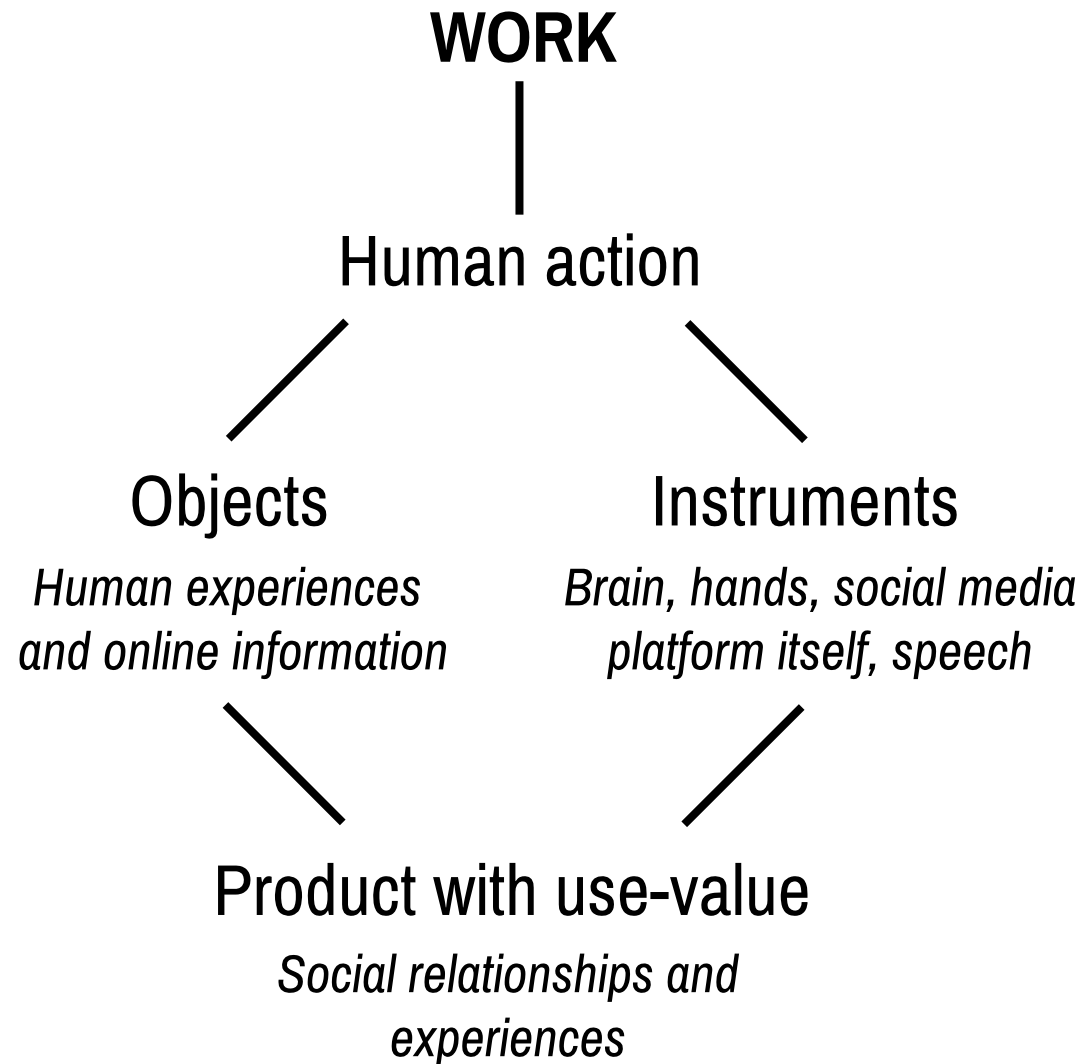


**hair is longer,  
you need  
Wella Balsam.**

Because Wella Balsam conditions your hair. Keeps it looking healthy and great. Makes it much easier to comb and manage, too. You just slosh it on in the shower after you shampoo. Be sure you get Wella Balsam. Only Wella makes the original Balsam, and it's great stuff. Wella Balsam.

wella  
balsam  
instant  
hair conditioner

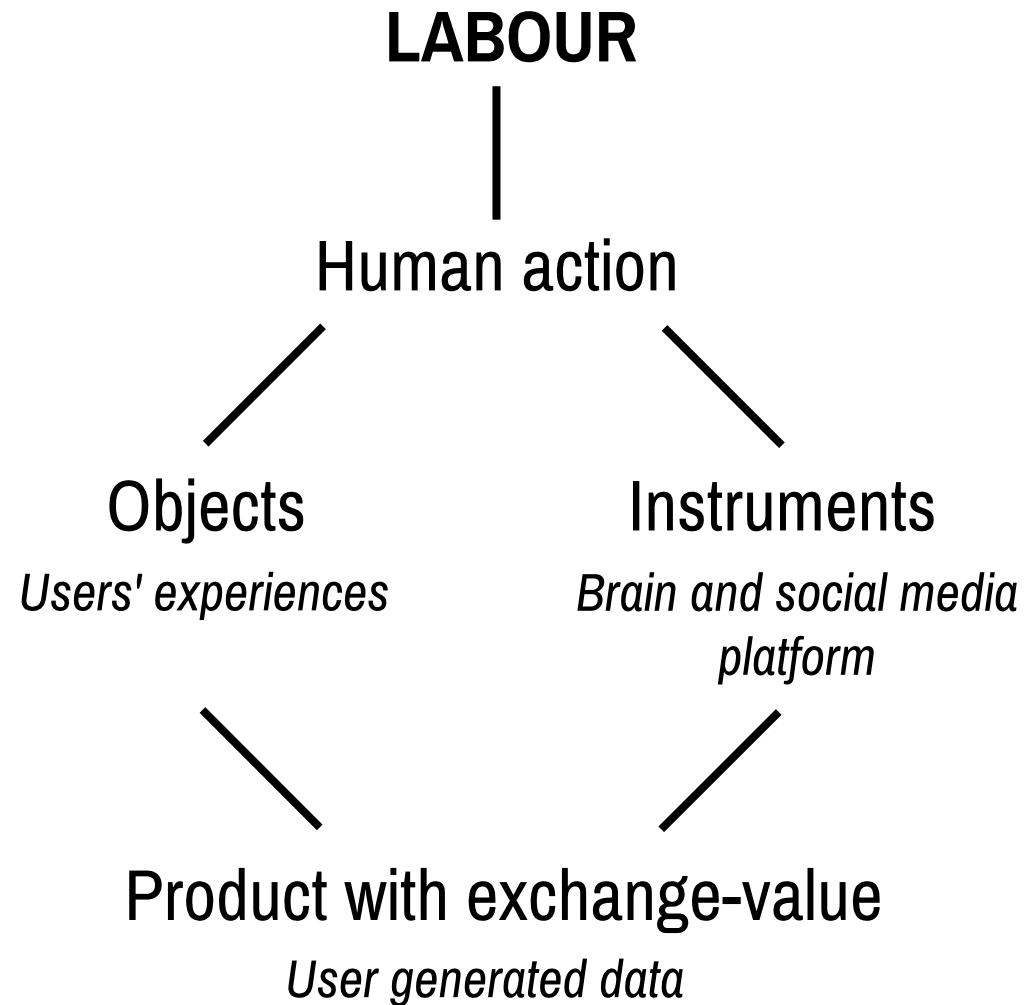




**Sources:**

*Capital: The Labour-Process And The Process Of Producing Surplus-Value, Karl Marx*

*What Is Digital Labour? What Is Digital Work? What's their Difference? And Why Do These Questions Matter for Understanding Social Media?, Fuchs and Sevignani*



**Sources:**

*Capital: The Labour-Process And The Process Of Producing Surplus-Value, Karl Marx*

*What Is Digital Labour? What Is Digital Work? What's their Difference? And Why Do These Questions Matter for Understanding Social Media?, Fuchs and Sevignani*

# HOW IMMATERIAL IS IMMATERIAL LABOUR?



Open air mines in Congo



Foxconn assembly line

# UNITE?

## Challenges:

- How to raise awareness, when in most cases workers' are not aware they are working?
- Is it reasonable to expect labor struggles when workers exploitation is masked under rhetorics of sociality, connectivity and openness?
- Who to address and what to demand?
- How to open up the space for the alternatives while advocating for better working conditions?



# UNITE!

## Why an union?

- "(...) the military school of the workingmen, in which they prepare themselves for the great struggle which cannot be avoided"

Engels(1845)

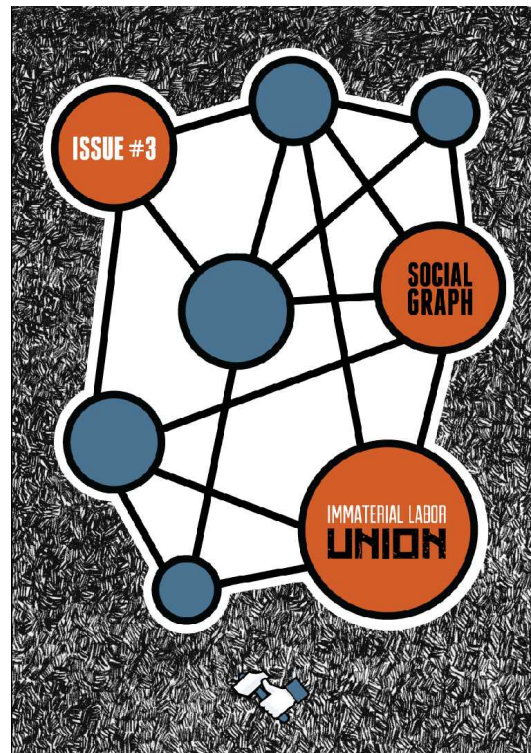
- Unionism as revolutionary praxis

- Social movement unionism (McKercher and Mosco)

# ILU ZINE

**1st step:** Establishment of a publication in a zine format, wherein contributors present their thoughts on concrete issues such as Terms of Service, User Profile, Advertisement, etc.

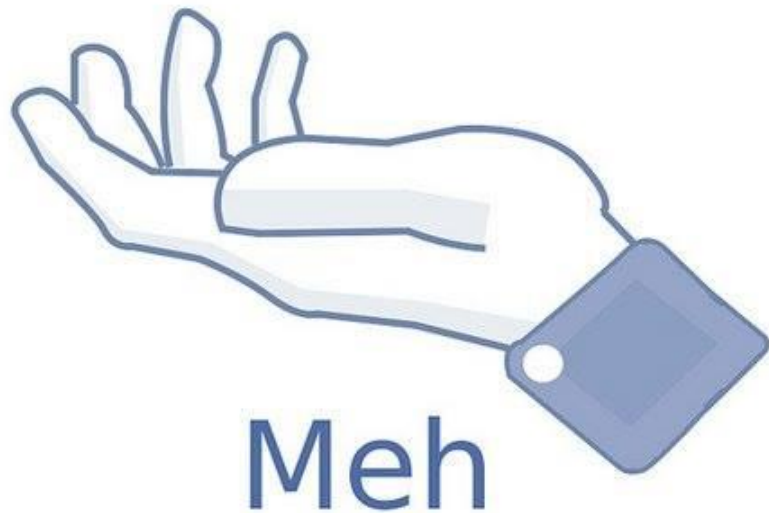
ilu.servus.at



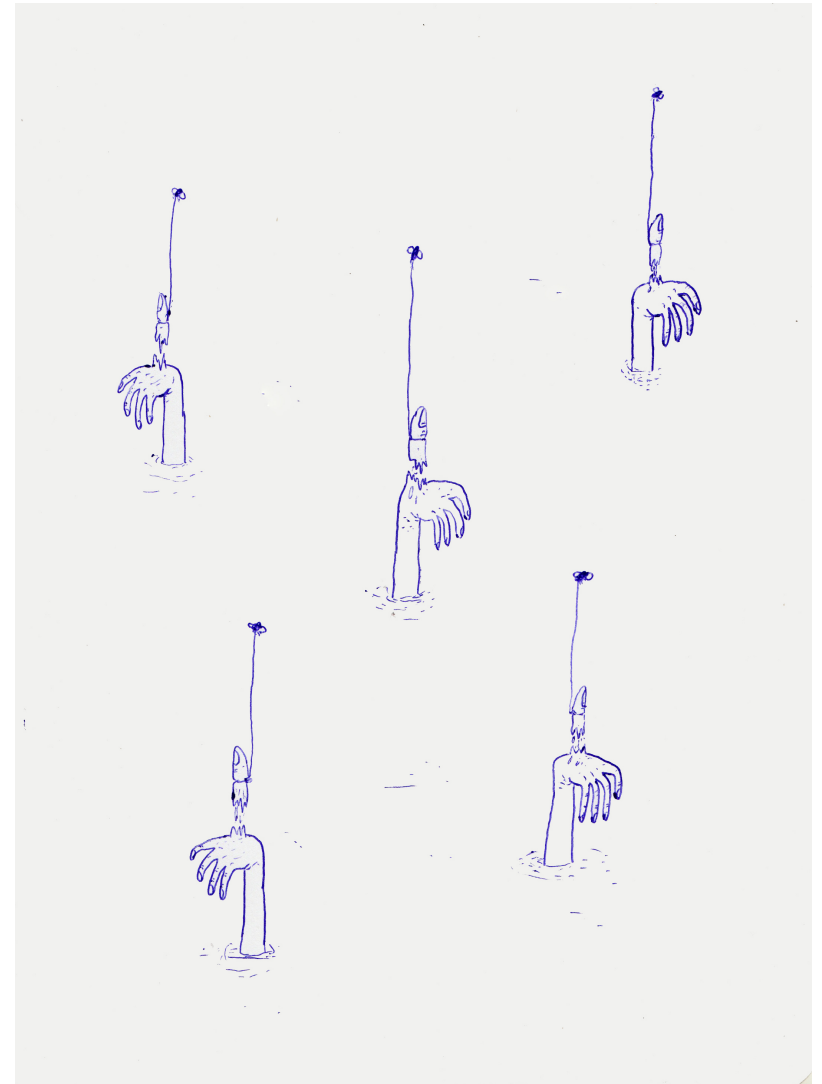
# ILU ZINE



Nikos Voyatzis

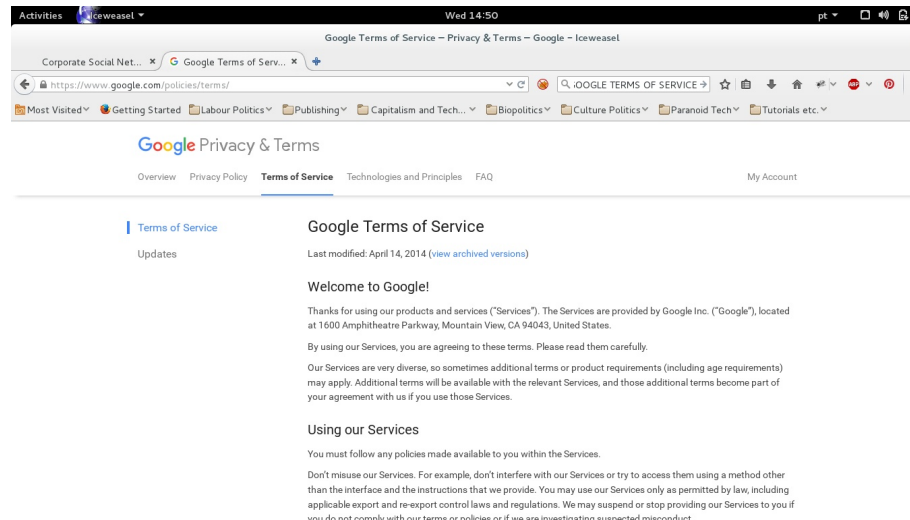
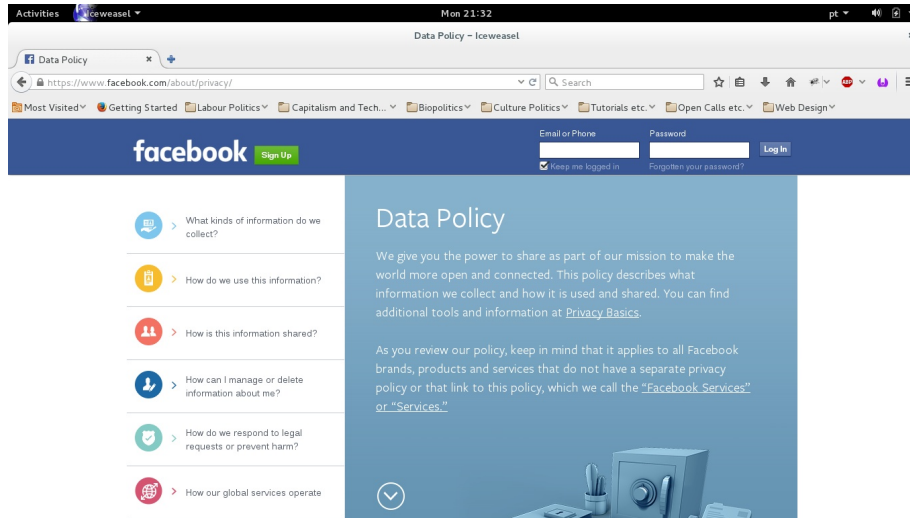


Erik H. Zepka



Daniel Aguilar Ruvalcaba

# TERMS OF SERVICE



## EMPLOYMENT CONTRACT

This Agreement has been made on.....between ABC Company (here in after called the "first party") and Mr. .... Nepalese Nationality bearing passport No ..... issued on (here in after called the "second party") observing in a good faith on the following terms and conditions.

Therefore, it is mutually agreed as follows:

1. Designation
2. Monthly Salary
3. Working hours
4. Accommodation
5. Food
6. Transportation
7. Medical
8. Air Ticket
9. Visa
10. Period of Contract

### Period of Contract:

The period of contract will be 2/3 years commencing from the date of joining in the work. However, on completion of two years of service, depending on the second party's performance, he/she will be eligible for appropriate increment. If the second party's performance is foundering the contract period, his/her visa will be renewed further at the discretion of Management.

### Probation Period:

The second party will be on probation period of 3 months from the date of joining. If his/her performance is found to be unsatisfactory during the probationary period, the Employer has the right to terminate the service without notice.

### Salary:

The monthly salary payment for the particular month will be made on the 1st day of the following month.

### Overtime:

For work put beyond 8 normal hours per day he/she will be entitled to overtime payment as per the policy of the company.

### Passage:

Employee will be provided free of cost an economy class airfare from the working country to Nepal after completion of two years of service. If the service is extended by the company, he/she will be entitled to get a free return airfare.

### Medical Facilities:

Medical assistance will be made available to him/her free of cost, in line with the company's rules and regulation.

Continued >>



# ADVERTISEMENT

facebook

Sign Up

Email or Phone

Keep me logged in

Password

Log In

[Forgotten your password?](#)

## Advertising Policies

[Overview](#)

[Things You Should Know](#)

[Prohibited Content](#)

[Restricted Content](#)

[Targeting](#)

[Positioning](#)

[Text in Images](#)

[Lead Adverts](#)

[Use of our Brand Assets](#)

[Data Use Restrictions](#)

## Targeting

1. You must not use targeting options to discriminate against, harass, provoke, or disparage users or to engage in predatory advertising practices.
2. If you target your ads to custom audiences, you must comply with the applicable terms when creating an audience.

## Positioning

1. **Relevancy:** All components of an ad, including any text, images, or other media, must be relevant and appropriate to the product or service being offered and the audience viewing the ad.
2. **Accuracy:** Ads must clearly represent the company, product, service, or brand that is being advertised.
3. **Landing pages:** Products and services promoted in the ad copy must match those promoted on the landing page, and the destination site may not offer or link to any prohibited product or service.

# ADVERTISEMENT



# ADVERTISEMENT

## Recommended Pages

See All



### The Unmaking of All Together Now

Douglas [redacted] suggested you check out his page.

Like



### TopTal

Chris [redacted] suggested you check out his page.

Like

twitter Home Profile Find People Settings Help Sign out

What's happening? 140

New! Add a location to your tweets. Turn it on - No thanks

Latest: It's to vote for New American Mortgage as "Best of the Best" mortgage company in Hampton Roads. #vote Text FCZ to 21333 half a minute ago

Tweet

Save this search Search for users »

Real-time results for #vote

 **VirginAmerica** Check out our latest #Toronto #Provocateur vids: <http://vgn.am/6017E31> Think you can show up the competition? Submit & vote now! #VXToronto  
2:07 PM · Aug 7th via Sprinklr  
Promoted by Virgin America 6 Retweets


 **JenniferNTaylor** It's to vote for New American Mortgage as "Best of the Best" mortgage company in Hampton Roads. #vote Text FCZ to 21333  
half a minute ago via web

 **JenniferNTaylor** If you have unlimited text messaging, PLEASE text FCZ to the number 21333 - let me know if you have or not

**JenniferNTaylor**  
8,062 tweets  
2,894 following 2,631 followers 91 listed

Who to follow view all

 **MisterDude**  
Eddie Weingart  
Follow

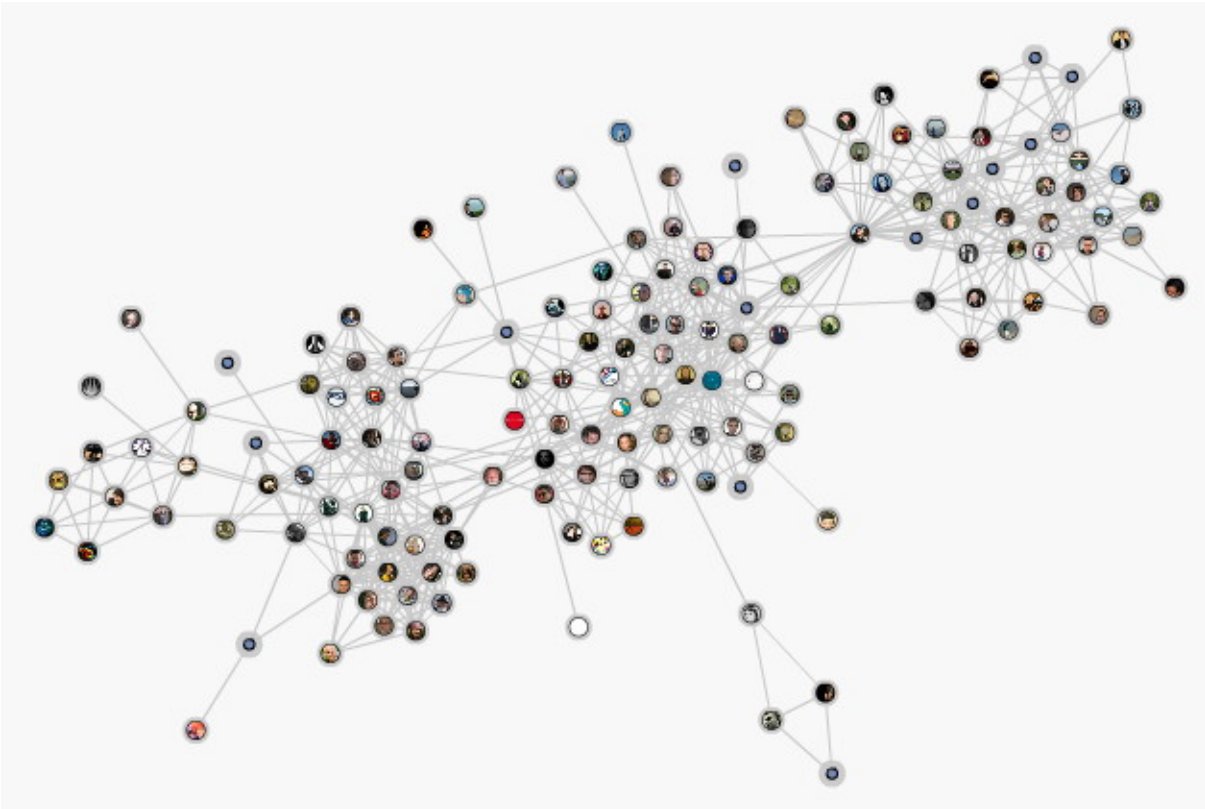
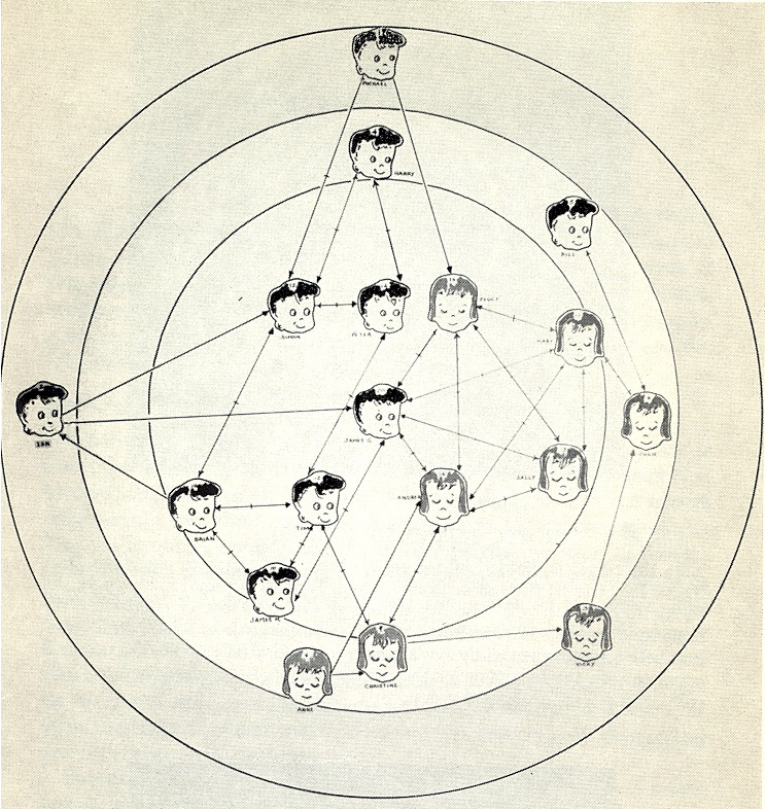
 **jalbertbowdenii**  
jalbertbowdenii  
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@JenniferNTaylor  
Direct Messages 840  
Favorites  
Retweets

#vote



# SOCIAL GRAPH





# USER PROFILE




## ISSUE #4



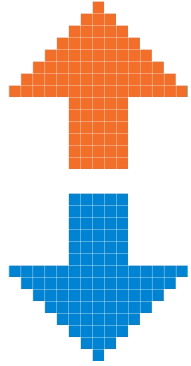
**USER PROFILE:** your user profile is a collection of settings that make the computer look and work the way you want it to (Microsoft)

**USER PROFILE:** your profile, is your collection of the photos, stories and experiences that tell your story (Facebook)

**USER PROFILE:** a user profile is a visual display of personal data associated with a specific user, or a customized desktop environment. A profile refers therefore to the explicit digital representation of a person's identity. (Wikipedia)



# LIKE BUTTONS



# REACTIONS/EMOJI

