

Contents

Introduction | 7

1. Hermeneutics | 23

And we can't whistle it either! | 23

Getting into the Circle in the Right Way | 26

The Autonomy of the Text | 33

Knowing is Doing | 39

Relativism and Critique | 41

2. Actor-Networks | 53

Is ANT a Network Science? | 60

On Systems, Complexity, Cybernetic Machines, and Networks | 64

What is a System? | 69

Ecology: System or Network? | 84

Observing Networks | 89

Distributed Agency—Mediators and Intermediaries | 92

Ethnology of the Moderns | 97

Circulating Reference and Immutable Mobiles | 100

Social Space is Flat | 106

Translation | 109

3. New Media | 117

Media Studies | 119

What are New Media? | 121

Mixed Reality | 127

Layers and Filters | 130

The Social Operating System | 136

Network Pragmatics	137
Connectivity	138
Flow	142
Communication	144
Private and Public	151
Mass Media and Representation	154
The Socio-Sphere	157
The Collective	160
Transparency	161
Participation	166
Authenticity	171
Flexibility	181

Conclusion | 191

Bibliography | 193