



## Post-photography Keywords

### Web 2.0

- Generation of the web that is dynamic called “Web 2.0” since 2004.
- Characterised by the simplification of online sharing content and the interaction between users.
- Instead of a conversation about/around images, the Web 2.0 has fostered conversation through images.
- The Web 2.0 blurs the boundaries between public and private spaces.
- New uses of the internet/ Content sharing / Image as shared property (see **democratisation** below)

### Image social networks

#### Facebook

- Founded in 2004.
- Statistics from January 2015:
  - Active monthly users: 1.441 billion;
  - 4100 status updates shared every second.
- Statistics from September 2013:
  - More than 4.75 billion items shared on Facebook per day (including status updates, wall posts, photos, videos and comments);
  - More than 4,75 billion “Like” per day;
  - More than 10 billion sent messages per day;
  - More than 250 billion images in total, and more than 350 millions per day, on average.

#### Flickr

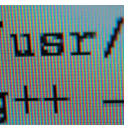
- Since its creation in 2004, it is possible to share and to comment on pictures. Flickr is still today a social network focused on discussion around images.
- More than 10 billion images as of May 2015.

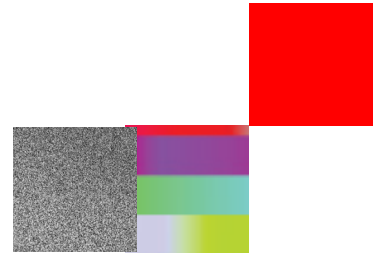
#### Snapchat

- Founded in 2011.
- Ephemeral state of the image/ Programmed disappearance of the image / Sharing of disappearing images.
- Communication is made *through* photos rather than *around* them, especially on Snapchat.
- The focus is on the communication process rather than the content.
- Snapchat does not have a frame: it is offered in full screen only.

#### Pinterest

- Social networking and photo sharing website founded in 2010.
- Circulation of images and information / “Re-blogging” website.





## Instagram

- Founded in 2010, image social network / Platform dedicated to the connected image.
- 300 million users in 2015.

## YouTube

- Video-sharing social network, created in 2005.
- More than 1 billion users.
- 300 hours of videos are uploaded every minute.

## Selfie

- 2013: selfie is selected as word of the year by the editors of the Oxford Dictionary.
- The selfie is the oldest practice of the connected image. / "This is who I am, I was here, I was feeling like this.."
- We are trading the experience of the moment for its documentation.
- Selfies are a by-product of communication, and no longer its focus.

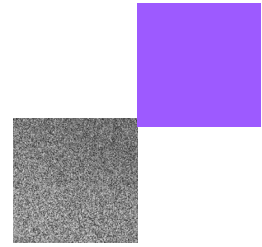
## Democratisation of photography and of the production of information

- "We are all photographers now." / Smartphones with integrated cameras allow us to take pictures of everything, at all times, and share them instantly.
- Photography is more present than ever. It encourages the participation and self-representation of any photographer with or without experience and from any specific background.
- Collectivisation of content on Internet /The image as common property.
- On Internet, the distinction between low and high art is blurred: most of the pictures on the web are orphans ready to be claimed.

## "Conversational image" and "connected photography"

- Conversational image: photography is no longer only an art and a media, according to scholar André Gunthert. It has accessed the universality of a language. (André Gunthert. 2014 « L'image conversationnelle», Études photographiques, 31 | Printemps 2014, [Online] : <http://etudesphotographiques.revues.org/3387>)
- Connected photography refers to pictures that are shared on Internet or sent to contacts via a cell-phone. Connected photography is made possible thanks to communication tools (social networks and instant messaging) integrated to smartphones.
- Photographs are no longer primarily found in family photo albums or in institutional collections. They also have a massive virtual presence.





### **Vernacular photography in the digital era**

- Photography's new democracy is made possible because of technological improvements: amateurs and professionals can easily access high quality cameras at affordable price. Therefore, more amateurs can take pictures and share them online. The distinction between the private and public spheres becomes more blurred with connected photography.
- The term refers to everyday and popular forms of creative cultural production, especially in the context of new media.
- Grass-root production of cultural form, as opposed to institutionalised or official forms.
- Vernacular photography is often mundane, repetitive and even boring.

### **New visual ecology**

- The ease to take digital pictures and to transmit them results in an accumulation and even a super-abundance of images.
- This profusion of images creates a form of "photographic anxiety" in front of the excess of images available on the Internet.
- There is a correlation between abundance and detritus: creation of a new ecology of photographic wastefulness that encourages recycling and penalises saturation. (Moschovi, Alexandra, Carol McKay, and Arabella Plouviez. 2013. *The Versatile Image: Photography, Digital Technologies and the Internet*, Leuven: Leuven University Press.)
- Some selection criteria must be established.

