

OR  
PROGRAMME

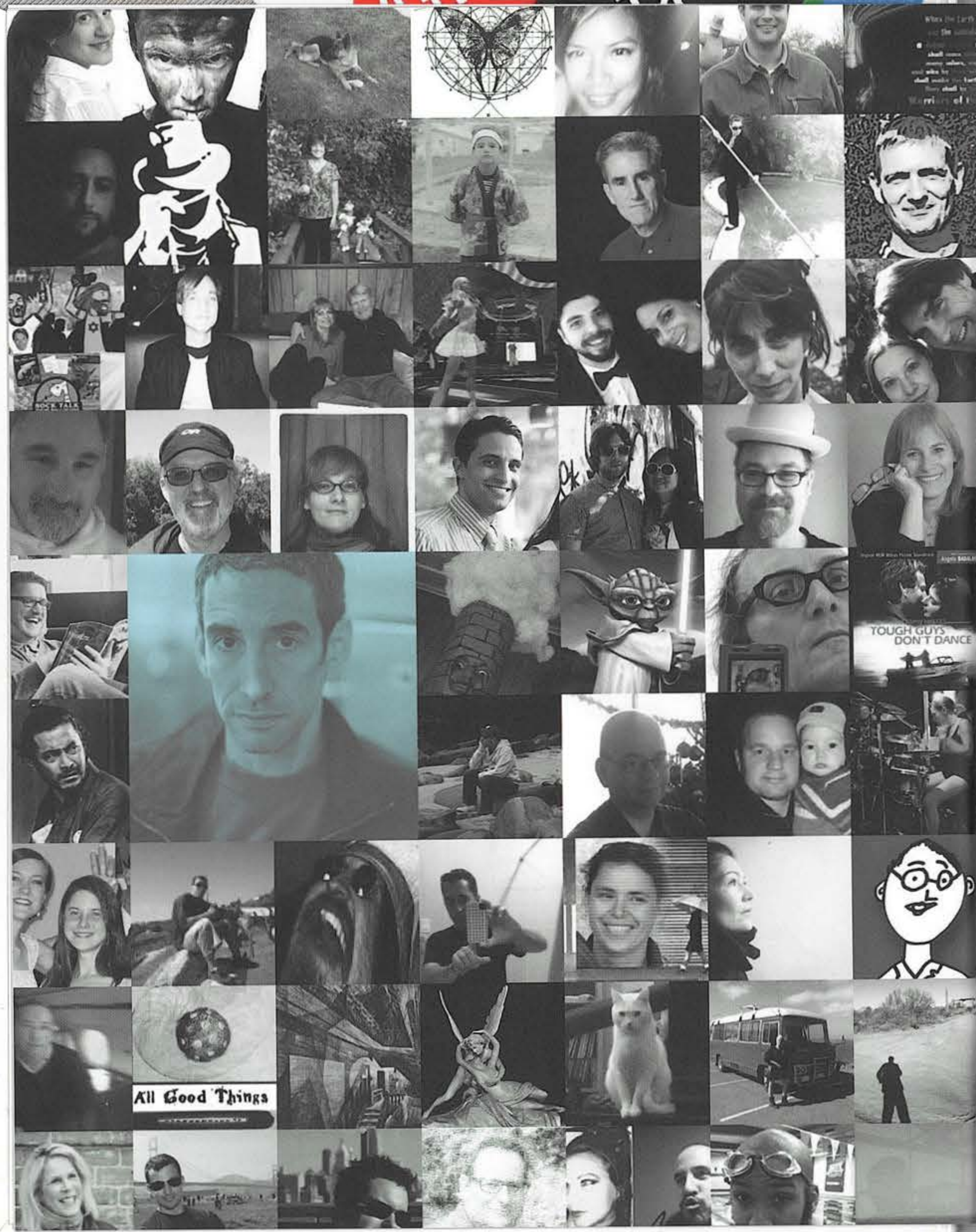
TEN COMMANDS  
FOR A DIGITAL AGE

DOUGLAS  
RUSHKOFF



DOUGLAS RUSHKOFF  
17/5/2012 - 25/2/2013





DOUGLAS RUSHKOFF

17/5/2012 - 25/2/2013



## MOST POPULAR PHOTO

YES, I'M LEAVING FACEBOOK  
MYSELF - LARGELY BECAUSE  
THE VALUES AND PRACTICES  
OF THE COMPANY RUNNING  
THIS WEBSITE ARE JUST TOO  
INCONSISTENT WITH THOSE  
I(...)

👍370



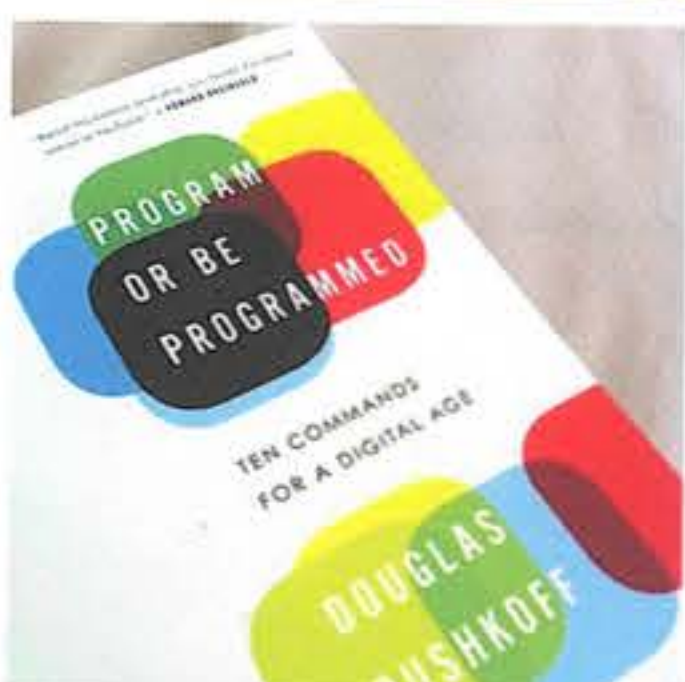
To learn more, go to page 30

## 2012

May - August ..... 6

September 2012 - February 2013 ..... 18





# MAY - AUGUST

2012

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📷 6 photos shared

🔗 8 links posted

💬 8 messages from friends





MAY - AUGUST 2012

Friday 18th of May, 2012

## Profile Pictures



## New link shared



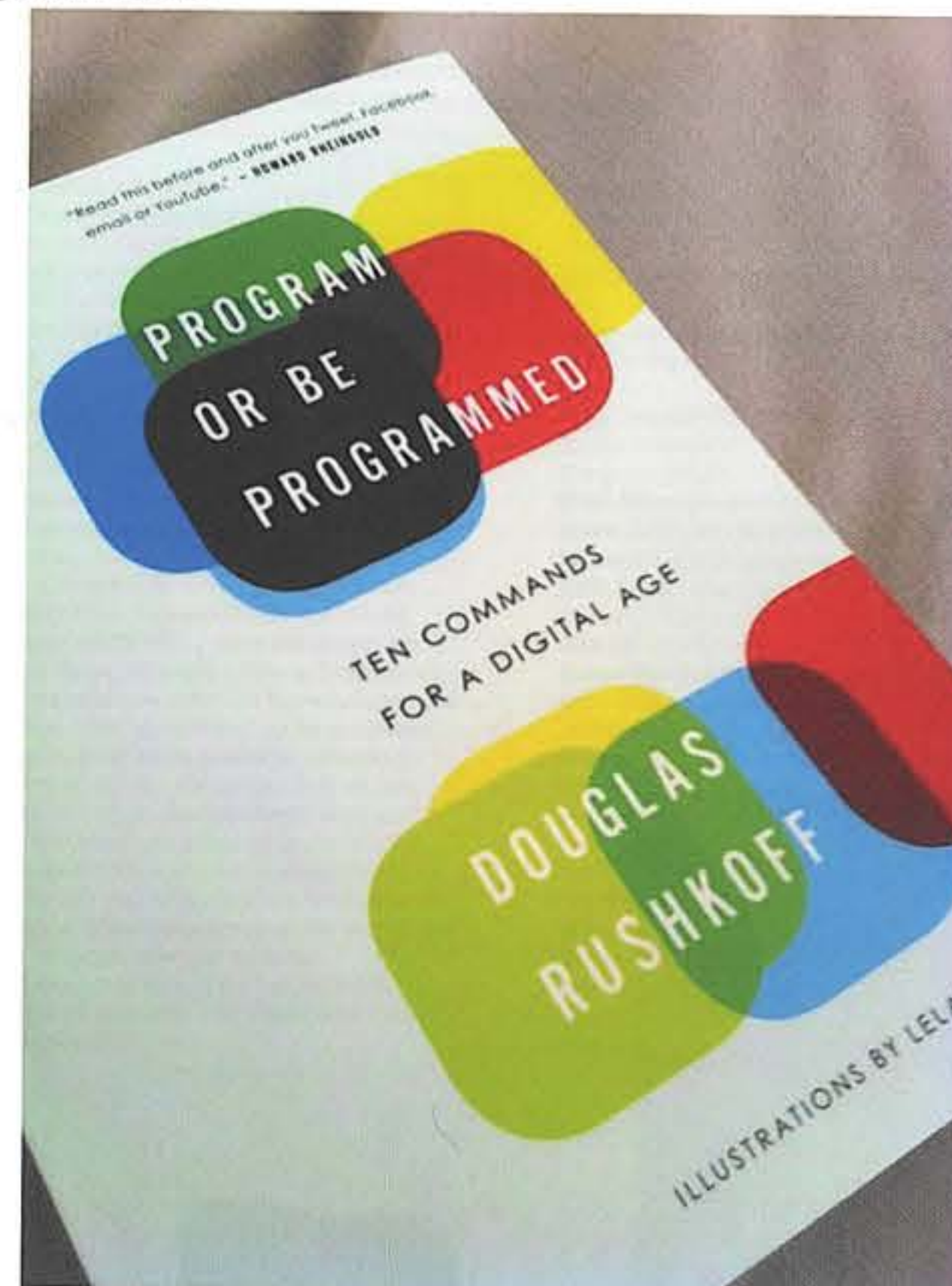
www.cnn.com  
<http://www.cnn.com/2012/05/15/opinion/rushkoff-facebook-ipo/index.html>

**Kris Dartington** What edge?  
**Jesse Kanner** <http://www.adweek.com/internet-week-blog/facebook-moving-toward-ad-network-sure-seems-it-140558>  
 The dark horse product up Zuck's sleeve seems to be running highly targeted ads on websites across the internet at large. Wall Street demands consistent and aggressive growth quarter on quarter to keep BUY ratings in tact. There's only so much ARPU Facebook can squeeze from their users within Facebook proper. And as you noted, user acquisition is flattening (and churn will start to be a real issue as users fragment across specialty networks, as you also note)  
 If FB can pull off a real ad network, they have a good shot at eating into Google's domain and significantly bumping their overall revenue. Seems quite doable to me. But not guaranteed.

## Profile Pictures



## Cover Photos



## Profile Pictures



## Cover Photos



**Jody Radzik** Great cover design!  
**Eva Jettmar** Love the graphic design. Beautiful.  
**Rudy De Waele** I like it! great read btw! Too many Google colours on this cover - or is this on purpose? It is actually incredible how a brand can claim that many colours in the same or similar sequence (at least that's my impression)  
**Joshua Emrich** I find it very stupid



Friday 8th of June, 2012

### New link shared

WN 100 SPECIAL - 22 ( )  
 girl 100%real picture - 21 ( )  
 A S I A N - TRUE DEFINITION of SEXY - - 24 ( )  
 ING LONG \*\*\* COME GET IT - 24 ( ) PRIV: INCALL)  
 120 special - 32 ( ) (midtown east)  
 MY work D!!!! - 22 ( )  
 a Reality - 18 ( )  
 er Busty latina \*\*\* all natural\*\* natural Busty \* special - 25 ( )  
 ( NEW EUROPEAN ) - - 22 ( )  
 TY NIKKI \$140 SPECIAL \* - 21 ( ) (Midtown)  
 TISFIED [ ] - 29 ( )  
 (very hot models) 2 Girl special!! - 21 ( )

[http://www.cnn.com/2012/06/07/opinion/rushkoff-backpage/index.html?hpt=op\\_t1](http://www.cnn.com/2012/06/07/opinion/rushkoff-backpage/index.html?hpt=op_t1)

www.cnn.com

[http://www.cnn.com/2012/06/07/opinion/rushkoff-backpage/index.html?hpt=op\\_t1](http://www.cnn.com/2012/06/07/opinion/rushkoff-backpage/index.html?hpt=op_t1)

Douglas Rushkoff says underage sex trafficking is an awful thing, but state laws against sex ads are the wrong way to proceed

### Susan Wallach

Enjoyed watching Frontline last night on KQED. Thank you.

Wednesday 20th of June, 2012

### New link shared - Wednesday 4th of July, 2012



Defended my dissertation at this ceremony in an 11th Century ritual at Utrecht University, and am now a PhD.

<http://www.rushkoff.com/blog/2012/6/30/dr-dr.html>

www.rushkoff.com

### Britt Davis

So I'm trying to understand what the heck is up with Montreal - any perspectives?

Friday 8th of June, 2012

### Nithi Watanachai

The Virtual Revolution The Cost of Free ^\_^  
 i like this program by BBC ... You maybe have secret on your

e-mail And someone can be spy your secret now

Monday 18th of June, 2012

### Meow Chie Nishee

hello. can we be friends?

Thursday 21st of June, 2012

<http://www.rushkoff.com/blog/2012/6/30/dr-dr.html>

This is what a dissertation defense ceremony looks like in Utrecht, Holland, where it is conducted...

Andrew J Gray Congratulations to you.

Deborah James Dobbins Congratulations Doug!!

Mindy Sparango congrats dr D

Ricky Watson Congratulations, Dr. Rushkoff!

Eric Phillips Congrats, Dr. Rushkoff. Been following your work since "Media Virus".

JP Douma Congratulations. Say hi to Jules in Holland.

Alexei Aitouganov happy independence from grad school day! hope you apply to teach at nyu's draper program now, i hear there's an opening in 'global histories,' that would be so cool

Stephen Shurtleff Congratulations! That's great!

Nadim Boughanmi super congrats Douglas!

Brian Clark Finally Dr. Rushkoff!

Landa LaMotta Knaack MT & Congrats, Doctor! Funny, you were on my mind yesterday-let's try to talk soon!

Peter GIBLIN Congratulations, Dr!

Barbara von Rechbach Congrats, professore!

Laura Radel Cruz Congratulations! Well done.

Ah Uhm Many congratulations on this fine day, Mr Doc!

Allan Jamisen Tillykke!

Felix Castro Congratulations!

Alex Burns Congratulations - your work has inspired many!

Phoenix Perry Good job Doug!

Douglas Rushkoff By analysing corporatism through the lens of media ecology, Douglas Rushkoff shows how an invented set of rules became - like any totalising media environment - indistinguishable from nature. He concludes that while the corporatist rule set may have become the default operating system of our economy, it is not necessarily closed to intervention.

While a closed economic operating system may have been consonant with the closed, top-down media of the print and broadcast eras, as Rushkoff argues, interactive technology does offer new avenues for resistance and redesign. This "playability," as he describes it, might yet return to economic systems in the form of digital innovations such as peer to peer exchange, decentralised value creation, and even new alternative currencies. This playability would be a positive development for the way it would allow for human intervention in a mechanism that has disproportional influence over our society.

This research project is part of the GATE research programme <http://gate.gameresearch.nl/>.

Ramona Pringle Yaayy! Wonderful! Congratulations :)

Randolph Nesbitt congrats Dr. Rushkoff! now do some research - oh, wait, you already do that

Scott Lahde congrats! you are way smarter than I

Ken Applebaum Congratulations, Dr. Rushkoff. :)

Aaron Naparstek Amazing. Congrats. You should have worn a powdered wig.

Paul Turcott Yay!!!

Jen MacIntyre Congrats Doug!

Rui Guerra Can I come and congratulate u in Utrecht?

Susan Marcus-Mendoza Congratulations! A great accomplishment! It looks like an amazing ceremony but nothing like my defense at Texas A&M. Not sure that I could have done that---too scary. Maybe that's why I preferred to be backstage in my SHS Drama Club years. Rhonda Hughes Dr. Rushkoff, I salute you! Well done!

Martin Puris Dr Doug. Has a nice ring to it.

Andrew Mayer Fantastic!

Amber Case Well done! Congratulations many times over!

Bernie Lenhoff So...you are now Dr. D.R.? We could call you Doctor Doctor for short. :D

Marla Wendy Spergel Congratulations Douglas. I am about 2 years behind you. At 54 never too old to learn and make a difference. What was your dissertation on? Would love to read it!

Marc Scarpa You mean you can't just buy that on the interweb?

Congrats DOUG!

Grim Blore Congratulations! Any chance the dissertation will be posted online?

Michael J. McDonough Way to go Doug!

Seth S Horowitz I thought I faced an inquisition - your committee dressed the part!

Dan Goldman Mazel tov, doc!

Susan Slavin Greenberg congratulations will done and well deserved

Jeff Dachis Mazel Tov!

Mark Jeffrey Huge fan of you sir -- rock the f on!!!!

Margie Mirage Congratulations! I look forward to reading it. I just finished mine as well. You know that in Australia we don't defend our dissertations. It is an entirely text-based process of examination.

Daniel Fisher Congrats!!

Joshua Yoerger Congratulations, sir!

Joseph Kaufman congratulations!

Ellis Katz Don't know who you are Doug, but congratulations. So many grad students finish their course work and their exams, but never make it through the dissertation stage.



Thursday 5th of July, 2012

Jason Cangialosi

Thank you Doug, for your contribution to <http://www.indiegogo.com/John-RossAmerican>

New link shared - Friday 6th of July, 2012



My new CNN opinion piece:

[http://www.cnn.com/2012/07/06/opinion/rushkoff-online-monitoring/index.html?hpt=op\\_t1](http://www.cnn.com/2012/07/06/opinion/rushkoff-online-monitoring/index.html?hpt=op_t1)

www.cnn.com

[http://www.cnn.com/2012/07/06/opinion/rushkoff-online-monitoring/index.html?hpt=op\\_t1](http://www.cnn.com/2012/07/06/opinion/rushkoff-online-monitoring/index.html?hpt=op_t1)

A new pan by Internet Service Providers and media giants hopes to combat the illegal downloading and sharing of movies and music by monitoring it at the source.

Du Vaughn Yes.

Douglas Rushkoff Yeah, that would have been a more succinct way of answering the question!

Timeline Photos - Wednesday 18th of July, 2012



People have been asking for more pix of the dissertation ceremony in Utrecht. Here's one from professional photographer Robert van Willigenburg.

Gregg E Beckett What exactly are you holding?

Cecilia Sofia Pego Congratulations!!!!

David Powers So how do you get your portrait on the wall?

Gard Gjesdal Engh Nice :)

Eve Berni Love to you YAY!

Doug, much congrats, ESP. For a great artist supply!, CV3 and RU!

Peter K Fallon Congratulations, Douglas.

Martin Palmer Congratulations.

Mike Plugh Very distinguished.

Mindy Sparango looks like u r holding a large stick of dynamite

Juliana Mitchell I like what Mindy said...way to shake it up at Utrecht!

Edward Ludvigsen Behind you a wall of distinguished scholars. All waiting for the lobster special.

Daniel Schweiger And a minute later, they all crash on a deserted island

Bernie Lenhoff LOL...the photo looks like an old Dutch master painting. :)

<http://www.berdu.com/images/old-master-drrdr.jpg>

Claire Roberge Nice!

Jen MacIntyre That's great Doug! Congrats.

Forest Mars Sorry Douglas, I was asking for one more PIXEL of the dissertation ceremony... Congratulations.

<http://www.youtube.com/v/wDajqW561KM>  
Aaron Naparstek "We hereby sentence the Jewish heretic.... to death!"

Daniel Baxter congrats Doug!

Dee Ratterree Terrifically impressed and impressive.

Barbara Lilly It's like a Rembrandt painting I love your stance

Mara Einstein Congratulations, Doctor!

Rawn Shah Congratulations Doug

Ann Van Miegem Congratulations, Doc!

Evolutionary Landscapes Congratulations Douglass!

Stephen Shurtleff Congratulations again!

Konrad Szlendak keep it up!

Jared Kaszuba great meme....thanks Doug.

Dan Levy It looks like you are about to lie down and be dissected in a surgical gallery.

Pamela Rose Vitale Wow far out, good for you and quite a wild experience scholar man!

Ruta Fox Dougie, so proud of you!

Douglas Rushkoff Thanks! The thing in my hand is actually the diploma. It's just after they came back from deliberations and handed it to me. My main supervisor is reading a speech he wrote. As for the pictures, those are every "Rector Magnificus" since like 1100.

They wrap around the whole room and are very imposing. The guy sitting at the table with the white moustache will get a portrait when he retires. The lady in the background with the staff is the Pedel (Beadle). She comes in, bangs it on the floor and shouts "hora est"

when they have to stop asking questions, go through a secret door in the wall, and decide.

Al Orensanz Congrats!

Joey Anuff Inspiring and excellent achievement by every measure. Like a blast of Miracle-Gro to my torpid grad school ambitions...

Marilyn Rittner Heller Congratulations.

Jim van Pamelan Surviving the Dissertation's Inquisition!

So proud of you.

Darren Sharp Well done Doug! Huge achievement.



Thursday 19th of July, 2012

New link shared



**Yahoo Wins the Web! My new CNN piece:**  
[http://www.cnn.com/2012/07/19/opinion/rushkoff-yahoo-google/index.html?hpt=op\\_t1](http://www.cnn.com/2012/07/19/opinion/rushkoff-yahoo-google/index.html?hpt=op_t1)  
 www.cnn.com  
[http://www.cnn.com/2012/07/19/opinion/rushkoff-yahoo-google/index.html?hpt=op\\_t1](http://www.cnn.com/2012/07/19/opinion/rushkoff-yahoo-google/index.html?hpt=op_t1)  
 Douglas Rushkoff says by hiring Google's web visionary, Yahoo is poised to become the dominant web player once again.

**Scott Lahde** woot  
**Emily Conrad** Thanks for writing about this- I've been surprised this move has received such little attention.  
**Elise Willingham** Good going Doug...great piece.  
**Michael Crowley** It's received little attention...maybe because of this...I asked my teenage son, "Hey do you know what Yahoo is?" He said, "Not really, because I don't

use it that much....I think it's some type of search thing...but it's answers aren't accurate....so I have to double-check on Google and other sites...so...why would I go there in the first place?" Overcome that web genius.  
**Michael Crowley** In other words, once the goose is cooked...it's done.

New link shared - Tuesday 14th of August, 2012



**Here's a fun NYTimes opinion piece I got to write this week:**  
<http://www.nytimes.com/roomfordebate/2012/08/13/is-our-children-learning-enough-grammar-to-get-hired>  
 www.nytimes.com  
<http://www.nytimes.com/roomfordebate/2012/08/13/is-our-children-learning-enough-grammar-to-get-hired>

Are schools undervaluing grammar, given that employers may rule out applicants with sloppy writing?

**Sam Decker** Maybe we start with just pronouncing the bad grammar.  
**Deborah Newman** How true. I posted a link to this HBR article last week entitled "I Won't Hire People Who Use Poor Grammar" [http://blogs.hbr.org/cs/2012/07/i\\_wont\\_hire\\_people\\_who\\_use\\_poo.html](http://blogs.hbr.org/cs/2012/07/i_wont_hire_people_who_use_poo.html)  
**Rubik Lanchi** Dear Rushkoff, It is not just Grammar. Today, capitalism do not need workers like was needed after iww. Capital can not be employed because low cost of production and size of world capital, no longer workers can produce profit. There is one solution, to produce for human need, not for profit.  
**Christian Bauer** As a non-native English speaker a very stupid question on this grammar issue: Do you really say "Is Our Children Learning Enough Grammar to Get Hired?" - I would say "Are Our Children Learning Enough Grammar to Get Hired?" :-)  
**Michael P. Gusek** Is our children? Is it not "Are our children..."?  
**Justin LaPierre** It's a tongue in cheek headline meant as humor.  
**Joe Brockhaus** is we not missing the point?  
**Susan J. Eastman** "Even a poorly constructed tweet reflects a poorly constructed thought." That assumes one is actually thinking when tweeting or texting, rather than free associating, mind surfing or impulse reacting. However, I especially appreciate the point suggesting that confusion and ambiguity inevitably occurs when we are unclear.  
**Scott Nicolson** i dont sea teh problem, Doctor Rushkawf. Your just to picky.  
**Jack Tripper** "is our" amazing!  
**Blair Schulman** I believe the forceful nature of social media and its need for instantaneous posting derails proper grammar. I blame MTV.  
**Christian Bauer** @Joe: Got the point... :-)  
**Dee Ratterree** Now I love you more than ever,

although I do wish you had gotten specific vis a vis pronouns, especially those which follow the verb (called objective pronouns in the good old days). If I read another book that says, "Just call he or I," or hear it spoken aloud again, I may implode. And please do NOT get me started on apostrophes. Clarity is key, and all of these finicky rules contribute to clarity of meaning and elegance of thought. BTW, why don't you do an intro course for teachers in programming after school? Just a random, totally unrelated thought. So much for clarity.  
**Dee Ratterree** Although, I must add, many who are doing the hiring don't have a clue, so bad grammar perpetuates.  
**Joe Brockhaus** Funny you should mention programming AND elegance .. since, as a software engineer, I find 'elegance' to be a pretty subjective term that often is synonymous with 'neat'. In programming it's also likened to simplicity, but when I think about elegant literature it's often pretty verbose and extravagant in neatness lol. Poetry can be elegant for sure but then I wouldn't say poetry is very clear at all times; much like art.  
**Landa LaMotta Knaack** Really, Doug. I can't believe you r disrespectin' the youts of today... besides, all's you gots to rememba is to write just the way you talkin' so as we down with that, k?  
**Landa LaMotta Knaack** Have you seen Idiocracy? Lest anyone comment on my above remark, I agree with your assessment wholeheartedly, Doug. And, as a polyglot, grammar is essential to the communication of every language...

Wednesday 22nd of August, 2012

Mundhir Eltahir

Hello Douglas,  
 Just a quick message to tell you how fascinated I am with your book. I really enjoyed your 9-min video about your book Life Inc. over on Vimeo. Can't wait to get to read it.  
 Thank you!

Mundhir Eltahir

You are fascinating! Can't wait to read Life Inc.

Jacobs Marjolein

Hello, i reed in a dutch vpromagazine that you have 10 facebook tips?

Friday 24th of August, 2012



New link shared - Tuesday 28th of August, 2012



What if blowing your nose with a soft disposable cloth were patented by Kleenex?

<http://www.cnn.com/2012/08/28/opinion/rushkoff-apple-samsung/index.html>

www.cnn.com

<http://www.cnn.com/2012/08/28/opinion/rushkoff-apple-samsung/index.html>

Douglas Rushkoff says Apple's patent victory over Samsung fails to acknowledge that Apple has created a digital language now part of our human thinking, and as such fair game for competitors

**John Leavitt** Thank you!

**Marc Canter** This patent thing is a harbinger for even worse patent driven decisions. I fear for our industry. Hopefully people see the true nature of Apple - "the world's most valuable company"

**Leandro Francisco** Time to boycott Apple. Everyone, please share this and call for a boycott! DO NOT BUY APPLE PRODUCTS!

**Steve Fowlkes** Apples wins and the American people suffer for it...big surprise.. The only thing I can hope for is that Samsung can start thinking outside the box and create new and better models

**David Golumbia** blowing your nose with a soft disposable cloth was patented and trademarked by Kleenex in 1924

**Bob Billstein** Samsung prevailed in similar lawsuits, all over the world. In Apple's backyard, it is difficult to get an unbiased trial. Shame on Apple for being such a coward, by attempting to eliminate the competition to avoid going head-to-head with them!

**Edward Furey** Android is opensource, it will prevail eventually.

**Edward Furey** Actually that was a silly comment. It's probably more likely that the blind masses will prevail and Android will become something that geeks tell their children about. We better fight! :)

**Emmanuel Schanzer** ...except that Apple wasn't asserting a patent on that gesture

**Peter Kennard** Yes - since I work in the tech/design business I have seen (and built) so many of these things in "prior art" that we never bothered to patent that I find apple's position a bit revolting. I did pinch and zoom with two mice back in the early 80s, we just didn't have multi touch screens back then, nor the budget to present at conferences. I came from a family of Architects and none of my ancestors ever thought about patenting their designs - this is a new thing.

**Peter Kennard** Imagine: Jesus (tm) Buddha (r) Shiva(tm) Ganesh(r) Thor(r) Alah(r) Mary(tm) Rosary(patent pending) Tora(c) ...





## SEPTEMBER 2012 - FEBRUARY 2013

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"Facebook wants me to pay to reach you. Otherwise, only about 10% of readers will actually receive my posts. If you want to find out when I post, you have to

1. Open my page - <http://www.facebook.com/rushkoff>
2. Click on the gear icon next to the Like button
3. Select "add to the interest lists"

O(...)"

🔗 8 links posted

📄 4 statuses posted

💬 12 messages from friends

📷 4 photos shared





SEPTEMBER 2012 - FEBRUARY 2013

Wednesday 12th of September, 2012

New link shared



www.cnn.com  
http://www.cnn.com/2012/09/12/opinion/rushkoff-iphone-savior/index.html?hpt=op\_t1  
Douglas Rushkoff says the breathless hype over new iPhone and app developing reminds him of other big tech bubbles--the dot-com boom, Facebook IPO.

**Marc E. Babej** Wait a second - you're saying that iPhone 5 is NOT our Savior? Is that even allowed? :-)

**Jakob Steen Madsen** Coming back so many times, makes it seem less serious..

**Justin Ritchie** an apple product a day keeps the depression away

**David Cox** No the Vox Continental organ is our savior: http://www.youtube.com/watch?v=\_1TyXAA8FyI

**Shane Michael Müller** That organ kick ma ass!  
**Mayjoy Bignotia Alabat** hi how are you?  
**Peter Kennard** I always wonder - I still can't send a reference to something I find on Netflix, like a TED video to someone else - anti-social media.

Ezekiel Elmes

*Cyberia is an awesome read, I didn't realise how the global elite were truly at the behest of modern cyber counterculture :)*

Saturday 13th of October, 2012

Greg Barris

*This FRIDAY 8pm Union Hall - Heart Of Darkness w/ Dave Hill, Roger Hailes, Mind Warrior Douglas Rushkoff, Musical Guest Bruce Hilliger and house band THE FORGIVENESS. This is our CMJ show so it will be packed with excellent music and magik.*

Tuesday 16th of October, 2012

Greg Barris

*Heart Of Darkness is TONIGHT 8pm at Union Hall w/ musical guest Bruce Hilliger, Dave Hill, Roger Hailes, Aerial East mind warrior Douglas Rushkoff and the FORGIVENESS plus New Beard is play after so stick around. huge night!*

Friday 19th of October, 2012

"Facebook wants me to pay to reach you. Otherwise, only about 10% of readers will actually receive my posts. If you want to find out when I post, you have to

1. Open my page - <http://www.facebook.com/rushkoff>
2. Click on the gear icon next to the Like button
3. Select "add to the interest lists"

Or join Google+ and add Rushkoff to your friends, as I'll be posting there, too.

And follow @rushkoff on Twitter, where I'm most likely to post new stuff.

Plus I have a website! <http://rushkoff.com> even has an RSS feed."

Wednesday 24th of October, 2012

**Tal Mandelbaum** commercializing connection, when will we understand that we can't think in terms of self gain and profit anymore. we have to make connections work in the favor of everyone, of the entire system, only this will allow us to return to balance. only if we begin to think of ourselves as part of this living system called "humanity" will we be able to sustain life, love and healing in the world. profits are an illusory bubble..let's awaken

**David Swindle** I prefer and recommend the RSS feed from website, filed in a google reader folder of high priority thinkers.

**Clayton S. Fletcher** [http://dangerous-minds.net/comments/facebook\\_i\\_want\\_my\\_friends\\_back](http://dangerous-minds.net/comments/facebook_i_want_my_friends_back)

**Axel Lucavi Lvcero** ...In that case....stop using FB! dude is just a tool!

By the way cheers from Mexico, and thank you for all your works Mr. Rushkoff!

**Anthony Danes** We should have to pay to read your post. You are smarter and better informed than me. I think I can bench press more...haha

**Pamela Rose Vitale** thx for sending this out may I borrow and send the same to my audience?

**Rawn Shah** I feel your pain. I'll keep watch on Twitter instead

**Anthony Danes** <https://www.youtube.com/watch?v=CNgXkgvLYHM>

**Anthony Danes** Mr Rushkoff this was for you  
**Micha Klein** Shouldn't get any crazier! On the other hand... Take it as a compliment :) Corporate pigs always after your money

**Micha Klein** Always new ways to broadcast the message too! I'll see you on twitter. Miss you bro! Just reading over our last emails... back to you soon! Love Rules OK! M<

**Landa LaMotta Knaack** So you're not allowed any old friends?

**Jared Kaszuba** ....or take your course at maybe logic academy.....or follow you via media squatters.....or..... fill in the blanks.

**Omorandia Simon Peter** Am from africa plz can you symplify it to me.

**Heather Gold** Is this true for regular accounts on FB too or just our Pages?

**Rose Mentink** You may use my feed for a bit less money than facebook asks :)

**Jody White Kenyon** "Let's awaken" Yes. Let us awaken and take our power back.

**Erika Pope-Gusev** Thank you for letting us know!

**Barbra Bannon** This is awful. Damn fb.

**James Meenan** ....forget all this above naz....act now, and get your own FB VISA or Mastercard!



Friday 26th of October, 2012

## STATUS

"Here's where to come join me in Google+ land. I imagine they will allow custom URLs at some point. For now, it's a flashback to my Compuserve days: <https://plus.google.com/u/0/109401910966133376584>"

Ben Piché Cyberpunk Facebook mass-exodus!

## STATUS

"My first Present Shock talk is booked. <http://www.webvisionsevent.com/new-york/>"

Anthony Danes <http://www.youtube.com/watch?v=CNgXkgvLYHM&feature=plcp>

Anthony Danes Inspired by Douglas Rushkoff  
Heather Gold let me know when you head to the Bay

Douglas Rushkoff Looks like April 3,4,5 if I find a corporate sponsor.

Rita G Patel Are you going to be speaking in Detroit at any point?

New link shared - Tuesday 6th of November, 2012



Here's what happened to me - and what I thought about in the dark during Sandy.

[http://www.cnn.com/2012/11/05/opinion/rushkoff-sandy-help-election/index.html?hpt=hp\\_t1](http://www.cnn.com/2012/11/05/opinion/rushkoff-sandy-help-election/index.html?hpt=hp_t1)

www.cnn.com

[http://www.cnn.com/2012/11/05/opinion/rushkoff-sandy-help-election/index.html?hpt=hp\\_t1](http://www.cnn.com/2012/11/05/opinion/rushkoff-sandy-help-election/index.html?hpt=hp_t1)  
Douglas Rushkoff says the ideologic divide in U.S. is false: We do not choose between our personal success and our collective welfare.

Frederick Stark Great insight into the false dichotomy of politics and the interdependence of all things

Boo Cook Interesting to hear first hand what happens when things start to break down...

Korzybski: A Biography Well-said, Douglas! Here's something Korzybski said about human interdependence:

"I believe that our approaches to the problems of humans have been vitiated by primitive methods of evaluation which still often domi-

## STATUS

"Urls used to make nice pictures on FB posts. Now they just come as links. Hmm.... <http://www.webvisionsevent.com/new-york/>"

Jonathan H. Kopp That seems like it might be a Rushkoff issue. I see pretty pictures above & below your post, and I've posted a few today, myself, hmm, indeed.

Landa LaMotta Knaack Maybe you need to pay to get the thumbnail...

Jonathan H. Kopp Comes through in beautiful technicolor on G+, btw

Margreta Larson I've noticed that too, but it's an intermittent problem/bug for me, just the last few days, off and on. Keep trying until it works right.

Julieta Randall Unless it's "sponsored", FB doesn't give a damn anymore...

Jeff Gates I agree with Margaret. It's an intermittent issue. Mostly, they come across as those nice links. But every once in a while it's just a link.

Pamela Parker Caird Really insightful piece, Doug. It seems to me that folks who see evidence of this interdependence every day (using subways, seeing lots of others walking on the streets, living in shared buildings) tend to be more liberal-leaning, whereas in less population-dense areas (red states), it's easier to keep up this illusion of self-sufficiency.

Eve Berni thanx for sharing...stay warm, love E.

Nillo Ollin Very profound conclusions. thanks for sharing this. You learn the big lessons when a crisis hits.

Nan Reed Twiss Great article, Doug. I love "Those of us needing help weren't lazy or weak, and those in a position to provide it were able to do so only by virtue of collective resources." and "what we used to call the commons -- the resources and technologies used by everyone -- are what make individual success even possible." I'm glad you and your family are okay.

Joe Ballou Awesome article.

Travis Barton Another classic article

Bruce I. Kodish Thanks. Am sharing.

Leba Haber Loved this, thank you. I'm sharing also.

Deb Schultz Douglas--great points...I've been feeling for a while that this existential me vs we discussions are exactly that a false dichotomy...thx for stating so well. We need a "We" to be fully functioning "Mes"

Susan J. Eastman Great for as far as it went. What about consciousness, inter-connectedness, awareness of the unity. The educational process goes beyond the grid!

nate our attitudes and outlooks. With a time-binding consciousness, our criteria of values, and so behaviour, are based on the study of human potentialities, not on statistical averages.... A functional analysis, free from the old mythological and zoological assumptions, showed that humans, with the most highly developed nervous system, are uniquely characterized by the capacity of an individual or a generation to begin where the former left off.... On this inherently human level of interdependence time-binding leads inevitably to feelings of responsibility, duty toward others and the future, and therefore ethics, morals, and similar socio-cultural reactions.... We need not blind ourselves with the old dogma that "human nature cannot be changed," for we find that it can be changed (if we know how). We must begin to realize our potentialities as humans, then we may approach the future with some hope.... The evolution of our human development may be retarded, but it cannot be stopped."

— Alfred Korzybski, "What I Believe", 1948

Warren Blyth uh, so you're saying the community shouldn't allow individuals to ignore the communal good?

Tuesday 13th of November, 2012

## Laura Caprara

Great learning more about you today. You're fascinating. Can't wait to dive into your book. Heading to DeeTroit. Sorry I'll miss your lecture. No Hazlenut coffee. ;)

New link shared - Friday 7th of December, 2012



Secret long interview about my upcoming book Present Shock (<http://www.amazon.com/Present-Shock-When-Everything-Happens/dp/1591844762>) for radio documentary series The Conversation:

[www.findtheconversation.com](http://www.findtheconversation.com)

<http://www.findtheconversation.com/episode-34-douglas-rushkoff/>

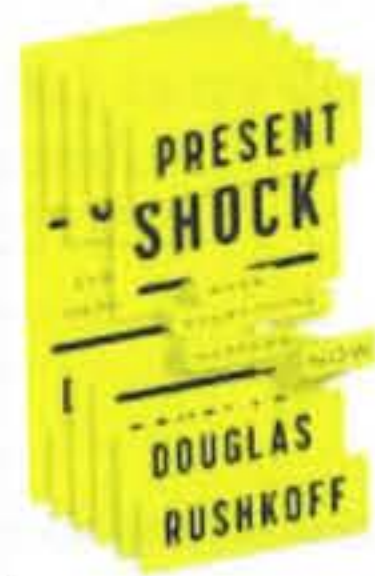
Among other things, Douglas Rushkoff is a media theorist, author, and documentarian. His books include Life, Inc. and Program or be Programmed, while his documentaries include Frontline's "The Merchants of Cool" and "Digital Nation."

Jeff Newell nice one, listened last night...



Helaine Olen I'll listen sometime this weekend.  
 Christopher Philip Madden moments of crises:  
 opportunity knocking.  
 Christopher Philip Madden Holy fuck, Doug, your  
 lunar/circadian rhythm breakdown at 10 minutes  
 in is fantastic!  
 Rita G Patel Have fun. Love that.  
 Mark Stahlman "Going meta!" -- do these guys  
 know that you are making fun of them?

#### Timeline Photos - Tuesday 11th of December, 2012



My first "starred review" at Publishers Weekly!

Present Shock:

When Everything Happens Now

Douglas Rushkoff. Current, \$25.95 (286p) ISBN 978-1-59184-476-1

Whether or not readers are familiar with the concept of presentism—the theory that society is more focused on the immediacy of the moment in front of them (actually more specifically on the moment that just passed) than the moment before or, perhaps more importantly, the future—they've certainly felt the increasing pressure of keeping up with various methods of communication, be it texting, Web surfing, live interactions, or a litany of other media for staying "connected." Using Alvin Toffler's concept of "future shock" as a jumping-off point, media theorist Douglas Rushkoff (Cyberia; Get Back in the Box; Media Virus; etc.) deftly weaves in a number of disparate concepts (the Home Shopping Network, zombies, Kurzweil's Law of Accelerating Returns, Internet mashups, hipsters' approximation of historical ephemera as irony, etc.) to examine the challenge of keeping up with technological advances as well as their ensuing impact on culture and human relations in a world that's always "on." By highlighting five areas (the rise of moronic reality TV; our need to be omnipresent; the need to compress time in order to achieve our goals; the compulsion to connect unrelated concepts in an effort to make better sense of them; and a gnawing sense of

one's obsolescence), Rushkoff gives readers a healthy dose of perspective, insight, and critical analysis that's sure to get minds spinning and tongues wagging. (March 2013)

Jeff Spencer Out in March? How apt, forcing us to think in kairos-time when we want to read it NOW!  
 Alwina Bruzzi The bit about feeling obsolete very quickly these days, right on the money. Can't wait to read it.  
 Ruta Fox dougie, good to see what's new with you..  
 Garrett Ross Man, I can get behind ole' Dougie! Yeah yay!!  
 Michael Robinson The cover is really great and am excited to read it when it is out. Congrats.  
 Dan Goldman I can't wait to read it.  
 Jeff Gordinier right on, Doug  
 Dan Levy that's great!  
 Robert Tercek Good review. Sound like a terrific read.  
 Dee Ratterree YAY!  
 Douglas Rushkoff Thanks. It's SO hard to actually sell books these days. Maybe just maybe this one will break through the clutter.  
 Andrew J Gray I'll whore this book out to whoever I can. Looking forward to it, sounds like a great read.

Dee Ratterree If it were out now it would be in Xmas stockings. You had me at Zombies.  
 Andrew Mayer Fantastic! The unified Rushkoffian theory. :-)  
 Jeff Newelt just ordered a few! <http://www.amazon.com/Present-Shock-When-Everything-Happens/dp/1591844762>  
 Christiano LoPriore D u the man  
 Brett Robbins Almost as much as the book I look forward to whatever public appearances you'll be making to support it. PLEASE MAKE SURE THEY'RE VIDEOTAPED!  
 Brett Robbins "In many ways, this was the goal of digital technology—outsourcing our memory was supposed to free us up to focus on the present. But we are in danger of squandering this cognitive surplus on trivia." Amen, bruthah.  
 Better Listen Nice!

#### Wednesday 26th of December, 2012

#### New link shared



Forbes' Anthony Kosner on Present Shock: "If you read one book next year to help you make sense of the present moment, let it be Present Shock by Douglas Rushkoff." What a nice, in-depth analysis of my ideas - and from the business press, no less. I do hope they keep coming... <http://www.forbes.com/sites/anthonykosner/2012/12/22/douglas-rushkoffs-present-shock-the-end-of-time-is-not-the-end-of-the-world/> [www.forbes.com](http://www.forbes.com)

<http://www.forbes.com/sites/anthonykosner/2012/12/22/douglas-rushkoffs-present-shock-the-end-of-time-is-not-the-end-of-the-world/>  
 If you read one book next year to help you make sense of the present moment, let it be Present Shock by Douglas Rushkoff. It diagnoses the cultural problems of our disorientation from traditional concepts of time and tproposes concrete steps we can take to recover some sense of control and purpose.

Mark Stahlman R.I.P. to the FUTURISTS ... !!  
 Jeff Newelt this guy got it!  
 Alex Burns Congrats, Doug, on your new book!  
 Pancho Chiekrie Powerful Douglas Rushkoff!

Jesse Kanner Yes: "Once you identify these concepts for yourself, you will start to see them everywhere."

#### New link shared - Tuesday 15th of January, 2013



<http://www.cnn.com/2013/01/15/opinion/rushkoff-mooocs/index.html>  
[www.cnn.com](http://www.cnn.com)  
<http://www.cnn.com/2013/01/15/opinion/rushkoff-mooocs/index.html>

Eric Phillips My daughter, left to her own devices, failed to follow through on three online math classes. Short of nailing her to the floor in front of me, it could never work.

#### Aline-Bianca Bosanceanu Beugels

My all respect to you dear sir! just seen u in an intervui on a tv show on NL2 ( tegenlicht vpro)

Monday 21st of January, 2013



**Chad W. Post** After reading this review, March seems way way too far away . . .  
**Gerald Zhang-Schmidt** Mhm. Lots of things we are facing - and lots we could and should be handling, crafting...

### Evaline Meenderink

Saw an interview on Dutch television (Tegenlicht, by VPRO). Tears in my eyes when you tell the truth about the ridiculous human relations of today, where people live on the streets while houses are being broken down and people are dying of hunger while food is burned somewhere else. Change has to come. It has to stop! Thank you for spreading the word. <3

Wednesday 23rd of January, 2013

New link shared - Sunday 27th of January, 2013



Forbes's Anthony Kosner loved my upcoming book Present Shock. I'm going to pay for you to get his review (also, so I can chronicle the results for a piece I'm working on). Then I'm going to wind down my presence here once and for all. More on that, soon.

Meanwhile: <http://www.forbes.com/sites/anthonykosner/2012/12/22/douglas-rushkoffs-present-shock-the-end-of-time-is-not-the-end-of-the-world/>

www.forbes.com

<http://www.forbes.com/sites/anthonykosner/2012/12/22/douglas-rushkoffs-present-shock-the-end-of-time-is-not-the-end-of-the-world/>

If you read one book next year to help you make sense of the present moment, let it be Present Shock by Douglas Rushkoff. It diagnoses the cultural problems of our disorientation from traditional concepts of time and proposes concrete steps we can take to recover some sense of control and purpose.

**Rich Dana** Yes, it's time to say goodbye to face-book. Looking forward to Present Shock! Will you do an audiobook? I really enjoyed listening to you read Life Inc.

**Cassandra Rose** I like all the new words in Book 1! I have been saying for years We need new vocabulary to describe life today. To break out of the stagnant and identify the intangible world all is becoming built on. . . So many standard words for things came out of the Media's interpretation that really were not the correct definition.

Defining ourselves becomes important too. We are looking for a new word for "Nerd" as the roots of this word does not add up to who we are that are devoted to finding the answers.

**Cecilia Pagkalinawan** Can't wait to read it. Always learn a ton from your books.

**Ruta Fox** Dougie, always on on the proverbial edge....forcing people to think in new ways!!!!

website, but I can understand if it's someone's sole experience of the net, or of all things digital, how it might seem as essential as the telephone. I tend to look at the phone more like the computer itself, or a connected computer. And then Facebook is just one application sitting on the network. But here I'm also talking about my use of this platform as an author connecting with readers - not really as a person using it to connect with family or old friends. When I use it as an author, I feel more like I'm required to set an example of appropriate net use.

**Marc Canter** And where will you go - Oh Piped Piper of Contacts and Context?

**Nillo Otlin** I see Fb as part of the internet and I use lots of different sites for different uses. But FB, and for instance, your page, I have picked out "friends" that in some cases are personal relationships, some of whom are far

### Peter Rasenberg

I just saw you on the dutch tv program 'tegenlicht'. Very interesting!  
 I decided to keep following you.

**Jason Thomas** Just pre-ordered!

**Daniel White** Sound like a great way to approach our fragmented and remixed way of living. Just preordered... now I just need to figure out how to have you autograph my kindle ;)

**Dmitry Shapiro** Can't wait to read it!!! You are such a great thinker and communicator. Not sure if you saw, but I am now at Google. Would love to do a tech talk / interview w you. Ping me my message. Or email dmitryshapiro@Google.com

**Matt Clapham** Mr Rushkoff,

I wrote my very first English paper based on your article "iPhone is not our savior", from last year. I wanted to thank you for your continuing insight into technology & the impact it has on human behavior.

I look forward to reading your book!

Sincerely,

Matt Clapham

**Matthew Mirapaul** Thrilled that you're leaving Facebook. Won't see any more sponsored links from you. Hooray!

**Derek Woodgate** Pity, I did not buy it before I left on this trip to Europe. Good luck.

**Craig Kanarick** Of course he loved it. It seems exceedingly love-able

**Geo Geller** Why wind Down FB when you can wind it up and who knows surprise yourself - saul bellow "we are so shock resistant maybe the only thing that can touch us is poetry (art)" why wind down fb - is like saying..... Whatever it is?? FB is just another language, vehicle to communicate or not - maybe you're overwhelmed With being overwhelmed or overwhelmed with being overwhelmed or maybe I'm just wound up :-l food for thought

**Dan Goldman** PURCHASED.

**Christie Stringer** Christie Stringer here, what's up about writing a book. Keep me informed. Say hi to Hanna.

**Britt Davis** Cannot wait, always appreciate Rushkoff's way of discussing things :)

**Lewis Gannett** "Present Shock," insofar as I understand it from this post, is junky gunk and gunky junk. Rushkoff doesn't deal with climate change. Not with ocean acidification. Not with the vanishing albedo effect. The water problem! This is a bunch of hyperattenuated in-love-with-the-sound-of-his-own-voice CRAP. There's no content here! Zero! It epitomizes TED. The self-congratulation. Oh yes, we'll beat back doomsday! We're clever and smart and optimistic. What a fraud.

**Christie Stringer** Thank you so much, cant wait. **Cintra Wilson** RUSHKOFF IS GODD

**Ashlee Lalor** totally agree with this article ESPECIALLY the narrative collapse and people needing to be satisfied immediately...

**Sia Abderezai** I guess I need to resign from the people's friendship committee of facebook too...

**Corey Anton** Nice one Doug.

**Sylvia Janine Feng** Why is this person important?

**Sylvia Janine Feng** This guy ripped off David Shields' Reality Hunger. Way to go.

**Sylvia Janine Feng** The present moment makes no sense when the proponent(s) ignore their sources.

flung and busy, but also people who I want to connect with and be informed by. It is the most useful tool for that and when someone like you drops off, I would have to work harder to be informed by what you have to offer. Would I know about a book or essay or review without specifically looking for it? probably not. Multiply that by all the various people I have on Fb and I would miss out on lots of things. I would be less in touch with the parts of the world I have chosen to surround myself with. My hope is that you see that as an appropriate net use. Best wishes in any case.

**Douglas Rushkoff** Thanks for the kind words on the book. This place "is" a good way to tell a whole lot of my friends what's going on. That I could only reach five or ten percent of you without paying, well, I understand that too because Facebook wants to make money. But then, as a few pointed out, that means seeing "sponsored" posts by me - ads, which are a different form of communication and have their own biases. I know you clicked Like or whatever, and that at the time you were willing to receive messages from me. Are you okay with me paying to reach you? I suppose, since the only difference is on my side. But newer Facebook policies expose you to being associated with anything I happen to Like or - in some cases - companies that have paid to be associated with me and then you. I don't feel I have control over this part, and it feels inconsistent with what I write about it my books. I could see using FB as a person, but given FB's new promotional policies, I get concerned about having a page like this one where I'm basically asking people for Likes which then exposes them to having their name and likeness used in deceptive ways by FB. Yes, we're grownups and can deal, but I feel some obligation to live the example.

**Peter Gerstenzang** Congrats Doug. And please don't go away. We like having you hanging out.

**Richard Pachter** I look forward to this!

**Betty Ray** You could always come back with a fake name/identity. :)

**Jesse Kanner** Fuckbook. You are 100% right. Get out of here. It erodes your credibility - and is slowly rewiring a lot of people's brains. I joke that FB is a combination of TV, cigarettes and email, all rolled into one.

I am a big fan and will find you wherever you wind up. Best to you sir!

**Douglas Rushkoff** I feel like I could even come here as a person instead of an author. Like a regular personal page, but only accept friends instead of readers. Just to be in the "phone-book" so to speak. But maintain an author presence on Google or a website or something less pernicious.

**Jesse Kanner** But we'd still see your name attached to ads. That's the toxic part.

**Jesse Kanner** This has turned into a fascinating thought experiment. You should take notes on your exit experience. I suspect it will be extremely difficult for you to de-list entirely from Facebook. And that is a worthy goal if you're feeling creeped out. Otherwise why bother? If they're still using your name to sell stuff, why not retain the benefits of staying on FB. The question is: can they guarantee they won't use your name in ads, even after you've explicitly and publicly exited?

**Andrew Boer** I'm a fan but I haven't read you since Coercion (which I loved). You are now



**Sylvia Janine Feng** Go write your own narrative.

**Edward T Hall III** Douglas Rushkoff thank you! Always amazing :) Been in touch with [www.thefnf.org](http://www.thefnf.org) friends lately?

**Christopher Neitzert** Looking forward to reading it, though oddly the amazon copy is \$4 more than the pulp copy.

**Shady Backflash** The internet is a funny place. We've got this guy Matthew Mirapaul saying he's thrilled that he won't see any more of your sponsored links. Can't he just click "Liked" one more time and have it revert to "Unlike"?

**Shady Backflash** Douglas Rushkoff -- I'm "very eager" to leave FB and migrate to a new social networking platform. Tribe.net was my favorite one until they imploded (by trying to MySpace the site) and everyone fled it for FB. I have not found a social network that comes close to bringing me the enjoyment or amusement of tribe.net since. Is there one you'll be migrating to?

**Ken Applebaum** I've a feeling those sorts of picayune considerations, to say nothing of others' reactions to them & the whole domino effect thereof, may be part & parcel of why Doug is withdrawing himself from the world of social networking, or perhaps merely Facebook. In any event, a distillation of Dr. Rushkoff's thoughts have been and always shall be appointment reading.

**Jean Marie Macaluso** A spread from my "spellbook"  
<http://www.flickr.com/photos/ladybabymama/8424614908/in/photostream/lightbox/>  
"Timeloose"

**Michael C. Riedinger** I still find it intriguing how many people consider sites like Facebook an actual place, complaining about the decor, maligning the behavior of other patrons, etc. I contend that if we all saw it, and used it as little more than a gussied up communication tool, our frustrations and other psychological stresses would be lessened.

**Mark Jeffrey** I've read every single book you've written sir -- all brilliant and engaging. Look forward to this one. :)

**Robert Cohen** Damn- what a good title. Good on ya brotha> :)

**Erika Pope-Gusev** Sounds great!

**Nitto Ollin** I find FB the most useful tool to target what info I get. Not sure I wouldn't miss finding out about things like your book without digging refulwill provide another way.

**Nitto Ollin** Sorry about that - keyboard froze. I would rather spend time reading than looking for the information, good books, etc. so hope there is a way to do that if you leave FB.

**Shady Backflash** @Michael C. Riedinger -- I think you make an interesting semantic point and, for the most part, I agree. While a web URL is not a "place", it is a "destination" and our language mimics that. With almost as many web sites as humans on the planet, branding is everything for a site, and it's this branding that locks us into a neurological trance, pointing our browsers towards one URL over another as the destination where we will have the "communication" we're seeking. I am somewhat startled that things like news-readers haven't supplanted social networking, but as a participant in online forums, I realize that the visual advantage of reading "back and forth" in a forum has advantages that news-

back on my radar screen. I'd say that was money well spent.

**Beauregard Bahnam** I think there's a lot to this discussion, so I'll try to be concise. My earlier comment comparing facebook to the telephone applies more to an individual's use rather than a celebrity persona or corporation's use. However, my conceptualization of the Internet does give those kind of entities a valuable place on Facebook.

I would not say that Facebook IS the Internet (fb could one day be replaced), but I do believe fb has an extremely important role in society's current use of the Internet. I see the Internet as a kind of alternate universe or perhaps a 5th dimension of our world. Individuals and groups can create numerous personas online that have completely different interests and personalities than what we would encounter in real life. This obviously creates some problems, such as trolling, but others thrive in this kind of environment (like this guy: <http://www.youtube.com/watch?v=GnQlWNltxns>). With this view of the Internet, Facebook not only serves as a telephone, but as a television, post office, hang out spot, study group, rallying bullhorn, support group, propaganda machine etc. There are other platforms and web-sites that serve these purposes, but with over 1 billion users, Facebook is perhaps the most prevalent.

Within this ecosystem there are different roles for individuals (consumers/contributors/producers) and corporations, celebrities, or public figures (mainly producers). For example, a celebrity like Lady Gaga, who can get thousands of comments within minutes of a post, most surely has handlers who maintain her Facebook persona.

**Beauregard Bahnam** With all that said, I perhaps lost sight of who I was talking to in my previous posts. Usually when I see people threatening to leave Facebook, it seems to be some kind of retreat from personal "drama" or because of a perceived addiction to Facebook. While I recognize people are free to leave facebook as they please, if I ever encounter these types of issues I simply adjust my fb use accordingly without fanfare. However, when speaking with Douglas Rushkoff or his followers, there may be other reasons for leaving Facebook. Perhaps it is to protest or disconnect from Facebook's underlying corporate goals or other privacy concerns. To me, these are more understandable reasons to leave Facebook for good. But even with the understanding that Facebook and other corporations use my information to sell things to me and others (and perhaps because of that understanding), Facebook has still allowed me to connect with Occupy Wall Street and other worthwhile movements and like-minded thinkers. In this case, Facebook has provided the opportunity to connect with one of the most influential thinkers of my adult life. So as for me, I do not yet feel the need to disconnect from Facebook. And perhaps I'm only arguing against leaving Facebook because I'd hate to see you go.

**Crystal Reiss** Looking forward to seeing you in SF in April! Don't fall off the radar-- Stay in touch with us.

**Mahammed Jamal** Want to find online singles in your area right now? Want to chat with

reader aggregators seem to lose. The information can all be culled and read, but the notion that everyone is in a physical place having these exchanges with the chosen "crowd" that they find in one room or another creates the difference of one coffee shop over another. The toxicity of the comments section of any corner of the internet is probably nothing new to anyone who started on usenet and continued along the trajectory of the tools, but I do enjoy the "level playing field" of a friend aggregator system that connects me to many of my favorite thinkers, including Douglas Rushkoff.

**Richard Gorelick** It's simply not nice to promote your book and leave. For instance, you will miss out when I promote my forthcoming book, "Why Can't You Be Nice, Dick?"

**Jesse Kanner** Douglas - understood about wanting to move on. Do you find yourself wanting to fallback on older, more reliable models? or are you driven by new ones? Any identifiable hybrids?


**Beauregard Bahnam** Someone who says they're going to stop using facebook in this day and age is like someone in the 1950s saying they're going to throw away their telephone.

**Douglas Rushkoff** Fascinating. Do you see Facebook as part of the Internet, or do you experience it as encompassing the entirety of the web? I see dropping Facebook more like dropping a particular

them? If yes, then check this hot website now. I found mine a few mins ago. It is amazing...36

[https://www.facebook.com/pages/tlydr/293588690767033?sk=ap\\_p\\_208195102528120](https://www.facebook.com/pages/tlydr/293588690767033?sk=ap_p_208195102528120)

Thursday 14th of February, 2013

 New link shared



Publishers Weekly and Together hosting party for Present Shock at SXSW. It costs \$26, but you get a pre-pub copy of the book, too.

<http://www.together.com/event/247/rushkoff-in-austin.html>

[www.together.com](http://www.together.com)

<http://www.together.com/event/247/rushkoff-in-austin.html>

Let's bring Douglas Rushkoff to Austin. Your support makes it happen, so check out the event page to help bring Douglas to our town!

**David Biggavel** I saw this product on the Dr. Oz show a few days ago and was amazed at the results. Today is my 8th day being on the program and I am 11lbs down!!:) I just want others to know when something works. Good luck to you all! 92

**Deji Daniel** I saw this product on the Dr. Oz show a few days ago and was amazed at the results. Today is my 8th day being on the program and I am 11lbs down!!:) I just want others to know when something works. Good luck to you all! 53

 Nick Brands

*greetz from holland!! Youre expain thinx on a good way! When your comming to holland to talk about your think??*

Nick Brands

Monday 18th of February, 2013

Nutio Identicado

*Hi Douglas, greatly appreciate your vision and work. You were broadcasted in a Dutch documentary called tegenlicht (episode "gaten in de markt" which means "holes in the market"). I thank you for your contribution towards a world that needs new vision and change.*

Thursday 21st of February, 2013



[https://www.facebook.com/pages/qwfnrmvmn/372055136234741?sk=app\\_208195102528120](https://www.facebook.com/pages/qwfnrmvmn/372055136234741?sk=app_208195102528120)

[https://www.facebook.com/pages/aprtc/161228744029431?sk=app\\_208195102528120](https://www.facebook.com/pages/aprtc/161228744029431?sk=app_208195102528120)

## Timeline Photos - Sunday 24th of February, 2013



Yes, I'm leaving Facebook myself - largely because the values and practices of the company running this website are just too inconsistent with those I've been espousing in my books, particularly *Present Shock*. Companies can misrepresent you based on your "likes", showing you in ads for things you may not even know about.

It feels inappropriate for me to be soliciting likes - and your vulnerability - particularly when I'm so busy arguing for people to maintain agency and authority over their digital selves. So I'm no longer going to use Facebook.

I have some readers who very much want to maintain a page for a Rushkoff community, and I am not going to stop them (any more than I'd stop a group creating an anti-Rushkoff community) - but please, proceed on Facebook at your own risk, and with knowledge that you are not in command of how your name and likeness are used here (much less the information collected about you).

I really do appreciate your willingness to find out about what I'm doing, and encourage you to visit my website or subscribe to my rss feed.

**Landa LaMotta Knaack** stay in touch with occasional emails, my friend!

**Nicolás Samaniego Krauß** Is it wrong if I like this post? :-)

**Richard Pachter Watkin** it like you talk it - cheers, Douglas!

**Annie Avery** thanks for the heads-up!! just subscribed to the RSS feed for your site

the RSS feed. Interesting notion though of then using your web site as a communication salon, providing you allow comments on it. So a web of similar web sites, acting as a portal? Or a regional/local portal similar to FB without all the BS? Hmmm.

**Robert Lawson** It's been interesting to see the reaction that folks like Rushkoff and Jaron

**Frank Koughan** You can't just leave me here!  
**Evaline Meenderink** I'll look up your website, no problem. Keep up the good work!  
**Avraham Weiss** thanks, see you later  
**Scott A. Riddle** good luck!

**David Curtis** Good luck. Unlike you I don't think anyone really cares about using my image, name or likeness! Hahaha. :-)

**Tabique Malévalo** I was surprised to see you had a fb in the first place. Soon I'll do the same as you. I like your shirt btw.

**Ashlee Lator** :-)

**David Blair** Understandable, but sometimes you need to stay in the "belly of the beast."

**Jonathan H. Kopp** Will you continue to use other social channels? If so, which ones?

**Anke Humpert** totally understandable! I am following you blog now...:-)

**Tim Zhukov-Khovanskly** Doug. Did they give you award for being awesome yet?

**Idit Harel Caperton** Wrong move Douglas. We need to hear your voice and reason. And organize for change. This tool is good. Instead, you should stay here with us the people and be the vocal brilliant activist that you are, the opinion leader we love and admire and LIKE.

**Matthew H. Owens** I'm sorry but that's the state of the world; the state of our culture. Depersonalization is the norm. In some ways, and it depends very much on how you chose to interact with it, or not. Picking up your ball and going home cause you don't like things the way they are? That surely won't make any difference...

**Romain Bekhaï** Well it is the right thing to do in order to stay true to yourself. I really contemplate doing the same. I've been tryin to keep as much of my life away from facebook as possible but it's a foolish undertaking and I realize I'm feeding a beast that really embodies some of what I find to be the worst aspects of modern society.

**Sophia Mahmoud** Thank you for everything! Hope to be able to continue with you online... Rushkoff.com?

**Anne De Croix** See you along the way so! :-)

**Brian Clark** See you around town, Douglas!

**Mary Anyzeski** Facebook as we know can be used for many different things.. What a great way to find old friends, and just have fun communicating in a completely benign way. I myself, never get political on any level. Never "like" anything that isn't totally harmless. Why, because its no ones business how I feel. individuals make the choice in how they us this medium! For me, it's just for fun. period!!!

**Alwina Bruzzi** Doug, I understand, I feel very ambivalent about facebook practically all the time, the depersonalization effect is downright anti social, at the same time facebook can be a great tool. I think you should stay too and keep reminding us of what is really going on from the inside out.

**Karol Martesko-Fenster** dr...post up webpage and direct link for the rss :-)

**Romain Bekhaï** That decision must be the result of a very long reflexion. It's such a morally complicated topic...

**Fee Plumley** I hear ya. not sure I'm going to be around here much longer but it still (just about) assists what I do in a way I can bear with. but it gets less bearable all the time. hugs til next time x

**Alwina Bruzzi** Well, I am still going to look you up in the bookstore and on the web. :-)

Lanier to the way that the Internet has developed; very different than what they imagined in the early days. I find the history of computer technology and its effect on culture fascinating because so many of these people involved are still around!

**Anand Nair** Uhh

**Michael Purnell** Those of us who remain (for a little bit longer, in my case) can direct folks your way.

**Damien DeBarra** Douglas - are you keeping a presence on G+?

**Christiano LoPriore** can i still day dream about while I use facebook

**Gareth Stephens** Chill out dude, no one cares what you "like" or post, say what you want and be free, don't hide in the shadows.

**Carola M. Dolci** this page was among my latest discoveries, yet one with the most consistent content, and wittiest replies ever so far. I think I am going to miss all this. thanks for the presence, as well as for your warning message. Re the privacy settings, I am pretty unsure this can really protect any user, even advanced ones, from the innate commercial side options of FB

**Douglas Rushkoff** Yeah, G+ seems less likely to use your picture to advertise stuff. More important, I don't think if someone "friends" me there it means being put in ads for random things I may have looked at. Really, I'm not saying y'all can't use facebook. I'm just saying it's inappropriate for me to use it as a public figure or author, quite directly inviting people to expose themselves through their likes. And to Idit's point, I'm not leaving "the people," and anyone is still totally free to post stuff I've written on other websites to the FB website for people to see it.

**Douglas Rushkoff** I'll be posting more about this on CNN.com tomorrow. No chance of hiding in the shadows for me! I know no one cares what I like or don't like. But do they care if their picture is shown endorsing something I like? Even if they don't? It's more about what happens to those I'm implicitly inviting to Like me here. The fact that most FB users still don't even understand this liability is reason enough not to publicly endorse the company through participation as an author.

**Junio Rezende** I think the biggest downside is to lose the chance to reach a broader audience. But in the end of the day the passive kind of information consumption that fb promotes can't really foment true commitment to the principles that you so faithfully espouses through your work. I think the people who can really make something out of your insights are those who will get to you and your message anyway, those who don't need a fb shared post to get to you. Even us, who will stay here, how much can we do by sharing your ideas? I'm very skeptical about the power of simple message delivery through text, specially in our age of massive passive information consumption.

**Mathew Amonson** Any iPhone rss reader you recommend?

**Douglas Rushkoff** Yeah, I should do one big final sponsored post farewell, but it feels weird to leave FB while doing one of the worst things you can do here. Turns out sponsored posts do all sorts of things one wouldn't want to be doing if they were playing nice.

**Chris Tsakis** I've been debating leaving Facebook too. I know I'm "supposed" to be on it be-



**Christopher Sanger Hanley** You can just use it as a contact point and like nothing -- you can limit data to very little -- the contact network branching structure is still useful. I agree Facebook has some kind of Homeland Security approach as if Facebook "friends" were defined Terrorists. Google servers and Google Now type custom designed apps are used by the 16 intelligence agencies including DIA, NSA, FBI etc for their proprietary Wiki, Intellipedia -- and you can't drop out of Google -- and you know google shares public data!

**Steven Marshank** Move it over to newhive.com Zach Verdin and those young folks have designed a far more creative platform without the privacy invasion.

**Bart Nagel** I'm waiting for Facebook to misrepresent a version of me that I can assimilate.

**Adam Stanhope** I'm looking forward to more from you along the road ahead.

**Douglas Rushkoff** I'll post a link. Apparently if I put a link in the post, it goes to a smaller number of people, because Facebook doesn't want people clicking on links external to the Facebook website. My own website is <http://rushkoff.com> I'll put an RSS button up on there.

**Douglas Rushkoff** RSS is <http://feeds.feedburner.com/douglasrushkoff>

**Douglas Rushkoff** Remember, FB is just one website. Choosing not to have a place on FB for people to "like" my work and subject them to whatever FB chooses to do through their connection to me is not abandoning the net, networked communication, or even communication through FB. In fact, if I think there's really something going on here that requires my comment, I can create a private account and still comment to other people's pages.

**Phil Healy** Godspeed

**Alwina Bruzzi** I was hoping you would say that.

**Jack O'Brien** His book 'Program of Be Programmed' gave me the motivation and inspiration I needed to begin programming at 28. Nothing but respect for his decision and moreover, following through. I too struggle with the way this company is designed. I mean, Where's the human on the other end? And if there is one, at least make the data transparent. Hmmm?

**Mikhail Misha Nikitin** Facebook gives you access to millions of fans, instead of ignoring it, why not learn to use it in a manner that limits the sharing/tracking capacity - they have 1000s of settings on the privacy page that can be fine tuned

**Nicholas Galvante VII** Thank you. I will bookmark your Official Website! You must update Coercion and Merchants of Cool for this age.

**Rocco Moffa** so today is the day I finally learn what RSS is all about... :-)

**Sven Svenkill** I'll miss you here, Mr Rushkoff, but I agree with you and imagine I shan't be far behind you. Oh, and I'm very much looking forward to getting my grubby mitts on your book and feeding my hungry thunk muscle: always a tasty and fulfilling meal. x

**Ron Farren** Thank You

**Fox Larsen** I'll miss you. Hopefully I can get on some kind of mailing list to keep up with your new books.

**R Leckey Harrison** I'd like your page, but what's the point? However, I'll look up

cause of what I do for a living (radio) but lord is it a time-suck. And using my name to sell stuff I've never even heard of...

**Kevin Kaelin** more than once my words were flagged and to some extent deep, it just became erased, I tried to write a book under the largest self-publisher and they went bankrupt, I have no illusions as to the danger of proper society, something tells me they record my words anyways whether I am allowed to show then or not... the question what is the foundationalist premise behind it.....

**Kevin Kaelin** same old same old?

**Chris Boucher** I have to admit it did seem very ironic that I would have Douglas Rushkoff as a "Facebook" friend.

**Laurence James Lucas** I do have conflicted feelings about using this fb medium, we do need social media but not this centralized controlled monster

**Laurence James Lucas** I should have corporatized controlled monster

**Fred Bushor** Neil Postman pretty much covered it all.

**Jean Baptiste Durand** How is it possible that Facebook doesn't organise a public debate about all the issues raised by such people with a well functioning brain leaving or ready to leave for ethical reasons? What sort of company is that?

Anybody would listen, think and answer!

Hey Facebook, wake up!

**Andrea Maric** I give you LIKE for leaving Facebook, funny. Good luck, Doug, see you at your web page. Greetings from Croatia

**Alwina Bruzzi** Something I still not quite get about what happens when I like a page. From my side I see pages friends of mine like and I am invited to like those pages as well. People endorsing the page of someone else's page, I have no idea how that looks like, I don't think I have ever seen it or maybe I just haven't noticed.

**Kevin Shi** Douglas, quitting after the fact a clear contradiction exists with your book seems rather shallow.

**Patricia New** Sharing

**Jeff Humphrey** loser

**Barney Dannelke** But not before pimping your CNN article and then leaving your page up. Worst kind of attention whoring there is.

**Wessel Van Rensburg** This article argues with reference to Dona Haroway that its not really possible to leave <http://thesocietypages.org/cyborgology/2012/05/10/social-media-you-can-log-off-but-you-cant-opt-out/>

**Graham Flashner** Just for that - I am cancelling my Friend Request.

**Xavier Medina** The problem is that if you follow that logic you should also stop using other web services such as Google, Amazon, YouTube, Yahoo and many others that get their income from advertising, and take advantage of their users preferences for that purpose. You just have to learn how to deal with that.

**Tom Corrigan** Warm smells of calitas. Rising up through the air.....

Monday 25th of February, 2013

Mike Smith

Douglas, just take pride in doing what is right. I like your action.

Monday 25th of February, 2013

New link shared



<http://www.cnn.com/2013/02/25/opinion/rushkoff-why-im-quitting-facebook/index.html>

Find me at:

<http://rushkoff.com>

<http://twitter.com/rushkoff>

<http://feeds.feedburner.com/douglasrushkoff>

Douglas Rushkoff at Google+

<http://linkedin.com/>

[www.cnn.com](http://www.cnn.com)

<http://www.cnn.com/2013/02/25/opinion/rushkoff-why-im-quitting-facebook/index.html>

Douglas Rushkoff says the social networking site used to be useful, but has lost his trust with a feature that misrepresents his "likes" without his consent

**Corey Anton** are you looking for joiners?

**Maarten van der Meer** Hello Douglas, What would from your point of view be a good alternative to FB that we could move to save-ly without getting into the same situation we have gotten ourselves into with FB? You know, I don't mind using Twitter, but do mind to extend to which people on Twitter are basically just chatting away, which makes it much harder to really follow the people you wish to follow. So, from my perspective Twitter is okay next to a service like FB, albeit, without the business tricks they pull. Hope your still responding to your final messages!

**David S. Bennahum** I love the irony of your cross posting this on your fb wall. We shall see whether this is really a broke back mountain moment culminating in a "I JUST CAN'T QUIT YOU!" Moment.

take advantage of their users preferences for that purpose. You just have to learn how to deal with that.

**Bbsr Sahoo** After i heard Rihanna lost 10 lbs very quick with this diet, I thought i have to try this one. So it really works guys! I managed to lose 8 lbs last week. I decided to post here because i wanted to help people who struggle with their weight. cyaa..98

[https://www.facebook.com/pages/nvpufacd/523604611018372?sk=app\\_208195102528120](https://www.facebook.com/pages/nvpufacd/523604611018372?sk=app_208195102528120)

**Turtle** Like you never saw it coming Douglas LOL. Clever all the same x

**Maria Ta** On round 1 of the this diet i lost 45lbs..then went on maintenance for 6 weeks and now i am on round 2 which i started a few days

Cover Photos



Profile Pictures



David Jones

Joined just when the going got good.

Monday 25th of February, 2013

Robert Joseph

You're not cancelling your FB account anytime soon. That much is obvious.



**David S. Bennahum** Oh. It appears Douglas will never read this. He. Is. Gone.  
**Jen MacIntyre** Hi Doug! Bye Doug! Hope you are well.

**Carol Nicastro** must not have been very useful to him. he lives in a very different world than i do when it comes to a circle of friends. 's ok. i'll still see him on c-span booknotes, and his books in the library.

**Lee Sachs** @DavidS.B - I wonder if Douglas even "cross-posted" it or if FB did it for him?? i was never a huge fan of FB, but its reach can be considerable. Bottom line to quote: "it comes with a price." Good article Doug!

**Robert K. Blechman** Sorry Doug, you can't leave Facebook, or Google or any of the social media, unless you formally "Opt Out.". <http://www.theonion.com/video/google-opt-out-feature-lets-users-protect-privacy,14358/>  
**Colin Fitzgerald** yeah right!

**Kristin Parker** @maarten - Try Diaspora

**Xavier Medina** The problem is that if you follow that logic you should also stop using other web services such as Google, Amazon, YouTube, Yahoo and many others that get their income from advertising, and

ago and so far i have lost 15 lbs and still going strong. So finally found something working. I hope this testimonial will help to some people. bye. 94

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**Albi Koco** This product is phenomenal, I travel a lot and it is really hard to keep a regimen. This product is good science.. you will lose weight. I have lost 20 lbs in 19 days. Could not be more happier. thankss a lot.22

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**Conrad Veldt** As much as I admire Mr. Rushkoff, I can't help but suspect that this mildly controversial move might be a ploy to promote his forthcoming book, Present Shock, \$26 US (discount available through your favorite online retailer).



