TEN COMMANDS FOR A DIGITAL AGE

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

My Social Book
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(...)
Friday 18th of May, 2012

Kris Darlington What edge?

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/T/ 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 viable to me. But not guaranteed.

Jody Radtik Great cover design!
Esa Jattner Love the graphic design. Beautiful.
Rudy De Waete I like the! great read love! 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 Enrich I find it very stupid
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 Dobbin Congratulations Doug!!
Mindy Garancio congrats Dr D
Ricky Watson Congratulations, Dr. Rushkoff!!!
Eric Philips Congratulatios, Dr. Rushkoff. Been following
your work since "Media Virus".
JP Douris Congratulations. Say hi to Jules in Holland.
Alexei Altesgaard happy independence from
grad school days. 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 Shurtliff Congratulations! That's great!

Nadim Baughani super congrats Douglas!
Brian Clark Finally Dr. Rushkoff!!
Landis Cafarella Kneare M & Congrats, Drori! Fuzzy, you were on my mind yesterday.
just try to talk sense.
Peter Bibin Congratulations, Dr1
Barbara von Eracht Congrats, professors! Laura Radel Cruz Congratulations! Well done.
Ah Ulen Many congratulations on this fine day, Mr Doc.
Allan Jemerson Tiptop!!
Feliz Casto Congratulations!
Alex Burns Congratulations – your work has impressed many!
Phoenix Perry Good job Doug
Douglas Rushkoff By analyzing corporatism through the lens of media ecologies, Douglas Rushkoff shows how an invented set of rules became – like any totalising media environ-
ment – indistinguishable from nature. He con-
cludes 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 consistent with the closed,
top-down media of the print and broadcast eras, as Rushkoff argues, interactive technol-
ogy does offer new avenues for resistance and
rebellion. 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 cre-
atction, and even new alternative currencies.
This playability would be a positive develop-
ment for the way it would allow for human in-
terventions in a mechanism that has dispro-
portional influence over our society.
This research project is part of the GATE research programme http://gate.gamer-
search.nl/.

Ramona Pringle Yayyy! Wonderful! Congratula-
tions.
Ranatchai Nebsiet congrats Dr. Rushkoff! new
de game research – oh, well, you already do that
Scott Lunde congrats! you are way smarter than I
Ken Applebaum Congratulations, Dr. Rushkoff.
J Aaron Hapeshi Amazing. Congrats. You
should have worn a powered wig.
Paul Turcott Yay!!
Jen Machtrey Congratulations Doug!
Rui Guerra Can I come and congratulate u in
Utrecht?
Susan Marcus-Mendoza Congratulations! A
great accomplishment! It looks like an amaz-
ing 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
Bernis Lanhoff So... you are now Dr. D. B? We
could call you Doctor Doctor for short.
Wanda Wendy Congrats Congratulations Dou-
glas. 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 internet? Congratulations D20G1!
Orel Biare 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 Maaaad, doc!
Susan Stasun Greenberg congratulations well
done and well deserved
Jeff Dacha Wow!!
Mark Jeffrey huge fan of you sir – rock the f

Doug. Has a nice r in g to it.

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

Meeh Chieh Nishee

Seattle.

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Meeh Chieh Nishee

Seattle.
Thursday 5th of July, 2012

Jason Caglialosi
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:

A new pan by Internet Service Providers and media giants hopes to combat the illegal downloading and sharing of movies and music by monitoring www.cnn.com

A new pan by
Douglas Rushkoff
http://www.ouvaugh.com/news

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 the 1580s. They wrap around the whole room and are very imposing. The guy sitting at the table with the white moustache is my main supervisor. All waiting for the lobster special.

Daniel Schweiger
And a minute later, they all shout "hora est!" when they have to stop asking questions, go through a secret door in the wall, and decide. Al Gresansz

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

Greg E Beckott
What exactly are you holding?
Cecilia Sofia Pego
Congratulations!
Doug Powers
How do you get your portrait on the wall?
Gen Gondal Engh
Nice!
Eve Bent Linn to you too!
Doug, much congrats, ESP. For a great artist supply! 
Peter K Felines
Congratulations, Dougies.

Martin Pulver
Congratulations.
Mike Pugh
Very distinguished.
Mindy Sparango
Looks like u r holding a target.

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.

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Jerec Kouzstez
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
Doug, so proud of you!

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Thursday 19th of July, 2012

Yahoo Wins the Web! My new CNN piece:
http://www.cnn.com/2012/07/19/opinion/rushkoff-yahoo-google/index.html?printpgrp_1

Douglas Rushkoff says by hitting Google's web visionary, Yahoo is poised to become the dominant web player once again.

Scott Lahtie woot
Emily Conrad Thanks for writing about this—I've been surprised this move has received such little attention.
Elise Wilingham 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 worthwhile... 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.

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 5-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.

Jabba Marjolein
Hello, I reed in a dutch vpromagazine that you have 10 facebook tips?

Friday 26th of August, 2012

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/2012/07/i_wont_hire_peo ple_who_use_poor.html
Rubin Lanchi Dear Rushkoff, it is not just Grammar. Today, capitalists do not need workers like was needed after Iwes. 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 "Our Children Learning Enough Grammar to Get Hired"? I would say "Are Our Children Learning Enough Grammar to Get Hired"!
Michael P. Dusk in our children? Is it not "Are our children...?"

Lauren Lota Knaack Really, Doug. I can't believe you're disrespectful the posts today... besides, all I'm doing is reminding us to write just the way you talkin' so as we down with that.

Candace Rotten The article you mentioned above is about a software engineer, I find 'eloquence' to be a pretentious thing that is often synonymous with 'narrative'. In programming it's a lot more likely to simplicity, but when I think about eloquent literature it's often pretty verbose and extravagant in randomness. Poetry can be elegant for sure but I wouldn't say poetry is very clear at all times; much like art.

Linda La Motte Knaack Have you seen tidyrary? Lost anyone comment on my above remark, I agree with your assessment while heart-treating, Doug. And, as a polyglot, grammar is essential to the communiation of every language...
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

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 Lescott 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 Fowles 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 Columba blowing your nose with a soft disposable cloth was patented and trademarked by Kleenex in 1920.

Bob Bilstein 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 open-source, it will prevail eventually.

Peter Kennard Yes, I work in the tech/design business I have seen and used 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 come 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 (tm) Skrillex (tm) Ganesh (tm) Thor (tm) Aah (tm) Marilyn (tm) Rosary patent pending! Fuxia!

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 used 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 come from a family of Architects and none of my ancestors ever thought about patenting their designs - this is a new thing.

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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
2. Click on the gear icon next to the Like button
3. Select "add to the interest lists"
0(...)"

8 links posted
4 statuses posted
12 messages from friends
4 photos shared
"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."
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 Pich - Cyberpunk Facebook mass-mounts!

**STATUS**


Anthony Danes http://www.youtube.com/watch?v=0WcHg/KyoVWIMK&feature=pjclp

Douglas Rushkoff Looks like April 23,5,6 if I find a corporate sponsor. Rita & 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-electio
n/index.html?hp=hp_11

Douglas Rushkoff says the ideologic divide in U.S. is huge: 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 Cask 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-nate our attitudes and outlooks. With a time-binding consciousness, our criteria of values, and so behavior, are based on the study of human potentialities, not on statistical averages... A functional analysis, free from the old mythological and esoteric assumptions, showed that humans, with the most highly developed nervous system, are uniquely char-acterized by the capacity of an individual or a generation to begin where the former left off... On this inherent 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 oh, im 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 Hazelnut coffee.

Secret long interview about my upcoming book Present Shock http://www.amazon.com/Pres-

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 Lu$h, Inc. and Program or Be Pro-grammed, while his documentaries include Frontlines "The Merchants of Cost" and "Digital Nation."

Jeff Navit nice one, listened last night...
November 13th, 2012

**Present Shock:**
When Everything Happens Now


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 accurately, the moment in front of them (actually more specifically on the moment that most recently occurred), many will feel the increasing pressure of advances as well as the impact on culture and human relations in a world that’s always “on.” By highlighting five areas (the rise of digital technology, the commodification of what is ephemeral and transitory, the rise of virtuality, the commodification of what is ephemeral and transitory, the rise of virtuality, and the commodification of what is ephemeral and transitory), the book attempts to make sense of the present moment, let it be Present Shock by Douglas Rushkoff. What a nice, in-depth analysis of my ideas what a nice, in-depth analysis of my ideas what a nice, in-depth analysis of my ideas what a nice, in-depth analysis of my ideas what a nice, in-depth analysis of my ideas.

My first “starred review” at Publishers Weekly!

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. It describes the cultural problems of our disconnection from traditional concepts of time and attempts to bridge the gap with concrete steps we can take to recover some sense of control and purpose.

Mark Stahman R.I.P. to the FUTURISTS…!!!

Jeff Newell this guy got it!!!

Alex Burns Congrats, Doug, on your new book!!

Pancho Chekiri Powerful Douglas Rushkoff!!!

**Wednesday 26th of December, 2012**

**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...


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Alex Burns Congrats, Doug, on your new book!!

Pancho Chekiri Powerful Douglas Rushkoff!!!
Eveline Moennderink

Saw an interview on Dutch television (Tegenlicht, by VPRO). Tears in my eyes when you tell us 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. 😊

Wednesday 23rd of January, 2013

Peter Rasenberg

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

Wednesday 23rd of January, 2013

Forbes's Anthony Kasner loved my upcoming book Present Shock. I'm going to pay for you to get his review (also, so I can understand what's going on, as the telephone. As a person using it to connect with old friends. When I use it as an author, I feel more like I'm required to set an example of appropriate use. Marc Canter and where will you go? Oh Piped Piper of Contacts and Context!!

How do you do in a world that no longer uses the telephone. Always learn a ton from your books.

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


Jesse Kanner Th is has turned into a fascinating discussion... It's an important conversation to have, especially for those who are interested in understanding the impact of technology on society. As you pointed out, the rise of social media has created a new language, a new way of communication, and a new form of identity. It's important to acknowledge that Facebook is not just a tool for communication, but also a way for people to express themselves and share their ideas. By Coercion (which is the example).

I'm fascinated by the idea of using Facebook as a platform for political and social discourse. It's a powerful tool that can be used to raise awareness and mobilize change. But it's also important to recognize the limitations of this platform, and to consider the implications of using it as a medium for communication. As you've pointed out, there are risks associated with using Facebook as a tool for political action, and it's important to consider these risks when using the platform. Overall, I think it's important to approach the use of Facebook as a tool for political action with caution and thoughtfulness. It's a powerful tool that can be used to create positive change, but it's also important to be mindful of the potential risks and limitations associated with its use. I'm interested to see how this conversation continues and to see how the use of Facebook as a tool for political action evolves in the future. This is an important and timely conversation, and I'm grateful for the opportunity to participate in it.
Christopher Neill | Looking forward to reading...

The Internet is a funny place. We've got this guy Matthew Mirandoguy who's so thrilled that he won't see any more of your sponsored links. Can't just click "Like" one more time and have it revert to "Unlike"?

Shady Backlash | I'm "very eager" to leave FB and migrate to a new social networking platform. Tribe was my favorite until they imploded by trying to make the whole shell and everyone fiddle for it. If I haven't found a social network that comes close to bringing me the enjoyment or amusement of tribe at all, is there one you're migrating to?

Ken Apanform | I've been feeling those sorts of play/ive considerations, to say nothing of others' reactions to them. & the whole-demes...effect thereof, may be part of the problem with Facebook. It's withdrawing himself from the world of social networking, or perhaps merely Facebook. To my, a distortion of Dr. Rushkoff's thoughts have been and always shall be apparent to me.

Jean Macaulay | A spread from my "amalgam.
http://www.togather.com/photos/subkuly/ma
calay/247541865/photostream/photos/ghtone/4 - Timeless"

Michael C. Reddiger | I still enjoy interrogating how many people consider sites like Facebook an actual place, complaining about the decor, maligning the behavior of other patterns, etc. I confess that if it was all free, and used it as a great big ungrounded communication tool, our frustrations and other psychological stresses would be lessened.

Mark Jeffrey | I've read every single article you've written on-- all brilliant and engaging. Look forward to this one. ...

Robert Cohen | Damn-- what a good title. Good on ya bro-

*Erika Page-Duerr* | Sounds great!

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

Nilo 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 Backlash | Michael C. Reddiger-- I think you make an interesting semantic web URL is not a "place," it's a "construction," which with as many sites as humans on the plane-
e, standing is everywhere for a site, and it's branding this leaks into a neurologi-
cal trance, painting our browsers towards another 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 supported 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-

reader aggregators seem to lose. The infor-
mation can all be culled and read, but the no-
tion 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 beauty of the comments section of any corner of the internet is probably nothing new to anyone who started on usenet and contin-
ued along the trajectory of the tools, but I do enjoy the "level playing field" of a friend ag-
grgregator system that connects me to many of my favorite thinkers, including Douglas Rushkoff.

Richard Reiss | 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 some other desire?

Beauregard Bahnam | Someone who says they're going to stop using Facebook in this day and age has some explaining to do. Do you go to the Internet to escape their own Facebook, or instead are they going to throw away their telephone.

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

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**Thursday 14th of February, 2013**

**New Link shared**

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


**Your support makes this possible.**

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!

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**New Link shared**

Beauregard Bahnam | With all that said, I per-
haps 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 "impu-
" or because of a perceived addiction to Facebook. I recognize people are trying to leave Facebook as they please, if I ever 
encounter these types of topics I simply adjust my document accordingly without further vexation. However, when speaking with Douglas Rushkoff or his followers, there may be oth-
er reasons for leaving Facebook. Perhaps he is trying to or disconnect from Facebook's under-
gling corporate goals or other privacy con-

---

**Brand Nick**

**greet from holland!! You expain thixon on a good way!! When your comming to hollond to talk about your think??**

**Brand Nick**

Monday 18th of February, 2013

**Nutilo Identado**

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

**Thursday 14th 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 identity and authority over the digital selves. So 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).

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 not 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.

Lanier to the way that the Internet has developed, very different than what they were 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 active.

Anand Naipaul

Michael Purnell

These of us who remain (a little bit longer, in my case) can direct folks your way.

Damon Delbarre

Douglas — are you keeping a presence on G+?

Christian Laffows can I still dream day after while use Facebook.

Gareth Stephen

Chill out dude, no one cares what you ‘like’ or post, way what you want and free.. don’t hide in the shadows.

Carola M. Doel

This page was among my latest discoveries, yet one with the most consistent content, and will reveal ever so far. I think I am going to miss all this, thanks for the presence, as well as your warning message.

I really think this can really protect any user, even advanced ones, from the intimate commercial side options of FB.

Douglas Rushkoff

Yeah, Dr seems less likely to use your picture to advertise stuff. Here’s what I mean:

I’m not saying I 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 tell his, I’m not leaving ‘the people’

And everyone is still totally free to post stuff I’ve written on other websites to the FB page for people to see.

Douglas Rushkoff

Will 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 they care if their picture is shown endorsing something I like. Even if they don’t?

I don’t mean this is a site for random things I may have looked at. Really, I’m not saying. I can’t use Facebook. I’m just saying its inappropriate for me to use it as a public figure or author, quite directly inviting people to expose themselves through their likes. And to tell this, I’m not leaving ‘the people’

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Christopher Senger Hanity You can just see it as a contact point and like nothing — you can dict data to very little — the contact network branching structure is still useful. I agree Facebook has some kind of Homestead Knowhow approach as if Facebook "handlers" were defined. Terrorists. Google servers and Google Now how custom designed apps are used by the 16 intelligence agencies including CIA, NSA, FBI etc for their proprietary Wipro, Intellpedia — and you can't... cut out of Google and you know google shares public data! Steven Marshani Move it over to newhinc.e.com Zach Bokhor and those young hills have designed a far more creative platform without the privacy invasion.

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

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

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It appears Douglas will never read this. He is gone. Jeun MacIntyre: Hi Doug! Bye Doug! Hope you are well.

Lee Sacks: It looks like Douglas even cross-posted it on FB. It’s hard to be considered. 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.”

Krystle Parker: This product is phenomenal. I travel a lot and it is really hard to keep a regimin. This product is good science... you will lose weight. I have lost 20 lbs in 19 days. Could not be more happier. thanks a lot.

Conrad Velth: 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).