

Synths & Social Capital

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Andrew Duff (University of Sussex / Brighton Modular Meet)

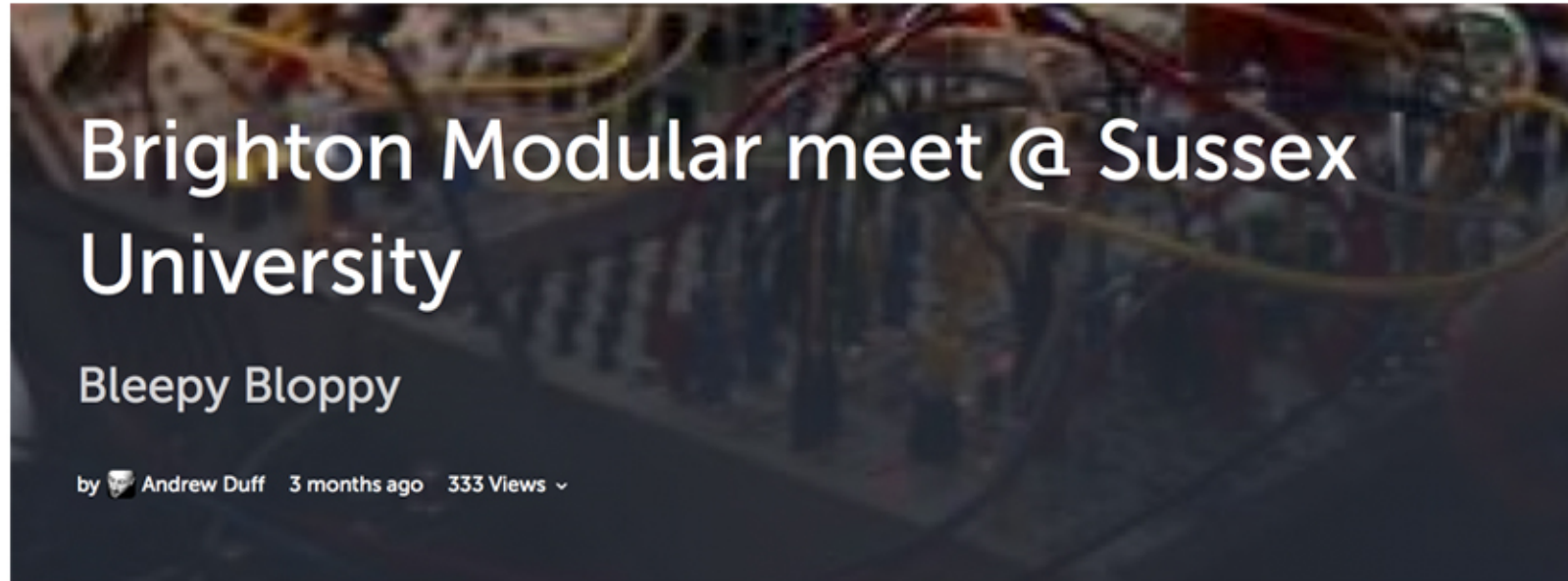
**dabbler...
professional amateur,
teacher of 'dabbler',
& hoarder of stuff.**

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teacher of 'dabbler',
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<http://www.tinyurl.com/brightonmodularmeet>



Content from Brighton Modular Meet June 28th 2014

DU_FF

what is...

**Synths &
Social Capital**

what is...

Synthetic?

A stylized graphic consisting of three overlapping, wavy horizontal bands. The top band is red, the middle band is brown, and the bottom band is green. These bands are layered over the word 'Synthetic?' in a large, bold, black font. The bands follow the general shape of the letters, creating a textured, layered effect.

what is...

Social Capital?

Capital =

£ \$ € etc.

**cultural
economic
instructional
human
public
natural
spiritual**



Capital

and if I was interested in this, I realised I should have studied Social Sciences instead of Fine Art and Graphic Design...

Social Capital

Sociologists,

Philosophers,

Anthropologists,

Theorists,

Political Scientists,

Economists...

Sarah Thornton



} the first sort of
'capital' i found.

[sub]

Cultural Capital

non-financial social assets

**DIRECT THY GAZE
UPON MY HABITUS**

**MY INVESTMENTS ARE
CURRENTLY ACCRUING
CAPITAL**

Pierre Bourdieu

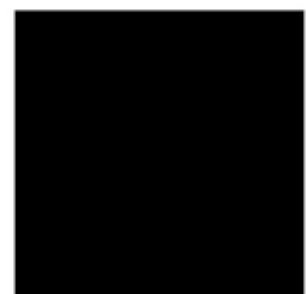
**Habitus - lifestyle values and taste.
Cultural Capital - social assets.**



**1970s & 80s
in the UK, the
Punk & DIY ethic
took off.**



&



**ideas on & around
consumersim
developed....**

consumer
just buying stuff } pre-1980s

prosumer

being well informed,
buying 'high-quality',
pro/am stuff.



1980+ Toffler

**(The Third Wave
Juan Atkins &
Detroit techno...)**

ALVIN
TOFFLER
THE
THIRD
WAVE

revised
techno
rebels

the renegades
of electronic funk

dan sicko

producer

**user-led
content creation
(think blogs, YouTube,
forums, Wikipedia etc.)**



**Axel Bruns
2007**



BLOGS, WIKIPEDIA,
SECOND LIFE, *and* BEYOND

From Production to Producersage

AXEL BRUNS

**making 'stuff' has
changed.**

David Gauntlett



Making is Connecting

The social meaning of creativity, from
DIY and knitting to YouTube and Web 2.0

Social Capital

Coined in the early 1900s by John Dewey.

Pierre Bourdieu, James Coleman and others clarified and popularised the term in the 1970s...

Robert Putnam/Bowling Alone & certain banking/government 'initiatives' brought it in to the public eye in the 1990s.

David Gauntlett writes of James Coleman's work in the late 1980s...

“He proposes a model in which social capital is one of the potential resources which an actor can use, alongside other resources such as their own skills and expertise (human capital), tools (physical capital), or money (economic capital).

Unusually, though, social capital is not necessarily ‘owned’ by the individual but instead arises as a resource that is available to them.”

(Gauntlett, 2011)

This

**social capital is not necessarily
'owned' by the individual but in-
stead arises as a resource that is
available to them.**

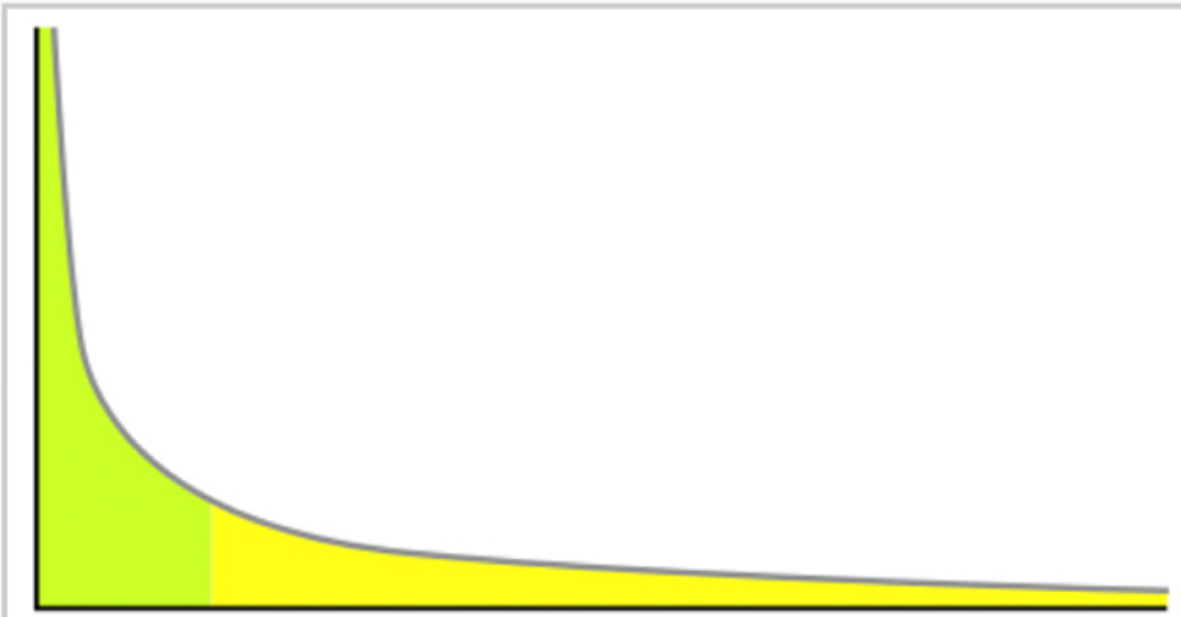
**social capital is not necessarily
'owned' by the individual but in-
stead arises as a resource that is
available to them.**

**In looking for a bit of theory to
hang my thoughts on...**

**(I managed to side-step Bourdieu &
and found other writers on Social Capital
who were interested in areas more
relevant to those I could identify with.)**

**and graduated from lurker-level
to active participant in a
'niche community'
that, I'd say, connects nicely with
Chris Anderson's idea of
The Long Tail.**





An example of a **power law** graph showing popularity ranking. To the right (yellow) is the long tail; to the left (green) are the few that dominate. In this example, the areas of both regions are equal.



High-street crap that everyone thinks they want.

//

Niche things - less popular stuff that you can't find in town.

The 'tail' can generate as much 'capital' as the 'head'.

<http://thelongtail.com/>

http://en.wikipedia.org/wiki/Long_tail

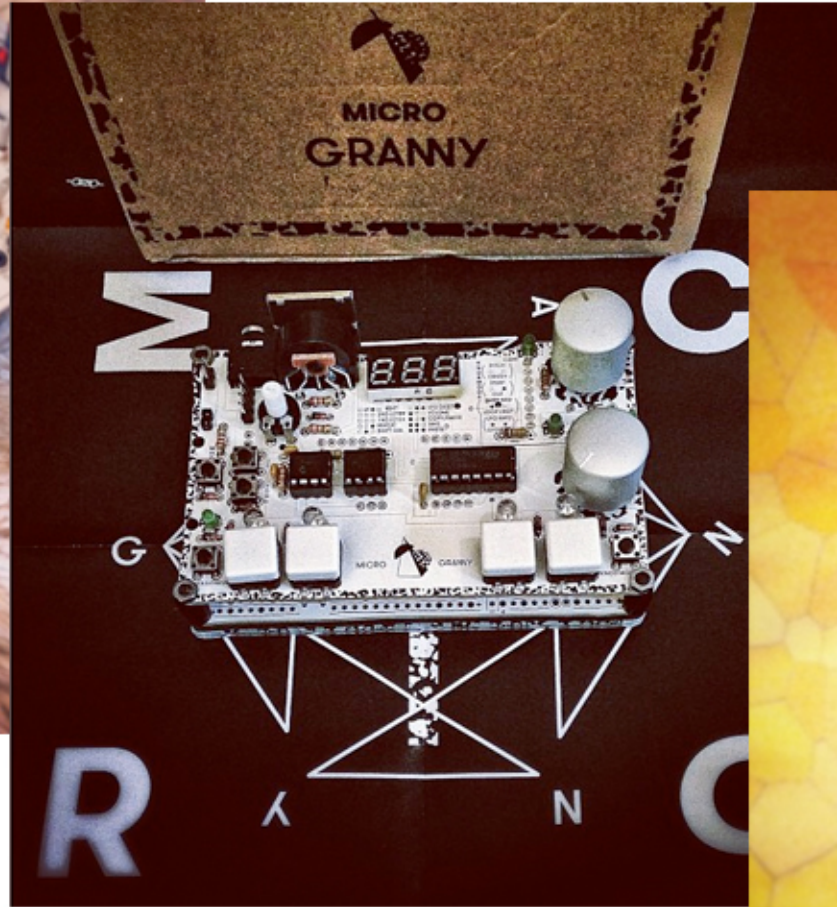
I capitalised on Muffs: (AKA Muffs makes me spend £££s)

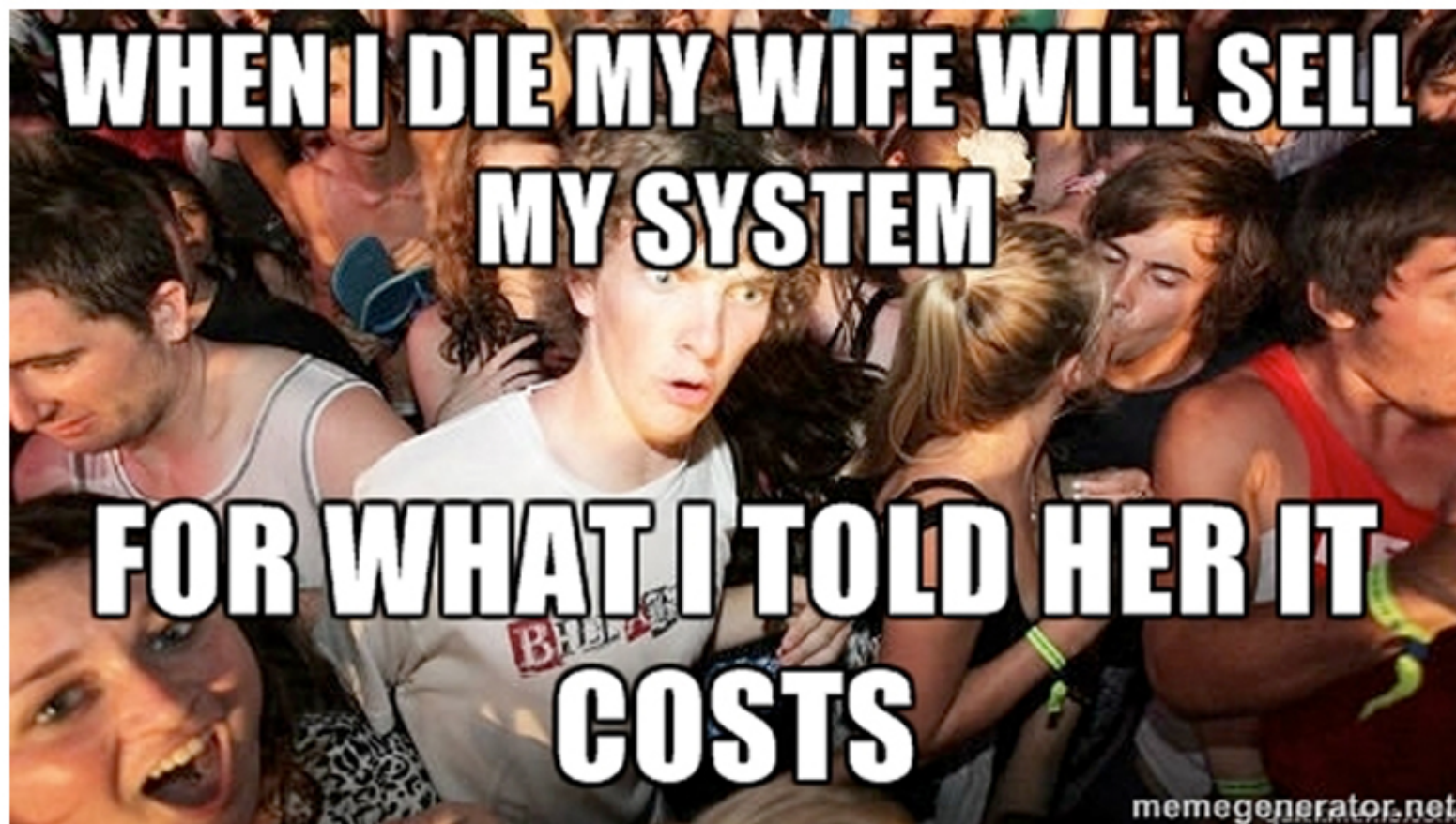
#1. Eurorack Klee

#2. Who's using INSTAGRAM?

#3. New Gieskes Video Synth

#4. This talk





RADBMX thread paranoia of wives stalking husbands on the forum under false names and seeing the true value of their vintage BMX collections

anyway...

types of 'capital'

available to users of a
modular synth forum
(I made up some names)...



number #a.

choice-capital

number #a.

choice-capital

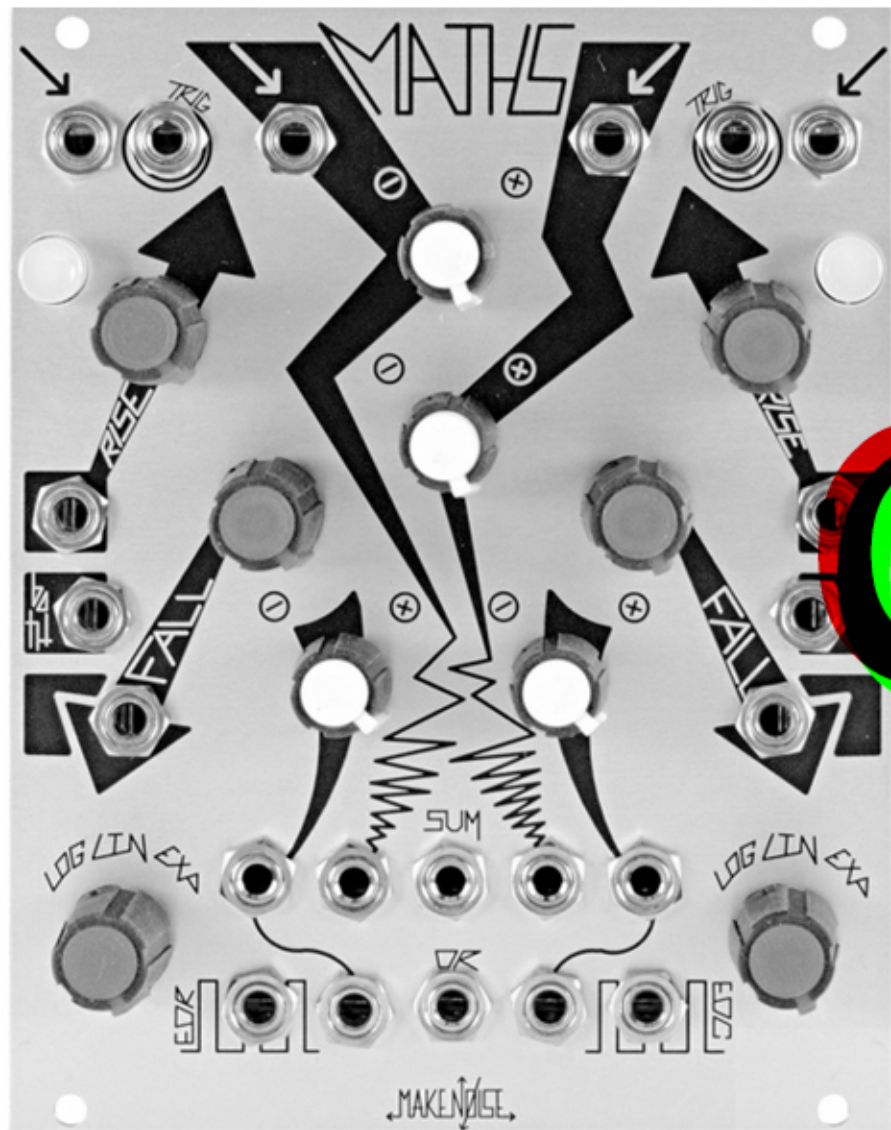
What should I buy?

What does this module do?

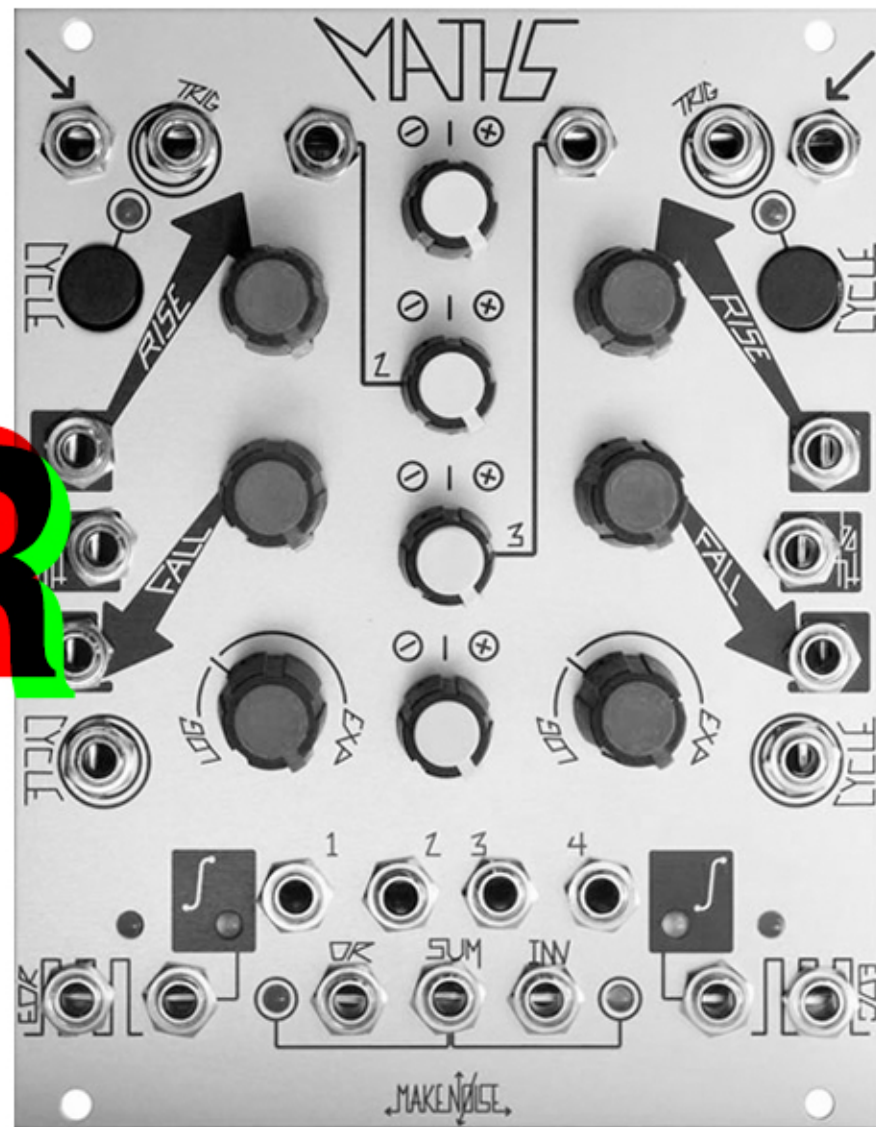
How can I make 'this' sound?

I need a bigger case/more power/more cables.

I want to sell X to buy Y.



OR



**ANOTHER NEW EURO MODULE. CLICK ON SOMETHING ELSE.
FOR GOD'S SAKE, DON'T LOOK.**

DON'T LOOK!

**what?/
what?#2/
how?/
moar!/
/**

number #a+.

support-capital

how-to



modular gear
other music gear
music software
other software

music
films



what's good?

personal 'stuff'

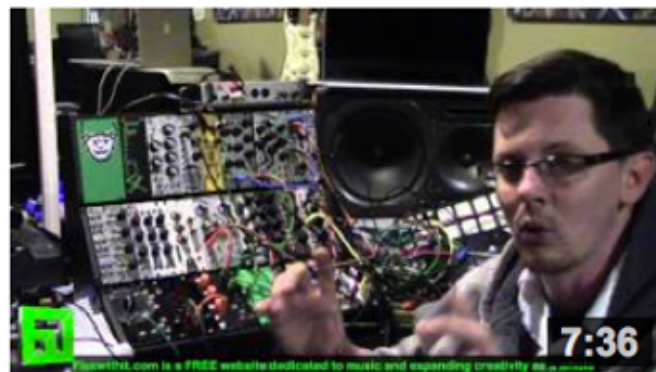
help me out!

**how?/
what?/
help!**

WANTED TO MAKE R2D2 SOUNDS



**CAN'T AFFORD TO BUY A 2600, NO
SOLDERINGS SKILLS FOR A TTSH**

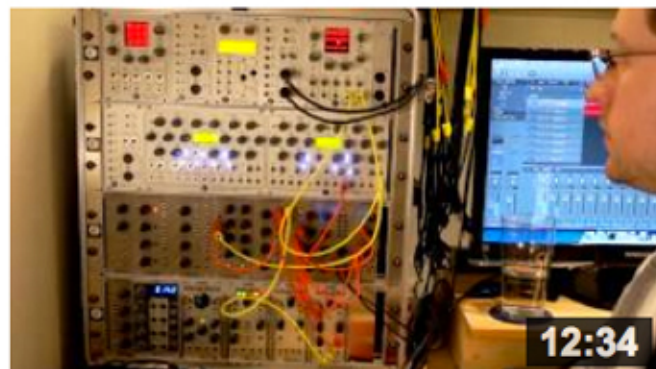


[Intro to Eurorack Modular Synths from Fluxwithit.com](#)

by Flux302 of Fluxwithit.com • 6 months ago • 4,423 views

For the Full Article <http://fluxwithit.com/intro-to-eurorack-modular/> This is just simply a primer to get people a little bit of info on what ...

HD



[Synth Demo 1 -](#)

by KilpatrickAudio

A basic overview of
Generator driving s

HD

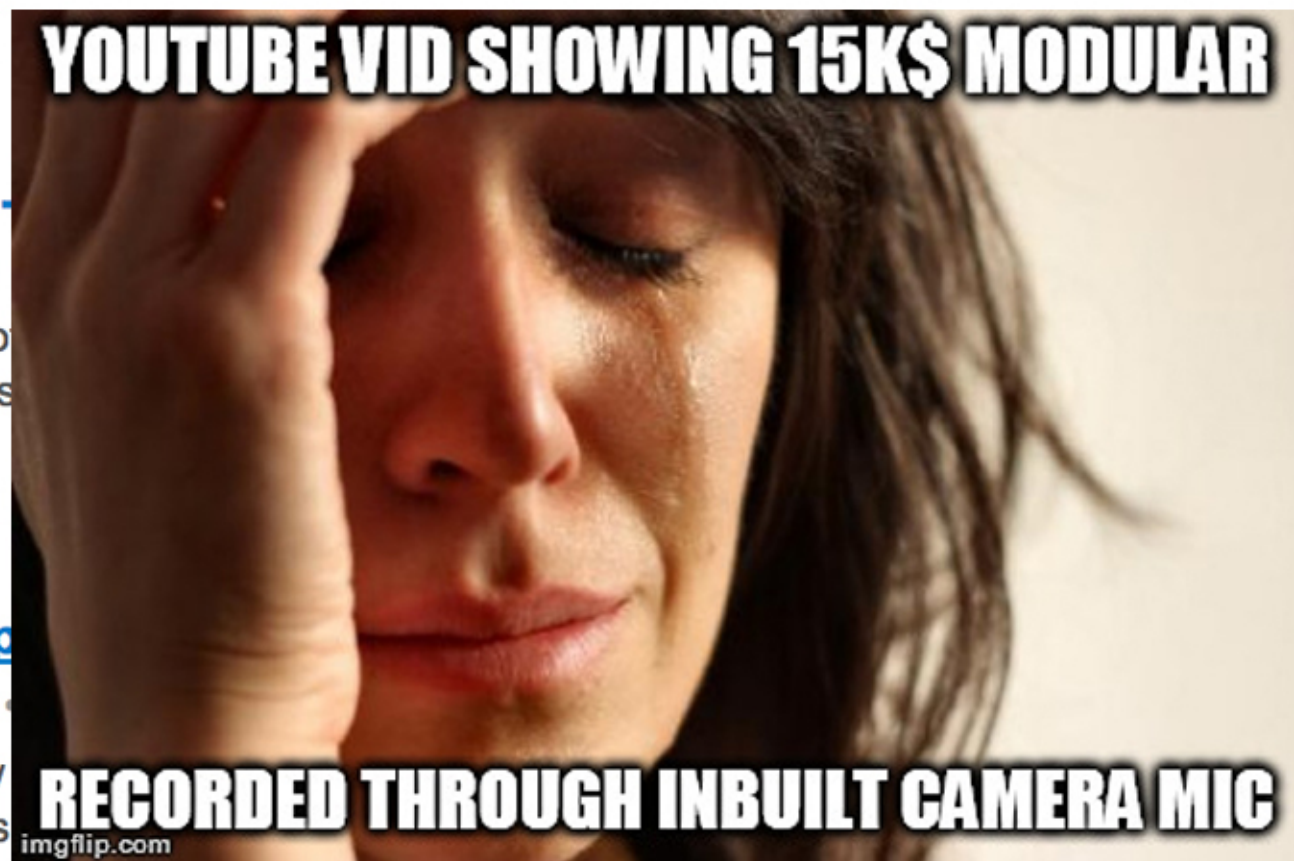


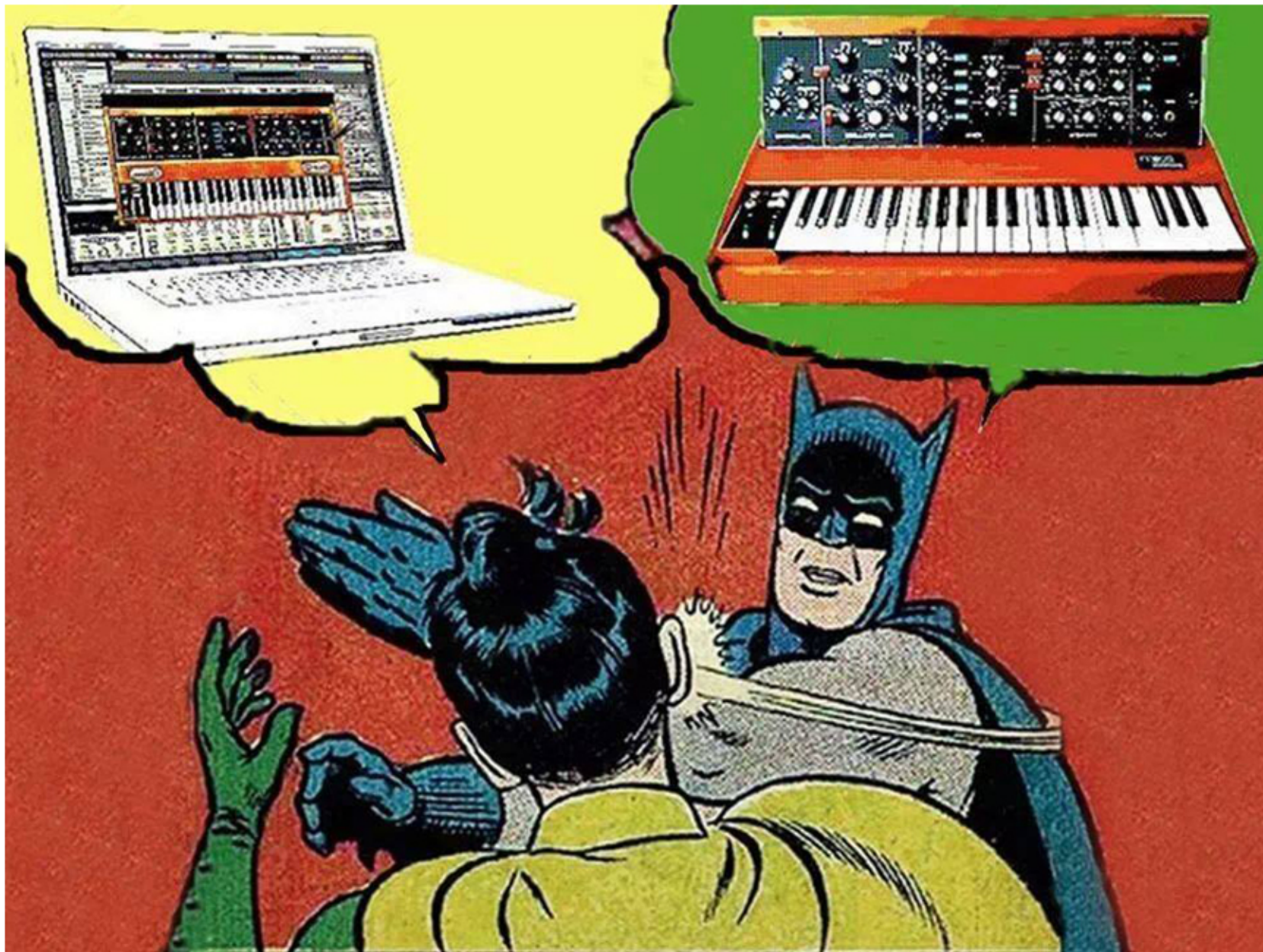
[Intellijel Metro](#)

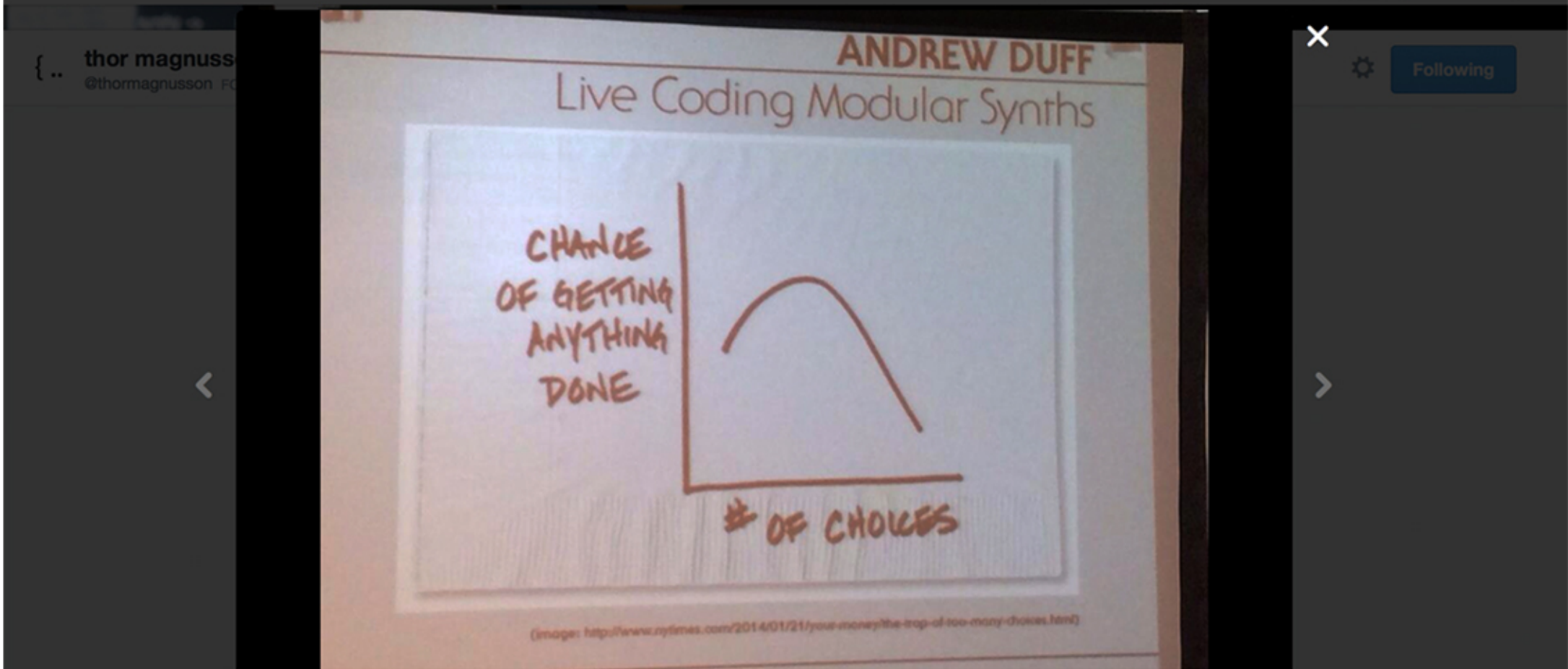
by mylarmelodies

Subscribe & follow
demo that features

HD







thor magnusson @thormagnusson · Jul 6
 Here @allthesixes666 presents a graph that should resonate with many computer musicians' experience #lcatb
 Reply Retweet Favourited

http://www.nytimes.com/2014/01/21/your-money/the-trap-of-too-many-choices.html?_r=0
 OR:
<http://tinyurl.com/n6r5qs7>



Carl Richards

**# of time spent on the forum
(looking at 'support' capital)**

http://www.nytimes.com/2014/01/21/your-money/the-trap-of-too-many-choices.html?_r=0

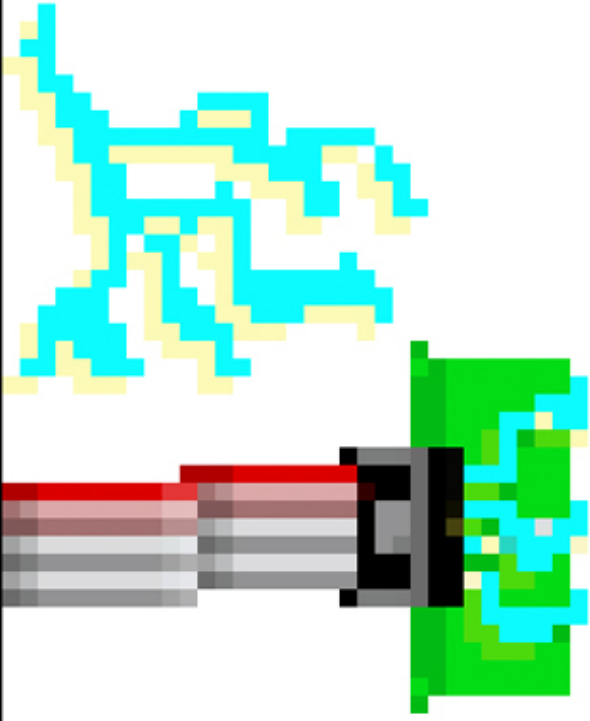
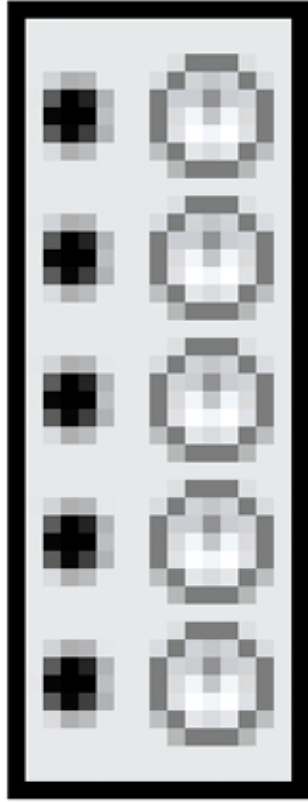
OR:

<http://tinyurl.com/n6r5qs7>

number $\#a^n$.

emergency-capital

(oh shit....!)



**I can't get the
magic smoke
back into my...**

[insert name of expensive module here]

MAGIC SMOKE?



EVERYONE LOVES MAGIC, RIGHT?

(x3, and counting)

number #@.

stuff-capital

(all together off-topic)

step over this fine line



**common-ground
interests**



**long tail
niche interests**

some
personal
favourites



Moving GIF Thread [NSFW]

"me and your dad have started playing bingo"

Continue to post stupid/funny net pictures here pls (NSFW)

We can't stop my Miley Cyrus Thread?

What Are You Reading?

Flootation Tanks

Bicycles! DMT

[good, because...]

Robert Putnam, writing in the late 90s, had concerns that the internets would diminish civic engagement even more.

But, 'we' appear to be part of several groups - 'an interwoven community of communities' - reducing the level of specialist isolation.

(Gauntlett p153)

within a community of communities
social capital
is built on trust & altruism.

trust & sharing

Through shared common ground, trust is established through the sharing of experience and advice.

Understanding the info & advice given is suitable/correct.

Social Capital...

**Good for Users/Consumers (Producers):
to get info they want/need with added support.**

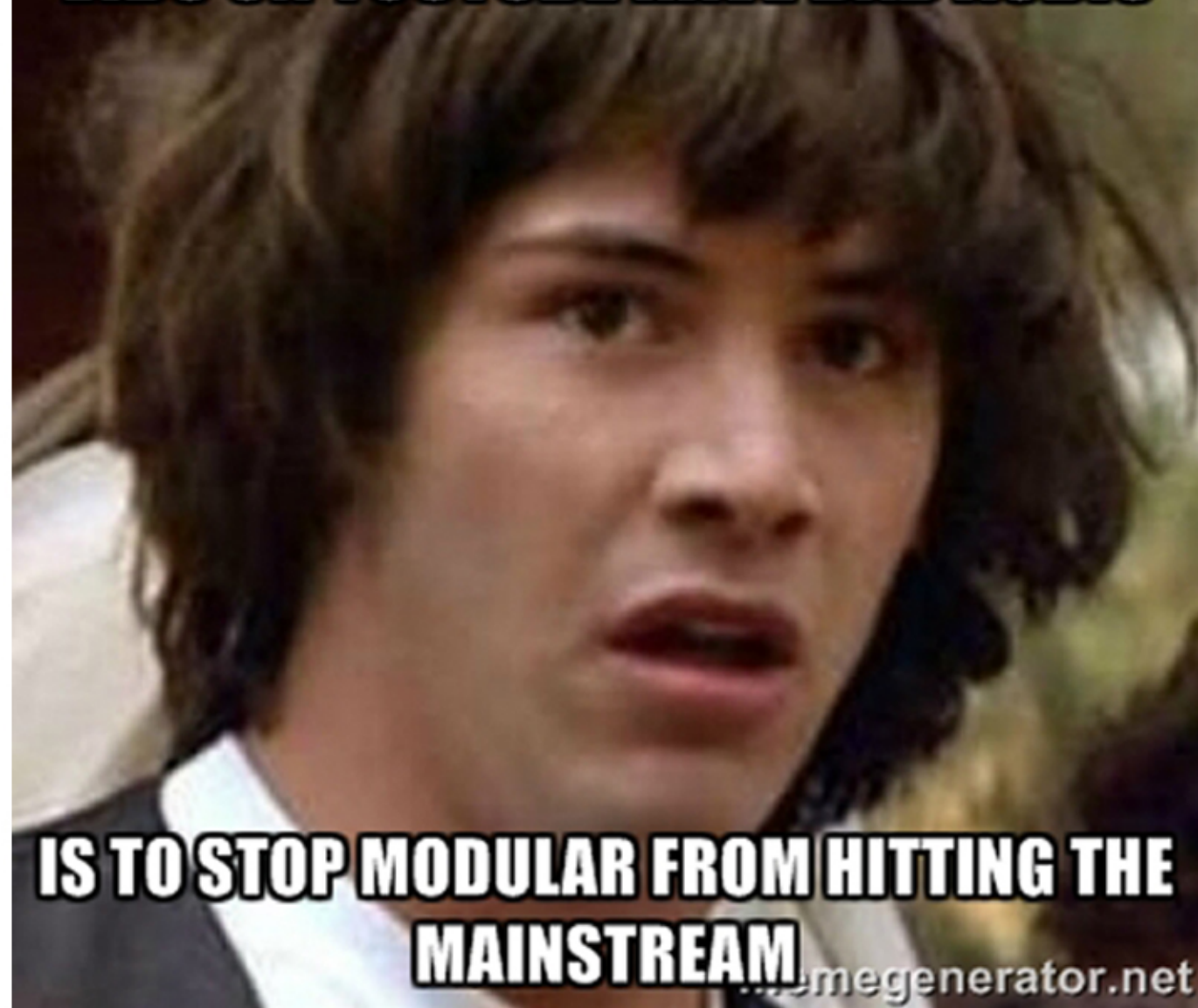
**Good for Manufacturers (Producers also?):
to launch, promote, support and get feedback.**

(so...)

Social Capital...

**...supports democratic 'Producersage',
spreading 'modular synths', or whatever else,
to more and more people.**

**WHAT IF THE REASON ALL EURORACK
VIDS ON YOUTUBE HAVE BAD AUDIO**



**IS TO STOP MODULAR FROM HITTING THE
MAINSTREAM**

memegenerator.net

is this good?

honourable mention

Within Media Studies there's plenty of research into the Internet and Online Participation.

There is cross-over, but not everywhere...

The virtual 'Potlatch' or 'gift-giving', for personal/online 'reputation'.

It's the same thing, but I've not found 'loads' of writing about the two together.

thanks :)

@allthesixes666 (i don't tweet much)

instagram.com/allthesixes666

tinyurl.com/brightonmodularmeet

http://tinyurl.com/synthssocap