

# Social Media as a False-Self System

Social Media and Affect Research Seminar  
The EmotionUX lab  
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# #wupocalypse



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## Operation Wupocalypse: Phase 1

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During Phase 1, We sent Eli to Canada with his equipment, I took my mom's car and drove to race Wu, and then deflected a series of counterattacks from "journalists". Mean While this was all part of our scheme to take down the SJW's. Phase 1 also involves reconstruction of the Deagle Nation forums which were destroyed recently by trolls, So I have spent hours and hours Re-writing the new forum at forums.deaglenation.tv and setting up Tech Crap. We will turn it around, Trust me... The mission might look bleak right now but We will finish the fight.

Comments (0)



**ParkourDude91** is creating the shared experience of a teen-minded internet warlord

YouTube personality, former US Navy SEAL, wolf-souled gamer and Leader of US Fraternity Militia Group DEAGLE NATION. Semper Fidelis to all are armed forces.

# Wupocalypse: Our Darkest Hour

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We are currently almost two weeks into Operation Wupocalypse, My biggest mission yet. The goal of the mission? **To systematically Destroy the entire Feminist and Social Justice movement piece-by-piece, starting with Corrupt video game dev and feminist Brianna Wu.**

Since the mission began, I have nearly died and got a concussion, Totaled my car, the Deagle Nation forums have been suspended for "TOS violations" (thanks Brianna), I have been IMPRISONED in my Fascist Moms house, My COMPUTER was taken away, I was FORCED to take BULLSHIT MEDICATION, My TWITTER was BANNED, And WORST OF ALL MY FRIEND ELI MIGHT BE IN CANADIAN PRISON RIGHT NOW FOR TRYING TO BRING A SWORD AND HOME MADE BOMBS TO THE TUMBLR SERVERS TO DESTROY FEMINISM!!!!

**The SJW's plan was perfect. Their timing was flawless. But they forgot one Final Fact: **Marines Never Back Down****



# #wupocalypse

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<https://www.youtube.com/watch?v=jYPC-YMdJFI>

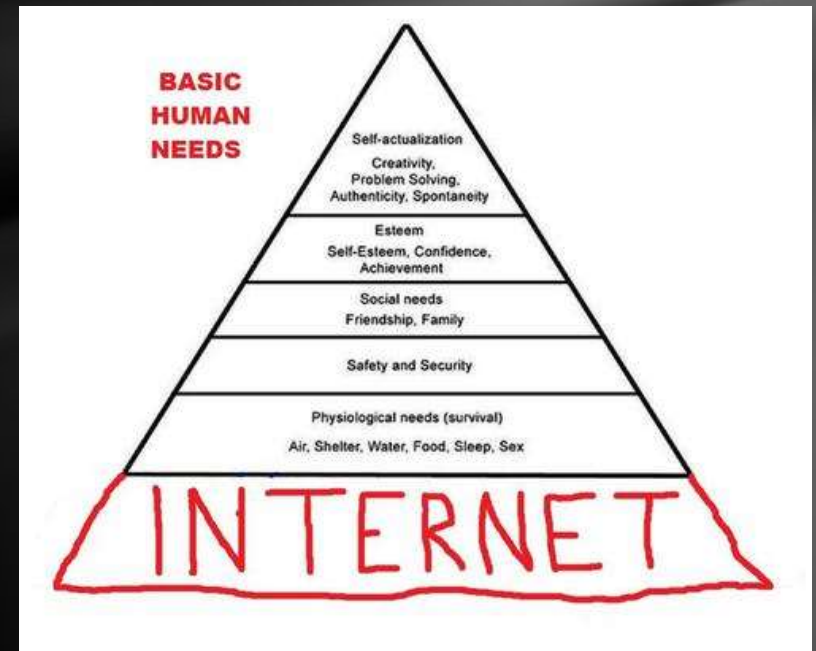
On Friday, January 30 2015 I nearly died in a rollover after borrowing my mother's Prius to drive to Boston and make a video exposing Brianna Wu for her treachery in the games industry. While on the highway I was "Street Racing" by driving very quickly and challenging other drivers, in order to sneak up on Wu un-noticed... Unfortunately she saw me coming and sabotaged my vehicle. As I am typing this, I am crashing at my friend Kyle's house because I believe my life is in danger. I now no longer believe this was a coincidence. I am a US Retired Veteran who is also a vlogger and very interested in GamerGate and trying to root for justice, But i have been ROUTINELY Targeted by trolls from sites such as: 4chan, r/cringe, Tumblr, as well as many Feminists who ABUSIVELY falsely reported my videos for "Sexism" and nearly got my account BANNED when I tried to speak out. I am SICK and/or TIRED of this treatment and I am exposing the truth NOW.

[typos in original]

# My notion of social media as a 'false-self' system

My argument is that self-actualization is a **myth** in the depth sense of the term:

- Expressions of a universal aspect of reality
- Intuitive rather than empirical
- Embodied or personified in the mythos tradition of Self as an absolute entity, or whole subject
- In Jungian terms this mythic mode of perception of the self is *misrecognised* – a narrative we believe as empirical truth
- 'Mythic' use of the term 'false'...





# Social media as a 'false-self' system



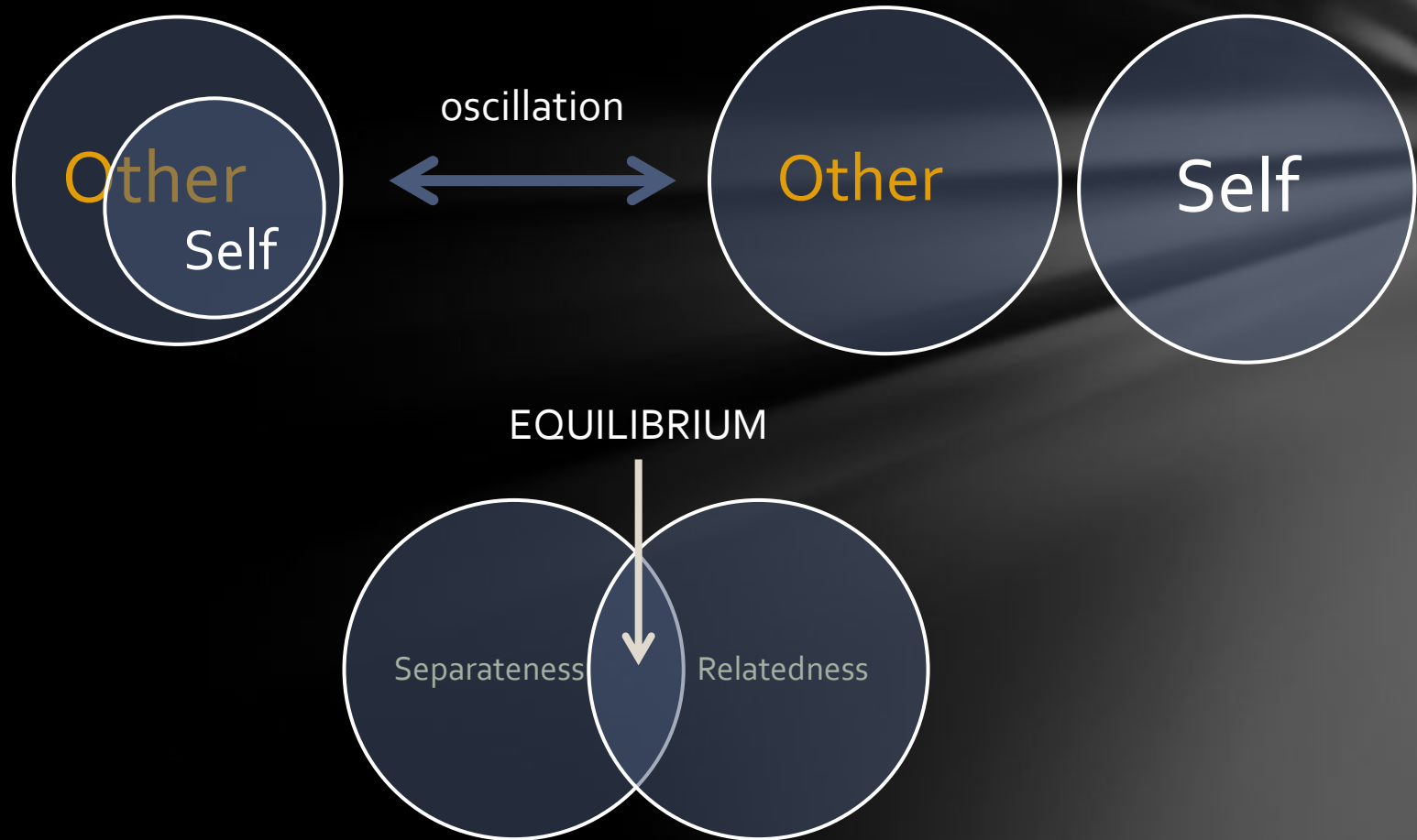
**R. D. Laing**

Existential equilibrium of separateness and relatedness in everyday 'normal' pathology – the capacity to experience oneself as autonomous:

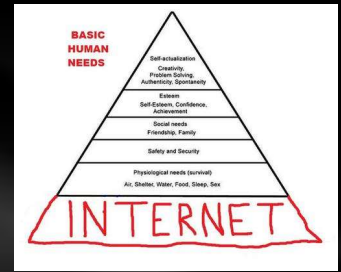
A lack of sense of autonomy implies that one feels one's being to be bound up in the other, or that the other is bound up in oneself, in a sense that transgresses the actual possibilities within the structure of human relatedness. It means that a feeling that one is in a position of ontological dependency on the other (i.e. dependent on the other for one's very being), is substituted for a sense of relatedness and attachment to him based on genuine mutuality. [...] Therefore, the polarity is between complete isolation or complete merging of identity rather than between separateness and relatedness. The individual oscillates perpetually between the two extremes, each equally unfeasible.

*The Divided Self* (1965: 52-53)

'[...], the polarity is between complete isolation or complete merging of identity rather than between separateness and relatedness.'



# Equilibrium



Otherwise-‘normal’ pathological split between an ‘inner’ self and a generalized deadness of the embodied ‘false’ self (through over-identification with Persona) is exacerbated through social media usage

Existential equilibrium between a sense of separateness and a sense of relatedness is crucial for Laing, to enable individuals to cope with certain lived knowledge.

- in Sartrean terms: one cannot love for someone else, nor can they do the same for me; or
- in Heidegger’s thought: that we cannot die another’s death, only our own, towards which, we are thrown; or
- in Kierkegaard’s dialectical progression: complicit with the myth of the fully autonomous subject, we are stuck in the ego’s ability to choose as a virtuous goal; an end in itself.



# The '#GG Affect': Making-Safe One's Position



Commentators positioned themselves forcefully as 'pro-Jace', or as 'anti-Jace'

Commentators were also (rather abusively, through homophobic and misogynistic discourse) homogenously positioned by other commentators as either SJWs, feminists and anti-gamers; **or**, as trolls, bigots and meatheads

Although this homogenising **polarisation** is interesting in itself, there are other interesting things we might say about the affective responses as a whole:

- Jace is, in fact, a performative satire on trolling, but I think it makes little difference if it is mobilising real hatred and RL life-threatening actions – NB: satire works as humour of recognition and also of folly, so in this sense, #GG is firmly in the tradition of troublesome interpersonal politics.
- Identities that are inhabited and expressed through the commentary are real enough – there are trolling elements at work, certainly, but there seem to be factions ossifying around the support or denigration of the Deagle Nation in this instance

# The '#GG Affect': Making-Safe One's Position



- Discernible 'tonality' of feeling as it **emerges** through consciousness of positions and groupthink;
- Threshold of identities and evaluations **unfolding** and **indeterminate** as they come into being in the field of experience; shifts quickly to fixed positions (i.e. making-safe)
- A **continuum** existing between conscious and unconscious perception: the embodied state of the viewer upon watching the video (and reading the video description and comments) several responses **erupt**:-
  - Laughter
  - Horror
  - Complicity
  - Recognition (genre?)