Digital Performativity

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Introduction

- **Digital performativity** - Social media/online platforms as performance spaces/stages
- Connection to digital media
    - NEW media, expanding every day
    - Draws from representation, social media, algorithms, and more
- Next: understanding digital performativity

Is Twitter a Stage?: Theories of Social Media Platforms as Performance Spaces

Abigail De Kosnik
- UC Berkeley
- Professor of theater and performance
- Digital culture, culture and memory, social networks, identity, etc

#Identity (2019)
- Edited volume
- How social media reconfigures identity and public discourse

Is Twitter a Stage?: Theories of Social Media Platforms as Performance Spaces

- Everyday social interactions as performances and the curated self (Erving Goffman)
- "Global Theater" and a flexible, diverse world where everyone is an actor (Marshall McLuhan)
- Accessible: Every person has a stage
- Lines of public and private blurred
- Constant visibility
- Curation of self
- Present emotion to evoke emotion and audience reaction

The Fabulous Lives of Micro-Celebrities
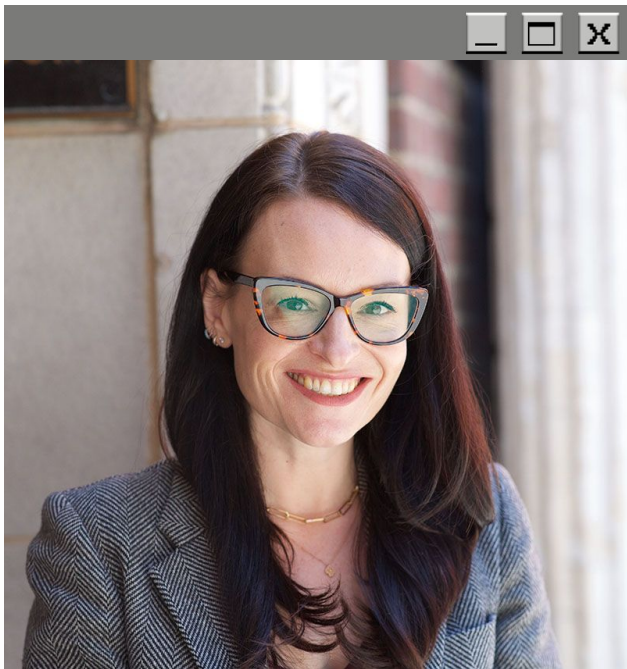
Alice E. Marwick
- University of North Carolina
- Professor of media & technology Studies

Status Update (2013)
- Study of the impacts (and failures, in her opinion) of Web 2.0
- Written during the rise of twitter, youtube, etc
  - How is our understanding different over a decade later?

The Fabulous Lives of Micro-Celebrities

- Persona creation → Strategic content, consistency, interaction with fans, subcultures
- "Authenticity" → Desire for intimacy with creators, "real life" but performed for millions
- Make celebrity lifestyle (feel) more accessible
- Monetization of content

A day in my (performed) life…
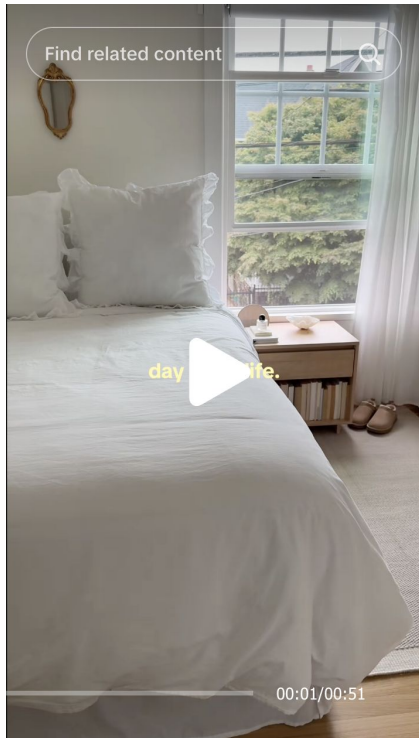
- Aesthetics → Making mundane activities aesthetic and entertaining
- Narration of content, dialogue, music, angles
- Intimacy and authenticity
- Comments, shares, likes → Audience feedback
- Monetization

thank you

questions?

| OK | Cancel | Apply |

Sources:

De Koskik, Abigail. "Is Twitter a Stage?: Theories of Social Media Platforms as Performance Spaces." In *#identity: Hashtagging Race, Gender, Sexuality, and Nation*, edited by Abigail De Kosnik and Keith P. Feldman, 20–36. University of Michigan Press, 2019.

Marwick, Alice E. "The Fabulous Lives of Micro-Celebrities." In *Status Update: Celebrity, Publicity, and Branding in the Social Media Age*, 112–62. Yale University Press, 2013.

Lamos, Anna, (anna.lamos). "i've missed making these 🥹 a typical day in my life living in my new apartment 🤍." TikTok, 2025.

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