

Abstract

Jakub Nowak

**Civic space revisited – activism
on/and platforms**

My paper explores ambiguities of today 'media citizenship' in this peculiar current historical conjuncture in which digital companies have become algorithm- and space-providers for seemingly all people's activities performed in online environments. This means that much of citizen action also takes place on 'platforms' offered by digital companies. The process has significant effects on online activism: people nowadays not only perform individual and collective actions using products/services offered by market-driven companies, but the latter (Facebook, Google, and others) impose new, undisputable and often closed repertoires of civic activities and their structural frameworks.

This is the key question of my paper: what is the status of online activism when performed on 'platforms'? I draw my argument upon the critical analysis of anti-ACTA (Anti-Counterfeiting Trade Agreement) engagement that took place in several European countries at the beginning of 2012 and since then still has been 1) one of the most notable examples of incorporating digital media into the transnational repertoire of contention and communication; and 2) was performed to a large extent within online spaces of 'platforms' provided by agents interested in the collapse of the agreement. It is also an interesting example of transnational activism in terms of space/nation relation as it was a collective, discursive reconstruction of digital media as the subject of the protest by local (national) and

trans-local (European) appropriations of global protest (citizen, pop-cultural) modalities.