

Social Movements within Interfaces in Urban Environments: Flash Mobs as Kinaesthetic Marketing and Political Campaigns

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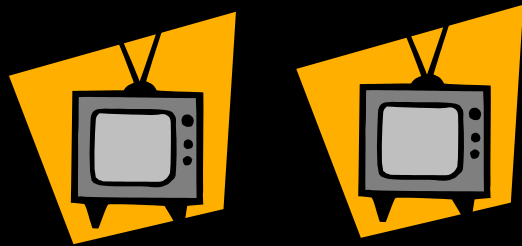


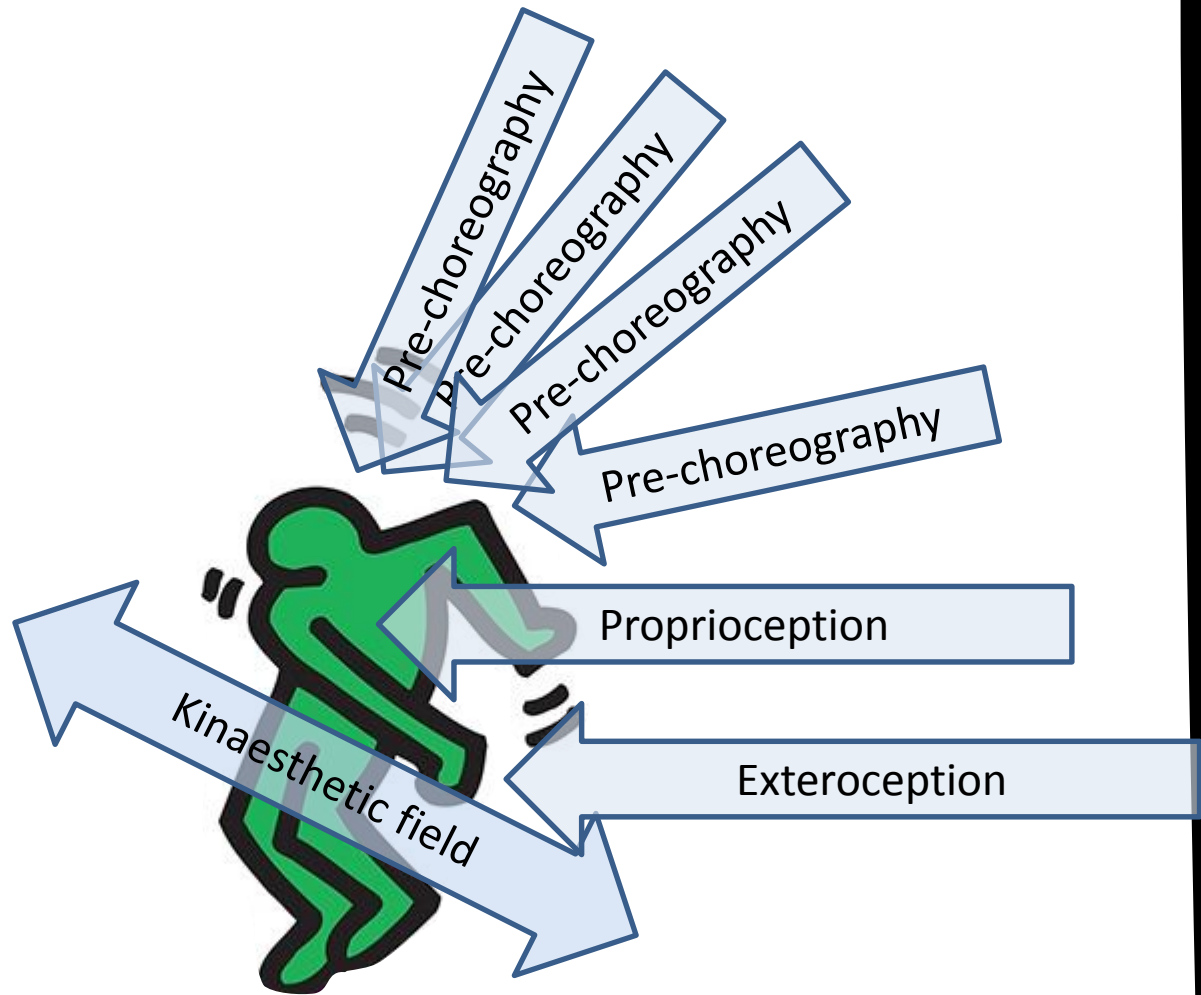


Traditional means of developing urban environment:

- Town planning
- Architecture
- Service design
- etc.

Social interaction is seen as a consequence of these actions





Conclusions:

Flash mobs

- are not primarily audio-visual experiences/performances

Essence:

Interactions among

Ordinary people, authorities, etc.

Technology and flash mobs

Organisation

Recording

Spreading of the shared experience (videos)

Social aspect

Organising the event

Performance in public place, among passers-by

Sharing of the experience through videos