Pirates of the Web: the Curse of Anti-Piracy Advertising

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This short video unpacks the discursive contours of a prominent anti-piracy ad and the mashups created in response to it. Fairclough’s critical discourse analysis and Kress and Leeuwen’s guidelines on “reading images” are applied to 58 piracy-related videos uploaded on Youtube in response to MPAA’s “Downloading is stealing” campaign. We seek to actively include the consumers’ voices in the piracy debate and provide a snapshot of the struggles for meaning taking place on online platforms. Our study shows how the representations and practices of “piracy” merge in acts of subversive creative consumption as consumer infringe on copyrights to resist and play with corporate representations of piracy.

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**“Blogs-Consumption, Behaviour, Interaction”**

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What’s the best hair moisturizer? Does that base work as well as in the TV commercial? This and other questionings are made by thousands of women in a daily basis. And what do these vain consumers have in common? They search beauty products with the promised benefits. Here come into place the consumption blogs: by testing, using, researching and reviewing these products, the four interviewed bloggers took the role of advisors, personal beauty consultants of their readers. They evaluate, recommend, defend or warn different products and services. Differently from the usual medias, the interaction allowed in blogs is capable of producing an impact in both buying behaviours: not only the readers, but also the bloggers are affected.

**“Fashion, Consumption and Identity”**

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What makes somebody uncomfortable with her own appearance? Why look like the others bother us so much? Such questionings show us a conflict in the consumer mind in the search for an unique style against the need of group recognition, creating a reflexive thought on the importance of fashion in our society. The consumers on the video value their dressing way and they help us understanding how consumers build and express their identity through fashion.

**“VINILEIROS – Those Crazy Guys that Love Their Vinyl Records”**

João Fleck, PPGA - EA/UFRGS, Brazil  
Carlos Rossi, PPGA - EA/UFRGS, Brazil  
Nicolas Tonsho, EA/UFRGS - Brazil

How much is a record collection worth? Is it possible to complete a collection? What makes someone buy a vinyl record today and pay more for this big black vinyl record than for a small silver CD? Or just download for free the same music from the internet and listen to it on an MP3 Player? Until what level is it just consumption and when does it becomes the passion of an aficionado? Find the answers for these and other questions in VINILEIROS.

**“Brothers in Paint: Practice-Oriented Inquiry into a Tribal Marketplace Culture”**

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Joel Hietanen, Helsinki School of Economics, Finland  
Kristine De Valck, HEC Paris, France

The objective of this videography is to explore what opportunities and challenges the emerging practice-oriented approach opens up for conceptualizing tribal consumer culture and marketplace dynamics. Drawing on Schatzki’s theorization of the ‘site of the social’, tribal marketplace culture and change are examined based on findings from a multi-sited ethnography of consumer tribes gathered around the extreme sport of paintball. In doing so, the tribal marketplace culture is conceptualized via constantly evolving nexus of practices and material arrangements; a specific context of human and non-human co-existence where, and apart of which, social life and the marketplace inherently transpires.

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