



COST Action IS1202

Marx's Labour Theory of Value in the Digital Age

The Open University of Israel.

Sunday-Tuesday, June 15-17, 2014.

Programme

June 14

Arrival to hotel

June 15

9:00 Shuttle bus leaving Hotel to the Open University Campus

10:00-10:30 Arrival of participants

10:30-11:00 Welcome and self-presentation of participants

11:00-12:30 Keynote 1: **Noam Yoran** (College of Academic Management Studies, Tel Aviv University, Israel): "The Labour Theory of Television, or, Why is Television Still Around".

12:30-13:30 **Sebastian Sevignani** (University of Jena, Germany): "Productive prosumption, primitive accumulation, or rent? Problematising exploitation 2.0" +

Jakob Rigi (Central European University, Hungary), "The Crisis of the Law of Value? The Marxian Concept of Rent and a Critique of Antonio Negri's and his Associates' Approach Towards the Marxian Law of Value".

13:30-14:30 Lunch

14:30-15:30 **Jernej Prodnik** (University of Ljubljana, Slovenia) "Media products and (digital) labour in global capitalist accumulation: A preliminary study" +

Bruce Robinson (Manchester, UK): "Marx's categories of labour, value production and digital work"

15:30-16:00 Coffee Break

16:00-17:00 **Brice Nixon** (Hermosa Beach, USA): "The Exploitation of Audience Labour: A Missing Perspective on Communication and Capital in the Digital Era" +

Eran Fisher (Open University of Israel) "Audience labour: empirical inquiry into the missing link of subjectivity".

17:00-18:00 **Yuqi Na** (University of Westminster, UK): “Capital accumulation of targeted advertising-based capitalist social media. What do people in the UK and China think about it and why? A Marxist perspective” +

Thomas Allmer (UTI Research Group, Austria): “Digital and Social Media Between Emancipation and Commodification: Dialectical and Critical Perspectives”.

18:30 Shuttle bus to the hotel

20:30 Welcome party (drinks and snacks on the hotel rooftop)

June 16

10:00-10:30 Arrival of participants

10:30-12:00 Keynote 2: **Christian Fuchs** (University of Westminster, UK): “The Digital Labour Theory of Value and Karl Marx in the Age of Facebook, YouTube, Twitter and Weibo”.

12:00-13:00 **Kylie Jarret** (National University of Ireland Maynooth, Ireland): “The Uses of Use-Value: A Marxist-Feminist contribution to understanding digital media” +

Olivier Frayssé (Sorbonne University, France): “Cyberspace ground rent, surplus value extraction, realization, and general surplus value apportionment”.

13:00-14:00 Lunch

14:00-15:00 **Marisol Sandoval** (City University London, UK): “The Dark Side of the Information Age - Arguments for an Extended Definition of Digital Labour” +

Andrea Fumagalli (University of Pavia, Italy) “The concept of life subsumption in cognitive bio-capitalism: valorization and governance”.

15:00-16:00 **Frederick Harry Pitts** (University of Bath, UK), “Form-giving fire: creative industries as Marx’s ‘work of combustion’” +

Bingqing Xia (University of Leeds, UK), “Marx's in Chinese online space: some thoughts on the labour problem in Chinese Internet industries”. 13+14

16:00-16:30 closing discussion

16:30-17:00 coffee break

17:00-18:00 Guest Lecture: **Anat Ben David**, University of Amsterdam, “The Palestinian Internet”.

18:15 shuttle bus to hotel

20:00 Meeting at the lobby for walking together to dinner at Café 48
(<http://www.cafe48.co.il/en/home>)

June 17

9:00-13:00 extra-curricular activity. A half-day trip to Jerusalem, including an excursion to the separation wall. This trip is arranged by the Israeli NGO Ir Amim.
<http://www.ir-amim.org.il/en>

(On our way back from Jerusalem to Tel Aviv we hope to arrange for a quick stop at Ben Gurion International Airport, for those who are flying back home that evening).