# 'Only connect, connect, connect…': Negotiating the Self across Platforms

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### Abstract

Social networking sites constitute an incredible repository of information about contemporary culture, which resonate the complex dynamics of connectivity and interaction across digital platforms. My paper looks into how personal images in social networking sites are created, negotiated and published.

Negotiating one's image and publishing oneself as a mode of connectivity and the special pleading of visibility betrays an idealistic detachment from social restrictions and a utopian hurry to grasp the future. In this sense, subjectivity across social networking platforms cannot dismiss the entangled categories of the private and the public despite the will to transcend them. For in the contemporary conception of subjectivity, to which both the private and the public now respond, these categories are inextricably connected.

**Key words:** *Subjectivity, public, private, networking, contemporary culture*