

# ***Like.Follow.Comment.Repeat***

**A Mixed Media Exhibition on How Do We Present Ourselves Nowadays on Social Media Through a Visual Practice Led Research from 2012-2015**

MC<sup>3</sup>@702 Creative Space, The University of Hong Kong  
4 November – 15 December 2015

30 September 2015

*Like.Follow.Comment.Repeat* is an art project that investigates how we present ourselves online, as well as, our online behaviors nowadays. Fundamentally, it takes images (profile pictures) and text (status) posted by the social media users as a starting point as a raw material, then develop into a series of mixed media works with usually found objects or merchandise from charity shops. Through these images and texts, it is not difficult to see collective behaviors, our influences by the mass culture, and the interconnectedness in modern society.

*'The creation of all the machines and technology, along with the endless products of consumption, are useful to us, but we have become their slaves rather than their master.'* – Jane R. Thiebaud (2010, p117), *Effects of Technology on People: Living F2F Conversation and Social Interaction*, Proceedings of the Media Ecology Association, Volume 11

Nowadays, mostly every one of us at least owns a smartphone or a personal computer/handheld device or both. And these devices seem to have us enjoy living our life looking at other people's life through these screens instead of living ours. We become stalkers.

*'Publicity has another social function... Publicity turns consumption into a substitute for democracy. The choice of what one eats (or wears or drives) takes the place of significant political choice. Publicity helps to mask and compensate for all that is undemocratic within society.'* John Berger (1972, p143), *Ways of Seeing*, London: British Broadcasting Corporation and Penguin Books Ltd.

However, at the same time, we also seem to enjoy this online attention, we have celebrity-like bloggers of all sorts. We also love being stalked; we wanted to be in the game of the popular culture. In the online world, we enjoy being "liked" and "followed", hoping to be popular almost like being a celebrity in the real world. To speed up the process, we seem to put more efforts on our appearance: our look. We become stereotype.

## **Artist bio:**

Ko Lap Hang's early works focus on using computer and electronic components to create installations, which has been publically shown in Brazil, Denmark, Hong Kong, Iceland, and United Kingdom. Lap Hang was granted a scholarship in 2008 from the Hong Kong Arts Development Council for his MA Visual Arts (Digital Art). After graduating from Camberwell College of Arts, UAL, Lap Hang has massively opened up his art practice, from a very digital / physical computing focus to a multidisciplinary of mixed media installation, hand crafting and painting (so far) as his mediums. The subject matter of his recent works focus on the critical view of social phenomenon, such as consumerism, self-consciousness, digital technology and

Internet addictions etc.

**Exhibition Venue**

MC<sup>3</sup> (read as MC-cube), located in Room 702 of the Jockey Club Tower, is a new creative space for teaching, learning, research and exhibition managed by the Department of Sociology at the University of Hong Kong. MC<sup>3</sup> is an extension of our long standing and popular multi-disciplinary undergraduate major Media and Cultural Studies (MCS) and our newly launched taught postgraduate programme in Media, Culture and Creative Cities (MCCC).  
Exhibition

**Exhibition Launch Event**

Date: 4 November 2015

Time: 4:30pm -6:30pm

Venue: MC<sup>3</sup>@702 Creative Space,  
The Jockey Club Tower,  
Centennial Campus,  
The University of Hong Kong

**Exhibition Opening Hour**

Date: 5 November – 15 December 2015

Time: 10:30am – 6:00pm, Mondays to Fridays

Closed on Saturdays, Sundays and Public Holidays

**For further enquiries:**

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More information about MC<sup>3</sup>@702 Creative Space:  
Facebook Page: <http://www.facebook.com/HkuMccc>  
Website: <http://www.sociodep.hku.hk/mccc.html>

# 《讚好、追蹤、回應、重覆》

我們如何透過當今社交媒體展示自己之視覺實務導向研究 2012-  
2015 混合媒體展

香港大學MC<sup>3</sup> @702創意空間

2015年11月4日至12月15日

《讚好、追蹤、回應、重覆》是一個多媒體藝術項目，透過運用不同的混合媒體，探討我們如何在當今社交媒體上展示自己，及各種衍生的網絡行為和現象。這個項目的基本原理，是先從各種社交媒體上收集用戶發佈的圖像（用戶照片）和文字（狀態）為創作原材料，然後利用拾物(found object) 和從慈善團體購買的二手物品，發展成一系列的混合媒體作品。通過這些圖像和文字，我們得以了解人們現今的集體行為與大眾文化的相互關係，並從而探討科技與人們在現代社會中的互聯性 (interconnectedness)。

*"所有機械和科技的發明，伴隨著無休止的產品消費，是對我們有用，但我們已經成為了它們的奴隸，而不是主人。"*簡·R·蒂埃博 (2010, P117)，科技對人的影響：活生生 F2F 對話與互動社會，媒體生態協會論文集，第 11 卷<sup>註1</sup>

時至今日，我們每個人都至少擁有一部智能手機或個人/平板電腦，兩者兼備的也比比皆是。這些產物讓我們經常凝視著屏幕，恍惚窺看別人的生活，比活在自我的當下更甚吸引。

我們都成為了追蹤者。

*「廣告還有另一項重要的社會功能..... 廣告將消費轉化成民主的代替品。我們對飲食、衣著和駕車的選擇，取代了做為民主象徵的政治選擇。廣告有助於掩飾和補償社會中的不民主現象。」*約翰·伯格，吳莉君 (2010, P178)，觀看的方式，臺北市：麥田，城邦文化出版

與此同時，我們也很樂於其成、甚至享受這些網上的關注。這種現象，從各種各樣的博客在現實中也成為了名人便可見一斑。另外，我們也喜歡被追隨，希望能在這流行文化中佔一席位。在網絡世界中，我們都享受照片被“讚好”和帳戶被“追蹤”，渴望成為網上的流行人物，就像在現實世界中也成為了名人一樣。為了加快這個進程，我們都把焦點集中於外表之上：我們的造型因而被塑造而成。

我們都被標籤了。

註 1: 筆者翻譯

### 藝術家簡歷：

高立亨早期作品集中於運用電腦和電子元件創作數碼裝置藝術，作品分別在巴西，丹麥，香港，冰島和英國公開展出。2008 年得到香港藝術發展局頒發獎學金，並於 Camberwell College of Arts，UAL 取得視覺藝術（數碼藝術）碩士學位。畢業後，立亨大膽地開放了他一貫的創作媒介，從集中於數碼/物理運算到使用目前的混合媒體，裝置藝術，手工藝和繪畫作為他目前的媒介。近年作品主題主要批判當今社會現象，如消費主義，自我意識，數碼科技和網絡上癮等。

### 展覽場地簡介

MC<sup>3</sup> @702 創意空間位於薄扶林香港大學百週年校園賽馬會教學樓7樓，是一個由香港大學社會學系策劃的創意空間，主要活動包括教學、研究、展覽及工作坊等。MC<sup>3</sup> @702 創意空間也是社會學系一個擁有多年傳統之跨學科學士主修課程 Media and Cultural Studies (傳媒及文化研究) 和另一新近開辦的研究院修課式課程 Media， Culture and Creative Cities (傳媒、文化及創意城市) 的延伸項目。

### 展覽開幕禮：

日期：2015年11月4日

時間：下午4時30分 - 下午6時30分

地點：香港薄扶林香港大學百週年校園賽馬會教學樓7樓MC<sup>3</sup> @702 創意空間

### 展覽開放時間

日期：2015 年 11 月 5 日 - 2015 年 12 月 15 日

時間：上午 10 時 30 分 - 下午 6 時，逢星期一至星期五

星期六、星期日及公眾假期不開放

如有查詢，可致電香港大學社會學系高小姐 (Miss Connie HY Ko)：(852) 3917 2309 或瀏覽網站 <http://www.mccc-hku.com/>。

謝謝您對香港大學MC<sup>3</sup>@702 創意空間的支持!

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有關MC<sup>3</sup> @702 創意空間的詳情，請參閱：

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