

**Larissa HJORTH**

***Framing Imaging Communities  
Gendered ICTs and SNS (Social Networking Systems) in the Asia-Pacific***

Unquestionably, the zeitgeist of Web 2.0 is symbolized by the dominance of Social Networking Systems/Sites (SNS) and user created content (UCC). MySpace, Facebook, and Cyworld mini-hompy are but a few examples of SNS that are becoming increasingly part of urban everyday life, and interwoven into the historicity of the Internet. Far from one SNS dominating globally, the rise of SNS has been multiple and divergent, reflecting the localized adaptations of Internet. In this contested image of the Internet, the Asia-Pacific provides a vivid picture sketching its undulating topography.

To chart a history of the Internet in the region is tied to the rise and adoptions of ICTs (Information and Communication Technologies) as an extension of domestic technologies and gendered forms of intimacy and labour. Thus to map Web 2.0 in the region is to reconceptualize the gendered nature of labour, technology and intimacy in an age marked by the ‘publicness of intimacy’ (Berlant 1998). In a region where ICTs have been lauded with democratic power (Kim 2003; Pertierra 2006) and yet also a site for burgeoning precarious labour and, more particularly, exploiting social, affective and creative labour, one is left to ask — just how empowering is this rise in UCC? Or is it but a further exploitation of social, emotional and creative labour that perpetuates gender divisions?

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