

Tiziana Terranova

Abstract

The essay *'Hello World: information, noise and subjectivation in social media'* engages critically with the multimedia installation by US artist Christopher Baker *Hello World: How I Learned to Stop Listening and Love the Noise* (2008) by foregrounding the problem of the aesthetics of digital media, social networks sites and multimedia art. Baker's installation is analyzed through a process of de-composition of its various technical and aesthetic layers in order to highlight the importance of the question of subjectivity in social media between noise and information, isolation and hypersociality.