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An Introduction to The Affect Machine

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The Affect Machine is a project that explores what a commodification of social relations would entail, by creating scenarios where a trading company is merged with an online social network. It will do this through the detailed design of different parts of the "system", from the interface design to family law, to social relations.

This is a work in progress – **material here** (http://affectmachine.org) .

When you go to the **project website** (http://affectmachine.org) , you will be able to take part in a theoretical background, lecture material, and a demo of the system design. The project will unfold further over the next years, and new material will be added to the website that explores different aspects of the system. At present viewers can click through the demo and theoretical materials.

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PEER REVIEWED

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