

Unit 3

Projection²

Week 3_Wen Wen

2. Active Involvement

Impact Levels of Malice
(in this example: Max = 14)

impact index = 3

liking one negative comment: impact index = 1

The screenshot shows a vertical list of social media posts. The top post is from an anonymous user (@anon_x8f9q2) and contains a block of text with words like 'selfish', 'negative', 'complain', 'blame', 'lack', 'empathy', 'bad', 'temper', 'over-sensitive', 'unreasonable', 'trouble', 'not', 'considerate', 'emotional', 'quarrel', 'easily', 'pessimistic', 'frequent', 'grievances', 'toxic', 'selfish', 'negative', 'complain', 'blame', 'lack', 'empathy', 'bad', 'temper', 'over-sensitive', 'unreasonable', 'trouble', 'not', 'considerate', 'emotional', 'quarrel', 'easily', 'pessimistic', 'frequent', 'grievances', 'toxic'. Below the text are icons for like, comment, and share. A blue box highlights the share icon, with an arrow pointing to the text 'impact index = 3'. The second post is from an anonymous user (@user_iqpudr) and says 'She has an unlikeable personality. Being with her is exhausting.' A blue box highlights the like icon, with an arrow pointing to the text 'liking one negative comment: impact index = 1'. The third post is from an anonymous user (@user_mhabbq) and says 'Her husband also has his share of problems. It was a two-way relationship conflict.' A red box highlights the like icon, with an arrow pointing to the text '(total malice < 10) 1.5s freeze (total malice >= 10) nothing will happen'. The fourth post is from an anonymous user (@user_186tcu) and says 'Why is everyone attacking her looks? Focus on the actual issue.' The fifth post is from an anonymous user (@user_w6kdm3) and says 'She needs therapy, not a relationship.' The sixth post is from an anonymous user (@user_9hc1iq) and says 'It's just the truth. Nobody wants to be friends with someone full of negative energy.' The seventh post is from an anonymous user (@user_acky84) and is partially visible.

Impact of Supportive Involvement

(total malice < 10) 1.5s freeze
(total malice >= 10) nothing will happen

2. Active Involvement

Impact Levels of Malice
(in this example: Max = 14)

(total malice > 5) impact index = 1

Anonymous @anon_x8f9q2

selfish negative complain blame lack empathy bad temper over-sensitive unreasonable make trouble not considerate emotional quarrel easily pessimistic frequent grievances toxic selfish negative complain

Anonymous @user_iqpudr
She has an unlikeable personality. Being with her is exhausting.

Anonymous @user_mhabbq
Her husband also has his share of problems. It was a two-way relationship conflict.

Anonymous @user_186tcu
Why is everyone attacking her looks? Focus on the actual issue.

Anonymous @user_w6kdm3
She needs therapy, not a relationship.

Anonymous @user_9hc1iq
It's just the truth. Nobody wants to be friends with someone full of negative energy.

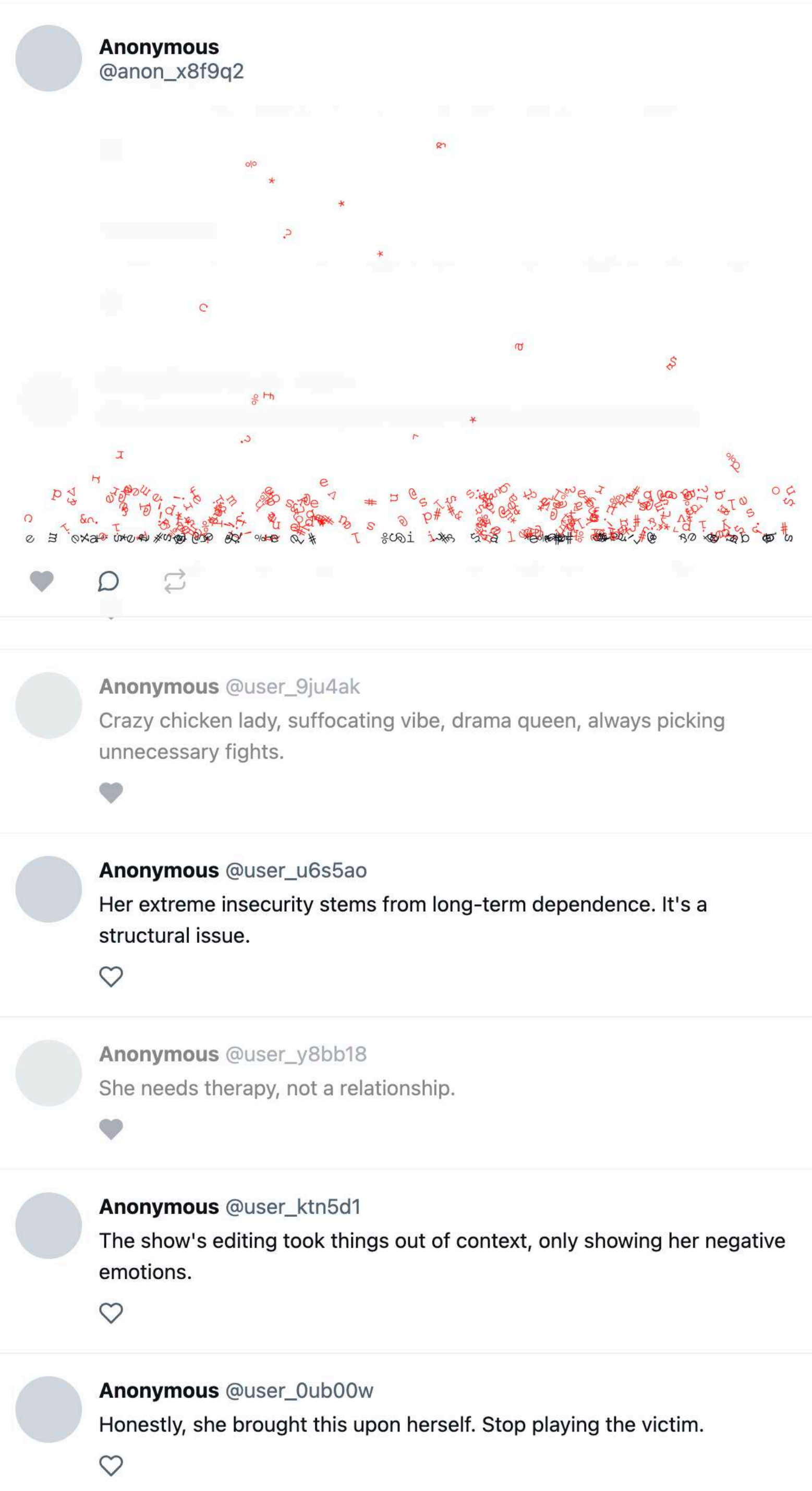
Anonymous @user_acky84

Impact of Supportive Involvement

(total malice ≤ 5) 1.5s freeze

2. Active Involvement

When total malice index = 10
→ explosion 🧨

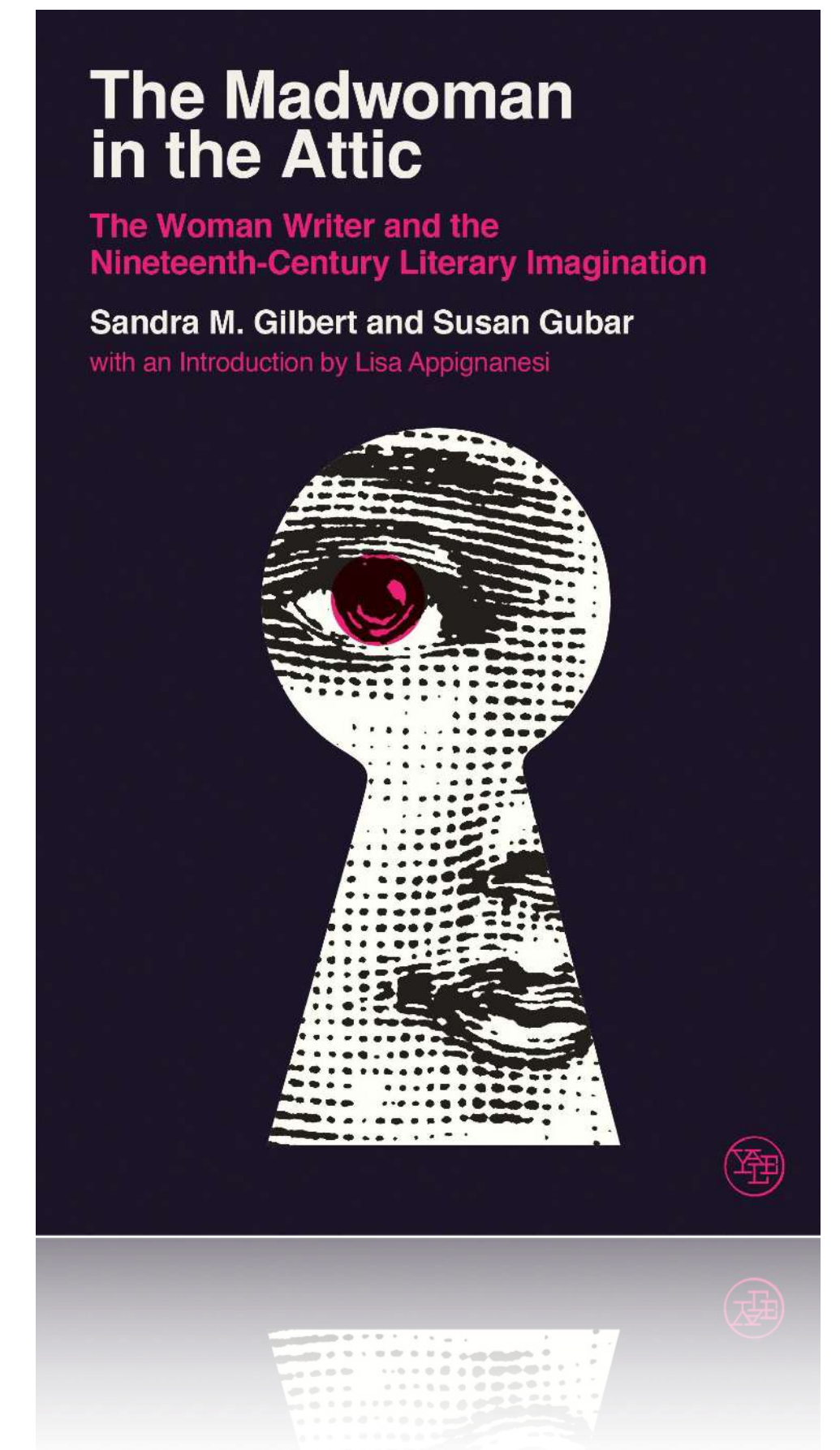


The image shows a screenshot of a social media thread. The top part of the thread is obscured by a heatmap overlay consisting of red dots and lines, indicating areas of high activity or engagement. Below the heatmap, the thread consists of several posts from anonymous users. Each post includes a profile picture (a grey circle), the username, and the text of the post. The posts are as follows:

- Anonymous @anon_x8f9q2**: (Text is obscured by the heatmap)
- Anonymous @user_9ju4ak**: Crazy chicken lady, suffocating vibe, drama queen, always picking unnecessary fights. (1 heart)
- Anonymous @user_u6s5ao**: Her extreme insecurity stems from long-term dependence. It's a structural issue. (1 heart)
- Anonymous @user_y8bb18**: She needs therapy, not a relationship. (1 heart)
- Anonymous @user_ktn5d1**: The show's editing took things out of context, only showing her negative emotions. (1 heart)
- Anonymous @user_0ub00w**: Honestly, she brought this upon herself. Stop playing the victim. (1 heart)

Mini Reader

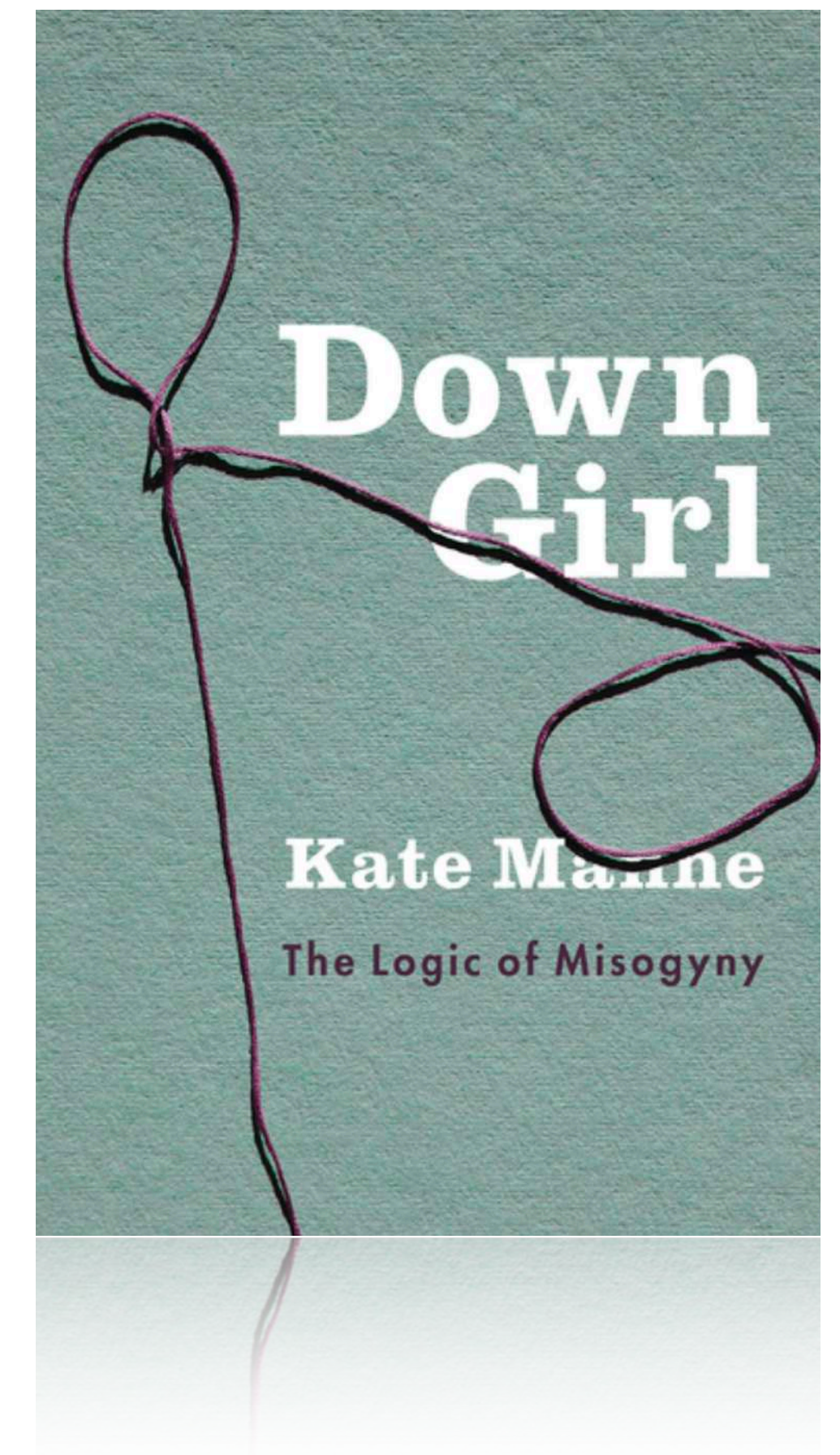
If we define a woman like Rossetti's dead wife as indomitably earthly yet somehow supernatural, we are defining her as a witch or monster, a magical creature of the lower world who is a kind of antithetical mirror image of an angel. As such, she still stands, in Sherry Ortner's words, "both under and over (but really simply outside of) the sphere of culture's hegemony." But now, as a representative of otherness, she incarnates the damning otherness of the flesh rather than the inspiring otherness of the spirit, expressing what – to use Anne Finch's words – men consider her own “presumptuous” desires rather than the angelic humility and “dullness” for which she was designed. Indeed, if we return to the literary definitions of "authority" with which we began this discussion, we will see that the monster-woman, threatening to replace her angelic sister, embodies intransigent female autonomy and thus represents both the author's power to allay "his" anxieties by calling their source bad names (witch, bitch, fiend, monster) and, simultaneously, the mysterious power of the character who refuses to stay in her textually ordained "place" and thus generates a story that “gets away” from its author.



- Gilbert, S.M. and Gubar, S. (2020) 'The queen's looking glass: female creativity, male images of women, and the metaphor of literary paternity', in *The Madwoman in the Attic: The Woman Writer and the Nineteenth-Century Literary Imagination*. New Haven: Yale University Press, pp. 27–28. Available at: ProQuest Ebook Central (Accessed: 28 January 2026).

In what follows, I will be especially interested in the ways misogyny works via regular social-norm enforcement mechanisms, moralism, and other negative character-level generalizations, hierarchical social moves, and similar. On my view, misogyny need not and usually will not arise from specialized and, to my mind, fairly puzzling putative psychological attitudes, like the idea that women are seen as sexual objects, viewed as subhuman, or as having a hateful, detestable “essence.” Rather, it’s generally about the enforcement and re-establishment of patriarchal order and the protests when it gets challenged. Disgust flows from, and augments, these social processes. These will be the upshots of chapters 5 and 8, respectively.

In other words, these various “down girl” moves may not reflect how women are literally viewed much of the time, except perhaps as the result of wishful thinking and willful denial. They’re dynamic, active, and forceful maneuverings. They put women in their place when they seem to have “ideas beyond their station.” So I think of the misogyny of individual agents as less a matter of beliefs than desires – desires and other similar states of mind that ask the world be kept or brought in line with a patriarchal order, at least in the first instance. I come back to this point in chapter 3, in connection with the distinction between misogyny and sexism.

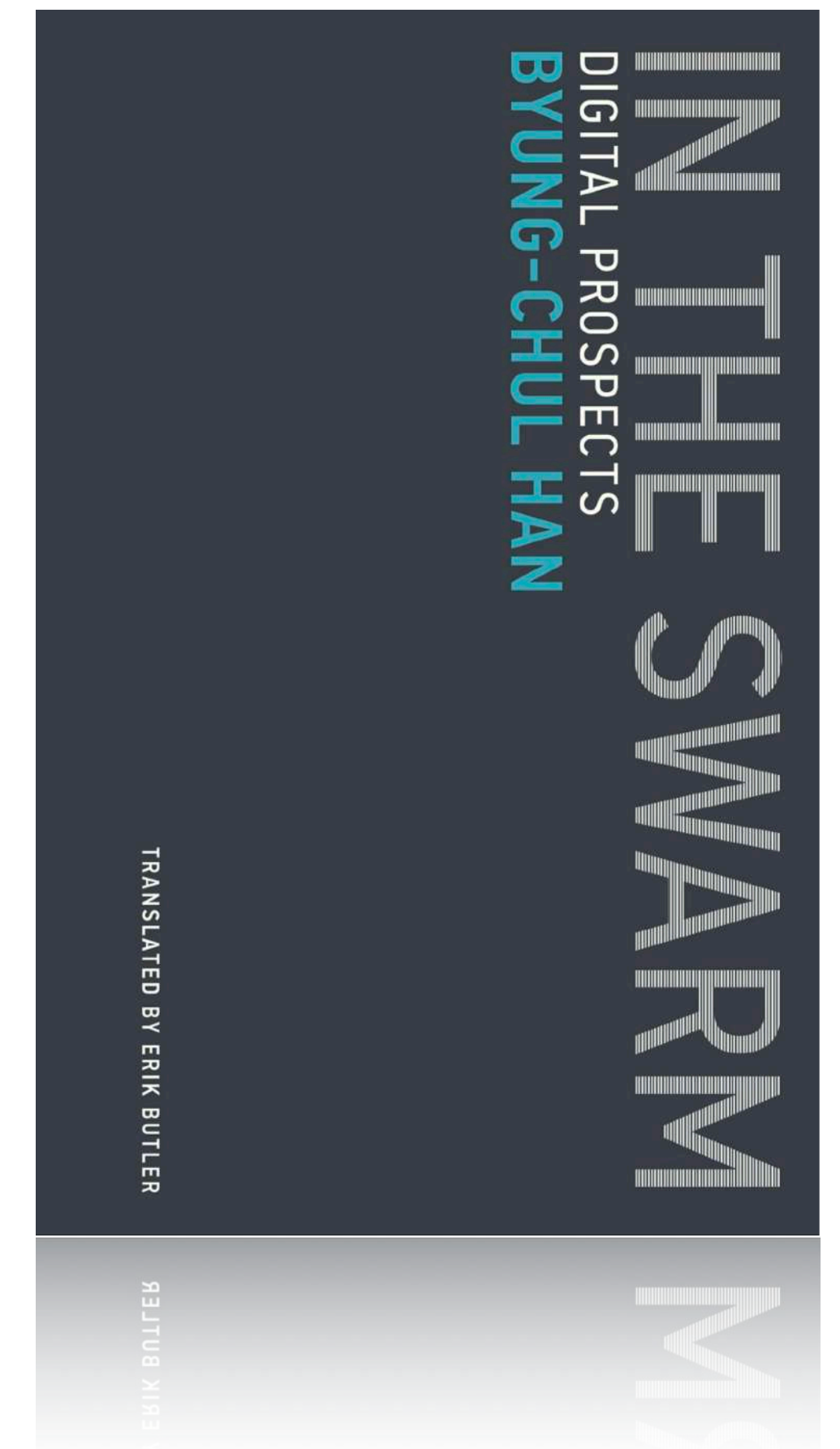


- Manne, K. (2018) ‘No Respect’, in *Down Girl: The Logic of Misogyny*. New York: Oxford University Press, pp. 68–69

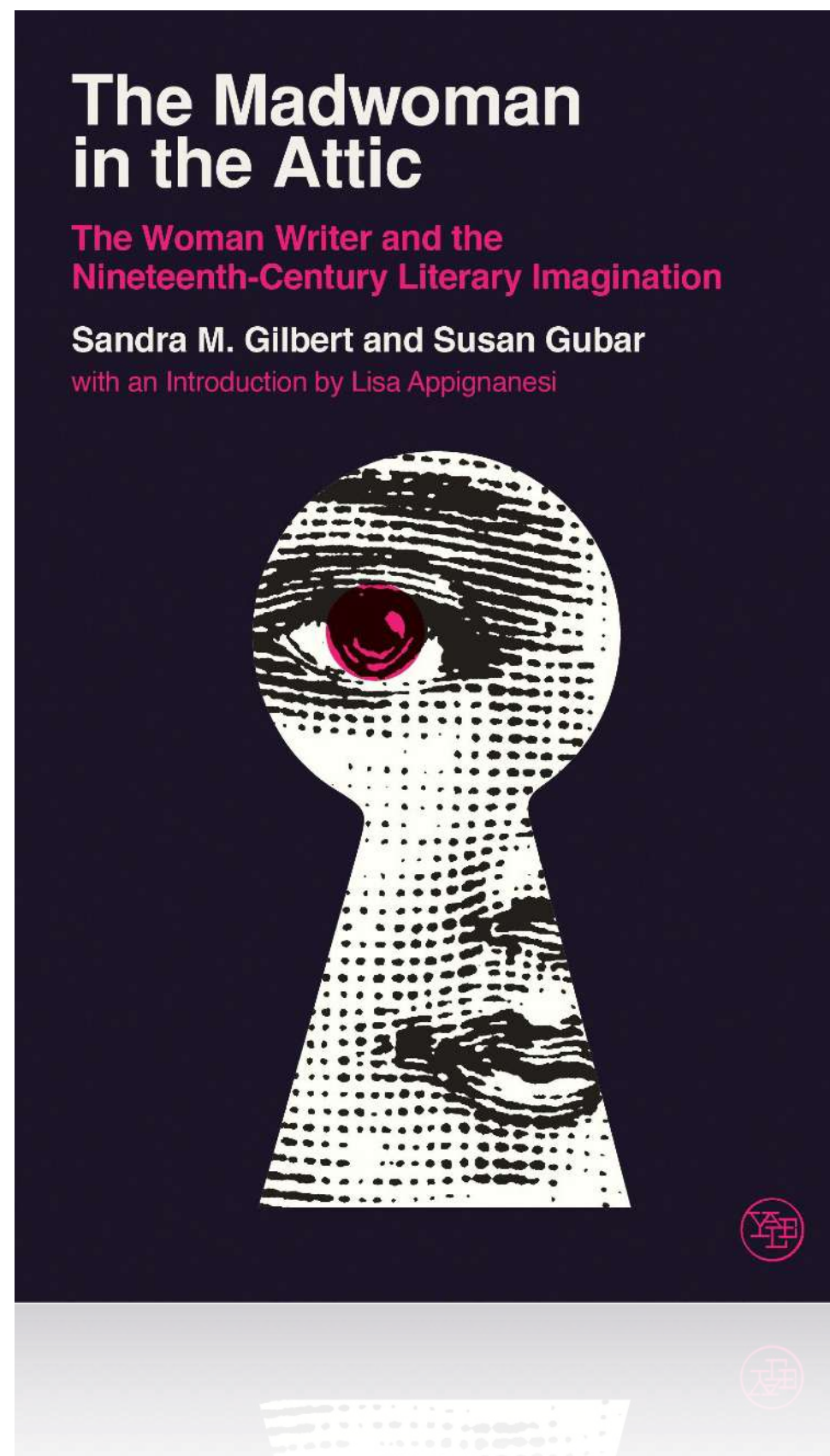
Digital networking favors symmetrical communication. Today, participants in communication do not just consume information passively: they generate it actively. No univocal hierarchy separates the sender from the receiver. Everyone is sender and receiver – consumer and producer – in one. However, such symmetry exists to the detriment of power. The communication of power passes in one direction – from top to bottom. Now, communicative reflux is destroying the existing regimes of power. Shitstorms amount to kind of reflux, with all the destructive effects that this entails.

The shitstorm is emblematic of displacements within the economy of power governing political communication. It swells in spaces where power and authority have weakened. In particular, shitstorms flourish where hierarchies have flattened out. As a medium, power ensures that communication flows speedily in one direction. The choices effected by the intendant of power are followed silently, as it were, by the subjects of power. Sound, or noise, provides an acoustic cue that power is faltering. The shitstorm is communicative noise, too. The best shield against shitstorms would be charisma—that is, an auratic expression of power. Charisma prevents shitstorms from brewing up in the first place.

The presence of power increases the likelihood that my decisions will be accepted by others. As a medium of communication, power increases the probability of yes, given the possibility of no. Yes is significantly quieter than no. No is always loud. Powerful communication reduces sound and noise—that is, it reduces communicative entropy. An authoritative pronouncement eliminates burgeoning noise in one fell swoop. It generates silence, which represents room for action.

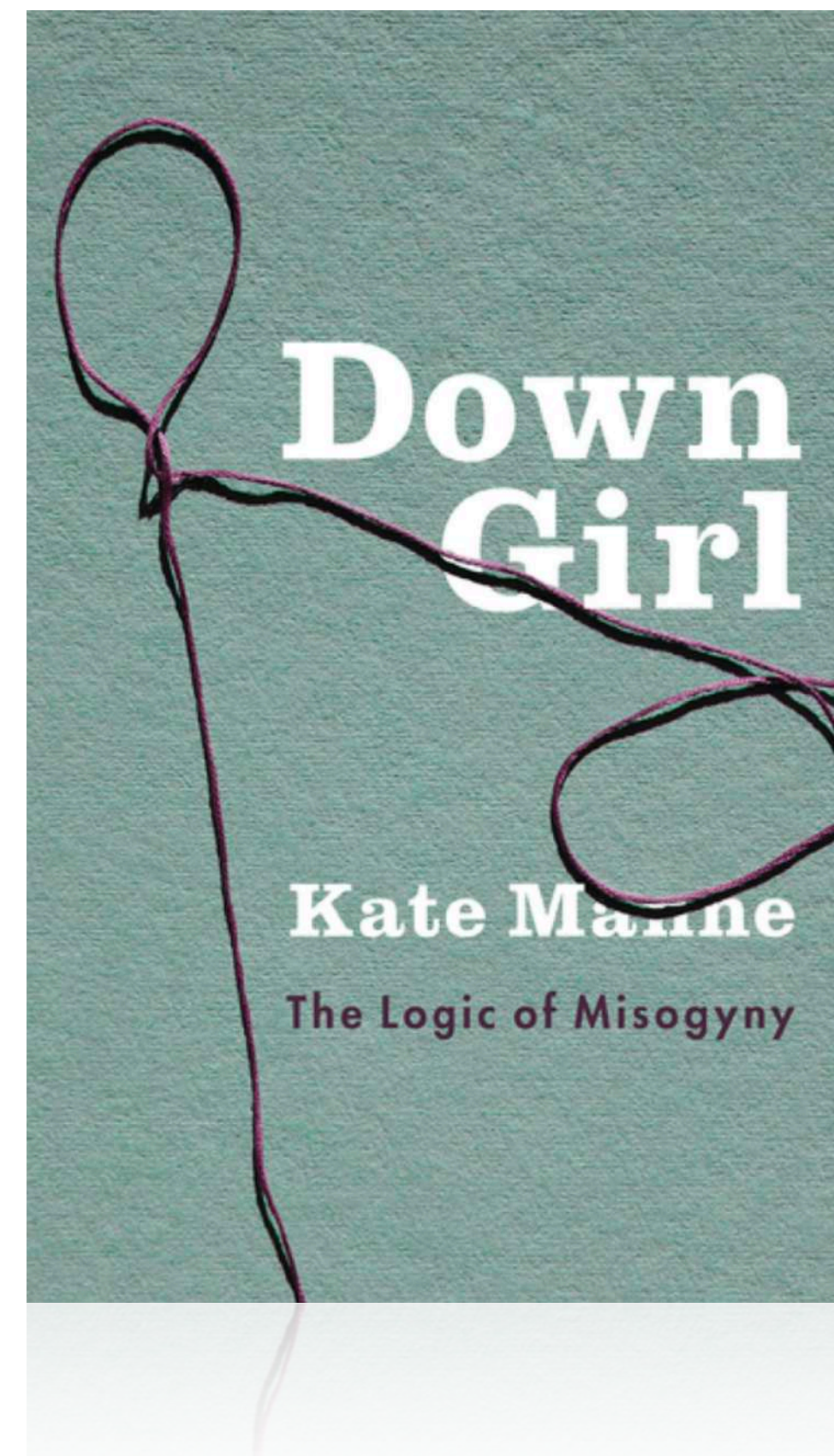


- Han, B.-C. (2017) 'Ameliorating Misogyny', in *In the Swarm: Digital Prospects*. Cambridge, MA: The MIT Press, pp. 3–4



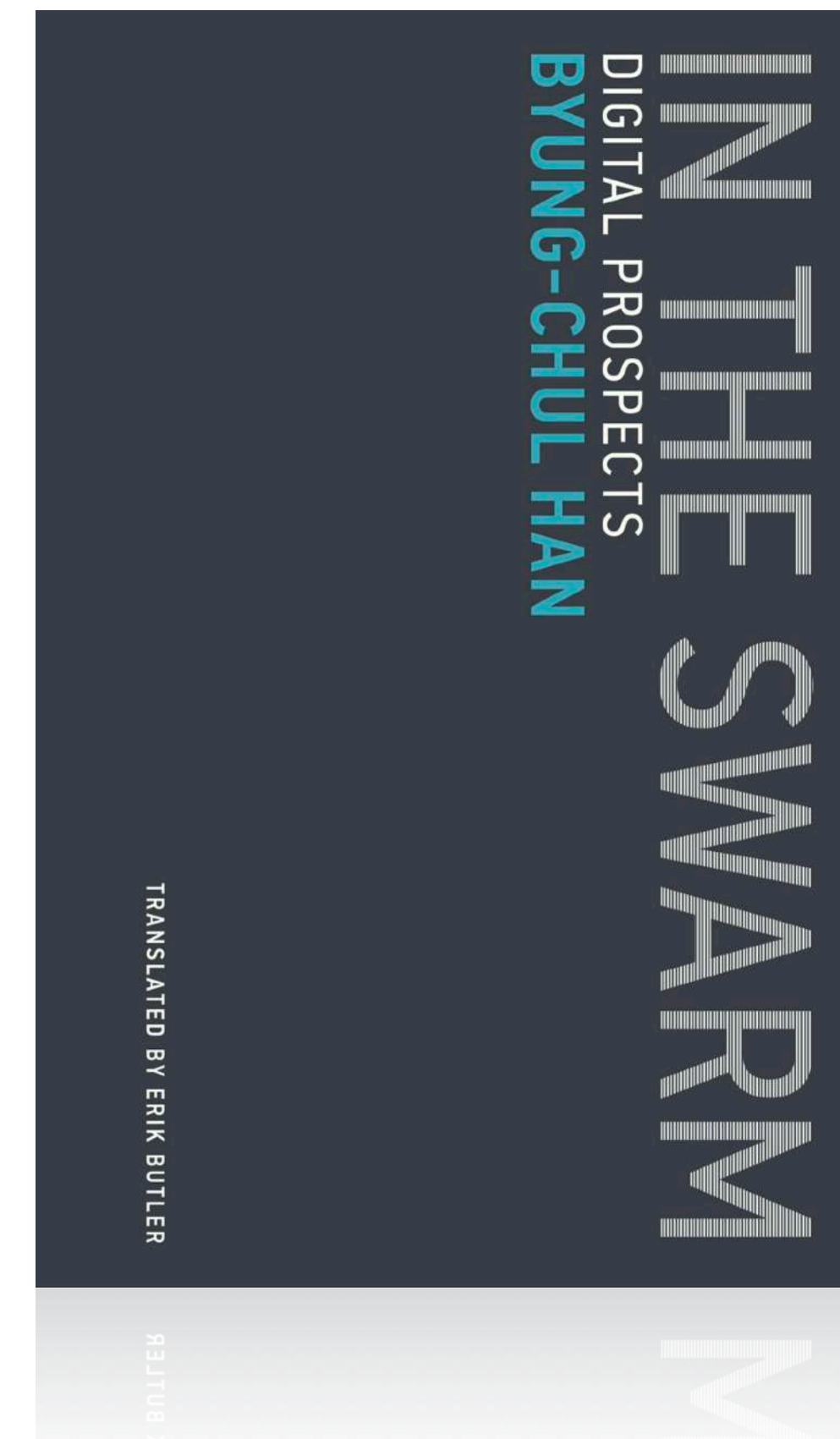
Text 1: The authority to name

These labels like “witch”, “bitch”, or “monster” are not neutral – they are created within patriarchal narratives to manage the fear of female autonomy. So the “witch” is not discovered, but named.



Text 2: Misogyny as enforcement

This naming is not just description, but a form of control. When women step out of line, these labels are used by collective desires to push them back into old order – turning language into a form of punishment.



Text 3: Digital amplification

In digital networks, yes is much quieter than no, while no is always loud. But by filtering out questioning or rational “yes”, patriarchal power constructs an overwhelming “no” that appears natural. In this way, execution is carried out through the elimination of noise.

Unit 3

Projection²

Week 4_Wen Wen

Experiment - Post (as one unit)

The image shows a browser window with a code editor on the left and a social media post on the right. The code editor displays JavaScript code for a particle simulation. The social media post shows a list of anonymous comments.

```
329     let force = random(6, 14);
330     p.vx = cos(angle) * force;
331     p.vy = sin(angle) * force - random(4, 8);
332     p.vrot = random(-0.4, 0.4);
333   }
334
335   isFirstExplosion = false;
336 }
337
338 function setup() {
339   let containerW = document.getElementById('witch-canvas').clientWidth;
340   let canvas = createCanvas(containerW, 320);
341   canvas.parent('witch-canvas');
342
343   textFont('Courier New, monospace');
344   textSize(12);
345   textAlign(CENTER, CENTER);
346
347   let charIndex = 0;
348   let spacingX = 9;
349   let spacingY = 14;
350
351   for(let y = 10; y < height; y += spacingY) {
352     for(let x = 10; x < width; x += spacingX) {
353       if(isInBustSilhouette(x, y, width/2)) {
354         let letter = traitsStr[charIndex % traitsStr.length];
355         if(letter !== ' ') {
356           particles.push({
357             originX: x, originY: y,
358             x: x, y: y,
359             vx: random(-1.5, 1.5), vy: 0,
360             rotation: 0, vrot: random(-0.1, 0.1),
361             char: letter,
362             isFalling: false,
363             pColor: color(15, 20, 25)
364           });
365         }
366         charIndex++;
367       }
368     }
369   }
370 }
371
372 function isInBustSilhouette(x, y, cx) {
```

Public p5.js 1.9.0

Anonymous @anon_x8f9q2

selfish
h negative
complain
blame lack
empathy ba
d temper o
ver-se
nsitiv
e unre
asonable mak
e trouble not con
siderate emotional q
uarrel easily pessimist
ic frequent grievances tox
ic selfish negative compla
in blame lack empathy bad te
mper over-sensitive unreasonab
le make trouble not considerat
e emotional quarrel easily pes
simistic frequent grievances to
xic selfish negative complain h

Anonymous @user_mt4e3z
Her husband also has his share of problems. It was a two-way relationship conflict.

Anonymous @user_aux9fq
Just my honest feeling. No man could stand being her husband.

Anonymous @user_r1eg23
It's just the truth. Nobody wants to be friends with someone full of negative energy.

Anonymous @user_qhwcl1
Crazy chicken lady, suffocating vibe, drama queen, always picking unnecessary fights.

Basic Logic

Action	Malice Level (+👎 -👍)
Repost original post	+3
Like original post	0 (if total malice \leq 5) +1 (if total malice $>$ 5)
Like a negative comment	+1
Like a supportive comment	0/-0.5 (depends on visual form)
Unlike original post	+0.5 (if total malice \leq 5) -0.5 (if total malice $>$ 5)
Unlike a negative comment	-0.5
Unlike a supportive comment	+0.5

or to say:

Bad Actions vs Good Actions

Malice Level +👎	Malice Level -👍/0
Repost original post	
Like original post (if total malice > 5)	Like original post (if total malice ≤ 5)
Like a negative comment	Like a supportive comment
Unlike original post (if total malice ≤ 5)	Unlike original post (if total malice > 5)
Unlike a supportive comment	Unlike a negative comment

More Visual Forms of Posts (as units)



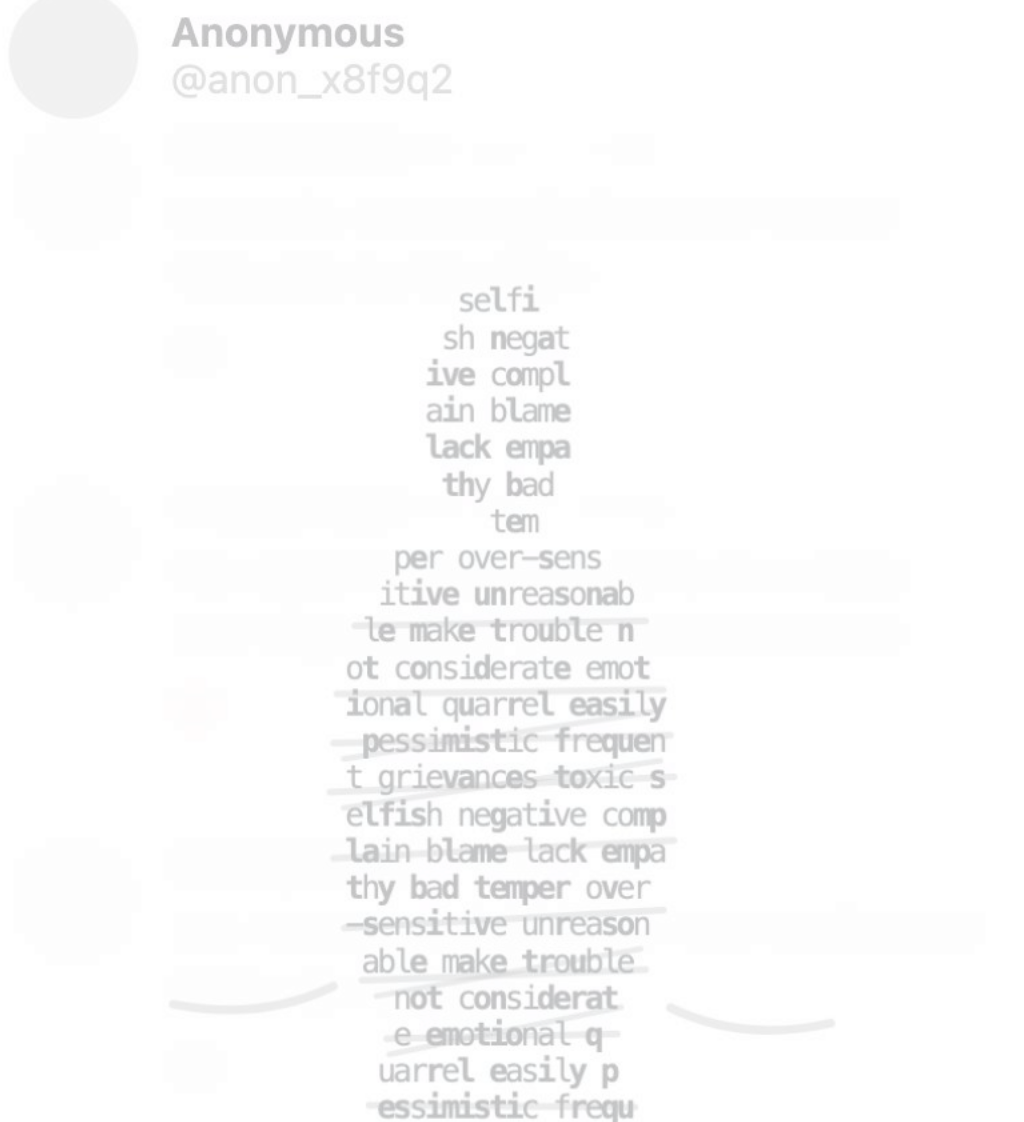
Explosion

- Anonymous @user_yoxsma**
Just my honest feeling. No man could stand being her husband.
- Anonymous @user_lrzww**
The show's editing took things out of context, only showing her negative emotions.
- Anonymous @user_iji0vo**
Crazy chicken lady, suffocating vibe, drama queen, always picking unnecessary fights.
- Anonymous @user_xmmr05**
Her extreme insecurity stems from long-term dependence. It's a structural issue.
- Anonymous @user_45v5p4**



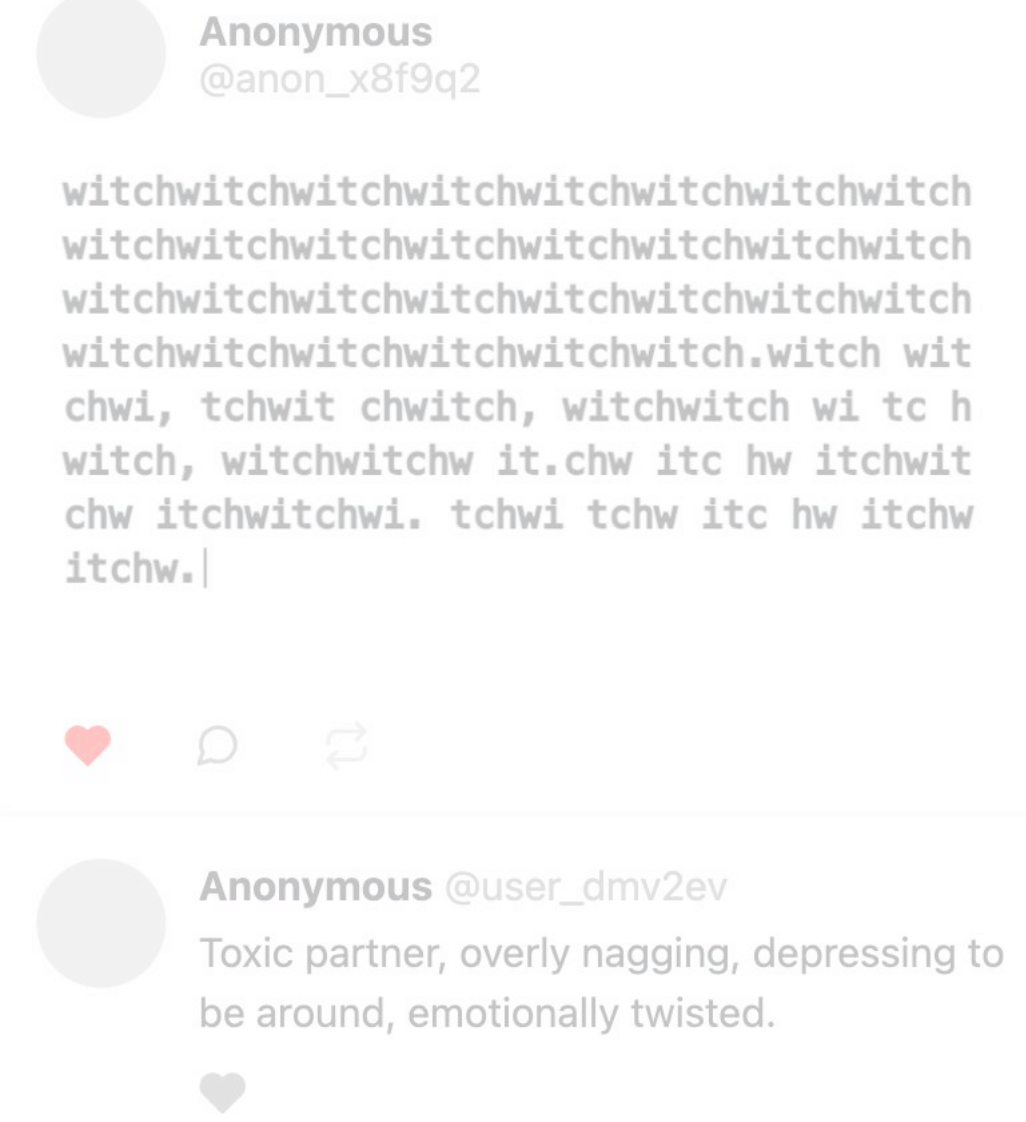
Drowning

- Anonymous @user_agj4dq**
Honestly, she brought this upon herself. Stop playing the victim.
- Anonymous @user_qyfdaf**
Put yourself in their shoes. Anyone would break down living like this.
- Anonymous @user_u6rozc**
Why is everyone attacking her looks? Focus on the actual issue.
- Anonymous @user_c657hv**
I mean no harm. I just don't appreciate this way of dealing with things.



Hanging

- Anonymous @anon_x8f9q2**
selfish negative complaint lack empathy bad temper over-sensitive unreasonable make trouble not considerate emotional quarrel easily pessimistic frequent grievances toxic selfish negative complaint lack empathy bad temper over-sensitive unreasonable make trouble not considerate emotional quarrel easily pessimistic frequent grievances
- Anonymous @user_048gba**
Her husband also has his share of problems. It was a two-way relationship conflict.
- Anonymous @user_w8m661**
Too much drama. Unfollow.
- Anonymous @user_czdbq3**
She has an unlikeable personality. Being with her is exhausting.



Branding

- Anonymous @user_dmv2ev**
Toxic partner, overly nagging, depressing to be around, emotionally twisted.
- Anonymous @user_cuz2w**
Put yourself in their shoes. Anyone would break down living like this.
- Anonymous @user_gdppgn**
Honestly, she brought this upon herself. Stop playing the victim.
- Anonymous @user_ydn0vc**
She has an unlikeable personality. Being with her is exhausting.
- Anonymous @user_y3wsrn**
The show's editing took things out of context, only showing her negative emotions.
- Anonymous @user_uz84xm**
It's just the truth. Nobody wants to be

Specific Representation of Malice Level ↑↓

Execution Type	Malice Level + 🙄	Malice Level - 👍	When total malice = 10	When total malice > 10
Explosion	Characters collapse and fall	Characters return to position	Explosion	Lowering malice no longer has an effect, but increasing malice triggers another explosion
Drowning	Characters drop and sink	Characters float up	All characters drown and disappear	Irreversible
Hanging	Rope tightens (reduced letter spacing)	Rope loosens (static or wider spacing)	All characters are crushed together	Lowering malice no longer has an effect, but increasing malice causes characters to disappear
Branding	“witch” is repeatedly typed onto the body	Delete 5 characters	All characters become bold	Interaction continues normally, but all characters remain bold

click, scroll, click

