

Clickconsume

verb

Like or follow brands.

On social networks we are given a chance to like brands and thus create our identity while not spending any money. Good news is that you no longer have to buy a t-shirt with a huge logo of your favorite brand on it and wear it in every occasion to identify with a brand, but you can simply click and by doing so share what your online self eats, wears and consumes. And the best part is you don't have to pay, you are already paying with your data! When liking pages but also when browsing the web, Facebook collects your data and sells it to advertisers. Companies then use information about you such as age or gender to customize their advertisements and tailor them according to your interests. So it is not free in the end, it is only a different currency.

"I prefer to be a real consumer than a clickconsumer, because at least I know the price"

"He is such a snobby clickconsumer! He only likes high fashion brands!"

"I don't understand people who clickconsume brands which they can afford offline. My online self is so fashionable but none of it I could actually afford to buy"

Clickvalue

noun

A subjective value of someone's like, retweet or share.

Although all likes, shares, and retweets come from the same act of clicking, not all of them carry the same value. If you are in love, the most valuable like will be the one from your crush. If you are seeking professional support, the most valuable retweet will come from your renowned colleague. Unlike the currency of offline life, where every dollar is the same, no matter who it is coming from, the currency of online life consists of clicking like, retweet and share where not every click has the same value. Clickvalue depends on who the person that reacted to our post is, how popular online they are at the moment, what is our personal relationship to them, how often they like our posts and other people's posts (if they have a like generator, their click basically has no value). In general, most valuable likes are from the people who are popular and who we are trying to impress. Least valuable likes are from our moms (love you, mom <3).

"For me, she has such a strong clickvalue, that I would be happy even if she were the only one who liked my post"

"While I was in love with him, he had such a strong clickvalue for me, now I don't even notice if he reacted to my post"

"The person with the strongest clickvalue on my Instagram currently is Susan. When she likes my photo I feel it is something special"

e-Approach

verb

Send private messages to strangers in order to meet them.

Online we have a chance to build a private space with a person whose life we are updated on daily. By e-approaching we can make ourselves vulnerable while staying in our comfort zone at the same time. It is much easier to control and hide all the weaknesses through online communication since there is no body language and there is always more time to reply than in the offline life. And if the person doesn't reply, there are no other witnesses to our failure. If they reply we can get a unique piece of them in our inbox and from there ensure the communication in offline life as well.

"I feel confident when e-approaching."

"She was looking at me the whole night. Then I came home and decided to e-approach her."

"I don't recall when somebody actually approached me last time. My last 3 boyfriends e-approached me after a night in a club. One even e-approached me while we were still both in the club"

e-End

verb

Remove a person from online life.

When two people have a fight it is not really the end until it's e-end. We finally have a chance to kick somebody out of our lives. People typically remove someone from friends or block them if they had a fight, have broken up or are just annoyed by that person. Some people decide to block or unfriend their exes on certain social networks as an act of rage but decide to keep them on another so they can check their lives occasionally. Blocking is more radical because the other person is effectively silenced. It is intended as a protection from cyberbullies and stalkers but people use it in all kinds of scenarios. Sometimes people block someone in the middle of the argument so that they get to have the last word.

"We broke up a few times before, but this time I e-ended it. So we are really done."

"I would like to know at least what she's doing but she e-ended."

"My girlfriend asked me to e-end all my exes"

ex-Ray

verb

Investigate ex partner's profile.

Social networks have given us this unique opportunity to keep track of lives of people we were once close to without the awkwardness of getting in touch with them. There are many motives for ex-raying. Whether someone visited the profile of their ex out of curiosity, nostalgia or with

no particular reason many people will find it even harder to resist the next challenge and before they know it they'll click to the profile of the current partner of their ex. Once they found themselves on the profile of the partner of their ex they can spend hours comparing themselves to the new partner.

"You have to stop ex-raying and move on."

"I ex-rayed her and found out she has a new boyfriend and they live together!"

"Honey, whose profile are you looking at? Is that your ex? ARE YOU EX-RAYING IN OUR BED?"

e-Zophrenia

noun

A concept of having an online self that doesn't match with the offline self.

Since social networks give us the freedom to edit and curate our online persona, most people tend to present the best versions of themselves. In the online life it is much easier to build your personality and style and to have some control over how other people see you. Some people get carried away by the option that the difference between the person in the offline life and the online life becomes very big. It seems as if that somebody has a split personality. Another reason for the different personalities in the online and offline life can be that people simply present themselves as they see themselves, which often doesn't match other people's perception of them.

"-Why do I always meet e-zophrenics?"

"-Maybe you should stop looking for a boyfriend on Instagram?"

"E-zophrenia is a very common syndrome in young people"

"His profile is misleading, he is a typical example of e-zophrenia. "

Feed Noise

noun

A real-time clutter of information on other people's lives on the feed.

Everyone has their own unique life path, but they are all blatantly juxtaposed to each other on the feed: one friend has decided to become a stay at home parent, the other was made a partner at her company while the third one quit 9 to 5 job and decided to travel the world... In a consumerist society, we have a difficult time making a decision when faced with the choice overload. On social media, the variety and quantity of abundant information on other people's lives can have a similar effect. Before social networks, we were in touch with one person or a small group of people at the time and could hear about the fragment of their lives. Online we are

simultaneously exposed to a variety of lifestyles. Moreover, we are real-time updated on them. This much exposure to other people's lives can be a distracting commotion, making us overwhelmed and disoriented in our personal life perspective.

"I spent the day on Facebook, and the feed noise exhausted me completely"

"All these people doing all this stuff... Feed noise makes me feel like my life is boring"

"When I need to make some life decisions, I avoid social media because feed noise only makes me more disoriented and confused."

Followeratio

noun

The ratio of followers and followings.

Search for it online and you'll find an incredible amount of advice on how to get new followers. Some propose buying followers, while others suggest more organic approaches to gain a loyal audience. What is less mentioned, but is often practiced, is to unfollow accounts in order to achieve the golden followeratio. Understandably, for entrepreneurs, it might be important to build the hype for their brand, but is for the individuals having a good followeratio a matter of sheer ego? Or do we develop a brand around ourselves as a generally good life strategy? It is true that most of us want to be a leader rather than a follower.

There is a number of apps and services taking a different approach to achieve the golden followeratio. Some will inform you who unfollowed you, while others offer automated bot services to generate your activity.

"If you follow 100 people, around 30 will follow you back, a few days later you unfollow them all and boom! You'll have a positive followeratio."

"My ideal followeratio is at least 2:1."

"I'll never have a good followeratio! I always follow more people than I have followers!"

Forcie

noun

A selfie that you don't voluntarily take part in but you are "forced" by someone's enthusiasm.

There are many reasons why somebody doesn't want to take a photo at a certain place in a certain moment or with a certain people and put it online. The reason might be anything from a bad hair day to privacy concerns (yes, there are those who still care about it). But when somebody is a selfie enthusiast no excuse is good enough. Probably no one is concerned about the photo itself. Taking a photo is one thing, but posting it publicly is a completely other. And that is what causes the discomfort mainly. The discomfort can also be caused by the awkward pose that selfie taker asks you to make. Some people just don't feel comfortable making duck faces.

“I used to enjoy his company, but now I know that every time we meet there will come a forcie time”

“He is a king of forcies, last time we both had to kiss him on the cheek while Katrin was twerking in his lap. It was super awkward!”

“I am not the only one who thinks this is a forcie, I saw some unhappy faces in the photo”

“For you, it is a selfie, for me, it is a forcie!”

Visual: mozda neka paralela izmedju prednje kamere i sprava za mucenje? Kao giljotina napravljena od front camere lensa

FRAP

acronym

Fear of a Recently Added Person.

It happens sometimes that we add someone and we think that now that this person sees our profile, posting will never be the same. It can be anyone, a person that you admire, a childhood friend, a crush or your family member. In any case it is a person whose opinion matters to you or who has some kind of influence. Now every time you post you are more self-conscious about that person than all the other followers. After some time the person usually blends with other people and the fear and excitement goes away.

“If you don’t have a FRAP because of your new boyfriend you’re not really in love”

“The biggest FRAP I ever had was because of Angela. Now we are married and have a child.”

“My last FRAP was so intense that I stopped posting at all for around a month”

Halfseen

verb

Read (the beginning of) a message without opening it.

The appearance of “seen” has created a new phenomenon: opening messages partially, having a peek at the beginning of the message and assuming the rest so that the other person doesn’t get a “seen”. Also when writing a message, be aware of how your first sentence begins, because this is what the other person will be halfseeing.

When “seen” first appeared some thought they would have to answer messages immediately. But it actually didn’t make the culture of answering change, it only made visible what we already knew: we don’t always reply straight away. Even though it became more acceptable not to reply immediately, the technique of halfseeing is very commonly used. Those who don’t find the

beginning of the message to be enough but still don't like to reply straight away may benefit from seen blocking apps.

"I only halfseened his message but I think he wants to ask me out. I'm not going to open it until I think of a reply."

"She hasn't seened my message, but she must have halfseened it because Messenger says she was active."

Instameet

verb

Learn about a person through their profiles on social networks.

When meeting a new person it became more common to offer contact through a social network than to exchange phone numbers. If you get a phone number you can meet again with a person, while a profile can determine whether you should meet again. Today is all about instant and fast. If you meet somebody, the fastest way to find out all about them is to go to their profile. From there you can make all kinds of prejudices, assumptions and jump to conclusions so you don't even have to communicate with person to get the first impression!

"I hate instameeting. That's why I avoid saying my full name or mentioning I am on any social network"

"I really can not determine what she is like, we met only once. I would like to instameet her to have a clearer idea."

Overpresent

adjective

Actively exist both offline and online.

Physics teaches us that it is not possible to be present at two places at the same time. However, some users of social networks seriously challenge that fact. The amount of content they post really makes it seem like they literally post every moment of their life, but at the same time they do manage to have a life as well (at least according to their posts)! One could argue that for such a user, posting is the core of their life but there is a strong evidence in their posts that they actually do have a stable job, teach yoga, have a child, write a book and travel all over the world.. So they must have spent time learning, practicing, changing diapers, writing and packing, but the question is WHEN?

"He is one of those overpresent people"

"I asked my overpresent friend how he manages to be so active on social media. He says he avoids thinking, it saves a lot of time"

“He is so overpresent. Whenever we go out I feel like we are making a reportage on our meeting”

Pinboast

verb

To boast about one’s whereabouts through posts on social media.

These posts are not amusing or relevant for others, they are only written so that people can check in from a place. The better the place the post is from, the worse the post itself can be. In fact the post can even be non-existent like in “check in” statuses.

Be aware that not every check-in status is for boasting purposes. Some people check in as an invitation to others to come to the place they are so they can “spontaneously” meet. Some also feel “obliged” to inform others about their whereabouts because if they haven’t posted on social media, it hasn’t happened.

“Whenever we break up he starts pinboasting from clubs”

“We had a terrible time in Thailand, but at least we used every occasion to pinboast”

Play e-dead

idiom

To avoid being visibly active online because of not having answered to someone’s message or comment.

This is a part of a social media code of conduct. If you haven’t answered to someone’s message or comment, it can only be justified by not using social media at all at the time. However, it may be offensive if you don’t respond to someone’s message, while you continue your online activities, showing that you have plenty of time. Some people choose to avoid all social networks until they reply (which is the only proper way not to get busted for playing e-dead) but for most of us it is easier to be inactive only on the social network that the message arrived to (which is the obvious sign of playing e-dead). Constant availability and being connected comes at its price - we are not always in the mood to socialize and meet the expectations of online social norms.

“I know he is playing e-dead because whenever I ask him something about us, he becomes inactive for a few days”

“-Hey can you share my event please?”

-I can not do it now, sorry! I am playing e-dead because Jamie sent me a message to which I am too lazy to reply.”

“I got the event notification for her party, which I don’t want to go to, My plan is to play e-dead until it passes.”

Postponline
verb

Postpone online "obligations".

In the beginning social networks were mostly perceived as a tool for connecting, relaxation or fun. But over time, they have become more like life, a second one. So apart from fun there are also some obligations such as replying to messages, e-mails, congratulating birthdays, supporting your best friend's band, promoting your mom's work... Luckily, sometimes we can simply decide to take time off from our online lives and make the excuse of having very active offline lives. Maybe in the future the reverse will also be socially acceptable?

"Sorry for getting back to you so late, I was postponing the last few days"

"I was postponing for a few days and now I have a bunch of things to do before posting my new profile picture."

"I feel so guilty about postponing for so long with no particular reason. Now I'm lying to everyone that my computer broke"

Seenwait

verb

Actively wait for seen to appear.

For some people knowing at what time a person has seen their message is a reply in itself. With that information they can calculate how much time people need to reply to their messages or they can assume all sorts of things if they don't get a reply.

When chatting online it is a meta information that is sometimes equivalent to blushing or uncomfortable silence in the offline life.

"When I am seenwaiting I cannot focus on anything else"

"I seenwaited for an hour, but once she saw my message the agony became even worse"

"Although I did my regular day activities, I was subconsciously seenwaiting the whole day"

Skin Trade

noun

The acquisition or sale of popular profiles.

The skin trade is a worldwide industry of dealing in popular social media profiles. Historically profiles were used for personal expression and communication. A profile attracted followers through its published content, its value is based on the follower count: the higher > the more popular > the more valuable. Gradually, profiles were created and designed solely to attract huge amounts of followers through posting optimized content. Such profiles, once they attained

a follower count taking to the population of mid-sized cities, were sold off to the highest bidder. The buyer would thus acquire a large audience in an instant. What was sold effectively was the popularity and reach of a profile. "Skin farming" or the creation of profiles solely for the purpose of selling their popularity, was met with criticism and public shaming.

Current trading is in the creation of synthetic profiles. Profiles that are farmed for skin trade are being fed with the content of the most successful real profiles, chopped and screwed into synthetic versions. Every single one intentionally flawed to simulate reality yet authentic in its desirability. The most successful skin trade profiles count followers the population of the world's largest metropolis'.

"Emily already has three accounts with over 100k followers. Now she's thinking about quitting her job and going full time into skin trade"

"Can we have a meeting about our company's recent skin trade? I think we bought a profile with a wrong crowd."

SML

acronym

Sudden Mutual Liking (of everything).

Two people suddenly start liking everything, the other person posts while not showing publicly that they are close (they don't post on each other's walls or tag each other). It means that there is a certain tension and excitement between the two. Liking is equivalent to paying attention to someone or giving someone a compliment/support in the offline life. It is a sign of interest in someone as a friend, colleague or as a potential partner. Sudden mutual liking usually means that two people are sharing a private inbox, possibly a bed even.

Usually this initial excitement about the other person disappears as suddenly as it appeared, or it grows into a proper public relationship.

"Have you notices that Elena and Maggy SML a lot lately? I don't think they even know each other offline."

"We never communicated. For now we are in SML stage, but it encourages me to write him a message."

Thrillification

noun

Thrill about getting notifications.

Checking for new notifications has become a habit that is hard to resist. For some users of social networks it is a kind of an impulse. When receiving and opening notifications, users of social networks get a hit of dopamine which is released in rewarding situations. Social networks

are now part of our emotional life. Humans are social creatures. We can not survive in solitude. It is well known that communication in the offline life keeps us motivated and active, but so does the communication in the online life. If there are very few interactions in the online life, the person might decide not to participate in it anymore. Social interaction, both in offline and online life, confirms that we are alive and visible to other people.

“I post a lot on Twitter lately, so whenever I log in I get a thrillification.”

“I like to login to my profiles first thing in the morning, the thrillification wakes me up quickly.”

“Facebook doesn’t give me real thrillification, because most notifications are some impersonal invitations and spams.”

Timeline Climate

idiom

The prevailing feeling or opinion on timeline at a certain moment.

Often there is a dominant consensus on the timeline. Usually the main subjects people are commenting on and posting about are the things that are happening in their environment. It can be anything from presidential elections to the show that is on TV at the moment. Social networks are very convenient for discussing a popular topic with a large group of people. It is even more encouraged through hashtags. People express their anger, fear, sadness or happiness about the events happening and it will most likely form a dominant point of view on a certain subject. Sometimes a timeline can be misleading as it can seem as an insight into public opinion. But as we tend to “gather” certain types of people around us (based on age, education, status) what we will see is only a picture from our circle of friends.

“The timeline climate of Valentine’s day makes me depressed if I am single at the moment”

“Today’s timeline climate can be described in one word: football”

“By my timeline climate I would assume everybody’s going to vote for democratic party...But I am aware I only follow people that have similar views as I do...”

(Un)Postable

adjective

A quality of being suitable for a post on social media.

When perceiving the world around us as a potential post, some thoughts, stories and situations can easily be packed into a tweet or a photo, while others are harder to mould into one. Earlier people were excited about how they will retell their story to friends when they meet, now they have a chance to publish it immediately. Perceiving life in postable manner can easily become an addiction and the motivation behind the whole action of going somewhere or doing something. It also engages us to interact with our gadgets rather than our immediate environment.

“Even though I enjoy this moment so much, it is completely unpostable.”

“He has the ability to make even the most ordinary situations postable.”

“While I prefer jogging in the evening, morning runs are more postable.”

WFF

noun

Whatever Friends Forever - a person who you only encountered briefly, but stays in your online life forever.

Before social networks there were episodic characters in our lives - people we only met once or twice and we haven't heard from since. Nowadays whoever we once add to our social media circle we'll stay on our news feed forever and we'll be regularly updated on their life events.

They may even become dominant people in our online life. As the years pass the number of online followers is exponentially growing. While we can only maintain contact with about 150 people, the number of friends of the average user is high above it and is growing as the social media is settling in our lives..Some people check and clean their friends lists occasionally. It is an act similar to seasonal cleaning of closet, required for mental hygiene.

“I hate it when my one night stand becomes my WFF!”

“She is one of those WFFs that actually really started growing on me.. I mean, I basically don't know the girl, but I feel close to her.”