followthethings.com

Ian Cook

Department of Geography, University of Exeter, Exeter EX44RJ, UK

Abstract

Who makes the things that we buy? Few of us know. They seem untouched by human hands. Occasionally there’s a news story, a documentary film, or an artwork showing the hidden ingredients in our coffee, t-shirts, or iPads. They often 'expose' unpleasant working conditions to encourage more 'ethical' consumer or corporate behaviour. followthethings.com is this work's 'online store'. Here you can find out who has followed what, why and how; the techniques used to 'grab' its audiences; the discussions and impacts that this has provoked; and how to follow things yourself.

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Bibliography