

Sowing the Seeds of Self: A Socio-Pragmatic Penetration of the Web Artefact

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ABSTRACT

This paper analyses the concept of the information technology artefact in a pragmatic web context with a special focus on its user interface. Assuming a communicative socio-pragmatic view of the use of Web artefacts, a distinction is made between explicit performance of essential communication actions and “give offs”; our sometimes unintentional traces left on the Web, which we may even be unaware of. It is argued that both aspects are key to understanding the role of IT artefacts and user interfaces in the Web context.