

## **Tinder, Image Merchandise and Desire: The Configuration of Social Ties in Today's Neoliberalism**

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**Abstract :** Nowadays, the market offers us solutions for everything, creating the idea of an immediate availability of anything we could desire, and the Internet is the mean through which to obtain all this. The proposal of this conference is that this logic puts the subjects in a situation of self-exploitation, and considers the psyche as a productive force by configuring affection and desire from a neoliberal value perspective. It uses Tinder, starting from ethnographical data from Mexico City users, as an example for this. Tinder is an application created to get dates, have sexual encounters and find a partner. It works from the creation and management of a digital profile. It is an example of how futuristic and lonely the current era can be since we got used to interact with other people through screens and images. However, at the same time, it provides solutions to loneliness, since technology transgresses, invades and alters social practices in different ways. Tinder fits into this contemporary context, it is a concrete example of the processes of technification in which social bonds develop through certain devices offered by neoliberalism, through consumption, and where the search of love and courtship are possible through images and their consumption.

**Keywords :** desire, image, merchandise, neoliberalism

**Conference Title :** ICECA 2020 : International Conference on Ethnology and Cultural Anthropology

**Conference Location :** New York, United States

**Conference Dates :** June 04-05, 2020