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- ▶ Simple
- ▶ Advanced
- ▶ Metadata

Browse

- ▶ Division
- ▶ Type
- ▶ Author
- ▶ Year
- ▶ Collection

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- ▶ Help
- ▶ Information
- ▶ Policies


IRep administration

- ▶ Login
- ▶ Statistics

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JONES, S. . 2013. 'Don't be rude on the road': cycle blogging, trolling and lifestyle. *Fibreculture Journal* (22): 164. ISSN 1449-1443



Text
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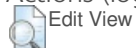
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Abstract

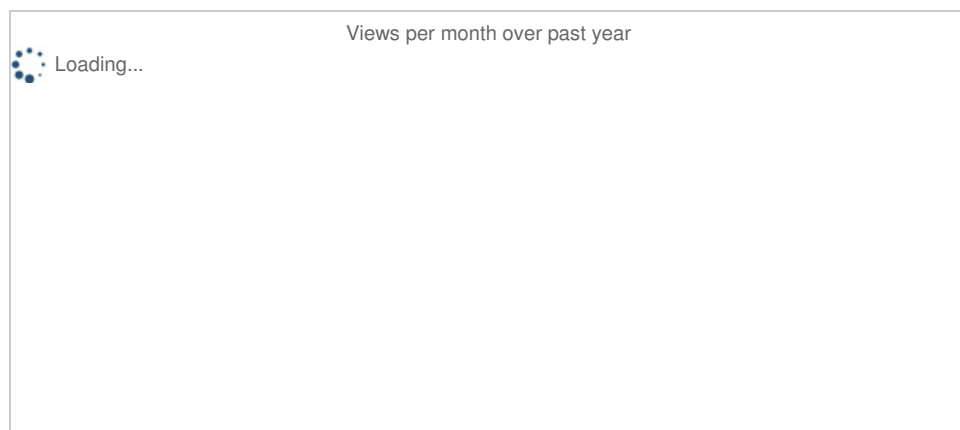
This article examines hostile noise on the UK Guardian's Bike Blog. Like the Internet, the bicycle has been framed as a redemptive technology at the heart of new forms of urbanity and citizenship. The article examines these struggles, concentrating on how accusations of trolling police the boundaries between cycling as a sphere of autonomous play and a more 'ethical' disposition that links cycling to environmental and social responsibility. It argues that a sense of community is established through the embattled relationship with a 'petrolhead' mode of online writing which asserts the pleasures of unrestrained lifestyle-as-fun and contests the claims to good citizenship made by pro-cycle bloggers. The article asks whether cycle blogging is constituted by its games of taste and its defensive response to trolling, or if conjoined strategies of netiquette and on-road etiquette framed in terms of 'responsibility', offer a route to legitimacy.

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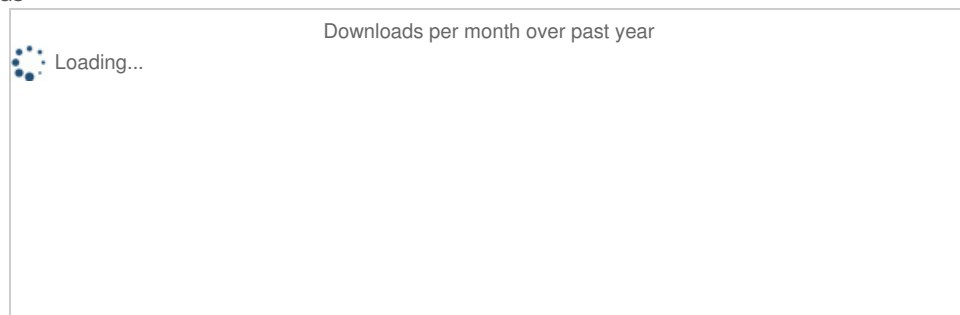
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As far as cyclists are concerned, their bugbears are that pedestrians don't look where they are going, and drivers who resent having to give way to anyone on two wheels. Increasingly, live cameras are being used by drivers and cyclists as the battle for space on our busy city streets intensifies and collisions and standoffs are commonplace. Prosecutions for riding on the pavement are rare, and have been abandoned by the police in some parts of north London, where they face another new crime as gangs on mopeds and scooters snatch phones and valuables from pedestrians. The pavement is becoming as dangerous as the road – but you'll never hear a cyclist accept any responsibility. Raging David Furnish live-blogs lengthy delays on his Air Canada flight but fans turn on 'rude' star for taking snaps of airline staff. David experienced severe delays whilst travelling from Toronto to New York on Wednesday with Air Canada. The Canadian filmmaker, 56, live-blogged the journey to his 145,000 followers with a series of pictures. 'Contact air canada via email if you have an issue don't post a picture of this flight attendant clearly trying his best to explain what he knows to the passengers beside him. I'm positive he does not want to be in a "boiling plane" with annoying rude passengers such as yourself, anymore than anyone else there It is NOT the crews fault so call or email the company because this picture does not help or fix the problem.' Pedal faster. The perfect cadence (pedalling frequency) is 100 revolutions a minute (rpm), says Chris Boardman, triple world champion and Olympic gold medallist. "This feels uncomfortable at first, but persevere because it means less muscle damage and greater powers of acceleration. Lance Armstrong was the man who bought cadence up to that number - in fact, his was about 120.". Restrain yourself. "The best way to attack a climb is not to attack it," Boardman says. "If you overcook it on the flat, you can freewheel to recover, but there's no stopping on a hill, so