

# followthethings.com

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## 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.

## Home page screenshot (23 July 2016)

**followthethings.com**  
another kind of shopping

'Like IMDB for everything'  
Adalia Davis, July 2013

Your shopping bag

Browse our departments: [Grocery](#) | [Fashion](#) | [Electrical](#) | [Health & Beauty](#) | [Sport](#) | [Gifts](#) | [Money](#) | [Security](#) | [Auto](#)

**WHAT'S IN YOUR BASKET?**  
shop now

Tweets by @followthethings

followthethings.com Retweeted

**CraftivistCollective**  
@Craftivists

Biggest piece of work in #GentleProtest exhibition, Helsinki Design Week Sep16 ✂ Workshops craftcorner.fi/kalenteri/tapa...

Embed View on Twitter

Google Search  
Only search followthethings.com

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**We have shoppers in over 180 countries worldwide**  
266 visitors Jul. 01st - Jul. 31st  
Click to see details

Check our online shopping channels

SHARE

[Shipping](#) - [FAQ](#) - [Legals](#) - [Contacts](#) - [Follow It Yourself](#) - [Friends](#) - [Peer Review](#) - [Classroom](#) - [Apps](#)

**Date of first publication:** October 2011

**URL:** <http://www.followthethings.com>

### **Bibliography**

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- Cook et al, I. (2016) Les géographies du numérique: on en veut encore! | More digital geographies, please. *Justice Spatiale / Spatial Justice* 10 [in [French and English](#)]
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