In this talk, which is based on twenty four months of combined online and offline ethnographic research, I address the production of the self-responsible individual in Weblogistan in relation to the project of militarism. I argue that as a post-9/11 phenomenon, Persian language blogging is implicated in discourses of militarism and neoliberalism that interpellate the representable Iranian blogger as a gendered soldier of freedom in the market for information during the ‘war on terror’. I discuss the way that the willing diasporic blogger subject takes advantage of opportunities provided during the war on terror, thus becoming a neoliberal homo aeconomicus who is easily disposable as social solidarity is replaced with neo-liberal self-interest.

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