## CONTENTS

the Power and Political Economy of Should intended to your conditions in word of the

Lis	t of figures and tables	1X
Abo	out the author	V111
Pre	eface	XV
112		
I	FOUNDATIONS	
1		
1	What is a Critical Introduction to Social Media?	3
	1.1 Overview	3
	1.2 What is Critical Thinking and Why Does it Matter?	5
	1.3 What is Critical Theory?	9
	1.4 Critical Theory Approaches	10
2		A 347723
2	What are Social Media?	25
	2.1 Overview	25
	2.2 Web 2.0 and Social Media	26
	2.3 The Need of Social Theory for Understanding Social Media	28
	2.4 Explaining Social Media with Durkheim, Weber, Marx,	25
	and Tönnies	35
	2.5 A Model of Social Media Communication	41
	2.6 The Changes of Digital Communication in the Coronavirus Crisis	43
	2.7 Conclusion	46
3	Big Data Capitalism	49
200	The state of the s	
	3.1 Overview	49
	3.2 Big Data  2.2 Big Data Conitalism	50
	3.3 Big Data Capitalism's Problems  3.4 Big Data Capitalism's Problems	55
	3.5 Alternatives to Big Data Capitalism	60
	3.6 Big Data's Digital Positivism: Social Media Research as Big Data	00
	Analytics and Computational Social Science	63
	3.7 Conclusion	67
		01

## NTENTS

APPLICATIONS	71
The Power and Political Economy of Social Media	73
4.1 Overview	73
4.2 The Limits of Social Media Participation	74
4.3 The Cycle of Capital Accumulation	82
4.4 Capital Accumulation and Social Media	85
4.5 The International Division of Digital Labour	91
4.6 Digital Labour on Facebook, Slave Labour, and Housework:	
Commonalities and Differences	99
4.7 Conclusion	106
Google: Good or Evil Search Engine?	109
5.1 Overview	109
5.2 Google's Political Economy	110
5.3 Googology: Google and Ideology	117
5.4 Work at Google	120
5.5 Google: God and Satan in One Company	124
5.6 Google and the State: Monopoly Power and Tax Avoidance	127
5.7 Conclusion	133
Facebook and WhatsApp: Surveillance in the Age of Fake News	139
6.1 Overview	139
6.2 Facebook's Political Economy	140
6.3 The Political Economy of WhatsApp	143
6.4 Facebook and the Like-Ideology	146
6.5 The Cambridge Analytica Scandal: Fake News on Facebook	148
6.6 Surveillance Capitalism?	167
6.7 Conclusion	169
Influencer Capitalism: Reified Consciousness in the Age of	
Instagram, YouTube, and Snapchat	173
7.1 Overview	173
7.2 Influencer Capitalism's Political Economy	175
7.3 Influencer Capitalism's Ideology	185
7.4 Influencer Capitalism's Problems	195
7.5 Socialist Influencers	198
7.6 Conclusion	200
Twitter and Democracy: A New Public Sphere?	205
8.1 Overview	205
8.2 Twitter's Political Economy	206
8.3 Habermas's Concept of the Public Sphere	209
8.4 Political Communication on Twitter	218

## CONTENTS

	8.5 Uncivil Communication on Twitter	225
	8.6 @JürgenHabermas #Twitter #PublicSphere	228
	8.7 Social Movements and Political Parties in the	
	Digital Age	230
	8.8 Conclusion	233
9	Right-wing Authoritarianism on Social Media	239
	9.1 Overview	239
	9.2 Right-wing Authoritarianism	243
	9.3 Authoritarian Leadership on Social Media	249
	9.4 Nationalism on Social Media	253
	9.5 The Friend/Enemy-Scheme on Social Media	256
	9.6 Violence and Militant Patriarchy on Social Media	258
	9.7 Conclusion	261
10	Weibo: Power, Ideology, and Social Struggles in China	265
	10.1 Overview	265
	10.1 Overview 10.2 Weibo's Political Economy	268
	10.2 Weibo and Social Media Ideologies	272
	10.4 The Chinese Internet's Political Control	275
	10.5 Chinese Social Struggles in the Age of Weibo	279
	10.6 Conclusion	282
11	The Sharing Economy of Airbnb, Uber, and Upwork	285
	11.1 Overview	285
	11.1 Overview 11.2 Uber and Upwork: The Pay-per-Service Sharing Model	286
	11.2 Airbnb: The Capitalist Sharing Economy's Rent-on-Rent Model	297
	11.3 Anono. The Capitalist Sharing Economy's Rent-on-Rent Model	306
12	Platform Capitalism	309
12		
	12.1 Overview	309
	12.2 Platforms, Platform Society, and Platform Capitalism	310
	12.3 Platform Co-operativism: An Alternative Platform Society	214
	beyond Platform Capitalism?	314
	12.4 Conclusion	324
13	Wikipedia: A New Democratic Form of Collaborative Work	
	and Production?	327
	13.1 Overview	327
	13.2 The Communist Idea	330
	13.3 Communication and Communism	335
	13.4 Wikipedia's Political Economy	337
	13.5 Conclusion	343

## CONTENTS

add to the training

ESS .- Facebook and the Line-idealoss

III	FUTURES		345
14	Capitalist Social Media's Major Problems	s and Alternatives	347
	14.1 Social Media Reality: Ten Problems		347
	14.2 Digital Alienation		349
	14.3 Social Media Alternatives		351
	14.4 Conclusion		364
15	A Manifesto for Truly Social Media		367
	15.1 Introduction		367
	15.2 Digital Alternatives: Platform Co-opera	atives	368
	15.3 Digital Alternatives: Towards a Public		374
	15.4 Ten Principles of Communicative/Digi		379
	15.5 Towards a Truly Social Media and a N		383
Ret	erences		387
Ind			413

Telegraphic Stating Economy of Airbeb. Ubon and Lipscott and gairaid animal decompany