## Contents

Introduction: From Hope to Harambe	1
Chapter One: The leaderless digital counter-revolution	10
Chapter Two: The online politics of transgression	28
Chapter Three: Gramscians of the alt-light	40
Chapter Four: Conservative culture wars from Buchanan to Yiannopoulos	54
Chapter Five: From Tumblr to the campus wars: creating scarcity in an online economy of virtue	68
Chapter Six: Entering the manosphere	86
Chapter Seven: Basic bitches, normies and the lamestream	101
Conclusion: That joke isn't funny anymore – the culture war goes offline	117