## **Contents**

## Acknowledgments ix

## Introduction 1

- I Subcultural Origins, 2003–2007 13
- 1 Defining Terms: The Origins and Evolution of Subcultural Trolling 15
- 2 The Only Reason to Do Anything: Lulz, Play, and the Mask of Trolling 27
- 3 Toward a Method/ology 37
- II The "Golden Years," 2008-2011 49
- 4 The House That Fox Built: Anonymous, Spectacle, and Cycles of Amplification 51
- 5 LOLing at Tragedy: Facebook Trolls, Memorial Pages, and the Business of Mass-Mediated Disaster Narratives 71
- 6 Race and the No-Spin Zone: The Thin Line between Trolling and Corporate Punditry 95
- 7 Dicks Everywhere: The Cultural Logics of Trolling 115

## III The Transitional Period, 2012–2015 135

- 8 The Lulz Are Dead, Long Live the Lulz: From Subculture to Mainstream 137
- 9 Where Do We Go from Here? The Importance of Spinning Endlessly 153

Notes 171 Bibliography 199 Index 225