CONTENTS

List of figures and tables		ix
Ab	About the author	
Preface		XV
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	16
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,	
	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
	3.1 Overview	49
	3.2 Big Data	49
	3.3 Big Data Capitalism	50
	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	
	Analytics and Computational Social Science	63
	3.7 Conclusion	67

П	APPLICATIONS	7
4	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
5	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
6	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
7	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

	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	243 249
	9.3 Authoritarian Leadership on Social Media9.4 Nationalism on Social Media	249
		256
	9.5 The Friend/Enemy-Scheme on Social Media9.6 Violence and Militant Patriarchy on Social Media	258
	9.7 Conclusion	261
	7.7 Conclusion	201
10	Weibo: Power, Ideology, and Social Struggles in China	265
	10.1 Overview	265
	10.2 Weibo's Political Economy	268
	10.3 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
	11.2 Uber and Upwork: The Pay-per-Service Sharing Model	286
	11.3 Airbnb: The Capitalist Sharing Economy's Rent-on-Rent Model	29
	11.4 Conclusion	300
12	Platform Capitalism	309
	12.1 Overview	309
	12.2 Platforms, Platform Society, and Platform Capitalism	310
	12.3 Platform Co-operativism: An Alternative Platform Society	
	beyond Platform Capitalism?	314
	12.4 Conclusion	324
13	Wikipedia: A New Democratic Form of Collaborative Work	
	and Production?	32
	13.1 Overview	32
	13.2 The Communist Idea	330
	13.3 Communication and Communism	33:
	13.4 Wikipedia's Political Economy	33
	13.5 Conclusion	343

CONTENUS

III	FUTURES	345
14	Capitalist Social Media's Major Problems 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-operatives	368
	15.3 Digital Alternatives: Towards a Public Service Internet	374
	15.4 Ten Principles of Communicative/Digital Socialism	379
	15.5 Towards a Truly Social Media and a New Society	383
Rof	erences	387
Ind	413	
THUCK		413