

Contents

<i>Acknowledgements</i>	vii
Introduction: Facebook is Facebook	i
1 Metaphors at work: Framing Facebook	32
2 Of electricity and chairs: Facebook as infrastructure	57
3 Grounded in reality: How Facebook programs sociality	75
4 Engineering a platform: Facebook's techno-economic evolution	105
5 Monetizing You: Facebook's advertising ecosystem	137
6 Personalized politics: Facebook's profiling machinery	161
Conclusion: The many faces of Facebook	196
<i>Notes</i>	213
<i>References</i>	223
<i>Index</i>	251