

Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	xi
<i>Notes on the Editors and Contributors</i>	xiii
Editors' Introduction <i>Jean Burgess, Alice Marwick and Thomas Poell</i>	1
PART I HISTORIES AND PRE-HISTORIES	11
1 Pushing back: Social media as an evolutionary phenomenon <i>John Hartley</i>	13
2 Early social computing: The rise and fall of the BBS scene (1977–1995) <i>Aaron Delwiche</i>	35
3 Alternative histories of social media in Japan and China <i>Mark McLelland, Haiqing Yu and Gerard Goggin</i>	53
4 From hypertext to hype and back again: Exploring the roots of social media in early web culture <i>Michael Stevenson</i>	69
PART II APPROACHES AND METHODS	89
5 Digital methods for cross-platform analysis <i>Richard Rogers</i>	91
6 A computational analysis of social media scholarship <i>Jeremy Foote, Aaron Shaw and Benjamin Mako Hill</i>	111
7 Digital discourse: Locating language in new/social media <i>Crispin Thurlow</i>	135
8 Ontology <i>Nick Couldry and Jannis Kallinikos</i>	146
9 Analysing social media images <i>Simon Faulkner, Farida Vis and Francesco D'Orazio</i>	160
10 Ethnography <i>Jolynna Sinanan and Tom McDonald</i>	179

11	Web history and social media <i>Niels Brügger</i>	196
12	The incomplete political economy of social media <i>Siva Vaidhyanathan</i>	213
PART III PLATFORMS, TECHNOLOGIES AND BUSINESS MODELS		231
13	The affordances of social media platforms <i>Taina Bucher and Anne Helmond</i>	233
14	Regulation of and by platforms <i>Tarleton Gillespie</i>	254
15	Social media app economies <i>Rowan Wilken</i>	279
16	Labor and social media: The exploitation and emancipation of (almost) everyone online <i>Jack Linchuan Qiu</i>	297
17	Silicon Valley and the social media industry <i>Alice Marwick</i>	314
18	Alternative social media: From critique to code <i>Robert W. Gehl</i>	330
PART IV CULTURES AND PRACTICES		351
19	Our Networked Selves: Personal connection and relational maintenance in social media use <i>Kelly Quinn and Zizi Papacharissi</i>	353
20	Television viewing and fan practice in an era of multiple screens <i>Rhiannon Bury</i>	372
21	Trolling, and other problematic social media practices <i>Gabriele de Seta</i>	390
22	Internet Memes <i>Kate M. Miltner</i>	412
23	Self-representation in social media <i>Jill Walker Rettberg</i>	429
24	Sexual expression in social media <i>Kath Albury</i>	444

25	Privacy and surveillance <i>Daniel Trottier</i>	463
PART V SOCIAL AND ECONOMIC DOMAINS		479
26	Social media marketing <i>Michael Serazio and Brooke Erin Duffy</i>	481
27	Social media and journalism <i>Alfred Hermida</i>	497
28	Social media and the cultural and creative industries <i>Terry Flew</i>	512
29	Politics 2.0: Social media campaigning <i>Jessica Baldwin-Philippi</i>	527
30	Social media and new protest movements <i>Thomas Poell and José van Dijck</i>	546
31	Lively data, social fitness and biovalue: The intersections of health and fitness self-tracking and social media <i>Deborah Lupton</i>	562
32	Social media platforms and education <i>José van Dijck and Thomas Poell</i>	579
33	Scholarly communication in social media <i>Katrin Weller and Isabella Peters</i>	592
	<i>Index</i>	614