

# Contents

<i>Acknowledgements</i>	xi
<b>Introduction: From the Mechanical Turk to the Digital Housewife</b>	<b>1</b>
<b>1 Sexts from Marxists and Other Stories from Digital Media's Social Factory</b>	<b>27</b>
<b>2 My Marxist Feminist Dialectic Brings All the Boys to the Yard: A Feminist Critique of the Social Factory</b>	<b>52</b>
<b>3 Who Says Facebook Friends Are Not Your Real Friends? Alienation and Exploitation in Digital Media</b>	<b>76</b>
<b>4 Gifts, Commodities and the Economics of Affect</b>	<b>113</b>
<b>5 I Can Haz False Consciousness? Social Reproduction and Affective Consumer Labour</b>	<b>145</b>
<b>Conclusion: Beyond Consumer Labour</b>	<b>164</b>
<i>Index</i>	177