## Contents

	Acknowledgments	χi
	Introduction: Metaphor as Totality, or, Social Media as Our Metaphor	3
1	Periodizing Social Media, or, "Social Media" Does Not Exist!	37
2	Enjoying Social Media	65
3	Subjection before Enslavement	88
4	Input/Output	113
5	Appearances That Matter, and the Reified Subjects of Social Media	139
6	The Swiping Logic of the Signifier	161
	Conclusion: The End of Social Media, or, Accelerate the Metaphor?	178
	Notes	195
	Index	219