

Contents

Acknowledgements — IX

David Herbert and Stefan Fisher-Høyrem

- 1 Introduction: How Do Social Media Change Social Order? The Deep Datafication of Society from Global to Local Scales (and Back Again) — 1**
 - References — 9

Nick Couldry

- 2 The Social Construction of Reality – Really! — 10**
 - 2.1 The Question of Social Order: Returning to Elias — 11
 - 2.2 Managing Social Order Through Data — 13
 - 2.3 Conclusion — 15
 - References — 16

John D. Boy and Justus Uitermark

- 3 The Dramaturgy of Social Media: Platform Ecology, Uneven Networks, and the Myth of the Self — 17**
 - 3.1 Very Online — 18
 - 3.1.1 The Insider: Yvette — 19
 - 3.1.2 The Workaholic: Sammy — 20
 - 3.2 Dramaturgy: The Self in Interaction — 21
 - 3.2.1 Self — 22
 - 3.2.1.1 Self as Strategic Project — 23
 - 3.2.1.2 Self as Myth — 25
 - 3.2.2 Interaction — 27
 - 3.2.2.1 Interactive Affordances — 28
 - 3.2.2.2 Network of Mediations — 29
 - 3.3 Conclusion — 29
 - References — 30

Stefan Fisher-Høyrem and David Herbert

- 4 Clusters of Prestige: Social Media and Social Order in the Norwegian Bible Belt — 33**
 - 4.1 Introduction — 33
 - 4.2 Social Order in Kristiansand — 34
 - 4.2.1 Evangelical Church Culture — 44
 - 4.2.2 Family Friendly — 35
 - 4.2.3 Physical Activity — 37

4.2.4	Characteristics of Kristiansand's Social Order —	38
4.3	Social Media in Kristiansand —	38
4.3.1	Local Clusters —	40
4.3.2	Local Top Users: Navigating Hierarchies —	41
4.4	Reproducing the Social Order —	44
4.4.1	Prestigious Consumption —	45
4.4.2	City-Wide Symbols of Prestige —	47
4.5	Concluding Remarks —	49
	References —	50

Sagorika Singha

5	Meme Collectives and Preferred Truths in Assam —	52
5.1	Introduction —	52
5.2	Memes as Digital Objects —	52
5.2.1	Digital Objects and Generation of Social Knowledge —	53
5.2.2	Public Opinion Formation and the Meme-Machine —	56
5.3	Network Economy and the Meme —	57
5.3.1	Memes Experience and Existence: Offline Dynamics Acting on Memes —	58
5.4	Akhil Gogoi, or How a Peasant Leader Became a Meme —	59
5.4.1	The Media Event and the Meme —	63
5.5	Conclusion —	64
	References —	65

Liat Berdugo

6	Insurgent Ways of Looking: Gendering the Witness and the Land in the Visuality of Israel-Palestine —	67
6.1	A "One-Way Hierarchy of Vision" —	69
6.2	A Woman's Camera —	72
6.3	Women's Ethical Agency in Conflict —	74
6.4	Watching the Land —	75
6.5	An Ecofeminist Critique of the Feminized Witness —	81
6.6	Towards an Insurgent Way of Seeing —	82
	Acknowledgements —	84
	References —	84

Sarah Sobieraj and Shaan Merchant

7	Gender and Race in the Digital Town Hall: Identity-Based Attacks Against US Legislators on Twitter —	89
7.1	Introduction —	89
7.2	Literature —	90
7.3	Methods —	94

7.4	Analysis —	97
7.5	Findings —	97
7.6	Discussion and Conclusions —	105
	References —	106
	Appendix A: Thumbnail Descriptions of Key Variables —	109

Alicia Wanless and Michael Berk

8	Participatory Propaganda: The Engagement of Audiences in the Spread of Persuasive Communications —	111
8.1	Modern Propaganda and the Evolution of its Participatory Model —	112
8.1.1	Hyper-Targeted Audience Analysis —	114
8.1.2	Provocative Content —	114
8.1.3	Echo Chambers —	115
8.1.4	Manipulating Feed and Search Algorithms —	116
8.1.5	Encouraging Followers to Action —	117
8.1.6	Using Traditional Media —	118
8.1.7	Assess, Modify and Repeat —	118
8.2	Modelling Participatory Propaganda —	118
8.2.1	Methodology and Data —	118
8.2.2	Facebook Page Like Networks —	120
8.2.3	Facebook Page Posts —	120
8.3	Findings —	120
8.3.1	Pro-Trump Pages Shared Different Kinds of Provocative Content, such as Fake News, Memes, and Data Leaks —	120
8.3.2	Pro-Trump Pages Constitute an Echo Chamber – A Like-Minded Community, which Shared Similar Content —	122
8.3.3	Pro-Trump Pages Posted Across Multiple Websites Affected Google Search Returns —	122
8.3.4	Followers of Pro-Trump Pages Were Encouraged to Action —	123
8.3.5	Pro-Trump Pages Heavily Engage with Media Outlets —	127
8.3.6	Pro-Trump Pages in a Participatory Propaganda Model —	131
8.4	Conclusion: Participatory Propaganda in Liberal Democracies —	131
	References —	132
	List of Figures —	138
	List of Tables —	139

