Understanding social media requires us to engage with the individual and collective meanings that diverse stakeholders and participants give to platforms. It also requires us to analyse how social media companies try to make profits, how and which labour creates this profit, who creates social media ideologies, and the conditions under which such ideologies emerge. In short, understanding social media means coming to grips with the relationship of culture and the economy. In this engrossing book, Fuchs delves deeply into the subject, offering readers theoretical concepts, contemporary examples, and opportunities for political interventions.

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