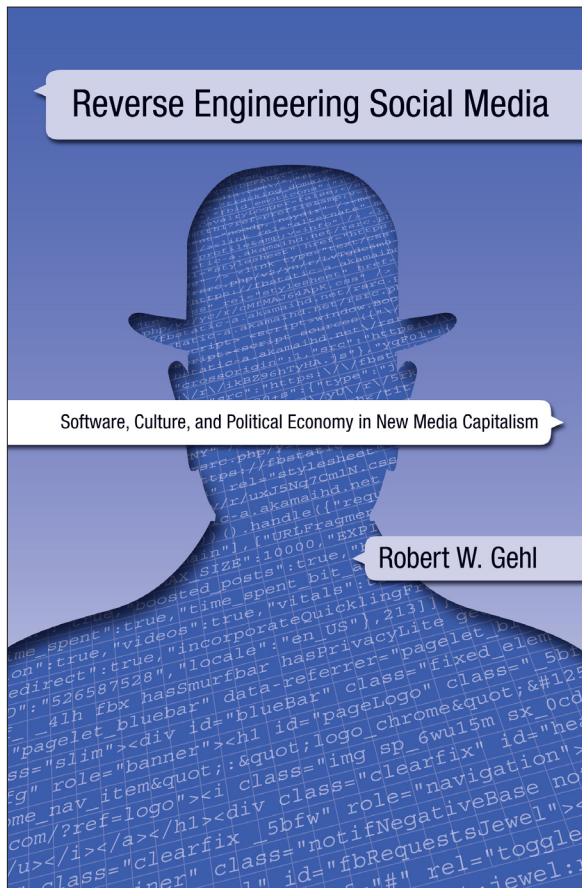


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Reverse Engineering Social Media

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in New Media Capitalism

ROBERT W. GEHL

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Gehl adeptly uses a mix of software studies, science and technology studies, and political economy to reveal the histories and contexts of these social media sites. Looking backward at divisions of labor and the process of user labor, he provides case studies that illustrate how binary "Like" consumer choices hide surveillance systems that rely on users to build content for site owners who make money selling user data, and that promote a culture of anxiety and immediacy over depth.

Reverse Engineering Social Media also presents ways out of this paradox, illustrating how activists, academics, and users change social media for the better by building alternatives to the dominant social media sites.

ROBERT W. GEHL is an Assistant Professor in the Department of Communication at the University of Utah. He is the co-editor (with Victoria Watts) of *The Politics of Cultural Programming in Public Spaces*.

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