

Contents

1	Foreword	1
2	Setting the Academic Agenda	2
3	There Is Something Wrong on the Internet	7
4	Media Panics within the Supply and Demand Framework	13
5	The Apparatus	19
6	YouTube System	22
7	Supply System	33
8	Demand System	42
9	Describing YouTube Politics	46
10	The Academic Agenda for Studying Social Media	63
11	Self-Indulgent Postscript: Poetry as Social Science Methodology	68
	References	74