

Contents

Foreword	v
Preface	ix
Acknowledgements	xii
Introduction: social networking e-ruptions – identity, status, power	I
Part I IDENTITY	25
1 The I's have it: multiple selves in virtual worlds	27
2 The kindness of strangers: the ties that bind	41
3 It's a small world: exit, voice and loyalty	59
4 We Googled you: the privacy paradox	77
5 Virtual reality: Second Life and death	93
Part II STATUS	109
6 Social capital: monkeysphere to cyberspace	111
7 Me, MySpace and I: the fame game	127
8 Status hierarchies: loveable fools and competent jerks	143
9 Everyone's a critic: ratings and rankings	159
10 Blogs, bosses and brands: reputation management	177



Part III POWER	193
11 The anatomy of power: getting things done	195
12 Davids and Goliaths: the revenge of the amateur	211
13 Markets 2.0: why MyMusic calls the tune	229
14 Enterprise 2.0: wiki while you work	245
15 Democracy 2.0: friends in low places	261
Conclusion	277
Notes	285
Index	323

