

CONTENTS

Acknowledgments	ix
1 Introduction	1
2 Everyone Gets a Say: Changes in Audience and Community	29
3 Looking for the Right Pieces: Composing Texts in a Culture of Collage	63
4 "Which <i>South Park</i> Character Are You?": Popular Culture and Online Performances of Identity	91
5 A Story of One's Own: Social Constructions of Genre Online	121
6 The Pleasure of Irony: Emotion and Popular Culture Online	155
7 What's on Next? Conclusion and Implications	187
Appendix	201
References	205
Author Index	215
Subject Index	217