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Sommario/riassunto	This volume investigates our dissonant and exuberant existence online. As social media users, we know we're under surveillance, yet we continue to click, like, love and share ourselves online as if nothing was. So, how do we overcome the current online identity regime? Can we overthrow the rule of Narcissus and destroy the planetary middle class subject? In this catalogue of strategies, the reader will find stories on hacker groups, gaming platforms in the occupied territories, art objects, selfies, augmented reality, Gen Z autoethnographies, love and life. The authors of this anthology believe we cannot simply put vanity aside. A rational analysis of platform capitalism is not going to convince the TikTok youngsters nor liberate us from Zuckerbergian indentured servitude. Do we really need to wade through the subjective mud and 'learn more' about online aesthetics? The answer is yes.