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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Defining terms : the origins and evolution of subcultural trolling -- The only reason to do anything : lulz, play, and the mask of trolling -- Toward a method/ology -- The house that fox built : anonymous, spectacle, and cycles of amplification -- LOLing at tragedy : Facebook trolls, memorial pages, and the business of mass-mediated disaster narratives -- Race and the no-spin zone : the thin line between trolling and corporate punditry -- Dicks everywhere : the cultural logics of trolling -- The lulz are de, long live the lulz : from subculture to mainstream -- Where do we go from here? The importance of spinning endlessly.
Sommario/riassunto	Why the troll problem is actually a culture problem: how online trolling fits comfortably within today's media landscape.