# Contents

*List of Figures and Tables*  
vi

*Series Preface*  
vi

*Notes on Contributors*  
x

## Part I Foundations

1. **Introduction: Value and Labour in the Digital Age**  
   *Christian Fuchs and Eran Fisher*  
   3

2. **The Digital Labour Theory of Value and Karl Marx in the Age of Facebook, YouTube, Twitter, and Weibo**  
   *Christian Fuchs*  
   26

3. **The Hands and Brains of Digital Culture: Arguments for an Inclusive Approach to Cultural Labour**  
   *Marisol Sandoval*  
   42

## Part II Labour and Class

4. **A Contribution to a Critique of the Concept Playbour**  
   *Arwid Lund*  
   63

5. **Marx in Chinese Online Space: Some Thoughts on the Labour Problem in Chinese Internet Industries**  
   *Bingqing Xia*  
   80

## Part III The Labour of Internet Users

   *Brice Nixon*  
   99

7. **Audience Labour on Social Media: Learning from Sponsored Stories**  
   *Eran Fisher*  
   115
8 Advertising on Social Media: The Reality behind the Ideology of "Free Access": The Case of Chinese Social Media Platforms
Yuqi Na

Part IV Rent and the Commons

9 Mapping Approaches to User Participation and Digital Labour: A Critical Perspective
Thomas Allmer, Sebastian Sevignani, and Jernej Amon Prodnik

10 Is the Concept of Rent Relevant to a Discussion of Surplus Value in the Digital World?
Olivier Frayssé

Jakob Rigi

Part V Productivity in Reproduction

12 Devaluing Binaries: Marxist Feminism and the Value of Consumer Labour
Kylie Jarrett

13 The Concept of Subsumption of Labour to Capital: Towards Life Subsumption in Bio-Cognitive Capitalism
Andrea Fumagalli

14 Form-Giving Fire: Creative Industries as Marx’s “Work of Combustion” and the Distinction between Productive and Unproductive Labour
Frederick H. Pitts

Index