Contents

Preface vii
List of Abbreviations xxv

1 Ethics? Stress, Rifts, Bad Behavior 1
2 Framework: Spec, Folds, Leaks 19
3 Regimes: Craftworld, Brandworld, Specworld 52
4 Case: Warring Creator Pedagogies (The Aspirant’s Crossover Dilemma) 84
5 Folding: Stress Aesthetics, Compliance, Deprivation Pay 121
6 Case: Televisioning Aspirant Schemes 165
7 Fracturing: Rifts and Stress Points as System Self-Portraits 207
8 Case: Conjuring Microfinance to Overleverage Aspirants 247
9 Methods: Production Culture Research Design 273

Acknowledgments 309
Select Field Sites: Observations, Interviews, Transcriptions 313
Notes 317
Works Cited 343
Index 353