

---

# Contents

Acknowledgments.....	vii
1 Producing Theory in a Digital World: Life in the Interstices REBECCA ANN LIND .....	1
2 The Interpretive Community Redux: The Once and Future Saga of a Media Studies Concept THOMAS R. LINDLOF.....	19
3 Duality Squared: On Structuration of Internet Governance DMITRY EPSTEIN.....	41
4 Producing the Hidden: Darknet Consummativities JEREMY HUNSINGER .....	57
5 Online Performative Identity Theory: A Preliminary Model for Social Media's Impact on Adolescent Identity Formation BRADLEY W. GORHAM AND JAIME R. RICCIO.....	75
6 Understanding the Popularity of Social Media: Flow Theory, Optimal Experience, and Public Media Engagement JOHN V. PAVLIK .....	91
7 "For this much work, I need a Guild card!": Video Gameplay as a (Demanding) Coproduction NICHOLAS DAVID BOWMAN .....	107
8 The Mobile Conversion, Internet Regression, and the Repassification of the Media Audience PHILIP M. NAPOLI AND JONATHAN A. OBAR.....	125

9	Social Media Audience Metrics as a New Form of TV Audience Measurement	
	DARRYL WOODFORD, BEN GOLDSMITH, AND AXEL BRUNS.....	141
10	Staging the Subaltern Self and the Subaltern Other: Digital Labor and Digital Leisure in ICT4D	
	RADHIKA GAJJALA, DINAH TETTEH, AND ANCA BIRZESCU.....	159
11	Race, Gender, and Virtual Inequality: Exploring the Liberatory Potential of Black Cyberfeminist Theory	
	KISHONNA L. GRAY .....	175
12	Digital Human Rights Reporting by Civilian Witnesses: Surmounting the Verification Barrier	
	ELLA MCPHERSON.....	193
13	Twitter as a Pedagogical Tool in Higher Education	
	RENEE HOBBS .....	211
14	Engaging Adolescents in Narrative Research and Interventions on Cyberbullying	
	HEIDI VANDEBOSCH, PHILIPPE C. G. ADAM, KATH ALBURY, SARA BASTIAENSENS, JOHN DE WIT, STEPHANIE HEMELRYK DONALD, KATHLEEN VAN ROYEN, AND ANNE VERMEULEN.....	229
15	Produsing Ethics [for the Digital Near Future]	
	ANNETTE N. MARKHAM .....	247
16	Afterword: What's So New About New Media?	
	DENNIS K. DAVIS.....	267
	Contributors .....	279
	Index .....	285