

Contents

Acknowledgments	vii
Introduction The Book Starts <i>Here</i>	1
1 The Evolution of Contemporary Media: Recalling a Collective Past, Sharing a Fragmented Present	8
2 The Medium Is the Mass-Age: Revisiting Marshall McLuhan	19
3 It Really Is a <i>Thing</i> : The Internet as Infrastructure	32
4 If It's Not the Internet, What Is It? The Web as a Collaborative Tool	45
5 We're Not <i>Here</i> : The Cultural Consequences of All Me, All the Time	54
6 Digital Identity: Options, Opportunities, Oppressions, Impressions	63
7 From Neighbors to Followers: Rethinking What It Means to Be Part of a Community	74
8 If You Don't Think About It, It's OK: Digital Haves and Have-Nots	85
9 The Web at Its Best: A Conduit for Social Movements & Change	99
10 This Space for Rent: Corporate Colonialism & Free Speech	108
11 Remixes & Mash-Ups: Appropriation of Culture Goes Digital	118

12	It's Not Yours: Digital Privacy & Copyright	131
13	Can't Put the Genie Back in the Bottle: Now What?	141

APPLIED SKILLS APPENDICES

Appendix 1	The Web Is More Than Online Paper	149
Appendix 2	Email Etiquette	153
Appendix 3	Blogging Guidelines	157
Appendix 4	Professional Use of Social Media	162
Appendix 5	The Care and Reading of a URL	165
Appendix 6	File Management	167
Bibliography		171
Index		175