



Contents

1. Introduction: Digital storytelling, mediatized stories1

KNUT LUNDBY

PART I CONCEPTS AND APPROACHES

2. Tales of mediation: Narrative and digital media as cultural tools21

OLA ERSTAD AND JAMES V. WERTSCH

3. Digital storytelling, media research and democracy: Conceptual choices and alternative futures41

NICK COULDRY

4. Boundaries and bridges: Digital storytelling in education studies and media studies61

KIRSTEN DROTNER

PART II REPRESENTING ONESELF

5. ‘It’s good for them to know my story’: Cultural mediation as tension85
NANCY THUMIM

6. Mediatized lives: Autobiography and assumed authenticity in digital storytelling105
BIRGIT HERTZBERG KAARE AND KNUT LUNDBY

7. Self-presentation through multimedia: A Bakhtinian perspective on digital storytelling123
MARK EVAN NELSON AND GLYNDA A. HULL

PART III STRATEGIES OF DIGITAL NARRATION

8. Digital storytelling as a ‘discursively ordered domain’145
KELLY MCWILLIAM

9. Identity, aesthetics, and digital narration161
LOTTE NYBOE AND KIRSTEN DROTNER

10. Narrative strategies in a digital age: Authorship and authority177
LARRY FRIEDLANDER

PART IV CHALLENGING AUTHORITIES

11. Problems of expertise and scalability in self-made media197
JOHN HARTLEY

12. Agency in digital storytelling: Challenging the educational context213
OLA ERSTAD AND KENNETH SILSETH

13. Fairytale parenting: Contextual factors influencing children’s online self-representation233
ELISABETH STAKSRUD

PART V ON THE EDGE

14. Creative brainwork: Building metaphors of identity for social science research.....	253
DAVID GAUNTLETT	
15. Does it matter that it is digital?	271
TONE BRATTETEIG	
16. Shaping the 'me' in MySpace: The framing of profiles on a social network site.....	285
DAVID BRAKE	
Notes on contributors.....	301
Index.....	307