## CONTENTS

	Introduction	1
1	Identities	17
2	Dossiers	39
3	Privacy	53
4	Safety	83
5	Creators	111
6	Pirates	131
7	Quality	155
8	Overload	185
9	Aggressors	209
10	Innovators	223
11	Learners	237
12	Activists	255
13	Synthesis	273

Acknowledgments, 291
Notes, 295
Glossary, 345
Selected Bibliography, 353
Index, 365

Accessibility of personal information, 44–46	online gaming leading to violence, 213–215
Accountability, 79-80, 150-151	school shootings, 209-210
Accuracy. See Information quality	Agrarian era identity, 17–20
Active and passive users, 113–115,	AllExperts.com, 172–173
131–132, 264–267	Amazon.com, 173, 199, 251, 274
Activists	American Accreditation HealthCare
concerns over the hazards of online	Commission (URAC), 173
activism, 267-268	American Medical Association (AMA),
digital technology opening up	187–188
authoritarian regimes, 268-270	Anonymity, 89–95
expanding activism beyond	AOL (AmericaOnline), 60-61
elections, 258–264	Apple corporation, 144–146
levels of civic participation, 257-	Arousal, violence triggering, 213
258	Attention span, 165-166
new tools broadening the scope for,	Authoritarian regimes, 268-270
255–257 online politicking, 348	Autonomy, individual, 113, 120, 262, 269
participatory media model, 264–267 peer-based learning for privacy	Avatars, 20, 22-23, 28-29
protection, 70–71	Baidu, 45, 125
youth initiatives, 270-271	Bandwidth, 345
Add/friend, 345	Barlow, John Perry, 284–285
Addiction to the Internet, 85, 186-189	Barnes, Ben, 156
Adobe, 46	Bastard pop, 116
Adult sites, 86-90, 105-108, 118	Beatles, 116
Advertising industry. See Online	"Between the Lions," 46
advertising	BitTorrent, 224-225, 345
Aggregator, 178, 345	Blocker programs, 100–101
Aggressors	Blogs, 27, 160, 178, 186, 195-196,
harm and social change, 279	267–268, 345
Internet and game use influencing	Bowie, David, 116
violent behavior, 210-213,	Breaches of data privacy, 59-60, 68,
215–221	79–80

Concert for Hurricane Relief, 115-116

Browsers, kid-friendly, 104-105 Content Advisor function, 177 Budiman, Bellamy Benedetto, 231-232 Contextuality of information, 164-165 Bulletin board system (BBS), 2-3 Control of private information, 39-40 Bullving. See Cyberbullving 44-45, 55-59 BurritoBlog.com, 233 Cook, Catherine, 231 Bush, George W., 156, 259 Cook, David, 231 Cook, Geoff, 231 Cookies, 47 Cameras, 3, 49-50, 86, 114, 122-123, 127-128 See also YouTube Copyright, 345 Cell phones, 44, 48, 50, 347 consequences of file sharing, 137-Censorship, 108-109, 269 139 Certification programs, 173-174 corporate responsibility, 282-284 Chat environments, 95-98 creativity and copyright infringement, 131-132 Child Online Protection Act (COPA), 108 fan fiction, 117-118 China, 45, 61, 85, 113, 187, 269 Grokster, 135-137 Cho, Seung-Hui, 209-210 intervention strategies, 149-153 ChoicePoint, 59-60 litigation over, 140-142, 148-149 Chung, Anshe, 124 Napster, 132-134 Chunking, 196 psychology and sociology of piracy. 139-140 CNETNews.com, 70 Code design determining information ripping, 349 video-sharing services, 351 quality, 175-179 Cohen, Bram, 224-225 Corporate sector Collaboration, 227-229, 233 data brokers, 59-60 Commercialization, 138-139, 144-146, online advertising, 348 personal data available to, 46-47 171-174, 264-268 Common sense, 70, 99-100 privacy protection role, 77-78 profit-driven websites, 349 Communications Decency Act (CDA), 105-108 trust, 66-68 Counter-Strike, 209, 214 Community activism within, 256, 263 Crazyracing Kartrider, 121 features, 234 Creation, 113-114 Creative Commons, 151-152 groups, 347 online privacy, 81 Creativity, 6 collaborative efforts, 118-119 participatory, 128-129 personal and social identity, 17, 43 concerns about, 126-128 safety tools, 104 copyright infringement, 131-132, 148-149 sharing, 118-120, 138 creation versus, 113-114 social norms, 169, 174-175 team-based learning, 248 entrepreneurship and innovation, 224-225 Wikipedia, 239 youth, 68, 100-103, 110 fan fiction, 117-118

increasing visibility of, 111-113

Internet technology fostering, 122-Derivative works, 117 123 Desensitization to stimuli, 189–190 opportunities and challenges for, 278 Developing countries, 14-15, 268-270 participatory culture, 348 Digg.com, 199-200 remixes, 115-116 Digital Immigrants, 4, 346 self-expression and diversity, 125-Digital information overload, 346 causes of, 193-194 social factors, 123-125 human capacity for information, technology use, 114-115 189-193 virtual worlds and MMOGs. 120law enforcement and, 203-204, 122 285-286 See also Innovators rapid growth of information, 185-Credibility. See Information quality Credit card information, 61 strategies for combating, 194-197, Cultural identity and meaning, 266-267 204-207 Culture technological solutions, 197-203 Digital literacy, 167-168, 193-194, 279, counterculture, 226-227, 229, 236 entrepreneurship, 113-117, 119-120, 122–127, 150, 223–231, Digital Natives, defining, 1-2, 346 236 Digital products/accessories, 346 Digital rights management (DRM), 145 participatory, 114-115, 129, 157, 262, 264, 266 Digital safety, 346 youth, 68, 100-103, 110, 220 availability of pornography, 87-90 Curb Illegal Downloading on College cyberbullying, 90-95 Campuses Act, 152 filter technology, 175-178 Cyberbullying, 90-95, 102-103, 107, information overload and Internet addiction, 186-189 Cybercrime Convention, 179-181, 285 online and offline, 84-85 Cyberpunk literary movement, 350 physical and psychological harm, 85-90 Daily Me, 179, 197, 267 reasoned approach, 83-84 risky behavior, 24-25, 36-37, 101-Danger Mouse, 116 Data brokers, 59-60 103 Data Protection Directive, 78 safe areas of virtual worlds, 121 Data-collection practices, 39-41 sexual predators, 95-98 Dawson College, 210 strategies for, 98-103 Dean, Howard, 115, 257 tracking children's whereabouts, 47-Decision-making skills, 192-193 48, 72-73, 100-101 "A Declaration of the Independence of Digital Settlers, 3-4 Digital tattoos, 53, 346 Cyberspace," 284-285 Deep dive, 346 Disclosure decision model of Deleting Online Predators Act, 109 information sharing, 24-25 Democratizing effect, 126, 129, 160, Discriminatory practices, 59-60

Disease of cities, 189-190

207, 230, 256, 266-269

Disinhibition effect, 91–92, 97 80/20 rule of online attention, 195 Diversity of information, 186, 207 Elections and election campaigns, 256-260, 264-267 "Doe, Julie III," 95, 106 Dossiers E-mail college students, 48-50 activism, 255, 261, 263 defined, 39-41 attention span, 245 development of a personal dossier, business environment, 235 cell phones and, 50 41-46 enabling sexual predators, 96-97 debut of, 3-4 losing control of the information, disinhibition effect, 91 50-52 feedback loops, 243 privacy protection, 69-71, 74-80 information overload, 193 searchability, 55-59 Napster suit, 225 self-contribution to, 46-48 parents setting examples, 206 Drudge Report, 267-268 privacy issues, 47, 57 recommendation systems, 199 eBay, 123, 173 social networks, 43-44 Education and learning spam, 89, 200 affecting information quality Employees, Digital Natives as, 234–236, perception, 166-167 benefit of digital games, 215-216 Encryption, 350 building a digital dossier, 46-48 Encyclopedia Britannica, 158-159 Encyclopedias, 118-120, 158-159. See disadvantages of multitasking, 191also Wikipedia information quality control, 181-Entrepreneurs. See Innovators Ethical quality of information, 168-169 Internet curriculum, 102 European Commission, 107 learning digital skills, 9, 15, 97-99, "Experience good," 172 Extended General Aggression Model MIT's OpenCourse Ware, 63 (GAM), 212 multitasking, 191-192, 205 online learning, 194, 247-250 Facebook, 28, 346 parents and teachers teaching consumer feedback, 233-234 privacy measures, 71-73 creativity and creation, 113-114, peer learning, 97-100 228-229 privacy protection, 70-71 digital products and accessories, reducing information overload, 194-195, 204-207 identity and dossier, 26, 40 safety measures and strategies, 98multiple social identity formation, origins and growth of, 223-224 strategies for reducing illegal file parental involvement in, 102 sharing, 152-153 tracking students' locations, 48 personal information access, 56, 67 See also Parents and teachers photo-sharing, 43

responding to users' concerns, 71 Good Samaritan statute, 105-107 safety task force, 108 Google, 6 social activism, 263 accessibility of personal information, Family members. See Parents and teachers availability of pornography, 87 Fan fiction, 117–118 educational use of, 46-48 Fanning, Shawn, 132-134, 224 health-care arena, 67-68 identity and dossier, 40, 51, 55-56 Fear, culture of, 8-10 Federal Trade Commission (FTC), 59 PageRank, 198 Feedback loop, 233-234, 346 quality control, 178 File sharing. See Peer-to-peer (P2P) restricting access to personal information, 56 technology Filters, 100-101, 175-178, 195-197, YouTube acquisition, 226 200-201 Gore, Al. 259 Financial information, 49 Governmental controls Finnish school shooting, 210 balancing independence, control, Firewall problems, 350 and safety, 284-287 First Amendment protections, 77, 105digital information quality, 182-183 108. 168-169 identity and dossier, 41 First-person shooters, 214–215 legislation protecting children from graphic imagery, 104-105 Folksonomy, 201 Forgotten Warrior, 29 See also Law enforcement Free, Emma, 99 Graphic imagery, 86, 104-105, 211-Free speech, 77, 105-108, 168-169 Freerice.com, 215 Grazing, 347 Friends, 10-11, 25-26, 42-43, 99-103, Grokster, 135-136 Groups/communities, 347 Fundraising, 261 GuerillaFunk Recordings, 279 Games Hacking, 2, 61, 79, 89 addictive behavior, 187-189 Health care benefits and disadvantages of, 120-Digital Natives' use of Internet for 122, 215-216 health information, 162 enhanced interactivity, 216-217 human capacity for information, identity formation, 28-30 189-193 interoperability, 229 information overload and Internet MMOGs, 29-30 addiction, 186-189 parental responsibility over, 217large companies' involvement in, 67-68 218

personalized medicine, 66

quality control, 173

Heffner, Alexander, 279

Hughes, Chris, 228

privacy issues and, 64-66

sexual predators and, 95-96

General Aggression Model (GAM), 212

violent behavior, 209-216

Generation gap, 63-64, 288-289

Generation Engage, 279-280

perception of quality, 165-168

social norms, 174-175 Hurley, Chad, 226 Hurricane Katrina, 115-116 traditional and digital information flows, 159-161 Wikipedia accuracy, 155-156 Identity Information sharing, 24-34, 39-40 agrarian era, 17-20 Information visualization, 164 digital dossier and, 40-41 Digital Natives, 4-5 Innovators digital tattoos, 53, 346 collaboration, 227-230 diminishing control over personal consumer feedback, 232-234 information, 44-46 dark side of digital identity formation in the digital age, entrepreneurship, 225-227 19-21 Digital Natives in the workforce, information sharing and, 23-26 234-236 instability and insecurity, 30-34 diversity in products and locations, opportunities and challenges for, 278 230-232 paradox of multiple and unitary Facebook, 223-224 identities, 34-36 growing capability, 224–225 parents' role in protecting, 81-83 See also Creativity Insafe website, 107 personal data affiliated with, 55-56 privacy protection, 69-71 Insecurity of digital identity, 33-34 profile, 349 Instability of identity, 31-32 social networks, 26-30 Instant messaging (IM)/chats, 2, 347 Intellectual property, 66, 139-140, 228, YouTube videos, 111-112 Identity theft, 24-25, 59 347 Immunity of service providers, 105-107 International Federation of the Industrial age, social identity in, 18-19 Phonographic Industry (IFPI), Inequality of digital identity, 33-34 140-141 Information overload. See Digital Internet Content Rating Association information overload (ICRA), 177 Information quality Internet Explorer, 177 code design, 175-179 Interoperability, 229 education, 181-183 iPod, 231 ethical quality, 168-169 iTunes, 144-146 fitness for use of information, 163-Kaufman, Ben, 231 165 indifference to and unawareness of, Kazaa, 141-142 161-163 Kenya, 256 information overload, 193-194 Kerry, John, 261, 267-268 Kid-friendly browsers, 104-105 legal controls, 179-181, 285-286 Kidrocket.org, 104-105 market role in, 171-174 Korea, addictive behavior, 187-188 ongoing debate over techniques, 169-171 online political discourse, 267-268 LaHara, Brianna, 141

Larry King Live, 209

Law enforcement Misinformation, 63 enabling positive aspects of file Mixi, 28 Mobile technology, 347 sharing, 151–152 information quality control, 170-171 Moore, Jim, 257 Napster suit, 134 Mophie, 231 Moskowitz, Dustin, 228 privacy protection, 70, 73-74, 76-79 protecting children's welfare and Motivation for creativity, 124 MP3 technology, 132-134 privacy, 11, 104-105 quality control, 179-181 Multiplicity of identity, 22–23, 34–36 reducing impact of online violence, Multitasking, 191-192, 205 219-220 Music reducing information overload, corporate responsibility in file-203-204 sharing debate, 282-284 safety strategies and responsibilities, cost of computing equipment, 230 104-109 creativity and culture development, See also Governmental controls 115-116 Learning. See Education and learning Digital Natives' refusal to pay for, Legendary K.O., 115 143-144 Linden Labs, 32, 121-122, 350 individual responsibility for Literacy. See Digital literacy copyright infringement, 140-Little Loca videos, 111-112 142 iTunes, 144-146 Machinima, 6, 116 Napster, 132-134, 224 Mangino, Andrew, 279 remix, sampling, and mash-up, 116 Marketing, 171–174, 268 sharing in virtual space, 5-6 Wikipedia, 120 Mash-up, 116, 123, 351 Massively Multiplayer Online Games youth initiatives, 279 (MMOGs), 29-30, 120-122 MySpace, 347 as medium for social activism, 263 McCain, John, 261 attempts to ban use of, 109 McGovern, George, 259 identity and dossier, 27-28, 40-41 McGraw, Phil, 209 Media industry, 8, 264-267, 347, 349 immunity of service providers, 106-Medical records, 41-42, 55, 64-66 107 Meier, Megan, 94 parental involvement in, 102 Metacafe, 351 personalization/customization, 348-Microsoft 349 accountability for data breaches, 79restricting access to personal information, 56 Facebook investment, 223-224 safety task force, 108 filter technology, 177 sexual predators, 96 health-care arena, 67-68 MyVirtualModel, 22

MyYearbook.com, 231

Napster, 132-134, 224

Internet safety team, 105

interoperability, 229 Milgram, Stanley, 194

Nature journal, 158-159	information sharing crossing
Neopets, 47	generations, 54
Neuro-Designs, 232	protecting children's privacy, 10-11,
Neutral point of view (NPOV) policy,	81–82
174–175	reducing information overload,
Newby, Lauren, 93, 99	204–207
News Feed (Facebook), 71, 233-234	safety concerns and strategies, 83-
Nickerson, Micah, 115-116	84, 100–103
9/11, 259–260	supervising online time and access,
Nixon, Richard, 259	46
	tracking children electronically, 47-
Obama, Barack, 257, 261-262	48
Omnibus data-protection laws, 78-79	See also Education
Online advertising, 46–47, 89, 348	Pareto distribution, 195
Online politicking, 348	Parr, Ben, 234
Online predators, 95–98, 348	Participation gap, 14–15, 33–34, 37
Open Application Programming	Participatory culture, 114–115, 129,
Interface (API), 228–229	157, 262, 264, 266, 348
OpenCourseWare project, 63	Passive consumers. See Active and
Overload. See Digital information	passive users
overload	Paul, Ron, 261–262
Ownership, 348	PBSKids.org, 46, 215
o meismp, 5 to	Peer-based learning and activism, 70–71
Panettiere, Hayden, 99–100	Peer-to-peer (P2P) technology, 348
Parents and teachers	consequences to the consumer, 140–
assessing information quality, 181–	142
183	digital rights management, 145–146
closing the literacy gap and fostering	diminishing interest in, 142–143
safe digital involvement, 279–	Grokster, 135–136
282	Napster, 133
	psychology and sociology of, 139–
combating information overload, 190–191	140
	raising awareness of legal issues,
compromising children's privacy, 64–66	137–139
	YouTube, 226
concerns over Internet creativity, 126–128	
	Personal identity, 17–21 Personalization/customization, 348–349
cyberbullying, 94	
development of a digital dossier, 42–	Personalized medicine, 66
43	Personally identifiable information (PII),
education about privacy and identity	23–26, 39–40, 55–56, 59–61  Photo charing sorriges 43, 44, 50, 70
protection, 71–73	Photo-sharing services, 43–44, 50, 70, 255–256, 349
guiding children's navigation	
through the digital world, 63– 64	Piracy Grokster, 135–137
UT	GIORSICI, ISS-ISI

intervention strategies, 149–153	trust, 66–69
Napster, 132-134	Profile, 349
raising awareness of legal issues of	Profit-driven websites, 349
file sharing, 137–139	Property rights, 66, 139-140, 228, 347
suing individual consumers for	Protecting Children in the 21st Century
copyright infringement, 140-	Act, 109
142	Psychological harm, 85-86, 93-94,
Platform provider, 349	186–189
Platforms	Public service involvement, 259
activism and, 268	Public sphere, networked, 32-33, 258,
creativity and innovation, 124, 202, 223, 227–230, 236	268, 271
file-sharing, 133, 136, 140, 146	Quality control. See Information quality
identity and, 22, 25–26, 32	Quality Control. See information quality
Politics. See Activists	Radio frequency identification (RFID)
Pop-ups, 89	tags, 48, 64–65, 349
Pornography, 86–90, 105–108, 118	Randle, Damien, 115
Post/upload, 349	Rating systems, 172–174, 219, 350
Potter, Harry, 117–118	Rational utility model of information
Power-law distribution, 195	sharing, 25
Predators. See Online predators	Reciprocity of information, 25–26
Prefrontal cortex, 166	Recommendation systems, 199–200
Privacy issues	Recording Industry Association of
breaches of data privacy, 59–60, 68,	America (RIAA), 140–142
79–80	Reed Elsevier, 61
common sense protective measures,	Regulatory systems. See Governmental
69–71	controls
data aggregation firms, 59–60	Reilly, Tom, 109
future consequences, 53–54	Relationships, human, 4–5
identity and dossier, 23–26, 41, 74–	Remix, 115–116, 123
80	Republic.com (Sunstein), 267
increasing availability of private	Reputation
information, 55–59	personal, 19–20, 25–26, 155–156,
increasing scope and amount of	179–180
data, 62–63	systems, 81, 172–174
information sharing, 24–34, 39–40	Rip, 349
law enforcement, 77–79	Risky behavior, 24–25, 36–37, 101–103
merging the public and private	Riya, 58, 62
domains, 282–284	RSS (Really Simple Syndication), 178,
parents' and teachers' roles in	199–200, 349
education about, 71–73	Ryan, Stevie, 111, 124–125
reliance on trust, 81–82	
technology companies' role in, 73-	Safety. See Digital safety

Sampling, 116

74, 76

Satire, 116	Socialization, 26–30
School shooters, 209–210	Socioeconomic divide, 14-15, 216
Scoop08, 279	Software fostering creativity, 122–123
Scrabulous, 229	Sophos PLC study, 61–62
Search engines, 44-46, 55-59, 177-	Spam, 89, 203-204
178, 198, 349–350. See also	Sparks, Sam, 106
Google	Staysafe.org, 105
Second Life, 28–29, 121–122, 124, 350	Strangers, 95–98
Security, 33–34, 39–41, 55–56, 62–63,	"Students against Facebook" group, 71
349	StudiVZ, 25, 28, 40, 56, 61, 95, 101–
Seigenthaler, John, Sr., 155–156, 179–	102, 283, 289
180	Suicide, 94
Semantic Web, 202	Sunstein, Cass, 267
Semiotic democracy, 266, 285, 288	Surveillance, 269–270
Sex, 86	Surveys, 67
Sexual predators. See Online predators	Syndication technologies, 198–199
60 Minutes Wednesday, 156	
Skype, 350	Tagging, 62, 123, 201, 350
SMS (short message service), 44	TakingITGlobal, 270, 279
Social causes, 262–264	Targeted marketing, 46-47, 56, 59-60
Social identity, 17–23, 26–30, 40–41,	Teachers. See Parents and teachers
58	Teachout, Zephyr, 257
Social network site (SNS), 5, 350	Technology companies, 11, 73-74,
accessibility of personal information,	103–105
45–46, 56	Technology gap, 109-110
attempts to ban, 108-109	Technostress, 190-191
college student use, 49	Telecom industry, 350
community norms monitoring	Telephony networks, 350
quality, 175	Terrorism, 259–260
groups and communities, 347	Thailand, 269
information persistence, 61–62	Third-party developers, 228-229
personalization/customization, 348-	Tibet, 269
349	2 SMRT 4U campaign, 99-100
photo-sharing, 43-44	Tracking children, 47–48, 72–73,
profile, 349	100–102
reducing information overload, 200	Trippi, Joe, 257
sexual predators using, 96	Trust, 66–69, 81, 96–97
switching services for privacy	Trustmarks, 173
protection, 68–69	Turkey, 269
See also Facebook; MySpace	Twigging, 196
Social norms governing information	00 01
quality, 174–175	Unitary identity, 22-23, 34-36
Social tagging, 62	Usenet groups, 2–3, 194–195
Social web, 200	User base, 350

User-created content. See Usergenerated content User-directed content (UDC), 350 User-generated content (UGC), 112– 114, 124, 232, 244, 351

Valenti, Jack, 150
VeriChip technologies, 65
Viacom, 148, 226
Video mash-up, 116, 123, 351
Video-sharing services, 351. See also
YouTube
Violence, digital media and, 8–9, 209–

215, 217–218 Virginia Tech shooting, 209–210 Virtual pets, 47 Virtual worlds, 28–30, 116, 350 Vlogs, 351 Vorwissen (prior knowledge), 164

Wales, Jimmy, 118–120 Ward, Sarah, 141 Web 2.0 technology, 114–115, 172 Web cams tracking children, 47–48, 102 WebCrawler, 198
West, Kanye, 115–116
Wiki, 119, 351
Wikipedia, 6, 12, 118–120, 155–161, 168, 174–175, 351
Windows Vista, 120
Wireless network, 351
World of Warcraft, 20, 29, 35, 40, 120, 175
World Wide Web, debut of, 3

Yearbook sites, 231
Youth initiatives, 270–271
Youth vote, 259
YouTube, 351
announcement of school shooting, 210
creation of, 226
identity formation, 21
information quality and, 167–168
popularity of, 111–112
volume of data, 230

Zillow, 229 Zuckerberg, Mark, 223–224, 234