
Contents

Preface vii

- 1. Introduction: Behind the Practice of Information Politics 1**
Back-end Information Politics 3
Front-end Information Politics 9
Towards Web Epistemologies and Ontologies 14
Information Instruments Doing Politics 19
Political Instruments for the Web 22
 The Lay Decision Support System 22
 The Issue Barometer 25
 The Web Issue Index of Civil Society 27
 The Election Issue Tracker 28
Towards a Politico-epistemological Practice with the Web 30
- 2. The Viagra Files: The Web as Collision Space between Official and Unofficial Accounts of Reality 35**
Introduction 35
Knowledge Itineraries and the Web 35
Exposing Viagra for What It Is 38
Explaining Expert Search Considerations to the Laity 40
Viagra According to the Web (Experts) 45
Bringing to Life New Viagra Subjects and Situations 54
- 3. Mapping De-territorialization: Classic Politics in Tatters 59**
Introduction 59
Public Debate: Classic Politics in Action 60
Debate Mapping: Historical Interlude 61
The Web as Source for Dynamic Debate Mapping 65
Mapping the Food Safety Issue in the Netherlands 73

Where is the Dutch Food Safety Debate?	75
The Dutch Food Safety Debate Leaves the Netherlands	83
The Challenges of De-territorialization and Re-territorialization	85
Appendixes	87
4. After Genoa: Remedyng Informational Politics and Augmenting Reality with the Web	93
Introduction	93
The Web Issue Index: Aggregating Global Civil Society and Demystifying Protesters	95
Issues at the Genoa G8 Summit: Comparing Online and Offline Newspaper Coverage	104
Beyond NGO News: Reformatting the Civil Society Issue Stream	117
Appendixes	133
5. Election Issue Tracker: Monitoring the Politics of Attention	137
Introduction	137
Non-issue.nl: The Purpose of the Election Issue Tracker	139
Defining the Non-issues	142
Information Stream Design and Info-political Research	146
Tracker in Action: "Media helped Populism?"	152
Appendixes	161
6. The Practice of Information Politics on the Web	163
Political Instrument Design	168
Notes	177
Bibliography	189
Index	197

Index

- Agence France Presse, 117
Alexa, 15
Algemeen Dagblad, 75
Al Jazeera, 8
Allconsuming.net, 18, 23
AllTheWeb, 6
AltaVista, 3, 4, 6, 15, 24, 38, 41–42, 45, 55
Alternative Consumers' Union, Dutch, 77, 93
Amazon.com, 22
America Online (AOL), 6, 13, 14
Archive.org, 15, 16
Arxiv.org, 18, 165
Ask Jeeves, 6
Associated Press, 117
Augmented reality, 120, 145
AVRO TV, 75–76
- BBCnews.com, 17, 18, 43
Beck, Ulrich, 9
Betuwelijn, 141
Bild Zeitung, 16
Bush, George W., 41
Bush, Vannevar, 22
- Castells, Manuel, 2, 5, 27, 29, 157, 163
Central Intelligence Agency (CIA), 8
Channel Tunnel (1900s debate), 61–64
Christian Democrats (CDA), Dutch, 154
- Cisco Systems, 44
Civil society. *See* Non-governmental Organizations
Codex Alimentarius Commission, 26, 28, 79, 81, 83, 85, 93, 164, 170
Collaborative filtering, 3, 35–38, 40, 48, 165
CNN, 8
Consumer Alert, 4, 5
Consumer Union, Dutch, 81, 83, 93
- Daily Me, 8, 116–117
Daypop.com, 23, 145
Development Gateway, 98, 100, 101
Direct Hit, 4, 41
Discussion lists, 42–43
Disintermediation, 44, 75, 178n14
Dmoz.org, 16, 55
Dole, Bob, 24, 43, 47
- Echte Welvaart initiative, Dutch, 95–96, 117, 118, 123, 137, 144, 161–162, 184n3
Ecstasy (drug), 24, 50
Encyclopedia of New Media, 20
European Constitution, 30, 150–151
European Union, 26, 79, 81, 83, 84, 93, 170
eWatch, 103
Expert-lay knowledge, 23, 38–40
arbitration of, 55–57

- Federal Bureau of Investigation (FBI), 8
 Federal Trade Commission (U.S.), 1, 3, 4
 Food and Drug Administration (U.S.), 47, 54, 55
 Foodnews.org, 76
 Fortuyn, Pim, 30, 152–155, 157–158, 173
 G8 Summit, Genoa, 27–28, 95–96, 146
 media analysis of, 102–115, 170–172, 174
 Gatt.org, 164
 General Agreement on Tariffs and Trade (GATT), 164
 Genetically Modified (GM) food debate, 26, 43, 59, 60, 64, 73–87, 150–152, 169–170
 and Dutch government White Paper, 79–81, 83, 84, 170
 and labeling, 77, 79, 81
 and organic food movement, 77–78, 86–87
 George, Susan, 103, 114
 Gezondheidskiosk.nl, 13–14, 16, 23
 Globalization, 73, 102
 and issue networks, 85
 Google, 3, 5, 6, 8, 9, 15, 16, 22, 23, 24, 41, 45, 55, 120, 121, 167, 177n4
 Google News, 148
 Google-watch.org, 5
 Graaf, Volkert van de, 154
 Greenpeace, 43, 173
 Grusin, Richard, 2
 Heritage Foundation, 8
 Hilversum Media Park, 152
 HIV-AIDS
 and Russia, 65, 71–73
 and Viagra, 52, 53
 HIVOS, 83
 HotBot, 4, 6
 Hyperlinks
 and paid inclusion, 3–4, 6–7, 166
 and site policies, 10–11
 Interpretation of, 25, 72–73, 76, 83, 106–107, 113
 Indymedia, 97, 118, 137, 170
 Infodrome, 165
 Inktomi, 7
 International Monetary Fund (IMF), 106
 Internet Movie Database (IMD), 16
 Introna, Lucas, 4, 5
 IssueCrawler (software), 25, 68
 iWon.com, 4
 Journalism, digital, 106–107, 113–117
 Kiribatu, 119
 Klein, Naomi, 115
 Kleinberg, Jon, 23
 Kling, Rob, 18
 Kok, Wim, 153
 Körös, Alexander Csoma de, 36
 Kraus, Karl, 167
Kronen Zeitung, Die, 106, 112–113, 114
 Labour Party (PvdA), Dutch, 30, 162
 and press attention, 139, 149–152
 Leefbaar Nederland, 153
 Le Monde, 107
 Leonardo (journal), 44, 181n17
 Liberal Party (VVD), Dutch, 154
 Lijst Pim Fortuyn. *See* Fortuyn, Pim
 LookSmart, 4, 7
 Lycos, 7, 18, 23, 120, 121
 Manovich, Lev, 120
 Mapping
 Debate mapping, 61–70
 Issue network mapping, 65, 66–72, 93–94

- Sociale kaarten (social issue mapping), 60–61, 64, 83, 93
- Marres, Noortje, 107
- Medicine. *See also* Expert-lay knowledge; Viagra
- Doctor-patient relations, 23, 39–40, 46, 56
- Lay decision support system, 40
- Médecins sans Frontières, 73
- Melkert, Ad, 149
- Merchant of Venice, 170
- Mills, C. Wright, 105
- Ministry of Agriculture, Netherlands, 79–83
- Ministry of Health, Netherlands, 13–14, 23, 168
- Mobility debate, 141
- Mogoutov, Andrei, 158
- Monsanto, 70, 116
- MSN.com, 4, 7, 14
- Nader, Ralph, 1, 4, 9, 166
- National Public Radio, U.S., 117
- Negroponte, Nicholas, 8. *See also* Daily Me
- Nestlé, 70
- Netlocator (software), 25, 65, 68, 69
- Netscape, 4, 7
- Nettime, 42
- Newsgroups, 42–43
- New York Times, 37, 116
archive policy of, 148
- Nissenbaum, Helen, 4, 5
- Non-governmental Organizations (NGOs)
- Campaigns by, 33, 94, 172
- Single-issue and multiple-issue, 96–97, 118, 144
- and counter-events, 84, 170
- and media strategy, 144–145, 173–174
- and news coverage, 94–97, 102–115, 146. *See also* Oneworld International and Indymedia.
- and public debate, 60, 65, 84, 86, 93–94
- and social issues, 26–29, 94–98, 110–111, 122, 124–133, 144–145, 170–171, 175
- NRC Handelsblad, 79, 81, 84, 139, 142, 143, 144
- Nuclear energy (1980s debate), Dutch, 64, 66–67, 138
- Oneworld International, 27, 28, 43, 97, 98, 99, 100, 117, 120, 137, 170
- Overture (GoTo.com), 7
- Pew Center, 116
- Pfizer, 23, 24, 35, 43, 45, 47, 48, 50, 52, 55, 56
- Politics
- Back-end politics, 1, 3–9, 17–19, 22, 163, 164
- Citizen juries, 60, 83
- Consensus conferences, 60, 83
- Corridor politics, 103
- Crisis of democracy, 59, 157, 163, 164–165
- e-democracy, 9–12, 164–165, 167, 170
- Elections analysis, 28–30, 152–161, 171–173
- Front-end politics, 2, 9–14, 22, 163, 164
- Information politics, 20, 22, 113, 154–155, 158, 164, 169, 171, 172, 188n2
- Informational politics, 1, 3, 5, 27, 29, 113, 138, 154–158, 161, 164, 169, 170, 172, 173, 174, 175
- Issue network politics, 25–26, 59, 85, 170, 174, 175
- Issue politics, 172, 174
- Lobbying, 165
- Plannungszellen, 60
- Polder model (Dutch), 60, 83, 184n3
- Policy-making, 64–65, 83
- Politics from below, 56, 174

- Politics (*cont.*)
 Politics of press attention, 138, 147–152, 158, 161, 171–174
 Polling, 1, 145
 Populism, 155, 157–161, 173
 Public debate, 25–26, 59–61, 65, 83–87, 93–94, 145, 163, 169–170
 Sub-politics, 9, 166
 Priest, Susanna Hornig, 116
 Princeton University, 3
 PvdA. *See* Labour Party
- Reflexive social learning, 145
 Remediation, 115–116
 Réseau-Lu (software), 158, 159, 160
 Reuters, 117
 Rich Site Summary (RSS) feeds, 149
 Rogue Web sites, 24, 53. *See also* RTmark.com, Gatt.org
 RTmark.com, 98
- Salon magazine, 52, 56
 Search engines, 1, 3–8, 40–42, 164
See also AltaVista, Collaborative filtering, Direct Hit, Google, HotBot, iWon.com, LookSmart, MSN.com, and Netscape
 Searchenginewatch.com, 5, 6–7
 Shell.com, 24
 Slashdot.org, 44
 Sociograms, 61
 Spears, Britney, 171
Standard, Der, 106, 107, 108–109, 112–113, 114
 StarLink corn, 119
 Startpagina.nl, 43
 Sunstein, Cass, 8. *See also* Daily Me
- Technorati.com, 23, 145
 Telegraaf, de, 139, 142, 143, 173
 Teletext, 149
 Terminator gene, 116
 Tickers, 117–119, 146–147, 156, 171
 Tobin Tax, 112, 114
 Tweakers.net, 44
- U.K. online Citizens Portal, 8, 9–12, 16, 64, 138, 163, 165
 United Nations, 98, 100, 106, 118
 Calendar of, 72, 171
 Issues on the agenda of, 99
 University of Amsterdam, 38
 University of Vienna, 38
- Viagra. *See also* Medicine and Pfizer
 Users and uses, 23–24, 35, 42–43, 44, 45–48, 50–53, 56, 168–169
 Volkskrant, de, 107, 139, 142, 143
 VVD. *See* Liberal Party
- Webalyser, 18
 Web epistemology, 2–3, 13–17, 29–33, 163–167
 Webometrics, 17–18
 Whole Earth Catalog, 20
 Wired News, 44, 47
 World Bank, 98, 100, 106, 118. *See also* Development Gateway
 World Trade Organization (WTO), 79, 80, 85, 93, 106, 164, 170
 and Seattle protests, 95–96, 97, 102–104, 134–135
- Yahoo!, 7, 14, 17, 20, 27, 117, 120