

Contents

Acknowledgments ix

Introduction: Why You Need Digital Know-How—Why We All Need It 1

1 Attention! Why and How to Control Your Mind's Most Powerful Instrument 35

Conscious Distraction: Are You Captain or Captive of Your Attention Muscles? 41

(Using) the Internet Makes Us Stupid (or Not) 50

Mindfulness in an Always-On World 62

Training the Puppy Mind 70

2 Crap Detection 101: How to Find What You Need to Know, and How to Decide If It's True 77

How to Search and How to Know 84

Tuning Your Crap Detector 89

Infotention: Attention to Information 96

3 Participation Power 111

Participatory Culture 114

Participation Skills: Skating up the Power Law of Participation 119

Curation Is Short for "We're All Each Other's Filter" 126

Playbor: Do You Know Who Profits from Your Participation? 134

Footprints and Profiles: How You Look to Others . . . and Yourself 138

Twitter Literacy 141

4 Social-Digital Know-How: The Arts and Sciences of Collective Intelligence 147

Collective Intelligence: When All of Us Can Be Smarter Than Any of Us 159

Virtual Communities: Networking Hearts as well as Minds 162

Crowdsourcing: Supersizing Cooperation 167

Social Production 173

Wiki Collaboration 179

5 Social Has a Shape: Why Networks Matter 191

- Social Network Analysis 202
- Networked Individualism 211
- Social Capital 215
- Tuning and Feeding Personal Learning Networks 225
- Facing Facebook's Facts of Life 230

6 How (Using) the Web (Mindfully) Can Make You Smarter 239

- Digging into Dataveillance 239
- The Public Sphere 240
- Remix Ethics and the Politics of Enclosure 242
- What's a Parent to Do? What's a Parent to Know? 245
- Five Literacies in a Nutshell 246
- Literacy as Lever, as Divide 252
- Notes 255
- Index 289