

# Contents

Acknowledgments . . . . . vii

Introduction The Book Starts *Here*. . . . . 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 *Thing*: 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 *Here*: 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