A Companion to
New Media Dynamics
A Companion to New Media Dynamics

Edited by

John Hartley, Jean Burgess, and Axel Bruns
Contents

Notes on Contributors ix
Acknowledgments xix

Introducing Dynamics: A New Approach to “New Media” 1
John Hartley, Jean Burgess, and Axel Bruns

Part 1 Approaches and Antecedents 13
1 Media Studies and New Media Studies 15
Sean Cubitt

2 The Future of Digital Humanities Is a Matter of Words 33
Willard McCarty

3 Media Dynamics and the Lessons of History 53
Thomas Pettitt

4 Literature and Culture in the Age of the New Media 73
Peter Swirski

5 The Economics of New Media 90
John Quiggin

6 The End of Audiences? 104
Sonia Livingstone and Ranjana Das

7 The Emergence of Next-Generation Internet Users 122
Grant Blank and William H. Dutton

8 National Web Studies 142
Richard Rogers, Esther Weltevrede, Erik Borra, and Sabine Niederer
Part 2  Issues and Identities 167

Agency 169

9  In the Habitus of the New
   Zizi Papacharissi and Emily Easton 171

10 Long Live Wikipedia?
    Andrew Lih 185

Mobility 191

11 Changing Media with Mobiles
    Gerard Goggin 193

12 Make Room for the Wii
    Ben Aslinger 209

Enterprise 219

13 Improvers, Entertainers, Shockers, and Makers
    Charles Leadbeater 221

14 The Dynamics of Digital Multisided Media Markets
    Patrik Wikström 231

Search 247

15 Search and Networked Attention
    Alexander Halavais 249

16 Against Search
    Pelle Snickars 261

Network 275

17 Evolutionary Dynamics of the Mobile Web
    Indrek Ibrus 277

18 Pseudonyms and the Rise of the Real-Name Web
    Bernie Hogan 290

Surveillance 309

19 New Media and Changing Perceptions of Surveillance
    Anders Albrechtslund 311
20 Lessons of the Leak 322
   Christoph Bieber

Part 3  Forms, Platforms, and Practices 337

Culture and Identity 339
21 Cybersexuality and Online Culture 341
   Feona Attwood
22 Microcelebrity and the Branded Self 346
   Theresa M. Senft
23 Online Identity 355
   Alice E. Marwick
24 Practices of Networked Identity 365
   Jan-Hinrik Schmidt

Politics, Participation, and Citizenship 375
25 The Internet and the Opening Up of Political Space 377
   Stephen Coleman
26 The Internet as a Platform for Civil Disobedience 385
   Cherian George
27 Parody, Performativity, and Play 396
   Jeffrey P. Jones
28 The Politics of “Platforms” 407
   Tarleton Gillespie
29 From Homepages to Network Profiles 417
   Axel Bruns

Knowledge and New Generations 427
30 The New Media Toolkit 429
   Mark Pesce
31 Materiality, Description, and Comparison as Tools for Cultural
   Difference Analysis 439
   Basile Zimmermann
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>Learning from Network Dysfunctionality</td>
<td>Tony D. Sampson and Jussi Parikka</td>
<td>450</td>
</tr>
<tr>
<td>33</td>
<td>Young People Online</td>
<td>Lelia Green and Danielle Brady</td>
<td>461</td>
</tr>
<tr>
<td>34</td>
<td>Beyond Generations and New Media</td>
<td>Kate Crawford and Penelope Robinson</td>
<td>472</td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td></td>
<td>480</td>
</tr>
</tbody>
</table>
Notes on Contributors

Anders Albrechtslund is Associate Professor at the Department of Aesthetics and Communication, Aarhus University, Denmark. His main research is within surveillance studies, philosophy of technology, new media, and ethics. He is a member of the Management Committee of “Living in Surveillance Societies” (EU COST Action, 1099–13: see www.liss-cost.eu/about-liss/description) and is taking part in the research project “Surveillance in Denmark,” funded by the Danish Research Council. His publications include “Empowering Residents: A Theoretical Framework for Negotiating Surveillance Technologies” (with Louise Nørgaard Glud, Surveillance & Society, 2010); Internet and Surveillance (ed. with Christian Fuchs, Kees Boersma, and Marisol Sandoval, 2011); and “Participatory Surveillance in Intelligent Living and Working Environments” (with Thomas Ryberg, Design Issues, 2011).

Ben Aslinger is Assistant Professor of Media and Culture in the Department of English and Media Studies at Bentley University, USA. His research focuses on popular music licensing in television and video game texts and the globalization of video game consoles. His publications include articles in the collections Teen Television: Essays on Programming and Fandom (2008), LGBT Identity and Online New Media (2010), and Down to Earth: Satellite Technologies, Industries, and Cultures (2012).

Feona Attwood is a Professor in the Media Department at Middlesex University, UK. Her research is in the areas of sex in contemporary culture, with particular interests in “onscenity,” sexualization, new technologies, identity and the body, and controversial media. She is the editor of Mainstreaming Sex: The Sexualization of Western Culture (2009) and porn.com: Making Sense of Online Pornography (2010), and coeditor (with Vincent Campbell, I.Q. Hunter, and Sharon Lockyer) of Controversial Images and Sex, Media and Technology. She is also coeditor of
Notes on Contributors

journal special issues on “Controversial Images” (with Sharon Lockyer, Popular Communication, 2009), “Researching and Teaching Sexually Explicit Media” (with I.Q. Hunter, Sexualities, 2009), and “Investigating Young People’s Sexual Cultures” (with Clarissa Smith, Sex Education, 2011). She is a founding member of the Onscenity Research Network.

Christoph Bieber is Professor of Political Science at the NRW School of Governance, University of Duisburg-Essen, Germany. The position is funded by the Johann-Wilhelm-Welker-Stiftung, where the main area of research is ethics in political management and society. Previously he was an Assistant Professor of Political Science at the Justus-Liebig-University of Giessen. His dissertation thesis on Political Projects on the Internet: Computer-Mediated Communication and the Political Public Sphere was published in 1999. He has published widely on the effects of online communication for political actors. His books include Politik digital. Online zum Wähler (2010) and Unter Piraten: Erkundungen einer neuen politischen Arena (ed. with Claus Leggewie, 2012). He blogs at http://internetundpolitik.wordpress.com and on Twitter he is known as @drbieber.

Grant Blank is the Survey Research Fellow at the Oxford Internet Institute, University of Oxford, UK. His special interests are statistical and qualitative methods, the political and social impact of computers and the Internet, and cultural sociology. He previously taught at American University in Washington, DC.

Erik Borra is a PhD candidate at the University of Amsterdam, The Netherlands, as well as Digital Methods Initiative’s lead developer. He holds an MSc in artificial intelligence. His research focuses on rethinking the web as a source of data for social and cultural science.

Danielle Brady is a Lecturer in Media, Culture and Mass Communications and Coordinator of Higher Degrees by Research in the School of Communications and Arts at Edith Cowan University, Perth, Australia. Following a previous career in research science and further postgraduate study in the arts, she has specialized in advising on research methods across a range of disciplines and in facilitating multidisciplinary research. Her research interests lie in the social study of science and technology.

Axel Bruns is Associate Professor in the Creative Industries Faculty at Queensland University of Technology in Brisbane, Australia, and a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation (CCI). He is the author of Gatewatching: Collaborative Online News Production (2005) and Blogs, Wikipedia, Second Life and Beyond: From Production to Produsage (2008), and editor of Uses of Blogs (with Joanne Jacobs, 2006). His research website is at http://snurb.info. His work focuses on the development of new research methodologies for the study of public communication in social media spaces; see http://mappingonlinepublics.net for more information.
Jean Burgess is Deputy Director of the ARC Centre of Excellence for Creative Industries and Innovation (CCI), Queensland University of Technology in Brisbane, Australia. She is a coauthor of the first research monograph on YouTube—*YouTube: Online Video and Participatory Culture* (2009, also translated into Polish, Portuguese, and Italian) and coeditor of *Studying Mobile Media: Cultural Technologies, Mobile Communication, and the iPhone* (2012). Her research focuses on methodological innovation in the context of the changing media ecology, especially the “computational turn” in media and communication studies.

Stephen Coleman is Professor of Political Communication at the Institute of Communications Studies, University of Leeds, UK. His three most recently published books are *The Internet and Democratic Citizenship: Theory, Practice, and Policy* (with Jay G. Blumler, 2009), *The Media and the Public: “Them” and “Us” in Media Discourse* (with Karen Ross, 2010), and *Connecting Democracy: Online Consultation and the Flow of Political Communication* (coedited with Peter Shane, 2011). His next book, *How Voters Feel*, is forthcoming from Cambridge University Press and is based on research conducted for his AHRC-funded project “The Road to Voting,” which explores the affective and aesthetic dimensions of democratic engagement.

Kate Crawford is a Principal Researcher at Microsoft Research in Cambridge, USA, and an Associate Professor in Media at the University of New South Wales, Sydney. For 10 years, she has published widely on the social, political, and cultural practices that surround and inform media technologies. She has conducted large-scale studies of mobile and social media use at sites around the world, including in India and Australia. Her book on technology, culture, and generational critique, *Adult Themes* (2006), won the Manning Clark Cultural Award. Her current projects include the long-term implications of Big Data, social news, young people’s use of mobiles, and media use during disasters and other acute events.

Sean Cubitt is Professor of Film and Television at Goldsmiths, University of London, UK; Professorial Fellow of the University of Melbourne, Australia; and Honorary Professor of the University of Dundee, UK. His publications include *Timeshift: On Video Culture* (1991), *Videography: Video Media as Art and Culture* (1993), *Digital Aesthetics* (1998), *Simulation and Social Theory* (2001), *The Cinema Effect* (2004), and *EcoMedia* (2005). He is the series editor for Leonardo Books at MIT Press. His current research is on the history and philosophy of visual technologies, on media art history, and on ecocriticism and mediation.

Ranjana Das is a Lecturer in Media and Communications at the University of Leicester, UK. From 2011 to 2012 she was a Post-Doctoral Fellow at the University of Lüneburg, Germany. She completed a PhD (2008–2011) in the Department of Media and Communications at London School of Economics and Political Science, UK, where she researched media audiences and media literacies. She is Grad Student Rep for the International Communication Association (2011–2013), and was Young Scholars’ (YECREA) Representative (2010–2012) on the Audience and Reception
Notes on Contributors

Studies Thematic Section of the European Communication Research and Education Association. Her interests lie in media audiences across a range of different genres. She has been involved with cross-national projects in Europe to do with the media and families, transforming audiences, and children and the Internet.

**William H. Dutton** is Professor of Internet Studies at the Oxford Internet Institute (OII), University of Oxford, and Fellow of Balliol College, UK. Before coming to Oxford in 2002, he was Professor in the Annenberg School for Communication at the University of Southern California, USA, where he is an Emeritus Professor. In the UK, he was a Fulbright Scholar, National Director of the UK’s Programme on Information and Communication Technologies (PICT), and founding director of the OII during its first decade. He is editing a handbook of Internet Studies and writing a book on the network society’s Fifth Estate.

**Emily Easton** is a PhD student in Communication at the University of Illinois at Chicago, USA. She holds an MA in Social Sciences from the University of Chicago and has taught in the Cultural Studies Department at Columbia College Chicago. Her research interests lie at the intersections of cultural capital, cultural consumption, and technology. She has coauthored *Harnessing Social Technology in Students’ Transition to College: Facebook’s Role in Student Adjustment and Persistence* (with R. Gray, J. Vitak, and N. Ellison, 2012).

**Cherian George** is Associate Professor at Nanyang Technological University’s Wee Kim Wee School of Communication and Information, Singapore. His research focuses on journalism and politics, including online alternative media. He is the author of *Contentious Journalism: Towards Democratic Discourse in Malaysia and Singapore* (2006). A former journalist with *The Straits Times*, Singapore, he blogs at Journalism.sg and Airconditionednation.com. He has a PhD in communication from Stanford University and a Masters from Columbia University’s graduate school of journalism.

**Tarleton Gillespie** is Associate Professor in the Communication Department of Cornell University, USA, with affiliations in the Department of Information Science and the Department of Science and Technology Studies. His research examines the ways in which public discourse is structured by legal, political, and economic arrangements. His first book, *Wired Shut: Copyright and the Shape of Digital Culture* (2007), on the debates about digital copyright and the implications of technological regulation, was chosen as Outstanding Book by the International Communication Association. His second book will examine how the content guidelines imposed by online media platforms, social networking sites, and smartphone app stores set the terms for what counts as “appropriate” user contributions, and will ask how this private governance of cultural values has broader implications for freedom of expression and the character of public discourse.

**Gerard Goggin** is Professor of Media and Communications in the Department of Media and Communications, University of Sydney, Australia. He is widely

**Lelia Green** is Professor of Communications at Edith Cowan University, Perth, Australia, and Co-Chief Investigator of the ARC Centre of Excellence for Creative Industries and Innovation (CCI). She is the author of *The Internet: An Introduction to New Media* (2010), which includes work arising from two projects funded by the Australian Research Council to investigate schoolchildren’s use of the Internet in the context of their family life and that of their peers. She is a collaborating researcher with the EU Kids Online project in Europe. In 2010 the CCI funded its “Risk and Representation” program, comprising Lelia Green, Catharine Lumby (UNSW), and John Hartley (QUT), and conducted research in Australia to parallel that carried out in Europe by the EU Kids Online network.

**Alexander Halavais** is Associate Professor of Sociology at Arizona State University, USA, where he teaches in a graduate program in Interactive Communications. He also serves as the Technical Director of the Digital Media and Learning Hub, and as President of the Association of Internet Researchers. His research addresses questions of social change and social media, and particularly questions of attention, metrics, and learning. His book *Search Engine Society* (2008) discussed the ways in which search is changing us individually and socially. His work explores the role of formal metrics in guiding attention and social change. He blogs at alex.halavais.net and tweets as @halavais.

**John Hartley, AM**, is Professor of Cultural Science and Director of the Centre for Culture & Technology, Curtin University; Researcher at the ARC Centre of Excellence for Creative Industries and Innovation (Australia); and Professor in the School of Journalism, Media & Cultural Studies (JOMEC), Cardiff University (Wales). He is former Dean of the Creative Industries Faculty, and ARC Federation Fellow at Queensland University of Technology, Brisbane, Australia. His research interests include cultural, media, and communication studies; creative industries; and cultural science. He has published 24 books and over 200 papers, including *Creative Industries* (ed. 2005), *Television Truths* (2008), *Story Circle* (ed. 2009), *The Uses of Digital Literacy* (2009/10), and *Digital Futures for Cultural and Media Studies* (2012). He is founding editor of the *International Journal of Cultural Studies* (Sage), and a member of the ARC College of Experts.

**Bernie Hogan** is Research Fellow at the Oxford Internet Institute, University of Oxford, UK. His research focuses on the relationship between technologically mediated social cues (such as friend lists, real names, address books, etc.), social identity, and network structure. Hogan has also focused on novel techniques for the capture and analysis of online social networks. His work has been featured in *Information, Communication & Society, City & Community, Field Methods, Bulletin*