The Hyperlinked Society
Tsui, Lokman, Turow, Joseph

Published by University of Michigan Press

Tsui, Lokman and Joseph Turow.
The Hyperlinked Society: Questioning Connections in the Digital Age.

▶ For additional information about this book
https://muse.jhu.edu/book/6387

🔗 For content related to this chapter
https://muse.jhu.edu/related_content?type=book&id=144668
About the Authors

Lada A. Adamic is an assistant professor at the School of Information and the Center for the Study of Complex Systems at the University of Michigan. Her research interests center on information dynamics in networks: how information diffuses, how it can be found, and how it influences the evolution of a network's structure. This has led her to study human interactions in digital media, including blogs, e-mail, and online social networks.

Jeremy W. Crampton is an associate professor of geography at Georgia State University in Atlanta. His research interests focus on the role of maps and mapping in the production of knowledge and particularly on the politics of space. He maintains two blogs: one on the work of Michel Foucault and the other (written under a pseudonym) on mapping. His book *The Political Mapping of Cyberspace* was published by the University of Chicago Press in 2004. His latest book is *Space, Knowledge, and Power: Foucault and Geography* (London: Ashgate, 2007), coedited with Stuart Elden.

Seth Finkelstein is a professional programmer who has donated his skills and an enormous amount of time to fighting to keep the Internet free. He attended MIT, earning degrees in both physics and mathematics, and learned about the potential of electronic communication during its early development. He was the first person to decrypt censorware (“filter”) secret blacklists, and expose what was actually banned. The material he developed first brought these issues to public attention and was the basis for many groundbreaking articles and reports about censorware. This work then generated evidence for an early court case challenging censorware in public libraries. He was a cofounder of an investigatory organization called Censorware Project (though he is no longer associated with it). For his achievements opposing Internet censorship, he was honored with a
Pioneer Award from the Electronic Frontier Foundation. He was primarily responsible for winning one of few Library of Congress exemptions from the Digital Millennium Copyright Act.

**Alexander Halavais** is an assistant professor of communication at the University at Buffalo’s School of Informatics, where he also directs the MA program in informatics. His research looks at “social computing” and its impact on social change, journalism, education, and public policy. The *Online Journalism Review* recently referred to Halavais as one of a number of new “blogologists” who seek to study the social effects of this use of the Internet. Much of this work examines the intersection of geographical location and online content. In particular, he has analyzed the hyperlinked networks among nations, cities, blogs, and political Web sites. He has written a set of tools (the Informicant package) that may be used to facilitate data collection from the Web. In addition to teaching about new information technologies, Halavais teaches communication theory at the undergraduate and graduate levels. He has recently edited a reader called *Cyberporn and Society* and teaches a course on the same topic.

**Eszter Hargittai** is an assistant professor of communication studies and sociology and a faculty associate of the Institute for Policy Research at Northwestern University, where she heads the Web Use Project. She received her PhD in sociology from Princeton University, where she was a Woodrow Wilson Scholar. She was a fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford in 2006/7. Her work focuses on the social and policy implications of information technologies. She has her own Web site at http://www.eszter.com.

**Tom Hespos** has been working in online advertising since the commercial explosion of the World Wide Web in 1994. As one of the first professionals in buying online media, Tom has held management-level positions at K2 Design, Blue Marble ACG, Mezzina Brown & Partners, and his own agency, Underscore Marketing. Tom also writes regularly for industry trade publications. Since early 1998, he has published a weekly column on buying online media, in such publications as *ClickZ*, *MediaPost*, and *iMedia Connection*. His writing has also appeared in *Business 2.0*, the *Industry Standard*, *DM News*, and many other business publications. Tom is also the founder of the Old Timers List, a private discussion list for experienced online marketing professionals. He blogs at http://www.hespos.com.
Matthew Hindman is an assistant professor of political science at Arizona State University. He was previously a fellow at Harvard’s Kennedy School of Government and holds a doctorate from Princeton University. He is currently completing a book about the Internet’s impact on American politics.

Philip M. Napoli is an associate professor in the Graduate School of Business and director of the Donald McGannon Communication Research Center at Fordham University. His research focuses on media institutions and media policy. Professor Napoli’s books include Media Diversity and Localism: Meaning and Metrics (Mahwah, NJ: Erlbaum, 2007); Audience Economics: Media Institutions and the Audience Marketplace (New York: Columbia University Press, 2003); and Foundations of Communications Policy: Principles and Process in the Regulation of Electronic Media (Cresskill, NJ: Hampton, 2001). His research has been supported by such organizations as the Ford Foundation, the Social Science Research Council, the Benton Foundation, and the National Association of Broadcasters.

Martin Nisenholtz was named senior vice president of digital operations for the New York Times Company in February 2005. He is responsible for the strategy development, operations, and management of the New York Times Company’s digital properties. Martin joined the Times Company in 1995 as the founding leader for the New York Times on the Web (NYTimes.com). In 1983, Martin founded the Interactive Marketing Group at Ogilvy & Mather, the first interactive development group at a major U.S. agency. He holds a BA degree from the University of Pennsylvania and an MA from that university’s Annenberg School for Communication.

Eric Picard is a senior product planner in the Microsoft Digital Advertising Solutions group. He leads a team focused on business strategies for emerging digital media advertising opportunities, such as digital TV, mobile, video games, and music. Eric is also Microsoft’s representative to a variety of Interactive Advertising Board (IAB) committees. Eric has been active in most of the critical industry conversations related to technology, including the IAB’s Broadband Committee, Rich Media Task Force, and Measurement Task Force. He writes a monthly column called “Using Ad Technology” for the industry publication ClickZ and is a frequent speaker at industry conferences.
Markus Prior is an assistant professor of politics and public affairs in the Woodrow Wilson School and the Department of Politics at Princeton University. He received his PhD from Stanford’s Department of Communication in 2004. He is the author of *Post-Broadcast Democracy* (New York: Cambridge University Press, 2007), an early version of which won the American Political Science Association’s E. E. Schattschneider Award for the best dissertation in American politics. The book examines how broadcast television, cable television, and the Internet have changed politics in the United States over the last half century. His work has also appeared in the *American Political Science Review*, the *American Journal of Political Science*, the *Journal of Politics*, and *Political Communication*.

Stacey Lynn Schulman is senior vice president of Turner Entertainment Ad Sales Research. Within her role, Schulman works closely with David Levy, president of Turner Entertainment Ad Sales and with the Ad Sales executive management teams for Adult Swim, Cartoon Network, Court TV, TBS, and TNT, as well as Turner Sports. Through January 2007, Ms. Schulman was president of the Consumer Experience Practice of the Interpublic Group Companies, which advised marketers on how to effectively connect with consumers in the evolving media landscape. Widely respected in the industry, she is an award-winning professional who is routinely quoted in trade and consumer media outlets, and has appeared on CNN, CNBC, and FOX News Channel to discuss media trends. In addition to her professional commitments, Ms. Schulman is an adjunct faculty member at the Massachusetts Institute of Technology. She resides in Harlem.

Marc A. Smith is a senior research sociologist at Microsoft Research (MSR) specializing in the social organization of online communities. He leads the Community Technologies Group at MSR. He is the coeditor of *Communities in Cyberspace* (London: Routledge, 1999), a collection of essays exploring the ways identity, interaction, and social order develop in online groups. Smith’s research focuses on the ways group dynamics change when they take place in social cyberspaces. Smith is applying this work to the development of a generalized community platform for Microsoft, providing a Web-based system for groups of all sizes to discuss and publish their material to the Web. Smith received a BS in international area studies from Drexel University in Philadelphia in 1988, an MPhil in social theory from Cambridge University in 1990, and a PhD in sociology from the University of California, Los Angeles, in 2001.
Lokman Tsui is a doctoral candidate at the Annenberg School for Communication of the University of Pennsylvania. His dissertation examines how information communication technologies are being mobilized to address imbalances in global news flows. His research has appeared in Global Dialogue, China Information, and the newsletter for the International Institute for Asian Studies. He has served as guest editor of China Information for a theme issue on the sociopolitical impact of the Internet in China. His research interests also include collaborative and participatory media, filtering and censorship, (regulation of) flows of information and people, diaspora and transnationalism, and global and comparative communication research. He divides his time between Philadelphia, Amsterdam, and Hong Kong.

Joseph Turow is the Robert Lewis Shayon Professor of Communication at the University of Pennsylvania’s Annenberg School for Communication. He is the author of more than sixty articles and nine books on mass media industries, including Niche Envy: Marketing Discrimination in the Digital Age (Cambridge, MA: MIT Press, 2006). His continuing national surveys of the American public on issues relating to marketing, new media, and society have received much attention in the popular press as well as in the research community. His research has received financial support from the John D. and Catherine T. MacArthur Foundation, the Kaiser Family Foundation, the Robert Wood Johnson Foundation, the Federal Communications Commission, and the National Endowment for the Humanities, among other organizations.

Stefaan G. Verhulst is the chief of research at the Markle Foundation. Prior to his arrival there, Mr. Verhulst was the cofounder and codirector, with Prof. Monroe Price, of the Programme in Comparative Media Law and Policy (PCMLP) at Oxford University, as well as senior research fellow at the Centre for Socio-Legal Studies. In that capacity, he was appointed the sociolegal research fellow at Wolfson College, Oxford. In addition, he was the UNESCO chairholder in communications law and policy for the United Kingdom. Before his move to Oxford in 1996, he had been a lecturer on communications law and policy issues in Belgium and founder and codirector of the International Media and Info-Comms Policy and Law Studies program at the University of Glasgow’s School of Law. Mr. Verhulst has served as consultant to various international and national organizations, including the Council of Europe, the European Commission, UNESCO, the United Nations Development Programme,
the U.S. Agency for International Development, and the Department for International Development in the United Kingdom.

James G. Webster is a professor of communication studies at Northwestern University. His research interests include audience measurement, communications policy, and understanding audience behavior in the new media environment. He is the author of *Ratings Analysis: The Theory and Practice of Audience Research* (2006), which is now in its third edition, and coauthor of *The Mass Audience: Rediscovering the Dominant Model* (Mahwah, NJ: Erlbaum, 1997). He has been a member of the editorial board of the *Journal of Broadcasting and Electronic Media* since 1985.

David Weinberger is the author of *Everything Is Miscellaneous: The Power of the New Digital Disorder* (New York: Times Books, 2007) and *Small Pieces Loosely Joined* (New York: Basic Books, 2002) and coauthor of *The Cluetrain Manifesto* (New York: Basic Books, 2000). He is currently a fellow at Harvard’s Berkman Center for Internet and Society. He has a doctorate in philosophy and has been an assistant professor, a marketing VP, and an advisor to political campaigns. He lives in Boston.