

CONTENTS

List of Figures	ix
Foreword by Rock the Vote	xi
Acknowledgments	xiii
About the Author	xv
About Rock the Vote	xvii
Introduction	1

CHAPTER 1

Blogging	15
The Big Picture: Beth Kanter	51
The Big Picture: Evan Williams	55

CHAPTER 2

Social Networking	59
The Big Picture: danah boyd	91
The Big Picture: Fred Stutzman	95

CHAPTER 3

Video and Photo Sharing	97
The Big Picture: Steve Grove	123
The Big Picture: Jonah Sachs	125

CHAPTER 4

Mobile Phones	129
The Big Picture: Seth Godin	157
The Big Picture: Zack Exley	159

CHAPTER 5

Wikis	163
The Big Picture: Martin Kearns	183

CHAPTER 6

Maps	187
The Big Picture: Jason Fried	211

CHAPTER 7

Virtual Worlds	215
The Big Picture: Mitch Kapor	241
The Big Picture: Katrin Verclas	245
Conclusion	249
Index	259

LIST OF FIGURES

1.1	Screen for Writing a New Blog Post	30
1.2	Two Posts on My New Blog	31
1.3	A ChipIn Widget for Barbara Davis Center for Childhood Diabetes Embedded in a Supporter's Web Site	35
2.1	Part of Sunny the Seal's MySpace Profile Page	63
2.2	The Top Ten Political News Stories on Digg.com, December 13, 2007	67
2.3	A MySpace Profile Page	73
2.4	Example of a Facebook Friend List	74
3.1	Allen Points at Sidarth in the Infamous "Macaca" Video	98
3.2	Oxfam's YouTube Channel (c. December 2007)	103
3.3	A Nature Lover's Top 150 Tags in Tag Cloud Format on Flickr	107
3.4	YouTube Upload Form	113
4.1	Newspaper Ad Incorporating Text Messaging	133
4.2	SexInfo Ad	135
5.1	Typical Wiki Page	171
5.2	Wiki Page in Editing Mode	172
5.3	Wiki Page in Discussion Mode	173
5.4	Wiki Page in History Mode	174
6.1	The Holocaust Museum's Darfur Layer	189
6.2	Yahoo! Map Embedded in a Web Page	190
6.3	Sunoco Surrounded by Schools at PlanetHazard.com	193
7.1	Activists Sitting Around a Campfire at the Nonprofit Commons in Second Life	217
7.2	NOAA Global Warming Exhibit	223
7.3	Save the Children's Virtual Yak	227
7.4	Avatars from Habbo Hotel, MTV's Virtual The Hills, Second Life, and Club Penguin	229

