

**A**

Abbott Laboratories, 168–169  
 abbottsgreed.com, 168, 177  
 Active Worlds, 217  
 Activism: social networking to increase, 71–72;  
 storytelling necessary for, 252–254; using  
 mobile phones to coordinate, 137–139.  
*See also* Advocacy  
 Advertising: blogging vs., 44; blogs and social  
 networks used for, 250; incorporating text  
 messaging, 133; on wiki pages, 174  
 Advocacy: mapping used for, 194–195; mo-  
 bile phones used for, 136, 141–142; social  
 networks used for, 66–69; wikis used for,  
 168–169. *See also* Activism  
 Ahonen, Tomi, 246  
 Aldworth, Rebecca, 62  
 Alexa, 88n17  
 Alexandra (activist), 253–254  
 Allen, George, 97–99  
 Alpert, Jed, 132  
 American Apparel, 221  
 American Cancer Society, Virtual Relay for  
 Life, 227–228, 231  
 American Life. *See* Pew Internet and Ameri-  
 can Life surveys  
 American Red Cross, 26, 140  
 Amnesty International, 19–20, 47n14, 184  
 Appalachian coal mining, 194–195  
 Apple: Final Cut Pro software, 115; iPhone,  
 155n27

Application programming interface (API),  
 201  
 Araujo, Gwen, 21, 23  
 Arroyo, Gloria, 129–130, 141  
 Asthma U.K., 134–135  
 Augmented reality, 230  
 Autism wiki, 167–168, 177  
 Avatars, 216, 221, 226, 228–229, 230

**B**

Badges. *See* Widgets  
 Balloons, on maps, 191  
 Bandale, Monifa, 101  
 BBC Radio, virtual music festival, 220, 229,  
 237n6  
 Bebo, 60, 75  
 Bezos, Jeff, 211  
 Bildt, Carl, 231  
 BlackPlanet, 60  
 Bloggers: community of, 43; managing rela-  
 tions with, 28–29; reaching out to, 39–40  
 Blogging software: choosing, 36–38; comment-  
 approval system of, 37; features of, 30–36;  
 hosted vs. installed, 38; need-based use  
 of, 45; vendors of, 38  
 Blogosphere, 15, 27, 47n4  
 Blogrolls, 32  
 Blogs, 10, 15–57; advantages of using,  
 44–45, 52, 53; comments on, 33, 36, 37,  
 41, 51, 52; control relinquished with, 43,

51–52, 255; criticism of, 46; evolution of, 55–57; forums vs., 40; how to begin using, 36; and mainstream media, 15–16, 21, 23, 47n4; on MySpace, 62; optimizing, for search engines, 38–39, 49n31; organizations using, 17–29, 250, 253–254, 255; overcoming objections to, 51–53; popularity of, 16, 17, 47n7; time required for, 41, 44, 52–53; tips for success with, 41–43; types of, 36–38; Web 2.0 concepts demonstrated by, 45–46. *See also* Microblogging  
 Blue Ocean Institute, Fish Phone campaign, 136, 144–145  
 Bono, 131–132, 148, 149, 153n9  
 boyd, danah, 59, 87n1, 91  
 Bulletins, MySpace, 63, 75  
 Burns, Conrad, 121n4  
 Bush, George W., 28, 101, 119

## C

California Dance Network, 204, 205  
 Calvin Klein, 221  
 Campaigns, defined, 8. *See also* Political campaigns  
 Campbell, Joseph, 126  
 Care2, 71–72, 79, 80  
 Causes, 70–71, 76, 255  
 CBS Interactive, 170  
 Chaikin, Andrew, 1–2  
 Change.org, 70, 71, 72  
 Channels, YouTube, 114  
 Christianer, 60  
 Church of the Customer Blog, 39  
 Clinton, Hillary, 105–106, 117  
 Closing the feedback loop, 20, 21  
 Cloud tags, 107  
 Club Penguin, 217, 228, 229  
 Coca-Cola, 221  
 Coldwell Banker, 221  
 Colker, Jacob, 65–66  
 Colman, Jonathon D., 68  
 Comment blogging, 52

Comments: on blogs, 33, 36, 37, 41, 51, 52; mapping applications permitting, 196; on media-sharing sites, 99, 100; on social networking sites, 60, 75, 82, 93–94. *See also* Conversations  
 Common Shortcode Administration, 146  
 CommonAction, 167  
 Community blogging platform: defined, 23, 37; of Obama campaign, 23–24  
 Community building: with photo-sharing site, 110–111; with wikis, 167–168  
 Community United Against Violence (CUAV), 21, 23  
 comScore Media Metrix, 25  
 Conference proceedings, wikis for, 170  
 Connectedness, with Web 2.0 technologies, 7, 245–246. *See also* Social aspect  
 Content management systems (CMSs), 48n28  
 Control: with blogs, 43, 51–52, 255; over mobile phones, 140, 150–151; with social networks, 82  
 Conversations: blogs as medium for, 44, 52; on book's Web site, 12; on media-sharing sites, 99, 116, 124; in virtual worlds, 230; Web as medium for, 45–46, 255. *See also* Comments  
 Cop Watch, 100–101  
 Costs: to begin using Web 2.0 technologies, 251–252; of media-sharing sites, 99; of social networking, 78–79; of wiki software, 172  
 Creative Commons: licensing, 118, 119; photo contest, 109  
 Crowdsourcing, 180  
 Cunningham, Ward, 163–164  
 Cyworld, 60

## D

Darfur, 5, 187–189, 199, 205, 256  
 Dean, Howard, 91  
*Death and Life of Great American Cities, The* (Jacobs), 95–96

Decision making, 212  
Del.icio.us, 69  
Dell, 221  
DeviantArt, 69  
Digg, 60, 66–69, 79, 88n19  
Discussion groups. *See* Forums  
Doppelganger, 217, 233  
Dutto, Matias Fernandez, 22

## E

Earthwatch, 195–196  
Editing: blogs, 52; photos, 115; videos, 115, 116, 117; wikis, 172, 173, 177  
Edwards, John, 101, 140–141, 149–150  
Embedding: maps, 64, 200; on media-sharing sites, 113; on MySpace, 64  
*Envisioning Information* (Tufte), 203  
Estrada, Joseph, 129, 130, 153n1  
Exley, Zack, 159

## F

Facebook: Causes application of, 70–71, 76, 255; friends list, 74, 80, 93; Microsoft investment in, 86; origin and popularity of, 5, 85; as social networking platform, 76; used to recruit volunteers for political campaign, 66; users of, 5, 59–60; the wall of, 75  
Fans, wikis created by, 165–167  
Farrow, Mia, 223  
Feed-only blogs, 37  
Feedback, with blogging, 24, 25, 52, 53. *See also* Closing the feedback loop  
Feeds, 33  
Final Cut Pro software, 115  
Fish Phone campaign, Blue Ocean Institute, 136  
Flickr, 69; “groups,” 114; Oxfam International’s use of, 101–102, 110; photo contests using, 108–109; tag clouds popularized by, 107; used to build community, 110–111; as Web host, 111

Flogs/fake blogs, 19  
Folds, Ben, 220  
Folksonomy, 34, 107  
Ford, Jumpstart Ford photo contest, 109  
Forums, blogs vs., 40  
Franchot, Peter, 65–66  
Freecycle, 69  
Fried, Jason, 211  
Friend collecting, 65  
Friend whoring, 65  
Friending, 65, 80, 92–93  
Friends lists, 60, 63, 73–74, 93  
Friends of the Urban Forest, 226  
Friendster, 60, 65, 88n11  
Fundraising: blogs for, 25; social networking for, 69–71; text messaging for, 139–141; in virtual worlds, 227–228; widgets for, 35

## G

Gabriel, Peter, 231  
Gadgets. *See* Widgets  
Gather, 77  
GeoCities, 55–56  
Geocoding, 198  
Geographic Information Systems (GIS), 190, 193, 208n2  
Geotagging, 112–113, 198  
Giuliani, Rudolph, 18  
Gladwell, Malcolm, 79  
Global Kids, 222–224  
GM, 231  
Godin, Seth, 157  
Google: Android mobile phone operating system of, 151; Sky and Moon map models, 208; small teams at, 211; social networking platform launched by, 86; Street View mapping product, 207  
Google Earth: considerations before using, 189, 203; Darfur maps produced with, 187–188, 189; features of, 191, 200; future of, 207–208, 209n8; “Global Awareness”

program, 205; ILoveMountain' use of, 194, 195; inspiration for, 208n1  
 Google Maps, 119, 189, 193, 196, 202  
 Gorto's, Greenpeace campaign aimed at, 253–254  
 Graef, Ailin, 215–216  
 Greenpeace: Argentinian campaign, 137;  
 save-the-whales campaign, 253–254, 255  
 Group blogs, 37  
 Groups: affinity, wikis of, 165–167; Flickr, 114  
 Grove, Steve, 123

## H

Habbo Hotel, 230  
 Harry Potter wiki, 165, 166  
 Hi5, 77  
 Holocaust Museum, Darfur map, 187–189, 199  
 Huffington, Arianna, 231  
 Human Rights Watch, 28  
 Humane Society of the United States, Sunny  
 the Seal campaign, 61–65, 81, 87n9, 111  
 Humor, on media-sharing sites, 117  
 Hurricane Katrina, 140, 197  
 Hyper-friending, 65  
 Hyperlinks, 56

## I

Idealist.org, 196  
 Idealware.org, 38  
 ILoveMountains, 194–195, 205  
 Inbound links, 38–39  
 Income: and access to healthy food, 190–192; of average Internet user, 25; and campaigns using mobile phones, 154n12  
 Information: lack of, on Web 2.0 technologies, 3–4; maps for visualizing, 192–194  
 Information design: and mapping, 203; and wikis, 173, 177–178  
 Information sharing: with blogs, 45; with media-sharing sites, 113

Intelligent texting, 144–145, 147. *See also*  
 Text messaging  
 Interaction. *See* Conversations  
 Interactive voice response (IVR) system, 144  
 International Fund for Animal Welfare (IFAW): “Stop the Seal Hunt” initiative, 132–134; Whale Remix Contest, 142, 150  
 Internet: connectedness via, 7; mobile phones for accessing, 131; politicians' use of, 91–94, 160–161; users of, 23, 25; virtual worlds for accessing, 230. *See also* Web

## J

Jacobs, Jane, 95–96  
 Jaiku, 29  
 Jenkins, Henry, 223  
 Jett, Quintus, 197  
 Journals, Xanga, 75  
 JumpCut.com, 115  
 Jumpstart Ford photo contest, 109  
 Jung, Karl, 126

## K

Kaneva, 228  
 Kanter, Beth, 51  
 Kapor, Mitch, 241  
 Kay, Alan, 243  
 Kearns, Martin, 25, 183  
 Keller, Bill, 231  
 Kennedy, John F., 121  
 Kennedy, Robert F., 185  
 Keyword density, blogs, 38, 39  
 Keywords, text-messaging campaigns using, 133  
 KickApps, 81  
 Kid Beyond, 1–2  
 Kraay, Bradley, 71

## L

Lamont, Ned, 102, 104, 119, 255  
 LastFM, 169–170, 178

Layers, map, 188, 199  
Le Guin, Ursula K., 252, 258n1  
Legal considerations, media-sharing sites, 116  
Levy, Josh, 80  
Licensing, and media-sharing sites, 116, 118, 119  
Lieberman, Joe, 104, 119, 121n7  
Linden Labs, 236  
LinkedIn, 78  
LiveEarth, 29  
Location-based services (LBS), 152  
Lott, Trent, 15–16, 47n4

## M

Makena Technologies, 233  
Mapbuilder, 202  
Mapmaking services, 201  
Mapping providers, 201–202  
Maps, 11, 187–207; components of, 188, 191, 208n2; concepts used in preparing, 198–200; embeddable, 64, 200; future of, 206–208, 209n8; Holocaust Museum's, of Darfur, 187–189, 199; how to begin using, 200–202; organizations using, 189–198; software for creating, 187–188, 189–190, 191, 200, 202, 207–208; tips for success with, 202–206  
Mapserver, 202  
March of Dimes, photo contest, 109  
Market research: comments as free, 52; using blogs to conduct, 25–27  
Marketing, maps, 205  
Marshall, Josh, 183  
Mashups, 119  
McLachlan, Sarah, 64  
McQuillan, Dan, 20  
Media: broadcast, digital interaction vs., 91–94; embedded, 64  
Media, mainstream: and blogs, 15–16, 21, 23, 47n4, 254; and media-sharing sites, 97–99, 101–102, 103, 254; and virtual worlds, 220–221, 224–225; Web 2.0 technologies as alternative to, 254–255

Media-sharing sites, 11, 97–127; conversations on, 99, 116, 124; features of, 99, 107, 112–113; future of, 119–121; how to begin using, 113–116; legal considerations with, 116, 118, 119; list of, 114; organizations using, 100–112; storytelling on, 125–127; tips for success with, 116–119; users of, 99–100, 121n5; as Web hosts, 111. *See also* Flickr; YouTube  
MediaWiki, 172  
Meetups, 225–226  
Message boards. *See* Forums  
Messaging, in virtual worlds, 230. *See also* Text messaging  
Microblogging, 29, 56–57  
Microsoft: investment in Facebook, 86; mapping software, 190, 191, 200, 208; Photosynth software, 120  
Millennial Generation: characteristics of members of, 5–6; defined, 4  
Miller, George, 106, 108, 117, 255  
Mixi, 60  
Mobile blogs (moblogs), 37–38  
Mobile phone modems, 147  
Mobile phones, 11, 129–155; companies with control over, 140, 150–151; and future of media sharing, 119–120; how to begin using, 145–147; organizations using, 131–143; ownership of, 130–131, 142; political movements using, 129–130, 153n1; and privacy, 135–136, 142–143, 147, 152, 154n23, 155n24; ringtones for, 129–130, 141–142, 145, 150; structuring campaigns using, 143–145; tips for success with, 147–150; vendors of, 145; as Web 2.0 technology, 13n8; as Web browsers, 131, 151–153, 155nn27, 28. *See also* Text messaging  
Mobile Voter, 2  
Modems, mobile phone, 147  
Modules. *See* Widgets  
Money. *See* Costs  
Moore, Allan, 246  
MTV: and Darfur Is Dying game, 256; virtual locations, 217, 224–225, 228, 233

Multiuser blogs, 37  
 MuslimSpace, 60  
 MySpace: bulletins on, 63, 75; commenting on, 75; cost of using, 79; friend collecting on, 65, 80; Humane Society's use of, 61–65, 87n9; politicians' use of, 66, 93; popularity of, 57, 60, 85; profile page on, 73; and YouTube, 99, 111

## N

National Aeronautics and Space Administration (NASA), 29, 200  
 National Basketball Association, 231  
 National Oceanic and Atmospheric Administration (NOAA), 222, 223  
 National Youth Rights Association, 166–167  
 Nature Conservancy: photo contest, 108–109, 112, 114–115; social networking by, 68  
 Network of friends. *See* Friends lists  
 Networked publics, 92–94  
 New Organizing Institute (NOI), 27  
 New Orleans, 70, 197  
 New York City Coalition Against Hunger (NYCCA), 191–192, 203  
 NewAssignment.Net, 183  
 Newsom, Gavin, 29, 231  
 Ning.com, 81  
 Nixon, Richard, 121  
 Nonprofit Commons, 215, 216, 217, 233, 234  
 Nonprofits: overcoming objections to blogging by, 51–53; storytelling by, 125–127; value of book to, 3–4; Web 2.0 technologies and, 241–242, 245–247

## O

Obama, Barack, 23–24, 142  
 Online communities, 92–94  
 Online maps. *See* Maps  
 Open Social, 86  
 Opt-in requirement, text-messaging campaigns, 141, 148, 154n23, 157–158

Organizational design, 211–213  
 Orkut, 60  
 Overlays, mapping, 199  
 Oxfam International, 101–102, 103, 109–110, 118

## P

Paglen, Trevor, 183–184  
 Pasik, Adam, 231  
 People: how technology used by, 250–251; online organizing centering on, 252–254  
 Permalinks, 32  
 Permission politicking, 157–158  
 Personal publishing, 55–57  
 Petitions: media-sharing sites for, 109–110; text-messaging for, 132–134  
 Pew Internet and American Life surveys: on blogging, 16, 23; on Internet use, 23; on teen use of social networking sites, 59; on youth use of media-sharing sites, 99–100, 121n5  
 Philippines, mobile phones used in political movements, 129–130, 141, 153n1  
 Photo blogs (plogs), 37  
 Photo contests, 108–109, 112, 114–115  
 Photo-sharing sites. *See* Flickr; Media-sharing sites  
 Photobucket, 111  
 Photos: editing, 115; Web hosting, 111, 122n11  
 Photosynth software, 120  
 Picnik.com, 115  
 Pingbacks, 32  
 Pins, on maps, 191  
 Pit Bull Rescue Central, 71  
 Placemarks, on maps, 191  
 Planet Hazard, 192–193  
 Political campaigns: blogging used by, 17–19, 23–24; Internet potential unrecognized by, 91–94, 160–161; media-sharing sites used by, 97–99, 100, 101, 102, 104–106, 108, 121n4; opting in to, 157–158; social networking used by, 65–66; text-messaging used by, 129–130, 137–139,

153n1; unsuccessful techniques employed by, 159–160; value of book to, 3–4; virtual headquarters of, 231; and YouTube, 97–99, 102, 104, 105–106, 108, 121n4, 123–124.  
*See also names of individual candidates*

Pontiac, 220, 231

PortlandMaps, 193–194

Posts, defined, 17

Premium short messaging service (PSMS), 139–140

Privacy: and mapping, 207; and mobile phones, 135–136, 142–143, 147, 152, 154n23, 155n24; and social networking site comments, 75

Private messaging systems, social networking sites, 60, 75. *See also* Text messaging

Profile pages, 60, 73

Public commenting systems: of blogs, 33, 36, 51; of media-sharing sites, 99, 100; of social networking sites, 60, 75

Public Interest Research Groups (PIRGs), 138

Publishing: personal, 55–57; Web, 48n28.  
*See also* Blogging; Wikis

## Q

QQ, 60

## R

Real life (RL), 217, 237nn1, 12

Reality, augmented, 230. *See also* Virtual life (VL)

Recruitment: mapping for, 195–196; social networking for, 61–66, 247; text messaging for, 131–132, 153n9

Red Light Center, 230

Reebok, 221

ReformBallot.org, 196–197, 206

Resources. *See* Costs; Time

Ringtones, mobile phone, 129–130, 141–142, 145, 150

Robo-calls, 160

Rock the Vote, xi–xii, xvii–xix, 5, 8

Roh Moo-hyun, 138

Romney, Mitt, “Five Brothers” blog, 17–19, 24, 43

RootsCamp, 225–226

Rosen, Jay, 183

Rushkoff, Douglass, 181

## S

Sachs, Jonah, 125

San Francisco Department of Public Health, SexInfo campaign, 135–136, 149, 150, 154n12, 155n24

Santorum, Rick, 28

Santry, Nathan, 253, 254, 255

Save the Children, “Yak Shack” campaign, 226, 227

SayNow.com, 144

Scola, Nancy, 219

Seal hunting, 61–65, 87n9, 132–134

Search engines, optimizing blogging for, 38–39, 49n31

Sears, 221

Second Life: American Cancer Society Virtual Relay for Life in, 227–228, 231; BBC Radio music festival in, 220, 229, 237n6; educational experiences in, 221–222, 223, 231; exploring, 232; facts about, 216, 217–218, 231; features of, 228, 229, 230; how to obtain, 219; media attention to locations in, 220–221; meetups in, 225–226; Nonprofit Commons in, 215, 216, 217, 233, 234; Roots Camp in, 225; Teen, 222–224

Semantic Web, 256–257

SexInfo campaign, San Francisco Department of Public Health, 135–136, 149, 150, 154n12, 155n24

Sharing options, media-sharing sites, 113

Short messaging system (SMS), 130

Shortcodes, 12n1; defined, 132; keywords in, 133; prepaid phone services prohibiting texting to, 154n12; reserving, 146

Sidarth, S. R., 97–99

Single-user blogs, 37

Skocpol, Theda, 246–247  
 Smith, Gregory J., 110–111  
*Snow Crash* (Stephenson), 208n1, 216  
 Social aggregators, 86  
 Social aspect: of future technologies, 242–243; mapping applications with, 196, 204; of media-sharing sites, 99, 100; of social networking sites, 57, 60, 92, 95–96; of virtual worlds, 218  
 Social networking platforms, 76, 86  
 Social networking sites, 10–11, 59–96; building your own, 80–81; challenges of using, 85; diversity of, 60, 69, 77–78; failure to understand potential of, 91–94, 250; features of, 60, 72–76; future of, 86, 242–243; how to begin using, 76–77; misperception about, 60; organizations using, 60–72; as social spaces, 57, 60, 92, 95–96; time required for, 82–83; tips for success with, 78–85; users of, 59–60; widgets on, 63, 64, 76–77. *See also* Wikis  
 Software: augmented reality, 230; blogging, 30–38, 45; hosted vs. installed, 38, 175; mapping, 187–188, 189–190, 191, 200, 202, 207–208; media-sharing, 115, 120; open-source, 202, 234, 236, 241–242; virtual world, 219, 233, 234–235, 236; Web 2.0, 7; wiki, 171–175, 178  
 Soria, Oscar, 137  
 South by Southwest, 29  
 Spam: comment, on blogs, 37, 41; mobile phone, 147, 151; on wikis, 166, 175, 176, 177, 178  
 Standard blogs, 36–37, 38  
 Star Wars wiki, 165, 166  
 Starbucks, 109–110  
 Starwood Hotels, 220  
 Stephenson, Neal, 208n1, 216  
 Stop Dog Fighting Now, 71  
 Stop Genocide Now, 123  
 Storytelling, 125–127, 202–203, 252–254  
 Strategic planning, 213  
 Student Global AIDS Campaign (SGAC), 168–169, 180, 255  
 StumbleUpon, 69, 78

Stutzman, Fred, 95  
 Sun Microsystems, 221  
 Support Breast Cancer Research, 71  
 SurveyMonkey.com, 76  
 Sweden, virtual diplomatic relations, 231

## T

Tagging: on blogs, 34, 39, 42; as feature of Web 2.0 technologies, 34; on media-sharing sites, 107, 112, 114–115. *See also* Geotagging  
 Tags: cloud, 107; defined, 34  
 TalkingPointsMemo.com, 183  
 Technology: Millennials' familiarity with, 5; social features in, 242–243; understanding how people use, 250–251. *See also* Web 2.0 technologies  
 Teen Second Life, 222–224  
 Television. *See* Media, mainstream  
 Tester, Jon, 5, 121n4  
 Text aggregators, 146–147  
 Text alerts, 144  
 Text messages: clearly written, 149–150; defined, 130; timely, 149, 155n25  
 Text messaging: as campaign element, 8; companies exerting control over, 140, 150–151; to encourage voter registration, 1–2, 12n1, 138–139; growth of, 130; how to begin using, 145–147; opt-in requirement for, 141, 148, 154n23, 157–158; options for structuring, 143–145; organizations using, 131–143; popularity of, 11; shortcodes, 12n1, 132, 133, 146, 154n12; tips on success with, 147–150. *See also* Mobile phones  
 Text to voice, 144  
 Text to voice broadcast, 144  
 Texting, intelligent, 144–145, 147. *See also* Text messaging  
 Thompson, A. C., 183  
 Thurmond, Strom, 15  
 Time: to begin using Web 2.0 technologies, 251–252; for blogging, 41, 44, 52–53; for social networking, 82–83; for wikis, 176

Timeliness, of text messages, 149, 155n25  
*Tipping Point, The* (Gladwell), 79  
 Toyota, 231  
 Trackbacks, 32  
 Training, blogs for, 27  
 Transformers wiki, 165–166  
 Tufte, Edward R., 203  
 Tutu, Desmond, 231  
 Twitter, 29, 56–57

## U

UC Davis, Schizophrenia House virtual presence, 222  
 United States Holocaust Memorial Museum.  
*See* Holocaust Museum

## V

Verclas, Katrin, 245  
 Verizon, 151  
 Video blogs (vlogs), 37  
 Video games: virtual worlds vs., 228; wikis for fans of, 165  
 Video-sharing sites. *See* Media-sharing sites; YouTube  
 Videos: editing, 115, 116, 117; Web hosting, 111, 122n11  
 Virtual Earth 3D, 200, 208661  
 Virtual Laguna Beach, 217, 224, 228, 233  
 Virtual life (VL), 217, 237nn1, 12  
 Virtual worlds, 12, 215–243; avatars in, 216, 221, 226, 228–229, 230; characteristics of, 218; functioning of, 228–230; future of, 235–236, 242; how to begin using, 231–233; organizations inhabiting, 219–228; residents of, 218–219, 228; software for, 219, 233, 234–235, 236; tips for success with, 233–235. *See also* Second Life  
 Volunteers: recruiting, 61–66, 131–132, 153n9, 195–196, 247; social networks of, 183–185  
 Voter registration, text-messaging campaign to encourage, 1–2, 12n1, 138–139. *See also* Rock the Vote

Voting, by Millennials, 5

## W

Wall, the, Facebook, 75  
 Web: as conversational medium, 45–46; as platform, 8; as social medium, 57; storytelling on, 125–127. *See also* Internet  
 Web browsers, mobile phones as, 151–153, 155nn27, 28  
 Web hosts: for blogging software, 38; media-sharing sites as, 111; for wiki software, 175  
 Web publishing, 48n28. *See also* Blogging; Wikis  
 Web site, for book, 12  
 Web 2.0 era, trends and attributes of, 7–8  
 Web 2.0 movement: concepts underpinning, 45–46; defined, 6–7; future of, 257–258  
 Web 2.0 technologies: common features of, 33–36; connectedness with, 7, 245–246; defined, 6, 13n8; factors for successful use of, 250–255; future, 256–257; how to begin using, 251–252; lack of information on, 3–4; nonprofits and, 241–242, 245–247  
 Webb, James, 5, 97–99  
 Whale hunting, 142, 150, 253–254, 255  
 White board, Bebo, 75  
 Whitman, Meg, 231  
 Whyville, 217  
 Widgets: in blogs, 34–36; defined, 34, 64; on media-sharing sites, 112; on social networking sites, 63, 64, 76–77  
 Wiki gardeners, 166, 170, 176, 178  
 Wikipedia, 163, 164, 172, 175, 179, 181n7, 208  
 Wikis, 11, 163–181; advantages of, 180–181; components of, 171, 172, 173, 174; criticisms of, 178–180; how to begin using, 171–175; mapping used with, 196–197; organizations using, 164–170; software for, 171–175, 178; tips for success with, 176–178; and volunteers, 183–185  
 WikiWikiWeb, 163–164  
 Williams, Evan, 30, 55

Wired Online, 29  
Wireless carriers/operators, 140, 150–151  
Wookieepedia, 165, 166  
Working Assets, 138, 139  
World Wind, NASA, 200

**X**

Xanga, 60, 75

**Y**

Yahoo!, mapping software, 190, 191, 200

Yelp, 69

YouthRights.net, 166–167

YouTube, 69; “channels” on, 114; distribution rights, 116; and MySpace, 99, 111; Oxfam International’s use of, 101–102, 103, 109–110, 118; political campaigns using, 97–99, 102, 104, 105–106, 108, 121n4; political content on, 123–124; upload form, 112–113; as Web host, 111

**Z**

Zoom levels, mapping, 199