



Philip N. Howard and Steve Jones, Editors, Society Online: The Internet in Context (Thousand Oaks, CA: Sage), 384 pages, hardcover 0761927077 list price \$84.95, paperback 0761927085 list price \$37.95.

Subject Areas

New Media and Society, Communication and Information Technologies, Sociology of Communication, Mass Communication.

Description

Within the developed world, much of society experiences political, economic, and cultural life through a set of communication technologies barely older than many citizens. *Society Online: The Internet in Context* examines how new media technologies have not simply diffused across society, but how they have rapidly and deeply become embedded in our organizations and institutions.

Society Online is not exclusively devoted to a particular technology, or specifically the Internet, but to a range of technologies and technological possibilities labeled "new media." Rather than trying to cover every possible topic relating to new communication technologies, this unique text is organized by how these new technologies mediate the community, political, economic, personal, and global spheres of our social lives. Editors Philip N. Howard and Steve Jones explore the multiple research methods that are required to understand the embeddedness of new media.

Society Online discusses the findings of the Pew Internet and American Life Project and is the first book to bring together leading social scientists to provide the most comprehensive and far-reaching Internet research data sets and to contextualize Internet use in modern life. The book features contributions by leading scholars from across the social sciences using a range of research techniques including systematic content analysis; comparative methods; quasi-experimental methods; probit; ordinary least squares and logistic regression analysis; small focus groups; historical, archival, and survey methods; ethnographic and auto-ethnographic work; and comparative analyses of policy traditions to probe, analyze, and understand the Internet in the context of everyday life.

Society Online is designed for undergraduate and graduate students taking media studies courses in the areas of Communication, Sociology, Political Science, Anthropology, Cultural Studies, Information Sciences, and American Studies.

Contents

Foreword (Rainie) / Prologue: The Case for Multi-method Research: Large Sample Design and the Study of Life Online (Witte) / Embedded Media: Who We Know, What We Know, and Society Online (Howard). SOCIAL CAPITAL, COMMUNITY, AND CONTENT - The Bridging and Bonding Role of Online Communities (Norris) / Deeper Understanding, Deeper Ties: Taking Faith Online (Larson) / Bending Gender Into the Net: Feminizing Content, Corporate Interests, and Research Strategy (Shade) / Interrogating the Digital Divide: The Political Economy of Race and Commerce in New Media (Nakamura). WIRED NEWS AND POLITICS ONLINE - Will Internet Voting Increase Turnout? An Analysis of Voter Preference (Stromer-Galley) / The Internet and Political Involvement in 1996 and 2000 (Rice and Katz) / New Media, Internet News, and the News Habit (Dessauer) / Crisis Communication and New Media: The Web After September 11 (Schneider and Foot). ECONOMIC LIFE ONLINE - 'sHoP onLiNE!': Advertising Female Teen Cyberculture (Silver and Garland) / Permanently Beta: Responsive Organization in the Internet Era (Neff and Stark) / Art Versus Code: The Gendered Evolution of Web Design Skills (Kotamraju). CULTURE AND SOCIALIZATION ONLINE - Wired and Well Read (Griswold and Wright) / The Disembodied Muse: Music in the Internet Age (Peterson and Ryan) / Technology and Tolerance: Public Opinion Differences Among Internet Users and Nonusers (Robinson, Neustadtl, and Kestnbaum). PERSONAL AND GLOBAL CONTEXTS OF LIFE ONLINE - Informed Web Surfing: The Social Context of User Sophistication (Hargittai) / American Internet Users and Privacy: A Safe Harbor of Their Own? (Starke-Meyerring, Burk, and Gurak) / Sited Materialities With Global Span (Sassen) / The Future of the Internet: Cultural and Individual Conceptions (Bainbridge) / Conclusion: Contexting the Network (Jones).

Commentary

"These editors have the respect, visibility, and track-record to make this volume a contribution to the field of Internet studies. It will be adopted as an upper-division text and can also serve as a valuable reference work for doctoral students. Given its broad mix of qualitative and quantitative approaches, this work should have wide appeal across the Social Sciences and Information Studies."

-- Sandra J. Ball-Rokeach, Annenberg School for Communication, University of Southern California