

PENGUIN



ACADEMICS

NEW NEW MEDIA

SECOND EDITION

PAUL LEVINSON

Fordham University

PEARSON

Boston Columbus Indianapolis New York San Francisco Upper Saddle River
Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montréal Toronto
Delhi Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

contents

<i>Preface to Second Edition and Acknowledgments</i>	xiii
<i>Preface to First Edition and Acknowledgments</i>	xv

CHAPTER 1 WHY “NEW NEW” MEDIA? 1

Why “New New” Rather Than Social Media? 2

Guiding Principles of New New Media 3

New New Media Encompass Prior New Media Principles 5

The Order and Content of the Chapters 5

Speed in the Evolution of New New Media and Hardware 9

The Prime Methodology: Learning by Doing 10

CHAPTER 2 FACEBOOK 13

The Irresistible Appeal of “Friends” 14

What Does Online “Friendship” Mean? 14

Fine-Tuning Online Friendship 15

The Facebook “Group” and its Evolution 16

Facebook Friends and Groups as Knowledge-Base Resources 18

Facebook Friends as Real-Time Knowledge Resources 19

Meeting Online Friends in the Real World 21

Reconnecting with Old Friends Online 22

Protection for the “Hidden Dimension”: Cleaning Up Your Online Pages 23

Subjective and Objective Differences Among New New Media 24

The Facebook Timeline 26

CHAPTER 3 TWITTER 29

The Epitome of Immediacy 30

Interpersonal + Mass Communication = Twitter 31

Twitter as Smart T-Shirt or Jewelry 33

Google+, Twitter, Facebook, and Pownce 34

Twitter Dangers: The Congressman Who Tweeted Too Much 35

The Other Congressman Who Tweeted Too Much 36

Twitter vs. the Mullahs in Iran 37

McLuhan as Microblogger 39

CHAPTER 4 YOUTUBE 41

“Obama Girl” 42

YouTube 2008 Presidential Primary Debates 43

Telegenic + YouTube = Cybergenic 45

YouTube Undeniability and Democracy 46

YouTube Usurps Television as a Herald of Public Events 47

**YouTube Is Not Only Omni-Accessible and Free to Viewers—
It’s Also Free to Producers 48**

**Obama as the New FDR in New New Media as Well as the
New New Deal? 49**

Amateur YouTube Stars and Producers 50

Viral Videos 52

Viral Videos Gone Bad 53

The YouTube Revolution in Popular Culture 54

Roy Orbison’s Guitar 54

“My Guitar Gently Weeps” Through the Ages 55

YouTube Retrieves MTV 56

Will YouTube Put iTunes Out of Business? 57

**YouTube Refutes Lewis Mumford and Turns the Videoclip
into a Transcript 57**

Tim Russert, 1950–2008 58

YouTube's Achilles' Heel: Copyright 58

Comments as Verifiers on YouTube: The Fleetwoods 61

The Pope's Channel 62

YouTube as International Information Liberator 63

CHAPTER 5 WIKIPEDIA 65

Pickles and Pericles 66

Inclusionists vs. Exclusionists: Battle Between Wikipedian Heroes 67

Neutrality of Editors and Conflicts of Interest 69

Identity Problems 70

All Wikipedians Are Equal, but Some Are More Equal Than Others 71

Transparency on Wikipedia Pages 73

Wikipedia vs. *Britannica* 73

Old vs. New New Media in Reporting the Death of Tim Russert 74

**Wikipedia Wrongly Reports the "Deaths" of Ted Kennedy
and Robert Byrd 75**

Encyclopedia or Newspaper? 76

Does Wikipedia Make Libraries Unnecessary? 77

The United Kingdom vs. Wikipedia 79

CHAPTER 6 BLOGGING 81

A Thumbnail History of Electronic Writing 82

Blogging About Anything, Forever 83

Comment Moderation 84

Commenting as the Ubiquitous Greek Chorus 85

Comments as Correctors 86

Myspace Message from Stringer Bell of *The Wire* 87

Changing the Words in Your Blog—After Publication 88

Long-Range Blogging and Linking 89

Group Blogging 90

Monetizing Your Blog 91

Is Monetization Incompatible with the Ideals of Blogging? 95

**Photos on Blogs and Photoblogs: Photobucket, Instagram,
Flickr, Pinterest 97**

Gauging New New Media Impact: Statcounter, Alexa, Klout 98

Different Blogging Platforms 99

**Are Bloggers Entitled to the Same First Amendment Protection
as Old-Media Journalists? 100**



Citizen Journalists, the First Amendment, and Occupy Wall Street 102

Bloggers and Lobbyists 103

Anonymity in Blogging 104

WikiLeaks and Anonymous 106

Blogging for Others 107

Changing the World with Your Blog 109

A Town Supervisor and His Blog 110

“Bloggers in Pajamas” 110

Further Tensions Between New New Media and Older Forms 112

**The Need for Old-Media Reporting in an Age of New New Media
Journalism 114**

**Old Media and New New Media Symbiosis: Easter Eggs for *Lost* and
Fringe 116**

CHAPTER 7 FOURSQUARE AND HARDWARE 118

Foursquare and iPhone 118

Check-Ins and Truths 119

Privacy and Location 119

The Inevitability of Mobile Media 120

The Necessity of Hardware 121

The Price of Mobility 122

The New New Media Exile of Useless Places 123

Smart Phones in the Car, in the Park, and in Bed 123

Batteries as the Weak Spot 124

iPhones, iPads, Bluetooth, and Brains 124

CHAPTER 8 SMALLER POTATOES 126

Myspace 126

The Origins of Online “Friends” 127

“Cyberbullying” on Myspace 127

New New Media Provide Medicine for Cyberbullying 129

Myspace as One-Stop New New Media Cafeteria 129

Myspace Music and New New Media 130

Myspace Poetry 131

Digg and Reddit 132

Shouting, Paying for Digs (and Buries) 133

Ron Paul vs. Barack Obama on Digg 134

Ron Paul and the Older Media 137

Reddit in the Real World and on the Big Screen 138

Second Life 139

History and Workings of Second Life 141

Second Life and Real-Life Interface 142

A Seminar in Second Life 142

Kenny Hubble, Second Life Astronomer 144

Sex in Second Life 145

“Lost” in Second Life 146

Podcasting 148

How Is a Podcast Made? 149

Blueprint for a Podcast 149

Podcast Storage and Distribution: Players, iTunes, and RSS Feeds 150

Case Study of Podcast Success: Grammar Girl	152
Podcasts on Smart Phones and in Cars	152
Podiobooks	153
Podcasts and Copyright: Podsafe Music	153
Advertising on Podcasts	154
Live Streaming	157
Webinars and the Move to Vidcasts	159

CHAPTER 9 THE DARK SIDE OF NEW NEW MEDIA 161

Pre-New New Media Abuses: Bullying, Flaming, and Trolling	162
Online Gossiping and Cyberbullying	164
Cyberstalking	166
Tweeting and Terrorism	166
The Craigslist Bank Heist	168
Spam	169
Old Media Overreaction to New New Abuses: The Library vs. the Blogger	170

CHAPTER 10 POLITICS AND NEW NEW MEDIA 172

Barack Obama, New New Media, and the 2008 Election	172
New New Media VP Announcement Misstep	173
Inauguration and After on the Internet	174
The President and the BlackBerry	175
Off and Running	176
The Tea Party and Twitter in 2010	177
The Arab Spring and Media Determinism	178
Occupy Wall Street and the Resurgence of Direct Democracy	179
The U.S. Election of 2012	182

<i>Bibliography</i>	183
<i>Index</i>	212
<i>About the Author</i>	223